

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 10 Front St. East. Winnipeg: 511 Union Bank Building. London, Eng.: 88 Fleet St. E.C.
Chicago: 933-935 Monadnock Block. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIII.

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NO. 48.



Robinson's Patent Barley

As a healthy, nourishing and enjoyable food for young
and old, Robinson's Patent Barley has no equal.

Druggists sell it; grocers sell more of it; those who are
wise will sell it always.

—WRITE FOR PARTICULARS

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

Agents for the Dominion of Canada

Canada's Leading Table Syrup

Made, as it is, from the finest selected white corn, under perfect hygienic conditions
and most modern scientific methods.

"Crown Brand" Table Syrup

is a delicious, healthy and nourishing table necessity which every grocer in Canada
should sell. Most of them do now. If you do not, place your order through your
jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

DO YOU USE IT IN YOUR HOUSE?

SURPRISE
A PURE
HARD **SOAP**

MAKES CHILD'S PLAY OF WASH DAY.

If you do not now use "Surprise" in your own home, *why not give it a full test?*

Full and complete faith by test and experience of any article that you sell, creates and makes your customers trust in your judgment. This means good business.

TEST OUT "SURPRISE" SOAP YOURSELF

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N.B.

BRANCHES: MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES

“Thistle” Canned Haddies,
Kippered Herring,
Tunny Fish

Haddies that are never anything else but real Haddock, caught, cured and packed at St. Mary's Bay. Natural flavor distinguishes them from all others. Tunny Fish whose careful selection and packing (in lined tins) compel approval from the Epicure. The “Thistle Brand.”

Cox's Gelatine

Pure—absolutely pure, and hence certain to produce the most economic results for the cook. Powdered or Shredded as the cook prefers, but always fulfilling the most exacting requirements.

Taylor's Peels

Candied or Drained, but in either case admitting of no argument as to their high quality. Made from specially imported fruit skins from which the essential oil has *not* been extracted. Lemon, Citron and Orange.

The name “Griffin” on a package or can of dried or canned fruit is a symbol that points the way unerringly to the highest quality. In selecting, in growing, in caution in packing, the “Griffin” brand excels. Seeded or seedless Raisins, Prunes, Apricots, Pears—each is the best there is or can be.

Griffin & Skelley's
Dried and Canned Fruits

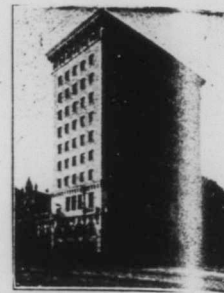
“Griffin's”

ARTHUR P. TIPPET & CO., Agents
Montreal



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

<p>Oh! You Manufacturers I still have time for another "live one." Don't you want your goods pushed? Write me to-day.</p> <p>G. WALLACE WEESE Manufacturers' Representative 30-32 Main East "Face-to-Face Business" HAMILTON</p>	<p>CLARE, LITTLE & CO., WESTERN DISTRIBUTORS Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehouse and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.</p> <p>SASKATOON, Western Canada</p>	<p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 29 Melinda Street, Toronto</p>
<p>Canadian Manufacturers and Exporters: Are you aware of the fact that there are 4½ millions Irishmen prepared to buy Canadian Goods? Don't you want some of this business? You can get into touch with 5,000 distributors every week by advertising in THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES JOURNAL, the best known general store and grocery paper in Ireland. Write for sample copy and particulars to 10, Garfield Chambers, Belfast, Ireland.</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, - - - N.B. Open for a few more first-class lines.</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>Selected Raisins, Currants, Evaporated Apples. Prices Right.</p>	<p>ON SPOT Finest Bordeaux Whole Halves SHELLED WALNUTS New Three Crown Shelled Almonds LIND BROKERAGE CO. Toronto 23 Scott Street</p>
<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.</p> <p>J. T. ADAMSON & CO. Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO</p>	<p>WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - - - MAN. Domestic and Foreign Agencies Solicited.</p>
<p>Largest and Finest Pure Whole Skinless Codfish "Royal Crown" in 100 lb. boxes. Distributing Sole Agents ROBERT ALLAN & CO. MONTREAL General Commission Merchants</p>	<p>NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.</p>	<p>Canadian Agencies Wanted E. SAVILLE WEBB 7 St. Stephens Street BRISTOL, :: ENGLAND</p>
<p>WAREHOUSE ACCOMMODATION IN OTTAWA Largest warehouse in Ottawa Valley, Fireproof; low insurance rates; direct connection all railways. Convenient to navigation. Centrally located. Write for rates. Special rates for large quantities Dominion Warehousing Co., Ltd. 52 Nicholas Street, Ottawa J. R. Routh, Manager.</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Ceylon Teas, Coffees, Spices, Mustard, Canned Goods, Grocery and Drug Specialties. Importer and distributor of the Dagoba Brand Pure, High-grade Ceylon Tea—stood the test in Western Canada for over 12 years—sales always increasing. Sold in bulk, 1 lb. packets and 5-lb. boxes. Popular prices. Grocers: it will pay you to stock this line. Manufacturers: it will pay you to place your account in my hands. Business established over 12 years. Yours truly, G. C. WARREN</p>	<p>TO Brokers and Manufacturers' Agents —Your business card on this page will keep —your name and field of operations before —Manufacturers, Importers and others —looking for responsible representatives. It costs you little and means much to you if you are looking for agencies.</p>
<p>CHAS. MORIN 89 Dalhousie St., - QUEBEC Specialty Manufacturers' Agent 18 years' experience; 3 travelers calling upon retail trade in Quebec district. Open for good lines in Grocery Specialties.</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885.</p>	<p>Write for particulars to The Canadian Grocer Montreal Toronto Winnipeg</p>

NEW

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Now is the
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MR. C
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NEW GOODS FOR CHRISTMAS TRADE

IN STORE—OUR FIRST SHIPMENTS OF

NEW WALNUTS—IN SHELL

Grenobles, Marbots and Bordeaux

Also a full stock of NEW

ALMONDS, BRAZILS, FILBERTS, PEGANS and PEANUTS

Now is the time to order **TABLE RAISINS** before our assortment is broken.

PROMPT SHIPMENTS AT RIGHT PRICES

EBY-BLAIN, LIMITED

Wholesale Grocers - - - TORONTO

Worth Digesting

MR. GROCER,

Have you ever stopped to think over the question as to which of the most popular Package Teas gives you the best returns? Compare our prices against other package teas you are handling. We think you will soon see, with the popularity Blue Ribbon Tea has with the General Public to-day, that, if you are not handling our lines, it would be to your advantage to do so.

25c.	grade costs you	20c.	for 1 lbs.
25c.	" " "	21c.	for ½ lbs.
30c.	" " "	24c.	
35c.	" " "	25c.	
40c.	" " "	30c.	
50c.	" " "	35c.	
60c.	" " "	42c.	
80c.	" " "	55c.	
\$1.00	" " "	70c.	

THE BLUE RIBBON TEA CO., Limited
266 St. Paul St., MONTREAL

Old Homestead Brand

Canned Fruit and Vegetables

—of all the many brands now before the public—perhaps stands in higher favor than any other.

The reason is not far to seek. Every suggestion or contrivance that care, skill, science or sanitation can afford, has been embodied in the manufacture of these famous goods.

We intend to maintain at any cost our reputation for highest quality and unequalled purity, and we guarantee each can positively to contain no other fruit or vegetable but that which the label indicates. No preservative is either required or added in canning. Order from your jobber.

**OLD HOMESTEAD
CANNING CO.**

PICTON : : : ONTARIO



We Will

Write us about
stores draw
which pay you
you haven't a

ROSE & LAFLA



GENU

WHEN YOU

WHITE

YOU LIKE

White Swallow



We Will Show You How To Dress Your Windows, Supply You With Beautiful Banners and Hangers, and Draw The People Into Your Store.

Write us about our Window Dressing Plan to increase sales. It's through their windows that the department stores draw much of their trade. We will show you how it is done with **CAMPBELL'S SOUPS**—the Soups which pay you 33 1/3%—the Soups which are so much better and so much more economical than any other that you haven't a customer who buys them once who won't keep on buying them—21 kinds.

JOSEPH CAMPBELL COMPANY, - Camden, N.J.

ROSE & LAFLAMME, 400 St. Paul St., Montreal—Canada Selling Agents.

21 kinds—look for the Red and White Label.



GENUINE SATISFACTION

IS THE RESULT

WHEN YOU SERVE YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

YOU LIKE THE PROFIT—THEY THE GOODS

2 DOZEN—1 lb. TINS PER CASE.

**White Swan Spices & Cereals, Limited
TORONTO**



By Special royal permission

A Right Selection

of Sardines is of the utmost importance to every grocer, but it is never easy to know just what to handle. In canned fish

KING OSCAR Brand SARDINES

are always uniformly pure, sweet and well packed and prove a profitable and quick-selling line.

CANADIAN AGENTS

J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON - - - ONT.

AGENTS WANTED

We require agents for the sale of our high-class Grocers' and Druggists' Specialties in the cities of Ottawa, Kingston, Hamilton, London, Winnipeg, Regina, Calgary, Edmonton, etc.

The sole agency will be given for the city and the territory surrounding.

The goods are all of the very finest, and enjoy an enviable reputation all over the world. They are manufactured in England and have been pushed in Montreal and Toronto, where there is a good demand.

Please state lines already handled when you reply and give a banker's reference.

X.L., care of CANADIAN GROCER

Lessens the Women's Work

You know, Mr. Grocer, that if you secure the good-will of the ladies, you get possession of a valuable asset. On wash days

ASEPTO SOAP POWDER

is a boon, and lightens the women's work. It is the best for the quick and easy washing of clothes, and will clean walls, floors, crockery, pans, etc., just as well. See that you have this quick-selling line on your shelves.

Order from Your Jobber.

THE ASEPTO MFG. COMPANY

ST. JOHN, N.B.

BROOMS

We Make

Brooms of Quality

When next in need of this line

ask us for prices

We have the goods for household, mill, factory, warehouse and others

Capacity enlarged to

20,000

dozen per annum

Walter Woods & Co.

Hamilton and Winnipeg



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On Your Extract
Depends Ultimate Goodness

A few drops of flavoring extract... and according as the extract is good or poor, delicate or coarse, pure or not pure depends the perfect success or partial failure of your dessert. You pay for it by the bottle—you use it by the drop—so you can't afford to buy by price.

Pure Gold
Trade Mark Registered
Flavoring Extracts

are delicate as the perfume of the original fruit yet concentrated to the utmost. A very few drops of any one of these pure, rich, fragrant extracts and your dessert is delightfully flavored.

Our Book of Recipes Sent Free

Samples on Request
Send us 25c in stamps to pay packing and postage and an ordered quantity of any of our Pure Gold products and we will send you a sample of the product you desire.

MADE IN CANADA
PURE GOLD MANUFACTURING CO., Limited, Toronto



Delicacy

A delicate dessert means much to the full enjoyment of a meal. After the hot heavy meats and vegetables, a delicious dessert comes to the table.

Pure Gold
Trade Mark Registered
Quick Desserts

represent the very best of dessert dainties cooked with absolute ease in the kitchen. Hours of time spent in the kitchen and the thought of a laborious task could be spared to produce a better dessert than can be made with Pure Gold Quick Desserts in a few minutes. For example, try the **Chocolate Walnut Pudding**.

Take contents of package of **Chocolate Pudding** and add just one pinch of **Pure Gold** to the mixture and stir in well. Add a small amount of water before turning from the stove. Beat in **Pure Gold** and serve in a whipped cream.

Our Book of Recipes Sent Free

Samples on Request
Send us 25c in stamps to pay packing and postage and an ordered quantity of any of our Pure Gold products and we will send you a sample of the product you desire.

MADE IN CANADA
PURE GOLD MFG. CO. Limited, Toronto

Your Success Mr. Grocer

is best attained by care in the selection of your stock of goods. The ability to choose between articles that move rapidly and those that hang fire as it were---that pile up "dead stock."

Now, you know what makes goods move quickly. Advertising---to create the initial demand. Quality---to make them repeat. More advertising---to convince additional consumers and to suggest new uses.

Pure Gold

(Trade Mark Registered)

Goods

are getting the advertising---you've seen the copy in the Canadian newspapers, magazines and street cars. You will continue to see it.

They have the quality---the purity, deliciousness and wholesomeness to bring repeat order after repeat order. This has been proved for years---before we even thought of advertising them.

Do You Carry the Pure Gold Line?

(Trade Mark Registered)

If not, it will pay you to do so---there's a profit for you.

These goods can be had of all jobbers and can be shipped from Pure Gold stocks at Victoria, Vancouver, Winnipeg, Montreal, Toronto and Calgary.

PURE GOLD MANUFACTURING CO., Limited, Toronto

It is never too late
to get in on a good
thing like

QUAKER SALMON

but we would—nev-
ertheless—advise
you to order your
supply immediately.

MATHEWSON'S SONS

Wholesale Grocers
202 McGill St. : : MONTREAL



FORESIGHT LEADS TO FORTUNE!

Show your foresight by handling

BALAKLAVA SARDINES

the line the public demands. Fine, firm, fresh fish, caught by our own men in the famous Bay of Fundy, delicious in flavor, packed in purest salad oil, and put up in an attractive sanitary tin—that's the proposition you are handling when you sell 'Balaklava' Sardines. The prices will interest you.

Write to-day.

The Eastern Canning Co., Port Canada, N.B.

Canadian Agents:—C. A. Chouillon & Cie. Montreal; Green & Co., 25 Front Street East, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; H. M. McBride, 312 Ross Avenue, Winnipeg, Man.

Ginger-Bread BRAND Molasses

(The Best There Is)

Produced and sold under the British flag

When ordering from your wholesaler specify the above
well-known brand

RESULTS

Satisfied Customers

Increased Sales

Dominion Molasses Co.,
LIMITED

Hallifax, - Nova Scotia

One of

The Little Things That Counts

and counts for a great deal, is

SNAP

the magic hand cleaner. For chasing
all kind of dirt, paint, grease or tar
from soiled hands it is unequalled,
and has over and over again
proved a marvellous trade pul-

ler to many stores.
Are you handling it?

Write to-day

THE SNAP CO.,
LIMITED
MONTREAL,
QUE.





FIRST In Official Tests In Public Favor

An unsupported statement such as the above would not carry much weight. But we have the strongest possible backing to our statement; we refer you to the Government Analysis which pronounces—

E.D.S. Brand JAMS and JELLIES

100% pure. The increasing demand throughout the Dominion for these goods is proof enough of the way they are appreciated by the public.

They are just what you want for a high-class trade.

E. D. Smith's Fruit Farms, - Winona, Ont.

AGENTS: W. G. Patrick & Co., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg;
R. B. Colwell, Halifax, N. S.; J. Gibbs, Hamilton.



10c.

Is the popular price for a hand cleaner.

When the grocer sells

GILMOUR'S HAND CLEANER

he pleases the customer by handing out the best article of the kind on the market, and puts money into his own pocket while doing so.

The Hand Cleaner That
Has the Largest Sale!

THE GILMOUR SOAP WORKS CO.

MONTREAL



Made
in
Canada

**DON'T
HAVE TO
GO TO
COLLEGE**

The McCASKEY CREDIT SYSTEM is so simple that the average school boy can handle accounts as well as the college student.
1130 Yonge Street, TORONTO, October 26th, 1909.

THE DOMINION REGISTER CO., LTD.,
TORONTO, CANADA

GENTLEMEN.—It affords us much pleasure to add to your long list of testimonials for your Credit Sales Register.

We have used your Register for over three years and can recommend it as possessing all the advantages you claim for it.

During this time we have found it has surely eliminated all the mistakes usual with the Old Style, paying for itself many times over, and we would not part with it at any price if we could not replace it.

In closing we wish to say that in our opinion your Register can be used with equal success in any business, and should head the list of a merchant's intended purchases.

Yours very truly,

(Signed) T. W. LYNN.

The McCASKEY ACCOUNT REGISTER SYSTEM is a time saver, trouble-saver, money-saver and money-maker for any merchant that does a credit business.

Complete information costs the price of a postal. You write the postal.

DOMINION REGISTER COMPANY, Limited

Successor to The McCaskey Register Co. in Canada

96-104 Spadina Avenue

TORONTO

ARE
YOU
BUYING
CHEAP,
TRASHY
JAPAN
AND
CHINA
GREEN
TEA
???

No! Perhaps you are
though. Unknowingly. It is

a fact that large quantities of trashy China and Japan Green tea, mixed with a small percentage of Ceylon and India greens is being offered as a pure Ceylon or India Green Tea. Are you the victim of this deception? If so, your green tea trade will suffer. Your only safeguard in buying tea—your only way to increase trade, is to sell

"SALADA"
GREEN TEA

Pure, uncolored Ceylon and India green tea, and that only, enters into its blend. The color of genuine green tea is entirely due to the rapid drying of the fresh leaf, and is an olive-green color—a shade lighter than black tea. The green teas of Japan and China are faced and glazed with artificial coloring matter, principally with a powdered mixture of gypsum and Prussian blue. They are very injurious to the health. "SALADA" Green Tea is absolutely pure, absolutely clean, machine made and noted the world over for its delicious and delicate flavor.

BE CONVINCED—A postal inquiry will bring samples and full particulars by return mail.

STORAGE IN HAMILTON

A new fireproof Storage Warehouse.

TRACK FACILITIES

Every convenience to reduce the cost of handling Merchandise

IN BOND OR FREE

Lowest Insurance

Experienced Warehousemen

Accounts Solicited

Storage and Transfer Co., Limited

HAMILTON

Ont.

A PROPOSITION TO YOU

We want you to send for a sample of "VOL-PEEK" Granite Cement, which you should have your wife try—just to convince YOU of its merit.

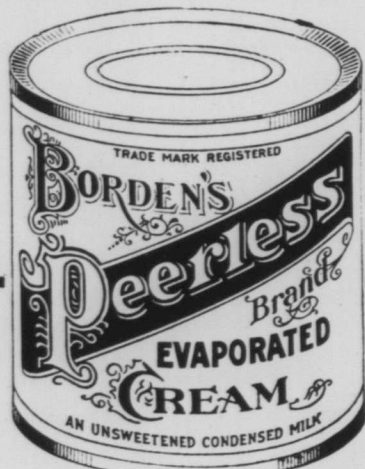
It will be found unparalleled for mending holes in all kinds of tinware, enamelware, iron, etc. Then, knowing its value, we want you to secure a trial lot—for sale. It will mean money in your pocket.

WILL YOU DO THIS?

H. NAGLE & COMPANY
LAPRAIRIE, QUE.



**Borden's New
Size Package**



**"Peerless Brand"
Evaporated Cream**

Retails at 5c.

\$2 per case of 4 doz.

UNSWEETENED

¶ Your particular trade will have nothing but Borden's Brands. You can take no better way of pleasing **all your customers** than by recommending Borden's Brands and telling them why you do so.

BORDEN'S CONDENSED MILK COMPANY ESTABLISHED 1857

WILLIAM H. DUNN . . . **Montreal and Toronto**

Scott, Bathgate & Co., Winnipeg, Man. Mason & Hickey, Winnipeg, Man. Shallcross, Macauley & Co.,
Calgary, Edmonton, Vancouver and Victoria, B.C.



Repeat Orders is the story of all Grocers who handle

Canada First Evaporated Cream

There is nothing to equal it as a pure, healthful substitute for fresh cow's milk. Every can guaranteed absolutely pure and thoroughly sterilized. Order from your wholesaler.

The Aylmer Condensed Milk Co., Ltd., Aylmer, Ont.

New Pickles for You!

Have YOU ordered from us your supply of new season pickles yet? If not, do so at once. We can fill your order whatever it be, large or small, in bottles or in bulk.

HIGHEST GRADE GOODS

QUALITY IS UNSURPASSED

Thos. McCready & Son, Limited

Bonded Vinegar, Pickle and Spice Manufacturers

St. John, N. B.

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&
for

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**Lots of
Baking**

is done at
mas time.

Your cust
thank you
mending a
which they

They can
upon

**White
Coco**



Is yours a haphazard coffee trade? Or is it a steady stream of satisfied customers, who not only "come back" themselves but pass the good news along to others?

If the latter—you must be selling Chase & Sanborn's High Grade Coffees—if the former—you should be.

Chase & Sanborn, - Montreal

The Importers

Lots of Baking

is done around Christmas time.

Your customers will thank you for recommending a cocoanut upon which they can depend.

They can always count upon

White Dove Cocoanut



W. P. Downey

MAKER

Montreal

CHANGE of BUSINESS.

J. Walter Snowdon

has taken over the business formerly carried on by SNOWDON & BORLAND, who have dissolved partnership, and will look after all orders, which should be sent to

413 St. Paul St. MONTREAL

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.

BASKETS

You can make money as well as oblige your customers if you handle our

**Butcher Baskets,
Clothes Baskets,
Grain and Root Baskets
and Patent Strawboard
Berry Box.**

We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.

**The Oakville Basket Co.,
OAKVILLE, ONT.**



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

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

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

OLIVES!! ONCE A LUXURY, NOW A NECESSITY

OUR LINES ARE:

Manzanillas, Queens, Club House, Nutoliv
Pitted, Celery Stuffed, Pimento Stuffed

SELECTED FIRST QUALITY FRUIT ONLY. PACKED TASTILY IN NEAT GLASS PACKAGES AND IN BULK

FOR SALE BY ALL JOBBERS FROM COAST TO COAST.

GORMAN, ECKERT & CO., Limited

LONDON

LARGEST PACKERS OF OLIVES IN THE BRITISH EMPIRE.

WINNIPEG



Reindeer Milk
and
Jersey Cream

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

Do you use

Redpath

Extra Granulated and other grades of Refined Sugar? They represent perfection in Sugar Refining.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.



Christmas Festivities

will call for an abundant supply of

Shirriff's Jelly Powders

The kind that makes the most delicious natural-flavored jellies in the quickest time! you are prepared to meet the demand.

Imperial Extract Co., 8, 10, 12 Matilda Street TORONTO

ESTABLISHED OVER 200 YEARS

CHAMPION'S

MALT VINEGAR



LONDON, ENGLAND

IS THE BEST

Commands a Preference over all others.

Made from the finest malted barley.

W. S. Clawson & Co., South Wharf, St. John, N.B.
Green & Co., 25 Front Street East, Toronto

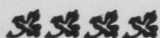
AGENTS

W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
R. Robertson & Co., 25 Alexander St., Vancouver, B.C.
Snowdon & Borland, Room 34, Guardian Building, Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars

STERLING Brand



MINCE MEATS

For the holiday trade now upon us keep well stocked in this famous brand of Mince

Meats. There is something distinctive about this line that makes a satisfied customer always. Done up in glass and in 6½, 12, 28, and 50 pound pails.

Made in Canada by

The T. A. Lytle Co.

Limited

Sterling Road :: TORONTO, Can.



NEW SEASON'S

Fine Old English Mincemeat and Plum Pudding

NOW READY FOR DELIVERY

Send in your orders quickly, please.

WAGSTAFFE, Ltd.

Pure Fruit Preservers

Hamilton, - - Ont.

At the Ottawa Exhibition, Wagstaffe, Ltd., were awarded a diploma for having the finest selection of preserved fruits.



A Sure, Fast Seller

Anything that is the above will certainly interest you.

We have such a proposition in our

Holland Rusks

"The Food of Old Holland"

Delicious, nutritious, full of that "want more" quality which means repeat sales for you. Profits large.

SEND FOR SAMPLE

HOLLAND RUSK CO., HOLLAND, MICH
Makers of the Original

If your jobber cannot supply you, please notify

McGREGOR SPECIALTY CO.

672 Yonge Street, TORONTO



BULK—25 lb. Pails and 60 lb. Tubs
ALL WHOLESALERS.

NICHOLSON & BROCK, TORONTO

To the Trade:

You Should in Stocking

CEYLON TEA

Be Ever Careful to Buy
The Better Grades.

IT IS

The Most Profitable
Policy in the Long Run.

Selling Cheap Teas at Fine Tea Prices Might Show Big
Profits Temporarily, but It Would Eventually Kill Trade.
And It Would Discourage Growing Fine Teas.



BA

"We consider
System we have
more working
to get our pos-
sible customers
pay first bought
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IN STORE

Finest Selected Valencias, Sultanas, Malaga Raisins, all kinds
Finest Figs, Peels, Apricots, Peaches, Nectarines
Finest Shelled Almonds, all grades
Finest New Santa Clara Prunes
New Labrador Herrings, Mackerel
New Sea Trout, Holland Herrings, etc.

Phone or write for quotations
Long distance 598 free to buyers

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

"We consider it far ahead of any System we have ever used. No more working nights and Sundays to get our posting done, and our customers pay up promptly. We first bought one, and have since ordered another for our other store."
THE BROWN MEAT CO.,
Port Arthur, Ont.



The interior takes out and fits any safe, thus giving complete fire protection.

Huber Account Register and System

has done away with all bookkeeping and posting, and by avoiding errors has gained the customers' confidence. It is the latest, most accurate and most satisfactory way of keeping accounts, and is adaptable to any business. Shall we send you our Catalogue?

We Want Salesmen—Live Ex-Merchants Should Apply

R. B. Belden & Co.,
178-180 Victoria Street - - Toronto

St. Lawrence
Sugar

GRANULATED

and

GOLDEN YELLOWS

made only from the choicest
West India Crystals

THE ST. LAWRENCE SUGAR REFINING CO.
Montreal

Ewings' Club Jelly Powders

Have the reputation of being the most tasty, easily prepared and economical of all quick desserts and are consequently in highest favor with the housewife.

For this reason they are the most profitable line for the grocer to handle.

MADE ONLY BY

S. H. EWING & SONS, Montreal and Toronto

POULTRY WANTED

We want, right away, poultry—large or small shipments from grocers and general storekeepers.

—WE DESIRE—

Turkeys - **Geese** - **Chickens**
Ducks - **Fowls**

in good condition, nice plump stock. We will pay you the highest market prices. No commission

REMITTANCES PROMPTLY MADE. REFERENCE: ANY BANK.

P. POULIN & CO. 30 Bonsecours Market, MONTREAL

QUALITY BUILDS TRADE

It is the basis of all merit, worth and reputation. That is why the

RIVERDALE BRAND

of canned fruit and vegetables pleases so many people. They are a line on which the grocer can specialize and concentrate his attention and energy with good results.

The LAKESIDE CANNING COMPANY, Limited

WELLINGTON, ONTARIO

VALUE OF GOOD COPY

Personally, I believe "ads." in trade papers should be made so attractive, so interesting in some way that the merchant as he glances through the trade journal will stop and see what you have to say. The simple announcement that you are in business is not enough. I don't care how prominent a firm is, they should not get the idea they are so big that all they need to do is to reproduce their name on a page in a trade journal and say nothing more. They should do something to make the merchant curious; in fact, somewhat anxious to meet the travelling man you are sending out to represent you.

—TOM MURRAY, Chicago.

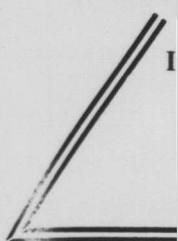


McLEAN'S WHITE MOSS COCOANUT

is still selling at the old price. The grocer's profit has always been a premier consideration with us.

The Canadian Cocoanut Company
Montreal

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No other
salt sells.

The
Windsor

Simply the ge
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OUR Meadow Cream Sodas

ARE WINNERS!

If you have not tried them lose no time in ordering a case of tins or pails.

Our Sweet Goods Sell at Sight.

The W. J. Crothers Co., Limited
KINGSTON, ONTARIO

In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

WINDSOR BUTTER SALT

Practically every pound of prize-winning butter at the Dairy Exhibitions is made with "Windsor" Salt.

No other salt is good enough. No other salt sells.

The Canadian Salt Co.
Limited
Windsor - - - Ontario



THE
PUREST
AND
BEST

MR. DEALER

Have you stocked the new 5c. tin
St. Charles Brand ?

Some of your customers will want it and any jobber can supply you. It's a convenient package and only

\$2.00 per case.

Manufactured by



St. Charles
Condensing Co.
INGERSOLL, ONTARIO
CANADA



SOMETHING NEW

And what is more important "Something Good"

DOMELINE

Simply the genuine old reliable James Dome Black Lead in **PASTE FORM**. Put up in a very attractive tin, makes a big 5 cent package. Shines up clean and quick, leaving a lasting, brilliant polish. Pays a good profit.

W. G. A. LAMBE & CO. - Canadian Agents.

Classified Advertising

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

Contractors 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.

REPRESENTATIVE WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. Everybody helps to sell it who has seen it or it will sell itself when exhibited. It combines in one machine the cash and credit register, time recorder and account register. We want representatives everywhere—men alert, intelligent, not afraid to hustle. Write for our proposition. Book-keeping Machines, Limited; head offices and show rooms, 424 Spadina Ave., Toronto. Branches, Vancouver, Winnipeg, Montreal. (tf)

AGENCIES WANTED.

AGENTS WANTED—For Halifax, Quebec, Montreal and Toronto for high class firm of Scotch confectioners, chocolate makers, jam and marmalade manufacturers. Apply with particulars and references to John Buchanan & Bros., Ltd., Stewart Street, Glasgow, Scotland. (51p)

A WHOLESALE FIRM in Vancouver, B.C., with an established connection is open to handle one or two first-class agencies in the grocery and confectionery line. Highest references. Box 349, Vancouver, B.C. (48p)

COUNTER CHECK BOOKS.

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 Specialists Co., Toronto.

FOR SALE.

CASH REGISTER, nickel plated. Registers one cent to twenty dollars. Perfect condition guaranteed. For quick sale, \$50. Apply care Box 325, CANADIAN GROCER, Toronto.

ESTABLISHED grocery in fast growing suburb of Vancouver, splendid location. Stock runs about \$900; fixtures, including horse and rig, \$700. We can offer this good buy at invoice. See Vancouver Business Mart, 9 Hastings St. E., Vancouver, B.C.

FOR SALE—National Cash Register, No. 92, Improved check and detail strip. Printing device, six clerks' initial keys, change received on account, paid out. One cent to ninety-nine dollars and ninety-nine cents. Allan Cameron, Brockville, Ont.

FOR SALE AT A SNAP—One 6-drawer National Cash Register—self-adder. A beautiful piece of shop furniture, cost \$650, only two years old. Will sell cheap. Also a set cash carriers, new Lamson make, four stations, at a big sacrifice. Correspondence solicited. R. H. Benson & Co., Copper Cliff, Ont. (50)

BUSINESSES FOR SALE.

FOR SALE—Cash grocery business in good Saskatchewan town on C.P.R. main line. Good district; excellent crop; good clean stock; at 90 cents, turnover \$10,000. Brick building, for sale or rent, easy terms. Clear profit last year \$2,200. Address Box 316, CANADIAN GROCER, Union Bank Building, Winnipeg. (50p)

GROCERY BUSINESS FOR SALE on Main Street Vancouver. Price at valuation, about \$3,000; on terms. Full particulars from James Brooks, Merchants Bank Building, Vancouver.

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. S-stems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley Street, Toronto. (tf)

SAVE 70% OF YOUR LIGHT BILL by using the "JUST" Tungsten Lamp. Fits any socket. Burns any angle. All candlepowers from sixteen up. Prices as low as 50 cents. Better write us TO-DAY. Sterling Electric Supply Co., Ltd., 369 Yonge St., Toronto, Ont.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

BEFORE buying office furniture, filing systems and supplies, see our catalog. Our modern goods at moderate prices will result in money-saving and satisfaction. Write to-day, stating your requirements. Benson Johnston Co., Ltd., 8 John St. N., Hamilton. (tf)

CASH AND PACKAGE CARRIERS—Better and quicker service in your store results from the installation of the "Gipe" system of cash or parcel carriers. They are the latest, strongest, simplest and most effective on the market. Will centralize your business and more than pay for themselves in the first year. Write for catalogue. Gipe Carrier Co., 97 Ontario St., Toronto. (tf)

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, will interest you—there's nothing like it on the market. That's why we sell so many. All kind of 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)

HARRISON FISHER CALENDARS for 1910 make excellent Christmas or New Year gifts. Five pages in full colors. Size 14 x 22 inches. Pictures may be removed and framed at the end of the year as they are only "tipped" on the mounts. Price \$3 boxed. Copp, Clark Co., Ltd., Toronto, are Sole Agents for Canada. (tf)

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remington, Oliviers, Empress, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto, Ont. (tf)

KAY'S furniture catalogue No. 36 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. It brings you into close touch with the immense stocks and splendid manufacturing facilities of John Kay Company, Ltd., 36 King St. West, Toronto. Write for a copy to-day. It's free. (tf)

SILENT SALESMEN as represented by your show cases and fittings work all the time, show all the goods and make sales unaided. Efficient display half sells any article, and our illustrated catalogue has points of interest in this direction for every merchant. Write for it to-day. Dominion Office and Store Fittings Co., Ltd., Dept. E., London, Ont. (tf)

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street.

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. It cannot get out of order. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

USE the best carbon paper. Our "Klear-Kopy" carbon gives clear unsmudged copies of your letters and other documents. It has been selected by a leading government against 43 competitors. "Peerless" typewriter ribbons give clear letters and will not clog the type. Sold by all dealers. Write us for samples. Peerless Carbon and Ribbon Co., Toronto. (tf)

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

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writer-press Company, Limited, 33 John St., Hamilton, Ont. (tf)

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

YOU need the best possible protection from fire. If your valuables are in one of our safes, you can rest at ease; no fire is too hot for our safes and vaults to withstand. We manufacture vaults and safes to meet every possible requirement. Write for catalogue "S." The Goldie & McCulloch Co., Ltd., Galt, Ontario. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

TECHNICAL BOOKS.

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., 10 Front Street E., Toronto.

ADDING MACHINE.

ELLIOTT-FISHER Standard Writing-Adding Machines makes toil easier. Elliott-Fisher Limited, 513, 83 Craig St. W., Montreal and 129 Bay St., Toronto.

PRODUCE WANTED.

A. C. LANDRY, Jobber, Ste. Flavie Station, Que.—Open to buy Prime White Beans and Evaporated Apples.

PERIODICAL DEPT.

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

A MARKET OF BUYERS, backed up by money to spend, is open to you in the Busy Man's Magazine. Every territory in Canada is represented. If you have something to sell, want to buy something, a condensed advertisement in the Busy Man's Magazine will put you in touch with the classes you wish to reach. Four cents per word will carry your message from Atlantic to Pacific. Send copy of your advertisement along with order to cover cost of insertion before 10th of month preceding date of publication. Your announcement will appear under a special heading. BUSY MAN'S MAGAZINE, Montreal, Toronto, Winnipeg.

COMPLETE information on books, stationery, fancy goods, music, photo supplies and kindred lines is given each month in THE BOOKSELLER AND STATIONER, of Canada. Subscription price \$1.00 per annum. Address, 10 Front Street East, Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 10 Front St. East, Toronto.

EXPORT TRADE DEPARTMENT.

Messrs. Gordon, McDonald & Co., 67 Cross Lane, East, cheap, London, invites correspondence, either from exporters of Canadian produce or Importers of general groceries. From their long experience in Glasgow, Liverpool, and London, they have a wide and comprehensive knowledge of both trades on every side. All goods imported paid cash against documents. References to Montreal firms with whom we have done business for many years. Cable address, "Donsble." Codes "A B C," fifth edition, Riverside and Adams.

DAVID SCOTT & CO.

Established 1878. 10 North John St. LIVERPOOL, ENGLAND. Splendid connections and references. Try us with a shipment of CANNED GOODS. A.—Scottish, Liverpool

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HOLBROOK

Worcestershire
SAUCE

Punch Sauces
Pure Malt
Vinegar

Pure Pickles

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THE CANADIAN GROCER

Safeguard Your Interests

by handling only teas of proved merit, which have won public favor through their flavor.

"MELAGAMA" THE TASTY TEA

is the tea that always gives satisfaction, the money in each package helps your sales, and there is a good profit for you in handling it.

In **BULK TEAS** we always have the goods at right prices. Samples cheerfully forwarded.

MINTO BROS. - - - TORONTO

THE LARGEST SAUCE FACTORY IN THE WORLD

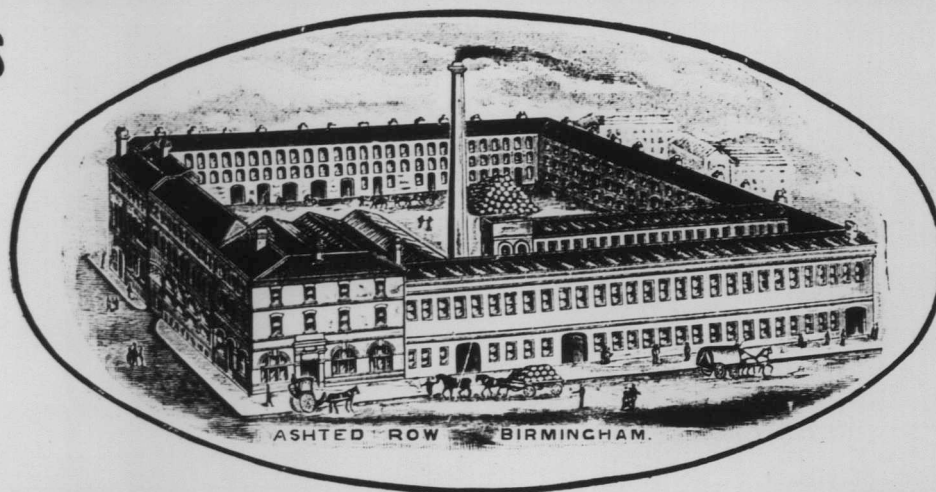
HOLBROOK'S

Worcestershire
SAUCE

Punch Sauce

Pure Malt
Vinegar

Pure Pickles



Local Agents

Quebec: J. R. Renaud & Co.

Montreal: F. L. Benedict & Co.

Winnipeg: J. D. Brack & Co.

Calgary: Campbell, Wilson & Horne

Edmonton: A. McDonald Co.

Vancouver: Kelly, Douglas & Co.

Victoria: Wilson Bros.

HOLBROOKS LIMITED

**Canadian-American Branch
40 Scott Street, Toronto, Canada**

Those Who Wish to Rent or Hire

stores or departments, sell or buy businesses or stocks, place or acquire accounts, obtain competent help, connect with satisfactory positions or secure aid in starting new enterprises, should not fail to use the Want Advertisement Page of **THE CANADIAN GROCER**.

JAPAN TEAS

We again have several lots of suitable grades at different points just arriving.

S. T. NISHIMURA & CO.

MONTREAL and JAPAN

The Famous Dayton Scale

More DAYTON SCALES sold than all other makes of Computing Scales.

Acknowledged by all to be the **BEST SCALE** in the world. And, being the **BEST**, it has been imitated.

We ask merchants to protect themselves by insisting on having the **DAYTON SCALE**, for the imitation is **never as good**.

Note the Low Platform

This Scale is **ABSOLUTELY AUTOMATIC**, is a **TOTAL ADDER**, and all weightings are given on the Chart in **CENT GRADUATIONS**.

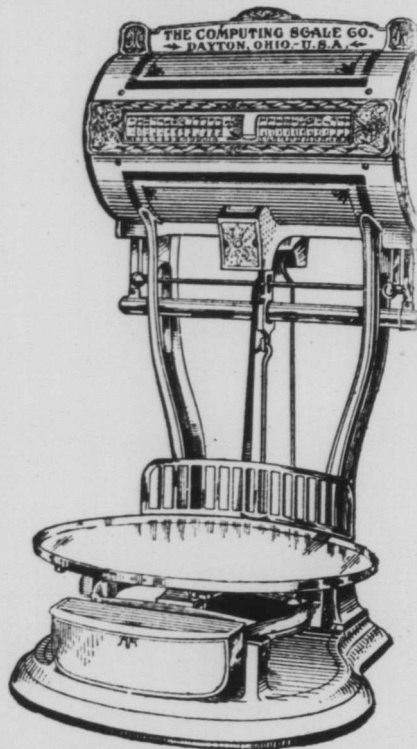
Made in Canada

Sold on **EASY MONTHLY PAYMENTS**, no interest charged.

Send name and address and we will have one of these **FAMOUS SCALES** demonstrated to you.

The Computing Scale Co. of Canada

LIMITED
164 King Street West - TORONTO, ONT.



Dayton Moneyweight Scale.
Note the Low Platform.

YOU, Mr. Retailer

are not in business for your health.

You doubtless want to "get yours" out of every sale.

You also without doubt want to make **more** sales to your trade.

And probably you would not mind getting a nice slice of somebody else's trade.

The question always is, how to get more good customers without such expense as will eat up all the profits.



The answer is: become a **SEALSHIPT AGENT**.

Write us to-day and we will tell you how it's done.

The Sealship Oyster System, Inc.
SOUTH NORWALK, Connecticut.

This is the **CONCORD CANNING COMPANY'S** guarantee given with each tin of **CONCORD NORWEGIAN SARDINES**



WE GUARANTEE

1. That all sardines bearing our name as packers are packed from the finest autumn caught fish.
2. That fresh caught fish only are used in our canneries.
3. That the Olive Oil or Tomato Sauce used are of guaranteed purity, and of the finest quality obtainable.
4. That we use the greatest care and cleanliness in the packing.

Such a guarantee is a splendid lever to move trade your way. Are you handling "CONCORD"?

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.

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HOW MANY CUSTOMERS HAVE YOU

who have not asked for H. P. Sauce? Our new extensive advertising is exciting a large demand and your customers are buying it—SOMEWHERE.

Wide-awake grocers are making a leading line of

W.G. Patrick & Co., Toronto and Montreal
R.B. Seaton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng
W. H. Escott, Winnipeg, Man.

H.P. SAUCE



CURRANTS

We are proprietors of

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

"NARCISSUS," fine FILIATRA currants,
"NAUSICAA," 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.

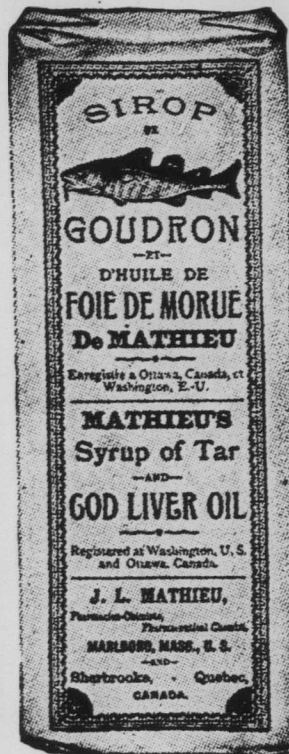
CANADIAN REPRESENTATIVES:

W. H. ESCOTT, Winnipeg
LAMBE & MacDOUGAL, London
H. & A. M. LAMBE, Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax

GREEK CURRANT CO.

95 Broad Street - NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

commends itself to dealers. It has the double advantage of present popularity and future certainty.

Its popularity is due to the wonderful cures it has effected, as attested by thousands of testimonials.

Its future is assured because its history is one of steady and rapid growth.

Of all cough and cold cures none assure the dealer a greater certainty of immediate and future profits.

During Fall and Winter the demand will be continuous. Keep well supplied and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

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.

GOOD COFFEE Coffee better than the average. Coffee superior to others. Coffee so exquisite in flavor.

That people want it again—and again. That's what

AURORA COFFEE

is. The best that money can buy. It retails at 40 cents and leaves you a margin for yourself that is worth while—something to justify your buying the brand and introducing it to your customers. Don't lose this chance.

W. H. GILLARD & CO. Wholesale Grocers Coffee Importers HAMILTON

BRANCH HOUSE: SAULT STE. MARIE

Laporte, Martin & Co. have now received their entire shipments of dried fruits and nuts and can make prompt shipments to their customers at attractive prices

Judicious grocers have every year been careful to await hearing from Laporte, Martin & Co., Montreal, before making purchases of dried fruits and nuts for they have learned that this firm supplies goods of the very highest quality, and that at most attractive prices.

Stocks for the present season have now been completed. All varieties of Christmas specialties have been received in store, and orders can be immediately filled.

Here are a few suggestions—We would advise immediate ordering to ensure prompt shipment.

PEELS FOR CHRISTMAS COOKING—

All the different kinds you require. Citron, Orange, Lemon—either whole or cut, as you desire, in any quantity you wish. All guaranteed the finest, and invoiced to you at very attractive figures.

1909 CURRANTS—

Our consignments this year have turned out to be of especially high quality, and we have no hesitation in recommending these goods to those grocers who want to please critical customers.

RAISINS OF ALL KINDS—

Your requirements in raisins are apt to be varied. We have everything you will want to sell in raisins. Choice stock at low figures.

DATES AND FIGS—

Sales of these goods are always large around this season. We have the choicest of both, neatly packed, and selling at prices which cannot be beaten anywhere.

DRIED PEACHES, PEARS, APRICOTS—

If you can supply your customers with dried fruits of the highest quality you will please them. All the brands we handle are of the widest renown. The best packers in California ship us. Secure our low quotations.

NEW SEASON PRUNES—

These goods, ranging in size from 40-50s to 90-100s, are the best obtainable anywhere, coming from the famous Santa Clara Valley. Order to-day.

ALL KINDS OF NUTS—

Those grocers having a particular trade to supply will find our nuts whole, sound and sweet, with a pleasing lack of unsound nuts. Our range includes:

- | | |
|---------------------|-------------------|
| SHELLED WALNUTS | GRENOBLETTES |
| MARABOTS, GRENOBLES | MAYETTE GRENOBLES |
| SICILY FILBERTS | MEDIUM PECANS |
| | PEANUTS |

And remember, too, that we have a complete range of plain and fancy groceries, and can ship you in a hurry these days when you desire goods quickly.

Write, Wire or Phone Us

Laporte, Martin & Co., Limited
Wholesale Groceries, Wines and Liquors **MONTREAL**



This is adve
 Mansson, J. T. & Albert & Cie.
 Allan, Robt., Co.
 Allison Coupon Co.
 American Tobacco
 Andrews & Munn.
 Asipto Mfg. Co.
 Calmer Condensed
 Flour, Smye & Co.
 Allen, R. B.
 Benedict, F. L.
 Biele, J. W., & Gr
 Blue Ribbon Tea Co.
 Garden Condensed
 Ginstock, J. J.
 Givril, Ltd.
 Gieser, S. F. & Co.
 Guck & Co.
 Harnd & Co.
 Harsted, Geo. & Co.
 Campbell Co., Jos.
 Canada Sugar Refin
 Canadian Biscuit C
 Canadian Cannern.
 Canadian Creamut
 Canadian Milk Pro
 Canadian Pacific Ry
 Canadian Salt Co.
 Ceylan Manufactu
 Cargill, H.
 Ceylon Tea Ass'n.
 Champion & Slee
 Chase & Sanborn
 Christie, Brown & C
 Christie, Ltd.
 Church & Dwight
 Clark & Little
 Clark, W.
 Dawson & Co.
 Dominion Sense Mfg
 Computing Scale Co
 Concord Canning Co
 Connors Bros.
 Constant, H.
 Cowan Co.
 Cox, J. & G.
 Crothers, W. J.
 Davies, Wm., Co.
 Davis Milling Co.
 Dignard, Ltd.
 Dominion Cereal Co.
 Dominion Molasses

Why Cash Discounts to the Retailers were Dropped

Retailer Maintains That it is Unfair to Those Who Pay Their Debts Promptly—Manufacturers Say the Privilege Was Abused When Discounts Were Allowed—Wholesalers in Many Cases do Not Obtain Them From Manufacturers—They Also Claim Small Profits.

The question of the elimination by wholesalers of cash discounts on a great many grocery articles is causing considerable disturbance among the retail trade just now. The grocer who formerly received a cash-discount on almost everything he bought and paid for within the time limit claims that there is no encouragement now for him to pay his debts promptly. If he does he maintains that he is no better off than his competitor, who lets his accounts run for three or four months.

Bearing on this question, the following letter from a retailer signing himself "Yours for Discounts," will be read with interest:—

Editor Canadian Grocer,—
The question of discounts and its advantages to the retail grocer have been argued and discussed so often that the subject seems to have lost interest to the retailers of Canada. Now, that a law has been enacted and is in force, making the giver and receiver of secret rebates or secret discounts or gifts of any character liable to a heavy penalty, it seems to me an opportune time to bring this question to the front. I think every retail grocer in Canada should give this matter his most serious consideration. The dealer in a small way, say, having a turn-over of \$10,000, by getting a discount of one per cent. saves \$100 a year. This is actual saving, as few, if any, dealers take into consideration cash discounts, when making up cost of goods. Surely this amount, picked up as it were on the side, is good merchandising. Besides the money saved, the influence on a man's business and rating is worth as much more. Supposing a man of this stamp makes an offer on a lot of goods and the wholesaler refers to his financial man. The answer comes into the sample room: "Why that chap always takes his discounts." Surely such a reputation is worth working for.

In speaking to a number of grocers, individually, some of

them made this statement: "When I go to my wholesaler to pay a month's indebtedness, he always throws me back three or four dollars, with a smile, and says, 'That's for your promptness.'" Another man said: "I was determined to retain my discount, and so informed the traveler. He said don't make a fuss, and I will arrange it for you, on something that shows a profit, and I am perfectly satisfied that I am doing better than under the regular discount system."

These are examples of what some are doing. Does this satisfy the honest straightforward business man, who demands, and rightly so, to have just as good an opportunity to do business as any person else under similar conditions? I say decidedly no—but this is a matter we have to face, and why not at once. In the last year or two discounts have been abolished on nearly all lines that the grocer handles, in fact, you can about count all the articles on your fingers that remain under cash discounts. The question occurs, why did the manufacturers of starches, syrups, tobaccos, cereals and other goods, take this stand? It is to be assumed that they would like the good will of the men who are handing out their goods to the consumer, and one of their first considerations should be to secure the retail man as their personal friend. Now, Mr. Editor, I think this is a vital question, and one in which your paper might possibly work up some information, and if this article should catch the attention of any manufacturer, who has abolished cash discounts I would like him to give his reasons through your valued columns.

YOURS FOR DISCOUNTS.

Do Not Get Them.

It was about a couple of years ago since the cash discounts were drop-

ped in the cases referred to, and in taking the step, wholesalers claim justification on various grounds.

The Canadian Grocer interviewed a number of them, as well as some manufacturers, on the question. One declared that the wholesale trade did not receive the discounts from the manufacturer, and therefore he did not think it should allow cash discounts to the retailer. He maintained that the man who at the present time did not pay his debts promptly was not on an equality with the one who paid cash, even if no cash discounts were allowed. The former was not only deprived of the discount, but he had to pay interest on overdue accounts, which sometimes amounted to considerable sums during the year. The position of the latter, he argued, as a buyer was much better, because he can often buy at better prices. A wholesaler, too, who has an overstock of a particular line of goods—the price of which has not been fixed to the retailer—and which he is in a position to sell cheaper than usual, will prefer to give the benefit to the grocer who pays him cash.

"I do not see any possibility," he said, "for the other fellow to compete with the cash-man, who always knows where he is at, who never has to pay interest on overdue accounts, and who is in a position to buy better; the grocer who conducts his business on a scientific basis is the one who is most to be admired."

Are Bound by Contract.

Other wholesale distributors said that the wholesale trade was bound by contract with many manufacturers, so that it could not give the preference of cash discounts on the products of those manufacturers to the retail trade. By the Contract Selling Plan with these manufacturers, no discounts for pre-payment are allowed, and as one wholesaler declared, "we're simply complying with instructions from manufacturers when we decline to give them."

"Do you allow the cash discount on all goods?" was asked.

"No, we do not; on many goods the percentage of profit is so small

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Some Plans for Hurrying Up the Christmas Trade

Difficulties Experienced by Grocers and Salesmen and How Best to Overcome Them — Methods for Making Householders Buy Earlier—What to do Next Month.

By Victor Lauriston.

hat we cannot afford it," was the reply.

Always Wanted Discounts.

A reason for the cutting out of cash discounts given by still another member was that retail grocers took too much of an advantage of them.

"If ten days was the limit on some article good men wanted the discount if they remitted in eleven, fifteen or twenty days; if 30 days was the limit they would want the discount in 60, and some even in 90 days. To hold our trade we would have to allow it, and yet it wasn't fair to us nor to the competitors of those retailers."

From Manufacturer's Standpoint.

A Canadian manufacturer of a staple grocery article stated that the chief reason why manufacturers had cut off the discount to the wholesaler was on account of the unfair advantage that the wholesaler took of them.

"No matter how long a time was necessary for the retailer to remit to him, in most cases he would allow the discount. Certain wholesale houses refused to do business on this plan and naturally they didn't sell much of our goods. In order to protect the few, we were forced to see that no discount was allowed to be given by any of them — that's why, I should say, they cannot allow the discount to the retail trade."

There are, of course, many goods on which the discounts are yet allowed. The most important probably is sugar. The discount is 1 per cent. off in 10 days, which is the usual one. In the case of vinegar the customary discount is 5 per cent. off in 30 days.

There's not a grocer from one end of Canada to the other who doesn't contemplate the strain of the Christmas season with a nervous dread that is not entirely compensated for by the thought of the ultimate profits. There's not a grocer, either, who, if he could, would not gladly see the Christmas buying spread over a period a couple of weeks longer, or even more.

"But," is the ultimate conclusion of ninety per cent. of the grocers, "people won't buy till Christmas is right upon them. The Christmas rush will always be with us; there's no help for it."

And, though it means big business, the Christmas rush means, on the other hand, a good many things that are, temporarily at least, far from welcome to the merchant or the clerk.

The crowding of so much business into a couple of weeks, and the major part of it into the last week before Christmas, means a big strain for the merchant. It means an even bigger strain for the clerk.

It means, when all is said and done, dissatisfaction to the customer. Perhaps he can't find just what he wants; perhaps he can't have it delivered just at the precise moment; perhaps he does not buy many things he would buy because the merchant has run out of them and hasn't time to re-order. And, anyway, the customer has to wait in crowded stores, to lavish valuable time in awaiting his turn at the crowded counter.

It means, too, that often business costs more than it would at other times. Extra clerks must be hired. They are nearly always new hands at the business; and no grocer needs to be told that a new hand can't produce anything like the returns for his wages that will be coming from a clerk who knows the grocery business from canned goods and coffee clear through to cornmeal and cocoanuts.

And these are only a few of the incidental detriments to crowding too much business into too brief a space of time.

What About a Remedy?

Well, the grocer can't get along without the business. He must have that Christmas trade—that is, his share of it. If he can't get it in any other way, he must put up with the incidental drawbacks, nervous strain included. Nevertheless, he would still be glad to add two weeks to the forepart of the Christmas selling season if thereby he could lighten up the burden and rush at the finish.

And this is why the call has, for many years now, gone forth to the public with each recurring December: "Buy early and avoid the rush."

Despite the pessimistic statement quoted earlier, these annual appeals have beyond all doubt had a beneficial effect in stimulating early buying, though that effect is only just perceptible. Nevertheless, grocers who are accustomed to watch the trend of business carefully do state that people have bought earlier the past year than they did five or ten years ago. In this fact there is hope. There is encouragement, too, for the grocer who is willing to supplement that one appeal by other measures designed to encourage early buying on the part of the public.

For the matter does not rest entirely with the public. In fact, if earlier Christmas buying is to come, it is up to the merchant, and not the public to bring this desirable state of things about.

If the public are to buy early, the merchant must be prepared to sell early. This means putting in his stock earlier—a matter not so easy for the grocer, possibly, as for dealers in other lines, but nevertheless by no means out of question in the comparatively cool weather of November and December.

Some Ways to go About it.

Uniform action among the merchants of a town will produce better results, probably, than if an effort is confined to an individual merchant. For one thing, the utilization of the combined advertising resources of a hundred merchants will inevitably result in a stronger appeal to the

AN INSTRUCTIVE NUMBER.

The Daily Worker, Lindsay, contains the following notice of the Fall Number of The Canadian Grocer:

"Lindsay grocers have received their fall number of The Canadian Grocer and are very much pleased with it. It certainly is an excellent one and a credit to the publishers. The articles are numerous, not too long and are intensely interesting to the men in the trade, being very instructive. The hints to grocers are educating and in season. The ideas are new and the entire number is compiled in an interesting manner."

public than if one man alone raises his voice. Hence, it would be worth while for the merchants to get together, map out an "Early Christmas Buying" campaign, and then pull all together to stimulate early buying on the part of the customer.

But, while the individual merchant's "Early Buying" campaign may not have such far reaching effects, it is bound to redound to his individual benefit, if properly carried out.

The first thing for him is to decide just when he would like his Christmas season to begin. Does he want three, four or five weeks instead of the customary two? When he has settled this question in his mind and knows how soon he would like to start the trade moving, he should next figure on starting his campaign a week or ten days ahead. For it takes time for arguments to sink in.

And from the time he starts he should talk Christmas, Christmas, Christmas. He should begin to map out his line of argument in the comparatively quiet days of November, and should fire his first gun by the first of December—if not earlier.

A good idea is to interview the local newspapers—if the merchant is an advertiser this will come particularly easy—and point out the wisdom of booming the early shopping movement. The newspaper will unless it is run by a cordwood stick, readily help to the extent of one or more prominent articles or editorials along that line. And the influence is bound to be widespread. One such article in a single Western Ontario newspaper was last year quoted from from one end of Ontario to the other.

Ordertaking in Advance.

Every merchant has two classes of customers—the regular buyers and the transients. He has the people who give him all or a large part of their family trade, and who would not drea of going elsewhere. Then he has, too, the people who buy from him one day, from Jones the next, from Brown some other time—who have no fixed business affiliations.

It is with the first named class of people that the merchant can accomplish most. And here it is that a mailing list of regular customers—which every merchant has on his books, if not elsewhere—should prove its value. The known customer the merchant can address through a logical, businesslike circular letter on the subject of early shopping in the Christmas season. And in this

letter the humanitarian argument—that of kindness to the clerk—doesn't even need to be introduced. There are plenty of others without it.

For the Early Buyer.

The Christmas stock is just in—the early buyer gets the first choice, and undoubtedly that is the best choice, because there is a larger stock to choose from. The early buyer buys when the store is not so busy. His wants can be attended to without a tiresome wait. In other words: "Come early and avoid the rush."

The early buyer runs no risk of having to trot all over town on Christmas Eve in the search for Christmas goods, only to find that the lines desired are not to be had for love or money. The stereotyped phrase, "We are all sold out," will not greet the early buyer at every counter.

The Christmas cake or Christmas pudding improves with age—any experienced housekeeper will say so. Why not point out to buyers that they can ensure a better Christmas cake by buying the ingredients when the task takes the minimum of time, trouble and worry?

In short, the merchant, if he puts himself in the buyer's place, will be able to dig up so many convincing arguments that one circular letter won't be able to hold them.

Or, if the customer doesn't want the goods at the moment, she at least has a pretty fair notion as to what she will want in a couple of weeks time. Let her send in her order now, for delivery later. This will save her possible disappointment. She will be sure of getting her goods just when she wants them.

Taking advance orders for delivery later in the season is not as good as taking orders for immediate delivery—but it does save the salespeople a great deal of wear and tear, and it saves the deliveryman some too. Much can be done along this line with the regular patrons of a business house.

Dealing With the Transient.

The transient customer is harder to educate along the line of early Christmas shopping. He may buy his Christmas stuff in half a dozen stores. But a judicious and early use of newspaper advertising and Christmas window displays will help bring in his business earlier than if he were left entirely to his own resources.

Most merchants during the Christmas season double their ad-

vertising space. The results from advertising—that is, the best and most telling results—are not immediate. Rather, they are cumulative. It was not the first safety razor advertisement that sells the razors to the thousands to-day; it was the long series of advertisements, repeated day in and day out through long series of years.

And it is just the same with the merchant. If he wants by means of advertising to bring the early Christmas buyer his way, he must begin a few days before he expects to see the tide flow in. And, after that, he must keep it up till the finish. He should talk Christmas shopping right from the drop of the hat, and should clinch his talk by telling of his Christmas goods. To say "Buy early" carries only a vague meaning to the housewife. To say "Buy currants early" at once suggests something that sticks in her mind, particularly if driven home by the addition of a few brief but convincing reasons.

Simultaneously with the commencement of Christmas advertising should come the first Christmas window display. Many merchants devote much time before Christmas to an elaborate display occupying the window for just the last week of the season. These elaborate windows are all right in their place, but it is well to lead up to them with displays not so elaborate, taking less time, but which have, nevertheless, more than the suggestion of Christmas in them.

Neat show cards will help much to stimulate early buying. In them, as in his advertising, the merchant should "talk Christmas" briefly, but convincingly.

TRADE NOTES.

John Bowman is opening a new grocery and meat business in the Griffith Block, Welland, Ont.

The general store of Eugene Forbert, Williamstown, Ont., was last Friday, totally destroyed by fire.

E. Syer is opening a grocery store in Milton, Ont., in the premises recently occupied by Fleming & Deenan.

G. J. Jamieson, grocer, Richmond, Que., has sold to C. B. Caswell, of the same place. The latter took possession a few weeks ago, and will continue the business along similar lines to Mr. Jamieson.

Retail

Winnipeg grocer conversational payment a cash

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Retailers Talk on the Merits of Cash and Credit

One Maintains That He Could Not Get Along Without Monthly Payment System—Cites a Case in Defence—The Other Tells Why He Favors the Cash Method.

Winnipeg, Nov. 23.—Two Winnipeg grocers indulged in a profitable conversation the other day on monthly payments, giving credit, and doing a cash business.

The first speaker said: "I am inclined to favor the monthly account system. If a customer whom you know to be good, comes into the store and makes a monthly payment proposition, stating that it is the most convenient for him, in the first place the grocer can scarcely refuse, and it is manifest that if he accedes to those terms he is almost sure of that trade month by month. The customer is practically bound to renew orders each month, and thereby the grocer has him always with him. Moreover if he does not agree to the credit system, the customer will invariably find some one that will, and it is a matter of endorsing the proposition or losing the customer."

It was evident that the merchant spoke from his own experience, and felt the security of his argument. He simply reiterated the policy of many grocers throughout the country. It was not strange, but natural that he should speak as he did.

Lost a Customer.

The second merchant said: "I do not agree with you that your policy assures you that you always have the customer. In my experience I have had customers who agreed to monthly accounts, and they either did not pay at all, monthly or only paid part of the account. Last summer a "monthly payment" customer ran an account for five months and then went for a vacation. When he returned, I sent a bill for \$450, and he was grossly insulted. He paid his bill and left me entirely. I did not do him an injustice, I rather did him a favor, and that was my reward.

"And again, on a monthly account of \$100 you do not make more than 10 per cent., whereas if that was cash, you could turn that cash over every day. It would be in the business, making more cash continually, and you would be able to pay cash for your stock, taking advantage of discounts, wherever they are given.

"The cash system also saves one labor, and consequently expense. If the credit system was in vogue a bookkeeper would have to be employed—more or less of an expert—depending upon the volume of the business. In the cash system the register does the work and all accounts are added up at the end of the month.

"The cash system is the only modern business method and the sooner we all work for it, and sacrifice for it, if need be, the better for our craft."

TRADE NOTES.

John Grass, of Ridgetown, Ont., is disposing of his grocery and crockery business, and intends retiring as soon as he can clear out his stock.

Mr. Echlin, who has been conducting the Teddy Bear Grocery on Lorne Ave., Chatham, has discontinued business, selling out his stock and turning over his customers to Jas. A. Mackness, grocer, of 68 St. Clair St. Mr. Echlin will take a position with Mr. Mackness.

D. J. O'Keeffe has disposed of the stock and goodwill of the Triangle Grocery at the corner of Thames St. and Grange Ave., Chatham, Ont., to Reg. Oldershaw. Mr. Oldershaw was formerly traveler for the McCormick Company, of London, and later for D. S. Perrin & Co., Limited. Mr. Oldershaw's first experience with the business was gained as clerk for John McCorvie, of Chatham.

WHY YOU SHOULD ENTER.

It is an undisputed fact that window displays and newspaper advertising are valuable in selling groceries. By using these two methods in getting business, therefore, grocers are not going out of their way. They are following along lines of least resistance to their own financial advantage.

In dressing your Christmas window, take a little extra trouble, and make it the best you ever had. The Canadian Grocer, as has already been announced, is offering cash prizes for the best Canadian Christmas windows, photographs to be sent in not later than December 31st.

Following last year's precedent, window dressing contestants will be divided into two classes:

For the best selling window display shows in (1) a city over 10,000 population, and (2) in towns and villages under 10,000 population.

In the window display contest in each case there will be two prizes as follows: 1st, \$7 in cash; 2nd, \$3 in cash, making in all \$20.

To enter the contest send a good, clear photo of one or more Christmas windows, with a description and the name of the person who arranged the display.

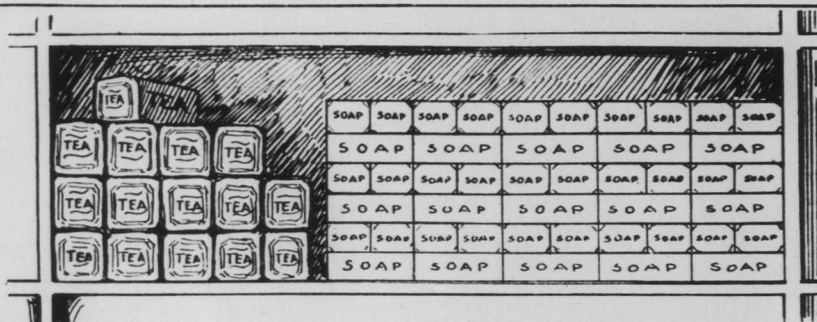
Most grocers use increased newspaper space during the Christmas season with a view to booming holiday trade. We want to get copies of these advertisements.

The advertisement submitted should be about Christmas goods sold through grocery stores. All that is necessary is to forward one or more clippings from your local paper to us with the name of the writer of the advertisement, and the name of the paper it was clipped from. There will be a prize of \$5 cash given to the winner.

The award will be made by an advertising specialist and will be announced, with a reproduction of the prize ad., shortly after the close of the contest. All entries in each case should be mailed not later than December 31, to the Editor of The Canadian Grocer.

D. G. Whidden, of the Sweet Milk Condensing Co., Laurentides, Que., was in Montreal last week.

W. J. Wilson, representing S. H. Ewing & Sons, Montreal, has returned from a trip to the Maritime Provinces.



THINGS THAT SHOULDN'T BE—Tea and Soap on the same Shelf in the Store. There would be More Reasons, of course, to keep bulk tea away from soap.

Concerning the Retail Salesman and His Work.

How Knowledge of the Goods Sold Increased Sales of one Department From \$25 to \$200 Per Day — Advantage of the Salesman Who Knows His Business — The Kind of Material Needed by the Progressive Merchant.

The Canadian Grocer has always taken a firm stand against the stupid practice of rival grocers in cutting prices in order to gain trade, and the results of that advice are in evidence all over. Trade is being conducted on more improved methods with splendid results.

The Grocer has recently devoted considerable space to the advisability of securing a higher type of salesman in our grocery stores.

Fifty per cent. of the salesmen are not worth having in a store at any price. They think all that is necessary is to be an ordinary slow, careless, ignorant waiter. They often know nothing whatever of the quality of goods they are selling, and they do not even think that it is necessary to know. The proprietors themselves even do not see much advantage in understanding the goods.

Let me give an example or two, which will show what it means to know something about the goods you sell. In a large store a competent man was placed in the cheese department, and chiefly on account of his knowledge of the different qualities and values of cheese and their tastes and flavors, he succeeded in raising the daily sales from \$25 to \$200.

This expert cheese man, in time, was succeeded by one who, although a good man, had not sufficient knowledge of the nature of cheese to talk intelligently about it, and the sales in three months' time dropped from \$200 to \$50.

Does it pay, therefore, to keep clerks who will not prepare themselves for the position? On this case one sold four times as much as the other. At first glance you will think that he is worth four times what the other man is, but this is far from the mark. The expense of running the store in the one case would be the same as in the other. Suppose for that department the expense would be say \$5 per day, and the profit on the goods would be 25 per cent. The one would make \$5 over cost, and the other would make \$35; so that the one would be worth seven times as much as the other.

Get the Best Material.

Grocers will see the value of better salesmen, and if a clerk will not apply himself to the study of his work in order to measure up to the standard required to meet the demands of the times, then get rid of him and find better material. To compete with all sorts of competition, and gain a respectable business trade, ignorance must give way to intelligence; slothfulness to diligence; slovenliness to neatness; dullness to cheerfulness, and old hat its to up-to-date methods.

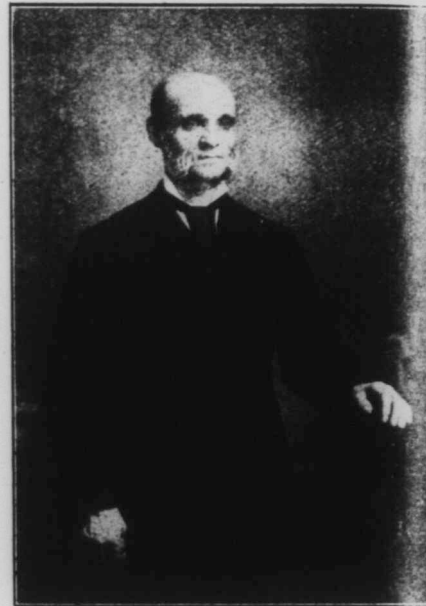
The entire retail trade is waking up. Pure goods are taking the place of adulterated; cleanliness for filthiness; politeness for rudeness, and those who remain in the old rut will go on in it to

their finish. The people are ready to give their support to the ordinary retail stores, and prefer to deal with them if they give them the right service.

FIFTY-THREE YEARS A GROCER

Montreal Grocer Uses the Same Store for Over Half a Century.

The accompanying cut shows a very interesting old grocery store on the corner of Fullum and Notre Dame Streets, Montreal. This corner has been used by



JULES RIVET.

the present proprietor, Jules Rivet—who stands at the right, and whose photo we present herewith—for the past fifty-three years, as a grocery store. Originally it had a wooden front, but in 1875, some changes were made, the store enlarged, and the front became what it is now. Other than a few internal alterations no further changes have been made since then.

Jules Rivet, Jr., the figure in the doorway, has been with his father in the business continuously for the past thirty-five years, which is in itself quite a record. The principal items carried by Mr. Rivet are those of the regular family grocery, while in addition he deals in liquors, hay, and grain. During fifty-three years he has built up a steady family trade which amounts to about \$100,000 per year—a very comfortable business. The interior of the store shows care and thought in the arrangement of goods. Everything has its place. Both Mr. Rivet and his son can go instantly to any desired article, and what is more, can tell exactly how much of it is on hand. That is something very few grocers have mastered—the art of knowing just what amount of each article they have in stock. It would pay many of them to establish some checking system with this end in view.

Mr. Rivet's customers are so long established that they are nearly all old friends. It is certainly the end toward which all progressive grocers should direct their energies, to make friends with their customers.



An Old Montreal Store Doing a Splendid Business Yet.

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Established 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN PRESIDENT

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

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CANADA—	
MONTREAL	Rooms 701-702, Eastern Town-ship Bank Building Telephone Main 1255 J. J. Gallagher 10 Front Street East Telephone Main 7324 W. H. Seyler, Manager 511 Union Bank Building Telephone 3726 F. R. Munro
TORONTO	H. Hodgson, 11 Hartney Chambers ST. JOHN, N.B. W. E. Hopper
WINNIPEG	R. B. Huestis Room 1109-1111 Lawyers' Title, Insurance & Trust Co. Building, 160 Broadway, New York, N.Y. Telephone, 1111 Cortland.
VANCOUVER	88 Fleet Street, E.C. Telephone Central 12960 J. Meredith McKim
ST. JOHN, N.B.	John F. Jones & Co., 31bis Faubourg Montmartre
UNITED STATES—	
NEW YORK	Louis Wolf Orell Fusali & Co. \$2.00 Elsewhere, 12s.
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SWITZERLAND—	
ZURICH	
Subscription, Canada and United States \$2.00 Great Britain, 8s. 6d. Elsewhere, 12s.	
PUBLISHED EVERY FRIDAY	

BAD INSURANCE LEGISLATION.

Business men are just becoming aware that certain clauses are being introduced into the Insurance Bill now before the Senate, whereby every business in Canada will be seriously affected sooner or later.

The instigators of the clauses referred to are chiefly the members of the Canadian Fire Underwriters' Association. This is an organization composed of companies controlling nearly nine-tenths of the business reported to the insurance department at Ottawa. By their vast organization, consisting of managers, directors and agents throughout the country, this association can move quickly and effectively, as will be appreciated by those familiar with the progress of the bill at the last session of Parliament.

At the last session of Parliament, the interests of the public were but hurriedly represented at the last moment, and but for the protest at the last moment, it is possible that the Bill might have become law. It passed the Commons, imposing a tax of 15 p.c. on the premiums paid to any insurance company which was not domiciled in Canada.

The intention of this tax was to force the owner of property to offer his business first of all to the local companies. Further restrictive clauses incorporated in the bill as passed by the Commons, placed the business man in the position of having to offer his business to the local companies first, and after refusal by them, to have to write to the superintendent of insurance for permission to try elsewhere.

The Insurance Bill was originally drawn up to protect the public against

the insurance companies, and those who have already experienced the effect of the virtual combine in the insurance business, will look askance at any legislation which will build up and strengthen so strong an organization. Many associations, including the Canadian Manufacturers' Association, and meetings of commercial and financial interests, have already passed strong resolutions, and have taken active measures to resist the Bill. The Montreal Produce Merchants' Association have passed a strong resolution against the proposed changes and are urging the dairy interests to take a similar stand.

Retail merchants throughout Canada should look after their own interests in this matter and drop a card of protest to their representative in the House of Commons.

ARE GROCERS DRUGGISTS?

In view of the decision of Judge Morson in Toronto the other day to the effect that cigars are drugs, and therefore can be sold by druggists on Sunday without violating the law, does it follow that the grocer who sells cigars is a druggist?

If one of the courts decides that he is, does it follow that he be compelled to pass an examination, or be liable to prosecution by the Pharmaceutical Society?

The grocers are probably not troubling themselves over the matter or losing any sleep, but one cannot be sure these days what the law courts may attempt to prove.

In the meantime we advise the grocers to keep on selling cigars and making all the legitimate profit possible out of them they can.

PLANNING FOR CHRISTMAS.

Very soon the retail merchants will be up to their head and ears in the Christmas holiday trade.

While the financial condition of the country is a factor in determining the retailer's success, it is after all largely determined by the efforts the retail merchant puts forth himself.

By exercising intelligence and forethought he can prevent a great deal of regrettable "hind-thought" after the holiday trade is over and a small business crop has been reaped.

Everything from a needle to a "Dreadnought" is the result of forethought, having had an existence in the mind of someone before it was created.

The same thing is equally true of business affairs. The man who does not plan and work things out in his mind, cannot create a successful business any more than it is possible for dead matter to create life.

The time is most opportune for the

retailer to give some thought to the holiday trade, in other words, to map out a plan of campaign. Windows must be dressed, the public advised, and a score or more of other things to be provided for. All this requires forethought.

As a preliminary a conference might be held with the clerks, the drivers and others, whose advice might be valuable. They should be notified a day or two before hand so that all concerned may come prepared with ideas.

Staff conferences create enthusiasm, as well as business-getting ideas.

NO CHEAP BROOMS.

The strong market in broom-corn referred to some weeks ago shows no tendency to weakening. In fact it is stronger. Manufacturers in the United States have found it necessary to purchase broom-corn from Italy and Austria to relieve the situation, and this costs 10 cents per pound on board ship at New York. United States corn is now worth about \$235 per ton, which is just as cheap as the foreign product when duty and freight are paid.

There is little broom-corn in Kansas or Illinois, which states have always been the natural home for it; Oklahoma is the only one left, and the supply there is small and the quality not so good.

This situation indicates that there will be no reduction in broom prices until the new crop next autumn.

CONSIGNMENT THE REMEDY.

Present conditions as regards importations from Greek and Mediterranean ports are very unsatisfactory, to say the least, to Montreal dealers. Goods are now sent already sold to the consignee.

Owing to a good deal of dishonesty on the part of the shippers, particularly natives of Greece and Spain, arrivals are not at all like the original sample in many cases. Some arrivals have even been so bad that they were only fit for the dump.

This condition of affairs is leading to a gradual falling off in the direct trade and dealers are buying through New York. Some of the men in Montreal, who are particularly interested in this matter, gave it as their opinion that either goods would have to be sent through on consignment only, in order to allow an examination, or our direct trade would gradually be absorbed by New York dealers, who are taking the responsibility for the grade on themselves. The general desire seems to be for the first remedy, as it means a better buying price, and would in every way be more beneficial to our own importers.

SIMCOE

Strawberry Preserves

JARS				per dozen—f.o.b. Simcoe
3-4's Pure Strawberry	-	-	-	\$1.35
1's Pure Strawberry	-	-	-	1.70

Cases contain 2 dozen each

Gross weights, 3-4's, 38 lbs., 1's 48 lbs.

Simcoe Strawberry Preserves are guaranteed
to be absolutely pure, made from FRESH
Strawberries in season and the finest
 quality granulated sugar

... Strawberries reserves are guaranteed
to be absolutely pure, made from **FRESH**
Strawberries in season and the finest
quality granulated sugar

Nothing but Strawberries and Sugar

Encourage Home Industry by buying
HOME-MADE goods instead of
IMPORTED

CANADIAN CANNERS
LIMITED

Hamilton - - - Canada

THE CANADIAN GROCER

The Markets---A Record Season for Dried Fruits

This is What Dealers are Expecting From Demand up to Present—
Sugar Market Remains Strong—Coffees and Peppers Advancing—Easier
Market in Evaporated Apples—Good Call for Dried Fruits and Nuts.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

QUEBEC MARKETS

POINTERS—

Sugar—Firm.
Rio Coffee—1c higher.
Peppers—Firm and advancing.
Virginia Peanuts—Scarce.

Montreal, Nov. 25th, 1909.

A firm and advancing market in nearly all lines is the report; the only exceptions to this are syrups and molasses, beans and evaporated apples.

Sugar remains firm at the advance, the raw market, however, is showing a slight tendency to fall off. It is not sufficient to have any appreciable effect.

Coffees, particularly Rio and Santos, will probably be somewhat higher after the first of the year, and possibly even before that, as, in spite of the large crop reported, the amount allowed to be exported free will all have been used up early in January.

Teas are firm and scarce, with little prospect of an easier situation.

There is a very short visible supply of pepper on the market, and an advance in this line is looked for at almost any moment. Ginger is firmer. Other spices are having a good sale at present quotations.

Christmas demand for nuts and dried fruits is beginning to be largely felt, and dealers prophesy a record season.

Canned vegetables and lobsters are scarce and the general advice seems to be that supplies of these commodities should be laid in as soon as possible.

SUGAR—This week will see the close of navigation, and in view of this sales have been brisk. Prices are unchanged at the recent rise. Local refiners are somewhat curious as to whether the new refineries now being promoted will go much beyond the paper stage.

Granulated, bags	4 70
" 20-lb. bags	4 80
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" 50 lbs.	5 50
" 25 lbs.	5 50
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 40
" 100 lb. boxes	5 50
" 50 lb. "	5 50
" 25 lb. "	5 50
" 5 lb. cartons, each	0 37 1/2
Extra ground, bbls.	5 15
" 50-lb. boxes	5 35
" 25-lb. boxes	5 55
Powdered, bbls.	4 95
" 50-lb. boxes	5 15
Phoenix	4 70
Bright coffee	4 65
No. 3 yellow	4 55
No. 2 "	4 45
No. 1 " bags	4 30

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUPS AND MOLASSES—

Both syrup and molasses sales have

been rather disappointing lately, though the demand for molasses in small lots continues. Prices are unchanged, with a somewhat weaker tendency in both lines.

Fancy Barbadoes molasses, puncheons	0 38	0 40
" " barrels	0 41	0 43
" " half-barrels	0 43	0 45
Choice Barbadoes molasses, puncheons	0 41	0 43
" " barrels	0 44	0 46
" " half-barrels	0 46	0 48 1/2
New Orleans	0 27	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03 1/2	
" 4-bbls.	0 03 1/2	
" 25-lb. pails	1 80	
Cases, 2-lb. tins, 2 doz. per case	2 50	
" 5-lb. " 1 doz. "	2 75	
" 10-lb. " 1 doz. "	2 85	
" 20-lb. " 1 doz. "	2 70	

DRIED FRUITS—Christmas demand is beginning to be felt, and from indications this year will be one of the best for most of the popular lines. Many poor grades are reported as being on the market, sold as first-class. Dealers not too careful as to the morality of such a proceeding, are working off last year's stock as first grade. Dates are not any too plentiful and indications point to higher prices. Figs are reported scarce, and not sufficient to adequately supply the holiday trade. Currants and California seeded raisins are finding a ready sale at former quotations.

Currants, fine filatras, per lb., not cleaned	0 05 1/2
" " cleaned	0 06 1/2
" Patras, per lb.	0 07 1/2
" Vostizas, per lb.	0 08
Dates	
Hallowes, old, per lb.	0 04
" new, per lb.	0 05
Sairs, old, per lb.	0 04 1/2
" new, per lb.	0 05
Raisins	
Australian, per lb., (to arrive)	0 08 1/2
Old seeded raisins	0 06
California, choice seeded, 1-lb. pkgs.	0 07 1/2
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscateds, 3-crown, per lb.	0 07 1/2
" sultana, per lb.	0 08 1/2
Valencia, fine off stalk, per lb.	0 07 1/2
" select, per lb.	0 05
" 4-crown layers, per lb.	0 06

SPICES—Scarcity of peppers, particularly white, is becoming more marked every day, owing principally to the short visible supply. Dealers are looking for higher prices. Ginger is showing considerable stiffening, with increasing demand. Nutmegs are quiet but steady. Trade is good for nearly all lines.

Allspice	Per lb.	0 13	0 18
Cinnamon, ground	0 15	0 19	
" whole	0 15	0 18	
Cloves, whole	0 18	0 20	
Cloves, ground	0 20	0 25	
Cream of tartar	0 25	0 32	
Ginger, whole	0 15	0 20	
" Cochin	0 17	0 20	
Nutmegs	0 30	0 60	
Peppers, black	0 15	0 22	
" white	0 22	0 29	

NUTS—The first arrival of shelled walnuts came in on a practically bare market and were eagerly taken up. Brazils are very firm, with small stocks and a probable advance in sight. It looks as if there would be

a serious shortage of peanuts this year, as quotations on early arrivals of Virginias are higher than the highest point reached last year.

In shell		
Filberts, Sicily, per lb.	0 12	
" Barcelona, per lb.	0 10 1/2	
Tarragona Almonds, per lb.	0 11 1/2	0 12 1/2
Walnuts, Greenobles, per lb.	0 13	0 15
" Marbots, per lb.	0 12 1/2	
" Cornes, per lb.	0 11 1/2	
Shelled		
Almonds, 4-crown selected, per lb.	0 32	0 33
" 3-crown "	0 31	
" 2-crown "	0 30	
" (in bags), standards, per lb.	0 26	0 27
Cashews	0 15	0 17
Peanuts		
French, No. 1	0 07 1/2	0 07 1/2
Spanish, No. 1	None	
Virginia, No. 1	0 19	
Peanuts, per lb.	0 65	
Pistachios, per lb.	0 75	
Walnuts		
Board aux halves	0 26	0 27
Broken	0 18	0 19

CANNED GOODS

Montreal.—We would advise grocers to fill their requirements of canned goods, particularly vegetables, early, as indications are that prices will be higher and firm, with a decided shortage of goods in the near future. Already in the primary markets prices are higher, not sufficiently as yet to affect the retailer.

Lobsters are very scarce.

Peas, standard, dozen	\$1 00	\$1 05
Peas, early June, dozen	1 05	1 07 1/2
Peas, sweet wrinkled, dozen	1 07 1/2	1 12 1/2
Peas, extra sifted, dozen	1 52 1/2	1 60
Peas, gallons	3 87 1/2	3 92 1/2
Beans, dozen	0 75	0 80
Corn, dozen	0 77 1/2	0 82 1/2
Tomatoes, dozen (Ontario and Quebec)	0 82 1/2	0 90
Strawberries, dozen	1 37 1/2	1 40
Raspberries, 2s, dozen	1 75	
Peaches, 2s, dozen	1 65	
Peaches, 3s, dozen	2 65	
Pears, 3s, dozen	2 30	
Plums, Greengage, dozen	1 50	1 55
Plums, Lombard, dozen	0 95	1 00
Lawtonberries, 2s, dozen	1 60	
Clover Leaf and Horseshoe brands salmon	1 87 1/2	
1-lb. talls, per dozen	1 30	
1-lb. flats, per dozen	1 30	
1-lb. flats, per dozen	2 02 1/2	
Other salmon		
Humpbacks, dozen	0 95	1 00
Cohoos, dozen	1 35	1 40
Red Spring, dozen	1 60	1 65
Red Sockeye, dozen	1 85	2 00

TORONTO—Generally speaking, canned goods are moving freely. The preference, of course, is for vegetables and fish, as fruits are poor sellers, with the possible exception of gallon apples, so soon after the preserving season. In vegetables, tomatoes and corn are attracting more notice than the others. There will not be enough peas to go around and wholesalers are now, in many cases, declining to sell only to regular customers.

Clover Leaf and Horseshoe canned salmon, are, so far as the Toronto market is concerned, somewhat similar to peas. There is a scarcity here

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of fine salmon.
Prices on a
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The following
grades of the

Beans	
Corn	
Peas	
Pumpkins	
Tomatoes, 3s	
Strawberries, 2s	
Raspberries, 2s	
Peaches, 2s	
" 3s	
Lawtonberries	
Red pitted cherries, 2s	
Gallon apples	
Bartlett pears, heavy	
" " light	
" " heavy	
" " light	
Lombard plums, 2s	
Clover Leaf and Horseshoe brands salmon	
1-lb. talls, per dozen	
1-lb. flats, per dozen	
1-lb. flats, per dozen	

ONTARIO

POINTERS—
Dried Fruit
Sugar—Ma
Nuts—Good
Evaporated

Toronto,

The wholesaler is in a very tight position. Collections are slow, and houses say they are not getting orders for their goods. The greatest trouble is on the railway. It has been promised for weeks ago but is not usual.

SUGAR—The market remains firm at present prices.

Manufacturers' Agents

And Brokers Directory

BRITISH COLUMBIA

JOHN J. BOSTOCK
Wholesale Broker
SALMON Canned and Salted
HERRINGS HALIBUT
LOO BUILDING, VANCOUVER, B.C.

We have Competent Salesmen
Best facilities for Distributing and Storing
W. HARRY WILSON & CO.
330-332 Cordova St. W. VANCOUVER, B.C.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
144 WATER ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

W. A. JAMESON
COFFEE CO.
MANUFACTURERS
Coffees, Teas, Spices, Etc.
"Feather-light" Baking Powder
Cor. Langley and Broughton Sts.
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN
R. Robertson & Co.
25 Alexander St.
VANCOUVER, B.C.
Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters
Reference—Bank of Montreal.
Write us for information about B.C. trade
Cable Address—"Robin," Vancouver.
Codes—ABC, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

Wholesale Manufacturers' Agents
Correspondence Solicited.
F. R. McINTOSH & CO.
Vancouver, B.C.

F. G. EVANS & CO.
139 Water St. VANCOUVER, B.C.
Wholesale Grocery Brokers and
Manufacturers' Agents
Correspondence Solicited.

WILLIAM W. DUNCAN
Broker and Manufacturers' Agent
DISTRIBUTING
Free and Bonded Warehouses
VANCOUVER - VICTORIA

W. C. FINDLAY W. CARL
E. A. MARSHALL & CO.
Manufacturers' Agents
SUITE 11 COURT HOUSE BLOCK, VANCOUVER, B.C.
We have an established connection and can handle a few more good agencies to advantage.
Highest References.

VICTORIA
FRUIT GROWERS' ASSOCIATION
The largest packers and shippers of first-class Fruits of all kinds in British Columbia.
OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

HERMAN ERB
Manufacturers' and Wholesale Commission Agent
P. O. BOX 405
522 Bastion Street, Victoria, B.C.
Open for a few more agencies

Do you want live representation
We are in touch with the trade.
Andrews & Nunn
Manufacturers' Agents and
Wholesale Commission Merchants
Codes—A B C 5th Edition, Western Union
140 Water St., Vancouver, B.C.
Correspondence Solicited Highest References

THE CANADIAN GROCER
British Columbia Office at Room 11, Hartney Chambers,
Cor. Pender and Homer Sts., Vancouver.
H. HODGSON Manager

The WEST INDIA CO., Ltd.

Solicits orders for, and enquiries regarding, all descriptions of West India Produce, including:

Sugars Rums Molasses Cocoa
Rice Limes Arrowroot

Prices and full information gladly furnished. Write us to-day.

St. Nicholas Building

MONTREAL

Let the other fellow sell the 25c. Tea and establish a reputation for cheapness

A great many shrewd merchants have given up trying to buy tea to sell at 25c. They decided it was bad business to make dissatisfied customers by continuing to sell the very poor stuff that could be had now to retail at 25c., and have cut it out, and have been surprised at the readiness with which their customers paid a little higher price for better tea. It is easier to cut out 25c. tea than you think.

It is not safe to assume that your customers are satisfied because they are not complaining. **They don't need to tell you if they don't like your tea; it's easier to try another store.**

You know Red Rose Tea will make satisfied customers. Every package of Red Rose is worth the price, and every package you sell creates good-will and increases the value of your business. This is why it pays you to recommend

Red Rose Tea

Every pleased customer means more business.

Wellington St. E.
Toronto, Ont. } Branches
315 William Ave.
Winnipeg, Man. }

T. H. ESTABROOKS
ST. JOHN, N.B.

A BUYING POWER OF \$210,000,000

The merchants who read The Canadian Grocer every week represent a buying power conservatively estimated at \$210,000,000. In their purchases they are always disposed to give the preference to Grocer advertisers. There are good reasons why this should be so.

Figure out for yourself if it is worth an advertiser's while to occupy this position of advantage, when, by the use of a half-page space, he is able to talk to 10 good buyers for every cent expended. In other words, every cent he spends gives him prestige with a buying power of \$300,000.

THE CANADIAN GROCER

since their expenses and bills for new goods are taxing them heavily. A local wholesale manager stated today that collections were only fair, but he said, "we would consider them good, were it not that we have to make heavy payments just now, and the retailers' payments are small as compared to ours."

The transportation question is again worrying wholesalers. Goods are being held up at Fort William owing to lack of cars to bring them further. The C.P.R. are so busily and anxiously engaged in removing the wheat that the wholesalers in the west think that they are not given proper consideration. Word has been received from Lake transporters that several car loads of goods have been unloaded at the head of the Great Lakes, and the time for their arrival here is long past due. Their goods are chiefly canned products from Ontario and foreign dried fruits. The closing of navigation has had the tendency to make prices firmer.

SUGAR—Last week's prices hold firm to-day. As a rule prices go up at the close of navigation. Wholesalers and commission men usually stock heavily in Port Arthur and Fort William in the fall and they rule the market for the remainder of the season. As a result, lower prices cannot be expected, but it is reasonable to expect a further advance.

VANCOUVER MARKETS.

Vancouver, Nov. 25, 1909.

A number of increases in prices are noted. Butter has gone up to 40 cents, an increase of five cents, for creamery, the retail price being 45c. Vancouver creamery holds to 35c. Eastern butter remains steady at from 27c to 29c for the best grades.

An advance of ten cents a hundred is quoted on sugar, bringing the price of standard granulated up to \$5.60 per hundred. No increase has yet been made in the imported sugars, they being quoted at \$5.25.

Standard brands of flour are down to \$6.90, with cheaper grades at \$6.60. Bakers, though, have made no reduction in the price of bread. The combination of bakers in Vancouver is very strong, and they say that there might be an increase in the price of wheat some time, and there is little use dropping the price only to raise it again. Moreover, the size of the loaf is very small, the retail price per loaf being 10c, or two for fifteen.

ST. JOHN MARKETS.

Corrected by Wire.

St. John, N.B., Nov. 25, 1909.

Business with the jobbers has picked up considerably of late with retailers laying in supplies for the Christmas trade. Austrian and United Empire sugar has advanced 10 cents; beans are higher and some varieties of canned goods have been marked up. Butter, if anything, is a little easier, but eggs are high, and are likely to remain so. Turkeys are not over plentiful, and there is a feeling that they will be high for Christmas. Fowls are worth 50 to 90 cents a pair, and chickens, 60 cents to \$1.

A new preparation known as "Scotch Cure" finnan haddies, has appeared on the market. It is a Nova Scotia product, and is selling at 10 cents a pound, wholesale. Present quotations are as follows:—

Sugar		Beef, Canadi-	
Standard gran.	4 85 4 95	an plate	16 75 17 50
Austrian	4 65 4 75	Molasses, try.	
Yellows	4 35 4 75	Bartados, gi	0 34 0 35
Flour, Manitoba	6 45 6 55	Butter, dairy,	
" Ontario	5 65 5 90	" "	0 25 0 27
Commercial, bags	1 47 1 50	Butter, cream-	
Roll-coats, bids	5 15 5 20	ery, lb.	0 26 0 28
Buckwheat,		Eggs, doz.	0 26 0 35
west, grey, bag	2 90 3 00	Potatoes, bbl.	1 10 1 40
Val. raisins, lb.	0 05 0 06 1/2	Canned goods	
Cal raisins, seed-		Pears, doz.	1 10 1 50
ed	0 07 0 08 1/2	Corn, doz.	0 85 0 90
Currants, lb.	0 07 0 07 1/2	Tomatoes, dz	0 95 1 00
Prunes, lb.	0 05 0 05 1/2	Raspberries,	
Rew. lb.	0 03 0 03 1/2	dozen	1 85 1 90
Beans, hand		Strawberries,	
picked, bus.	1 95 2 00	dozen	1 55 1 60
Beans, yellow		Salmon, case	
eye, bus.	2 95 3 00	Red spring	6 50 6 75
Cheese, lb.	0 13 0 13 1/2	Colman	5 00 6 00
Lard, compound		Peaches, 28,	
lb.	0 13 0 13 1/2	dozen	1 70 1 80
Lard, pure, lb.	0 16 1/4 17 1/4	Peaches, 3s,	
Pork, domestic		dozen	2 70 2 80
mess.	27 75 28 50	Baked beans,	
Pork, American		dozen	1 15 1 25
clear	28 00 29 00	Fish	
Pork, clear		Cod, dry	2 75 3 75
backs	31 00 31 50	Herring, salt,	
Beef, American		half bus	2 30 2 50
can plate	17 00 18 00	Herring, g.	
		smoked, box	0 08 0 08 1/2

CONSIDERING ASSESSMENT ACT.

Some Objections Being Made To Present Business Tax.

Toronto, Nov. 24.—In the issue of The Canadian Grocer of May 7, 1909, reference was made at length to the change from the personal property manner of assessment in Ontario to the business assessment method. At the same time it was pointed out that a special committee was appointed by the Ontario legislature to consider objections to the Assessment Act, and report back to the legislature.

This special committee met on Tuesday of this week, and heard numerous proposals for changes, but no objections were forthcoming from retail grocers, and with the exception of coal men, few were aired by retail merchants.

All grocers, hardware merchants,

plumbers, and dry goods merchants under the business assessment are assessed at 25 per cent. of the value of the premises occupied where the population of the municipality is over 50,000; 30 per cent. where it is over 10,000, and 35 per cent. if under 10,000. The business tax of wholesalers is 75 per cent., and manufacturers 60 per cent. Coal merchants are rated at 50 per cent. except in cities of over 100,000 population, where it is 30 per cent.

So far as the retail merchants are concerned, generally, the act is working better than its predecessor and the merchants oppose the proposal to return to the system of taxing on stock. Some amendments will likely be made at the next session of the legislature in cases where objections are reasonable enough to demand them.

INFORMATION FOR BUYERS.

Hints to Trade Supplied by Sellers.

Professor Frederick Sheldon, of Chicago, gave a very interesting address recently on the "Science of Business Building," to the heads of the various departments and travelers of Minto Bros. The subject was one that could not fail to interest business men and a very profitable hour was spent. A club for the study of business science has been in existence for some time with this established firm. Success to "Melagama" and Professor Sheldon.

The goodness of "Salada" Tea is being extensively advertised throughout the length and breadth of the Dominion. Large display advertising is being run in no less than 676 papers—business-producing copy that tells the consumer to "Buy 'Salada' at your grocer's." The trade will get the benefit of unusual sales resulting from this advertising. It will well repay every grocer to keep a good stock of "Salada" on hand and put it well to the front.

On another page in this issue, Laporte, Martin & Co., the Montreal wholesale grocers, offer timely suggestions to the grocers regarding Christmas supplies. This is the time to order dried fruits, nuts, and other requisites, if stocks are not yet complete, and a firm that can guarantee prompt shipment is the one to deal with. Laporte, Martin & Co. are able to ship orders in most cases same day as received. Raisins, currants, prunes, dried peaches, pears, and apricots, nuts, peels, are all offered in the advertisement the firm has in this week. The wise grocer would do well to consult it before ordering.

Are You a Manufacturer?

Do you make or handle high-class lines of groceries?

There are over one million people now in the three Prairie Provinces, and they must have these goods! The West wants the best only, and you are assured of a profitable market if your products are right in price and quality.

We are here to advise you, and to sell your products for you on a reasonable commission basis.

We know our West intimately and have large warehouses at Winnipeg, Calgary and Edmonton.

Let us have your enquiry, with details of what you have to sell. You can do business with us to our mutual benefit.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

CALGARY WINNIPEG EDMONTON

Storage for all classes of Merchandise. Also Cars distributed at Calgary, Winnipeg and Edmonton.

Thurston & Braidich

128 William Street NEW YORK CITY

Direct Importers of

VANILLA BEANS

TONKA BEANS

GUM TRAGACANTH

GUM ARABIC

Winnipeg Representative,

W. H. Escott

Wholesale Grocery Broker

141 Bannatyne Ave., East

EMPRESS BRAND JAMS

20-oz. Glass Jars—1909 Fruit

The attractive appearance sells them. Their delicious taste brings the customers back for more.

TRY THEM. That's all we want.

We are sure of your future orders once you have had the

EMPRESS BRAND

WRITE US FOR PRICES

Empress Manufacturing Co.
Limited

VANCOUVER, B.C.

Another of
GUNNS "TOP NOTCH"
 Quality Products

**GUNNS
 MINCEMEAT**

Is guaranteed the finest that can be produced
PUT UP IN TIERCES, TUBS and PAILS

Gunns "Pi-Crus"
Condensed Mincemeat
 "HAS THEM ALL BEAT"

A Sample Order Will Convince You

Made under Government Inspection.

GUNNS Pork and Beef Packers
LIMITED TORONTO

CHEESE

Compare prices asked for cheese to-day with the prices asked for either lard or butter, and you must realize how cheap it is in comparison. It is also cheaper than at this time last year. We will not predict higher prices, but we recommend purchase of what stock you may require for your winter trade.

We have large cheese, both white and colored; twin cheese, colored only. Canadian and English Stiltons and Limburgers.

WRITE US FOR PRICES

F. W. Fearman Co.
 LIMITED
 HAMILTON, :: :: ONT.

Never had a can of
 milk returned to us yet

Banner and Princess Brands of Condensed Milks—and two brands of Powdered Milk—manufactured by J. Malcolm & Son, St. George, Ont., are the best brands that skill and science can produce. No dead stock on your shelves if you handle these lines.

Write for prices

John Malcolm & Son,
 ST. GEORGE, - ONT.

Dressed Poultry

We want large quantities of
 Turkeys, Geese, Ducks, Chickens and Fowl

We have been 54 years specializing in Dressed Poultry. This valuable experience is at your service. We are the largest dealers and have the largest outlet of any house in Canada. All shipments paid for daily.

THE WM. DAVIES CO., LTD.
 Phone Main 119 James St., TORONTO

**BUTTER
 EGGS
 POULTRY
 GAME**

We require large quantities of each of the above lines and shall be pleased to quote prices f.o.b. your station. Write us

The WM. RYAN CO.
 LIMITED
 PACKING HOUSE:
FERGUS, - - ONT.
 HEAD OFFICE:
70 and 72 Front St. East, TORONTO

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PROVISI
 for all lines,

Eggs are Little Higher Than This Time Last Year

Inside Information Indicates Storage Stocks are Fairly Heavy—Same Old Conditions in Provision Market—Poor Prospects for Exporting Butter—Cheese Receipts at Montreal Above Last Year.

The provision market in all its phases is quiet and uninteresting. The long prevailing trouble of scarcity of hogs still exists. There is a fair export demand for bacon, but few of the packers can take advantage of it, for the reason that they cannot get more hogs than they require to fill their local orders. Even at the high prices for hogs, the farmers do not seem to tumble over each other to raise more. They even think with the high prices of grain, there is not the profit they would like to make.

The butter market is hardly what the dealers would like to see. The prospects of the English market are not very encouraging. One thing in favor of holders is the fact that the stock was bought several cents lower than last year, but butter quotations to-day are from 2 to 3c lower than last year at this date.

The season's make of cheese is about over, and a large quantity of it is still in the hands of dealers. Like butter, cheese has also been bought on an average of about $\frac{3}{4}$ to 1c a lb. below last year. As the Canadian cheese has the preference on the English markets, we can always rely on them for the bulk of our output. New Zealand is becoming a strong competitor, but they have not, so far, succeeded in producing an article to compare with ours in quality. While their cheese sells for 2 shillings less, it finds ready sale, and to that extent interferes with the market for our cheese. With from \$3,500,000 to \$4,000,000 worth of cheese on their hands, our dealers may well feel somewhat anxious about the various new influences that affect the markets.

The egg market is considered in good all-round shape. They are moving naturally, and meeting the expectations of the dealers. There is nothing of an exciting character in view now, and the stocks are considered sufficient to meet all requirements under ordinary weather conditions.

MONTREAL.

PROVISIONS—Demand is good for all lines, but supplies seem to be

fully keeping pace. In fact, prices have fallen off in pork and bacon of all lines. The situation looks promising to local dealers.

The first snowfall of the season took place this week and with the coming of winter in earnest trade in pork and its products is sure to pick up.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 16 $\frac{1}{2}$
Cases, tins, each 10 lbs., per lb.	0 16 $\frac{1}{2}$
" " " 5 " " "	0 16 $\frac{1}{2}$
" " " 3 " " "	0 17
Pails, wood, 20 lbs. net, per lb.	0 16 $\frac{1}{2}$
Pails, tin, 20 lbs. gross, per lb.	0 16 $\frac{1}{2}$
Tubs, 50 lbs. net, per lb.	0 16 $\frac{1}{2}$
Tierces, 375 lbs., per lb.	0 16 $\frac{1}{2}$
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 11 $\frac{1}{2}$
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 12
" " " 5 " " "	0 12 $\frac{1}{2}$
" " " 3 " " "	0 12
Pails, wood, 20 lbs. net, per lb.	0 11 $\frac{1}{2}$
Pails, tin, 20 lbs. gross, per lb.	0 11 $\frac{1}{2}$
Tubs, 50 lbs. net, per lb.	0 11 $\frac{1}{2}$
Tierces, 375 lbs., per lb.	0 11 $\frac{1}{2}$
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	28 50
Bean pork	22 50
Canada short cut back pork, bbl. 45-55 pieces	28 00
Heavy clear pork, bbls. 20-35 pieces	28 50
Clear fat backs	32 00
Heavy flank pork, bbl.	28 00
Plate beef, 100 lb bbls.	7 75
" 200 "	15 00
" 300 "	22 00
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14 $\frac{1}{2}$
Long clear bacon, heavy, lb.	0 14 $\frac{1}{2}$
Long clear bacon, light, lb.	0 15
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 15
Large sizes, 18 to 25 lbs., per lb.	0 16
Medium sizes, 13 to 18 lbs., per lb.	0 16 $\frac{1}{2}$
Extra small sizes, 10 to 13 lbs., per lb.	0 16 $\frac{1}{2}$
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 17 $\frac{1}{2}$
" " small, 9 to 12 lbs., per lb.	0 18
Breakfast bacon, English, boneless, per lb.	0 17
Windsor bacon, skinned, backs, per lb.	0 17
Spiced roll bacon, boneless, short, per lb.	0 14 $\frac{1}{2}$
Hogs, live, per cwt.	8 40
" dressed, per cwt.	11 50

BUTTER—Butter remains firm at last week's quotations. Sales are in small lots, as dealers are waiting for the higher prices expected later.

Receipts for the week show a falling off of less than 500 packages, which is somewhat expected, and is due, it is thought, to small dealers in the country shipping in some of the butter which has been heretofore held back. The figures for the week are, 5,936 packages, as against 6,418 packages for the same week last year. For the season they are 358,722 packages, as against 390,517 packages corresponding season, 1908, showing a falling off of 31,795 packages.

Creamery, solids, lb.	0 26
Creamery prints	0 26 $\frac{1}{2}$
Dairy, tubs, lb.	0 21
Fresh dairy rolls	0 22

CHEESE—Few sales are reported this week, as dealers are holding for the winter trade and higher prices. Navigation is practically closed this week and further exports will have to be shipped partly by rail.

Receipts were rather large this week, 28,352 boxes, as against 24,648 boxes same week last year. For the

season they are 1,922,956 boxes, as against 1,880,200 boxes corresponding season, 1908.

Quebec, large	0 11 $\frac{1}{2}$	0 12
Western, large	0 11 $\frac{1}{2}$	0 12
" " " " " "	0 12 $\frac{1}{2}$	0 13
" " " " " "	0 12	0 12 $\frac{1}{2}$
Old cheese, large	0 15	0 16

EGGS—Storage stocks are being reduced, owing to the exceedingly light receipts for this time of year. The situation seems to be worrying local men considerably.

Receipts for the week are 1,474 cases, as against 2,708 cases same week last year. For the season they are 185,793 cases, as against 191,061 cases corresponding season, 1908.

New laid	0 35
Selects, dozen	0 29
No. 1, dozen	0 26
No. 2, dozen (nominal)	0 22

POULTRY—Receipts of poultry have been somewhat light so far, but with colder weather it is thought plenty will be forthcoming. The quality of the poultry this year has not been quite up to last year's standard, but this is probably owing to the farmers holding back their best grade for future delivery.

Chickens, per lb.	0 14
Hens, per lb.	0 12
Young ducks, per lb.	0 14
Turkeys, per lb.	0 16
Geese, per lb.	0 09

HONEY—Sales of honey have been somewhat disappointing, in view of the excellent quality of this year's crop. A good demand is developing now, however, and it is thought there will be no difficulty in disposing of stock on hand. Prices are firm and unchanged.

White clover comb honey (nominal prices)	0 14	0 15
Buckwheat, extracted	0 08	0 09
Clover, strained, bulk, 30 lb. tins	0 11	0 11 $\frac{1}{2}$

TORONTO.

PROVISIONS — The supply of hogs is equal to the local demand, but at this time of the year packers expect to lay in some stock. To do this, they claim the receipts are too light, as well as the price too high.

Long clear bacon, per lb.	0 14	0 14 $\frac{1}{2}$
Smoked breakfast bacon, per lb.	0 17	0 18
Roll bacon, per lb.	0 14	0 14 $\frac{1}{2}$
Light hams, per lb.	0 15	0 15
Medium hams, per lb.	0 15	0 15
Large hams, per lb.	0 14	0 14 $\frac{1}{2}$
Shoulder hams, per lb.	0 12	0 12 $\frac{1}{2}$
Backs, plain, per lb.	0 18	0 18 $\frac{1}{2}$
" " pea meal	0 18	0 19
Heavy mess pork, per bbl.	26 00	27 00
Short cut, per bbl.	28 00	29 00
Lard, tierces, per lb.	0 15 $\frac{1}{2}$	0 15 $\frac{1}{2}$
" tubs	0 15 $\frac{1}{2}$	0 16
" pails	0 16	0 16 $\frac{1}{2}$
" compounds, per lb.	0 10	0 11 $\frac{1}{2}$
Live hogs, f.o.b.	7 40	
Dressed hogs	10 75	11 00

BUTTER—Fresh-made butter of good quality is in good demand, and prices are firm for this particular line. At this time of the year when the feed of cows is changed from pasture to dry feed, roots, etc., and the conditions of the dairy have to be changed from summer to winter facilities, there will always be a larger percentage of undesirable butter and this will have a depressing effect on the gen-

CANADIAN PACIFIC

ANNUAL

EASTERN CANADA EXCURSIONS

Low Round Trip Rates to

**Ontario, Quebec and
Maritime Provinces**

Tickets on sale Dec. 1 to Dec. 31, inclusive, good to return within three months.

Tickets issued in connection Atlantic Steamship Business will be on sale from Nov. 21 and limited to five months from date of issue.

Finest Equipment. Standard First Class and Tourist Sleeping Cars and Dining Cars on all Through Trains. Compartment, Library, Observation Cars on "Imperial Limited" and "Atlantic Express."

3--Through Express Trains Daily--3

THE "TORONTO EXPRESS"

leaves Winnipeg daily at 22.40, making connections at Toronto for all points East and West thereof.

The "Imperial Limited" leaves Winnipeg daily at 18.15 and the "Atlantic Express" at 8.00 daily, making connections at Montreal for all points East thereof.

Apply to the Nearest C.P.R. Agent for Full Information.



You Are Interested

in saving money and we claim we can save you money on your soap purchases! It is surely not too much trouble to write and ask us how we can do this.

Let us hear from you to-day.

Our full line is

RICHARDS—
Quick Naptha Soap
Snow Flake Soap
Chips
Ammonia Powder
100% Pure Lye
Toilet Soaps

RICHARDS SOAP CO.
 WOODSTOCK - ONTARIO

WHITE CLOVER HONEY

Limited quantity in barrels. Write for prices.

MORLEY PETTIT

Aylmer West. - - - - - Ont.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

A. C. LANDRY

Wholesale and Retail Merchant
STE. FLAVIE STATION, QUE.

Makes a specialty of jobbing
Flour, Grain and Groceries
 of all kinds

Let us quote you on your

APPLE BARREL

requirements for the coming season. Also staves, hoops and heading for sale.

H. CARGILL & SON

CARGILL, - - - - - ONTARIO

SALT

Car Lots of Fine, Medium or Coarse, in Barrels, Sacks or Bulk.
TORONTO SALT WORKS, 128 Adelaide St. E., Toronto
 G. J. CLIFF, Manager.

CIE FRANCAISE des PATES ALIMENTAIRES

Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed
 Manufactured at
92 Beaudry Street MONTREAL

SEEDED RAISINS

INSIST ON HAVING
PURPLE AND GOLD
 They are always the Best

Packed by L. F. Giffin & Co.

W. H. ESCOTT

BROKER, - WINNIPEG
 WESTERN AGENT.

The Condensed Ads. in The
Canadian Grocer bring results



FOR QUALITY

This Mark Stands For Quality.

To the Wholesale Trade:

George Kemp, Limited

LONDON - ENGLAND

Manufacturers and Exporters of

BISCUITS

BISCUIT MAKERS TO HIS
 MAJESTY'S GOVERNMENT

A fine line of good sellers for the Canadian trade. Special sample boxes of the following now ready for distribution:

Metropolitan (mixed)
Arrowroot Wafers
Currant Wafers
Cocoanut Fingers
Rainbow, Etc., Etc.

DAINTY LINES SUBSTANTIAL LINES
 FANCYS AND MIXED

EXPORT AGENTS:

H. Collings & Co.,

16 Philpot Lane, - London, E.C.
 ENGLAND

SUCHARD'S COCOA

This is the season to push SUCHARD'S CO. COA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes. Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal
 Agents.

ROLLED OATS

FLAKED WHEAT and OATMEALS
 Bags or Barrels. Or Broken Lots.

WRITE FOR QUOTATIONS.
 Prompt attention to all orders.

J. W. EWEN, Uxbridge, Ont.



A Good Storekeeper

studies his stock and sells only those goods he knows will please his customers, leaving the inexperienced dealer to experiment with the various "just as good" brands and imitations of standard articles.

MAGIC BAKING POWDER

Is the kind that pleases the people.



ESTABLISHED 1852.

☞ Merchants should recommend food-products that are produced in **clean** factories.

Every Grocer in the country can make money out of Wm. Clark's advertising

Any article of such merit as Clark's Meats, and advertised as extensively as Clark's Meats, is bound to be in great demand.

As Clark's Meats are advertised all over Canada, there is not a grocer who would not benefit by the sales resulting from such advertising.

It is only after putting in a supply that he realizes what sales have passed his door.

Clark quality, Clark reputation and Clark publicity combine to aid the grocer in his sales.

Clark's Pork and Beans

Clark's Mince Meat

Clark's Ham, Tongue or Veal

Clark's Ox Tongue

Clark's Sliced Smoked Beef

Clark's Chateau Baked Beans

and CLARK'S INGLASS BRAND MEATS

INGLASS BRAND includes a full assortment of Clark's Meats packed in air-tight glass containers.

WM. CLARK, - MONTREAL
Manufacturer of High-Grade Food Specialties

In Spite of

the stress of modern competition the goods that have "made good," the quality goods—still hold their own. Are you selling

BOVRIL

in as large quantities as you might? We can supply your utmost demands for we have made ample arrangements to meet our customers' needs.

The Bovril Australian Estates comprise

9,261,400 acres

and the Argentine Estates of Bovril Limited, cover a further

438,076 acres

These vast pasture lands are well stocked with fine cattle. The number is being increased annually and can be increased indefinitely.

BOVRIL LIMITED
27 St. Peter St. - - - MONTREAL

THE CANADIAN GROCER

eral market. There is nothing in sight to give us any reason to believe that butter will be scarce this winter, and therefore, poor butter will be hard to sell and will naturally drop to lower points. Country grocers should continually impress the farmers with the importance of making good butter, if they expect to get good prices.

	Per lb.
Fresh creamery print	0 27 0 28
Fresh creamery solids	0 25 0 26
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 22 0 23
Tub butter	0 21 0 22
Baking butter	0 17 0 18

CHEESE—With the trifling fluctuations in the various cheese markets, the local market is not affected in the least. The prices have ruled practically the same all summer, and if there are any deviations it is owing to differences in quality. If your customers complain about the high prices of meat, poultry, etc., recommend them to use more cheese.

Cheese, new, large	0 12 1/2	0 12 1/4
twins	0 12 1/4	0 13

EGGS—We need not be alarmed about the egg situation. Everything is quite normal and nothing unusual. That they are a little higher this year than last, is true, but there is no reason to think that they will go to a dollar a dozen, as some are inclined to think. November and December are the hardest months to get fresh laid

eggs, and this is not that eggs are scarce, but these are the two months the hens, by reason of an ancient custom, are taking holidays to get their new dresses for the winter, and when they do this, to which they are certainly entitled, some begin to complain because the poor hen is taking a rest. Our packers have well attended to their business, and have a good supply of well-kept eggs on hand to carry us through the winter. Eggs are only about 1c a dozen higher than last year.

Fresh eggs	0 25	0 26
Select eggs	0 28	
Strictly new laid	0 35	

POULTRY—The receipts of poultry are lighter this week, although supply is quite equal to the present demand. This is only a few weeks from Christmas, and farmers are now preparing their birds for the holidays. Grocers who buy poultry from farmers should urge upon them now to start and feed them and get them in good condition. Here is where they can make their best profit.

Early spring chicken, alive, per lb.	11	0 12
Spring chicken, dressed	0 15	0 16
Hens, per lb. dressed	0 11	0 12
Turkeys, per lb., large	0 18	0 20
Spring ducks, alive	0 11	0 12
" " dressed	0 14	0 16
Geese	0 14	0 12

HONEY—Honey is in fairly good demand, and prices are well main-

tained, but an advance would check the sale.

Honey, extracted, 60 lb. cans	0 10 1/2	0 11
" " 10 lb. pails	0 11	0 12
" " 5 lb. pails	0 12	0 12 1/2
" comb, per dozen	2 25	2 50

AN OCTOGENARIAN MERCHANT.

Travelers who have been accustomed to call upon Michael Laing, general merchant and post master at Branchton, Ont., will regret to learn of his recent death, although he had reached the ripe old age of eighty-two. Thirty-one years ago he moved to Branchton from Galt. In the business world he was always looked upon as an upright man; he was kind-hearted and sympathetic, often to his own loss, and apart from his standing as a business man he will be missed from the community of Branchton. It is generally expected that his son Norman S. Laing, who has been associated with him for fifteen years, will become his successor in the business.

The retail grocers of Toledo, O., will begin on January 1, to sell all their goods by weight and none by measure.

J. H. VAVASSEUR
& Co. Ltd.,

4, LLOYD S AVENUE,
LONDON, E.C.
FACTORIES - CEYLON.

MANUFACTURERS OF FINEST QUALITY

DESICCATED
COCONUT
AND
COCONUT FAT

TELEGRAMS—CITRONELLA, LONDON.

Christmas Novelties in Biscuits

Mr. Grocer, do you realize the fact that you can make an excellent extra profit at this season by featuring our novelties in biscuits? We put up a special line of biscuits in animal form which sell like fury at this time of year. For Christmas and New Year's tons are sold. These goods are particularly profitable to you and quickly turned over.

Immediate ordering is necessary to ensure shipment in time for your Holiday Trade.

THE CANADIAN BISCUIT COMPANY, LIMITED
LA PERADE, QUE.

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**Christie reputation
is a valuable asset
TO MANY
successful grocers**

Consider the reputation of the manufacturer whose goods you handle!

What does it mean to you—not theoretically, but in *actual cash*?

Is it good commercial sense to endanger *your* business supremacy by handling lines your best customers know to be second-rate?

Few people in Canada will dispute the superiority of Christie biscuits—certainly experienced grocers *will not*.

Particular housewives all over the Dominion *know* exactly what *Christie reputation* stands for.

They know it means scrupulous *cleanliness*, absolute *purity*, high-grade and lasting *quality*.

And they *insist* on Christie biscuits because they know positively that Christie biscuits are *the purest of all pure foods*.

Why not let Christie reputation work for you in building up a bigger and a better business?

N.B.—Christie Biscuits sell more than biscuits

CHRISTIE, BROWN & CO., Ltd.

Cafe Francais

IS SIMPLY
COFFEE WITHOUT THE AFTER-EFFECTS

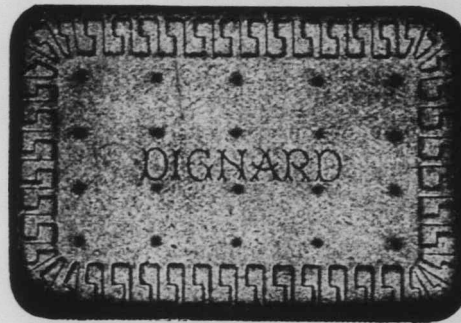


As a quick and profitable seller it is rarely equalled. We want you to try a small order, that you may see for yourself the truth of our claim when we say that Cafe Francais is a line that you would not be without if you but knew it.

Ask us to send you a sample package to try in your own home.

Dominion Cereal Mfg. Co.
VICTORIAVILLE, QUE.
Also Makers of Imperial Self-Raising Flour

PROGRESSIVE GROCERS HANDLE THIS MONEY-MAKER



Our
VILLAGE
Biscuit
retails
3 lbs. for
25c.

DIGNARD, LIMITED, Biscuit Manufacturers MONTREAL



**CAPSTAN BRAND
PURE MINCE MEAT**

Package Mince Meat
Put up in 1/4 gross cases

Bulk in 7-lb. Pails.
1/2 doz. in crate

25-lb. Pails and 75-lb. Tubs

Capacity one ton per hour.
Sold by all wholesale dealers

The Capstan Mfg. Co., - Toronto Ont.

Haven't you dozens of customers now making their own cake icing whom you could easily induce to try

Cowan's Cake Icings



Once they find out how easy these icings are to use, and how thoroughly satisfactory, you will get plenty of repeat orders from them.

The Cowan Co., Ltd.
Toronto

Canadian made Licorice
Y&S BRAND
All Druggists.



Manufactured by
NATIONAL Licorice Co.
Montreal.

Grocers,
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

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

Write for price lists and illustrated catalogue

Send
To-day

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ONTARIO, R. S. McIndoe, 54 Wellington St. E., Toronto
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MANITOBA, E. W. Ashley, 123 Bannatyne Ave., Winnipeg
BRITISH COLUMBIA, Shallcross, Macaulay & Co., Vancouver
PROVINCE OF ALBERTA, Tees & Perse, Calgary and Edmonton

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

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

NELSON'S Gelatine and Licorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
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CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

John P. Mott & Co.
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Harvest Queen, bbl.

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gold dust cornmeal, 98
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rolled oats, bags...
barrels...

World's Wheat Crop by Far the Best in History

Many Million Bushels Ahead of Last Year—Wheat and Flour Market, However, Remain Strong — Increased Demand for Cereals With Advent of Colder Weather —Prices are Firming up.

The wheat situation, even with increased estimates of the crop, is still firm and strong. The world's output of wheat is estimated to be 283,688,000 bushels more than last year, or an increase of 9¼ per cent., and 15 per cent. more than in 1907. Canada shows an increase of 24 million bushels above previous years.

With this remarkable showing, it is surprising to see the bullish condition of the market. Already the Argentine crop is watched from day to day to assist speculations either one way or the other. If the situation could be viewed from a standpoint entirely free from speculation, the natural conclusion it would lead to would be lower prices. As this cannot be done, it remains to be seen how manipulators will succeed in their various efforts to make money for themselves at the expense of the consuming public.

The flour market shows no change in prices and oat products, although a little easier in some cases, are expected to firm up with the good demand consequent on colder weather.

MONTREAL.

FLOUR—Ontario flour is fully as scarce as last week, and yet the crop statistics show a large gain over last year's figures. The world's crop estimates show that this year will be the greatest the world has ever known. Exports have been very heavy from the United States and Canada during the past week, the heaviest since last December. Prices show no indications of weakening as yet, but dealers figure that, in view of the crop, there are lower prices in the near future.

Winter wheat patents, bbl.	5 45
Straight rollers, bb	5 20
Extra, bbl	4 80
Royal Household, bbl.	5 70
Queen, bbl.	5 20
Manitoba spring wheat patents, bbl.	5 70
strong bakers, bbl.	5 20
Pine Roses, bbl.	5 70
Harvest Queen, bbl.	5 20

ROLLED OATS—Quite a decided strengthening has occurred in the rolled oat market. Dealers say that prices are simply going back to normal, and this is due primarily to an increasing demand. Oatmeals are up 7½c, and rolled oats 20c per barrel. Trade continues good at the increase, due to the coming of the cold weather.

Fine oatmeal, bags	2 52½
Standard oatmeal, bags	2 52½
Granulated "	2 52½
Bold dust cornmeal, 98-lb. bags	2 10
Bolled cornmeal, 100-bags	1 85
Bolled oats, bags	2 30
barrels	4 85

FEED—Mill feed is having quite a brisk sale at last week's quotations. No immediate changes are looked for, as present prices are considered about right, taking into consideration what is now on the market and the demand there is for it.

Ontario bran, per ton	20 00
Manitoba shorts, per ton	22 00
bran, per ton	20 00
Mouillie, milled, per ton	27 00
straight grained, per ton	31 00
Feed flour, 98-lb. bag	1 55 1 75

TORONTO.

FLOUR—Ontario wheat is still scarce, and it becomes a question to millers whether the yield in the province was not over-estimated. At the same time they also take into consideration the open weather, which the farmer takes advantage of in working on his land, instead of hauling out his wheat. As soon as it freezes up more liberal deliveries of wheat will be expected, and unless the demand strengthens, prices may make an easy drop. There is no change in the local flour market, and the demand is fair.

Manitoba Wheat.	
1st Patent	5 20 5 30
2nd Patent	5 00 5 10
Strong bakers	4 90 5 00
Winter Wheat.	
Straight roller	5 20 5 40
Patents	5 40 5 50
Blended	5 40 5 50

CEREALS—The local demand is active, with a satisfactory turn-over. As the weather gets colder the demand for uncooked cereals increases, which inspires the trade with a firm feeling. Although the prices of raw material are strong the prices of several of these lines are a few cents easier here.

Rolled wheat, car load	2 95
oats	2 20
Oatmeal, car load	2 50
Rolled wheat in barrels, 100 lbs.	3 05 3 15
oats in bags, per bag 90 lbs.	2 30
Oatmeal, standard and granulated, in bags 98 lbs	2 60

Edward H. S. Flood, Canadian trade commissioner to Barbadoes, arrived in St. John, N.B., November 20, on the steamer Oruro, and went to Ottawa on the 23rd, on departmental business. He expects to return to the island on the next steamer, about a week hence. As to conditions in Barbadoes, Mr. Flood said, business was fairly good. All through the islands the imports from Canada, notably in flour and fish, have largely increased.

Don't Experiment!

in handling so many different makes of Soda Crackers when there is one line that never fails to give entire satisfaction!

Try

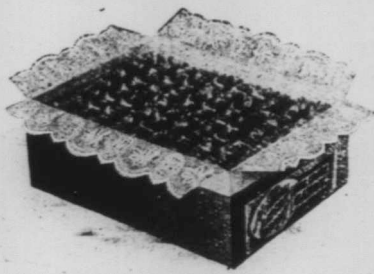
MOONEY'S CREAM SODA

and retain the family trade. The extra amount of care given by the Mooney Company in the mixing and baking of these biscuits, and the effective methods of packing, give them the distinguishing flavor and crispness for which they are so justly famed. Order to-day.



COX'S
INSTANT
POWDERED
GELATINE
The PURITY of this GELATINE is GUARANTEED by Messrs COX who themselves both MANUFACTURE and PACK their brand under scientific supervision.

Canadian Agents: **J. & G. Cox, Ltd.**
C. E. Colson & Son, Montreal
D. Masson & Co., " **Gorrie Mills**
A. P. Tippet & Co., " **EDINBURGH**



YOU CAN MAKE MORE MONEY OUT OF CONFECTIONERY THAN OUT OF ANY OTHER LINE YOU SELL

This is a seasonable truth when you are preparing for Xmas trade. Compare profits and verify this statement.

Confectionery is easy to sell at all times, but particularly around the holiday season—ALWAYS PROVIDING IT IS OF HIGH QUALITY.

“CHOCOLATE BORDO”

is famous for the uniformity of its excellence and is most highly appreciated by the consumer.

Grocers feature it for this reason, and because the profit is larger than on most other chocolates.

The Montreal Biscuit Company
Wholesale Confectioners
MONTREAL

COLLECTING BY DRAFT.

Hamilton Merchant Surprised That This is Not Common Practice.

Editor Canadian Grocer,—In conversing with a gentleman connected with one of our large manufacturing concerns, and who has lately returned from England, he made the remark that in the Old Country if one wanted to scare a delinquent merchant into prompt payment he had to just threaten him with issuing a draft on him.

Over there they consider it injures their credit at their bank if it becomes known that a draft has been passed

on them. He further stated that the same opinion is held here in mercantile circles and that his own firm would not accept a draft on any condition.

Now, Mr. Editor, this is news to me, and no doubt to a great many others, and I would like you to favor us with the consensus of opinion of the business men of the country. Personally I consider it the nicest and easiest way to settle a bill—far better and safer than closing by cheque. However, on the quiet, if my banker thinks it wrong, why then I'll drop it like a hot potato, for he is my only protection.

A. C. P.
Hamilton, Ont., Nov. 23, 1909.

Thos. Henry, Hespeler, Ont., has sold his grocery business to Ephraim Sauder.

D. O. Pease, for some time traveling representative of the Ogilvie Milling Co. in the Eastern Townships, with headquarters in Sherbrooke, Que., is to be transferred to the Niagara Peninsula, with headquarters in Hamilton. F. A. Noble, now representing the Cousins Co., of St. Johns, will succeed Mr. Pease in the Townships.

Mr. Merchant,

Are you handling

Royal Purple Stock and Poultry Specifics

the largest advertised goods of this nature on the market? If not, write us for price list and our plan of advertising to bring you direct results.

The W. A. Jenkins Mfg. Co.,
LONDON : : : ONT.

GRATEFUL

COMFORTING

EPPS'S COCOA

The Choicest of all
Cocoas

The Most Delicious
The Most Nutritive

A cup of this delightful beverage is a cup of real enjoyment, giving true exhilaration and invigorating the whole system.

The LEADING COCOA of MANY GENERATIONS

Special Agents C. E. COLSON & SON, Montreal
Nova Scotia, E. B. ADAMS, Halifax. Manitoba, BUCHANAN & GORDON, Winnipeg

MILK

is the one universal food. The best and purest form in which it can be obtained is

TRUMILK AND MILKSTOCK

The only milk powders soluble in cold water. Light to carry. Better in taste than any other form of milk in cans. Will keep after can is opened. Not injured by freezing.

AT ALL WHOLESALE GROCERS

Canadian Milk Products, Limited

Head Office: Mail Building, TORONTO

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Don't Have Too Many Doors to Your Store

IT'S an old story, but as *good* as new—
About Farmer Jones, who cut a hole through the
barn door for the cat to saunter in and out, and
then cut a smaller one for the kitten.

Reminds you forcibly of the man who supplies FIVE ROSES
to his "high-class" trade and "near-good" stuff to the thin
purse.

• • • • •

The hole that's big enough for the cat is ample for the kitten,
Brother Grocer.

But the hole that's just big enough for the kitten doesn't let
the big cat through.

Now, FIVE ROSES *has made a habit of success.*

Its quality is big enough to accommodate your best trade, while
gradually winning over to higher quality and price the holder
of the slim satchel.

• • • • •

The tendency of the times is towards *better* quality and food
purity.

We must either fall in line or go to the rear.

It's better to fall in line, Brother Grocer.

So do your business with a *good* leader, not a poor follower.
Be a FIVE ROSES enthusiast and watch results.

• • • • •

With FIVE ROSES, Brother Grocer, you always please *every*
customer—*rich or poor.*

With cheap stuff, on the other hand, you have but *one* argu-
ment—a *limited* audience, which will *inevitably* desert you at
the very first note from a bargain bugle.

Add to this, when you sell *both* kinds, every boost for one is
a knock on the other.

And think that "the sweetness of low prices never equals the
bitterness of poor quality."

• • • • •

Don't have two doors to your flour department, Brother Grocer.
The "quality" door is plenty big enough for all kinds of trade
to come through *both ways*; but the "cheap stuff" opening
bars out the good trade forever.

Make FIVE ROSES your *one* best flour, Brother Grocer.

Specialize on Satisfaction—*it pays big.*

FIVE ROSES FLOUR

LAKE OF THE WOODS
MILLING COMPANY

LIMITED

MONTREAL
TORONTO
OTTAWA
LONDON
ST. JOHN
WINNIPEG
KEEWATIN
VANCOUVER

MAKERS OF FIVE ROSES

THE CANADIAN GROCER

Capital of \$30 Foundation for Strong Business

Montrealer Shows That there is Money in Confectionery Properly Handled—How He Made a Study of His Business and of the People He Wished to Serve—A Prince for a Customer.

Eight years ago a young Englishman of 20 came to Montreal. Working for a farmer about ten miles out of the city for about seven months, he then obtained a post as secretary to a business man. In a short time he had saved \$30 from his salary, and, with this as capital, he resigned his position and rented the store where his present business is located. The rental was \$64 a month, and that all had to be made before the end of the month, or at least \$34 of it.

The young man who made this inauspicious looking beginning was C. R.



C. R. BRONSDON.

Bronsdon, proprietor of "Bronsdon's" confectionery business, St. James St., Montreal.

In the beginning Mr. Bronsdon knew nothing of candy making, and, according to his own statement, very little about business methods. His capital we have already stated. The candy was made on the stove, nights, the chocolate being prepared in an old saucepan.

The business paid from the start. As it grew and capital began to pile up, improved methods of manufacture, larger buying, and the general trade gained, began to tell in the profit column. A factory was started in which to-day every-

thing sold by "Bronsdon's" is manufactured.

From being purely a confectioner at first, Mr. Bronsdon has for the past few years been developing a high-class catering trade. This has made such headway that, during the past year, all banquets in Montreal, given to titled visitors, have been handled by "Bronsdon's."

Noon-day lunches are an added line. The trade in this direction is growing daily, and Mr. Bronsdon is already figuring on larger premises to handle it

Advertises a Special Daily.

The total trade done during 1908 by all branches, exceeded \$32,000; and this year will certainly reach \$40,000. This is all from lines of goods which yield a handsome margin, so it can readily be seen that the original \$30 has developed somewhat in the seven years it has been growing.

As to what has contributed to his success, Mr. Bronsdon seems quite certain—work, combined with the grade of stock made and served by him. An advertising scheme has also proved very useful. This is the advertising in his window of a daily "special." The practice was begun when the business was only three weeks old and has been uninterruptedly continued since.

As to the grade of "Bronsdon's" candies, Mr. Bronsdon has letters from many notable people complimenting him on them, among them being one from Prince Louis of Battenburg, who was a customer when here.

The above story goes to show that there are good profits in confectionery if

the department is rightly handled, the grocer only applies himself enthusiastically to the work. Mr. Bronsdon made a success of his business because he was energetic in his work, because he made a study of the public's requirements and acted accordingly. Here is a lesson for all retailers.

F. Richardson & Co. is the name of a new grocery firm in Parkdale, Toronto. They bought out T. M. Cooper, 108 Queen St. West.

Tell Your Customers That :

SHAMROCK
BIG PLUG
SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD.
D. McDOUGALL & CO., Glasgow, Scotland

SPEAQUE

CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade

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TO THE RESCUE!

If you have a tobacco department which is not showing you the profit it should do, make a change, start to-day and feature the

7-20-4

CIGAR

This cigar will be the making of your tobacco department! It is of uniformly fine flavor, is a popular favorite, and will leave you a good margin of profit.

GET OUR PRICES TO-DAY

The Sherbrooke Cigar Co.
SHERBROOKE, QUE.

SOAP SENSE

is a sense very much akin to common sense which comes to a grocer after a while and tells him his best interests are served by handling only soaps whose quality and purity are known and proved. Such a soap is

WONDERFUL SOAP

which will establish confidence and build up your general connection. The public is getting wise and will rather pay a little more for a good article than pay through the nose for premiums. We sell the good article and offer no premiums.

Send for quotations.

THE GUELPH SOAP COMPANY
GUELPH ONTARIO

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT ?

“Tuckett’s Special”

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited
HAMILTON, CANADA.

Almeria Grapes

Arriving this week some extra fancy stock; these will suit the best trade, nothing better.

Our fourth car Florida Oranges in to-day, they are fine. Grape Fruit ripe and heavy.

Lemons: — Hiawatha, St. Nicholas and Kicker Brands.

Figs, Dates, Nuts, Cranberries, etc.



25-27 CHURCH ST. - TORONTO

NO
Amount of
EXPERIENCE,
EXPERIMENT,
ENERGY, or
EXPENSE

IN THE
CARE or
CULTIVATION
COULD IMPROVE
the quality of Tracuzzi's

ST. NICHOLAS or
HOME GUARD

Brands of Lemons.

THEY EXCEL IN
QUALITY AND PACK.

J. J. McCABE

AGENT

32 Church Street, TORONTO

Export Apple Demand Exceeding all Past Years

Season of 1907 Already Surpassed—California Navels and Florida Oranges Coming on the Market—Cucumbers Ruling in Vegetable Line—Some Hot House Tomatoes—Splendid Fish Demand.

MONTREAL.

GREEN FRUITS—Apples are having a brisk sale, particularly for export trade. The quantity exported for the week is 71,423 barrels, over double last year's for the same week, but not quite up to 1907. For the season there are 544,019 barrels, which is almost double 1908 figures, and nearly 3,000 barrels larger than 1907. Oranges are selling well at last week's prices. Bananas are somewhat scarce, and are quoted higher by some dealers. The general range is about the same. Plums are off the market.

Apples, Alexanders, No. 1	3 50
" Baldwins, per bbl	4 00
" Greenings, per bbl	4 00
" Kings, No. 1	4 25
" Spies, per bbl	4 25
" Fameuse, per bbl	4 50
" Mackintosh rebs	5 70
" No. 2	4 50
" Tallman Sweets	2 50
" Wealthys, No. 1, bbl	4 50
" No. 2, bbl	4 00
Bananas crated, bunch	2 50
Cranberries, per bbl	9 00
Cocanuts, bag	4 25
Grape fruit, Florida	5 00
" Jamaica	3 50
Grapes, Tokays, crate	2 75
" Almeria, per keg	5 50
" Concordis, per basket	0 17
" Niagara	0 17
Lemons, Verdillia, box	3 25
" Maoris, box	3 25
Limes, per box	1 00
Oranges, late Valentias	4 00
" Jamaica, per crate	4 50
Pineapples, Floridas, box	3 00

VEGETABLES — Green peppers and thyme are very scarce and high. It was somewhat unexpected, as dealers thought supplies would be ample to fill all demands, and keep prices about the same.

Home-grown cucumbers are off the market, but Bostons are on sale at \$2 per dozen.

Government reports show that potatoes will have an unusually large yield this year, in spite of the drouth in some sections.

Turnips show a good general crop, somewhat better than last year.

Beets, per bag	0 50	0 60
Carrots, bag	0 50	0 60
Cabbage, dozen	0 25	0 40
Celery, Canadian, dozen	0 30	0 50
Caulliflowers, dozen	1 00	2 00
Cucumbers, Boston, per doz	2 00	
Green peppers, basket	1 50	2 00
Lettuce, dozen	0 65	0 75
" Boston	0 75	0 80
Leeks, dozen	1 50	
Onions, red, per bag	0 75	0 80
" Spanish, cases 150 lbs	2 75	
" half cases	1 65	
" crates 50 lbs	0 90	1 00
Potatoes, Montreal, bag	0 60	0 70
" sweet, per bbl	2 50	3 50
" basket	1 50	
Parsley, dozen	0 10	0 15
Parasnips, per bag	0 90	1 00
Pumpkins, doz	1 25	1 50
Sage, dozen	0 40	0 50
Savory, dozen	0 40	0 50
Spinach, Canadian, box	0 50	0 60
String beans, basket (large)	4 50	
Squash, Hubbard, per dozen	1 50	
Thyme, dozen	0 75	1 00
Tomatoes, hot-house, lb	0 25	
Turnips, bag	0 40	0 50
" Quebec, per ton	7 50	9 00
Vegetable Marrows, dozen	0 50	0 60
Watercress, dozen	0 40	

FISH—The country is well supplied with all kinds of pickled and salt fish, and this trade is expected to quiet down until after New Year's. When colder weather sets in the demand will be almost exclusively for frozen fish. Already a number of orders have been booked for future delivery, and, as the Advent season is getting near, there will be a rush when suitable weather is at hand. Prices in general rule are firm and the demand is brisk, due, in a certain measure, to the high price of meat and game.

FRESH	
Barbotte	0 05
Dore, per lb	0 10
Eels, fresh, per lb	0 05
Flounders, per lb	0 10
Halibut, per lb	0 10
Haddock, per lb	0 05
Herring, fresh, per 100 lbs	1 25
Mackerel	0 10
Market cod, per lb	0 04
Perch, dressed, per lb	0 10
Pike, headless and dressed	0 05
Salmon, B. C.	0 10
Sea trout, per lb	0 14
Steak cod, per lb	0 05

FROZEN	
Dore, winter caught, per lb	0 08
Flounders	0 05
Halibut, per lb	0 05
Mackerel	0 05
Pike, headless and dressed	0 05
Steak cod, per lb	0 05
Salmon, B. C., red, per lb	0 05
Salmon, Gaspe	0 15
Salmon, Qualla, per lb	0 05
Whitefish, large, per lb	0 05
Whitefish, small, per lb	0 05

SALTED AND PICKLED	
Green cod, No. 1 medium, per lb	0 05
" small, per lb	0 05
" large, per lb	0 05
Labrador herring, half barrel	5 25
Labrador sea trout, bbls	12 00
" half bbls	6 50
No. 1 mackerel, pail	2 00
No. 1 " half bbls	8 00
Salmon, B. C., half bbls	5 00
Salmon, B. C., pink	15 00
Salmon, B. C., pink	14 00
Salmon, Labrador, bbl	15 00
Salmon, Labrador, 1/2 bbls	8 50
Salmon, Labrador, tierces, 300 lb	25 00
Salt eels, per lb	0 05
Salt sardines, 20 lb pail	1 00
Sardines, Quebec, bbl	5 50

SMOKED	
Bloaters, large, per box	1 10
Haddies, 15 lb. box, per lb	0 10
Herring, new smoked, per box	0 15
Kipper herring, per box	1 20
Smoked salmon, sugar cured, per lb	0 25

SHELL FISH	
Lobsters, ve, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 40
" Sealship, standards, Imp. gal	1 75
" select	1 00
" shell, per bbl	7 00

PREPARED FISH	
Boneless cod, in blocks, all grades, at 5, 6, 8, 9 & 10c	per lb
Dry cod in bundles, per bundle	5 50
Skinless cod, 100 lb. case	5 25
Shredded cod, per box	1 80

TORONTO.

GREEN FRUITS—There is nothing of special interest to report this week, although the quantities of fruit which passed through the hands of Toronto dealers are enormous. A large part of their apple trade, however, is not seen here, as they are shipped di-

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THE CANADIAN GROCER

rect from the orchards to the English, as well as the Northwest markets. One firm has already handled about 75,000 barrels. The city is principally supplied with apples brought in by farmers and sold either to the consumers direct or to the fruit stores throughout the city. These as a rule are not of the best quality.

Oranges are as common on the market as apples and are daily in demand all the year. As soon as one country runs out of season another is ready to take its place. California supplies the largest percentage, and is seldom from the market. The favorite navel oranges are beginning to come in but the most satisfactory orange for the next month or so is the Florida orange.

Apples, green, basket	0 15	0 25
per barrel	1 50	4 50
Bananas	1 65	2 00
Cranberries, per bbl.	8 50	
Grapes, small basket	0 25	0 35
" large	0 35	0 50
" Almeria per keg	5 50	6 50
Grape Fruit	3 50	4 00
Lemons, Verdelli	3 00	3 50
" Palermo	3 50	3 75
Oranges, Cal. Valencia	3 75	4 25
" Cal navels	3 50	3 75
" Porto Rico	2 00	2 50
" Floridas	2 50	2 75
Pears, Can., basket	0 40	0 60
Pineapples, per case	2 40	4 50
Quinces, per basket	0 30	0 40

VEGETABLES — Perhaps the most "bossy" looking vegetable on the market is the sober cucumber at \$1.75 a dozen. You could almost read from their appearance, "take me or leave me alone." The tomato,

FANCY RIPE Navel Oranges

We are offering this season the finest Navel Oranges that we have ever had for Xmas trade.

Fruit guaranteed Ripe and Full Color. Sizes desirable and prices very moderate.

Also Holly, Holly Wreaths, Raisins, Nuts, Dates. Send for Xmas price list.

WHITE & CO., LTD.
Toronto and Hamilton

Have you ever ?
No I've never
seen better

ORANGES

Seeds ? very few
but —

OH MY !

THE

FLAVOR

it's delicious.

Start right in with a
big Orange Trade, buy

FLORIDAS

Finest Oranges Grown

The Mark of Quality—

FLORIDA

CITRUS EXCHANGE

See that it is on every box you buy

ORANGES, GRAPEFRUIT

W. B. STRINGER, Toronto - District Manager

NEW ARRIVALS

Fancy Sweet Sonoras
California Navels
AND Florida Oranges

FINE
RIPE New Messina Lemons
Almeria Grapes

ALL OF FINEST QUALITY

HUGH WALKER & SON

(Established 1861)

GUELPH, ONTARIO

THE CANADIAN GROCER

just fresh from its artificially heated home, is almost as cheeky and demands 25c a lb. Potatoes are holding their own, and large quantities are finding their way into the grocers' cellars where they will be good stock during the winter.

Beets, per bag	0 60
Cabbage, Canadian, per dozen	0 35 0 40
Carrots, new, per bag	0 50 0 55
Celery, Canadian, per doz.	0 25 0 30
Onions, Canadian, per bag	1 00 1 25
" new, Valencias, crate	2 75 3 00
" Spanish	2 75
" half cases	1 75
Peppers, green, per basket	0 30 0 35
" red, per basket	0 50 0 60
Parsnips, per bag	0 75
Potatoes, Canadian, per bag	0 60 0 75
" sweet, basket	0 56
" sweet, per hamper	1 25 1 50
" sweet, per barrel	3 50
Radishes, per dozen	0 20
Tomatoes, Canadian, per basket	0 40 0 50
" hot house, per lb.	0 25
Turnips, per bag	0 40

FISH—The demand for fish continues brisk and the trouble, as one

fish man expressed it, "is not to sell the goods, but how to get enough fish to supply the people." With all the hustle, however, the modest fish man will stand to his old prices.

Bloaters, per box	1 20
Blue fins, each	0 06 1/2
Carp	0 03
Cod, fresh caught	0 07
Cod, Imperial, per lb.	0 05
Cod, Arcadia	0 10
Ciscoes, per basket	1 10
Eels, per lb.	0 08
Finnan haddie	0 08
Haddock, fresh caught	0 07
Halibut, fresh caught	0 10
Herring, medium, per lb., fresh caught	0 05 0 06
Herring, sea, per 100 count	3 00
Herring, Dibley, per box	0 15
" Labrador, per keg	3 00
" per brl.	5 50
Lobsters, each	0 25 0 30
Slackerel, each	0 20 0 25
Perch	0 07
Pike	0 06
Quail on toast	0 05
Quail	0 05
Sea salmon, dressed	0 13
" round	0 10
Salmon trout, salt, per keg	6 01
Shrimps, per gal	1 15
Trout, fresh caught	0 09 0 10

Whitefish, fresh caught	0 11
Yellow pickerel	0 05
Oysters, selecte, per gal	1 85
" standardis, per gal	1 05
" extra selecte	1 90

Gentleman (to cigar dealer) "Have you any so-and-so brand in stock? How are they?" Dealer "First-class, sir. This last lot is an extremely fine one." Gentleman (departing): "Thanks. You wrote that they were very poor, but I am pleased to find you were mistaken. I am the manufacturer. Good day."

Ask for



"ALBERT & CIE"

French Sardines

This popular and world renowned brand is packed in FRANCE from specially selected fish only.

AGENTS: The SMITH BROKERAGE CO., LTD., St. John, New Brunswick. J. L. WATT & SCOTT, Toronto, Ontario. WATT, SCOTT & GOODACRE, Montreal. O. F. LIGHTCAP, 214 Princess St. Winnipeg, Man. Can. G. A. STONE, Vancouver, British Columbia.

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY

HAMILTON

JAMES BOMERVILLE, Manager

Did you ever notice the success of the stores that advertise "quality" and SELL "quality"? What is the reason? Because the customer



remembers quality FIRST and THEN PRICE. This never comes home with such force as when that something is TO EAT.

This reproduction, friend grocer, is from a photo of our shipping package. Note the neatness, cleanliness and sanitary features. Do they not appeal to you? Certainly.

Don't run after the cheapest oyster in the market. It don't pay. But when a brand at the same price appears to have an advantage investigate and satisfy yourself.

Ordinary prices

BEACON BRAND OYSTERS

EXTRA quality

THE F. T. JAMES CO., Limited

Church and Colborne Streets

TORONTO

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 CON
 AGENTS—G
 Bros., Montreal
 Calgary, Alta.

ADVENT

Advent Season Begins Next Week

Your Fish and Oyster orders can be filled promptly from our complete stock. This week we call your particular attention to

Salmon, Halibut and Frozen Sea Herring

Several cars have just arrived. Choice new stock. Our new frozen herring is the first of the season. High quality. Some of our other lines:

COD	WHITEFISH	HADDIES
HADDOCK	PICKEREL	KIPPERS
SMELTS	MACKEREL	BLOATERS

OYSTERS We have Malpeques and Caraquets in shell. Also the famous "SEALSHIPT" Oysters—solid meats.

A POSTAL WILL BRING OUR LATEST PRICE LIST.

BRANCHES:
St. John, N.B.,
Grand River,
Gaspe.

LEONARD BROS.,

The Largest Fish and Oyster Warehouse in Canada.

YOUVILLE SQUARE

(Near Customs House.)

MONTREAL

Four
Long
Distance
Telephones



BRUNSWICK BRAND BUILDS UP BUSINESS



Because the most carefully selected, smallest and sweetest fish is the sardine herring caught in weirs or traps in Passamaquoddy Bay. And in the **BRUNSWICK BRAND** they are canned in such a manner that the natural flavor is preserved. This is the brand, Mr. Grocer, you can handle with credit to your store and with increasing profit to yourself.

BRUNSWICK BRAND Are Quality Goods

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

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; D. Rattray & Sons, Quebec; Leonard Bros., Montreal; Arthur M. Loucks, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross Macauley & Co. Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B. C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

PRODUCE ARTIFICIAL HEAT.

Devices for Saving California and Florida Fruit Crops From Frost.

It has been customary in years past, says the Philadelphia Press, both in California and Florida, to preserve the orange orchards against the blight of sudden frost, by the employment of heating pots or open stoves. The temperature has been raised in this way from two to three degrees, quite a sufficient increase in those climates to insure the safety of the threatened fruit.

The scope of this simple expedient has now been vastly extended. In fact, the entire crop of fruit this year in the Grand Valley of Colorado, valued at \$3,000,000, was rescued from killing frost by the use of blazing oil in the orchards. These fruit ranches are extensive and highly valuable; their crops include peaches, apples, pears, plums, cherries and soft-shell almonds. Hitherto the harvest has been uncertain; Jack Frost a terrifying menace. The crop of 1909 was saved by means of some 300,000 smudge-pots of different types, which actually raised the temperature in the valley from eight to nine degrees over twenty-seven miles of territory. While the temperature outside the heated area dropped as low as twenty degrees, within the protected district it did not go below 29.5 degrees. It is estimated by a writer in the "Scientific American" that the cost for fuel the first year is about \$50 per acre; the second year about \$15 an acre.

CANADIAN OYSTERS DECREASING.

Due to the Recent Regulations — Canada the Best Market for United States Oysters.

Frank Deedmeyer, of Charlotte-town, states that the production of oysters in the waters of Canada is limited almost exclusively to the two Province of Prince Edward Island and New Brunswick, the following being the details:—

The quantity of production is steadily decreasing. In 1903 the yield for the Dominion was 35,757 barrels; in 1907, 27,297 barrels. Twenty years ago Prince Edward Island furnished 30,000 barrels, and in 1908 only 8,736 barrels. This season for the Province of Prince Edward Island opened on the 1st of

October; it will close with the advent of the frozen season. The total catch for the province during this fall is estimated at 5,500 barrels. Prices are from \$7 to \$10 per barrel, according to selections.

Nearly the whole production is shipped to the Provinces of Ontario and Quebec, where it enters into competition with oysters from the United States. The steady decrease is attributed to the absence, until a short time ago, of all regulations. Laws now prescribe a season for oysters and safeguard the product in other ways. The exports of oysters from the United States to all countries in the fiscal year 1908, were valued at \$663,832. Canada was the best market, taking \$271,760 worth, and the United Kingdom, \$203,604 worth.

MAKING OLD PRUNES LOOK FRESH.

Methods Used by Grocers in Brightening up Dried Fruit.

For freshening up old prunes the following recipes are given: Take a clean butter tub, place some boiling water in it and put the prunes into it, allowing them to remain in the water two or three minutes, at the end of which time they should be taken out and drained through a sieve. The water runs off freely, and the prunes have a very much more attractive appearance having incidentally been thoroughly cleaned by the process. This plan it is stated neither increases nor diminishes the weight of the prunes.

Some grocers place a little molasses in the hot water, just enough to sweeten it making the water about the color of weak tea. They think this makes the prunes still more attractive in appearance and a trifle sweeter than if molasses is not used. The prunes are not so pleasing to handle if made a little sticky by the addition of the molasses. Either process will make the fruit bright and attractive and often even prunes which have turned white will after being washed look like new ones.

RESULTS OF BREAKING LAWS.

The season's lobsters are now practically all in the hands of the city exporters, and, while definite figures are not yet available, the pack looks like reaching the region of 35,000 cases. The pack is clean and carefully processed this season;

but the meat is small owing to the growing scarcity of the fish, and the unblushing breaches of the "size" law. The northern lobsters show as large a run of "meat" as ever; but, nature protects the northern grounds by late icebergs and stormy weather, and there will always be bigger fish on that section of the coast. The day of general close down will have to come.—St. John's Newfoundland Trade Review.

DISCOVERY IN PACKING COD-FISH.

News comes from St. John's, Newfoundland, that a discovery has been made of a new method of putting up codfish, in which the Newfoundland Government is interesting itself. In the new process, the fish are separately wrapped in a specially prepared paper, which is supposed to contain preservative qualities. The fish are then packed in ice in the ordinary way and are supposed, according to the inventor of the new preservative, to maintain their flavor and freshness for an indefinite period.

The inventor is a Norwegian, at present residing in St. John's.

HOTEL FOR TRAVELERS.

Few Canadian hotels cater to travelers for commercial houses to the same extent as does Walter Walby's house, the Hotel Cecil, in Ottawa. Here, primary consideration is given to the knight of the grip every time. Mr. Walby has had many years' experience in the hotel business, and realizes, as does every experienced man in a like position, that it is the commercial man who must be counted upon to most steadily support the house. Appreciating this fact, Mr. Walby cannot do too much to make traveling salesmen feel comfortable when they are stopping with him. The Hotel Cecil is modern in every respect, being but a short time completely finished. The dining-room is a feature of the house, the food being well chosen, varied, and cooked by chefs who have a reputation to uphold. The bedrooms are warm in the winter, well-ventilated, and consequently sanitary, and finished in modern style. Running water and electric light are in every room. Rooms with a bath are obtainable by those desiring such. Taken all around, the hotel may be classed among the premier hostesses of the country, and the excellent patronage it is receiving testifies to the truth of the statement that it is — Advt.

GOOD STOREKEEPING

When you hand out Royal Baking Powder to a customer

You know that customer will be satisfied with his or her purchase;

You know that your reputation for selling reliable goods is maintained; and

You know that customer will come again to buy Royal Baking Powder and make other purchases.

It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.

ROYAL BAKING POWDER CO., NEW YORK.



THE MAXIMUM OF EFFICIENCY IN THE GROCERY

is within the reach of every practical merchant who will carefully study the particular requirements of his trade.

"WALKER BIN" FIXTURES WILL HELP WONDERFULLY

as they provide every modern facility for the handling of a special or general grocery stock. They will

ADD TO YOUR **BUSINESS PROFITS PRESTIGE**

Write for Illustrated Catalogue: "Modern Grocery Fixtures"



The Walker Bin and Store Fixture Co., LIMITED

BERLIN, ONTARIO

Designers and Manufacturers of Modern Store Fixtures

REPRESENTATIVES:

Montreal; Kenneth H. Munro, Coristine Building
Manitoba; Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta; J. C. Stokes, Regina, Sask.



BOWSER

Self-Measuring

OIL TANKS afford a

CONVENIENCE

that alone is reason enough for installing the system.

"The convenience is mutual.

My customers are better and more quickly served, get clean oil of better quality that gives a firmer, clearer light.

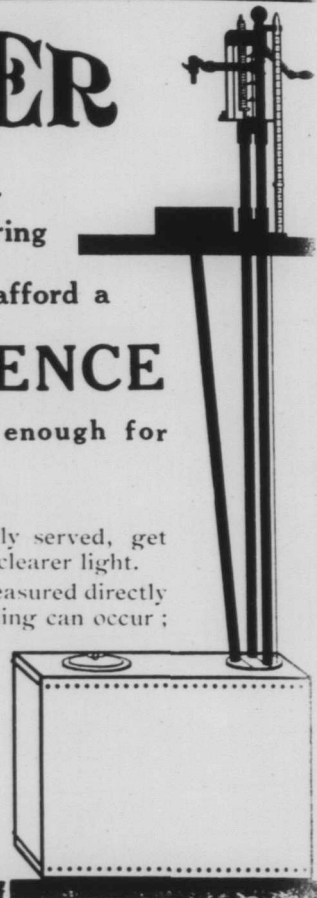
The barrels are easily emptied; the oil is measured directly into the customer's can; no slopping nor spilling can occur; the odor of oil is not found in the store.

Modern CONVENIENCES mean time and money. They draw and hold trade."

Catalog 5-K contains full information regarding Bowser Outfits.

S. F. Bowser & Co., Ltd.

66-68 Fraser Ave., Toronto, Can.



No More Bad Bills

There's absolutely no excuse for a grocer to complain of bad bills. There's a way to hold the credit customer in check and avoid losses.

Allison COUPON BOOKS

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

HOW THEY WORK



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

For Sale by the Jobbing Trade Everywhere.

Manufactured by

ALLISON COUPON CO., Indianapolis, Ind.



ABSORBINE

will reduce inflamed, swollen Joints, Bruises, Soft Bunches. Cure Boils, Fistula or any unhealthy sore quickly; pleasant to use; does not blister under bandage or remove the hair, and you can work the horse. \$2 per bottle at dealers or delivered.

Horse Book 7 D free.

ABSORBINE, JR., for manking,

\$1.00 per bottle. Reduces Varicose

Veins, Varicocele, Hydrocele,

Gonorrhea, Wens, Strains, Bruises,

stops Pain and Inflammation.

W. F. YOUNG, P.O.F., 204 Temple St., Springfield, Mass.
LYMANS Ltd., Montreal, Canadian Agents.

THE PEOPLE OF JAMAICA

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

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

Y

Send and so you h

HAMIL

ELGIN COF

are n 40 I

This favor its being fastest gri an orname to its at finish.

The ELGI be adjuste sells at a

LC

As WINNIPE (at

VANCOU HAMILTO

TORONTO

LONDON-

ST. JOHN.

REGINA.

MONTREA

Woo

You might as well have
first-class

Rubber Stamps

at reasonable and
=Reliable Prices=

Send us an order for Rubber Stamps
and see the difference between what
you have been getting.

**Hamilton Stamp and
Stencil Works, Ltd.**

HAMILTON,

ONTARIO



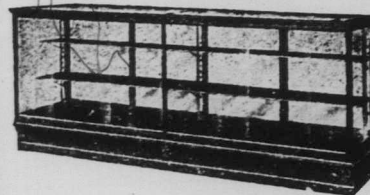
Saves time.
Saves money.
Saves you bags.

Should
be in every
grocer's store.

McGregor's Patent Bag Holder

KILGOUR BROS.
19 Wellington St. West, TORONTO

Wolverine Show Case



No. 100.

This case is finished in golden oak—Beveled plate top.
—Shipped K.D.—

Made by

Michigan Show Case Co., Detroit, Mich.

The best show case
made in America for
the money.

Price, \$4.50 per foot
f.o.b. Detroit

W. H. ESCOTT

141 Bannatyne Avenue,
Winnipeg, Selling Agent

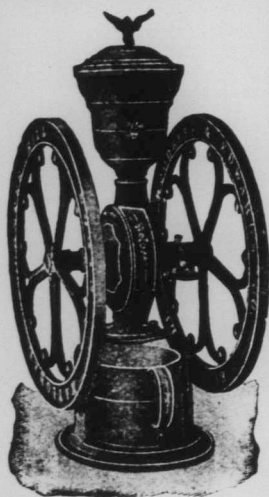
ELGIN NATIONAL COFFEE MILLS

are made in no less than
40 DIFFERENT STYLES

This favourite mill, in addition to
its being the easiest running and
fastest grinding on the market, is
an ornament to any Grocery, owing
to its attractive symmetry and
finish.

The **ELGIN** has steel grinders, can
be adjusted while running, and
sells at a

LOW COST



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.

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson,
Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

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

REGINA, SASK.—Campbell Bros. & Wilson

MONTREAL—Canadian Fairbanks Co.

MANUFACTURED BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by

BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.

A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE,

LONDON, E., ENG.

Canadian Agents:

ALFRED B. LAMBE & SON, TORONTO

J. HUNTER WHITE, ST. JOHN, N.B.

CECIL T. GORDON, MONTREAL

—BUY—

Star Brand

COTTON CLOTHES LINES

—AND—

COTTON TWINE

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

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

How Does Trade Paper Advertising Pay?

An Address Before the Technical Publicity Association of New York,
by C. R. Lippman, Advertising Manager Genuine Bangor Slate Co.

It is safe to say that very few of us who have had experience with trade paper advertising are in a position to say in dollars and cents just how it does pay. It is so closely interwoven with the personal work of the sales department and sometimes also with general advertising, that it is an utter impossibility to mathematically apportion the results among the various factors.

The only directly tangible indications of trade paper advertising are inquiries produced. I venture to say that the experience of most trade paper advertisers bears me out in regard to the comparatively small number of inquiries received from trade paper advertising, except with firms that handle a large variety of goods and can vary their advertising with special offers.

The reason for this scantiness of replies is obvious. Most of the readers of a trade paper generally know of the firms in their line that advertise in the publication and in many cases are visited by their traveling representatives.

They are, therefore, not likely to respond to the advertising by direct inquiry, unless offered some adequate, special inducement. I have tested this out by offering from time to time some new advertising literature in our ads. The first reaction in the way of responses is quite liberal, but after a short time they dwindle off to almost nothing.

Nevertheless we have good reason to believe our trade paper advertising a good investment.

If you ask the average trade paper advertiser whether it pays, you will probably get the frank reply that he does not know. At least that is the answer I received from quite a few in the course of my investigations. Some of them put it this way: "The only reason that keeps me in the trade papers is because my competitors are in, and I certainly don't want to be overshadowed by them."

That the possibilities of efficient trade paper advertising are not realized by the majority of advertisers, is readily

proven by running through the advertising pages of these papers; where good ads. form a decided minority. But even those poor ads. pay for the same reason that it pays a firm to be represented in a trade directory.

The average business man seldom stops to figure out just how it pays. As one of them put it to me, "You have to keep it up simply because you are afraid to drop it."

I don't wish to be understood as endorsing this attitude. On the contrary, I have tried to fathom the results of advertising in good trade papers.

Let us take a concrete example, say a good medium with 10,000 circulation. On the debit side we enter the advertising contract, say \$500 for the year. Now what do we get on the credit side?

First: We get the directory value of our ads. That is, possible customers looking for sources of supply, will find our name at the right time. This is a particularly desirable feature in the case of newly established prospects, who have not yet come within range of our mailing list. Such potential customers are generally good acquisitions; for their use of the trade paper as a source of information proves them to be progressive and wide-awake. Thus, our ad. performs a valuable scouting service, for which we allow a credit of 20 per cent. of the advertising contract, or \$100. It is certainly worth that much to us a year to keep a lookout in the mast head of our ship to show us new worlds, or rather new accounts to conquer.

Second: We can utilize the space in direct selling effort for localities beyond the reach of our salesmen. This is worth another 20 per cent. or \$100 a year.

Third: We can utilize our trade paper advertising to influence the minds of our customers and prospects in our favor, preparatory to the salesman's visit, saving him considerable time in closing deals. Suppose that by reason of such preparatory work a traveler saves only one day a month, the resulting economy

in salary and traveling expenses will certainly total up another \$100 a year, to say nothing of the greater profit of the greater volume of sales the traveler can attain in the time gained. You will notice I have allowed here only 12 days saved at an outlay of \$8 a day for salary and traveling expenses—certainly a mild estimate.

Fourth: No one will deny that a standing advertisement seen by customers or prospects whenever they look through the paper has decidedly a cumulative good-will value. That is, as the years roll by this advertisement will unconsciously preempt a space for our firm in the consciousness of the reader and likely lead to sales. For this we will allow another \$100.

Fifth: If the ads bring us, in a manner directly traceable, only one customer every other month—that is, certainly putting it low—we will credit for that with the remaining \$100. This is, we estimate that through this trade paper advertising, we have acquired six new accounts a year, at an average cost of about \$17 each, for this advertising space. In general advertising this would of course, be a shocking figure. In trade advertising, it is not as I will show by the next example.

If you object to the above analysis as entirely too problematical, let me put it another way, and still prove my contention.

If this \$500 advertising contract brings us only ten new customers a year, it increases our sales with the old customers in an equivalent proportion, that would be at an expense of \$50 per new account. This is also profitable. Every new account is certainly worth \$50 to the house. No one will question this if we consider that the goodwill also of a business with 1,000 regular customers on its books will certainly exceed \$50,000 in value.

So you see, the odds are overwhelmingly in favor of trade paper advertising. Of course, this applies only to good mediums: for this field, like every other, has its sheep and its goats.

Next Week's Issue.—A Well-known Wholesaler tells why he uses space in The Grocer.

Diamond—
1-lb. tins, 2 doz
1-lb. tins, 3 doz
1-lb. tins, 4 doz
IMPF
Cases.
4-doz.....
3-doz.....
1-doz.....
7-doz.....
4-doz.....
1-doz.....



CANADI
Aylmer Ju
1
Strawberry...
Raspberry...
Black currant...
Red currant...
Raspberry & re
currant...
Raspberry and
gooseberry...
Damson plum,
stoneless...
Greengage plum
stoneless...
Gooseberry...
Pure
5's &
Strawberry...
Black currant...
Raspberry...
Other varieties.
Freight allowe
WHITE SWAN S
White Swan Ba
1-lb. tins, 3-do
1-lb.
1-lb.



Cook's Fri
No. 1, 1-lb., 4 doz
No. 2, 5-oz., 6 doz
No. 3, 2 1/2-oz., 4 doz
No. 10, 12-oz., 4 doz
No. 12, 4-oz., 6 doz
No. 13, 1-lb., 2 doz
" 14, 8-oz., 3 doz
" 15, 4-oz., 4 doz
" 16, 2 1/2 lbs.....
" 17, 5 lbs.....



QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
W. H. GILLARD & CO.

Diamond—		
1-lb. tins, 2 doz. in case		\$2 00
1-lb. tins, 4 " "		1 25
1-lb. tins, 8 " "		0 75
IMPERIAL BAKING POWDER.		
Cases.	Sizes.	Per doz.
4-doz.	10-lb.	\$0 85
4-doz.	6-oz.	1 75
1-doz.	12-oz.	3 50
4-doz.	12-oz.	3 40
4-doz.	2-lb.	10 50
1-doz.	5-lb.	19 75



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz.
6 doz.	5-lb.	\$0 40
4 " "	4-oz.	0 60
4 " "	6 " "	0 75
4 " "	8 " "	0 85
4 " "	12 " "	1 40
4 " "	18 " "	1 45
4 " "	2 " "	1 70
1 " "	2 1/2-lb.	4 10
1 " "	5-lb.	7 50
2 " "	6-oz.	Per case
1 " "	12 " "	\$4 55
1 " "	18 " "	



ROYAL BAKING POWDER

Cases.	Sizes.	Per doz.
6 doz.	5-lb.	\$0 40
4 " "	4-oz.	0 60
4 " "	6 " "	0 75
4 " "	8 " "	0 85
4 " "	12 " "	1 40
4 " "	18 " "	1 45
4 " "	2 " "	1 70
1 " "	2 1/2-lb.	4 10
1 " "	5-lb.	7 50
2 " "	6-oz.	Per case
1 " "	12 " "	\$4 55
1 " "	18 " "	

CANADIAN CANNERS, LIMITED

Aylmer Jams	Peach	1 80
Per doz.	Pear	1 70
Strawberry	Jellies	
Raspberry	1 30	2 40
Black currant	1 80	2 40
Red currant	1 80	1 70
Raspberry & red	Plum	1 70
currant	1 80	1 70
Raspberry and	Scotch	1 40
gooseberry	Orange Jelly	1 75
Damson plum	stoneless	1 70
Greening plum	Lemon	1 80
stoneless	1 70	2 25
Gooseberry	1 80	2 25
Pure Preserves—Bulk.		
5's & 7's per lb.	14's & 30's per lb.	
Strawberry	0 11	0 10
Black currant	0 11	0 10
Raspberry	0 11	0 10
Other varieties	0 9	0 08
Freight allowed up to 25¢ per 100 lbs.		



Cook's Friend Baking Powder

In Cartoons	per dozen
No. 1, 1 lb., 4 dozen	2 40
" " 2 " " 2 " "	2 50
No. 2, 5-oz., 6 dozen	0 80
" " 3 " " 3 " "	0 85
No. 3, 2 1/2-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
" " 2 " " 2 " "	2 20
No. 12, 4-oz., 6 dozen	0 70
" " 3 " " 3 " "	0 75
In Tin Boxes	
No. 13, 1-lb., 2 dozen	3 00
" " 14, 8-oz., 3 " "	1 75
" " 15, 4-oz., 4 " "	1 10
" " 16, 2 1/2 lbs.	7 25
" " 17, 5 lbs.	14 00



WHITE SWAN SPICES AND CEREALS LTD.

White Swan Breakfast Food, 2-doz. in case, per case, \$3.00	
The King's Food, 2-doz. in case, per case, \$4.80	
White Swan Barley Crisps, per doz., \$1.	
White Swan Self-rising Buckwheat Flour, per doz., \$1.00.	
White Swan Self-rising Pancake Flour, per doz., \$1.00.	

White Swan Wheat

White Swan Wheat Kernels, per doz.	\$1 40
White Swan Flaked Rice, per doz.	1 00
White Swan Flaked Peas, per doz.	1 00
Blue	
Keen's Oxford, per lb.	0 17
In 10-box lots or case.	0 16
Gillett's Mammoth, 1/4 gross box.	2 00



Chocolates and Coconuts
THE COWAN CO., LIMITED

Perfection, 1-lb. tins, per doz.	\$1 50
Perfection, 1-lb. per doz.	2 40
Perfection, 1-lb. per doz.	1 30
Perfection, 10c size	0 90
5-lb. tins	0 37
Sou le, bulk, No. 1, per lb.	0 20
Sou le, bulk, No. 2, per lb.	0 18
London Fears, per lb.	0 22
Special quotations of Cocoa in bulk.	
Unsweetened Chocolate—	per lb.
Plain Cocoa, 10 & 12, cases, 12-lb. box.	0 30
Perfection chocolate, 10c size, 2 dozen	1 80
Perfection chocolate, 10c size, 2 and 4 dozen boxes, per dozen.	0 90
Sweet Chocolate—	
Queen's Desert, 1/4 and 1/2, 12-lb. boxes, per lb.	0 40
Queen's Desert, 1/4, 12-lb. boxes	0 35
Vanilla, 1/4, 12-lb. boxes, per lb.	0 30
Parisian, 1/4, 12-lb. boxes, per lb.	0 30
Royal Navy, 1/4, 12-lb. boxes, per lb.	0 44
Diamond, 1/4, 12-lb. boxes, per lb.	0 25
" " " " " "	0 28
" " " " " "	0 25

toings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and coconut cream, 12 1/2-lb. pkgs., 2-doz. in box, per dozen	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple wafers, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 1	0 30
Nonpareil wafers, No. 2	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 30 bundles, per box	1 35
Milk chocolate, 30 cakes, per box	1 35

MOTT'S DIAMOND CHOCOLATE

10c. tins, 4 doz. to case	per doz., \$ 90
" " " " " "	2 40
" " " " " "	4 75
" " " " " "	9 00
Agents, C. E. Colson & Son, Montreal.	
In 1/2, 1 and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37



Mott's breakfast cocoa, 10c. size

Elite, 10c size (for cooking) doz	0 90
Mott's breakfast cocoa, 10c. size	90 per dz.
" " breakfast cocoa, 1/4, 1/2, 1 and 1-lb. tins	0 38
" " Navy, 1/4, 1/2, 1 and 1-lb. tins	0 32
" " Vanilla sticks, per gross	1 00
" " Diamond chocolate, 1/2	0 24
" " Plain choice chocolate liquor	0 30
" " Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, 1/2 and 1-lb. cakes	\$0 35
Breakfast cocoa, 1-5, 1/2, 1 and 5-lb. tins	0 41
German Sweet chocolate, 1/2 and 1-lb. cakes, 5-lb. boxes	0 26
Caracas Sweet chocolate, 1/2 and 1-lb. cakes, 5-lb. boxes	0 32
Auto Sweet chocolate, 1-6-lb. cakes, 3 and 6-lb. boxes	0 32
Vanilla Sweet chocolate, 1-6-lb. cakes	0 44
6-lb. tins	0 44
Soluble cocoa (hot or cold soda)	0 38
1-lb. tins	0 32
Cracked cocoa, 1-lb. pkgs., 6-lb. bags	0 32
Caracas tablets, 100 bundles, tied 5c, per box	\$ 00

THE ABOVE QUOTATIONS ARE F.O.B. MONTREAL

CANADIAN COCONUT CO., MONTREAL.

Package—5c, 10c, 20 and 40c. packages packed in 15 lb. and 30 lb. cases.	Per lb.
1 lb. packages	0 26
1 lb. " "	0 27
1 and 1/2 lb. packages assorted	0 28
1 and 1/2 lb. packages assorted	0 28
1 lb. packages assorted in 5 lb. boxes	0 28
1 lb. " " in 5, 10, 15 lb. cases	0 30

Bulk—

15 lb. pails and 10, 5 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White Moss, fine strip	0 19	0 21	0 17
Best shredded	0 18		0 16
Special Shred	0 17		0 15
Ribbon	0 19		0 17
Macaron	0 17		0 1
Desiccated	0 16		0
White Moss in 5 and 10 lb. square tins, 21c.			

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

Eagle Brand Condensed Milk	\$6 00	1 50
Gold Seal Condensed Milk	4 25	1 10
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream	2 00	0 50
Five cent size (4 dozen)		
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85



TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.)	\$4 00
Reindeer brand per case (4 doz.)	5 00



Coffees.
EBY, BLAIN CO. LIMITED.
Standard Coffees.

Roasted whole or ground. Packed in damp proof bags and tins.	
Club House	\$0 32
Nectar	0 30
Empress	0 28
Duchess	0 23
Ambrosia	0 25
Plantation	0 22
Fancy Bourbon	0 20
Bourbon	0 18
Crushed Java and Mocha, whole	0 17
ground	0 17
Golden Rio	0 14
Package Coffees	
Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, 1/2 and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18
WHITE SWAN SPICES AND CEREALS LTD. White Swan Blend.	



Cafe des Epicures—1-lb. fancy glass jars, per doz., \$3.00.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., \$4.

Presentation with 3 tumblers, \$10 per doz.

THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	\$0 33
"Gilt Edge" in 2 lb. tins	0 32
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30
Cheese—Imperial	
Large size jars, per dz	\$ 25

Medium size jars, per doz. 4 50
Small size jars, per doz. 2 40
Individual size jars, per doz. 1 00



Imperial holder—

Large size, doz. 18 00
Med. size " 17 00
Small size " 12 00

Roquefort—

Large size, doz. 2 40
Small size, " 1 40

Confections
THE COWAN CO., LTD.

Cream Bars, 6 1/2, assorted flavors, box	1 80
Milk Chocolate sticks, 36 in box	1 35
" " 10c cakes, 36 in box	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
No. 2	0 25
Maple Buds 5-lb. boxes, lb.	0 36
Nut Milk Chocolate, 1-lb. cakes, 12-lb. box, lb.	0 40
These prices are F.O.B. Toronto.	
MACLAREN'S IMPERIAL CHEESE CO. LTD	
Imperial Peanut Butter "Bobs," the Perfect Confectionery.	
Large size, cases, 25 cartons	\$3 50 each
Small " " 50 " "	3 60 " "
Assorted, cases, 26 small, 12 large	3 55 " "
Net 30 days.	

Coupon Books—Allison's.

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils. Montreal \$2, \$3, \$5, \$10, \$15 and \$20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03
500 books to 1000 books	each 03
For numbering cover and each coupon, extra per book 1/4 cent.	

Extract of Beef.
LAPORTE, MARTIN & CIE, LTD.

"Vita" Pasteurized Extract of Beef, Per case.	
Bottles 1-oz., case of 2 doz	\$3 20
" " 2 " " 1 " "	3 00
" " 4 " " 1 " "	4 50
" " 20 " " 1 " "	4 75
" " 30 " " 1 " "	9 00

Infants' Food.

Robinson's patent barley 1-lb. tins	\$1 25
" " 1-lb. tins	2 25
" " groats 1-lb. tins	1 25
" " 1-lb. tins	2 25

"Mephisto" and "Purity" Canned Lobsters.



Flavoring Extracts
SHIRRIFF'S

1 oz. (all flavors) doz.	1 00
2 " " " "	1 75
3 " " " "	2 00
4 " " " "	3 00
5 " " " "	3 75
8 " " " "	5 50
16 " " " "	10 00
32 " " " "	18 00
Discounts on application.	

Milk Powder
CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz.) 1/2 lb tins	\$4 80
Milkstock (cooking milk), per case (4 doz) 1/2 lb tins	4 80

Jams and Jellies.
BATCHER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Lefebvre, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz	2 20
Compound Fruit Jams—	
12-oz. glass jars, 3 doz. in case, per doz.	\$1 00
2-lb. tins, 3 doz. in case	0 07 1/2
5 and 7-lb. tin pails, 8 and 9 pails in crate	per lb. 0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 06 1/2
Compound Fruit Jellies—	
15-oz. glass jars, 3 doz. in case, per doz.	1 00
2-lb. tins, 3 doz. in case per lb.	0 07 1/2
7 wood pails, 6 pails in crate, per lb.	0 07

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

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

If you are interested in Finance or Investments

This special offer will appeal to you.

The Financial Post

is Canada's weekly financial and investment newspaper. It publishes weekly summaries of stock market fluctuations, news of bond and debenture issues and values, real estate, mining and financial news generally. Its editorial comment and Special Articles are admitted by Canada's leading financial men to be interesting and authoritative and of great value to any one interested in Money or Investments.

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Enter your Subscription To-day.

**The Financial Post of Canada
TORONTO**

BLACK JACK

"THE WONDERFUL PASTE FOR FAMILY USE."



TRY IT.

SOLD BY ALL JOBBERS

1/2-lb. tins—3 doz. in case.



Royal Polishes

are made in Canada, and do not have to pay any duty. Consequently we are able to give you **BETTER** lines, at more reasonable prices, with a result that **YOU** make **LARGER PROFITS**.

So Push These Goods.

**ROYAL POLISHES COMPANY
MONTREAL**

R. B. Wiseman & Co.

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

Warehousemen, Forwarding Agents and Wholesale Brokers

We make a specialty of distributing car lots. Goods stored at reasonable prices. Our facilities are unequalled. Warehouse situated in the wholesale district. Consign your cars to us, and we will look after everything. This is our business, having been established for years. If interested, we will gladly furnish you with a list of satisfied customers.

Reference—Bank of Ottawa, Winnipeg

Save Veterinary Bills!



The regular use of Molasses Meal creates such healthy internal conditions that horses obtain the full nutritive value of their entire food.

It is the **ONLY** food that keeps horses in perfect health, without the aid of doctor or drug, and without increasing the forage bill.

YOU Should Use it in YOUR Stable.

**ANDREW WATSON, - - MONTREAL
SOLE IMPORTERS.**



Have a good supply

30-lb. wood pails. Pure assorted jam. Dozen in case.



Assorted Jellies. Made in Montreal.



Assorted Case, Assorted Case, Lemon (Straight), Orange (Straight), Raspberry (Straight), Strawberry (Straight), Chocolate (Straight), Cherry (Straight), Peach (Straight). Weight, 8 lbs. to a case.

The GENUINE.



Prices—Only less than 5 cases... five cases or more.

These are the goods

Have you a good supply?

AGENTS
Rose & Laflamme, Limited
Montreal and Toronto

Jose Segalerva of Malaga, Spain

has a reputation as a packer of

Malaga Table Raisins
Malaga Loose Muscatels
Jordan Shelled Almonds
Valencia Shelled Almonds

Why not protect your trade and ensure receiving the best when ordering, by specifying the goods packed under his name?

ROSE & LAFLAMME, LTD
AGENTS
MONTREAL and TORONTO

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

Jelly Powders
IMPERIAL DESSERT JELLY



Assorted flavor—gross 10.75.
MacLaren Imperial Cheese Co. Limited.



Assorted Case, Contains 4 doz. \$3.60
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, 3rd class

Soap
The GENUINE. Packed 100 Bars to case.



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



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

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



Lard

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

Tierces.... \$0 12 1/2
4-bbls. 0 12 1/2
Tubs, 60 lbs. 0 12 1/2
20-lb. Pails, 2 60
10-lb. tins.. 2 5 1/2
Cases 3-lb.. 0 13 1/2
" 5-lb.. 0 13 1/2
" 10-lb.. 0 13 1/2



F.O.B. Montreal.



GUNNS
"EASIFIRST"
LARD
COMPOUND.

Tierces ... 0 11 1/2
Tubs ... 0 12
20-lb. pails, 0 12 1/2
20-lb. tins.. 0 11 1/2
10-lb. " 0 12 1/2
5-lb. " 0 12 1/2
3-lb. " 0 12 1/2
1-lb. cartons 13

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb. \$0 40
Fancy boxes (36 or 50 sticks), per box... 1 25
"Ringed" 5-lb. boxes, per lb. 0 40
"Acme" pellets, 5-lb. cans, per can 2 00
" (fancy bxs. 40), per box 1 50
Tar licorice and tolu wafers, 5-lb. cans, per can..... 2 00

Licorice lozenges, 4-lb. glass jars..... 1 75
" 20 5-lb. cans..... 1 50
"Purity" licorice, 10 sticks..... 1 45
" 100 sticks..... 0 73
Dule, large cent sticks, 100 in box.....

Lye (Concentrated)

GILLET'S PERFUMED Per case
1 case of 4 dozen..... \$3 60
3 cases of 4 dozen..... 3 50
5 cases or more..... 3 40

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 doz case .. per doz \$1 00
16-oz. glass jars, 2 doz in case " 1 40
In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07
Pint Sealers (2 1/2 oz.), 1 doz in case, per dozen..... 2 00



SHIRRIFF BRAND

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



SPRATT'S PRICE LIST

Mixed Bird Seeds, 1-lb. pkts., 3 dozen cases per doz \$0 95
Parrot Food, 1 lb. pkts., 1 doz cartons 0 45
Parrot Food, 2-lb. pkts. 1 35
Bird Cage Sand, about 1 1/2-lb. bags, 1-gross cases, per doz..... 0 30
Bird Cage Grit, about 1 1/2-lb. bags, 1-gross cases, per doz..... 0 30

Mince Meat

Wetley's condensed, per gross, net... \$12 00
" per case of 3 dozen, net. 3 00



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream—family size, per case..... \$3 50
Ditto, hotel, 3.70
Silver Cow Milk 4.55
Purity Milk.... 4.25
Good Luck.... 4.60

Mustard

COLMAN'S OR KEEN'S

D.S.F. 1/2-lb. tins..... per doz. \$ 1 40
" 1-lb. tins..... " 2 50
Durham 4-lb. jar..... per jar 0 75
" 1-lb. jar..... " 0 25
F.D. 1/2-lb. tins..... per doz. 0 85
" 1-lb. tins..... " 1 45

Olive Oil

LAPORTE, MARTIN & CIE., LTD.
Minerva Brand—
Minerva, qts. 12's..... \$ 5 75
" pts 24's 6 50
" 1/2-pt. 24's..... 4 25

Sauces

PATERSON'S WORCESTER SAUCE
Agents, Rose & Laflamme, Montreal and Toronto
1/2-pint bottles, 3 & 6 doz., per doz..... 0 90
pint " 3 doz..... 1 75

Soda

COW BRAND
DWIGHT'S
SODA
Case of 1-lb. containing 60 packages, per box, \$5 00
Case of 1-lb. containing 120 pkgs. per box, \$3.00
Case of 1-lb and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. pkgs. per box \$3.00

MAGIC BRAND Per case
No. 1, cases 60 1-lb. packages..... \$ 2 75
No. 2, " 120 1/2-lb. " 2 75
No. 3, " 30 1-lb. " 2 75
No. 3, " 60 1/2-lb. " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs
1 case 2 85
5 cases 2 75



Wood's "Canadian Souvenir" Canister Coffee

Roasted in Bean or Roasted and Ground

Cases of 48 lbs., 1 lb. cans, \$14.40 per case

THIS COFFEE has found a welcome in thousands of homes. If you are not selling it you are missing a pleasure. It is of unequalled quality as a popular, rapid-selling line. THE CANISTER is lithographed on the tin in rich, delicate coloring. It has a permanent usefulness every housekeeper prizes. It sells and it suits! We solicit your orders.

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St.

Montreal

Soap and Washing Powders.

A. P. TIFFET & CO., Agents.

Maple soap, colors	per gross	\$10 80
" " black	"	15 80
Ortol soap	"	17 80
Gladiator soap	"	19 00
4-straw	"	18 25



3 doz. to box \$3 60
6 doz. to box \$7 20
30 days.



1 Box Price \$1.00
5 Box Price \$5.50
Freight paid on 5 box lots.



Or Quick Nap (the Soap) 100 lbs. to case by special soap The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED.

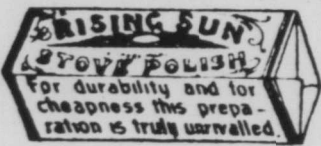
Laundry Starches—	per lb.	
No. 1 White or blue, 4-lb. carton.	\$0 07	
No. 1	0 07	
Canada laundry	0 06	
Silver gloss, 4-lb. draw lid boxes	0 08	
Silver gloss, 6-lb. tin canisters	0 08	
Edward's silver gloss, 1-lb. pkg.	0 07	
Kegs silver gloss, large crystal	0 07	
Henson's satin, 1-lb. cartons	0 07	
No. 1 white, 6-bls. and kegs	0 06	
Canada White Gloss, 1-lb. pkgs.	0 06	
Henson's enamel	per box 1 50 to \$ 00	
Culinary Starch—		
Henson & Co.'s Prepared Corn	0 07	
Canada Pure Corn	0 06	
Rice Star		
Edward's No. 1 white, 1-lb. car.	0 10	
" " " " or blue,	"	

BRAN FINE STARCH WORKS, LIMITED
Ontario: d Qu bee.

Laundry Starches—		
Canada Laundry, boxes of 40-lb.	\$0 06	
Acme Gloss Starch		
1-lb. cartons boxes of 40 lb.	0 06	
Pinner Quality White Laundry	0 08	
1-lb. Canisters, cases of 45	0 07	
1-lb. cartons	0 06	
1-lb. fancy boxes, cases of 45	0 07	
Canadian Electric Starch		
Boxes of 45 fancy boxes	3 00	

White Gloss—		
1-lb. fancy cartons, cases of 45	0 07	
5-lb.	0 08	
4-lb. toy drums with drumsticks	0 08	
1-lb.	0 08	
1-lb. fancy boxes, cases of 45	0 07	
Canadian Electric Starch		
Boxes of 45 fancy boxes	3 00	

Stove Polish.



For durability and for cheapness this preparation is truly unequalled.

JAMES' DOME BLACK LEAD

Barrels, 700 lbs.	0 03	per b.
Half-barrels, 350 lbs.	0 03	"
1/4 barrels, 175 lbs.	0 03	"
Pails 2 1/2 size	1 30	each
" 3 1/2 size	1 80	"
Plain tins, with label—		
3 lb. tins, 3 doz. in case	2 50	
5 " " "	2 85	
10 " " "	2 75	
20 " " "	2 70	

(5, 10 and 20 lb. tins have wire handles.)



Wholesale	Retail
Brown Label, 1s and 1/2s	\$0 25 \$0 30
Green Label, 1s and 1/2s	0 27 0 35
Red Label, 1s, 1/2s, 3/4s and 1s	0 30 0 40
Red Label, 1s and 1/2s	0 35 0 50
Gold Label, 1s and 1/2s	0 44 0 60
Red-Gold Label, 1/2s	0 55 0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



Wholesale	Retail
25c	1s, 20c; 1/2s, 21c.
30c	1s and 1/2s, 23c.
40c	1s and 1/2s, 28c.
50c	1s and 1/2s, 35c.
75c	1s and 1/2s, Vulcan, 50c.

100 lb. lots freight paid.



Wholesale	Retail
Blue Label, 1/2s	21 0 26
Orange Label, 1s and 1/2s	0 33 0 40
Brown Label, 1s	0 20 0 25
Brown Label, 1s and 1/2s	0 38 0 45
Brown Label, 1/2s	0 28 0 35
Brown Label, 1s and 1/2s	0 38 0 45
Red Label, 1/2s	0 40 0 45

LAPORTE, MARTIN & OIE, LTD.

Japan Teas—		
Victoria, hf-c, 90 lbs	0 25	
Princess Louise, hf-c, 80 lbs	0 19	
Ceylon Green Teas—Japan style—		
Lady, cases 60 lbs	0 18	
Duchess, cases 60 lbs	0 19	



Wholesale	Retail
Yellow Label, 1s	0 20 0 25
Green Label, 1s and 1/2s	0 21 0 25
Blue Label, 1s and 1/2s	0 24 0 30
Red Label, 1s, 1/2s and 3/4s	0 25 0 35
White Label, 1s, 1/2s and 3/4s	0 30 0 40
Gold Label, 1s and 1/2s	0 35 0 50
Purple Label, 1/2s and 3/4s	0 42 0 60
Embossed, 1/2s and 3/4s	0 55 0 80
	0 07 1 00

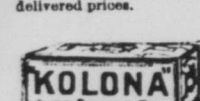


Wholesale	Retail
Pink Label, 1s and 1/2s	30c 40c.
Gold Label, 1s and 1/2s	35c. 50c.
Lavender Label, 1s and 1/2s	42c. 60c.
Green Label, 1s and 1/2s	50c. 75c.
Canisters	
Gold Tins, 5s	35c. 1.75 50c. 2.50
Gold Tins, 3s	35c. 1.05 50c. 1.50
Gold Tins, 1s	35c. each 50c. each
Gold Label, 1/2s 18c ea. 36 lb. 25c ea. 50 lb.	
Red Tins, 1/2s 35c ea. 70 lb. 50c ea. 100 lb.	
Red Tins, 1/2s 18c ea. 72 lb. 25c ea. 100 lb.	



Wholesale	Retail
Black, green, mixed, 1s	0 70 1 00
" " " " 1/2s	0 55 0 80
" " " " 1 lb. & 1/2s	0 44 0 60
" " " " 1 lb. & 1/2s	0 40 0 60
" " " " 1 lb. & 1/2s	0 38 0 50
" " " " 1 lb. & 1/2s	0 35 0 50
" " " " 1 lb. & 1/2s	0 30 0 40
" " " " 1 lb. & 1/2s	0 32 0 40
" " " " 1 lb. & 1/2s	0 25 0 30
" " " " 1 lb. & 1/2s	0 24 0 30

We pack Japans in all grades at same prices. We pack in 50 and 100 lb. cases. All delivered prices.



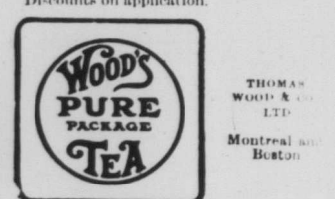
Wholesale	Retail
Black Label, 1-lb. retail at 30c	\$0 30
" " " " 1-lb.	0 21
1 1/2 lb. Label, retail at 30c	0 33

Ceylon Tea, in 1 and 1/2-lb. lead packages, black or mixed.

Green Label	40c
R d Label	50c
Orange Label	60c
Gold Label	80c



Pure Gold Jelly Powder
Pure Gold Salad Dressing Powder
Discounts on application.



Wholesale	Retail
Wood's Primrose, per lb.	0 40 0 50
" Golden Rod	0 35 0 45
" Fleur-de-Lis	0 30 0 40
Pack in 1/2-lb. tins. All grades—black, green or mixed.	75c.

GILLET'S CREAM TARTAR
1/2 lb. paper pkgs., 4 doz. in case
1/2 lb. paper pkgs., 4 doz. in case

4 doz. 1/2 lb. paper pkgs. 1 assorted
2 doz. 1/2 lb. paper pkgs. 1
1/2 lb. cans with screw covers, 4 doz. in case
1/2 lb. cans with screw covers, 3 doz. in case

5 lb. sq. canisters, 1 doz. in case
10 lb. wooden boxes
25 lb. wooden pails
100 lb. kegs
36 1/2-lb. barrels

Tobacco.
IMPERIAL TOBACCO COMPANY OF CANADA LIMITED—EMPIRE BRANCH.
Chewing—Black Watch 5s.
Black Watch 1s.
Bulls 5s and 10s.
Bully 6s.
Currency 5 1/2s. and 10s.
Flag 5s.
Old P. x 12s.
Pay Roll Bars 7 1/2s.
Pay Roll 7s.
Plug, 100-lb. g.—Shamrock 6s., plug or bar
Rosebud Bars 5s.
Empire 5s. and 10s.
Amber 8s. and 3s.
Ivy 7s.
Starlight 7s.
Out Smoking—Great West Pouches, 7s.
JOS. COTE, QUEBEC.

Veterinary Remedies.
W. F. YOUNG
Absorbine, per doz. 50c.
Absorbine Jr., per dozen.
Royal yeast, 3 doz. 5 cent. pkgs.
Giltier's cream yeast, 3 doz. in case.

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office

S
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Sa
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For Col
Straw
berries
"The
Sanit
Niagar
FREQUE
Every
ford a
leaves
muds,
Indies
is awa
A del
moder
PICKE

Tell your Doggy Customers that you Stock
Spratt's ^{MEAT} **"FIBRINE" Dog Cakes**

Your Jobber can supply. **It means More Business.** Packed in all Sizes.

MAY WE SEND OUR ILLUSTRATED LIST?

Write **SPRATT'S Patent Ltd., London, Eng.** Canadian Branch: 13 St. Therese Street, St. Gabriel's, Montreal.

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.
 Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Black-berries, Sour Cherries, Blueberries, Berries, Rhubarb, Etc.

"The Can Without The Cap Hole"
 "Bottom Like The Top"

Write for Samples


Sanitary Can Company, Ltd.

Niagara Falls, . . . Ontario

WARNING!

Crescent



Brand 

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
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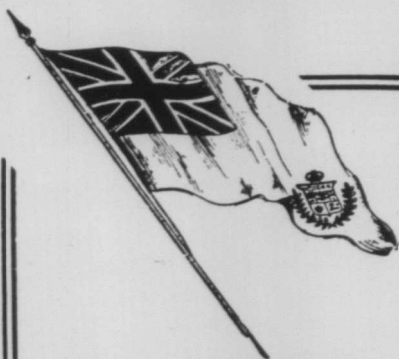
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