

CANADIAN GROCER

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

Montreal: 76-78 Eastern Townships Bank Bldg.
London, Eng.: 25 Fleet St., E.C.

Toronto: 16-18 University Ave.

Washington: 22 Union Bank Building
New York: Rooms 1109-1111, 110 Broadway

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, NOVEMBER 4, 1910

NO 44.

The Steady Family Trade

is the sort of business you encourage by handling lines like



KEEN'S OXFORD BLUE

Its consistent excellence of quality during a career of many years makes it the standard line. It goes further than any other blue. Get your customers to try it and they will ALWAYS use it.

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

Agents for the Dominion of Canada

**Quick
Sales
Assured
Satisfaction**

Benson's "Prepared" Corn

known throughout Canada as the one perfect corn starch.

Edwardsburg "Silver Gloss" Starch

a line that has been giving satisfactory results for many years.

These two lines should be in every up-to-date grocery store.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

Lines Which Should Interest Every Live Grocer

MacLaren's Imperial Cheese

- " " Peanut Butter
- " " Prep. Mustard
- " " Canada Cream Cheese
- " " Imperial Olives
- " " Dessert Jellies

Importers of the following:

- English Stilton Cheese
- Swiss Cheese
- Gorgonzola Cheese
- Roquefort "
- Parmesan "
- Edam "
- Pineapple "
- Oka
- Neufchatel and Cream Cheese
- Domestic and Imported Limburger

Maconochie's

- Jams, Pickles, Sauces,
- Canned Fish and Peels

Snider's

- Tomato Catsup
- Chili Sauce
- Oyster Cocktail Sauce
- Salad Dressing

Bensdorp's Cocoa

Ask for new prices and sizes

Upton's Limited

Jams and Marmalade

Redio

The New Polishing Cloth
No metal polish required

Tournade's

Kitchen Bouquet

A. & J. Caley, Norwich, England

Xmas Crackers,
Stockings and Novelties

Edger, Limited, Bolton, England

Dolly Blue Tints and Dyes

C. H. Knorr's, Helibron, Germany

Soup Squares, Nudels, Mixed Vegetables,
Erbsworst, etc.

Huntley & Palmers Ltd.

ENGLAND

Biscuits and Cakes

Duerr's, Manchester, England

Famous Jams, Jellies and Marmalade

Davis Milling Co.

Aunt Jemima Pancake Flour

Canada Maple Exchange

Small's "Maple Leaf" Syrup and Sugar

Flico

The Marvellous Fly Coil

Scaramelli's French

Macaroni, Spaghetti and Vermicelli

We shall be pleased to quote you on any of the above

MacLaren Imperial Cheese Co., Ltd.

Manufacturers and Importers Grocers' Specialties

TORONTO

CANADA

Macaroni Vermicelli Spaghetti

The peculiarly desirable qualities of Taganrog (Russia) wheat impart to the Macaroni, Vermicelli, Spaghetti and fancy pastes

made by Codou of France, a delicacy of flavor unlike any others—the quality is superb.

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

Look for the Name **"CODOU"**

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

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

8 Place Royale, Montreal
84 Victoria St., Toronto

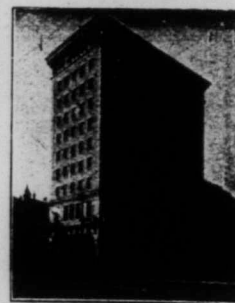
Made in France

Order Now



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

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

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

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

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

ROBERT ALLAN & CO.
MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal
and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

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

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers
QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried
Fruit and Nuts, Grains, Mill Feed,
Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND
MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto
Domestic and Foreign Agencies Solicited.

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

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

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

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

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

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

**The Irish Grocer, Drug, Provi-
sion and General Trades'
Journal.**
10, Garfield Chambers, Belfast, Ireland

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

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

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

Lind Brokerage Company
73 Front St. E., Toronto

NOTICE TO MANUFACTURERS

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

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

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

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
United Kingdom and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Mer-
chants, Warehousemen.
We sell direct from the Manufacturer to the Retail
Track connection with all Railroads.

90,000 People

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

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

In Quebec City

The finest of all lines of California's Canned Fruits are
—HUNT'S SUPREME QUALITY—
APRICOTS PEACHES PINEAPPLES
CHERRIES PEARS

On account of short pack you will do well to order now—

Now is the time to stock up on

OLIVES and PICKLES before the cold weather sets in.

Our Stocks are complete and values unmatched.

We have a SNAP on Mixed Pickles in 5 gal. pails---get our quotations.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - - TORONTO

It Will Pay You to Handle

“RAM LAL'S PURE TEA”

The Consumers will like it, because it is reliable, and is a firm favourite when once used.

Ram Lal's Pure Tea Co., Limited

MONTREAL, P.Q.

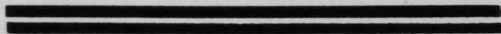
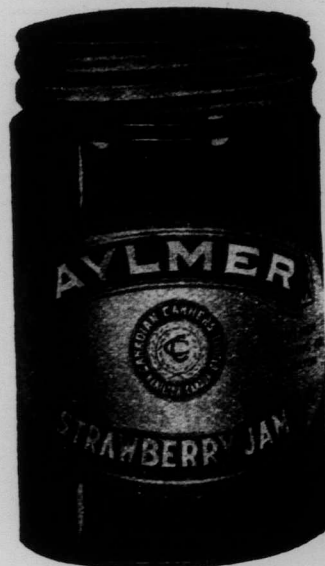
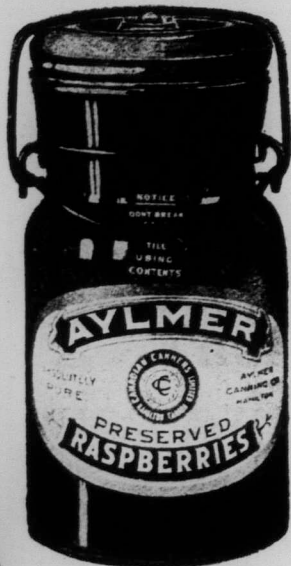
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Though COWAN'S Cocoa and Chocolate sell well all the year round, the best season of all is the winter. People naturally drink more cocoa then, because it so pleasantly and so effectively drives away the chill and wards off colds. This is your opportunity for an increased trade.

Push "Cowan's" and get it.
How is your stock?

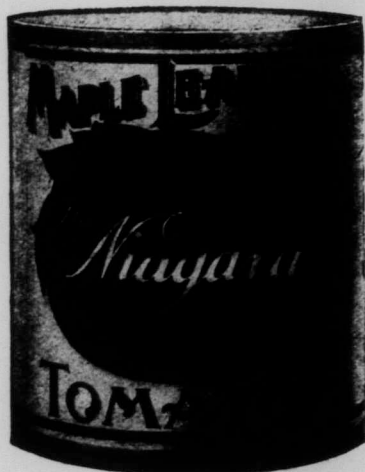
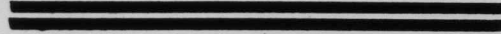
THE
COWAN CO. Limited
TORONTO, ONTARIO



Some Products
OF
DOMINION
CANNERS
Limited



"Well worth pushing
hard."





ROWAT'S PICKLES AND OLIVES

Paterson's Worcestershire Sauce

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



Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K.

Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



No. 1, 10 Tray Bag, Closed

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

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

Knickerbocker Case Co.

Specialists and Original Designers

Knickerbocker Bldg., Fulton & Clinton Sts.

CHICAGO, U.S.A.

ONE OF OUR SPECIALTIES

96 other different kinds

SAMPLE CASES, BAGS, ETC.

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

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

Our line is so extensive, and of such a character that it would be impracticable for a traveler



No. 1, 10 Tray Bag, Open

The "All-night-soak" Eliminated



By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

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

Quaker Brand Salmon

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

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

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

OPPORTUNITIES

IN MIDSUMMER

The Financial Post of Canada

pointed out that some of the soundest stocks were at a very low price and, therefore, attractive. Since that time there has been a general advance—in some cases as much as 10 points. This is an example of many opportunities which come to the reader of *The Financial Post*. *The Post* will keep you in close touch with the stock, bond and real estate conditions in the main centres of Canada; and, in addition, our Investors' Information Bureau makes special reports gratis to subscribers, upon request, on any matter of concern to investors.

The Post will be sent to any address from *now* until Jan. 1st, 1912, for the price of a year's subscription—\$3.00. You get from now until Xmas free. Fill in the form attached.

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

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

Name _____

Address _____

The Financial Post will prove a good investment.

SELL PURE FOODS!

FOR YOUR HOLIDAY TRADE FEATURE

SHIRRIFF'S MINCEMEAT!

THE LINE THAT CONTAINS THE PUREST INGREDIENTS ONLY

Put up in 6, 12, 28 and 65-lb. palls

IMPERIAL EXTRACT CO., 8, 10 12 Matilda Street, Toronto

The makers of Oxo are the originators of Concentrated Beef Foods

ESTABLISHED 1885

FLUID
(IN
BOTTLES)

OXO

CUBES
(IN TINS)

These articles will be pushed this winter by a strong original advertising campaign. Get your share of the trade. Our organization is at your disposal. Let us hear from you.

CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO
52 Nicholas Street, OTTAWA

334 Clarence Street, LONDON, ONT.
41 Commes Street, MONTREAL



Give the Tomato a Chance

Pack your Tomatoes in the Tomato
Can made for Tomatoes.

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

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Amé Patent

Why LOSE YOUR Egg Profit?

Over 200,000 Dealers in Canada and the United States

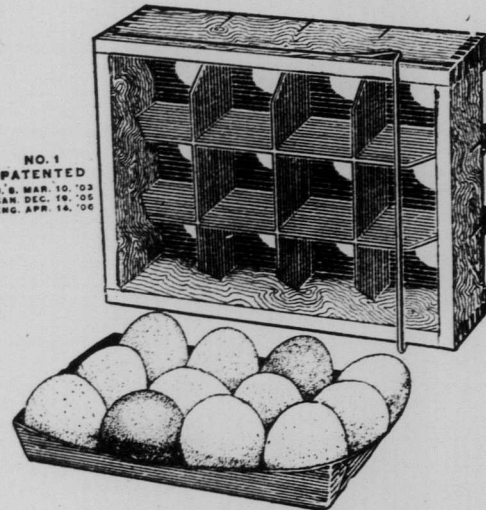
Have Stopped Breakage and Miscounts

by Using

Star Egg Carriers and Trays

For Safe Egg Delivery

4 out of 100 reasons why the "STAR" system is the cheapest method of egg delivery known.



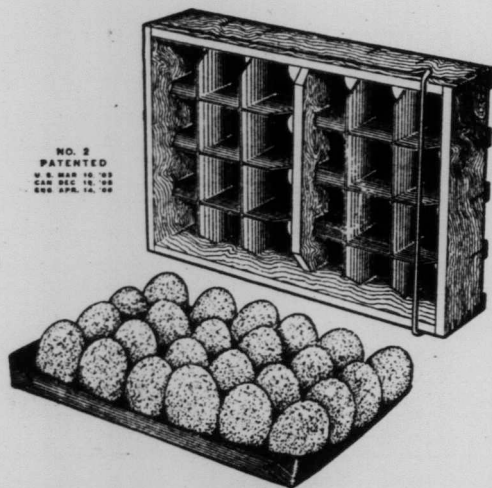
1 DOZ. SIZE

(1) The "STAR" system pays for itself and then shows you a profit on your EGGS—Because it positively stops breakage—stops miscounts—saves time—and makes satisfied customers.

(2) The first cost of STAR EGG CARRIERS and TRAYS is actually less than paper boxes.

(3) The STAR EGG CARRIERS are indestructible, permanent store fixtures.

(4) Your advertisement upon STAR TRAYS (at a slight expense) will get you more business.



2-DOZ. SIZE

Join the 200,000 class

It will pay you to look into this system now—to-day. Ask your jobber and write us for our booklet "NO BROKEN EGGS"—it explains the system fully and tells what the satisfied 200,000 say.

Star Egg Carrier & Tray Mfg. Co.

1500 JAY STREET

ROCHESTER, N.Y., U.S.A.

"KOOTENAY" JAMS AND JELLIES



Donnelly, Watson & Brown, Ltd., Agents, Calgary and Vancouver

You are the man we want

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

ELGIN National Coffee Mill

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

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

Ask any of the following jobbers for our illustrated catalogue:

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

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

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

TORONTO—Eby, Blain, Ltd.

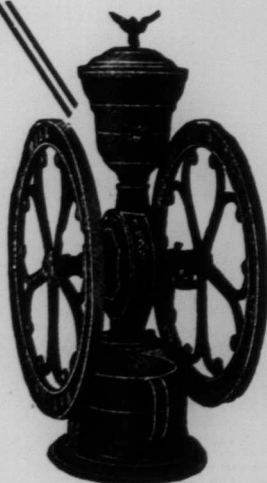
LONDON—Gorman, Eckert & Co.

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

REGINA, Sask.—Campbell, Wilson & Smith.

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

**Woodruff & Edwards
CO.**
ELGIN, ILL., U.S.A.



"An ounce of caution is worth a pound of cure."

And the wise retailer is particularly cautious in the brands of canned fish he buys

"KING OSCAR" Brand NORWEGIAN SARDINES

are always uniformly pure, sweet and well packed, and are a remarkably profitable and quick-selling line. You can cater for the better-class trade with a line like this.

ASK YOUR WHOLESALER



**John W. Bickle
& Greening**

(J. A. HENDERSON)

HAMILTON,
ONT.

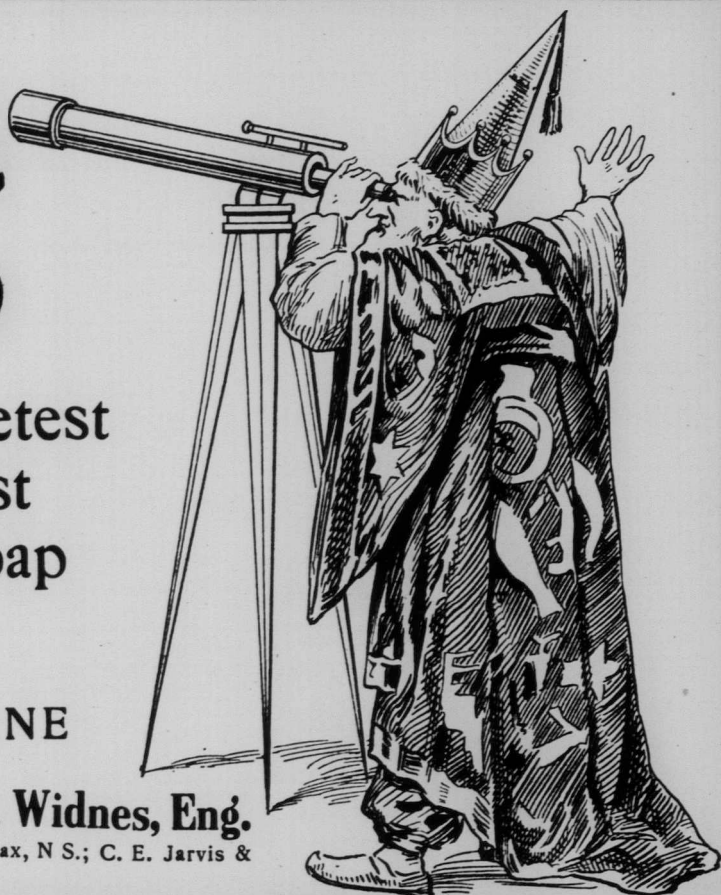
Gossages' Magical Soap

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

GUARANTEED GENUINE

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

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



You **MUST** push the
Best Goods if you
would hold your trade
permanently.



The "Best Goods" in a grocery stock
always includes

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

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.

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

"CANADA'S BEST" SOAP

is a chemically pure soap made by "men who know" the soap business.

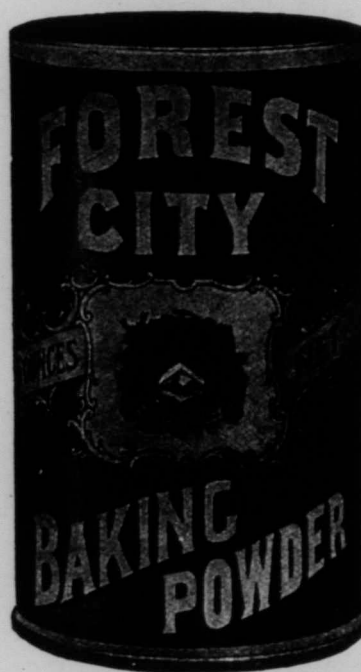
It is the laundry soap to feature because it possesses u n i q u e qualities.

It answers every requirement of the housewife---and most satisfactorily.

UNITED SOAP CO.

OF CANADA
MONTREAL

FOREST CITY BAKING POWDER



THE STANDARD
FOR 25 YEARS

6 oz. tins, 75c. doz.

12 oz. " \$1.25 "

16 oz. " \$1.50 "

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



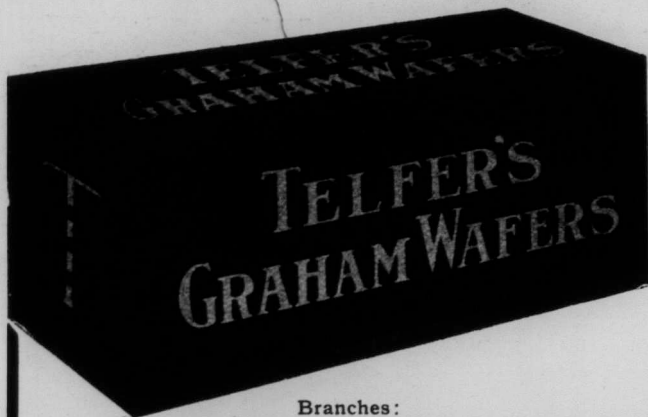
Balaklava Brand Baked Beans

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

Satisfied customers are our biggest asset.

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

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



ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscui's. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

TELFER BROS., Ltd., - Collingwood, Ont.

Branches:
TORONTO HAMILTON WINNIPEG FT. WILLIAM

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



**"The
Best**

**of All
Sauce"**

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

PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

**ASEPTO
SOAP POWDER**

THE ENEMY OF DIRT

It is a genuine germ destroyer. It is also the most economical soap powder made; it makes your customer's money go farther.

Ask your jobber

**ASEPTO MFG. CO.
ST. JOHN, N.B.**

Agents—Rose & Laflamme, Limited, Montreal.

**Grocers
of Northern Ontario!**

Freight Rates eat up your legitimate profits.

**Avoid this
Unnecessary
Expense**



Our customers are doing so,

Why not you?

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



FACTS ABOUT ADVERTISING



By The Advertising Manager

IX.

A convention was held recently of all the salesmen for a house whose headquarters for Canada and the United States are at Toronto.

At the closing session the general manager delivered an address on "A Specialty Man's Work, and What it Embraces."

One section of that address impressed the writer particularly. It was this:—

"Did you ever wonder why merchants take special pride and interest in certain lines and not in others?"

"It is not because they get an excessive profit, for fat profit to the merchant means thin value to the consumer, and that would injure his trade.

"The merchant has become enthused with the goods.

"The secret behind it is salesmanship."

And Advertising.

In discussing this point we can group the two causes that lead to the effect.

For, as we have shown in previous articles, "the relationship of advertising to salesmanship is the closest relationship known; closer than friends; closer than a team under single yoke; closer than brothers; closer than a man and wife, as there can be no separation or divorce."

Advertising and salesmanship are alike in that both are trying to influence the mind of the dealer—trying to teach him to believe in you and your goods.

The only difference is that advertising conducts a public school, while salesmanship gives individual lessons.

Let us say that a certain dealer has in stock two brands of pickles of the same quality that sell at the same price—

—and allow him an equal margin of profit.

One is advertised through The Canadian Grocer, and the other is not.

"Yet he bought both of them, so what difference did the advertising make?" some readers of this article will ask.

Yes, he bought both brands, and we'll allow that so far as the initial order is concerned, they are *apparently* on the same footing.

You will note that we emphasize the word *apparently*.

It must be remembered that these goods have to be sold, and repeat orders sent in again and again before final judgment can be passed.

So far as quality, price and margin of profit are concerned, neither has any advantage.

Yet in one of them the dealer takes a special pride and interest—

—he gives it the preference in display—

—he recommends it to his customers—

—he devotes liberal space to it in his local advertising—

—he hangs the store card, supplied by the manufacturer, in a prominent position, and frequently gives it a place in his window, along with the goods—

—in short, he makes this brand his leader.

Why?

Because the manufacturer has communicated to him his own faith in the goods—

—his own enthusiasm in their ability to please the most particular people—

—his own pride in the fact that they are winning a steadily expanding market.

The traveler who took the first order reflected the faith and enthusiasm of the manufacturer.

The advertising that had previously appeared in The Grocer played its part as well.

Then, week after week, all the year round, the dealer reads in this paper a series of earnest, straight-from-the-shoulder talks about this brand of pickles.

He reads them at a time selected by

himself to study matters connected with the handling of pickles, and the other lines that comprise his stock.

Every advertisement carries the suggestion that this particular brand of pickles is worthy of the dealer's special attention, in display, recommendation, etc.

Each succeeding advertisement is a fresh reminder of the fact that here is a line which should have a bigger sale—

—a line that will justify the special attention the dealer is asked to give it.

The advertising never misses a week.

Every time the dealer picks up The Grocer—there it is.

The enthusiasm of it is catching.

Whenever the dealer thinks of pickles, this brand comes first to his mind.

He finds it easier to talk about to his customers than the other, because the advertising has made him familiar with the talking points.

He knows all about the special care exercised in selecting the vegetables, all about the fine quality of the vinegar, etc.

As a matter of fact, he uses this brand of pickles on his own table, and knows it to be good.

Now let us see what is the standing of the two brands that apparently started out on an equal footing.

One has satisfactory quality, price and profit.

The other has satisfactory quality, price and profit, *plus the enthusiasm and salesmanship of the dealer.*

Under such conditions, what relationship do you suppose the sales of the latter will bear to the former?

You don't have to puzzle over the answer.

All of which proves that the commercial value of an article properly advertised through The Canadian Grocer is greater than that of a competing line which is not, even though quality, price and profit be the same in each case.

THE CANADIAN GROCER

WHY HANDLE

ST. LAWRENCE GRANULATED?

Because it is the perfection of the Refiners' science and the Boilers' art, and, being so, must necessarily give satisfaction to consumers. It is unnecessary for us to argue that it works to the Retail Merchants' advantage to give consumers the best article possible of its kind. Every Merchant knows this is so. Supplying goods that please the consumer means repeat orders and increased business. Our Granulated is made only of pure cane sugar. It contains 100% of sugar. There is no Granulated just quite as good as it on the market. Do you know that we are putting up our Extra Standard Granulated in 20-lb. cotton bags? An attractive package. Saves labor in weighing and parcelling and loss in sugar by sometimes giving overweight.

The St. Lawrence Sugar Refining Co., Limited
MONTREAL, QUE.



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"For Old Acquaintance Sake"
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BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

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

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

The Demand for **SAUERKRAUT**
is daily Increasing

ASK
FOR
QUOTATIONS



SHIPMENT
OCT.
TILL
SPRING

Place your order early.

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

GIVE YOUR GOODS A CHANCE!

It is quite useless to spend time and money
in perfecting your product if it reaches its
destination in a battered and damaged condi-
tion.

PACK YOUR WARES IN

"H and D"

Corrugated Fibre Board Boxes

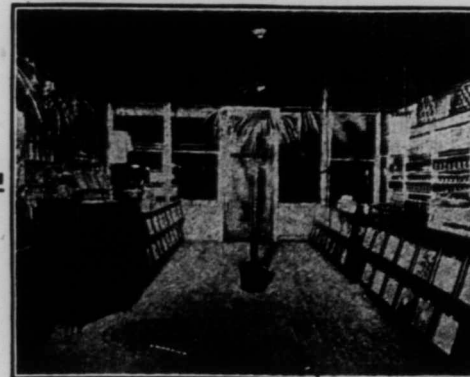
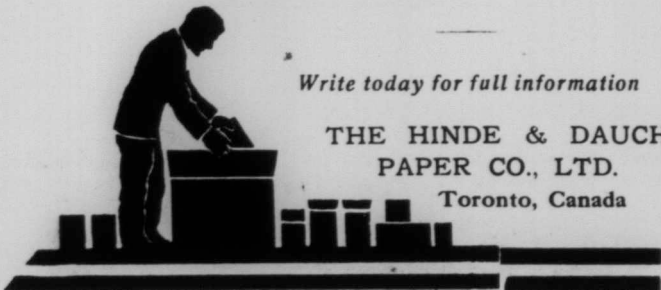
—the modern package that protects from
water, damp and damage.

We have an "H. and D" Box to suit exactly
the article you have to ship; the package is
neat, attractive and strong, and being much
lighter than wood, saves you a big amount in
freight.

Ask for our booklet
"HOW TO PACK IT"

Write today for full information

THE HINDE & DAUCH
PAPER CO., LTD.
Toronto, Canada



A Strong Combination :

UTILITY CLEANLINESS
ATTRACTIVENESS

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

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario

"OXVIL"

Best of all Beef Preparations

Sole Agents for Canada:

The HARRY HORNE CO.
309 King Street West - TORONTO



The kind 'hat will give sati 'actio

FROM BEST
FIRE CLAY

CROCKS,
CHURNS
FLOWER POTS,
FIRE BRICK, Etc.

WRITE US FOR PRICES

Belleville Pottery
COMPANY
BELLEVILLE, ONT. C. A. Hart Prop.



There's a

Constant and
Increasing Demand

for

Bulk Pickles

And no line you can handle will
give the same satisfaction as

"Sterling" Brand

They are true to their name, of
"sterling" worth, and are made
from the finest and freshest
spices and vegetables, pre-
served in pure vinegar.

Sweet, mixed, or sour, in 1, 3
and 5 gallon pails.

Don't overlook this profitable
line.

GET OUR PRICES

The T. A. Lytle Co., Limited
STERLING ROAD, TORONTO

Millar's Jam is absolutely pure.
No artificial coloring or chemical
preservative used.

Millar's Jam is packed the same
day as fruit is picked and thus re-
tains the full flavor of the fruit.

Millar's Jam is never put up in
pulp to be made into jam later.

Millar's Jam is put up in stone
jars and will always retain its
natural color.

Millar's Jam is packed in cases,
each jar in a separate compartment,
ensuring safe delivery.

Millar's Jam is the one Jam
that will suit your customers, and
retain their trade.

ORDER FROM

Warren Bros. & Co., Ltd.

Wholesale Grocers,

TORONTO

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SHIPMENT

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SPRING

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NESS
to the

Co.
LTD

Ontario

AT LAST!

**FUSSELL'S
PURE RICH
CREAM**

THE REAL
THING!

THE REAL THING AT LAST

Fussell's Cream is not a makeshift nor a substitute, but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed Quite Pure. Contains no Preservative. Keeps good anywhere.

Samples and particulars of:—

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

FUSSELL & CO., LTD., 4 Monument St., LONDON, Eng.

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

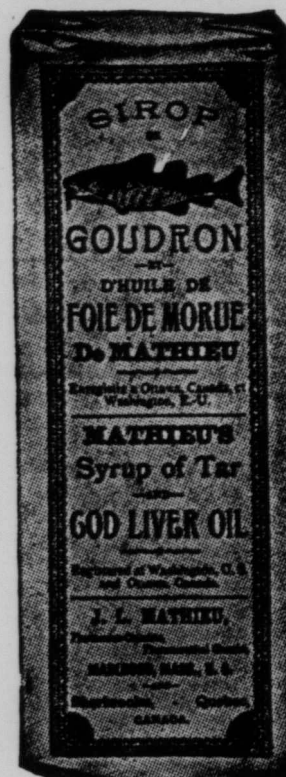
Made only from Pure Cane Sugar

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

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

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

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



**MATHIEU'S
SYRUP**

of Tar and Cod Liver Oil has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name. It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

**MATHIEU'S
NERVINE POWDERS**

are needed wherever colds are attended with pains and fever. See that you are well supplied with both, as the season of Colds is now on.

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

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie, Wholesale Depot, Montreal.

Pure, Rich and Digestible

The finest substitute for Fresh Cow's Milk for every grocer is

**CANADA FIRST
Evaporated Cream**

Every can is guaranteed absolutely pure and fully sterilized.



Infants, Invalids and Convalescents can get no better food, its preparation being one long tale of care and cleanliness.

We help the grocer's sales by our extensive advertising and the quality of "Canada First" does the rest.

See to your stocks. Order from your Jobber.

**The Aylmer Condensed Milk Co.
LIMITED
AYLMER, ONTARIO**
HEAD OFFICES:—HAMILTON, ONT.



BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

Branch: Sault Ste. Marie

W. H. GILLARD & CO.,

Hamilton, Ont.

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

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

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

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

The Canada Sugar Refining Co.,
Limited
Montreal, Can.

Established in 1854 by John Redpath



"Concord" Norwegian Sardines

are distinguished by many exclusive features. We reject all but the very finest small fish, autumn caught. We handle the fish with the greatest care, pay every attention to sanitary details and use only the highest grade oil. They are the only sardines which have an extra cover for use after the tin has been opened. Each tin is guaranteed by the CONCORD CANNING CO. of Stavanger.

Send your order to any Wholesale Grocer

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.

JAPAN TEAS

FANNINGS and SIFTINGS

JOBBER CAN SECURE THE BEST VALUE AT

S. T. NISHIMURA & COMPANY
MONTREAL and JAPAN

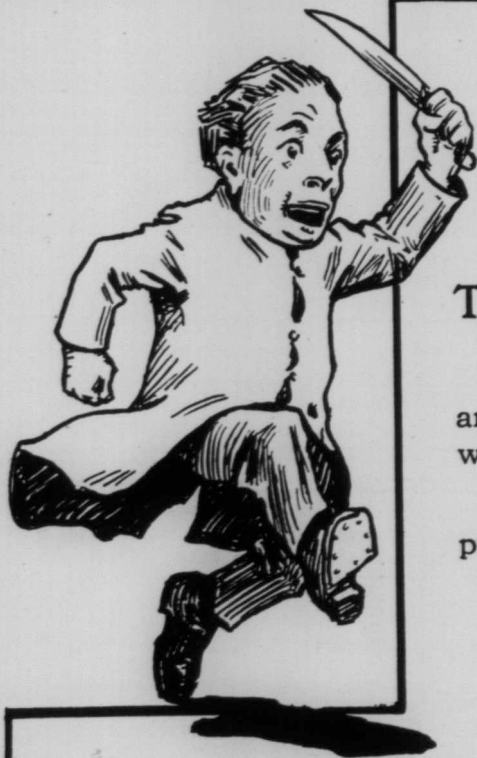


She'll Come Back If You Sell Her Knox Gelatine

Every grocer has a certain number of transient customers and floating customers and wants to turn all of them he can into permanent customers. The best way to do this is to sell them satisfactory articles like KNOX GELATINE. The purity of KNOX GELATINE, and the fact that it makes a pint to a quart more gelatine per package than other kinds, always pleases and brings customers back. And you make a good profit on it at the retail price, 15c. per package.

Charles B. Knox Company, - - - Johnstown, N.Y.

Branch Factory: Montreal, Canada



Poultry Wanted!

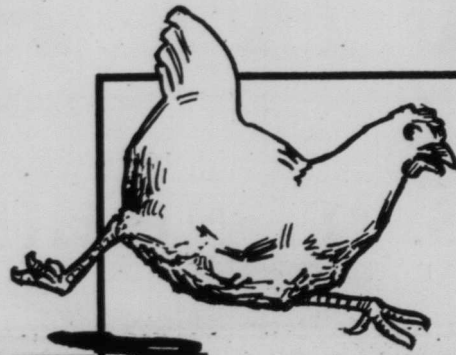
Ship us **AT ONCE** any supplies you can lay hands on. We want (live or dressed)

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

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

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

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



P. POULIN & CO.
BONSECOURS MARKET - MONTREAL



Goodwillie's Fruits in Glass

Quality Meats in Glass

If freshly-gathered fruit stands for an extended period, or is shipped to a distance, the quality must deteriorate. The packer who wishes to put up fruits so as to retain their full, rich, natural flavor, must operate where the fruits are grown.

It is because Goodwillie's factory is located near Welland, in the heart of the Niagara fruit belt, and the fruits are bottled a few hours after being gathered, that they possess that delicious fresh fruit flavor.

As a progressive retailer, you supply your customers with goods not only highest in quality, but packed in the most sanitary and approved fashion as well.

POULTON & NOEL'S range of meats in glass has an established reputation for quality, and represents the last word in modern packing. The line is a large one, permitting a judicious assorted order, that will prove to your satisfaction and profit the truth of our statements.



Rose & Laflamme
Limited
Montreal - Toronto



The Trail of '98

THE MOST REALISTIC AND THRILLING CAN-
ADIAN SERIAL STORY EVER PUBLISHED

has been secured for Busy Man's Magazine, and commences with the November Number. It is from the pen of

ROBERT W. SERVICE

The Canadian Kipling, of whose Books
"The Songs of a Sourdough" and "Ballads of a Cheechako,"
over 100,000 copies have been sold.

Service at one time was an obscure bank clerk in a remote corner of Canada. To-day his name is on the lips of seventy-five per cent. of the population of the Dominion, as a result of his two poems "Songs of a Sourdough" and "Ballads of a Cheechako."

In The Trail of '98, Service drops the limitations of the poet for the time being, and tells of one of the romances of the rush to the Yukon in '98. With a bold, free pen, yet with all the skill of the poet, he unfolds his story, every line of which conveys to the reader that dramatic interest which is continually expected.

It is not a problem Novel. It has nothing to do with abstruse speculation. In its virility it seems primarily a man's book, yet it cannot fail to interest the woman who likes to hear of strong, brave men and fair women in a rugged land.

The Trail of '98 commences with the November issue. For the coming winter nights the Busy Man's reader will have in this intensely interesting story a wonderful source of refreshing entertainment.

Have your subscription commence with the November Number. Mail \$2 to-day and your name will be entered on our subscription list for one year.

Busy Man's Magazine

143-147 University Ave.

Toronto, Ontario

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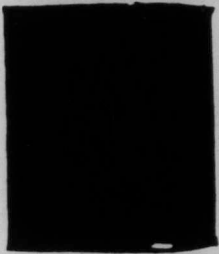
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J.
207 St.



**WHITE DOVE
COCOANUT**

IT IS SOLD BY
EVERY GROCER
WHO WANTS TO
SUPPLY HIS CUS-
TOMERS WITH A
COCOANUT THAT
HAS BEEN *****
PROVED THE
BEST. *****
HOW'S YOUR STOCK?
W. P. DOWNEY
MONTREAL



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs*
Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

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

WINES! WINES! WINES!
Port, Sherry, Malaga, Burgundy, Moselle
Madeira, Native, etc.
DRAUGHT OR CASE GOODS
We are Specialists in Clarets and Sauternes
Write, Wire or Phone.

THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

**Don't worry over
"bad debts."**

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

**Allison Coupon
Books**

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

HOW THEY WORK



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

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

**THE PEOPLE OF
JAMAICA**

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

**KINGSTON
"GLENER"**

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

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

SUCHARD'S COCOA

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

**PICKLING
SPICES**

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

**Prince of
Wales Brand**

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

**MINT
THYME
SAVORY
SAGE
MARJORAM**

All herbs in 1/4 lb. open face cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto



**CHINESE
STARCH**

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

**OCEAN MILLS
MONTREAL**

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

An auctioneer's flag waving in the breeze attracted the attention of one of our city salesmen :

In relating the incident he said, "Entering the store, I saw fixtures, bins, counters, old shelf-worn stock, chests of tea and dusty, dirty, stale merchandise in one confused mass. The stentorian voice of the auctioneer was calling for bids. There is no use hanging around here, I thought—auction sales don't spell orders.

"A month later I saw the old familiar name on the window of a new store. Everything was new, bright and cheery, especially his pile of 'Salada.' My old friend stood behind the counter, smiling." "Well, how do you like it," he asked. "Like it," I said, "It's magnificent. How did it all come about. I didn't see you last month. I saw the auction sale. I thought you were done.

"Done! So I was done—done with the old store—old methods—time killers—money losers. My business wasn't growing and when a business stops growing it soon stops going. I sold everything out.

"You remember I never was much of an enthusiast on 'SALADA.' I always shoved bulk tea. Well one day I saw where I was wrong. A woman asked me for 'SALADA.' I told her I had bulk tea that was 'just as good.' I spent a good deal of time persuading her to try it, going to the bin, scooping out the tea, weighing it and tying up the bag.

"I thought to myself right here is one of the places where I am losing time and losing money. I decided to change my methods—to buy in small quantities—to buy often and make quick turn-overs. You see the result. Now when a woman wants tea I hand her, quickly and promptly, a clean, neat sealed lead 'SALADA' package that I know will please her. I carry a small stock. It's always fresh. I do more business on less capital. I make quicker profits. I sell a tea the peddler can't buy. I know where I am at all the time."

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Selling Power That is Undeveloped

Reducing Expense to a Minimum Available But Little Unless a Dealer Can Sell Goods—Interior of a Store Described Which Showed Negligence on Every Side—How Unprofitable Goods Were Discarded and Energy Put Behind Others—Influence of a Clean Store on Women.

By Henry Johnson, Jr.

Several times have I referred to my friend who has his expense-ratio down so very fine. This is the man who does business on 11 6-10 per cent. and who knows just what he is talking about when it comes to figuring expenses and profits correctly. But, my! I was sadly disappointed to note the utter want of balance in the makeup of my friend, for I found that he was neglecting every bit of his selling power. He is a case of ratios and economies gone to seed.

He does business in a good town; has the best location in that town; is on a corner from which a stage makes daily drives into the country, the town being the terminal of the railroad; yet his best word was a moan over "present conditions in the grocery business." He instanced a particular company as one of the big combinations, the formation of which was squeezing the life out of the retailer. In former days, as he truly said, 6 pieces of the article manufactured could be sold for 25 cents at a profit. Now that was impossible—5 for 25 cents was the best that could be done. This leads to the sale of single pieces, reducing the average sale and cutting the retailer's profit. And—but you know the kind of talk.

Negligence Everywhere Visible.

Meantime I was sizing up his store. From floor to ceiling one thing was written like the handwriting on the wall—NEGLECT. The floor was filthy, nothing less. I do not think it had ever been washed. It was ornamented here and there with piles of sweepings which had been taken so far and left. The counters were mussed up with miscellaneous truck originally put there "on display." The two or three old-fashioned show cases were filled with accumulated dirt and disorder. One case had a few cigars and stogies with sundry exhibits of shoe laces and odds and ends so neglected as to justify a question as to what they might be intended for.

Under one counter, open at the front, was a row of cracker tins, shoved in "any old way," with delapidated glasses and mussed up interiors. A meagre line of very unattractive goods occupied most of the shelves; and the front portion of the most prominent shelving was filled with some cheap line of old and fly blown "prize" breakfast food, same being spread over two or three sections, apparently to fill in. On the most prominent counter rested a display bowl of some kind of pickles which was so reeking in dirt and evident corruption as to turn one's stomach.

They Get the Habit.

And this is a literally fair picture of that store, though I have no doubt my

friend will hardly believe it if he shall chance to read this article; for somehow we "get the habit" in such matters, and we become so accustomed to disorderly surroundings that we no longer sense the nature of our environment. Yet this man approved of the movement to compel the display of vegetables and fruits inside of stores and off of sidewalks, though his town had not adopted that plan. In fact, he talked so intelligently on this point that I could hardly believe he could be so blind to the inside conditions in his own store, yet he most certainly was.

Almost Beyond Redemption.

I am inclined to think that this man is too old to change. It was that way with the elder Johnson, good business man though he was. He could recognize quality and value in groceries with a certainty that was almost second sight; but if mention were made of scrubbing the floor, he would be apt to smile tolerantly and maybe suggest that "the boys get those notions nowadays. In my time we kept the floor clean by wearing off the surface doing such a big business!"

But it is bad for a man to feel that any times in the past were better than these times right here now. It is surely a sign of aging and failing powers. To be and remain successful we must be quick to note the trend of the times and anticipate changes in accord with such trend.

For instance, we of Johnson & Son long ago concluded that a certain line of goods was no longer in our line, and we relegated it to the rear shelves and practically closed out our stock. A few farmers and an occasional workman calls for it and gets what he wants. As for volume of sales, however, we should not miss the business were it to stop altogether.

The Ship Was Never Clean.

Needless to say we "cleaned up." We began that work upwards of fifteen years ago; and as we continued the work, fresh dirt and disorder were revealed to us, so that one thing led to another until to-day our motto might be that of the naval officer: "The ship is never clean!" It cannot be done in a day, nor can it all be done at one time. This is an evolution, and moves accordingly. Better still, it is a business education and the course not only takes more than four years, but the answers are not all down in the book.

We did not always know what to sell for the article on which the demand was failing; but we found out. In place of the line which offered us no profit which we discarded, we pushed grape fruit. Other lines discarded have been turned

into fancy candies and olive oil, for instance.

Create Demand for Other Goods.

Of course, each problem is different and peculiar to the locality. That is why the answer is not always at hand. But there is a way out of every difficulty. Better still, there is a way of turning each declining demand into a better demand for some other line.

If my friend will polish up his cash register, so it will be an ornament and not an eye-sore, and put it out into the middle of his floor where it will seem busy; and then polish up his cracker tins and paint up the counter on which they rest—after washing the counter, by the way—he will experience an increased demand for crackers at once.

Let him next—very quickly, but quietly—remove the "display" of pickles above referred to, and work up an attractive showing of these goods on a clean portion of his front counter, and he will sell more pickles of the better grades at good profits.

If he will get that stale breakfast food off his front shelves and replace it with something which looks attractive and alive, he will sell more goods in those lines; and he can feed the old food to his horses.

May Turn Cheques His Way.

If he will clean up his office so a lady can lean on the desk to write a cheque without spoiling her new coat, ladies will go there to write cheques—payable to him—more often than they seem to go now. If he will do these things, and then follow other leads which these will reveal to him, he will be so busy that he will have no time to wonder what is going to happen to the grocery trade under the domination of alleged modern combines.

OFFICIAL CANNED GOODS PACK.

The official figures of the salmon pack for 1910, as compiled by the British Columbia Cannery Association, show a big gain over the pack of four years ago. Last year was the "big year," there being a great run of salmon every four years, but this year's showing is remarkably good, much in excess of what the canners expected. The figures for the 1910 pack are as follows: Fraser River, 203,957 cases; Skeena River, 226,429; Rivers Inlet, 129,847; Naas River, 40,458; outlying canneries, 137,794; a grand total of 783,485 cases.

The death of J. B. A. Martin, an alderman, and for many years a member of the Montreal firm of Laporte, Martin & Co., occurred in Montreal, October 19th.

Preparations for the Winter Trade

Details That are Necessary to Make the Most of the Coming Season—Special Work Should be Directed Towards Christmas Goods—Suggestions for a Publicity Campaign—Looking in Advance to Easter.

By N. A. Armstrong.

With the beginning of winter now well in sight the careful retailer must begin to think, if he has not already done so, about preparing for his Christmas business. Not only that but there are many lines, quiet through the summer, that are popular throughout the cold season. Of course past experience is the surest teacher in such matters but at the same time there is always something to be learned from men who have already had that experience and applied it to their profit.

Talking the matter over with some representative Montreal retailers several outlines as to fall preparations were given which should be a help in systematizing fall buying.

Check Over Stock.

A general checking up of stock—not necessarily an inventory—is the first thing in order at this season. Therefore, the first step is to see that your stock of poultry is arranged for well in advance, that your stock of cranberries is ample, and that you advertise the fact in your local papers, by window displays, or any or all of the recognized methods of acquainting your trade with the facts.

Proper Time to Work.

There is a psychological moment when judicious advertising will catch the Christmas trade. Only careful observation will enable one to judge just when this is. Then push business for all there is in it. Half hearted measures will not obtain the additional trade. Aggressive campaigning for business is becoming more and more of a necessity. This might be crystallized into three maxims. First, have the goods. Second, tell the people at the proper time, and tell them hard. Third, see that you are never behind your competitor in doing so. A shade in front is the proper place, not too far ahead in your announcements, or they will lose some of their effect through lack of timeliness. In some sections buying is done earlier than in others hence the impossibility of giving any exact date. A close watch on local conversation will soon tell the grocer when people are beginning to plan for Thanksgiving.

General Winter Preparations.

Between Thanksgiving and Christmas is a short breathing space, during which

time the winter staples, all that have not already been stocked, can be looked after. Some of the peculiarly cold weather goods are canned pork and beans, beans, rice, nuts, dried fruits, barrelled fruits, cranberries, tapioca, and molasses.

Of course this list is far from complete, but there is a common fact about nearly all of them. They are the rich, heat-producing articles. With these qualities in mind it is not a hard matter to check up your stock and see what is lacking.

Advertising for Winter.

What should be advertised in winter? Nothing is easier to answer than this question and yet look over your ads. of the winter previous and see how much space has been wasted on goods which are not, and probably never will be in much demand through the cold weather.

In the first place the advertising might be divided under two main headings, seasonable advertising, specialties for Christmas, etc., and regular advertising. Under the first head come naturally all the extras in vogue at festival times, such as the turkey and cranberry sauce. These should be featured daily during the time of greatest popularity.

Under the heading of regular comes the placing before your buyers of lines they must have at all times during the winter. As this list is large there are almost infinite possibilities for variety, both in window and store display, and in newspaper publicity. Just here it may be said that too much stress cannot be laid upon advertising co-operation. Display the goods in your windows that you tell your customers about by other methods. Systematize your advertising, making the various branches all work in harmony.

If you say in the newspaper that an especially fine lot of olives have arrived do not make an oatmeal display in your window. That is a mistake very often made, grocers seeming to think that as many lines as possible should be featured. One feature, and be sure to make it an attractive one, will make more trade than a scattering of half a dozen different ones. In this regard, however, care should be taken to make changes frequently. The oftener the better. Possible customers lose interest if one line is

shown too long. Variety is always attractive, but make this variety show one line at a time and many to the month.

Look After Perishables.

There are many lines in every grocery which are susceptible to outside influences. For instance, butter, eggs, apples and cheese. Are your storage plans equal to looking after them properly? A loss of a barrel of apples or a few pounds of butter will knock the profits down rapidly. With modern knowledge on the subject of proper storage, there should be little difficulty in keeping winter perishables properly. Potatoes will freeze if left exposed in our climate, and will sprout if left in a damp place.

Just here it seems a good place to give a simple method of preventing the latter. Make a strong solution of ordinary salt in a tub. Use an old wicker or wire basket and immerse the potatoes for a minute or two in the brine. With ordinary conditions the potatoes will not sprout.

The Christmas Trade.

The grocers' harvest is before and during the Christmas season. Preparations should be made well in advance for remember, it is the jobbers' busy time as well, and "rush" orders even are not always delivered when their non-arrival means the loss of sales to the grocer.

If a line is running short, steps should be instantly taken to see that it is replenished in time. If customers cannot get what they want from you, they do not wait long at a time of year when everything is done in a rush. It may cost you your customer eventually, if satisfactory treatment is found elsewhere.

Provision for extra help should be made early, and also an advertising campaign laid out. Nothing should be left to chance at this, the most important time of the year to the grocer. Christmas is a time of free buying. Luxuries and expensive lines are used more generally than at any other time. System in a grocery is never more apparent, either for its presence or its absence as at this season.

Looking Still Further Ahead.

Easter is a long way ahead but still it is another important season to the grocer. Eggs, are of course, the feature of all Easter displays. Preparations away ahead are necessary to be sure of your supply. A shortage simply means so many dollars out of your pocket and into your competitor's.

Attractive egg displays can be made cheaply, owing to the colored egg desire at that time of year. A few dyes and a little thought will go far toward the making of attractive windows at this season.

Practical Methods in Retail Stores

Making Use of Readers in New Brunswick Newspapers—Wall Paper and Hunting Season Window Dressing—Vegetable Display for Thanksgiving—Special Confectionery Counter for Christmas—Toronto Grocers Invest in Handsome Display Baskets.

N. B. Grocers Using Readers.

Sackville, N.B., Nov. 3.—It is apparent from a perusal of the Maritime newspapers that the grocers down this way have awakened to the value of newspaper publicity. In addition to carrying larger space in the regular advertising columns of their local papers they are using a lot of readers in the local columns. The following were taken from a Sackville paper:

"The grocer who is most anxious to 'make good'—to replace every unsatisfactory thing that goes to a patron, if the complaint has one per cent. of reason in it—ought to have your trade—oughtn't he? Call and see Burwash Robinson, Middle Sackville."

"When a new idea in food comes along—and is a good one—you'll find the store of the Sackville Hay & Feed Company bringing it to you while it's new. They'll keep you up-to-date."

"If you wouldn't invite your friends to a 'cheap' restaurant, why should you entertain them with table food at your home which comes from a 'cheap' grocery? The answer is: You shouldn't. Buy your groceries from J. E. Hickey."

While these serve to draw attention to the stores, they would probably be productive of much better results if the advertisers made mention of some special line, naming the goods and the price. Instead of directing attention in a general way, they would then impress on the reader that so and so was selling a certain line at a certain price. Of course, the price should be attractive enough to ensure the interest of the householder who reads.

Dressing Wall Paper Windows.

Toronto, Nov. 3.—Wall paper windows ought to be given some attention by those general merchants who handle wall paper. The large stores are making this department prominent by constant display space.

A recent instance of this was given by one of the large Toronto department stores, and the window attracted much attention. The arrangement was something like this: Three or four stands of about seven feet high were used at the back of the window on which the paper was laid down flat from top to bottom. On one side of the stand was draped a piece of silk or material appropriate to the paper used, and by gathering this material in at the top of the stand and falling to the floor, it produced the required effect.

Trimmed a Hunter's Window.

Midland, Ont., Nov. 3.—The window of J. B. Horrell & Son's grocery depart-

ment was recently trimmed to call attention to the hunting season.

In two corners of the window were evergreen trees, between which were situated the tent and cooking utensils. Over wood ready to light was hung the iron pot used for boiling water, potatoes, etc., while to one side was the hunter's larder, and standing up against the tree a number of rifles. Tobacco and pipes were also in evidence upon a table and ready for use after the day's hunt when the men sit around the fireside and tell yarns of by-gone experiences on the hunting grounds. Autumn leaves formed a part of the scene, indicating that Jack Frost has been at work, and winter is drawing near.

To Protect the Valuables.

Chatham, N.B., Nov. 3.—W. S. Loggie & Co., of Chatham, have installed in the rear of their grocery department a large vault, two storeys high, 8x11 feet outside, and 5x8 feet inside. The lower vault is six feet high and the upper one nine feet high. The construction is brick and concrete, with an air space between the inner and outer walls, and so arranged that a stream of water will pass between the two. It is designed to take care of the cash and valuables of the firm.

Thanksgiving Vegetable Display.

Chatham, Ont., Nov. 3.—A window display devoted to Thanksgiving vegetables was arranged last week in S. Bullis' grocery.

The bottom of the window, in the foreground, was filled with cranberries. Behind these, vegetables of various kinds, including tomatoes, onions, cauliflower, cabbage, potatoes, turnips, carrots and squash, were banked. In the rear, on a sort of shelf, were shown two prize pumpkins, each well over 50 pounds in weight. The display was helped out by small sheaves of wheat at the corners, as well as a few wheat straws in the foreground.

Bought Fancy Display Baskets.

Toronto, Nov. 3.—Some of the members of the Toronto R. G. A. recently took a pleasure trip to New York, and while there incidentally picked up some new ideas. W. C. Miller, David Beil and D. W. Clark purchased a number of fancy baskets, which they will use for displaying fruit, such as oranges, lemons, Malaga raisins, etc. The baskets have been made in the shape of auto-

mobiles, boats, vehicles, etc., and will certainly show off the displays to perfection.

Moving Barrel Was Used.

Bracebridge, Ont., Nov. 3.—The grocers here did credit to themselves in window decorations for Thanksgiving. One row of windows that attracted much attention was that of Kirk Bros. The main window showed a foundation of apples, and above was placed a swinging barrel, decorated with large, rosy snow apples, with an electric attachment that kept it in motion, like the pendulum of a clock.

This idea might be worked out in a Christmas window.

OUGHT TO BE EVERYDAY METHODS.

F. & J. Morley, of Sydney, N. S., are strong believers in the power of salesmanship to sell goods not actually demanded. One of their methods is to have an order-taker talk up something special while he is out for the regular orders of his customers, who do not come to the store. This has been used with splendid results.

The members of this firm are warm supporters of salesmanship in its various phases, as a means of selling extra goods.

In speaking of it to The Grocer they say: "We appreciate very much your efforts in getting down to bed rock in the business methods of the grocers of Canada.

"While we have some good methods in use, yet we must admit in our own case that most of these ventures are largely hap-hazard when they should be our every-day methods.

"We feel that The Canadian Grocer will have done us, as well as the other grocers of the Dominion, a very great service if you can from time to time stimulate us to become salesmen who will be able to create demand for goods as well as supply them."

THE CANADIAN GROCER

Big Friday Oyster Trade.

Hamilton, Ont., Nov. 3.—A special effort to sell oysters is made by one of our local grocers every Friday. While he never misses a chance to increase his business in this regard, still his Friday method is of special nature. He calls attention to oysters on a blackboard in front of the store, and sometimes he devotes newspaper space to it, and now and then he arranges a window of the paper containers in which the goods are delivered to customers.

He tries to combine selling, his forces concentrating for that day upon oysters. By neglecting this method once he discovered a falling off in sales, and therefore that his customers had to be educated to buying oysters. He adopted this idea about two years ago, and has found it to work satisfactorily.

Winter's Potato Supplies.

Brantford, Ont., Nov. 3.—A local grocer in boosting his potato orders offered special inducements to those who will buy their supply for the winter in one order. He has received a good supply of potatoes, and is in touch with the farmers, who can forward him as many loads as he requires.

He promises an inducement to those who buy in quantities, and the idea is

to sell a whole winter's supply. The plan is partly intended as an advertising idea, for he announces it on a store blackboard. He began this method several years ago and now has it working like a system.

Created Demand for Pickles.

Toronto, Nov. 3.—R. Bell, a Yonge St. grocer, Toronto, is a firm believer in the value of salesmanship in his store. Although only a young man, and therefore not long a proprietor, he has had a number of experiences which have satisfied him that for the most part, his customers depend upon his advice regarding goods, and it remains almost entirely with himself whether he shall handle a certain line of goods or not.

One particular example was that of a particular brand of pickle. A wholesaler asked him to stock it, but the proposition at first did not look good, because of the fact that he had had no demand for them. Finally an agreement was made in which Mr. Bell took no responsibility, the wholesaler accepting it on account of the fact that he was trying to introduce the goods.

Mr. Bell first tried them himself, and afterwards he put his own ability as a salesman behind them. To-day they are the best selling pickle in his store, and

the people in the district are now well acquainted with them. He asserts that the sale he has built up was largely due to the quality of the pickles, and all he had to do was to make the first sales. After that it was comparatively easy sailing.

Special Counter for Xmas Sweets.

Peterboro, Nov. 3.—During the rush season around Christmas time, R. C. Braund, a local merchant, prepares a special counter of candies, nuts and fruit, and secures a young girl to look after the sales. He has carried the idea out on a fairly large scale, having all kinds of nuts and candies that are asked for in the Christmas season. Fancy chocolates in boxes, cream and other kinds of candy are included. Oranges, dates, figs and other fruits are also shown.

Under the care of a smart girl this booth has proved successful. A prominent part of the store was set apart for it, and one of the reasons of its success was the fact that it was out of the ordinary. More attention was paid to the season's dainties because Mr. Braund gave them more prominence, and felt that the demand for these goods at that time of the year warranted a method that was out of the ordinary.



This illustration shows the Importance the Star Provision Co., Regina, Sask., Place on Their Confectionery Department. A Separate Section is also Devoted to Provisions.

The Canadian Grocer

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INCREASED SELLING POWER.

As our readers all know, the special number issued last week featured "The Selling Power of the Dealer." In it were given particular instances showing how dealers in various parts of the country have realized their selling possibilities and utilized, with good results, personal salesmanship as well as other selling forces at their command.

In view of the interest it has already aroused, it was our intention to publish regularly a department dealing solely with this phase of the retailer's business. But on second thought, since everything a merchant does tends to either increase or decrease his selling power, therefore practically every article will bear on this important question.

We believe that the aim of every retail merchant ought to be directed along the lines of increased selling power and trust that all will co-operate with us in presenting the possibilities that are available to bring about such a result.

THE AGREEMENT-BREAKER.

Some time ago nearly all the grocers on Roncesvalles Avenue, Toronto, signed a petition to close their stores at seven o'clock, but it held only for a few days. Now there is a good deal of talk about those who first broke the agreement, and, of course, each one is innocent and the other fellow is guilty.

The Canadian Grocer has many times shown that where early closing has been given a fair trial it has met with such favor that the merchants would under no consideration go back to late hours, evenings of drudgery, no time with the

family, big expense with fuel and light, and the meagre transactions that usually take place after the hour of 7 o'clock.

An instance of this was shown in the special number of last week. A retail dealer pointed out that early closing changed the grocery business from a drudgery to a joy, so far as he was concerned, and he gave it his unqualified endorsement.

The first great difficulty is getting unity among those concerned. When once this has been brought about each must be careful not to break his agreement; he must not worry over the business when the store is locked, nor trouble himself about alleged trade that is being lost. Let him enjoy life the remainder of the day as he pleases, for he deserves these few hours of freedom.

If the man who breaks the agreement could—as the bard Burns would put it—see himself as others see him, he would think twice before he acted.

FLOUR EXPORTS INCREASING.

For the nine months ending Sept. 30, 1908, Great Britain imported from Canada 993,228 cwt. of flour; for the same period in 1909 the quantity was 1,282,300 cwt., and in 1910 it was 1,980,586 cwt.

This illustrates that Canada is forging ahead rapidly in her exports of flour to Great Britain. On the other hand, United States is falling behind, the quantity in 1910 being more than a million cwt. below 1909, and about four million cwt. below 1908.

HOG PRODUCTS DECLINING.

A study of the provision market just now ought to be made by every dealer. So far as hog products are concerned it will be observed that the market is sagging.

During the past month the price of live hogs has declined in Toronto \$2.35 per cwt. At the beginning of October it was \$9.25; now it is \$6.90. This is due to increased receipts, and has had the effect of lowering the prices of bacon, ham and lard. This week lard declined a quarter of a cent; bacon is down a cent, and hams about half a cent. The whole tone of the market is downward and buying in the near future should be carefully done.

The receipts of butter and cheese are much larger than last year, but it is different with fresh eggs, which are gradually becoming scarcer and higher in price.

COURTESY IS REPAID.

Courtesy is a great selling factor. In the modern merchandising, the man who takes this means of pleasing his customers is banking on a sure thing.

There are numerous instances which prove, that exercised in the most or-

dinary way, this quality always repays in kind. The merchant who on a rainy day loaned his customer a brand new rain coat in order to enable her to reach home, not only made a sale of that coat the next day, but also put that customer in a most friendly attitude towards his store. Every day multiplies instances of this kind.

PREPARE FOR CHRISTMAS TRADE.

While many grocers have already begun their preparations for the Christmas season, yet there are some who believe in letting it take care of itself to a considerable extent, buying as they need articles, and then they wonder why it is their competitor seems to be doing such a rushing trade.

Why is it? The answer is simple. People have found that he is the man who is prepared to give them immediately all the lines they need at this festive season, and that the other man may have to put them off until he can lay in a supply. That is not good business—to put off a customer who wants an article for a certain purpose at an early date. It is a simple matter to lay plans for trade. Only certain articles are in especial demand at that time. Turkey, with its garnishings such as cranberries, choice dried fruits, peels, nuts, oranges, etc., go to make up a list that every grocer should be familiar with.

The only mistake that is made is in not being beforehand. See that you are not making this mistake.

FORGOT ABOUT GOODS STOCKED.

The representative of a manufacturing firm tells a story of a grocer with whom he left a case of goods, with the understanding that the grocer would display them and make some effort to sell them.

The traveler on his second trip found that the grocer apparently had forgotten him, as he did not see any on the shelves. However, he hoped that the goods had been sold, so he said: "Well, how has ——— been selling?"

The grocer looked puzzled. He seemed to recall the name, but he was not sure of the nature of the article. The traveler explained its nature, and the grocer scratched his head in an endeavor to collect his thoughts. Finally he called to his clerk.

"Where is that box of ———?" he asked.

But the clerk did not even know that the goods had ever been in the store. Finally the grocer began to search under the counters and found the box just as he had left it on the traveler's previous visit. The grocer had put it under the counter, probably with the intention of doing something in the future, but it soon became lost in his memory, with

other ideas. Nobody had asked for it and he did not use his selling power.

Goods that are to sell should be displayed and talked up to customers. In fact, the more goods displayed and the more neatly are they arranged, the greater number of sales may be expected. Imagine the traveler's feelings when he found his goods untouched.

CUTTING OFF CASH DISCOUNTS.

One of the causes why cash discounts are allowed so sparingly by manufacturers and wholesalers, is the abuse which has been made of them by wholesalers and retailers in the past.

For instance if 10 days were allowed on an account the wholesaler and retailer would frequently demand the discount should the account not be paid for 20 days; if 30 days were the limit they would want the discount in 60 and even 90 days and so on. The threat was used that if it were not forthcoming they knew where they could get it.

Just now the New York Wholesale Grocers' Association is taking up this question, its secretary having recently sent out a sharp letter to the members criticizing severely the action of those who make such demands. The letter was as follows:

"From efforts made by this office in regard to obtaining better discounts from the manufacturer to the jobber we are inclined to believe that more liberal discounts are frequently withheld by manufacturers on account of the inconsistency of some jobbers failing to appreciate the fact that ten days does not mean anywhere, from fifteen to thirty days.

"Cash discounts are given by the manufacturer for the special inducement of payment in ten days, and the jobber is no more justified in deducting the cash discount after the ten days have passed than the manufacturer would be in retaining two per cent. of the goods after the bill had been rendered.

"A square deal between the manufacturer and the jobber is necessary if business is to be conducted on legitimate lines, and we feel every wholesale grocer will assist this office in its efforts to accomplish beneficial results."

A LACK OF JUDGMENT.

When a merchant admits he cannot compete with a mail order house, he commits a serious breach of trade etiquette.

Not very long ago a grocer was heard to say, in a bitter, grumbling tone, with two or three customers in the store, that he didn't understand how it should be, but he could not sell as cheaply as

_____'s, naming a large departmental store in his city.

Who will deny that such a statement was a strong advertising talk for the big store? As a matter of fact, he was selling the bulk of his goods as cheaply as the departmental store. But he had just noticed in an advertisement that the price of a particular article was cut by his competitor, causing him to give vent to his injured feelings, and leading his customers to believe he was overcharging them.

This is an example of lack of judgment. He might have said that the department store was cutting prices in a few cases, but that this was one of its methods to attract trade; that it made big profits on the goods sold through getting people into the store; that it demanded cash in every case; that it does not give the personal attention supplied by the retail dealer, etc.

That was left unsaid, and the very thing that shouldn't have been said was said. It diminished that dealer's selling power.

Judgment is a necessary attribute in the retailer's business.

EDISON'S NEW INVENTION.

Thomas Edison recently made the statement that the time would come when stores would be reduced to slot machines, thereby the purchaser would simply have to drop a coin in a slot, turn a handle or press a button and he would receive his money's worth of the goods behind that slot.

On account of Edison's prominence as an inventor, this story has spread widely, and even has been reproduced in English journals. Recently in reply to a letter on this point, he said: "My plan is only a scheme for selling coal and bare necessities of life to the poor in the slums, so that they will get their nickel's worth of coal, etc., at the ear-load price plus enough to cover rent, attendance and repairs."

Those who read the first story and were acquainted with the conditions of the grocery business, referring to it in particular, felt that the idea was a far cry into the future. In the grocery store the most important feature is not the stock or the fixtures, but the grocer himself, and he is beginning to realize this fact more and more.

Not only that, but there are those, too, who are beginning to be impressed with this fact, although they have not admitted it in the past. Stranger things than that which Edison speaks of have come to pass, but the grocery store without the personality of the dealer does not seem a possibility in present-day life. It cannot be expected for several generations, at any rate.

KEEP THE WINDOWS LIGHTED.

Now that the days are growing shorter the question of lighting the show windows again becomes an important question.

In a city of about 15,000 population, one evening recently, The Canadian Grocer noticed that many of the windows of grocery stores were dark. At first thought we concluded that there must be something wrong with the incandescent circuit, but we were informed that it would be very unusual if the store fronts were illuminated.

The retailers of the city in question are leaving idle one of the best and cheapest advertising mediums that is open to them. There, as everywhere else, many people pass down the streets in the evening and, if given an opportunity, the ladies would look for interesting offerings in the windows. They have more leisure then to do so than during the day.

In this connection we might mention the experience of a Montreal trimmer. As an experiment he put in a display Saturday evening, of goods to be sold Monday morning at eight o'clock. The plan was so successful that he continued it for some time. The windows sold the goods without any other advertising.

THE MERCHANT LOSES.

In a case tried at Toronto recently a collector for a weekly payment merchant was freed because he was charged with stealing money from customers, which sums he failed to turn over to his employer.

H. C. Macdonald, the prisoner's lawyer, said: "I submit there is no case to go to a jury. The evidence put in only shows that this man had collected certain sums of money from these witnesses. That was his duty. He was paid for it. He was hired by his company to collect those sums. He cannot be found guilty of stealing money from these people." "That is so," said Judge Denton. "He did not steal any money from these people. The Crown has no case, and the jury will bring in a verdict of not guilty."

The point is an interesting one as it incidentally decides who is the loser of the moneys misappropriated by the collector. The customers having paid to a duly accredited representative of the merchant, are freed from further responsibility and the loss must be sustained by the merchant.

Manufacturers and jobbers of Chicago are arranging for a conference at which trade questions will be discussed. It is expected that the questions of "manufacturing jobber" and "direct selling" will be taken up.

Year's Imports of Sugar Into Canada

Some Interesting Figures Which Indicate Gradual Advance of Sugar Consumption in This Country—For Year Ending March 31, 1910, it was More Than 16,000,000 lbs., or 8,000 Tons Ahead of Previous Twelve Months—Our Sources of Supply.

Sugar statistics showing the imports into Canada during the year ending March 31, and comparisons made with previous years, bring out some interesting facts. They tell of the sources of sugar coming into Canada, the quantity from each country under the different tariffs, and indicate the gradual advance in consumption during the past ten years.

A resume of the latter shows that for the year ending March 31, 1910, the sugar entered amounted to 497,788,481 lbs. Figures for the preceding year were 481,540,640, a difference of more than 16,000,000 lbs. The increase over 1908 amounted to more than 30,000,000 lbs., and over 1901—ten years ago—over 161,000,000 lbs. The only year during the ten to show a decline from the preceding was 1905, the figures being 346,752,598 lbs., as compared with 390,544,660 lbs. of the year before.

Out of the 497,788,481 lbs. mentioned above 153,855,545 were entered under the general tariff, and 343,932,936 under the preferential tariff. No sugar has come in under the surtax tariff since 1907, when for nine months up to March 31, the amount was 3,784 lbs. This was the time when the fiscal year was changed from June 30 to March 31.

The figures for 1910 also point out that the imports of sugars into Canada above 16 Dutch Standard, under both the general and preferential tariffs, amounted to 35,484,778 lbs.; those not above 16 Dutch Standard amounted to 409,081,796 lbs. Considering a population of 7,000,000 in Canada, the amount per capita would reach 71 lbs.

The tables shown herewith, compiled by Wallace Anderson, give the figures on imports from the different countries.

TO CAUSE LARGE CONSUMPTION.

Enough Surplus in Sugar to Result in Low Prices, Say Willett & Gray.

The new cane and beet sugar crops of the world give promise of an enormous total yield, estimated to outturn possibly 1,755,813 tons more than those of last season. This, at any rate, is the opinion of Willett & Gray. They say further: "In the 1909-10 campaign the production was in tons:—Cane, 8,302,592; European beet, 6,138,000, and American beet, 450,595; total 14,891,187, while for the new season (1910-11) the estimates are:—Cane, 8,502,000; European beet, 7,700,000, and American beet, 445,000; total, 16,647,000 tons.

"It is interesting to note that last season the cane sugar crops of the world amounted to 1,713,997 tons more than the beet sugar production, but the prospects are that next season the cane crops will prove to be only 357,000 tons larger than the beet crops.

Last year at this time they estimated that the stock in principal countries

would be reduced to less than 991,543 tons (stock Sept. 1, 1909) at the end of the campaign unless consumption was checked by high prices; as it turns out, the year closed (September 1, 1910), with stock of 1,086,403 tons, the high

prices which ruled having unquestionably caused the consumption to be curtailed.

Part of the expected increased production will be needed to fill depleted invisible stocks, but the indications are that there will be enough surplus to cause low prices, which will induce a large increase in consumption the world over."

A Philadelphia retailer was recently fined \$200 for a breach of the Pure Food law. He sold eggs which were adjudged unfit for food. In other words they were "rotten."

SUGAR ENTERED FOR HOME CONSUMPTION. FISCAL YEAR ENDED MARCH 31st, 1910.

Above 16 D.S. and all Refined.

	General Tariff lbs.	Prefer. Tariff lbs.	Total lbs.
Great Britain	29,874	33,560,542	33,590,416
B. Guiana		119,895	119,895
B. W. Indies	711	54,955	55,666
Hong Kong	1,144,940		1,144,940
Aust.-Hungary	54,340		54,340
China	431,294		431,294
France	35,013		35,013
Japan	1,280		1,280
St. Pierre		400	400
United States	51,534		51,534
	1,749,386	33,735,392	35,484,778

SUGAR ENTERED FOR HOME CONSUMPTION. FISCAL YEAR ENDED MARCH 31st, 1910.

Not Above 16 D.S.

	General Tariff lbs.	Prefer. Tariff lbs.	Total lbs.
B. Africa		34,047,298	34,047,298
B. E. Indies		96,840	96,840
B. Guiana		121,772,024	121,772,024
B. W. Indies	3,181,077	146,240,873	149,421,950
Piji Islands		8,040,509	8,040,509
Belgium	7,745,037		7,745,037
Brazil	386,435		386,435
Cent. Am. States	1,530,545		1,530,545
Cuba			
Danish West Indies	3,197,034		3,197,034
Dutch E. Indies	29,005,654		29,005,654
Dutch Guiana	1,182,542		1,182,542
Holland	3,273,067		3,273,067
Peru	1,464,400		1,464,400
San Domingo	34,354,491		34,354,491
United States	13,563,970		13,563,970
	98,884,252	310,197,544	409,081,796

SUGAR ENTERED FOR HOME CONSUMPTION. FISCAL YEAR ENDED MARCH 31st, 1910.

RAW SUGAR when imported to be refined in Canada by Canadian Sugar Refiners under provisions of Tariff Items 1353 and 1350. This refers primarily to imports for account Domestic Beet Sugar Factories.

	General Tariff.
Aust.-Hungary	6,484,582
Belgium	6,633,181
Cent. Am. States	589,007
Cuba	2,163,398
Dutch E. Indies	10,779,877
Germany	26,571,862

Total	53,221,907
GRAND TOTAL	lbs.
General Tariff	153,855,545
Preferential Tariff	343,932,936
	497,788,481

How B.C. Association Watches Credits

Constitution of the Grocers' Association in Vancouver—Terms Under Which Members are Admitted—Card Used on Which Applicants for Credit are Rated—The Questions Asked and Information Desired.

Since so many retailers are interested in association work, constitutions of associations already formed ought to be read with interest and profit. The following is taken from the constitution of the Vancouver, B.C., Retail Grocers' Association, and contains special information on how credits are looked after:

"In order to foster and maintain a permanent social feeling among the retail grocers of Vancouver; to obliterate distrust and inspire confidence among the members of the trade; to correct excessive and unmercantile competition; to remove by concert such evils and customs as are against good policy and sound business principle—whether it be cutting of prices, selling of the wholesale house at retail, improper house to house peddling, the distribution and consumption of adulterated and unwholesome goods, the use of fictitious labels, the use of dishonest weights and measures, or whatsoever the evil may be; to disseminate useful information; to watch and influence legislation towards the better protection of our capital; to assist our members in collecting delinquent accounts; to encourage the observance of the Sabbath and all legal holidays and to obtain results which experience have proved are not attainable by individual or divided effort; for these reasons we hereby resolve ourselves into an organization to be known as the Vancouver Retail Grocers' Association."

Admission of Members.

The regulation regarding membership and dues reads as follows:

"Any person dealing in groceries in the retail business is eligible for membership and entitled to the protection and privileges of the association.

"A person having applied for membership in this association shall, if there be no objection, have his name placed upon the roll at once; but if there shall be an objection to him, the members shall proceed to ballot, and should there be five negative votes cast the applicant shall be declared not elected.

"All firms applying for membership in this association must deposit with the treasurer an admission fee of:

Class A	\$50.00
Class B	75 00
Class C	100.00

To take the form of a demand note payable to the treasurer, a receipt for which shall be given by the secretary.

"The executive shall decide as to what class the applicant belongs.

"The admission fee to be considered as a deposit and held in trust by the treasurer as a guarantee of good faith.

"The dues of members shall be due and payable on the first day of each month.

"The dues of this association shall be \$2 per month."

When Credit is Asked For.

The association supplies members with cards, which are to be used for the purpose of recording the statements of customers desiring to secure credit. The card, which is about the size of an ordinary post card, reads as follows:

"For the purpose of obtaining credit I make the following declaration:

My full name is
 Present address, No.
 Tenant or Owner?
 My (husband's) present occupation is
 Where employed
 I will pay on day of each
 Amount of credit wanted
 At what grocery did you last trade on credit
 Give other references
 I do not owe any past due accounts to any other merchant.

Signed

"No honest person will be offended at any reasonable precautions in the extending of credit. The above questions are only fair and reasonable."

Reports are later submitted to the secretary of the association, and in this way a statement is at all times available regarding those who have applied to any member of the association for credit. It is scarcely necessary to remark that this information is only given to those who are members in good standing.

Instructions re Rating.

Special instructions have been issued regarding the making out of reports to be submitted to the secretary. They read, in part, as follows:

"With every name be sure to state customer's occupation, such as banker, lawyer, dentist, merchant, mechanic, carpenter, contractor, mason laborer, clerk, salesman, etc.

"Accompanying employe's occupation if possible, state by whom employed.

"Under general habits, state if customer is lazy, uses intoxicants, gambles or has any other habits that tend to make applicant unsafe risk.

"We especially urge the exercise of careful judgment when rating customers in order to avoid injury to customers or merchants. (Do unto others as you would have others do unto you.)

"Rate your credit customers entirely according to your honest experience, independent of all others.

"Allow only a trusted and experienced employe to prepare credit rating report, and positively forbid all others access to your credit rating paraphernalia.

"As far as you know, please note at bottom of your report any change of address of your customers, especially such as have moved away from the city. Give post office address if possible."

PRICE OF COFFEE KEPT UP.

Brazil Government Bought in Surplus Four Years Ago to Await the Lean Years.

Within eighteen months the price of coffee in the primary market has advanced seventy per cent. Four years ago the coffee growers of Brazil were in a fair way to ruin themselves by overproduction. The yield of their plantations outran the world's demand. It is a deplorable economic fact, as one writer puts it, that the world will reward you with affluence for producing less than it wants of a given article, but break you for producing more than it wants. The price of coffee sank to a point that brought loss to the growers.

To save the industry, Brazil borrowed seventy-five million dollars for the purpose of buying up coffee and holding it off the market until the price should advance to a given figure; also it forbade the planting of more coffee trees. For a good while it looked as if the load would be too heavy for the government to carry and that the novel plan would fail. But on account of a light crop last year and increased consumption, it now seems likely to succeed in its main object of restoring prosperity to the coffee growers by getting higher prices.

The greatest advances in coffee have been in Rios and Santos which are used very largely in the United States. Prominent Canadian coffee men assert that these coffees are not extensively consumed in Canada. They say they are not the coffees demanded by the high-class Canadian trade. The increased prices of Rios and Santos have affected the prices of other coffees, with the result that there is a general firmness.

INFORMATION FOR BUYERS. Supplied to the Trade by Sellers.

King Osear sardines, as well as other products of the manufacturers, Chr. Bjelland & Co., Stavanger, Norway, received the Grand Prix (first prize) at the International Exhibition at Brussels. This makes a total of seven first prizes, twenty gold medals and six diplomas of honor awarded to this company, which briefly illustrates the superior quality of their goods. Jno. W. Bickle & Greening, Hamilton, Ont., are their agents.

E. C. Phipps, of White Swan Spices and Cereals, Toronto, was in Winnipeg recently, looking over the territory with the local representative, W. H. Escott.

"Now, Johnny," said the teacher, "if your mother bought three baskets of grapes, the dealer's price being 25 cents a basket, how much would she pay for the entire lot?"

"Nobody couldn't tell," answered Johnny. "Ma's a wonder when it comes to beating them hucksters down."

The Markets—Nuts and Fruits Dearer

Shelled Walnuts Scarce and Price is Advancing—Prunes are Also at Higher Price and Same Applies to Almost All the Dried Fruits—Higher Prices in Some Lines Not Unlikely—Beans are Easier—Sugar Not Firm at Last Reduction—Canned Goods are Decidedly Firm.

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

QUEBEC MARKETS

POINTERS—

Sugar—Weak at the decline.
Tapioca—1/2c advance.
Shelled Walnuts—Higher in the primary markets.

Montreal, Nov. 3.—With two holidays in the week, coming on two consecutive days, Thanksgiving and All Saints' day, the trade has hardly been able to show what the normal tone of business is. Still all report a good pre-Thanksgiving trade, and the retailers report that buying of luxuries was more prevalent than for some years past. Even their general trade was a decided improvement on last year.

The sugar situation remains the same, with one refinery 5c below the other, and a weak raw market. It seems to be a certainty that there will be lower levels reached. New York is now down to \$4.60, and the fear of a United States invasion will make the local refiners careful not to give them a foothold.

Coffee is in much the same situation as last week. There is a slightly weaker tone showing, and it may be that the market will take a break. There is no reason in present prices, except manipulation, as stocks are ample to supply the world for a year, even should the Brazil crop prove an entire failure.

Collections locally are improving, and trade generally is satisfactory, and what is more, is on a rising market in nearly all lines.

Sugar—The present sugar situation in this city is somewhat peculiar. One refinery continues to quote 5c higher than the other. The raw market continues weak, though there has been a temporary recovery to a slight degree. Another decline is prophesied, but not until the arrival of some of the cheaper raws, now in transit. As none of the cheap grades have as yet arrived, the meltings at present are of high-priced sugars purchased earlier in the season.

Syrups and Molasses—Country demand for molasses is on the increase at last, and if the weather continues as cool as at present, it will stimulate this end of the trade materially. Syrups are holding their former demand well indeed, and prices in both remain firm.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, 4-bbls.	0 03	0 03
" " " 1-bbls.	0 03	0 03
" " " 3/4-lb. pails	1 00	1 00
" " " 25-lb. pails	1 30	1 30

Cases, 2-lb. tins, 2 doz. per case	2 50
" 5-lb. " 1 doz. "	2 85
" 10-lb. " 1/2 doz. "	2 75
" 20-lb. " 1/4 doz. "	2 70

Tea—Two holidays this week have made it a comparatively quiet one. Still Japans of the medium grades have been selling fairly well. The market for Ceylons has been holding its own fairly. Chinas are very slow.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Finguey gunpowder, low grade	0 14	0 18
" " " pea leaf	0 20	0 30
" " " pinhead	0 30	0 50

Coffee—The coffee situation is weakening a little, according to the trade, but as yet there has not been any material change, except in the tone of the market. Evidently the speculators have either succeeded in disposing of a good deal of their surplus or have failed to do so, in either event the effect would be the same, weaker market.

Spices—Winter demand for the Christmas season is now beginning to be felt, and there is a brisk trade passing for all lines of spices. The pickling trade has showed a slacker feeling of late. Gingers and peppers are firm, though no advance has taken place.

Per lb.	Per lb.
Allspice	0 13 0 18
Cinnamon, whole	0 16 0 18
" ground	0 15 0 19
Cloves, whole	0 18 0 30
Cloves, ground	0 20 0 25
Cream of tartar	0 23 0 32
Ginger, whole	0 15 0 20
" Cochin	0 17 0 20
Mace	0 75
Nutmegs	0 30 0 60
Peppers, black	0 16 0 18
" white	0 20 0 25

Dried Fruits—The steamer Jacona, the second fruit boat from the Mediterranean, has left Halifax, and will arrive in Montreal some time this week. Reports as to the first cargo, which came on the Bellona, are to the effect that the fruits were small, but firm, and of a fair average quality. The demand for all lines of raisins is heavy, and Valencia appear to be scarce. Prices on currants are firmly held, and the demand is brisk.

Currants, fine filistras, per lb., not cleaned	0 06	0 07
" " " cleaned	0 07	0 08
" Patras, per lb.	0 08	0 09
" Vostizza, per lb.	0 09	0 09
Dates	0 05	0 05
Figs, 4 crown	0 09	0 11
" 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14
Prunes—		
40-50	0 09	
50-60	0 08	
60-70	0 07	
70-80	0 06	
80-90	0 06	
90-100	0 05	
Raisins—		
Australian, per lb., (to arrive)	0 08	0 09
Old seeded raisins	0 09	0 09

" fancy seeded, 1-lb. pkgs.	0 09
loose muscatels, 3-crown, per lb.	0 07
" " " 4-crown, per lb.	0 08
sultans, per lb.	0 08
Malaga table raisins, clusters, per box	2 40
Valencia, fine off stalk, per lb.	0 08
" select, per lb.	0 08
" 4-crown layers, per lb.	0 07

Nuts—Shelled walnuts are high in the primary markets, and are due for an advance to the retailer. Evidently there have been no better reports regarding the crops than the first indicated, one of the shortest on record. The local market is short on most of the European lines and holds firm throughout.

In shell—		
Brazils	0 13	0 14
Filberts, Sicily, per lb.	0 11	0 13
" Barcelona, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenobles, per lb.	0 13	0 14
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11	0 11

Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown	0 32	0 35
" 2-crown	0 31	0 31
(in bags), standards, per lb.	0 27	0 28
Cashews	0 16	0 17

Peanuts—		
Spanish, No. 1	0 12	
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 65	
Pistachios, per lb.	0 75	

Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

Rice and Tapioca—The tapioca trade has been treated to another illustration of the short crop this year by the raise of a half-cent in prices. This was not unexpected, in view of the very firm prices prevailing in the primary markets, and recent advances in them made it a certainty. There seems to be little doubt that they will be well maintained. Rice has been rather disappointing of late, and there is a weak feeling in the market. No changes are reported in price.

Rice, grade B, bags, 250 pounds	3 09
" " " 100 "	3 40
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " " 12 1/2 pounds	3 29
" grade c.c., 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " " pockets, 25 pounds	3 60
" " " " 12 1/2 pounds	3 10
Tapioca, medium pearl	0 06

Evaporated Apples—Evaporated apples seem to be having fully as heavy a demand as they have ever had, in spite of the present high quotation. There is too much of a shortage for dealers to take any chance of losing the necessary supplies. Demand for export is good, at high prices.

Evaporated apples, prime

Beans and Peas—No changes have taken place in beans since the recent decline. At the new figure they are only in fair demand. Peas are quiet at unchanged prices.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 50

THE CANADIAN GROCER

CANNED GOODS

MONTREAL.—Since the recent advances there has been no change in canned goods. Sales are extra good, however, as the short supplies have made it necessary for the dealers to lay in stocks as soon as possible. Peas are scarce, and in view of this a further advance would not be any surprise. Tomatoes also are getting more than their share of trade.

In fish, salmon of all kinds is at a premium, and some lines are almost entirely cleaned out.

Meats are in fair demand at current prices.

Peas, standard, dozen	1 21
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 40
Pumpkins—3 lb., 95c.; gallon, \$3.00	
Beans, dozen	0 97
Corn, dozen	1 60
Tomatoes, dozen (Ontario and Quebec)	1 35
Strawberries, dozen	1 77
Raspberries, 2s, dozen	1 77
Peaches, 2s, dozen	1 76
Peaches, 3s, dozen	2 65
Pears, 2s, dozen	1 65
Pears, 3s, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard, dozen	1 00
Lawtonberries, 2s, dozen	1 60

Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 00 2 22
1-lb. flats, per dozen	1 40
1-lb. flats, per dozen	2 40

Other salmon—	
Humpbacks, dozen	1 00
Cohoos, dozen	1 60
Red Spring, dozen	1 90
Red Sockeyes, dozen	2 10
Lobster Futures—	
4-lb. flats, dozen, \$7.40; 1-lb. talls, dozen, \$4.25	
1-lb. flats, dozen, \$4.50	

Compressed corned beef, 1s	2 00	Mincod collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 61
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf 1s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 2s	2 60	Paragon ox tongue, 1s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Succed smoked beef, 1s	1 50
Mincod collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—Canned goods are advancing in some lines and to repeat a well worn phrase are valuable property. Speaking in regard to tomatoes, and practically the same applies to all the principal lines of canned goods, a jobber said this week: "Name your price and you can sell them. Price is not now so much the question as is 'have you got any to sell?'. But the majority of the trade are showing but little desire to sell. They prefer to hold off, feeling that prices are continually going up." According to jobbers there is considerable buying going on just now and they consider it a wise policy. At the end of the year when stock taking is in progress the grocer finds his supplies of canned goods pretty well depleted and orders new goods. This in fact becomes general about that time and the increased business will have a tendency to send up prices to even a higher figure. The opinion of the wholesale trade is that present buying for the future is good business, especially with the canned goods situation as it is this season. It is now definitely known that the delivery of tomatoes will only be 66 per cent. of the orders. In salmon, deliveries of cohoos are stated by jobbers to be

only 50 per cent. of orders and pinks are likely to be between 30 and 50 per cent.

Salmon is therefore one of the strong features of the market just now and there are several months yet before the next pack comes in. Salmon is really a staple and even with prices advancing the demand holds firmly.

VEGETABLES		Per doz	
		Group B	Group A
Asparagus tips, 2s	2 50	2 52	2 52
Beans, Golden Wax, 2s	0 95	0 95	0 95
" " Midglets, 2s	1 25	1 27	1 27
" " 3s	1 35	1 37	1 37
" Refugee or Valentine (Green) 2s	0 90	0 92	0 92
" Refugee Midglets 2s	1 25	1 27	1 27
" 3s	1 35	1 37	1 37
Beets, sliced, blood red, 2s	0 95	0 97	0 97
" whole, blood red, 2s	0 95	0 97	0 97
" sliced, blood red, 3s	1 30	1 32	1 32
" whole, blood red, 3s	1 35	1 37	1 37
" whole, Rosebud, 2s	1 75	1 75	1 75
" 3s	1 50	1 50	1 50
Cabbage, 3s	0 95	0 97	0 97
Carrots, 2s	0 95	0 97	0 97
Corn, 2s	0 95	1 00	1 00
" fancy, 2s	1 02	1 05	1 05
" on cob gal	4 75	4 75	4 75
Peas, Standard, size 4, 2s	0 95	0 97	0 97
" Early June, size 3, 2s	1 10	1 12	1 12
" Sweet Wrinkle, size 2, 2s	1 15	1 17	1 17
" Extra fine sifted, size 1, 2s	1 72	1 75	1 75
Pumpkin, 3s	0 95	0 97	0 97
" gal	3 10	3 02	3 02
Spinach, table, 2s	1 25	1 27	1 27
" 3s	1 75	1 77	1 77
" gal	5 00	5 02	5 02
Tomatoes, 2s	1 02	1 01	1 01
" 3s	1 70	1 70	1 70
" gals	3 40	3 42	3 42
Turnips, 3s	1 10	1 13	1 13

FRUITS		Per doz	
		Group B	Group A
Apples, standard, 3s	1 05	1 07	1 07
" gal	3 00	3 02	3 02
Blueberries, standard, 2s	1 25	1 27	1 27
" gal	5 25	5 27	5 27
Cherries, black, not pitted, heavy syrup, 2s	1 50	1 52	1 52
" black pitted, heavy syrup, 2s	1 91	1 92	1 92
" red not pitted, heavy syrup, 2s	1 50	1 52	1 52
" red pitted, heavy syrup, 2s	1 90	1 92	1 92
" white, not pitted, heavy syrup, 2s	1 60	1 62	1 62
" white pitted, heavy syrup, 2s	2 00	2 02	2 02
" red pitted, gal	8 50	8 52	8 52
Gooseberries, 2s, heavy syrup	1 75	1 77	1 77
Lawtonberries, 2s, heavy syrup	1 75	1 77	1 77
Peaches, 2s, white, heavy syrup	1 85	1 87	1 87
" 2s, yellow, heavy syrup	1 85	1 87	1 87
Raspberries, black, heavy syrup, 2s	1 75	1 77	1 77
" black standard gal	7 07	7 02	7 02
" red, heavy syrup 2s	1 75	1 77	1 77
" red, standard gal	7 00	7 02	7 02
" red, solid pack, gal	9 25	9 27	9 27
Rhubarb, preserved, 2s	1 50	1 52	1 52
" 3s	2 25	2 27	2 27
" standard, gal	3 25	3 27	3 27
Strawberries, heavy syrup, 2s	1 75	1 77	1 77

Clover Leaf and Horseshoe brands salmon:			
1-lb. talls, dozen 2 24	2 05	Cohoos, per doz	1 55
1-lb. flats, dozen 2 24	1 30	Red Spring, doz	1 85
1-lb. flats, dozen 2 24	2 22	Lobsters, halves, per dozen	2 00 2 25
Other salmon prices are:			
Humpbacks, doz	0 95 1 10	Lobsters, quarters, per dozen	1 40
Pinks	1 20 1 25		

WINNIPEG.

Canned Goods—Canned goods on this market are creating considerable interest. Prices, corrected up to date, are as follows:

VEGETABLES		Per doz	
		Group B	Group A
Asparagus tips, 2s	2 64	2 66	2 66
" (talls) 2s	2 64	2 64	2 64
Beans, Golden Wax, 2s	1 04	1 06	1 06
" " Midglets, 2s	1 57	1 59	1 59
" 3s	1 91	1 91	1 91
" Refugee or Valentine (Green) 2s	1 39	1 41	1 41
" Refugee Midglets 2s	1 57	1 59	1 59
" 3s	1 57	1 59	1 59
Beets, sliced blood red, 2s	1 09	1 09	1 09
" whole blood red, 2s	1 09	1 09	1 09
" sliced, blood red, 3s	1 52	1 54	1 54
" whole, blood red, 3s	1 57	1 57	1 57
" 3s	1 06	1 09	1 09
Corn	1 09	1 11	1 11
Peas, Standard, size 4, 2s	1 09	1 11	1 11
" Early June, size 3, 2s	1 24	1 26	1 26
" Sweet Wrinkle, size 2, 2s	1 29	1 31	1 31
" Extra fine sifted, size 1, 2s	1 86	1 87	1 87
Spinach, table, 2s	1 39	1 41	1 41
" 3s	1 97	1 99	1 99
Tomatoes, 2s	1 16	1 19	1 19
" 3s	1 34	1 37	1 37
" gal	3 95	3 97	3 97

FRUITS		Per doz	
		Group B	Group A
Apples, standard, 3s	1 27	1 29	1 29
" preserved, 3s	3 55	3 57	3 57
Cherries, black, not pitted, 2s	1 64	1 66	1 66
" black pitted, heavy syrup, 2s	2 04	2 06	2 06
" red, not pitted, heavy syrup, 2s	1 64	1 66	1 66
" red pitted heavy syrup, 2s	2 04	2 06	2 06
" white, not pitted, heavy syrup, 2s	1 74	1 76	1 76

" white pitted, heavy syrup, 2s	2 14	2 16
" red pitted, gal	9 05	9 07
Peaches, white heavy syrup, 2s	1 99	2 01
" 3s	3 07	3 09
" yellow heavy syrup, 2s	2 77	2 79
" 3s	3 07	3 09
Pineapple, sliced, heavy syrup, 2s	1 89	1 91
Raspberries, black heavy syrup, 2s	1 89	1 91
" black standard, gal	7 55	7 57
" red, heavy syrup	1 89	1 91
" red standard, gal	7 55	7 57
" red, solid pack, gal	9 80	9 82
Rhubarb, preserved, 2s	1 64	1 66
" 3s	2 47	2 49
" standard, gal	3 80	3 82
Strawberries, heavy syrup	1 89	1 91

ONTARIO MARKETS

POINTERS—

Shelled Walnuts—At 40c and going up.

Prunes—Very firm.

Beans—A little easier.

Toronto, Nov. 4th, 1910.

Jobbers are busy delivering nuts, dried fruits and other such goods that are chiefly for the Christmas season. Currants, raisins, table raisins, dates, figs, peel and all varieties of commercial nuts are going out and are going out at high prices. The market in practically every instance is strong. In regard to dried fruits, even evaporated apples are showing indications of reaching to a higher figure. Prunes are decidedly strong just now and there is every reason to believe that present prices are not at all stationary. Currants and raisins are steady. New dates arrived this week and are being delivered. Like the other dried fruits, they are also slightly higher than last year.

Nuts are holding a strong position with walnuts particularly so. There are some who believe that the supply of shelled walnuts will not be sufficient for the demand and even now the price is high and is on the upward trend. Almonds, Brazils and peanuts are all in the same "elevator" and while higher prices may not be the most pleasant greeting of the consumer at the Christmas season, there does not seem to be any other recourse.

Canned goods are losing none of the ground that has been accredited to them. Demand is good, stocks are short and prices are going up. Those desiring to sell are few and they are not having any trouble disposing of whatever supplies they may consider a surplus in these times of scarcities.

Sugar is not very strong at its last reduction. There is no special heavy buying, and there was none expected for the reason that sugar has had its day. Among the trade there are those who look for another drop in prices.

Sugar.—Prices remain the same as last week's. There is still a difference of five cents between the quotations of the two companies which have usually dropped or increased their prices the same amount at the same time. Extra granulated in bags is quoted at \$4.80 and \$4.85. In barrels, of course, the price is five cents higher. Gunnies or twenty pound bags are quoted at \$4.90 and \$4.95 respectively. Yellow in bags is at \$4.45. Raw sugars are reported a shade firmer, although it is generally

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considered that the market is weak even at the last reduction.

Total stock of Europe and America, 647,522 tons against 137,374 tons last year at the same uneven dates. The increase of stock is 118,248 tons, against an increase of 110,618 last week. Total stocks and floats together show a visible supply of 749,522 tons, against 664,274 tons last year, or an increase of 85,248 tons.

The influences causing this continued decline are the constant reports of everything favorable to the growing beet crops, the "factories" estimate being 7,400,000 tons, which proved larger than expected.

The damage to the Cuba crop by the hurricane does not have the sustaining influence to the markets that it might without the notable increase of the beet sugar supplies.

The highest estimates made of the Cuba crop damage place it at about 100,000 tons, while other estimates consider that whatever damage is done is fully offset by the good done the growing cane by the heavy rainfall. It will be well into December before a close estimate of the crop can be made. In the meantime some Cuban merchants who approve of the damage estimates place the crop at 1,700,000 tons until the December estimates are made.

Louisiana started sugar making October 17th, with favorable weather crop conditions. A good yield is expected from the smaller acreage.

The consumption of the Convention countries of Europe for the year ending August 31, 1910, was 4,418,443 tons, against 4,453,589 tons the previous year, a decrease of only 35,146 tons, notwithstanding the higher prices of the year.

France and the United Kingdom were the only countries showing decrease.

This is an indication that with low prices for the present campaign, the consumption may increase correspondingly to the increased production.

Syrups and Molasses.—There is continued demand for syrups with good business at the last reduction.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.		Gallons, 6 to case	4 80
in case	2 25	" 12 "	5 40
5 lb. tins, 1 doz.		Quarts, 24 "	5 40
in case	2 60	Pints, 24 "	3 00
10 lb. tins, 1/2 doz.		Molasses—	
in case	2 50	New Orleans, medium	0 26 0
20 lb. tins, 1/2 doz.		New Orleans, bbls.	0 24 0 2
in case	2 45	Barbadoes, extra	
Barrels, per lb.	0 03 1/2	fancy	0 45
Half barrels, lb.	0 03 1/2	Porto Rico	0 45 0 62
Quarter "	0 03 1/2	Muscovada	0 30
Pails, 3 1/2 lbs. ea.	1 70		
" 2 1/2 "	1 21		

Dried Fruits.—Dried fruits are receiving considerable attention just now. New dates have been received and are being delivered. They arrived on November 1st and orders are now being filled. Figs are also prominent from the fact that they have not long been on the market. Prunes are going up. They are very strong apparently being scarce the world over. Those who have followed the gossip on dried fruits during the past two months or more will notice that without an exception the markets have been correctly predicted. News at first

was confined to estimates upon what the crops would be. Then harvest time drew near in the various countries and the reports given are now recognized as having been most accurate. Prices in some lines may yet recede but not until after the new year. That seems to be the general feeling and a large percentage of the trade is confined to the holiday season.

Prunes—	Per.
30 to 40, in 25-lb. boxes	0 12 1/2 0 13
40 to 50 " "	0 11 1/2 0 12
50 to 60 " "	0 11 1/2 0 11 1/2
60 to 70 " "	0 11 1/2 0 11
70 to 80 " "	0 10 1/2 0 10 1/2
80 to 90 " "	0 08 1/2 0 09 1/2
90 to 100 " "	0 09 1/2 0 09

Same fruit in 50-lb. boxes 1/2 cent less.	
Apricots—	
Standard	0 15 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy	0 19 0 20
Candied and Drained Peels—	
Lemon	0 10 0 11 Citron
Orange	0 11 1/2 0 12 1/2
Figs—	
Ele'es, per lb.	24 " 0 12 1/2
1 1/2 inches	0 10 24 " 0 13 1/2
2 "	0 10 1/2 Umbrella boxes
2 1/2 "	0 12 0 14

Tapioca, "	0 04 0 04 1/2
Bag figs	0 04 1/2 0 06
Dried peaches	0 09 1/2 0 10
Dried apples	0 10 0 10 1/2
Currents—	
Fine Filiatras	0 07 1/2 0 08 Vostizzas
Patras	0 08 0 08 1/2 0 10 0 12
Uncleaned 1/2 cent less	

Raisins—	
Sultana	0 09 1/2 0 10
" fancy	0 10 0 11
" extra fancy	0 12 0 15
Valencias selected	0 08 0 09
Seeded, 1 lb packets, fancy	0 09 0 09 1/2
" 16 oz packets, choice	0 08 0 09
" 12 oz "	0 07 1/2 0 08
Seeded 2 oz packets fancy	0 08 0 08 1/2
Dates—	
Halloween—	Package dates,
Full boxes	per 1 lb. 0 07 1/2 0 07 1/2
Half boxes	Fair choice, 0 09 1/2 0 10 1/2
Sais	Natural, from 4 1/2 up.

Nuts.—Shelled walnuts are extremely scarce and are much higher in price. All the wholesalers are unanimous on that point. It is stated by some that they do not believe there will be a sufficient supply for the Christmas and New Year trade and as unfavorable reports continue to come, the price continues to go up. The supply referred to might include other lines. The new crop nuts have not yet arrived and it is freely stated that the supplies are not heavy. It would seem from the bearish news about shelled walnuts that any retailer who has not the supply he wants should not delay until the very season begins as it is very likely that there will be another advance or two by that time. Brokers state that the intelligence they receive from growers is to the same effect that supplies are not at all liberal and particularly shelled walnuts.

Almonds, Formigetta	0 14 0 15
" Tarragona	0 15 0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15 1/2 0 16
" Bordeaux	0 14 0 15
" Marbots	0 15 0 16
" shelled	0 39 0 40
Filberts	0 19 1/2 0 20
Pecans	0 18 0 20
Brazils	0 14 1/2 0 15
Peanuts, roasted	0 09 1/2 0 12 1/2

Spices—Prices are holding firmly, with the cream of tartar situation much stronger owing to the failure of the grape crop and consequently of the short supply of wine.

	Per lb.	Per 1/2 lb.	Per 1/4 lb.	Per 1/8 lb.
Allspice	0 14 0 15 0 17 0 75 0 80			
Cinnamon	0 14 0 25 0 27 0 90 0 90			
Cayenne pepper	0 23 0 24 0 25 0 95 0 95			
Cloves	0 23 0 24 0 25 0 50 0 90			

Cream tartar	0 24 1/2 0 25 0 28 0 80
Curry powder	0 25 0 25 0 25
Ginger	0 20 0 22 0 24 0 80 0 80
Mace	0 75 0 75 2 75
Nutmegs	0 30 0 30 1 90 2 00
Pepper, black	0 15 0 16 0 17 0 75 0 90
Pepper, white	0 24 0 25 0 26 1 00 1 10
Pastry spice	0 23 0 24 0 26 0 75 0 90
Pickling spice	0 15 0 16 0 18 0 75 0 75
Turmeric	0 15 0 15
Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20

Coffees.—The market is very firm but shows practically no change. While top prices on Rios have not gone up, there is practically no bottom price.

Rio, roasted	0 15 0 16	Java, roasted	0 27 0 33
Santos, roasted	0 18 0 18	Rio green	0 11 0 12
Maraicao	0 20 0 20	Mexican	0 18 0 25
Bogoras	0 18 0 15	Guatemala	0 18 0 18
Mocha, roasted	0 25 0 28	Jamaica	0 20 0 20

Rice and Tapioca.—Market is strong, particularly tapioca which some jobbers report at a slight increase. Business is steady.

Rice, stand. B.	Per lb.
Standard B. from mills, 500 lbs. or over, f.o.b.	0 03 0 03 1/2
Montreal	2 90
Rangoon	0 03 0 03 1/2
Patna	0 06 1/2 0 06 1/2
Japan	0 04 1/2 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05 1/2 0 06
Seed tapioca	0 05 1/2 0 06
Tapioca, medium pearl	0 05 1/2 0 07

Evaporated Apples.—The market is advancing. Evaporators report that the apples are nearly all done which is exceptionally early for that intelligence. Calls are being made for last deliveries to the factories and while nothing definite can be learned as to what stocks will be realized they are bound to be small. The home price now is too high for export and unless a change occurs the new stocks will have to be consumed at home. There is a feeling that there will not be enough for home consumption, but more definite news in this regard is not yet at hand.

Evaporated apples	0 10
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Beans.—The market is a little easier owing to the fact that shipments have been heavy and with the orders filled and the rush over, there has been a noticeable easier feeling.

Prime beans, per bushel	1 90 2 00
Hand-picked beans, per bushel	2 10

MANITOBA MARKETS

POINTERS—

Syrup and Beans—Reduced.

Dried Fruits—Continued strong.

Winnipeg, Nov. 3.—The market condition is quite the reverse of that of a few weeks ago. For some time it was felt that high prices in the general line were about to rule during the winter season, but this week some sudden changes downward have been recorded. This results from the market manipulations in buying centres, and the abundant crops in the lines so affected.

In the west merchants will readily take advantage of present prices since their stocks have been altogether too light for many weeks. The lack of demand on the part of the consumer has not been the cause of merchants ordering lightly on a few of the lines, but simply the anticipation of lower prices. A brisk trade, however, has been going on in a wide range of goods. Dealers have been ordering often but in small quantities. This in the end seems to be the best method to pursue, as it cur-

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tails superfluous stocks and leaves the merchant in an advantageous position to order heavily when the right time arrives.

Sugar.—The decline of 10 cents last week is maintained to-day and of course the output at these prices has revived.

Montreal and B.C. granulated, in bbls.	5 35
" " yellow, in sacks	4 91
" " in boxes	4 91
icing sugar, in bbls.	6 95
" " in small quantities	6 15
Powdered sugar, in boxes	5 75
" " in small quantities	6 10
Lump, hard, in bbls.	6 21
" " in 100-lb. cases	6 25

Foreign Dried Fruits.—The market is strong and further advances may come at any time. In some cases prunes are almost 100 per cent. higher than they were at this date last year. Valencia raisins continue at the \$2.55 figure for 4 crown lavers.

Smyrna Sultana raisins, uncleaned, per lb.	0 12
" " cleaned, per lb.	0 13
California raisins, choice seeded in 1-lb. packages	0 07 1/2
" " fancy seeded, in 1-lb. packages	0 07 1/2
" " choice seeded in 1-lb. packages	0 08 1/2
" " fancy seeded in 1-lb. packages	0 08 1/2
Raisins, 3 crown muscatels, per lb.	0 06 1/2
Prunes—	
25 lb. bx, 90-100, lb.	0 07 1/2
" 80-90 " "	0 08
" 70-80 " "	0 08 1/2
" 60-70 " "	0 09 1/2
Prunes, 50-60 " "	0 09 1/2
Prunes, 40-50, lb.	0 10 1/2
Silver prunes, ac. to quality.	0 11 1/4

Currants uncleaned, loose pack, per lb.	0 07 1/2
" dry, cleaned, Filistras, per lb.	0 08
" wet, cleaned, per lb.	0 08
" Filistras, in 1-lb. pkg. dry, cleaned, per lb.	0 08 1/2
Pears, per lb.	0 13 1/2
Peaches, standard, per lb.	0 09
Peaches, choice, per lb.	0 10
Apricots, standard, per lb.	0 15 1/2
Apricots, choice per lb.	0 16
Plums, pitted, lb.	0 12
Nectarines, lb.	0 12
Dates, per lb.	0 05 1/2
Hallows, bulk	0 06 1/2
Dates, packages 30 in case.	0 06 1/2
Peel, lb., lemon	0 10
" " orange	0 10 1/2
" " citron	0 13 1/2

Syrup.—A further decline of 5 cents is reported on syrup. The cause is the large crop of corn and the abundance of the product. Syrup is going out from this centre in large quantities and will continue to do so since dealers' stocks are not heavy. There is no change on syrup in bulk.

Syrup—	
24 2-lb. tins, per case	2 03
12 5-lb. tins, per case	2 48
6 10-lb. tins, per case	2 37
3 20-lb. tins, per case	2 37
Half bbls., per lb.	0 03 1/2
Barbadoes molasses, in 1-bbls., per gal.	0 50
New Orleans molasses, 1 bbls., per gal.	0 36

Nuts.—Prices are fairly stiff on all nuts. The demand is good and it is questionable whether there will be enough stock to supply the holiday demand. Shelled walnuts are particularly firm and scarce.

Shelled Walnuts, in boxes, per lb.	0 35	0 36
" " small lots, per lb.	0 38	0 38
" " Almonds, in boxes, per lb.	0 35	0 35
" " small lots, per lb.	0 11	0 13
Peanuts, Virginia, per lb.	0 11	0 13
Filberts, per lb.	0 12 1/2	0 12 1/2

Tapioca and Sago.—Prices are held moderately firm due to small production. Local wholesalers expect an advance on sago soon. The world's demand on crop centres is heavy.

Pearl tapioca, per lb.	0 06	0 06 1/2
Sago, per lb.	0 04 1/2	0 05

Beans.—The price is down 10 cents. Lots of stock here and a temporary weakness in the demand has caused the decline. Orders are many and heavy in the west at present.

3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25

Evaporated Apples—These have weakened slightly due to plentiful stocks. The fresh apple distribution throughout the west has been heavy and has limited the demand for evaporated stuff.

25-lb. box, per lb.	0 11 1/2
50-lb. box, per lb.	0 10 1/2

ALBERTA MARKETS.

Calgary, Nov. 3.—The prices of Ontario canned goods have been steadily advancing in the west. The scarcity in that province is the reason the wholesalers assign for the advance.

"We haven't been able to fill sixty per cent. of our orders," a local dealer stated to the representative of The Grocer. Consequently the prices on tomatoes, peas, beans, and other canned goods from Ontario still soars.

Sugar has declined slightly and is selling for \$5.84 now.

Apples, per box	1 40	2 00
Apricots, dried, fancy	0 17	0 17
Butter, 1 cal. creamery choice, lb.	0 30	0 30
Butter, eastern, dairy in tubs	0 26	0 26
Butter, eastern, dairy choice	0 30	0 30
Beans per lb	0 33	0 04 1/2
Bacon	0 22	0 22
" breakfast	0 24	0 17
" long clear	0 17	0 17
Cantaloupes, crate	4 25	0 09 1/2
Currants	0 09 1/2	2 70
Cornmeal, 100 lbs	2 70	0 07 1/2
Cod, per lb	0 07 1/2	0 15 1/2
Cheese, Ont.	0 14 1/2	0 14 1/2
" Manitoba	0 14	0 14 1/2
" Alberta, 1/2 g	0 14 1/2	0 15 1/2
" twins	0 15 1/2	2 12
Canned Goods—		1 50
Beans, case	2 12	0 03
Peas, Early June	1 50	0 09
Apricots, 1 cal. case	6 00	0 09
Apples, cases, 6 one gallon	2 10	2 50
Tomatoes, 3's, case	2 44	0 06
Dried Fruits—		0 6
Evap. apples, lb.	0 11 1/2	0 8 50
Apricots, lb.	0 17 1/2	5 84
Peaches, lb.	0 09 1/2	5 00
Dates, bulk, lb.	0 07 1/2	0 06 1/2
Figs, natural, choice per 25-lb. mat.	1 85	
Evaporated Apples	0 11	
Eggs, local, doz.	0 45	
Eggs, eastern	0 40	
Flour, standard, per bbl	6 95	
Ham, cooked	0 30	
Ham, sugar curd	0 21	
Haddies, per lb	0 12 1/2	
Halibut, per lb.	0 09	
Kippers, per box	2 25	
Lard pure	0 18	
" compound	0 14 1/2	
Lemons, Cal. box	9 00	
Oranges, Val. box	5 25	
Oranges, Cal.	4 0	
Onions, American, lb	0 03	
" Spanish, crate	1 50	
Potatoes—		
Alberta, per cwt.	1 30	
B.C., new, cwt.	1 65	
Prunes	0 07 1/2	0 10
Raisins—		
Valencia, lb.	0 03	0 03
California	0 09	0 09
Rice, per ton	68 00	76 01
Roiled oats, 80's, sack	2 50	
Salmon, Fraser River per case	8 50	
Sugar, std gran.	5 84	
" imported	5 00	
Tapioca, per lb.	0 06 1/2	
Trout, per lb.	0 06	

BRITISH COLUMBIA MARKETS.

Vancouver, Nov. 3.—Last week saw a reduction in the price of sugar, it being quoted now at \$5.70. This is the first reduction for some time, though dealers expect that it will get down to where it was a year ago. The drop in sugar is an odd reduction, that is, there are no others to record to make an even number. On the contrary, advances are in line. Dealers are apprehensive concerning potatoes. Some of the wholesale men have gone into the upper country to buy and are offering their purchases at \$30 a ton, and in one instance at \$32. Locals are nearly as high. Last year this same thing took place, and at the close of the season prices went down with a thud, the best offering at \$15. Still those who had bought in cleared, as the prices previous to the break were good.

The new prices for canned tomatoes, corn and peas are announced. For tomatoes, \$1.50, compared with \$1.27 1/2 a year ago, which means no retail price of two for two bits. Corn, \$1.17 1/2, as against \$1.02 1/2 and \$1.05, and peas, \$1.35 for all grades, except petit pois. The old price for peas was \$1.15 for standard and \$1.20 for early June, but this was increased to \$1.35 some months ago.

Apples, cooking, box	1 00	Currants	0 06 1/2	0 06 1/2
Apples, local (Grav.)	1 75	Dried apricots	0 11	0 15
Beans, per lb.	0 03 1/2	Eggs, Eastern	0 25	0 32
Butter, Eastern dairy in tubs	0 25	Eggs, local	0 45	0 48
Butter, Eastern dairy choice	0 28	Flour, Standard, bbl.	7 10	
Butter, local creamery	0 35	Cornmeal, p. 100 lb.	2 60	
Canned Goods—		Rice, per ton	68 00	76 00
Peas, Early June	1 35	Tapioca, per lb.	0 03 1/2	
Tomatoes	1 50	Cantaloupes, crate	4 25	
Corn	1 75	Evaporated apples	0 08 1/2	
Apples	3 42 1/2	Bacon	0 25	0 31 1/2
Strawberries	1 75	Ham, cooked	0 23	0 23 1/2
Raspberries	2 02 1/2	Lard, pure	0 18	
Canned salmon	6 50	Lard, compound	0 17 1/2	
Cheese, Ontario	0 14 1/2	Potatoes—		
" Manitoba	0 14	Ashcroft, ton	3 00	
Val. raisins, lb.	0 06 1/2	Potatoes, local	25 00	
Cal.	0 07 1/2	Sugar, standard granulated	5 70	
Prunes	0 06 1/2	Sugar, imported	5 25	

NEW BRUNSWICK MARKETS.

St. John, Nov. 3.—There has been considerable activity in the wholesale markets during the last week and several lines experienced a decided slump. Manitoba flour declined 20c a barrel, and Ontarios went off 10c. Oatmeal is quoted 35c lower, and sugar fell off 15c. Lard is also a little easier, both pure and compound, and salt pork is down 75c to \$1 a barrel. Canned goods are much higher than the opening price, tomatoes being quoted at \$1.30, and peas at \$1.17 1/2 to \$1.20. Cheese is also higher, as the dealers are holding heavy stocks. All nuts show a considerable advance over last year. Shelled walnuts are now being held at 40c a pound, which was the former retail price. Dried fruits are commencing to come in, and several large consignments of seeded raisins have been received. Malaga fruit is also arriving now.

Sugar—		Peaches, 3's, dozen	2 85	2 95
Standard gran.	4 85	Raspberries, dozen	1 85	
Austrian	4 75	Tomatoes, dozen	1 30	
Bright yellow	4 65	Strawberries, dozen	1 15	
No. 1 yellow	4 35	Rice, lb.	0 03 1/2	0 03 1/2
Flour, Manitoba	6 35	Beans, hand picked, bus.	2 25	2 30
Ontario	5 60	Beans, yellow eye, bus	3 50	3 65
Cornmeal, bags, 1 4 1/2 bbls.	3 25	Cheese, new, lb	0 14	0 14 1/2
Oatmeal, bbls.	4 95	Lard, compound lb	0 14	0 14 1/2
Std oatmeal	5 55	Lard, pure, lb.	0 17	0 17 1/2
Buckwheat, west, grey, bag	2 90	Bacon	0 18	0 20
Val. raisins, lb.	0 05 1/2	Pork, domestic mess	27 50	28 00
Cal. raisins, seed.	0 08	Pork, American clear	6 00	26 50
Currants, lb.	0 08	Salmon, case—		
Prunes, lb.	0 05 1/2	Red spring	6 50	6 75
Molasses, fcy.		Coboes	6 00	6 25
Barbadoes, gl	0 30	Baked beans, dozen	1 20	1 30
Butter, dairy, lb.	0 18	Fish—		
Butter, creamery, lb.	0 23	Cod, dry	3 00	4 25
Eggs, new laid	0 26	Herring, salt, bbls	4 75	5 00
Eggs, case	0 25	Bloaters, box	0 85	0 90
Ham	0 20	Harbour salmon, lb.	0 16	
Potatoes, new, bbl	1 25	Fresh Gaspe-seant cut	1 00	
Canned goods—		Walnuts, lb.	0 40	
Peas, No. 4	1 17 1/2			
" No. 3	1 15			
" No. 2	1 30			
" No. 1	1 77 1/2			
Peaches, 2's, dozen	1 75			

NOVA SCOTIA MARKETS.

Halifax, Nov. 3.—The autumn trade in the wholesale grocery lines is quite brisk. Collections are only fair, but on this score the dealers are not making any complaint.

Pork and pork products are showing signs of a decline, and dealers think that the outlook for a reduction in prices in the near future is good.

The sugar markets are easier, a decline in the local market of 15c per 100 pounds having taken place this week. Extra standard granulated is now sell-

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DIRECTORY OF

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BRITISH COLUMBIA

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COFFEE CO.**

Importers and Roasters of High Grade
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We also carry a full line of TEAS,
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Correspondence
Solicited

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References

ONE of the most successful
retailers of late years
says: "When a firm advertises
in trade papers it is getting
into good company. As I pick
up one of a dozen of these
periodicals here in my office,
and glance through it, I find
that the best people, the suc-
cessful firms, are represented
in such a way as to reflect
their importance in the trade."

The
Condensed Ads.
on page 200
will interest you

McFOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
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144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Gro-
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Kitchen Brand Molasses

Without the slightest doubt this is the Molasses the progressive grocer specializes on.
It is put up in sanitary tins, nicely labelled, and each can contains the choicest
product of the sugar cane.

Particular success has attended our sales of this specialty, making us sure that we
filled a long-felt want when we began offering molasses in such a neat package.

Prices and Particulars Cheerfully Furnished.

The Imperial Syrup Co.

Montreal

Sell "Canuck" Cereals and get better profits

By selling "Canuck" Cereals, packed in dust-proof and moisture-proof paper bags you can increase your cereal sales because you can offer your customers better value for their money.

Just as convenient to handle as advertised carton goods—but with a much more satisfactory profit. None of the waste or deterioration that so frequently accompanies bulk business.

RETAIL PRICES

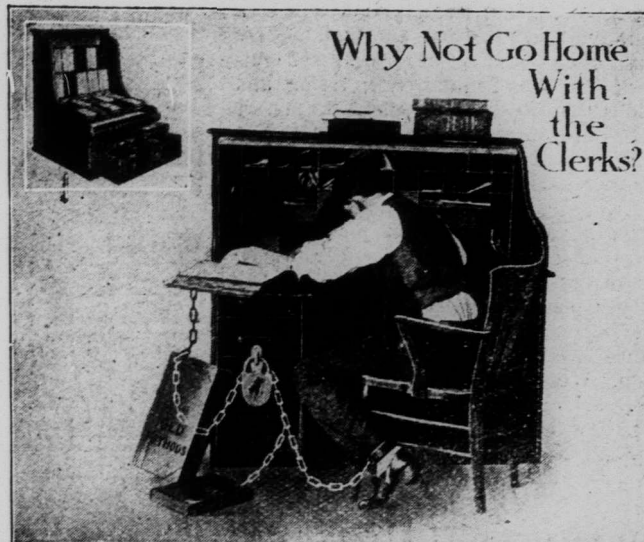
Oat Flakes	2½-lb. bag	retailing at	10c
Oat Flakes	7 "	" " " "	25c
Flaked Wheat	2½ "	" " " "	10c
Flaked Wheat	7 "	" " " "	25c
Corn Meal	3 "	" " " "	10c
Corn Meal	7 "	" " " "	20c

Graham Flour in bags contains 7, 14 and 24½ lbs. respectively. Oatmeal in bags, containing 6, 12 and 24½ lbs. respectively.

Our trade prices leave you a splendid margin of profit.

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This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

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THE CANADIAN GROCER
TORONTO, CANADA

Tea Hints For Retailers

By JOHN H. BLAKE

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

The Tea Gardens of the World

Tea from Seed to Leaf

Tea from Leaf to Cup

The Tea Markets of the Orient

How to Test Teas

Where to Buy Teas

Is it Wise to Place an Importation Order?

Bulk versus Package Teas

How to Establish a Tea Trade

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(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

MacLean Publishing Company

Technical Book Department)

143-149 University Ave.,

TORONTO

THE CANADIAN GROCER

ing at \$4.75, and No. 1 yellow at \$4.35.

Butter continues firm and high. Some small tubs of dairy were marketed this week for the Thanksgiving trade, and sold at 24c to 25c per pound. Creamery prints are quoted at 26c to 28c.

Flour is easier, there being a drop of 10c per barrel on standard brands this week.

An advance has taken place in the price of cream of tartar. The wholesalers say that they now have to pay 5c per pound more for crystals than at the beginning of the month. The advance is due to the failure of the grape crop. Wholesalers, who a few weeks ago, were asking 25c to 27c for cream of tartar, now ask 30c to 32c. The price of crystals is the highest in 20 years.

Apples, bbl.....	4 50	Pineapples.....	4 25	4 50
No. 1 Grav.....	2 50	3 50	Roller oats, bbl.....	5 25
Sweets.....	0 26	0 28	Pork, American	per bbl..... 25 50
Butter—			Pork, clear bbl.....	28 50
Creamery prints			Hams smoked.....	0 18½
per lb.....	0 24	0 25	Codfish, quintal.....	5 00
Creamery solids			Herring, pickled	per bbl..... 5 00
per lb.....	0 24	0 25	Lard.....	0 17
Dairy, tubs, lb.	0 21	0 22	Molasses, fancy	Barbados, bbl..... 0 36
Bacon.....	1 75	2 50	Barbados, gal..... 0 32	
Beans, box, wax.....	2 50		Potatoes, bbl..... 1 75	
Cornmeal, bag, 1 60	1 65		Pears, bbl..... 3 50	
Cream of tartar	0 30	0 32	per bbl..... 1 75	
Cannd goods—			Onions, Spanish	per lb..... 0 02½
Beans.....	1 00		Onions, Can., 75	lb. bag..... 1 40
Corn.....	0 97½		Raisins, Val.....	0 10
Tomatoes.....	1 15	1 25	Sugars—	
Peas, std.....	1 00		Extra Standard,	granulated..... 4 75
Peas, early June.....	1 15		Unbranded Yel-	low..... 4 20
Corn beef, 1 s.....	1 85		United Empire..... 4 65	
Corn beef, 2 s.....	1 95		No 1 yellow..... 4 35	
Fresh eggs, doz.....	0 26		Tomatoes, 10-qt.	basket..... 0 25
Flour h. wheat				
per bbl.....	6 65			
Flour, Ontario				
blends, bbl.....	5 90			
Fruits—				
Lemons, 30 l.....	7 25			
Oranges—				
Valencias.....	6 25	7 50		
Mediterranean.....	4 50	4 75		

course, comes in rolls and empty packing cases may be utilized for shipping, though something must be added for wrapping.

Advises Deducting 10 Per Cent.

Keeping the foregoing in view we are able to arrive at an approximately fair price for our produce. This, I believe should be regularly determined by deducting 10 per cent. from the prevailing market price. This practice would protect the merchant and at the same time be fair to his customers. Of course, such a policy could only be maintained by a concerted action of the dealers in each town.

Shrinkage Losses in Handling Produce

Western Ontario Dealer Advises That 10 Per Cent. be Deducted From Weight to Overcome This—Thinks That a Grocer Who Pays a Farmer for Eggs Above the Wholesale Market Price Loses Money and is Not Fair to His Town Customers — Some Experiences Given.

By H. R. Daniels.

Butter and eggs worth more than money! Impossible, you say; nevertheless, this condition actually prevailed in one Western Ontario town for over a year, and, let me add, is likely to exist again at any time.

Permit me to explain: assuming that eggs are worth say 20c in the wholesale markets and a merchant pays 22c for them, is it not as plain as day that one dollar's worth of eggs are equivalent in buying power to \$1.10 in cash at his store? In other words, Farmer Brown's dollar's worth of produce will purchase as much as \$1.10 of his city cousin's hard earned cash. Just think of it. Here is a dead loss of 10 per cent. which if not counteracted in some way must eventually spell failure in the face of a steadily declining margin of profit.

No Sound Reason Given.

Nor are the reasons given by those who are responsible for this policy of a convincing nature. Generally, of course, the object is to promote trade. Yet this must lose its stimulus as soon as competitors fall into line. One dealer at least defends his policy of regularly paying an advanced price for butter by the statement that he is able to retail practically all he gets to his town customers at a price sufficient to protect him. Yet this seems grossly unfair to those patrons who pay cash for their groceries and who, in fact, constitute the real back-bone of his trade.

This leads us to a consideration of a vital point, viz., how may we determine what constitutes a fair price for produce? This will be governed by the

season, loss by shrinkage being much heavier in the warm weather.

Is Shrinkage Figured?

Right here, Brother Grocer, let me ask, "are you getting out even, profit not considered, on the butter you buy during July, August and September?" At first thought you may say "yes": but let's see. Do you figure the shrinkage resulting from careless working of the butter and which will surely take place in your cellar, and do you make allowance for it?

The writer has seen 2½ lbs. water taken from a 28 lb. crock of butter by a simple manipulation with the ladle in emptying. This is approximately 8 per cent.

Doubtless this is an extreme case, yet under the most favorable conditions I believe it will average 4 per cent. to 5 per cent. Some dealers endeavor to eliminate this loss by employing a squeezer to separate the milk and water from the butter. These are then returned to the crocks and the weight deducted. This however, is a slow process and not always practical. Others again estimate the quantity of moisture and make due allowance. This, too, is a dubious procedure and liable to arouse a suspicion in the minds of customers that they are not getting a square deal.

The Freight Charges.

To the above losses must be added the cost of shipping tubs or boxes. As the closest price on these is 26c., and as a box contains about 58 lbs. net, it will be seen that this means practically another ½c per lb. In the winter the butter, of

One of the chief

causes of the success of

Fels-Naptha

soap with the grocery trade was its distribution without any prizes, premiums, schemes and other nuisances. A steady, satisfactory sale and assured popularity with women were greater premiums.



"The Early Bird Catches the Worm"

Every line of Business is not done to death in the West, and there's plenty of room for your goods if their quality and prices are right.

There is no business enterprise so successful as the one which gets in on the 'ground floor.' May we assist you, Mr. Manufacturer and Mr. Shipper, of the East, to introduce your products to the Great growing West? We have the facilities, the business ability, and the financial standing to guarantee you conscientious and efficient service. Our record speaks for itself.

We have extensive track warehouses at all the western strategic business points, and are prepared to store all kinds of merchandise.

Write us to-day fully. Our expert advice is at your disposal.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY SASKATOON EDMONTON FORT WILLIAM

Storage for all classes of merchandise

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

Here's a truth we all Know!

The modern Housewife with no uncertain voice is demanding PURITY in the foodstuffs she uses! Although you may sell her inferior brands once or twice, it won't pay in the long run, and you'll find

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

sticks on the weekly order list like no other line you handle. Why? Because the flavour of "E.D.S." Brand Goods is unrivalled and its purity absolute. Do you doubt our word? Then write for confirmation to the Department of Inland Revenue. Ask for Bulletin 194, which certifies "E.D.S." Brand 100% pure.

Start a new era of profit-making TO-DAY

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E. D. SMITH

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W. H. Dunn, Montreal
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Reward—One Hundred Dollars

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We will pay top market price at time of delivery, and a prize of

\$100.00 in Gold

divided First, Second and Third, for the best 24 Turkeys and 24 other Barn-Yard Fowls delivered between 10th and 15th December.

Judge, Professor Fred. C. Elford, of the MacDonald Agricultural College.

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Canada's Leading Produce and Poultry House

Mince Meat

Owing to the high prices which we have to pay for good apples, as well as for good currants and raisins, this year, we cannot make good mince meat at the same prices as charged you last year, but we are making good mince meat and can quote you good prices.

F. W. Fearman Co.

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THE WM. RYAN LIMITED

PORK PACKERS AND WHOLESALE PRODUCE MERCHANTS

Dealers in

BUTTER, EGGS, CHEESE, POULTRY and all kinds of Farm Produce, HAMS, BACON, LARD, LONG CLEAR MESS PORK, SHORT CUT, SAUSAGE, BOLOGNA and all Pork Products.

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A Sharp Decline in Pork Products

Live Hogs Have Dropped From \$9.25 to \$6.90 in Toronto During the Past Month—Decrease in Prices of Lard, Boiled Ham, Smoked Ham, etc., Announced This Week — Butter is Still Weak, But Has Improved Since the Last Report—Poultry Trade for Holiday was Quite Satisfactory — Pickled Eggs in Greater Demand and are Quoted Higher.

Undoubtedly a feature of the grocery market just now is the condition of the provision market. In the issue of October 7th live hogs were quoted at as high as \$9.25. This week they are bringing only \$6.90. That is a criterion of the whole market. Lard is down a quarter of a cent in some places, and pork, in its various marketable forms, is down practically all along the line. This decline is seasonable according to general reports, and in addition, supplies are coming in more freely than in the past. The drop has been sudden, and it has been rather heavy.

Supplies of butter are falling off now, but still the market is on the weak side. There is still a good make and while the season is nearing a close it has not yet given up the ghost. Demand is good, and at present conditions are about to change. That is, it is evident that with decreased supplies in the near future butter prices will become firmer.

Eggs are bringing the price. New-laid are scarce and the demand on pickled eggs has increased the price of the latter. Storage eggs are now depended upon for most of the supplies, and will have to supply the bulk of the trade for many weeks to come.

The holiday brought out large supplies of poultry and they are still coming in. The price is favorable and trading has been good.

MONTREAL.

Provisions—Hogs are coming in freely, in fact so much so that prices have been pounded down a full half-cent on both live and dressed. Other lines of provisions are holding firmly, on account of the heavy buying. Evidently winter preparations are in order, and the prospects are for a fine trade this fall.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 15 1/2
Cases, tins, each 10 lbs., per lb.	0 15 1/2
" " " " " " " "	0 15 1/2
" " " " " " " "	0 15 1/2
Pails, wood, 20 lbs. net, per lb.	0 14 1/2
Pails, tin, 20 lbs. gross, per lb.	0 14 1/2
Tubs, 50 lbs. net, per lb.	0 15 1/2
Tierces, 375 lbs., per lb.	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 13 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 13 1/2
" " " " " " " "	0 13 1/2
" " " " " " " "	0 13 1/2
Pails, wood, 20 lbs. net, per lb.	0 13 1/2
Pails, tin, 20 lbs. gross, per lb.	0 13 1/2
Tubs, 50 lbs. net, per lb.	0 13 1/2
Tierces, 375 lbs., per lb.	0 13 1/2
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 80
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" " 200	18 00
" " 300	26 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14 1/2
Long clear bacon, heavy, lb.	0 14
Long clear bacon, light, lb.	0 15 1/2

Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 16
Large sizes, 18 to 25 lbs., per lb.	0 17 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 18 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 19 1/2
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18 1/2
" " " " " " " " " "	0 19 1/2
" " " " " " " " " "	0 18 1/2
Breakfast bacon, English, boneless, per lb.	0 18 1/2
Windsor bacon, skinned, backs, per lb.	0 19 1/2
Spiced roll bacon, boneless, short, per lb.	0 17
Hogs, live, per cwt.	7 50
" " " " " " " " " "	11 25

Butter—Butter receipts are falling off somewhat, and evidently are going to be below last year's figures for the next few weeks. The reason assigned for this, in view of the receipts for the season being higher, is that the exports to the States have not fallen correspondingly with decrease in the make. This has cut down supplies here somewhat. Receipts for the week are 5,954 packages, as against 6,043 same week last year. For the season they are 384,432 packages, as against 339,258 same season last year.

New milk creamery	0 25	0 25 1/2
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 22	0 23

Cheese—Cheese is going to the O'd Country in larger quantities now, but home consumption has fallen off. The result has been to hold prices the same as last week. Receipts for the week are 56,530 boxes, as against 46,003 same week last year. For the season they are 1,815,787 boxes, as against 1,796,280 same season last year.

Quebec, large	0 12	0 12 1/2
Western, large	0 12	0 12 1/2
" " " " " " " "	0 12	0 12 1/2
" " " " " " " "	0 12	0 12 1/2
Old cheese, large	0 15	

Eggs—New-laid are scarce, and apparently growing scarcer every day. Prices are high and firm. Storage eggs are coming on the market in considerably increased quantity. Prices are as yet unchanged, though the increase of demand for the Thanksgiving trade has strengthened the market to a large extent. Receipts for the week are only 1,374 cases, as against 1,663 same week last year. For the season they are 175,577 cases, as against 180,346 same season last year.

New laid	0 40
Selects	0 28
No. 1	0 24

Honey—Retailers report a good Thanksgiving trade, but this as yet has shown no decided effect on prices. Otherwise there is little of interest.

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

Poultry—With Thanksgiving a thing of the past, trade has suffered a slump, but still not to any exceptional degree. Supplies are not coming in any too well, and if the present season is any criterion there will be a struggle to get

them for the Christmas trade. Prices are the same as last week, but are slightly weaker in tone.

Chickens	0 16	0 18 1/2	Ducks	0 18	0 19
Fowl	0 14	0 15	Turkeys	0 18	0 19
Geese	0 13				

TORONTO.

Provisions—Live hogs have dropped to \$6.90, and other prices have followed in the same direction. Just a month ago hogs at country points were bringing as high as \$9.25, so that it will be understood how rapid has been the slump. At this season there is always reduced prices, and, besides, the deliveries of hogs have been heavier. Lard is down locally a half a cent, the lower price ruling with the most houses. Hams, cooked and smoked, are also quoted at lower prices. Heavy mess pork and short cuts are also reduced.

Long clear bacon, per lb.	0 15	
Smoked breakfast bacon, per lb.	0 19	
Pickled shoulder	0 11 1/2	
Roll bacon, per lb.	0 14	
Light hams, per lb.	0 18	
Medium hams, per lb.	0 18	
Large hams, per lb.	0 17	
Cooked hams	0 24	
Fresh shoulder hams	0 13	
Shoulder butts	0 17	0 18
Backs, plain, per lb.	0 19	
" " pea meal	0 19 1/2	0 20
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, tierces, per lb.	0 14 1/2	0 15
" " tubs	0 15	0 15 1/2
" " " " " " " "	0 14 1/2	0 15 1/2
" " compounds, per lb.	0 13	0 13 1/2
Live hogs, at country points	6 50	
Live hogs, local	7 20	7 35
Dressed hogs	11 80	

Butter—Prices remain unchanged, and, indeed, the market seems weak. Supplies are still heavy, and while the demand is steady, the supply seems to be a surplus.

Fresh creamery print		
Creamery solids	0 26	0 27
Farmers separator butter	0 25	0 25 1/2
Dairy prints, choice	0 24	0 25
Fresh large rolls	0 22	0 23
No. 1 tubs or boxes	0 21	0 22
No. 2 tubs or boxes	0 19	0 20

Cheese—A steady business is passing in cheese. Twins are quoted a little higher, but it is not considered an advancing market.

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

Eggs—New-laid eggs are scarce, and pickled eggs are quoted at an advance because of the fact that they have had an increased demand. What the country needs are hens that will lay in winter as well as the summer, and thus relieve the anxiety with which the winter months are regarded by those who depend upon the hen for a certain assistance. What about importing hens from Argentine?

New laid eggs	0 35	0 40
Selects storage	0 28	0 31
Fresh eggs, doz., storage	0 26	0 27
Pickled eggs	0 26	0 26 1/2

Poultry—From all reports, there seems to have been a sufficiency of poultry for the holiday, and the leading poultry houses state that they had little or no stock held over. There was a good demand for the holiday, and supplies are still coming in freely.

Spring chickens, live	0 11	0 12
Hens, per lb. live	0 08	0 09
Turkeys, per lb., large, dressed	0 16	0 18
Spring duck, lb., live	0 10	
Geese, live	0 08	0 09

Note.—Dressed prices from 1 1/2 to 2 cents above live.

Chocolate
"BORDO"
 Are
Trade Builders

One of the most notable successes in the Confectionery world is "Bordo" Chocolates.

Now-a-days the public is showing a keen discrimination in the matter of buying Chocolates, so that when they ask for their favorite they name the kind they want; invariably the name is "Bordo."

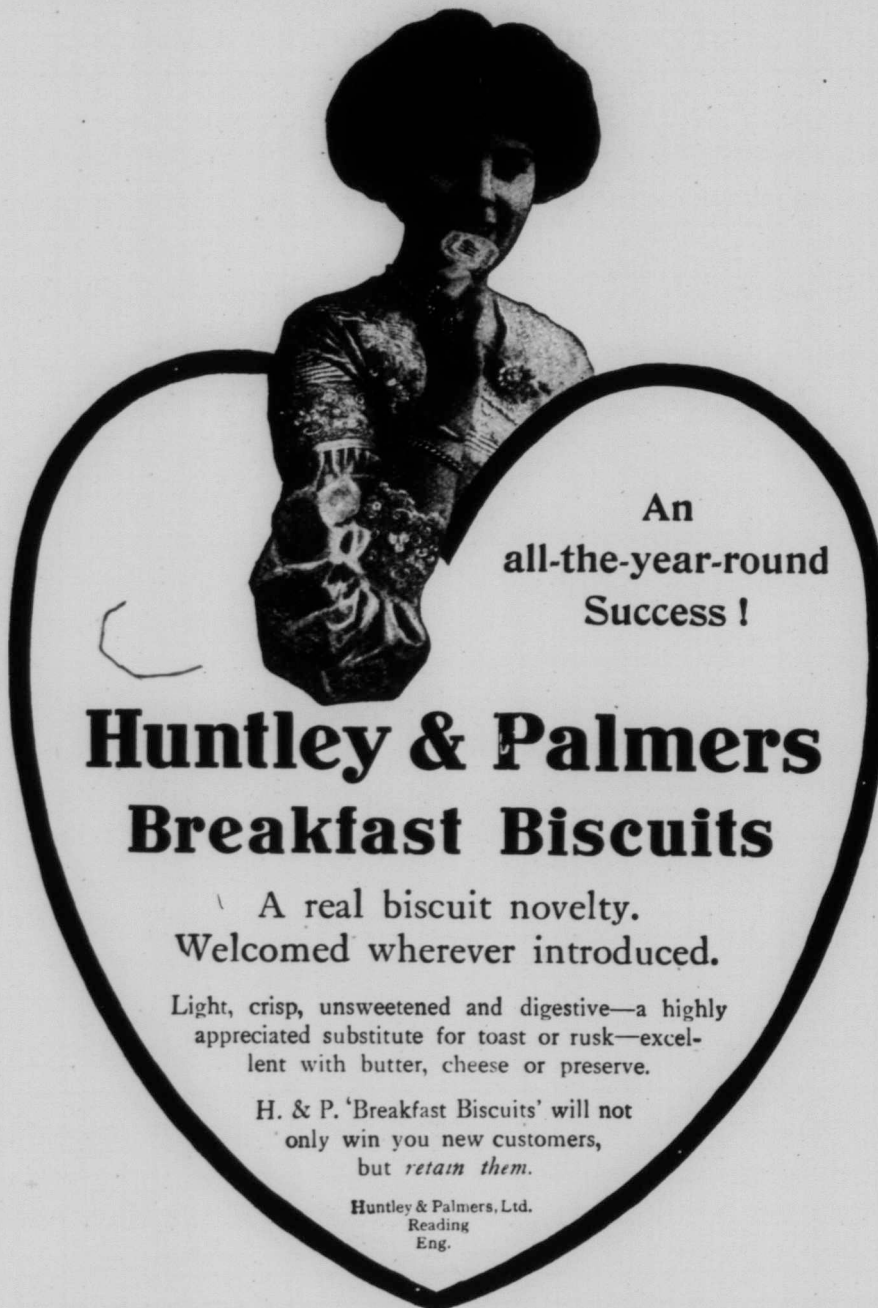
The reason is, their purity of composition, the excellence of the materials used, and the delicacy of their unique flavor.

Those retailers who have stocked "Bordo" have found them a most paying line, and it is encouraging both to retailers and to us to know that the demand is increasing by leaps and bounds.

People who have tried this specialty, not only continue to buy them, but are talking about them. "Bordo" are now the fashion, and the fashion is one that will not change.

It will pay you to write us today; we take pleasure in sending samples and full particulars.

The Montreal Biscuit Co.
 "THE ORIGINATORS"
 MONTREAL
 The House for Rapid Selling Novelties



An
 all-the-year-round
 Success!

Huntley & Palmers
Breakfast Biscuits

A real biscuit novelty.
 Welcomed wherever introduced.

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

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

Huntley & Palmers, Ltd.
 Reading
 Eng.

Honey—The market is steady at unchanged prices. Reports agree that the amount of business is encouraging.

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

ped via New York is credited to the United States so that there is no way of finding exactly how much Canada is now supplying but it is safe to say that at least half comes from Canada though the returns would not show it."

No Complaints
Now Heard About
Canadian Flour

E. H. S. Flood, Canadian Trade Commissioner, writing from the Barbados, states that complaints regarding Canadian flour there are no longer heard and that in the future the importation will steadily increase year by year.

"On looking into the customs report," he says, "and inquiring of the officials it is found that Western Canada flour ship-

PLANS FOR SUGAR REFINERY.

St. John, N.B., Nov. 3.—Interest was awakened last week in the proposal to establish a sugar refinery in St. John by the filing of the plans of the Atlantic Sugar Refinery Co., of Montreal. The plans were filed on Saturday last with the city clerk by F. R. Taylor, legal representative of F. C. Durant, the promoter of the project. The plans provide for the building of a plant to cost in the vicinity of \$2,000,000 and it is expected an announcement will be made shortly as to the time for the commencement of the work.



Millions of People Use Gillett's Lye.

The fact that Gillett's Lye is so favorably known and well advertised makes it the best cleaner to sell.

GILLETT'S LYE EATS DIRT!

It cleans baths, sinks, pans, cans, dishes, drains, closets, etc., and everything pertaining to the home. It is a fine disinfectant.



GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.



It Pays

SHREDDED WHEAT is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made **SHREDDED WHEAT** better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our \$2,000,000 sunlit factory, to see **SHREDDED WHEAT** being made and tell friends and neighbors of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavory, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push

**Shredded
Wheat**

"It's all in the Shreds"

The Hunting Season

is now on, and you are doubtless daily supplying parties. Be sure they take

Clark's
Pork and Beans

All of **CLARK'S MEATS** find favor with hunters, for they are convenient, nourishing and tasty.

Your Jobber will supply you

Wm. Clark - Montreal

A Demand—
A Decision—
A Disposal!



That there will be an increasingly active demand for

Tillson's Oats

—A FOOD NOT A FAD—

in the very near future is an assured fact, in view of our very extensive and forceful newspaper and bill-board advertising.

And the wise Grocer will speedily make the **decision** to stock up liberally with this popular cereal food—the food which is a food **not** a fad!

The result will be an increasingly large profit to every retailer who has been assisting in the **disposal** of TILLSON'S OATS. Put up in 2 sizes:—

Premium Family Package,
Retailing at 25c.

Pan-Dried Package,
Retailing at 10c.

Canadian Cereal & Milling Co., Ltd.

Head Office, Lumsden Building, 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

Delicious Y&S Licorice Pepsin Gum

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

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

Write for price lists and illustrated catalogue

Send
To-day

AGENTS

ONTARIO, R. S. McIndoe, 54 Wellington St.-E., Toronto
PROVINCE OF QUEBEC and MARITIME PROVINCES, W. H. Dunn, 394 St. Paul St., MONTREAL
MANITOBA and SASKATCHEWAN, O. F. Lightcap, 214 Princess St., Winnipeg
BRITISH COLUMBIA, Shallicross, Macaulay & Co., Vancouver
PROVINCE OF ALBERTA, Tees & Perse, Calgary and Edmonton

By Royal



Letters Patent

NELSON'S POWDERED GELATINE

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

NELSON'S Gelatine and Licorice LOZENGES

Should be in your confectionery department.

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

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

A Decline in Flour is Expected

Wheat Market Has Been Going Down and There is a Feeling That Flour Should Take Another Drop—Millers State, However, That Previous Prices Had Been Low and The Decline in Flour Simply Equalizes Conditions for Them—Good Trade in Rolled Oats, and Market Prices Likely to be Stationary for Some Time—Price of Ontario Wheat Near 75 Cents.

Wheat has declined considerably during the past week, the market seeming to be entirely under bearish influence. As prices continue to the level on which an export demand might be created, the Liverpool market seems to keep lower than it by dropping at the same time, with the result that Canadian prices are always too high. Of late, however, the bearish movement has been more marked and it looks as if the price will decline to a figure at which a lot of business will be transacted.

While wheat has been going down, flour has been holding firmly and every decline means money for the mills while the prices of flour remain at their old figures. It is possible that flour will not be reduced, but judging from past happenings it is more likely that some one will come in on the decline and cut prices. A miller stated this week that he would not be surprised to hear of a decline in flour now at any time, that is while wheat prices are at their present level.

There has been good business in rolled oats and the market seems to have reached firm ground. The oat market, however, is considered strong just now, and while it is difficult to even surmise what will be the next movement, it seems that the market is likely to hold at its present figures for a time.

Ontario wheat is just now on a rather dull market, and as far as business goes there seems to be but little doing. The price is practically down to 75c, and a miller chuckled as he expressed the opinion that the Ontario farmer was "going to get it in the neck" this year. The farmers held off their wheat when they could have received a dollar for it. Now it is nearing 75c.

The European visible grain supply this week amounts to 104,216,000 bushels, as compared with 101,228,000 last week, the exact jump being 2,988,000 bushels. The supply is now almost 24,000,000 bushels larger than it was at the same time last year.

Yesterday the Canadian visible grain supplies were estimated as follows:—Wheat, this week, 11,031,000; last week, 10,415,000; last year, 12,068,000. Oats, this week, 8,508,000; last week, 8,247,000; last year, 3,099,000. The difference in oats stocks is accounted for, of course, by the retention of much of last year's crop.

MONTREAL.

Flour—Flour market is somewhat weaker this week, owing to the uncertain state of the wheat market. Although no actual decline has as yet taken place, demand has fallen off considerably,

buyers seeming to feel assured that such a movement is in prospect. Even for export the demand is light.

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

Rolled Oats—Oatmeals are down 20c this week, as a result of the weakness of the oat market. In addition to this, sales are not what they should have been, particularly for export trade. In view of the approaching close of navigation this is rather an unlooked-for condition, but it may change in the next few days. Local trade is only fair at the decline.

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

TORONTO.

Flour—There is not a great deal of interest in flour just now, except in watching the market. As the price of wheat recedes it is expected that another drop in flour prices may materialize, although the principal mills give no reason for that expectation just now. On the whole the trade has not improved a great deal on the conditions of the past few weeks. There is a noticeable feeling of hope in some quarters that the price of wheat will go lower, as these have for a long time now been waiting for a good export business, and they see in reduced prices their hopes about to be fulfilled.

Manitoba Wheat.	
1st Patent, in car lots	5 70
2nd Patent, in car lots	5 20
Strong bakers, in car lots	5 00
Feed flour, in car lots	3 10 3 30

Winter Wheat.	
Straight roller	4 25 5 25
Patents	4 80 5 35
Blended	5 00 5 20

Cereals—The market is steady, with a fair amount of business passing. Trade is good at last week's reduction in rolled oats..

Rolled oats, small lots, 90 lb. sacks	2 05
" 25 bags to car lots	1 95
Rolled wheat, small lots, 100 lb. bris.	2 85
" 25 bris. to car lots	2 75
Standard and granulated oatmeal, 50 lb. sacks	2 25

TRADE NOTES.

M. L. Foy has purchased the grocery business of H. Clarke, 119 Roncesvalles Ave., Toronto.

Castor & Pruner, Stratford, Ont., have bought the business of J. Plesky, 1594 Dundas St., Toronto.

A Toronto grocer on Roncesvalles Ave., says that in one day recently 23 travelers called on him.

Chas. Sutherland, manager of the Detroit branch of the Salada Tea Co., died last week. He was eighteen years with the firm, 12 years of which he was

Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell exclusively--.



This is the kind that always reaches you in the same crisp and fresh condition as it leaves our oven.

Your cracker business will be booming this summer if you are selling

MOONEY'S

Order to-day.

The
MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg

MAPLEINE

(Maple Flavor)



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

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

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto

in charge at Detroit. He has not been well for the past 3 years although his death was quite sudden. Hamilton, Ont., was his native home.

Cocoa Campaign Appropriate for This Season

With the beginning of the cold season there is ushered in the time during which cocoa has one of its largest sales. This is a matter of some concern to the grocer who has the cocoa trade all to himself. There is no need of waiting until the people ask for it of their own accord. It is not a difficult matter to arrange a window and in addition it is timely to talk cocoa to customers.

One plan that might be worked out in a cocoa window would be to use a small table, probably one such is found in a parlor would present the best appearance. A dainty cloth laid on top is preferable and then show a small tea service with two or three cups and saucers. Fill the sugar bowl with lump sugar and in a prominent position on the table put a can or package of some good brand of cocoa.

A neat show card against one of the legs of the table should be appropriate and on the floor of the window pyramids of cocoa tins or packages could be arranged.

Social evenings will be numerous throughout the fall and winter and cocoa will be in big demand from that point alone. The dealer needs simply to suggest it. Then in many homes it is always a bed-time drink with a few light

cakes to promote pleasant dreams. This is a common practice and not only can cocoa be shown to advantage but the grocer is making no mistake by pushing loaf sugar, fancy cakes and cookies as well. An attractive window combining these goods could be easily arranged.

AWAY FROM PUBLIC'S PURSE.

Wholesaler Claims That Salmon Will Cease to be Staple.

The salmon market interests a particular Western Canada wholesaler who asks the question how long will salmon be a staple. He points to the ever increasing markets, big fields that had no demand for salmon heretofore, the high cost of living and the resultant dependence on salmon. Europe, Western Canada, Australia and other lands are beginning to recognize the value of salmon and as the demand increases the price has increased. This wholesaler, therefore, considers his question a pertinent one, for with every advance in price the tendency is to get away from the general public's purse, he claims.

F. W. Thompson, Montreal, general manager of the Ogilvie Flour Mills Co., has left for the west on a business trip.

The retail grocery store of S. C. Carpenter, St. George Street, Moncton, N.B., was destroyed by fire recently. Mr. Carpenter carried about \$1,500 of a stock and it was practically all destroyed. He places his loss at \$1,500, with \$700 insurance.

CIE FRANCAISE des PATES ALIMENTAIRES
Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed
Manufactured at
92 Beaudry Street MONTREAL

THE HODGSON GUM CO.

896 St. Lawrence St. MONTREAL
Makers of High Class Gums at
Popular Prices. Write for Samples
and Quotations.
We make special brands to order.

MAPLE SYRUP!

SMALL'S brands are standard world over. 36 years reputation. Wholesale Brokers carrying stock: Standard Brokerage Co., Vancouver; Nicholson & Paine Winnipeg, Calgary; MacLaren Imperial Cheese Co., Toronto; T. M. Duche & Sons, New York and Manchester, Eng.
Canada Maple Exchange, Lf'm'ted - Montreal

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

CEYLINDO TEA

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

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

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

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

W. D. MIDMER & CO., "Canada," LIMITED
New Glasgow, N.S., and London, Eng.

Spices, and How to Know Them

By W. M. GIBBS

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

14 Colored Plates. 176 Pages. 100 Illustrations.
Price \$3.50, Postpaid.

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CANADA:
No better
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MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

You can't guarantee cheap flour

FLOUR that you can't back up with all the strength of your personal recommendation—Flour that falls down weakly, that fails to bear out your quality pledges—This is the *dangerous* staple to handle, Brother Grocer.

For no maker on earth can "moneyback" a product in which he has no confidence, in which economy of production is the prime factor.

The maker escapes his liability with "the sale"—it's the dealer—YOU—who must face the irate customer, the long line of complaints, the business irretrievably lost, the discouragement, the disappointment.

If the maker *can't* guarantee "cheap" flour, neither can YOU.

And the customer cannot recommend its use to others, and you lost the very best advertising there is.

You get no "to-morrow's profits," don't you see. Because low price and poor work go hand in hand in flour making—cheapness in the right hand means a raw deal in the left.

Sell FIVE ROSES, Brother Grocer.

It is *doubly* guaranteed; by *us*, by *you*.

You can't talk quality too strongly, but FIVE ROSES will bear you out.

And in case of accident, for we are dealing with the human element, we want to make everybody happy.

And the trade says this is "*a good company to deal with.*"

Consider this when *you* are in the buying mood.

Sell Five Roses



**LAKE OF THE
WOODS MILLING
COMPANY, LTD.**

Montreal

Toronto

Ottawa

London

Sudbury

Quebec

St. John

Keewatin

Winnipeg

Vancouver

Portage



NEW GOODS

DATES—Hallowi, Fard
BOXES and PACKAGES
FLORIDA ORANGES,
GRAPE FRUIT,
LAYER RAISINS,
FIGS, NUTS,
CRANBERRIES,
SWEET POTATOES,
ALMERIA GRAPES, Etc.

Shall be pleased to quote apples in car lots or less.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Extra Fancy

TRACUZZI, Packes

St. Nicholas and Home Guard Puck

J. J. McCABE, Toronto
AGENT

Extra Choice

Easier Feeling in Price of Potatoes

Reports of Good Crops Have Had the Effect of Slightly Easing the Market—Lemons and Oranges are Firm and Market is Generally Strong—Apples are Quoted at Higher Prices—Peaches are Done and Pears are Becoming Scarcer—Number of Imported Goods Gradually Increasing With Passing of Home-Grown Goods.

The holiday created a good demand for fruits and some vegetables, too. Some state that it was a "good trade, but nothing to write home about." Others claim to have done a nice business, and altogether it undoubtedly helped trade to a great extent. At the present season the market is what might be termed "betwixt and between." The home-grown fruits are passing and gradually dependence is being placed on outside markets and importations are already being made. At the present time the market is undergoing its annual transformation, and it will not be long until imported goods predominate again.

There is a certain firmness to the lemon and orange market: Lemon supplies are scanty and the first shipment to arrive this week will not do much good, it is believed. Late Valencia oranges are high, as are also the new Florida crop.

Apples are decidedly firm and show every inclination to remain so. The demand is good, but the supply is small and high prices are expected to curtail the total amount of business transacted this year. Valencia onions are arriving in better condition, as are also Almeria grapes. The first car of new dates arrived this morning. Peaches are to all purposes done, and pears are nearly in the same condition. The market is generally pretty firm. Potatoes are a little easier, the result of encouraging crop conditions and a good yield. The only discordant note in the potato market are reports of rot showing in some places, more or less seriously.

MONTREAL.

Green Fruits—Thanksgiving has given a much needed impetus to the green fruit trade. Dealers report apples as popular, and all lines of table fruits have also been much in demand. There has been, of course, the usual large demand for cranberries, and this year it seems to be if anything better than last year.

Apples, bbl. 5 00 6 00	Oranges—
Bananas crated, bunch 2 00 2 25	California, late
Cranberries, bbl. 7 50 8 00	Valencias, 4 00 5 00
Cocoanuts, bags, 4 25	Pineapples—
Wild grapes, lb. . . . 0 03 0 05	Florida, case, 5 00
Limes, per box, 1 25	Plums, crate, 2 00 2 25
Call. Malagas, 2 00	Peaches, Ameri-
Lemons, 4 25 5 00	can, basket, 2 00
	Pears, bbl. 7 00 10 00

Vegetables—While all lines of vegetables have been in brisk demand lately, there has been an especial call for tomatoes and sweet potatoes. Supplies of all lines have proved ample to meet the requirements, however, and as a result prices are no higher. The market is much firmer, though, and the trade are well satisfied.

Beans, American	Onions—
basket, 3 07	Spanish, cases, . . 2 50 3 00
Beets, bag, 0 75 0 90	Potatoes, bag, 0 90
Carrots, bag, 0 75 0 90	Sweet potatoes,
Cabbage, new, dz 0 40 0 50	basket, 1 50
Celery, doz, 1 75 0 90	" " bbl. 4 00
Cauliflowers,	Parsley, dozen, . . 0 15 0 20
Montreal, 1 00 1 50	Parsnips, new, bag 0 75 0 90
Corn, doz, 0 20 0 25	Radishes, dozen
Cucumbers, doz, 2 00	bunches, 0 25 0 30
Garlic, 2 bunches, . . . 0 25	Spinach, bbl. 3 50
Green Peppers,	Tomatoes, box, . . . 2 50
basket, 0 75	Preserving to-
Hubbard squash, . . . 3 00	matoes, bkt, 0 40 0 60
dozen, 1 50	Turnips, new,
Leeks, doz, 1 50	bag, 0 75 0 90
Lettuce—	Veg. table mar-
Montreal, doz, . . . 0 40 0 60	rows, dozen, 2 00
Boston, 1 00 1 25	

Fruit—The first steamer carrying new TORONTO.

lemons was expected on Thursday of this week, and only a small quantity of lemons are said to be on board. A fairly large share is destined for this city, but already an offer has been made for them, with the possibility of a sale materializing. The lemon market is firm, with reports from the Sicilian ports showing no more definite announcements of the shipments. Apples are bringing stiff prices throughout the country, with prices of a rather wide range. The best offerings are naturally for the choicest fruit, and as these are none too plentiful the price is going up. First quality oranges are bringing a good price. Late Valencias are nearly done and this adds to the price of the western fruit. New Floridas are coming in, but not plentiful enough, and no one wants to buy green fruit. Peaches seem to have passed away, and pears are pretty nearly done. It should not be long now until imported fruits will again be unopposed, and, as a fruitman recently said, the home-grown article has had its day for this year. Grapes are still selling well and had a good holiday run. Demand for cranberries has also been good. Malaga grapes have likewise been moving well. On the whole the market continues satisfactory.

Apples, bbl. 3 50 5 25	Grape Fruit—
Apples, Cana-	California, 3 00
dian, basket, . . . 0 30 0 45	Florida per case 4 50 5 00
Apples, St. Law-	Lemons—
rence, basket, . . . 0 50 0 65	Verselli, 5 00 5 50
Bananas, 1 50 2 00	Limes box, 1 25
Citrons, doz, . . . 0 60 0 75	Oranges—
Cocoanuts, sack 4 00 4 50	Valencia, 4 00 5 00
Cranberries, bbl 6 00 8 00	Pomegranates, doz, . 0 75
Cranberries, case, . . . 3 00	Pears, Canadian
Grapes, case, 2 25	basket, 0 30 0 75
" Canadian,	Pears, California
basket, 0 15 0 25	box, 3 00
Malaga bbl. 5 50 6 50	Pineapples crate 4 00 5 00
	Quince, basket, . . . 0 35 0 50

Vegetables—There seems to be an easier feeling in potatoes. The price is quoted at a reduction on last week's quotations, and the reports from the country are to the effect that the crop is a good one. It is also said that there is considerable loss from rot in some places. Wax beans by the hamper indicate the passing of home-grown kind. As other stocks are exhausted and the public's taste demands the vegetables, they will be imported in turn. Japanese persim-

mon were shown by some houses this week. Canadian tomatoes are still arriving, and are also in good demand yet, even if the season is practically over. Cucumbers are done, and gherkins are becoming scarce.

Canadian beet, bag 0 60 0 75	Spanish, 4-cases 1 50
Beans, wax, per 11-qt. basket... 0 15 0 25	Yellow, per bag 1 25
Beans, wax per hamper..... 2 00 2 25	Ontario, per bag 1 00
Cabbage, case— Canadian..... 0 75 1 50	Domestic..... 0 40
Cabbage, per 100 3 50	Persimmon, case ... 2 25
Carrots, Cana- dian, bag..... 0 50	Potatoes, Onta- rio, new, bag. 0 65 0 75
Cauliflower, dz... 0 75	Sweet, bbl..... 3 50
Celery, dozen 0 40	Parsley, per doz bunches..... 0 25 0 30
Lettuce, Cana- dian, head..... 0 30	Red pepper.... 0 50 0 75
Onions— Spanish, large.. 2 25 2 50	Green peppers, 11-qt. basket... 0 30
	Tomatoes, Can., basket 11 qt... 0 30 0 40
	New turnips, p.r 11-qt. basket. 0 50

Christmas Navel Oranges are Not Likely to be High

Regarding the California navel crop a recent market review says: "In the past it has always proven a bad feature for future markets to have the Christmas market too high. Dealers would stock up with fruit that they could not sell at a profit, and in consequence the January market has always been slow. To offset this feature the shipments have been usually held back in the early part of January, but with the big crop in sight for this year there can be no holding back and it would seem good policy to get lots of fruit out in December at a price that would sell the goods. A big Riverside packer stated recently that he had never seen the fruit so far advanced at this time of the year. He said that some fruit in some orchards was already showing a good color and he had eaten fruit that was already fairly sweet. If there is much fruit of this kind it is reasonable to suppose that more will be shipped in December this year than ever before and if so, this would certainly seem to imply lower prices than common."

From this it would seem that the price of navels for the Christmas trade are likely to be lower than usual.

FANCY BOX APPLES

Nearly 6,000 boxes of the fanciest kinds of apples, consisting of

**Ontario Spies, Baldwins and Greenings.
California Red Pears and Spitzenbergs.**

The fancy trade will appreciate these goods. **EVERY APPLE SELECTED.** No waste or culls.

Order sample boxes.

WHITE & CO., Limited
Fancy Fruit, Produce and Fish Dealers
TORONTO

SEASONABLE GOODS

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

NEW CROP DATES DUE EARLY NEXT WEEK.

Send us your orders.

HUGH WALKER & SON
(Established 1860)
GUELPH, ONTARIO

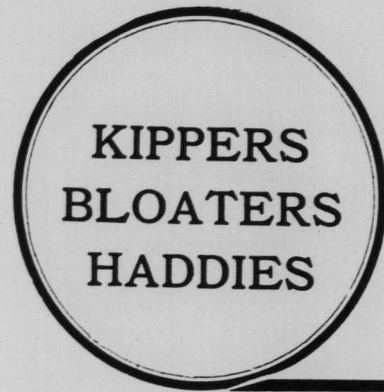
Package Dates

CAMEL
Brand

WM. HILLS, Jr.
IMPORTER, - - NEW YORK

Every care is exercised in putting up this brand and it does not matter what anyone tells you regarding them—you can rest assured that when you yourself are comparing our "Camel" with others your order will be for "Camel." In your order to your wholesaler mention "Camel" Brand. You will be pleased—your customers will be satisfied and ask for more.

W. B. STRINGER
SALES AGENT, - - TORONTO



OCEAN
BRAND
FISH

KIPPERS
BLOATERS
HADDIES

Your customers, once they give them a trial, will insist on having OCEAN BRAND fish. The trade mark stamps it as the highest grade that is being put up to-day.

We have the most sanitary and up-to-date fish-curing plant on the Atlantic Coast.

We use only the primest of fresh fish. These are not idle boasts. Send to your jobber for a trial order or write direct to

The Halifax Cold Storage Co., Ltd.
45 WILLIAM STREET (Selling Branch) MONTREAL

Connecticut Oyster Co.

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

Dear Mr. Merchant:

It's well to be careful about these things in connection with your oyster business:—

See that your oysters come from communities that produce oysters with the best flavor and that these oysters mature sufficiently firm to retain that flavor for the longest time possible. See that shipment is made in the most sanitary package obtainable; and that the oysters are refrigerated at a low temperature, and also protected from freezing. And be sure you display them attractively.

Let us add that "Coast Sealed" Oysters are grown on ground that is famous for the flavor of its oysters; shipped to you in the "Coast Sealed" Carrier—the acknowledged peer of all packages, properly refrigerated all the way.

We solicit your enquiry,

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

Connecticut Oyster Co.

P.S.—We can supply you with a Vacuum Insulated Cabinet that will protect your oysters from freezing and save at least 75 per cent. of ice.

THE CANADIAN GROCER

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	54, 64 and 74
Pure mixed boneless fish, blocks and packages, lb @ 05	0 04 1/2
Shredded cod, per lb	0 15
Skinless cod, 100 lb. case	6 00
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 00

The total importation of fish into Barbados for 1909 and the two previous years amounted respectively to \$344,000, \$334,000, and \$227,000. As the smaller neighboring islands are supplied with part of their food stuffs by Barbados, these figures are to be reduced by the amount which is exported to these islands, which, one year with another, amounts to about one half the importation.

Last year Great Britain exported to the Barbados \$75,000 worth of butter, Canada \$6,100, United States \$7,300, Denmark, \$3,625, and France \$8,500 worth. Denmark and France gained ground over 1908 but the other countries fell behind.

WHERE CRANBERRIES GROW.

Cape Cod the Principal Producer But Canada Has Many Bogs.

Cape Cod, while not the only home of the cranberry, is recognized as one of the largest producing fields and its product is usually considered the standard. One of the most widely known promontories on the New England coast is Cape Cod where the cranberry industry is rivalled by fishing.

Wisconsin is regarded as a heavy provider and Nova Scotia and Prince Edward Island are both large growers. Parry Sound in Northern Ontario also grows the cranberry. In fact it can be profitably grown in almost any swampy place if given proper attention.

Nearly everyone in the Cape Cod district has his cranberry bog. Some are so extensive that their owners are enabled to live comfortably the year round on the proceeds. During this season, everyone young and old, is occupied in harvesting his or her share and after that is done he helps someone else with the same purpose in view. Boxes and barrels are in evidence from one end of the Cape to the other and everybody is busy picking and packing the fruit from dawn until dusk. The cranberry brings considerable wealth to the Cape and the houses generally indicate prosperity.

WEEKLY TRADE CHANGES.

Business Happenings Among the Canadian Grocery Trade.

Ontario — James Carter, grocer, St. Thomas, Ont., has sold to C. H. Joliffe.

Jos. Leithwood, grocer, Toronto, has sold to W. E. Randell.

F. S. Smeath, grocer, Toronto, has sold to Frederick Hobson.

Willson and Jackson, grocers, etc., Ridgeway, Ont., have assigned.

Quebec—The assets of Ross Theophile, grocer, Buckingham, Que., have been seized

J. Guerin, grocer, Montreal, Que., has registered.

Viau & Co., grocers, Montreal, have assigned.

Richard & Frere, grocers, Robertsonville, Que., have registered.

The assets of A. A. J. Gingras, grocer, etc., at Cap Saute, Montcalmville and Quebec, P. Q., are to be sold on Nov. 3rd.

Labossiere & Vandelaer, grocers, Montreal, Que., have dissolved.

Taylor & Peacock, grocers, Montreal, Que., have registered.

Western Canada—J. L. Dube, general merchant, Montmartre, Sask., has sold to E. Dan Scott.

W. H. Stovin, general store, Sintaluta, Sask., has sold to J. A. Grove.

H. Young, grocer, Victoria, B. C., is succeeded by Proctor & Silburn.

Position of the Retailer Among His Fellow Men

By W. T. Simpson.

There is a certain dignity to the grocery business that should be more generally recognized by individual grocers. They render the public an invaluable service. Through the grocer can be procured foodstuffs gathered from the four corners of the earth, and the customer is often afforded an extended system of credit that enables him to pay for these goods at his leisure.

In addition to this, most grocers protect their customers against inferior goods. The average citizen is unable to discuss from the standpoint of quality few of the articles that appear on his table. To secure protection against adulterated goods dependence is placed on the family grocer who is trusted to deliver none but genuine, pure foods. The latter from his experience is able to judge most of the goods he buys, but some grocers who may not be familiar with a particular article will in turn trust the manufacturer with whom he has had extended dealings. Thus, the grocer is rendering a great service to his customers every day in the year.

But there are some of the trade who conduct themselves as if theirs was an inferior position. They permit themselves to be badgered by persons

who do not appreciate the value of a grocery store in their midst.

The leading grocers of to-day, however, are not in that class. They realize the dignity of their business, and everything about their stores and themselves is indicative of that fact. A grocer looking over his stock finds spices from the East Indies, tea from far Japan, China and India, currants from Greece, raisins from Spain, dates and figs from Turkey and Arabia, and so on—the world's best in foodstuffs collected in a good retail store.

And the store itself is in keeping with the quality of these goods. A bright clean interior, attractive arrangements of goods in conspicuous places, display bins, show cases, street windows used to advantage, everything in fact combined to give a tone of real business. It is evidence of a feeling of pride in the store and particularly is it a magnet to customers.

There is a certain dignity to practically all forms of labor and the proprietor of a grocery store is worthy of his share. But before expecting others to appreciate the service he renders them he must first realize and appreciate it himself.

WINDSOR SALT

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

Dried Apples

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

Highest price paid for DRIED APPLES O. E. ROBINSON & CO.

ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.

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



WILL
PROMOTE
PROFIT!

Because not only will their good appearance make *one* rapid sale for you, but their exceptional quality will guarantee the 'repeats.'

This season we are attaching to every fish we cure a metal tag (see illustration below) and this will be your safeguard against any fraud or substitution for the genuine "Beacon Brand" Fish.

"Beacon Brand" Haddie is the most delightful fish in the world, caught in the Bay of Fundy, and cured under the most perfect sanitary conditions by Scotch experts.

Here's a line to add to your reputation and profit, but be sure you see the tag on every fish!

THE F. T. JAMES CO., Limited
CHURCH STREET Phone Main 7454 TORONTO



It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand," because it is the "Quality" brand, and we leave no stone unturned to maintain the high standard we have reached. Order to-day.

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

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



Business Leaks Which Point to Grocer's Failure

Business leaks are a menace to the grocer. In spite of ordinary precautions they exist and it is only by exercising unusual care that they can be located. In many cases they have been largely responsible for failure. Herewith are given a few that should not be overlooked.

First—Ignorance of the cost of doing business; therefore, ignorance of what to charge for goods in order to be certain of selling them at sufficient profit.

Second—Not knowing the selling price of goods. Some advocate the marking of the selling price plainly on all articles, thus rendering it practically impossible for anybody in the store mistakenly to sell at too low a price.

Third—Not knowing the goods that do and the goods that do not return, the cost of handling, and what percentage of the total sales consist of non-profit-paying items; not knowing how to change the non-profitable into profitable items.

Fourth—Being short-handed, running along without sufficient store help; not allowing yourself time to study market conditions, business methods and plans for increasing your business.

Fifth—Over-buying and not having ready cash as a result. Therefore, you are left without the opportunity of taking advantage of any cash discounts that may be extended.

Left an Unpaid Grocer's Bill of Eighty Dollars

There are some grocers who want to waken up to the fact that giving promiscuous credit is not doing business. Just because some stranger who has moved to your locality leaves you a big order and promises to pay every two weeks, instead of going around the block to Smith, your nearest competitor, that is no reason why you should feel particularly elated. There have been Smiths who thanked their fates, when many such customers passed their door for some other grocers.

An actual happening will illustrate the point. A family moved into an Ontario town. The husband went to a grocer and told him that he had a job in prospect, that he intended to remain in the town and would it be all right, etc. The job was longer in coming than was expected. The man's ready money ran out and when he did start to work

his bill had a nice little start. Other debts were owing and while he paid the grocer from time to time, the bill kept on increasing. Finally, when the grocer's clerk called at the house one morning, the new customer had gone, leaving an unpaid bill of \$80.

ESSEX TO GROW BROOM CORN.

Some Claim it Will Flourish Wherever Ordinary Corn Grows Well.

A despatch from Essex County, Ont., says that in the near future Essex may be an important broom corn centre.

A citizen of Comber has contracted with a number of farmers to grow broom corn at \$100 per ton, he supplying the seed and furnishing the instructions with regard to handling the crop. Between 100 and 200 acres have been secured. A farmer near Ruthven has been growing broom corn for some years, and also makes brooms on a small scale. It is claimed by some that the corn can be grown in any locality where ordinary corn can be successfully grown. The future will prove whether this is true or not. Hitherto the product seems to have been largely confined to Illinois and the southwestern states.

Some Government Reports on Late Canadian Crops

While potatoes are selling in car lots at about 50 cents a bag and in small lots at from 60 to 70 cents, the market is likely to go higher when some of the stocks now held have been lightened. A report from the Dominion Department of Agriculture places the crop in Canada at the end of September at a little over 76 per cent. of the normal as compared with upwards of 90 per cent. last year. In the United States there was a similar falling off. Here and there throughout the country a certain amount of rot is reported but it is not believed to be serious.

A later report says that in Eastern Canada the crops have obtained a high percentage in quality for nearly all crops and quantity is nearly as good as a year ago and better than in 1908. In western provinces there is a drop of about 20 per cent. in the quality of grain and roots, but threshings indicate that the yield will be larger for wheat, oats and barley than was promised at the end of August.

The total yield of beans in Canada last year was placed at 1,324,000 bus. while this year the estimate is for 1,089,000 bus.

INDIA'S TEA EXPORTS.

Figures Showing Amount Which Has Been Sent to Various Countries.

The annual report of a large tea company in London, Eng., contains information of value to the retailer who studies the markets. The following is an extract:

"It is difficult to give exact figures of the amount of tea grown throughout the world, as a great deal is consumed in the countries of production, particularly China and Japan, where it is grown on small farms and consumed locally, so that it does not appear in any returns. Probably the world's total production is about 1,200 million pounds annually of which about half is grown in China, rather more than three-eighths in the British Empire (India, Ceylon and Natal) and rather less than one eighth in other countries, of which Japan, Java and Formosa are the most important.

"This calculation would give rather more than 450 million pounds as the amount of British-grown tea produced each year. This year the crop has considerably exceeded this quantity, India having produced in round numbers 262 million pounds, Ceylon 191 million pounds and Natal 2 million pounds, making a total of 455 million pounds.

"The tea exported from India during the last two seasons was distributed as follows:—

	1909-10 lbs.	1908-9. lbs.
United Kingdom	180,000,000	168,000,000
Australia	8,500,000	8,900,000
America	5,600,000	5,500,000
Russia and China	30,000,000	25,000,000
Other Ports	11,000,000	13,000,000
	<u>235,100,000</u>	<u>220,400,000</u>

"Russia and China are put together in this table because practically all the tea sent to China from India consists of dust and broken tea, which is converted into "brick tea" and sent to Russia.

"As will be noticed, the United Kingdom took 12 million pounds more than last year, but in spite of this large increase in imports, prices have not fallen, the increase in consumption having been still greater. Comparing the figures for the last five years, we find that the production of British-grown tea has increased 15 million pounds. Consumption, however, has increased 48½ million abroad and 15 million at home, making an excess of consumption over production of 12½ million."

A retail dealer states that whenever he hears of price cutting he is reminded of two little boys who tried to see which could lean the farthest out of a window, the winner finishing in a hospital. A somewhat similar result inevitably awaits the price cutter, he says.

Sealshipt Oyster System Is The Only Oyster Insurance

On National Advertising

Every reader in the country will read about SEALSHIPT OYSTERS this season.

On Purity of Product

Our oyster beds are regularly inspected by the Lederle Laboratories.

On Unfailing Supply

You can always get SEALSHIPT OYSTERS. There are over three hundred wholesale distributors in the U.S. and Canada.

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Rigid contracts with shippers make this solid measure proposition a surety.

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Packed in the prime of their freshness, perfectly refrigerated, SEALSHIPT OYSTERS will keep for weeks.

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You are guaranteed 25% profit at the very least. Many SEALSHIPT Dealers get more.

On Increased Consumer Demand

You will find that consumers appreciate SEALSHIPT OYSTERS. They will SHOP where SEALSHIPT are sold.

On Co-operative Advertising

We furnish free booklets, signs, ad. matter and cuts for local use.

Sealshipt is Your Insurance Policy Against an Unprofitable Oyster Business

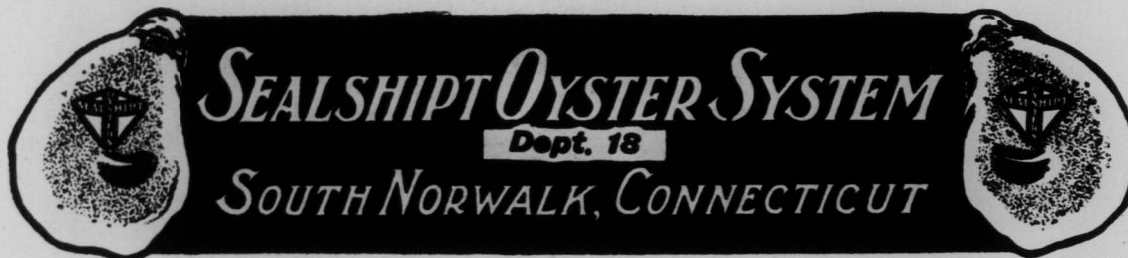
Do you realize, Mr. Dealer, just what the SEALSHIPT SYSTEM is ?

Besides being the largest distributor of oysters in the world, its aim is to have the public realize the food value they can find in oysters. **ALL THIS IS AT A PROFIT TO THE DEALER.**

Here is a vast organization having nearly one hundred shipping points on the Coast and hundreds of inland wholesale distributing points, all banded together in a Co-operative effort to make our aim possible.

We publish a House Organ, "CO-OPETITION," for the benefit of SEALSHIPT dealers. Do you want a copy ?

Write for our catalogue and proposition to dealers.



How Food Standards Will Affect Prices

Writer States That in Case of Spices They Will Tend to Keep The Market High—Consumption Ought Also to be Increased—Average Consumer Not a Judge of Quality in Spices.

By W. L. Mortimer.

One of the reasons given by manufacturers for the increased cost of spices in recent years, is the increase in consumption. This would suggest that people are demanding more and more spices as years go by, and that as the result of heavy demands the prices have been forced up. That, however, is not the only reason.

It must be admitted that there is always a growing demand for spices, and greater quantities are being consumed, but the main reason is that the idea of adulterating is passing, and instead of ground shells and many other adulterants being now used, there is an increasing tendency towards absolutely pure goods. Thus increased prices are explained to a certain extent by the fact that pure spices are now used, taking the place of foreign ingredients. Thus consumption of pure spices is increased because the genuine article is being less and less substituted by adulterants.

In the United States the Pure Food Laws demand genuine goods, and many convictions are registered weekly, showing that inspectors are vigilant. These same inspectors are taking the trouble to caution consumers against impure goods, and taking it all in all, the tendency is against inferior quality.

In Canada the Food Standards have not yet been issued. They are, however, being formulated, and some were expected to have been given to the public before now. In England Pure Food Laws have been in existence for some time, but violations have been numerous and are still reported. But public opinion together with careful inspection by the authorities will soon bring about the desired changes in the manufacture of spices.

Do Not Know Pure Goods.

In this particular market deteriorating the goods has been a rather simple matter in as much as the average citizen would not likely discover the inferior quality. Consider pepper for instance. The average person, as a matter of custom, shakes what he supposes to be pepper over his meat and then forgets all about it. He does not look for the taste of genuine pepper. Probably it is because he is not accustomed to the pure stuff. At any rate, the fact is emphasized that the consumer did not in the past pay sufficient attention to the quality of goods.

This is not intended to deal with the character of adulterations, for that has been touched upon before, but if the grocer ever stops to wonder why his spice bill is higher than it used to be, he should remember that purer goods are being used, and if he assures a customer that his spices are of the best he can secure a better price.

Manufacturers who sell pure spices only are eagerly awaiting the new standards, because all manufacturers will be put upon the same basis, and there will be less unfair competition.

Pure Mustard Too Strong.

Absolute purity cannot be found in all articles sold as spices. At least one exception is known, viz. mustard. Commercial mustard, such as is sold for table use, is a compound, for the reason that in its purest form mustard would be too strong and could not be used.

RESULTING FROM A FIRE.

Legal Case for New Brunswick Court Affecting Wholesale Grocery Firm.

St. John, N.B., Nov. 3.—The trial of the case of Reid vs. the King, which was to have been heard at the October sitting of the exchequer court here, has been postponed until the next sitting in June, 1911. In this case the suppliants are John W. Y. Smith and J. Frederick Edgett, doing a wholesale grocery business as F. P. Reid & Co., at Moncton and Campbellton. The suppliants' petition of right discloses that on October 30 and 31, 1907, a car of tobacco, cheese and the like, consigned to the suppliants,

was unloaded by the servants of the I.C.R. at Campbellton and the goods placed in the warehouse, that, owing to the negligence of the crown's servants, the warehouse and contents were destroyed by fire on Thanksgiving Day of 1907. The suppliants claim the sum of \$2,500. The crown, in defence, deny that there was negligence on the part of the servants of the railway, and contend that the suppliants were negligent in not removing the goods from the warehouse in the time allowed.

The marriage of E. R. Ebbitt, of Snowdon & Ebbitt, Montreal, to Miss E. Stewart, took place on October 19. Mr. and Mrs. Ebbitt have sailed for England.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his
groceries where he buys
his SHAMROCK tobacco

M c DOUGALL

Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scotland

CLAY PIPES

SPRAGUE
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



This Association Figures Out Costs and Profits

Helps Its Members to Fix Retail Prices on Ham, Cheese, Butter, Etc., in Order to Prevent Losses—Shows Average Amount of Shrinkage on These Goods—Some Extracts From Circular it Sends out Showing Help That is Given.

The executive of the Glasgow Grocers' and Provision Merchants' Association prepare occasionally a booklet showing the costs of ham, bacon, butter and cheese in order, as it is stated, that traders might perceive at a glance what prices they should charge to secure a fair profit on their turnover. J. F. Holloway, a Toronto grocer recently received one of these copies from a friend in the association and it is plainly evident that it was compiled with great care.

An extract will show what the pamphlet deals with. For instance, under Belfast smoked hams appears the following:

Gross weight of 30=450 lbs.
Deduct for Shanks 53 lbs.
Deduct for Bone and Skin 44 lbs.
— 97 lbs.

Total net weight 353 lbs.

Average gross weight, 15 lbs.
Average net weight, 12 lbs.
Allowing 6d. per lb. for shanks these hams work out as under, viz:

Per cwt.	Cost Price.	Per lb. sliced.
76s.	10d.
78s.	10½d.
80s.	10½d.
82s.	10¾d.
84s.	11d.
86s.	11½d.

And so on.
Note.—There should be never less than 2½d. per lb. clear profit."

Therefore reverting to the above list the selling price would be 2½d. added to the cost price. By this the first ham costing 10d. or 20 cents a lb. should be sold for 12½d. or 24½ cents and so on.

Similar tables are worked out with Canadian and Wiltshire bacon showing number of pounds bought, number lost, cost per lb., net cost and selling price and gain and per cent of gain on the sales.

Shrinkage Losses in Cheese.

In regard to cheese it states "that on trial a number of very finest Cheddar cheese lost in six weeks between 1 and 2 lbs. each. Softer grades lost more. As ½d. per lb. is lost in weighing, ¾d. per lb.

is a fair estimate of the loss on a cheese, say of the value of 70s.

"In Dunlop cheese, the shrinkage is greater than in Cheddar," reads the circular, "and it is safe in a general working way to allow say 1d. per lb. for loss when fixing the selling price."

"On Gorgonzola, Roquefort, Stilton, etc., there is a heavy loss. If say 2d. per lb. were considered a fair profit for a Cheddar cheese, 3d. to 5d. per lb. of profit would no more than pay for these fancy cheese, which usually are unprofitable."

The Profit on Butter.

The circular reads further: "Loss on butter depends greatly on evaporation and manner of weighing. When it is considered that generally speaking a cask of butter is weighed out in small quantities, turning the scale from 200 to 300 times the necessity for sufficient allowance is self evident. In view of these facts it is certainly prudent to take at least a clear margin of 2d. per lb. on all butter selling at 1s. per lb.

Thus it will be seen that this association pays particular attention to profits—a very sane thing for it to do too.

The first cup of coffee was drunk in Europe at Venice toward the end of the sixteenth century. In the old Venetian coffee houses patrons did not pay for each cup of coffee they drank, but settled their bills at the end of each year.

Tuckett's

Orinoco

Tobacco


NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - - Ont.



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

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

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

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

A CHRISTMAS GIFT.

HANDSOME pair silver Pepper and Salts would delight your customers. Send 15 cents for sample pair. **ELGIN SPECIALTY CO.**, St. Thomas, Ont. (45p)

BUSINESS CHANCES.

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

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

ARTICLES FOR SALE.

FOR SALE—Eureka refrigerator, size 7½' by 9', latest model. Three front windows, suitable for butcher or grocer. Will sell cheap. Box 367, **CANADIAN GROCER**, Toronto. (44p)

MISCELLANEOUS.

A book-keeping staff in itself—doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. **National Cash Register Co.**, 285 Yonge Street, Toronto.

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

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

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

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

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

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

MISCELLANEOUS.

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

DDOUBLE 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)

EVERY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. **Egry Register Co.**, Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

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

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

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

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

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

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

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

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

MISCELLANEOUS.

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

WITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt **Typewriters**. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. **THE MONARCH TYPEWRITER CO., Limited**, No. 98 King Street West, Toronto.

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

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

AGENCIES WANTED.

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

WANTED by **Commission Traveller**, a few more good lines connected with the grocery, drug or confectionery trade. Apply early so as to be able to get after Xmas trade. Box 366, **CANADIAN GROCER**, Toronto. (43p)

SALESMEN WANTED.

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

SITUATION WANTED.

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

PERIODICAL DEPT.

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

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include **Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc.** Price \$2.50, postpaid. **MacLean Publishing Co.**, Technical Book Dept., 143-149 University Ave., Toronto.

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

Diagon
4-lb. tin
4-lb. tin
4-lb. tin
Case
4-dozes
3-dozes
1-dozes
3-dozes
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Gooseber
Strawber
Black cur
Raspber
Freight
White
dos. in c
4-lb. tin
Cartoon
No. 1, 1-lb
No. 1, 1-lb
No. 2, 5-oz
No. 2, 5-oz
No. 3, 5-oz
No. 3, 5-oz
No. 10, 12-oz
No. 10, 12-oz

QUOTATIONS FOR PROPRIETARY ARTICLES

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INERY, 143-149

Baking Powder
W. H. SILLARD & CO.
1-lb. tins, 3 doz. in case \$2 00
1/2-lb. tins, 6 doz. " " 1 25
1/4-lb. tins, 12 doz. " " 0 75

IMPERIAL BAKING POWDER
Cases. Sizes. Per doz.
4-dozen. 10c. \$9 85
2-dozen. 6-oz. 1 75
1-dozen. 12-oz. 3 50
3-dozen. 12-oz. 3 40
1-dozen. 2 1/2-lb. 10 50
1-dozen. 5-lb. 19 50

MAGIC BAKING POWDER
Cases. Sizes. Per doz.
6 dozen 6c. \$0 50
4 " 4-oz. 0 75
4 " 8 " 1 00
4 " 12 " 1 30
4 " 12 " 1 80
3 " 12 " 1 85
4 " 16 " 2 25
3 " 16 " 2 30
2 " 2 1/2-lb. 5 00
1 " 5-lb. 9 50
1 " 6-oz. Per case
1 " 12 " \$8 00

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

ROYAL BAKING POWDER
Cases. Sizes. Per doz.
6 dozen 6c. \$0 50
4 " 4-oz. 0 75
4 " 8 " 1 00
4 " 12 " 1 30
4 " 12 " 1 80
3 " 12 " 1 85
4 " 16 " 2 25
3 " 16 " 2 30
2 " 2 1/2-lb. 5 00
1 " 5-lb. 9 50
1 " 6-oz. Per case
1 " 12 " \$8 00

DOMINION CANNERS, LIMITED
Aylmer Jams
Per doz Peach. \$1 80
Strawberry. 1 95
Raspberry. 1 95
Black currant. 2 00
Red currant. 2 15
Crabapple. 1 45
Plum. 1 70
Grape. 1 85
Marmalade
Raspberry and
gooseberry. 1 80
Orange Jelly. 1 55
Plum Jam. 1 55
Greenage plum,
stoneless. 1 75
Lemon. 1 60
Raspberry. 1 75
Ginger. 2 25

Pure Preserves—Bulk
5 lbs. 7 lbs. 14's & 30's per lb.
Strawberry. 0 59 0 82 0 104
Black currant. 0 59 0 82 0 104
Raspberry. 0 59 0 82 0 104

Freight allowed up to 25c per 100 lbs.
WHITE SWAN SPICES AND CEREALS LTD.
White Swan Baking Powder—1-lb. tins, 3-
doz. in case, \$2 doz.; 1/2-lb. tins, \$1.25 doz.;
1/4-lb. tins, 80c doz.

COOK'S FRIEND
BAKING POWDER
WORLD FLOURS, PURE CONSTANT PASTRY
"Prepared by the best chemical process."
"Keeps for years without becoming rancid."
"Gives a soft, spongy texture to breads, cakes, and pastries."
"Is the best for all baking purposes."
"Is the best for all baking purposes."
"Is the best for all baking purposes."

FOREST CITY BAKING POWDER
Dozen
6 oz. tins. 0 75
12 oz. tins. 1 25
16 oz. tins. 1 50

Cereals
WHITE SWAN SPICES AND CEREALS LTD.
White Swan Breakfast Food
3 doz. in case, per case \$3.50
The King's Food, 3-doz. in case, per case \$4.50
White Swan Barley Oats, per doz. \$1.
White Swan Self-rising Buckwheat Flour, per doz. \$1.
White Swan Self-rising Pancake Flour, per doz. \$1.
White Swan Wheat Kernels, per doz. \$1.40
White Swan Flaked Rice, per doz. \$1.00
White Swan Flaked Pasta, per doz. \$1.40

COCONUT
CANADIAN COCOANUT CO., MONTREAL.
Packages—5c, 10c, 20c and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb.
1-lb. packages. 0 26
1-lb. packages. 0 27
1-lb. packages. 0 28
1 and 1/2 lb. packages, assorted. 0 26 1/2
1 and 1/2 lb. packages, assorted. 0 27 1/2
1-lb. packages, assorted, in 5 lb. boxes. 0 28
1-lb. packages, assorted, in 5 lb. boxes. 0 29
1-lb. packages, assorted, 5, 10, 15 lb. cas. 0 30

Blue
Keen's Oxford, per lb. 0 17
In 10-box lots or case. 0 16
Gillett's Mammoth, 2-cases box. 3 00

Chocolates and Cocoas
THE COWAN CO., LIMITED
Cocoas—
Perfection, 1-lb. tins, per doz. \$4 50
Perfection, 1/2-lb. per doz. 3 40
Perfection, 1/4-lb. per doz. 1 30
Perfection, 10c size 0 90
5-lb. tins
per lb. 0 37
Solu la, bulk, No. 1, per lb. 0 30
soluble, bulk, No. 1, per lb. 0 18
Lodges Pearl, per lb. 0 22
Special quotations or Cocoas in bbla. kegs, etc.

Unsweetened Chocolate— Per lb.
Plain Rock, 1/2's & 1/4's, cakes, 12-lb. bxs 0 36
Perfection chocolate, 20c size, 2 dozen b xes, per dozen 1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen 0 90
Sweet Chocolate
Queen's Dessert, 1/2's and 1/4's, 12-lb. bxs., per lb. 0 30
Queen's Dessert, 5's, 12-lb. boxes. 0 40
Vanilla, 1-lb., 12-lb. boxes, per lb. 0 35
Parisian, 8's, " " " 0 30
Royal Navy, 1/2's, 1/4's, boxes, per lb. 0 30
Diamond, 7's, 12-lb. boxes, per lb. 0 24
" " " " " 0 25
" " " " " 0 28

Loings for oak
Chocolate, white, pink, lemon, orange, almond, maple and cocoa nut cream, in 1/2-lb. pkgs., 3-doz. in box, per dozen 0 90
Confections— Per lb.
Milk chocolate wafers, 5-lb. boxes. 0 35
Maple buds, 5-lb. boxes. 0 36
Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, " " " 0 30
Nonpareil wafers, No. 1, " " " 0 25
Nonpareil wafers, No. 2, " " " 0 25
Chocolate ginger, 5-lb. boxes. 0 30
Milk chocolate, 5c cakes, per box. 1 35
Milk chocolate, 5c cakes, per box. 1 35

AGENTS, C. E. COLSON & SON, MONTREAL.
In 1/2, 1 and 1 1/2 lbs. tins, 14-lb. boxes, per lb. 0 35
Smaller quantities. 0 37
JOHN F. MOTT & CO.'S.
R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Perse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

MOTT'S DIAMOND CHOCOLATE
Elite, 10c size (for cooking) dos. 0 90
Mott's breakfast cocoa, 10c. size 90 per dz.
" breakfast cocoa, 1/2's. 0 38
" " " " " 0 38
" No. 1 chocolate, 1/2's. 0 32
" Navy " " " 0 29
" Vanilla sticks, per gross. 1 00
" Diamond chocolate, 1/2's. 0 34
" Plain choice chocolate liquors 0 32
" Sweet Chocolate Coatings. 0 30

WALTER BAKER & CO., LIMITED.
Premium No. 1 chocolate, 1/2 and 1 lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, 1/2 and 1 lb. cakes 6-lb. bxs., 28c. lb.; Caracas sweet chocolate, 1/2 and 1 lb. cakes, 6-lb. bxs., 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, 1/2 lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1/2 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bbla., tied 5c, per box \$3.00. The above quotations are f.o.b. Montreal.

CONDENSED MILK
BORDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto. Cases, Doz.
Eagle Brand Condensed Milk. \$6 00 1 50
Gold Seal Condensed Milk. 4 50 1 15
Challenge Condensed Milk. 4 00 1 00
Peerless Brand Evaporated Cream (five cent size (4 dozen). 2 00 0 50
Peerless Brand Evaporated Cream family size. 3 50 0 90
Peerless Brand Evaporated Cream pint size (4 dozen). 4 80 1 20
Peerless Brand Evaporated Cream hotel size. 3 70 1 85

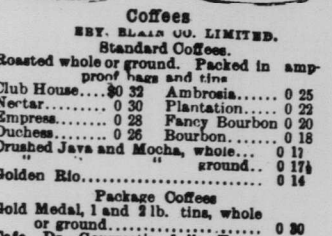
TRURO CONDENSED MILK CO., LIMITED
"Jersey" brand evaporated cream per case (4 dozen). \$3 50
"Reindeer" brand, per case (4 dozen) 5 00

COFFEES
REY, BLAIN CO., LIMITED.
Standard Coffees.
Roasted whole or ground. Packed in amp-proof bags and tins
Club House. \$0 32
Nectar. 0 30
Empress. 0 28
Duchess. 0 26
Crushed Java and Mocha, whole. 0 17
Golden Rio. 0 14
Package Coffees
Gold Medal, 1 and 2 lb. tins, whole or ground. 0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jar, 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.

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BORDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto. Cases, Doz.
Eagle Brand Condensed Milk. \$6 00 1 50
Gold Seal Condensed Milk. 4 50 1 15
Challenge Condensed Milk. 4 00 1 00
Peerless Brand Evaporated Cream (five cent size (4 dozen). 2 00 0 50
Peerless Brand Evaporated Cream family size. 3 50 0 90
Peerless Brand Evaporated Cream pint size (4 dozen). 4 80 1 20
Peerless Brand Evaporated Cream hotel size. 3 70 1 85



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"Reindeer" brand, per case (4 dozen) 5 00



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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.

MELAGAMA COFFEE
W.S.P. Ret. P.
Ground or 0 50
bean, 15 0 50
" " 15 0 40
" " 15 0 30
" " 15 0 20
" " 15 0 10
Packed in 30c and 50c. cases
Terms—Net 30 days prepaid

Confections
IMPERIAL PEANUT BUTTER
Small, cases 2 dozen. 0 95 dozen
Medium, cases 2 dozen. 1 80 " "
Large, cases 1 dozen. 2 75 " "
Tumblers, cases 2 dozen. 1 35 " "
25-lb. pails. 0 15 lb.

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 \$30.
All same price one size or assorted.

UN-NUMBERED
Under 100 books. each 04
100 books and over. each 08
500 books to 1000 books. each 08
For numbering cover and each coupon, extra per book 1/4 cent.

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

Flavoring Extracts
SHIRAZI'S
1 oz. (all flavors), doz. 1 00
2 " " " 1 75
3 " " " 2 00
4 " " " 3 00
5 " " " 3 75
6 " " " 5 50
16 " " " 10 00
32 " " " 18 00
Discounts on application.

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

Jams and Jellies
BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Lafamme, Montreal and Toronto.
1-lb. glass jar, screw top, 4 doz., per doz. \$2 20
T. UPTON & CO.
Compound Fruit Jams—
12-oz. glass jars, 2 doz. in case, per doz. 1 00
2-lb. tins, 2 doz. in case, per doz. 1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb. 0 07 1/2
7 wood pails, 6 pails in crate, per lb. 0 07
30-lb. wood pails, per lb. 0 07
Compound Fruit Jellies—
12-oz. glass jars, 2 doz. in case, per doz. 1 00
2-lb. tins, 2 doz. in case, per lb. 1 80
7-lb. wood pails, 6 pails in crate, per lb. 0 07 1/2
30-lb. wood pails. 0 07

SOUPS
JOS. CAMPBELL CO., CAMDEN, N.J.
Soups (condensed)—No. 1 cans, all kinds per dozen \$1.20. Chicken soup, \$1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. \$1.40. Tomato Ketchup—Bottles (10c. size only) doz. \$1.40. Tabasco-Ketchup—Bottles (10c. size only) doz. \$1.40. Chili Sauce—Bottles (10c. size only) doz. \$1.40. Mustard (prepar- ed)—With spoon (new) doz. \$1.40; No. 89 jars, doz. \$1.40.

W. CLARK'S SPECIALTIES
Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, \$1.25; No. 3, \$1.75 dozen. Oz Tomatoes (in glass Brand), No. 1, \$1.00; No. 2, \$1.25 ds

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.

2 in 1

Shoe Polish

The best-selling Shoe Polish in every part of the North American Continent. Keep well stocked—your jobber can supply you.

The F. F. Dalley Co., Limited

**Hamilton,
Ont.**



**Buffalo,
N.Y.**

TEA LEAD

Best Incorrodible

Buy **"PRIDE OF THE ISLAND" Brand**

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

ISLAND LEAD MILLS LIMITED,

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

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

Canadian Agents

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

BRANDS
"BANNER" & "PRINCESS"
CONDENSED MILK

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

**St. George Evaporated
Cream**
(Unsweetened)

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

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

J. MALCOLM & SON

**ST. GEORGE,
ONT.**

MOLASSINE DOG and PUPPY CAKES

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

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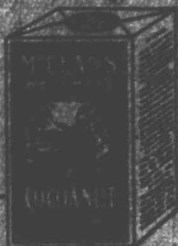
ANDREW WATSON

81 YOUVILLE SQUARE, MONTREAL

**McLean's
COCONUT**

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

The Canadian Coconut Co.
Sole Makers
MONTREAL



LET THERE BE LIGHT

A steady, brilliant white light in your store will prove an asset whose value cannot be over-estimated. Get in touch with us. Our apparatus is absolutely safe, is better and cheaper than electricity or gas and safer than coal oil and candles.

Clean and sanitary.

Write for circular and special price to merchants direct.

MacLAREN & CO.

Gasoline Lighting Systems

MERRICKVILLE, ONTARIO

AGENTS WANTED.



**GINGERBREAD
— BRAND —
MOLASSES**

A Molasses that increases your sales.

THREE reasons for it:

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

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

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

THE BEST THERE IS

Be convinced now.

**The Dominion Molasses
Co., Limited**

HALIFAX - NOVA SCOTIA

Commercial Account Register

**Bookkeeping
Without Books**

Used It Three Years.

"In August, 1907, I put in one of your No. 300 Account Registers, and have had it a constant use ever since—over three years.

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

Sheets lift out and fit any size.

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

Yours truly,

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

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

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

Send us postal for Catalogue and full information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.



FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

**PICKFORD & BLACK
HALIFAX**

OAKEY'S

The original and only
Genuine Preparation for
Cleaning Cutlery, 6d.
and 1s. Canisters.

**'WELLINGTON'
KNIFE POLISH**

JOHN OAKEY & SONS, Limited

Manufacturers of
Emery, Black Lead, Emery, Glass
and Flint Cloths and Papers, etc.

Wellington Works, London, England

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.

Let us send
you quotations
for your fall
supply of

SALT

Verret, Stewart & Co.
Limited
Montreal

The up-to-date grocer who
finds apples short im-
mediately puts

WETHEY'S
Condensed Mince Meat

(IN CARTONS)

prominently before his trade.

What about yourself?

All jobbers.

3 doz. to a case.

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

The Grocer will award Nine Medals for the best examples of "Constructive Salesmanship" furnished

by merchants or their clerks during the next six months.

Class A.—Open to merchants or clerks in villages or towns up to 2,500 population. 1st, solid gold medal; 2nd, silver medal; 3rd, bronze medal.

Class B.—Open to merchants or clerks in towns and cities between 2,500 and 20,000 population. 1st, solid gold medal; 2nd, silver medal; 3rd, bronze medal.

Class C.—Open to merchants and clerks in cities over 20,000 population. 1st, solid gold medal; 2nd, silver medal; 3rd, bronze medal.

The competition will close May 1, 1911. The decision will rest with a committee comprising the editors of nine of the Maclean trade newspapers.

The ability of a merchant to sell depends upon many things—buying methods, display, advertising

in its various forms, store equipment, recommendation of goods, telephone service, etc.

Everything that has a bearing upon the building up of a profitable business is "Constructive Salesmanship," for salesmanship is the essence of all business. Even buying comes under that heading, because a merchant always buys with the sale in mind.

We want actual methods by which dealers have introduced new goods, broadened the scope of demand for others, and in a general way increased their turn-over and profits by the exercise of their selling power.

No contestant will be judged on his ability to write an article about his experiences. What we want is all the facts—good, hard facts. Where they come to us minus literary style, we'll do our best to furnish the letter.