

CIRCULATES EVERYWHERE IN CANADA

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# THE CANADIAN GROCER

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

MONTREAL, 232 McGill St.

TORONTO, 10 Front St. East.

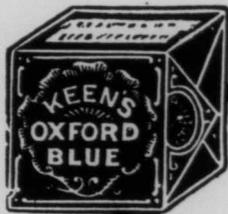
WINNIPEG, 511 Union Bank Building

LONDON, ENG., 88 Fleet St. E.C.

VOL. XXII.

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NO. 45.



*It's a wise saying :*

"Never change horses while crossing a stream."  
Applied commercially it is especially true as regards

## Keen's Oxford Blue

Don't ask your customers to change to another brand—It's too risky—  
Stick to Keen's Oxford Blue.

Frank Magor & Co., 403 St. Paul Street, Agents for the Dominion Montreal.



A Trial Order of

## "Crown Brand" Corn Syrup

placed with your jobber NOW will make for you regular calls from your customers. People want a good, healthy, rich and nourishing Table Syrup. "Crown" Brand is purest and best.

EVERY JOBBER SELLS IT.

### Put up in Tins

2-lb. Tins—Cases	2 doz.	Also in Brls. & Brls.
5 "	1 "	Kegs and Pails.
10 "	1/2 "	
20 "	1/4 "	

Freight paid on 5 cases and over to all railway stations east of North Bay.

### EDWARDSBURG STARCH CO., LIMITED

53 Front St. East, TORONTO, Ont.

ESTABLISHED 1858  
Works, CARDINAL, Ont.

164 St. James St., MONTREAL

# A Plain Statement

---

"Reliable advertised goods for which a demand is created are the only sure sellers."



**MacLaren's Imperial Cheese  
Imperial Peanut Butter  
Imperial Dessert Jelly**

Uniform high quality, liberal value and effective advertising combine to make **Imperial Products money-earners** for the **retail grocer**.

Care, skill and progressiveness enable him to push the sale of **Imperial Products** with the assurance that every sale means a **satisfied customer**, and every satisfied customer is a business asset, a **business-getter**.

Why not consult your own interests, why not **reap this advantage** of quality, value and advertising, why not build up your business and be sure of good profits by selling **Imperial Products**?

What we state are facts, and we back up every statement. Watch our ads.

---

**MacLaren Imperial Cheese Co., Ltd.**

**Toronto**

**Detroit**

# Griffin & Skelley

Messrs. Griffin & Skelley (whose products are listed below) have always conducted business on that safe old principle that "the best is the cheapest in the long run." It has paid them and the grocers who handle their goods handsomely. And it will continue to do so.

Seeded Raisins,      Canned Fruits,  
White and Green Asparagus,  
Griffin's Prunes,      Cured Fruits,  
Griffin's Seedless Raisins

No detail of their work is neglected from start to finish because no detail is too small to receive the scrupulous care and attention that assures perfection. There is an old fashioned goodness about their prepared fruits (and asparagus) that wins trade—and keeps it.

**This Year's Fruit Now in the Market.**

*Arthur P. Tippet & Co., Agents*

*8 Place Royale, Montreal.*



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY



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

**HAMILTON**

**G. WALLACE WEESE**  
 Manufacturer's Representative  
 Grocers' and Confectioners' Supplies, Storage and Distribution attended to.  
 Am open to accept one or two more clients, established connections.  
 Offices: Myles Fireproof Storage Warehouse  
 HAMILTON, CANADA. Correspondence Solicited

**HALIFAX, N.S.**

**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.

**HOWARD BLIGH & SONS**  
 HALIFAX N.S.  
 Importers, Exporters and General Commission Merchants.  
 Firms wishing to be represented in the Maritime Provinces will do well to communicate with us.  
 Domestic and Foreign Agencies Solicited.  
 Highest References.

**MONTREAL**

**FOR SALE**  
 Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.  
**J. T. ADAMSON & CO.**  
 Customs Brokers and Warehousemen  
 27 St. Sacrament Street, Montreal  
 TEL. MAIN 778 BOND 28

**ROBERT ALLAN & CO.**  
 General Commission Merchants  
 MONTREAL  
 Fish, Oils, Beans, Peas and Produce.  
 Agents: "Royal Crown" Skinless Codfish.  
 Representing Morris & Co. Chicago, Pork and Lard.

**J. WALTER SNOWDON**  
 MANUFACTURERS' AGENT AND BROKER  
 Open for exclusive representation of one or two more reliable houses with good grocery lines. Correspondence solicited.  
 Address  
 23 Burton Ave., Westmount, Montreal

**MONTREAL**

**D. McL. BROPHY**  
 414 St. Paul St. - Montreal  
 Broker and Manufacturers' Agent  
 Open to represent one more up-to-date house desirous of utilizing my excellent connect-on with the grocery trade.  
 Correspondence will receive prompt attention

**MOOSE JAW**

**D. STAMPER**  
 GROCERY AND FRUIT BROKER AND MANUFACTURERS' AGENT  
 Goods Stored and Distributed  
 Warehouse, City Spur Track  
 P.O. Box 793 MOOSE JAW, SASK.

**NEWFOUNDLAND**

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

**REGINA.**

**G. C. WARREN**  
 Box 1036, - REGINA  
 Manufacturers' Agent and Commission Merchant. Direct Importer of all grades of pure Ceylon Teas, and Grocery and Drug Specialties. Dealer in Coffees, Spices, Mustard, etc. Established eleven years. More lines desired.

**ST. JOHN**

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

**DRIED APPLES**  
 SHIP ALL YOU HAVE TO US.  
 QUICK RETURNS.  
**W. H. MILLMAN & SONS**  
 GROCERY BROKERS  
 TORONTO

**TORONTO.**

**Maple Syrup Compound**  
 The season is now on  
 BUY "EXCELSIOR" BRAND  
 Wine Quarts. We have it all!  
**Anderson, Powis & Co.**  
 Agents  
 15 Wellington Street East, Toronto

**Dominion Storage & Forwarding Co., Ltd.**  
 43 Colborne Street, TORONTO  
 Consignments stored in large, clean, dry warehouse, centrally located. All facilities for handling goods of Manufacturers and Merchants.  
 TELEPHONE MAIN 5661

**W. G. Patrick & Co.**  
 Manufacturers' Agents and Importers  
 29 Melinda St., Toronto

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

**MacLAREN IMPERIAL CHEESE CO.**  
 Limited  
 AGENCY DEPARTMENT  
 Agents for Grocers' Specialties and Wholesale Grocery Brokers  
 TORONTO, Ont. DETROIT, Mich.

**Don Storage & Cartage Co.**  
 Limited  
 81 Front Street East  
 PHONE M. 2823  
 Storage facilities unequalled in city - Special cartage delivery - Lowest rate of insurance.

(Continued on page 4.)

**Get Busy** You'll need to if you want to take advantage  
of a special offer we are making on a carload

**"SNOWSHOE" brand**  
**FINE COHOE SALMON**

For orders—

for immediate shipment (upon arrival of the car) we are  
quoting a special price that will show you a good profit  
as a 15c. seller.

WE NOW HAVE A FULL STOCK OF NEW SEASON'S

**FIGS**— ELEME TABLE **DATES** SAIRS, HALLOWEE and  
NATURALS Royal Excelsior in 1 lb. pkgs.

WRITE, WIRE OR 'PHONE—AT OUR EXPENSE.

**EBY-BLAIN, LIMITED** Wholesale Grocers  
**TORONTO**

**A TIP**

Compare our Price List below with other Package Teas you are  
buying. It is bound to appeal to the up-to-date grocer.

**TRADE PRICES**

TERMS : DRAFT THIRTY DAYS NET. FREIGHT PAID

**YELLOW LABEL.**—Pounds cost you 20c. Half pounds  
cost you 21c., you sell at 25c. per pound. This grade when  
bought alone cash must accompany the order.

**GREEN LABEL.**—Pounds and half pounds. Costs you  
24c., you sell at 30c. per pound.

**BLUE LABEL.**—Pounds and half pounds. Costs you  
25c., you sell at 35c. per pound.

**RED LABEL.**—Pounds, half pounds, quarter pounds and  
one-eighth pounds. Costs you 30c., you sell at 40c. per lb.

**WHITE LABEL.**—Pounds and half pounds. Costs you  
35c., you sell at 50c. per pound.

**GOLD LABEL.**—Pounds and half pounds. Costs you  
42c., you sell at 60c. per pound.

**PURPLE LABEL.**—Half pounds and quarter pounds.  
Costs you 55c., you sell at 80c. per pound.

**DOLLAR TEA, EMBOSSED LABEL.**—Half pounds and  
quarter pounds. Costs you 70c., you sell at \$1.00 per  
pound.

ALL GRADES PACKED IN BLACK, MIXED AND GREEN

**THE BLUE RIBBON TEA CO., Limited**  
266 St. Paul St. - Montreal

Manufacturers' Agents—Continued.

WINNIPEG

**STUART WATSON & CO.**

Wholesale Commission Brokers and  
Manufacturers' Agents

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

**RICHARDS & BROWN**

Wholesale Commission Merchants  
and Brokers

314 Ross Avenue WINNIPEG, Man.

Correspondence Solicited

**W. H. Escott**

Wholesale Grocery Broker  
and Commission Merchant

Manufacturers' lines handled on  
commission to the wholesale  
trade. Track warehouse ac-  
commodation. Best  
references.

141 Bannatyne Avenue East, Winnipeg, Can.

and West to the Rockies

ESTABLISHED 1887

**Carman Brokerage Co.**

Wholesale Grocery Brokers  
WINNIPEG, CALGARY and EDMONTON  
GOODS STORED AND DISTRIBUTED  
141 Bannatyne Ave. WINNIPEG, MAN.

**GEO. ADAM & CO.**

Wholesale Grocery Brokers  
and Manufacturers' Agents.

430 1/2 Main St. - - Winnipeg

Established 14 years. Correspondence solicited

SPRAGUE

**CANNING MACHINERY CO.,**

CHICAGO, ILL., U.S.A.

VANCOUVER

**F. G. EVANS & CO.**

Grocery Brokers and  
Commission Merchants

139 Water St., - Vancouver, B.C.

Correspondence Solicited.

**EXPERIENCED ADVERTISEMENT WRITERS**

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register their names with the MacLean Pub-  
lishing Co., at any of their offices. Inquiries are  
occasionally made by manufacturers and whole-  
sale houses who contemplate establishing their  
own advertising department.

**TEA;**  
Its History and Mystery

BY

JOSEPH M. WALSH

A Great Tea Expert

This is a practical, exhaustive  
work containing valuable information  
about Tea. It should be in the hands  
of every enterprising Grocer and Tea  
Dealer in the country.

**CONTENTS**

1. Early History.
2. Geographical Distribution.
3. Botanical Characteristics and Form.
4. Cultivation and Preparation.
5. Classification and Description
6. Adulteration and Detection.
7. Testing, Blending and Preparing.
8. Chemical, Medical and Dietetic Properties.
9. World's Production and Consumption.
10. Tea Culture, a Probable American Industry.

Mailed to any address on receipt of

Price \$2.00 Postpaid

12mo. Bound in Cloth.

TECHNICAL BOOK DEPARTMENT

The Maclean Publishing Co.,

10 Front St. East, - - TORONTO, CAN.

...ESTABLISHED 1849...

**BRADSTREET'S**

Capital and Surplus, \$1,500,000.

Offices Throughout the Civilized World

Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

**THE BRADSTREET COMPANY** gathers information that reflects the financial condition and the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the merchants, by the merchants, for the merchants. In procuring, verifying and promulgating information no effort is spared, and no reasonable expense considered too great, that the results may justify its claims as an authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have been steadily extended, and it furnishes information concerning mercantile persons throughout the civilized world.

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ST. JOHN, N.E.  
WINNIPEG, MAN.

MONTREAL, QUE.  
TORONTO, ONT.

Agents for the Dominion of Canada, Western Canada, and the Northwest.

**EXPORT TRADE DEPARTMENT.**

Firms Abroad Open for Canadian Business.

**DAVID SCOTT & CO.**

Established 1878. 10 North John St.  
LIVERPOOL, ENGLAND.  
Splendid connections and references. Try us with a ship-  
ment of CANNED GOODS.

T. A.—Scottish, Liverpool.

**JAMES MARSHALL**

ABERDEEN, SCOTLAND,

invites consignments of Canadian Produce, gives personal  
attention to handling of same, and guarantees prompt  
returns. Reference—Clydesdale Bank, Aberdeen. Codes—  
A.B.C. 4th and 5th Eds.

**BASKETS**

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

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

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

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

**It Costs Something to Secure  
a New Customer**

and when one leaves you from any  
cause it means a dead loss  
of a certain amount



**Allison  
Coupon  
Books**

are as popular  
with the patrons  
of a store as  
they are with  
the manager of  
the store him-  
self. They work  
to the advantage  
of both, and by

reducing friction enable you to secure new trade  
and hold the old.

**Here is the Plan**

If a man wants credit for \$10.00 and you think he  
is good for it, give him a \$10.00 Allison coupon  
book and have him sign the receipt or note form in  
front of book, which you tear out and keep. Charge  
him with \$10.00—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 \$10.00  
and gets another book. No pass books, no charg-  
ing, no lost time, no errors, no disputes. Allison  
Coupon Books are recognized everywhere as the  
best.

For sale by the jobbing trade everywhere. Manu-  
factured by the

**Allison Coupon Co.  
INDIANAPOLIS, IND.**



## COLD WEATHER IS HERE

Lay in your winter supply of **Tomato Catsup** immediately.

**AYLMER TOMATO CATSUP** is the best value on the market, equal in quality to most of the high priced imported catsups.

Wholesalers have an **attractive offer**, good until **November 14th, inclusive**.

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Business.

North John St.  
as with a ship.

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Co.

# Profit, Popularity, Permanent Success

These are the invariable results of selling only the most satisfactory goods. You know very well that customers soon begin to fall away when the quality of your goods begins to deteriorate. High quality is undoubtedly the main factor in permanently big success. In your canned fruit and vegetable department it will pay you to specialize on

## Old Homestead Brand

because Old Homestead goods are uniformly high in quality. We would not iterate and reiterate this statement if we were unable to show proof.

### Every Can is a Confirmation

of our quality claims. We entered the canned goods business to STAY; and we know that high quality alone can retain our prestige.

---

ASK YOUR JOBBER FOR OLD HOMESTEAD

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## The Old Homestead Canning Co.

Picton

Ontario

# ONE MOMENT PLEASE!

Undoubtedly at some time it has been your misfortune to have bought tea that neither came up to your expectations nor brought you the quick returns necessary to give you a profit. It was a disappointment because the tea itself was of inferior quality, it lacked the very feature necessary to merit the confidence of your customers. You relied upon the recommendation of the salesman rather than upon your own judgement based upon a careful investigation of facts. In offering

# "SALADA"

to you, we do not ask you to rely on unsupported argument. We point to seventeen years of continuously increasing sales. We refer you to millions of satisfied customers. For seventeen years we have adhered steadfastly to our principle of

## SERVING THE PUBLIC WELL



# THE A1 SAUCE

*A Fine Tonic and Digestive.  
An Excellent Relish For  
"FISH, FLESH or FOWL."*

*Simply A1.  
Pleases everyone.  
The Public WILL have it.  
Sold all over the world.*

For full particulars and prices write our Agents:

*GENERAL AGENT—H. HUBBARD, 27 Common St., Montreal  
HAMILTON MORTON CO., 1 Wellington St. E., Toronto  
W. H. AHRENS, 396 Victoria St., Winnipeg  
J. READ, St. John, N.B.  
R. T. TINN, 337 Hastings St. W., Vancouver, B.C.*

**BRAND & CO.,** Purveyors to H.M. the King, Mayfair Works, Vauxhall,  
**LONDON - ENG.**

LIMITED

Canadian-made Licorice  
**Y. & S. Brand**  
 All Druggists



MANUFACTURED  
 by  
 NATIONAL LICORICE CO.  
 MONTREAL

**ACME PELLETS**

**M. & R. WAFERS**

and a complete line of **LOZENCES, ETC.**

**Hard and Soft Licorice Specialties**

Price Lists and Illustrated Catalogue on request

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Winnipeg Sales Agency—

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St. John Sales Agent—

**H. S. Daly.**

Vancouver Sales Agency—

**J. F. Mowat & Company.**

**MOLASSES AND SYRUPS**

**GINGERBREAD BRAND MOLASSES**  
 (IN TINS)

2's, 3's 5's, 10's, 20's  
 1, 2, 3, 5 gal. Pails

**GOLDEN SLING SYRUP**  
 (IN TINS)

2's 3's 5's 10's 20's  
 1, 2, 3, 5 gal. Pails

**"THE BEST THERE IS"**

**Agents**

C. E. Paradis, - - -	Quebec.	W. H. Escott, - - -	Winnipeg.
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**Dominion Molasses Co.,**

LIMITED

Hallfax, - Nova Scotia

**Marsala Wine**

A GOOD  
 PROPOSITION

**Samples Free To You**

If you are a grocer send for free  
 sample of this ideal after dinner  
 beverage.

**Cost is \$7 a case and up**

**Look into this to-day.**

**Museo Commerciale Italiano**

**43 St. Antoine St., Montreal**

Sole Agents Amerloan Continent

Phone Main 2731

Stock "the Best."

**KIT**  
**COFFEE**

IS  
**BEST in Quality**  
**SMARTEST in Finish**  
**KEENEST in Price**



KIT is an up-to-date extract,  
 entirely free from the bitterness  
 so objectionable in ordinary  
 essences.

By sheer force of merit it  
 has achieved a remarkable  
 success in the Home Market,  
 and Merchants in the Dominion  
 introducing KIT to their cus-  
 tomers are laying the foundation  
 of satisfactory repeat business.

Agents in the Dominion—Montreal City, Mathewson's Sons,  
 202 McGill St.; Quebec City, Albert H. Dunn, 87 St. P-ter St.;  
 Ontario, A. E. Bowron, 18 King William St., Hamilton  
 Winnipeg, Mason & Hickey 108 Princess Street.

# Teas, Dried Fruits and Canned Goods

The last shipment expected, of dried fruits, of this year's preserving has arrived and our stock is now most complete. We can offer to our customers, at prices well worth investigating, choice lines of

**Valencia Raisins, Sultana Raisins, Currants, Figs, Prunes, Dates, Malaga Table Raisins, Candied Peels, Nuts, (Tarragona, Mayette, Marbots, Crowns, Filberts) etc.**

We have also a fine line of

**Evaporated Fruits (Apples, Peaches, Pears and Apricots)**

We can recommend these lines, as they are of extra choice quality—bought under remarkably favorable conditions from which our customers can benefit.

**TEAS** Our stock of teas of the new crop is now complete. It is a fine large assortment, amply sufficient to meet all requirements of the trade as to quality, variety and price. We have to select from, choice lines of **Japan, Gun Powder, Young Hyson, Green Ceylon, Black Ceylon, Pekoe, Soochong, Formosa, Oolong, English Breakfast Congou, etc., etc.**

We are now, as ever, in a position to recommend **Princess** and **Victoria Brands** of **Black** and **Japan Teas** as the best on the market at the price.

We pay freight on all lots of teas, assorted or not, of 200 lbs. or over.

**CANNED GOODS** Our stock of Imported and Domestic brands of Canned Goods is still complete. It consists of all popular domestic brands of canned fruits and vegetables; also "**SOLEIL BRAND,**" the most popular brand imported. Buy now while the stock is at its best, and prices reasonable.

**Winter is Coming** Do not fail to examine your stock of Champagne, Wine, Beers and Porters, Mineral Waters, Malt Extracts, Vinegars, Pickles and Patent Medicines—before the cold weather sets in for good and before the adoption of Winter Tariffs, which will be very soon.

For further information, quotations, etc., write, telephone or wire at our expense.

**Laporte, Martin & Co., Ltd.**

**Wholesale Grocers and Wine Merchants**

**MONTREAL**

THE CANADIAN GROCER

IN STORE

# New Crop Dates

## The Davidson & Hay Limited

WHOLESALE GROCERS, TORONTO

TRADE MARK

**FLATS**  
**\$2.15**



**TALLS**  
**\$2.00**

SONS  
ESTABLISHED 1834.

These are

### Quaker Salmon Prices

For pleased customers **QUAKER BRAND** is the salmon to sell.

Finest fish from Fraser and Skeena Rivers.  
Simply perfect.

Pleasing package—in fact, the most attractive tin on the market.

**Mathewson's Sons**  
WHOLESALE GROCERS  
202 MCGILL STREET, - MONTREAL

THREE BRANDS THAT PAY YOU TO STOCK.

## PURNELL'S

Vinegar Pickles Sauces

No better line to stock than these high-class English goods.

Our pure malt vinegar has been a standard article for over 150 years.

Pickles and Sauces of irreproachable quality, piquancy and flavor.

Get in touch with our agents, so as to have early delivery.

**Purnell & Panter, Ltd.**  
Bristol, England

C. E. McMichael, - - St. John, N.B.  
H. Haszard, - Charlottetown, P.E.I.  
Erb & Rankin, - - - - Halifax, N.S.  
C. S. Harding, Ottawa, Quebec & Montreal  
Kyle & Hooper, - - - Toronto, Ont.  
J. W. Bickle & Greening, - Hamilton, Ont.  
Carman, Brokerage Co., - Winnipeg, Man.  
C. E. Jarvis & Co., - Vancouver, B.C.

## We Have No Canned Speeches

but we can supply Eastern Township grocers with all other varieties canned goods at the most attractive prices you ever heard of.

All this season's pack.

All our prices are **minus the freight!**

### T. A. Bourque & Co., Reg., Sherbrooke, Que.

Wholesale Grocers

# E. D. S. Brand Jams and Jellies



GUARANTEED  
ABSOLUTELY  
PURE

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

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

Unequaled in Quality  
and a Producer of Permanent Profit

# QUAKER

## Canned Goods

THE BLOOMFIELD PACKING CO.

BLOOMFIELD,

ONT.

# Figs and Dates

All grades of above—New Goods are now in stock.

## Thomas Kinnear & Co.

Wholesale Grocers **TORONTO** and **PETERBORO**

“Snap” is a hand cleaner made especially for that purpose. It doesn't take the place of soap; but it will do the work that ordinary soap cannot do, without irritation or injury to a sensitive skin.



**SNAP**

**SELLS**

*“Better than Soap”*

“Snap” as a quick and effective dirt chaser has made itself a household necessity among people whose work or play brings them into contact with dirt, grease, paint, etc. The price is reasonable, the profits good. *Ask your jobber.*

**Fruit Jars**  
**Jar Rings**  
**Butter Tubs**  
**Butter Paper**  
**Brooms, Brushes**  
**Baskets**

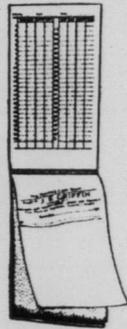
**Walter Woods & Co.**  
**Hamilton and Winnipeg**

### Avoid Costly Disputes

with customers by using our simple

### “Duplex” Counter Check Book

Disputes with your customers over accounts often mean a loss of money and a gradual dropping away of trade. Duplex Counter Check Books keep an accurate account of all your sales etc., and do away entirely with worry and anxiety regarding business transactions.



**THE CARTER-CRUME COMPANY, LIMITED**  
**TORONTO, CANADA**



*Its Merit Brings Repeat Orders*

ESTABLISHED 1840

One distinctive feature of our

# "PANSY BROOM"

is the individual wrapper in which each broom is packed. This protects the broom and ensures its reaching the consumer in perfect condition.

Order direct from the makers



## H. W. Nelson & Co., Ltd.

Toronto

# Kops' Ale & Kops' Stout

(Non-Alcoholic)

### Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.

**The Best for Your Trade.**

CANADIAN AGENTS—Hudson's Bay Co., Vancouver, B.C. W. L. MacKenzie & Co., Ross Ave., Winnipeg. Kenneth H. Munro, Coristine Bldg., Montreal. Kyle & Hooper, Front St. E., Toronto. Royal Stores, St. John's, Nfld. W. L. MacKenzie & Co., 606a Center St., Calgary.

## KOPS' BREWERIES, - London, S.W., England



# Sure Sellers Appeal

to the modern grocer. That's why our four leading lines in Extracts and Jelly Powders will meet with your favor. Satisfied customers, quick sales and good profits.

- No. 1 Prince of Wales Extract
- No. 2 Club Extract
- No. 3 Fleur de Lis Extract

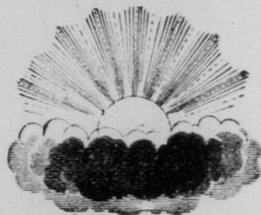
These are the result of the latest, approved and most economical process for extracting the true flavors from their natural source.

Our Club jelly powders, with Club Cream in same packet, have proved a great success. They pay the storekeeper to buy them, and delight the customer who tries them.

## S. H. EWING & SONS 98 King St. Montreal

### "Salad, Edible and Cooking Oils"

WINTER PRESSED



"Sun Burst" Reg'd.

"Non-Pareil" Reg'd.

To know these oils is to stock them. The finest substitute for lard on the market. Guaranteed under the Pure Food Act.

We carry a stock and will be pleased to send you samples, with prices.

You will find our oils a good proposition all the way, owing to the number of uses to which they can be put.

WRITE US TO-DAY

### J. M. BRAYLEY,

MANAGER KENTUCKY REFINING CO., Incorporated  
Cotton Seed Oils

55 ST. PAUL ST., MONTREAL

### FRUIT CANS

All sizes—All kinds.

### SYRUP CANS

For products of Maple, Corn and Cane.

### MILK CANS

For Sweetened Milk and Evaporated Cream.

### MEAT CANS

Bevelled, Round and Square.

### BISCUIT TINS

of any description.

### BAKING POWDER

### AND SPICE CANS

PROMPT SHIPMENT. SUPERIOR GOODS.

THE

## Norton Manufacturing Co.

HAMILTON



## Highest in Strength and Purity

# SHIRRIFF'S FLAVORING EXTRACTS

### IMPERIAL EXTRACT CO.

18-22 CHURCH STREET, TORONTO, CANADA

## ANNOUNCEMENT!

# Something New

Having recently completed our modern and up-to-date factory for the preparation of our famous

## ALLREDIE Brand

of

## PLUM PUDDING

we are now in a position to supply the grocery trade of Canada. This is a new line—a great taker and a dandy seller, with good profits.

### **ALLREDIE PLUM PUDDING**

is put up in attractive packages, 3 dozen to the case, and the price is

**\$4.25 a case**

**Retails at a very popular price within the reach of all. A package makes sufficient for six persons. Order to-day.**

**Allredie Pure Food Co. of Canada, Limited**  
Bridgewater, N.S.

A. H. BRITAIN & CO., Montreal Agents

THE CANADIAN GROCER

E NICHOLSON

D H BAIN

CODES.  
ABC 4<sup>TH</sup> & 5<sup>TH</sup> EDITION  
WESTERN UNION  
ARMSBYS 1901 & 1907

CABLE ADDRESS  
NICHOLSON, WINNIPEG,  
CALGARY,  
EDMONTON



EDMONTON BRANCH  
NICHOLSON & BAIN

CALGARY BRANCH  
NICHOLSON & BAIN

**NICHOLSON & BAIN**  
WHOLESALE  
COMMISSION MERCHANTS & BROKERS

BANNATYNE AVE EAST  
TRANSFER TRACK

*Winnipeg, Man.*

# A BUMPER CROP

TO THE TRADE:—

Herewith please find Acreage and estimated yield in the Provinces of **Manitoba, Saskatchewan** and **Alberta**:—

WHEAT.	Acreage.	Estimated Yield per Acre	Total
Manitoba.....	2,710,000	15 bushels	40,650,000 bushels
Saskatchewan.....	3,170,000	18½ "	58,645,000 "
Alberta.....	410,000	21 "	8,610,000 "
Total.....			107,905,000 "
	Total acreage in the three provinces.	Estimated Yield per acre	
Oats.....	2,660,000 acres	34 bushels	90,440,000 bushels
Barley.....	860,000 "	21 "	18,060,000 "
Or a total in the three Cereals of.....			216,405,000 bushels

September wheat is quoted at Fort William at 98c per bushel, October 95½c., December 92¾c. Deduct 10c. per bushel freight, and you have the returns in dollars and cents to the farmers. No. 2 White Oats, October, is quoted at 39¼c., deduct freight, say, 4½c., and you have the value in dollars and cents to the farmers. Future Barley is not quoted. So near as we can figure, the value of the three crops, Wheat, Oats and Barley, to the farmers is equal to **\$150,000,000.**

We are brokers and Commission Merchants exclusively. Can we not handle your goods in the Great West? Yours truly,

**NICHOLSON & BAIN**  
CALGARY                      WINNIPEG                      EDMONTON

Storage for all classes of Merchandise, also cars distributed at Winnipeg, Calgary and Edmonton.

**TO THE TRADE:**

DO YOU KNOW WHY

**CEYLON  
TEA**

HAS

**Unvarying Excellence ?**

**IT'S BECAUSE :**

Ceylon's Climatic Conditions are Equable ;  
Ceylon's Volcanic Soil does not Degenerate ;  
Ceylon's Tea Culture is an Exact Science.

AND, STEP BY STEP,

**CEYLON'S MACHINE PREPARATION PROCESSES**

CAN BE RELIED ON TO

**GIVE UNIFORM RESULTS**

# The Canadian Grocer's Christmas Competitions

## Window Dressing Contest

With a view to helping our subscribers and to show what may be done along the lines of special Christmas Display, The Canadian Grocer again this year, offers prizes for a Window Dressing Contest.

Following last year's precedent, which proved so successful, contestants will be divided into two classes:

1. Grocers and Grocery Clerks in city stores.
2. Grocers and Grocery Clerks in the country districts.

### Prizes of \$7.00 and \$3.00

First and Second, respectively, are offered in each class, \$20 in all.

All that is necessary to enter the contest is to send a fair-sized photo of one or more of your Christmas windows, with a description of it and name of the person who is responsible for the display, to us. The contest will close on December 31st.

Address the photo to "Editor, Canadian Grocer" and mark it "Christmas Window Dressing Contest."

## Advertising Contest

A regular department in this paper is devoted to advertising for grocers, telling them how to advertise and emphasizing the fact that their local newspapers are the best medium for this purpose. To find out what effect these articles have had and to further stimulate the use of this method, which we consider most important for grocers, a Christmas advertisement contest has been arranged.

### Prize of \$5.00

Most up-to-date grocers, even some who use newspaper space at no other time of the year, do so at the Christmas season with a view to booming holiday trade. We want to get copies of these advertisements. The advertisement submitted should be about groceries, confectionery, etc., for the holiday season. All that is necessary is to forward one or more clippings from your local paper to us, with the name of the writer of the advertisement. The award will be made by an advertising specialist and will be announced, with a reproduction of the prize ad., shortly after the close of the contest. The last day for receipt of ads. is December 31st.

Address advertisements to "Editor, Canadian Grocer," marked "Advertising Contest."

# Tartan

## BRAND

PIN YOUR FAITH TO LIST BELOW.

### ALL TRADE WINNERS

Tartan Vegetables and Fruit } Are the finest goods packed.  
" Salmon }  
" Tea, 25, 30, 40, and 50c., packed at the Gardens.  
" Coffee, Spice and Extract—Absolutely pure and guaranteed high grade  
Imperial Vinegar—Undisputed Quality.      Lea's Pickles—With the home flavor.  
Wagstaffe's Jams, Jellies, Marmalade, Mincemeat, and Plum Pudding.

Our travellers have full information.

Phone 596, Free to Buyers.

**BALFOUR, SMYE & CO.**  
Wholesale Grocers,      -      -      HAMILTON

## Canned Fruits from the Model Factory

The Niagara Falls Canning Co., with the finest, most modern and most sanitary Factory in Canada have placed on the market

### THE "Pride of Niagara Falls" brand

of Canned Goods. These are of the finest quality and are sure to bring customers for every grocer who stocks them. ALL FRUITS are packed in SANITARY ENAMEL LINED TINS which preserves the natural flavor and color of the fruit, also safe-guarding the consumer against ptomaine poisoning.

REFUGEE WAX BEANS, SELECT HAND PICKED TOMATOES,  
CHERRIES, PEACHES, PEARS, RASPBERRIES, STRAWBERRIES

Selling Agents—Eby-Blain, Limited, Toronto

Frank L. Benedict & Co., Montreal

Our travellers will show  
you samples of the above.



The Most Powerful of All Selling Arguments of  
**BORDEN'S BRANDS**

OR

**Condensed Milk and Evaporated Cream**

are their absolute purity, cleanliness in preparation, healthfulness and reliable uniformity. The new Canadian factory at Tillsonburg is the most perfect in the world. Remember to buy Borden's "Eagle Brand" Condensed Milk and "Peerless Brand" Evaporated Cream. Every jobber sells them.



**WILLIAM H. DUNN, Montreal and Toronto**  
 Scott, Bathgate & Co., Winnipeg, Man.      Shallcross, Macauley & Co., Vancouver and Victoria, B.C.

Unsweetened

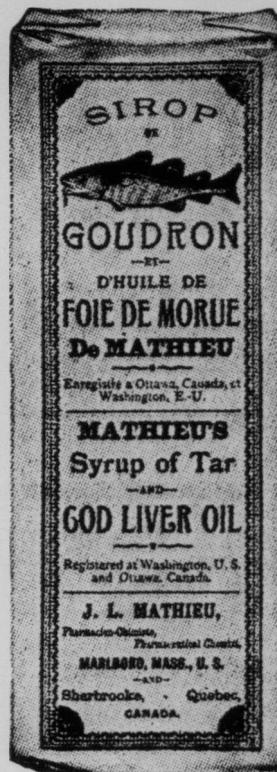


We would advise our Grocery friends not to neglect their

**BRUSH STOCK**

You can make a larger percentage of profit on this line than on most lines handled in a grocery store. See that your stock of Brushes is well assorted and push the Keystone Brand.

Manufactured by  
**Stevens-Hepner Co., Ltd.**  
 Port Elgin, Ontario



WHY YOU SHOULD SELL  
**MATHIEU'S SYRUP**

of Tar and Cod Liver Oil  
 Reason No. 2

It gives you a decent margin of profit. This profit is all profit. There is nothing to be subtracted from it at the end of the season. No bad or unsaleable stock. No time and trouble spent in persuading people to have it.

Mathieu's Syrup sells all the year round. It is always on the move from off your shelves into your customers' hands.

Mathieu's Nervine Powders is another good seller. Both are necessities in your business.

Mail that order to-day.

**J. L. MATHIEU CO., Props., SHERBROOKE, P.Q.**  
 L. Chaput, Fils & Co., Wholesale Depot, Montreal

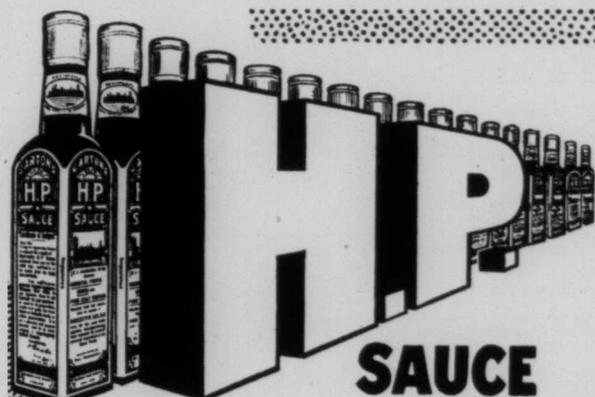
**GET AFTER IT HARD**

The trade of grocers in Ottawa and vicinity is well worth cultivating. Put in a stock here. It is the only way to properly take care of this district.

WE WILL CARRY YOUR GOODS AT REASONABLE RATES. All Railway connections. Advantageous insurance rates. Every accommodation.

WRITE THE MATTER OVER WITH US

**The Dominion Warehousing Co.**  
 J. R. Routh, Manager      52 Nicholas St., OTTAWA



**A GOOD LINE**

There is a "want more" fascination in H.P. Sauce that is crowding English Grocery Stores, and the Sauce is replacing the older ones on the best tables.

Judging from its reception the Canadian Grocer sees in H.P. a truly good thing in Sauce lines.

Our bright advertising here will send you the customers. Brisk sales—liberal profit—in H.P.

Postal to our Canadian Agents secures full sized tasting sample and quotations. Try it for yourself. Then you'll get the reason for its success.

W. G. Patrick & Co., Toronto and Montreal.

Georgeson Co., Ltd., Calgary, Alberta.

Kelly, Douglas & Co., Ltd., Vancouver, B.C.

R. B. Sifton & Co., Halifax, N.S.

Ellis & Co., Ltd., St. John's, N.F.

MID AND VINEGAR CO., LTD., BIRMINGHAM AND LONDON, ENG.



A grocer may recommend

**STERLING  
BRAND  
PICKLES**

to his best customers and feel sure they will be pleased. Anything bearing the Sterling label is a good seller.

—Write your Jobber,  
or the Factory direct.

**THE T. A. LYTTLE CO. LTD.**

Sterling Road, Toronto, Canada

PHONE PARK 376

**SUGAR**

When next purchasing supplies of Granulated Sugar ask for

*Redpath*

The purest and best—To be had in original packages—

Barrels of about 300 lbs. and Bags of 100, 50, and 20 lbs.

The  
**Canada Sugar Refining Co.,**  
Limited

MONTREAL

Agents for Ontario:  
Messrs. W. B. Bayley & Co., Toronto.  
Agents for Quebec:  
Messrs. F. L. Benedict & Co., Montreal

**SYMINGTON'S,  
COFFEE ESSENCE**

UNQUESTIONABLY THE VERY

TO BE HAD OF ALL  
WHOLESALE

THOS. SYMINGTON & CO.

ALWAYS READY!  
ALWAYS PURE!  
ONE STANDARD  
QUALITY!

BEST  
EDINBURGH

## MONEY-MAKING LINES

### AROMA TEA AND AROMA COFFEE

The most satisfactory goods to the consumer.  
The most profitable goods to the merchant.  
Two good reasons to justify buying these well-known lines.

Our Traveller will tell you about them.

## W. H. GILLARD & CO.

Wholesale Grocers

HAMILTON

Branch House—Sault Ste. Marie

## We Distribute Cars

Ship your goods in car lots in our care, Mr. Manufacturer, and we will distribute them among your customers. We have a large warehouse with excellent track facilities and we make a specialty of this class of work.

Correspondence invited

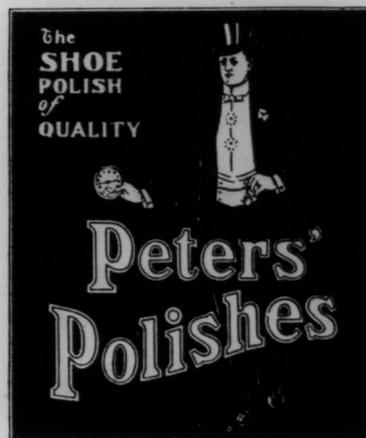
### R. B. Wiseman & Co.

123 Bannatyne  
Avenue East

WINNIPEG, MAN.

Manufacturers' Agents and Brokers

Open to handle one or two more lines of groceries or fruit



## PETERS' POLISH

A line of shoe polish that has created great enthusiasm among those selling and using it.

Write and get the sale of it for your district. It is a money-maker.

M. Peters,  
617 Queen St., West  
Toronto

## BATGER'S

### Machine-cut Mixed Peel

in ½-lb. and 1-lb. Drums

Prepared and packed by machinery, thus ensuring cleanliness and uniformity.

Saves time, trouble and loss of weight.

The three kinds of Peel, Lemon, Orange and Citron, properly blended, are all cut ready for immediate use. If you once sell this line to your customers they will always ask for it, because every housewife likes BATGER'S Machine-Cut Peel, once she uses it. Your profit is sure and substantial. Ask your jobber for it. In ½ and 1-lb. drums.

ROSE & LAFLAMME, Limited  
Agents,  
MONTREAL AND TORONTO

WE WANT YOUR ORDERS  
FOR

## "Balmoral" Scotch Marmalade

It's a Trade Winner.

It's absolutely Pure.

It's well made.

For Quality and Flavor it has no equal.

We ask no favors. "Balmoral" sells on its merit.

Write us for Samples and Prices.

J. W. WINDSOR  
MONTREAL

ESTABLISHED IN 1842

# Our Stock Is Now Almost Complete, With a Great Variety of Fresh Goods

*Just Received into Store*

**L. A. PRICE, BORDEAUX, France**

**250 Cases, Finest Canned Goods, Including:**

- Beans, Asparagus, Mushrooms,**
- Peas, Haricots, Flageollets,**
- Olive Oil, Game Pates,**
- Pates De Fole Gras, Mustard, Vinegar, etc.**

Packed in tins and glass.

**QUEEN OLIVES** in bottles,

**FRUITS, etc.**

Without exception **Price's** goods are the finest and best put up.

## **DIAMOND CRYSTAL SALT CO.**

**ST. CLAIR, MICHIGAN, U.S.A.**

**SALT THAT IS ALL SALT, FREE FROM IMPURITIES, 99 $\frac{3}{4}$ % PURITY,  
HIGHEST TEST.**

<b>Shakers,</b> boxes 2 doz.....	<b>\$1.60</b> per box.
<b>5c. Sacks,</b> in barrels.....	<b>3.75</b> per barrel
<b>10c. Sacks,</b> " .....	<b>3.50</b> "
<b>Sacks,</b> " Assorted sizes.....	<b>3.65</b> "

SOLD EVERYWHERE

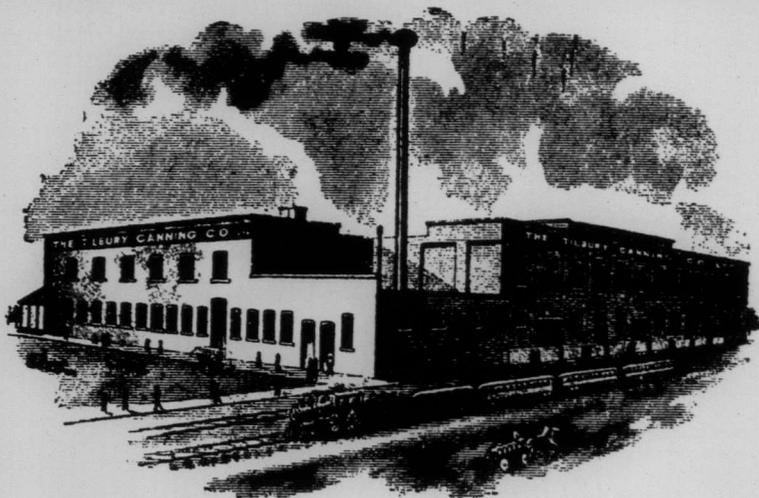
**SPECIAL PRICES IN CAR LOTS. DELIVERED EVERYWHERE IN CAR LOTS.**

**GET INTO LINE AND ORDER AT ONCE.**

# **L. CHAPUT, FILS & CIE.**

**Wholesale Importers,  
MONTREAL**

**Distributing Agents.**



# "Tilbury Brand" Canned Goods

are in a group of their  
own—the **A1 GROUP**  
**Nothing Better Packed**

One of the best-equipped factories on the Continent  
situated in the heart of the best Tomato District in  
Canada.

**RYAN BROS.,** Winnipeg  
WESTERN SALES AGENTS

Sales Agents for Manitoba, Saskatchewan and Alberta.  
A large stock carried in Winnipeg warehouse.

**The Tilbury Canning Company, Limited,** Tilbury,  
Ont.

## The Wise Grocer

is placing his order for 1908 pack and buying

# "PEERLESS" Brand Canned Goods

Put up by the Beamsville Preserving Co., Limited.

SOLE DISTRIBUTORS:

**WARREN BROS. & CO., - LIMITED**  
TORONTO and KINGSTON



**80c. Dozen**

**THE GILMOUR COMPANY**

OFFICES: 934 De Montigny St. FACTORY: 604-5-8 Papineau Ave.  
**MONTREAL**

*Begin the day well with  
Kidway's Tea  
Largest sale of High Grade Tea  
in the World!  
why?*

**CANADIAN OFFICE, VANCOUVER, B.C.**

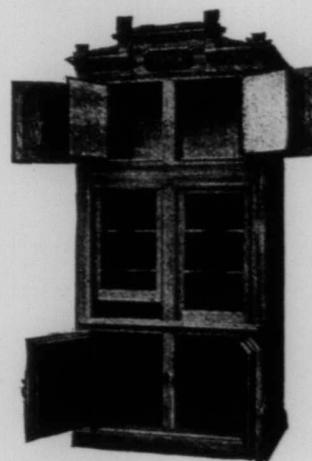
Agents—Richards & Brown, 314 Ross Avenue, Winnipeg, Man.

**Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.**

**Shoe Boils, Capped  
Hock, Bursitis  
are hard to cure, yet**

**ABSORBINE**

will remove them and leave no blemish. Does not blister or remove the hair. Cures any puff or swelling. Horse can be worked, \$2.00 per bottle, delivered. Book 6 D free.  
**ABSORBINE, JR.**, (mankind, \$1.00 bottle.)  
For Boils, Bruises, Old Sores, Swellings, Gout, Varicose Veins, Varicosities, Allays Pain.  
**W. F. YOUNG, P.O.F., 204 Monmouth St., Springfield, Mass.**  
LYMAN, S. AS & CO., Montreal, Canadian Agents.



**Arctic  
Refrigerators**

for Grocers and Butchers, The Coldest, Dryest and most up-to-date refrigerator on the market.  
Western representatives, Ryan Bros., Winnipeg  
Eastern representatives, Wolf, Sayer & Heller, Montreal.  
Write for Catalogue.

**John Hillock & Co., Ltd.,**  
154 George St., Toronto



**"Canada First" Brand Evaporated Cream  
and Condensed Milk** RECEIVED HIGHEST AWARD AND  
GOLD MEDAL, Halifax Exhibition, 1908

NO DEAD STOCK

EVERY CAN GUARANTEED

**Aylmer Condensed Milk Co., Limited : Aylmer, Ontario**





## Imperial Evaporated Cream

### NO SCORCHED CREAM

will be returned by angry customers if it is Imperial Brand Evaporated Cream you sell them.

The cap of the tin is **clamped on and not soldered.**

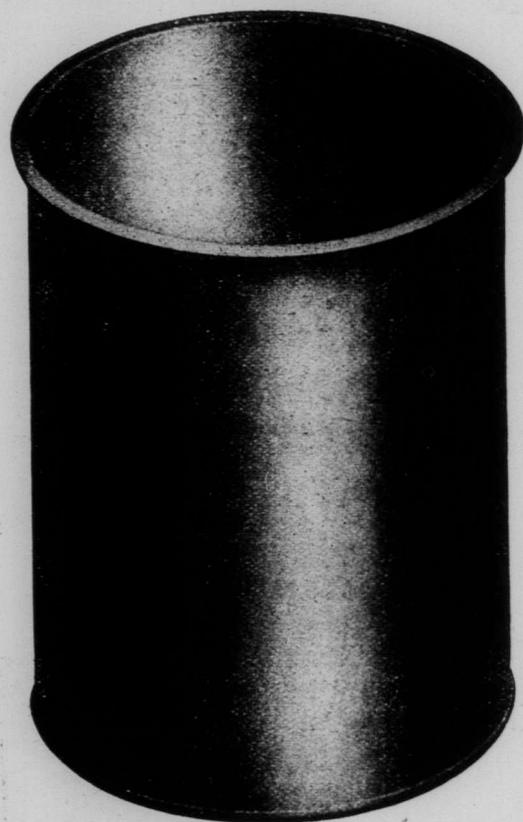
Think this over it's  
mighty important.

**The Canadian Condensing Co.**

CHESTERVILLE, ONT.

GENERAL SALES AGENTS :-S. H. Ewing & Sons,  
MONTREAL

A rectangular advertisement for Todhunter's Excelsior Coffee. The text is arranged in a decorative frame. At the top, 'TODHUNTER'S' is written in a large, bold, serif font. Below it, on the left, is 'THE STANDARD FOR COFFEE DRINKERS' and on the right, 'THE BEST TONIC FOR BREAKFAST A LUXURY'. In the center is a circular logo featuring a lion rampant, with 'TODHUNTER'S COFFEE BLENDS' written around the perimeter. Below the logo, the word 'EXCELSIOR' is written in a very large, bold, serif font. Underneath that, in smaller text, it says 'OUR FACTORY EQUIPMENT IS THE LATEST IMPROVED. OUR COFFEES ARE DIRECT IMPORTATIONS, SELECTED SPECIALLY FOR THEIR DRINKING MERIT WE GUARANTEE THE HIGHEST EXCELLENCE AND BEST OBTAINABLE VALUE'. At the bottom, 'COFFEE' is written in a large, bold, serif font, and below that, 'TODHUNTER MITCHELL &amp; CO. COFFEE IMPORTERS. TORONTO' is written in a smaller font.



## Give the Tomato a Chance

Pack your Tomatoes in the Tomato  
Can made for Tomatoes.

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

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

**Sanitary Can Co., Ltd.,**  
NIAGARA FALLS, ONT.

Max Amc Patents

THE CANADIAN GROCER

ESTABLISHED OVER 200 YEARS

**C**HAMPION'S

**IS THE BEST  
VINEGAR**

MADE FROM FINEST MALT

Commands a Preference Over All Others.

LONDON, ENGLAND

ONTARIO AGENTS: The Lind Brokerage Co., 23 Scott St., Toronto

Agent for the province of Quebec, J. Walter Snowdon, 413 St. Paul St., Montreal

W. H. Escoff, 141 Bannatyne Ave. East, Winnipeg

WE ARE OPEN TO DO BUSINESS ON EASY CONSIGNMENT TERMS

WRITE OUR AGENTS FOR PARTICULARS



**“WHITE SWAN GOODS  
ARE GOOD GOODS”**

**— ALWAYS —**

CEREALS, SPICES, COFFEES, ETC.

THE ROBERT GREIG CO. LIMITED

**WHITE SWAN MILLS - TORONTO**

**STOVE POLISH**

A good Black Lead is the best form of Stove Polish

**JAMES DOME**

is the best in the world. Sort up your stock and send in your order for Fall trade.  
All jobbers carry it.

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

**ANNOUNCEMENT !**

**Mackintosh's  
Toffee**

(The King of Toffees)

I am receiving fresh stock of this world famous Toffee this week. It is a line that sells freely now, it is well advertised and shows you good profit.

*Order Now. Get it on sale.*

**William H. Dunn**

Sole Agent

27 Front St. East  
TORONTO

396 St. Paul St.  
MONTREAL

HOW TO FREE  
HIGH HALLS  
OF DUST-WEBS



THE  
**Ideal Duster**

Solves the Polished-Floor Proposition

The dust problem is constant like dish-washing - the drudgery of it is split in two with the IDEAL. It appeals to more people as a mechanically correct and necessary device than our Mop, the SELF WRINGER, ever did and we venture the statement that you have for nearly 20 years found our products free from complaints, owing to perfect construction. You can therefore sell as you buy - in perfect confidence. We solicit trial orders through the jobbers.

If you have not received advertising matter with your goods drop a card to us.

**Tarbox Bros., Mrs. Toronto, Ont.**  
BRITISH DEPOT: 2 Hope Chambers, Liverpool

**General Stores**

All general storekeepers handling hardware should subscribe for the one paper in Canada, published in the interests of the Hardware and Metal, Stove and Tinware trades.

**Hardware and Metal**

will give you each week full information regarding market changes. It will give you ideas for displaying your goods which enable you to increase the hardware end of your business.

SUBSCRIPTION, \$2.00 PER YEAR

**The MacLean Publishing Co., Limited**  
MONTREAL TORONTO WINNIPEG

**Australian Storekeepers**

handle

**"OXOL"  
FOR CATTLE**

in immense quantities.

**Canadian Storekeepers**

will shortly do the same.



**"OXOL" FOR CATTLE**

No. 1, "Oxol" Pulverised Doses; No. 2, "Oxol" Drench for Calves; No. 3, "Oxol" Horse Balls; No. 4, "Oxol" Salve; No. 5, "Oxol" Easy Milking Pomadium; No. 6, "Oxol" Swine Powders.

These six very scientific preparations are compounds of the purest and highest quality. They **Feed, Fatten and Cure** Horses, Cattle, Sheep and Swine. **One Agent Only** will be established in each district, and will be advertised as Sole Superintendent of our trade in his particular territory. Applications for district agencies are invited to be sent in at once to

**S. K. & T.C. WINDSOR, 253 St. Paul and 2 St. Vincent Sts., MONTREAL**

and In England, Australia and New Zealand.

# To Quicken Your Interest

The larger profit you make by the additional trade discount now offered on Boeckh's

Brushes should quicken your interest to push this standard brand with greater energy.

## A Greater Trade Discount

that applies to the general line we manufacture. A discount which will secure a quickened interest on your part. Get the order in—to-day would be an excellent time to do it.

*Paint Brushes, Household Brushes and Brushes for the Stable, etc., all share in the reduction each brush is the best of its kind.*

## **BOECKH'S BRUSHES**

UNITED FACTORIES, LIMITED  
TORONTO, ONT.

# ONLY THE VERY BEST IS USED

in the production of Farmer Brand Canned Goods and Vegetables. We have the pick of 3,000 acres of the very finest fruits and vegetables from the celebrated garden section of Prince Edward County, Ontario. Our packing equipment is highly sanitary, right up-to-date and our employees skilled, cleanly people. These are the chief reasons why

# FARMER BRAND

## Canned Fruits and Vegetables

have always upheld their name for quality. If you want a line of canned goods that is in constant demand by careful customers you will stock with Farmer Brand. There is a lot of goodness in every can of Farmer Brand, and there is a bigger profit for you in the increased trade that satisfaction brings. Order a trial shipment to-day.

## FARMERS' CANNING CO., Limited

BLOOMFIELD, - - - - - ONTARIO

**A Good Thing—Well Advertised**

That's the best kind of a seller as your own experience will prove if you've been in business for any length of time. That's just the very reason why you should push

**2 in 1**



It is the best shoe polish and the most extensively advertised.

**SHOE POLISH**

**The F. F. DALLEY CO., Limited**

HAMILTON, CANADA  
BUFFALO, N.Y., U.S.A.

**The LIBERALS are WINNERS;  
So are These!**



My Beautiful Package :  
In ¼, ½, 1 and 5-lb. Tins

**White Dove  
Cocoanut**

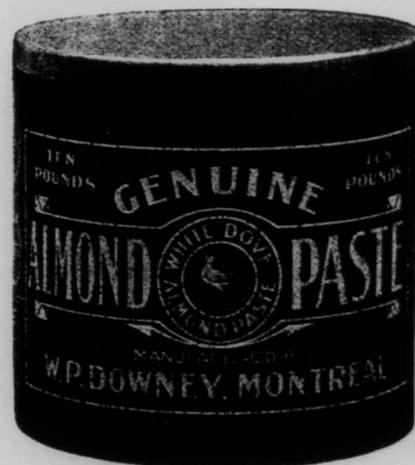
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**White Dove  
Almond Paste**

ever satisfactory

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A Practical Package.

Packed in 5-lb. Tins, 12 to case  
" 10-lb. " 6 "

**W. P. DOWNEY**

24 and 26 St. Peter Street,

MONTREAL

**JAPAN TEAS**

We hold a full range of very attractive lines at different points in Canada and the United States. Samples will be promptly submitted to jobbers on application.

**S. T. NISHIMURA & CO.,**  
MONTREAL



# A Few Snaps

Canned Boneless Turkey 1's Key-opener, \$2.40 per dozen

" Pigs' Feet 1½'s " 1.30 "

Trenor's Selected Valencias. Blue Eagle, 5c. per lb.

Commadre Figs, 3½c. per lb. Pears 2's, 95c. per dozen.

Absolutely Pure Ground Cassia in 10 lb. boxes at 16c.

" " Allspice " 10 " " " 11½c.

Will have more next week.

## James Turner & Co., Limited

Hamilton, Ontario

### INDEX TO ADVERTISERS.

This index is made up on Tuesday. The insertion of the advertiser's name in this index is not part of his advertisement, nor does he pay for it, but it is placed here entirely for convenience of readers. We endeavor to have the index as complete as possible.

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# Vancouver Pure Food Show

A Most Successful Exhibition of Groceries Held Recently Under the Auspices of the City Retail Grocers' Association—  
Splendid Showing of Goods Manufactured in Western Canada—Description and Illustration of the Exhibits.

No pure food show could have more of a success than that recently held in Vancouver. The event was the second of home-produced goods was a revelation, and it is safe to say that no better advertisement could have been secured.



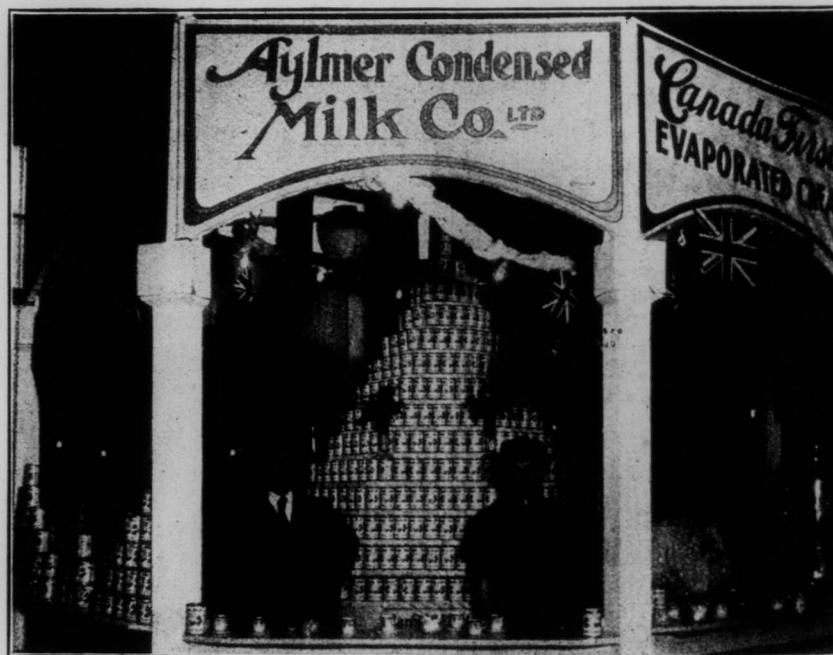
VANCOUVER PURE FOOD SHOW—Exhibit of the B.C. Sugar Refining Co.

of the kind, and though much was hoped for, expectations never anticipated the success that attended the efforts of the promoters. The show was held in the Dominion Hall on Pender St., and the floor space was taken by twenty-one stalls, leaving just room enough for the passage of the large number of visitors.

The show was held under the auspices of the Vancouver Retail Grocers' Association, the secretary, W. J. C. Hunter, being in charge, while H. Perkins was designer and builder. The design was worked out in white and gold, the booths being of white, while the lettering was yellow, giving a very tasteful decorative combination. In point of attendance, the different exhibitors were exceedingly well pleased. Every afternoon and night hundreds paid the ten-cent admission, and at times the crowd on the floor was so great that it was only with difficulty that people could get around. As an instance, one exhibitor stated that they provided cardboard carriers for a city with 200,000 of a population, so great was the call. The people were so well pleased with the quality of the different products that each manufacturer or agent filled several order books with addresses of people who wanted more than samples. Too many of those who attended, the great variety

occupied an octagon immediately in front of the entrance, and attracted considerable attention because of its artistic arrangement, the credit for which was due to A. McKelvie. The booth must have cost \$500, while the value of sugar displayed amounted to \$1,000. All grades were shown, including samples of the different stages of manufacture from the golden syrup extracted from the cane, on through the four grades of yellow sugar to the granulated, Paris lumps, powdered fruit and bar sugar, up to the latest triumph of the refiner's art, the sugar diamonds. The product was shown in all the standard commercial packages in which it was sold ranging from barrels to the dainty two-pound cartons of lumps and diamonds. A neatly printed cook book was distributed, and over 5,000 copies were given away.

Another octagon was occupied by the Aylmer Condensed Milk Co., which is represented locally by Wilson & McIntosh, Mr. McIntosh being in charge. This was a close second to that of the B.C. Sugar Refinery Company. There was a great array of Canada First Brand evaporated cream, which has been sold in the city only during the last six months. It was served to the patrons in cocoa cups, and



VANCOUVER PURE FOOD SHOW—Exhibit of the Aylmer Condensed Milk Company

The exhibit of the B.C. Sugar Refinery was the finest in the hall. It occupied the repeated calls were evidence of the greater popularity of this well-known at-

## THE CANADIAN GROCER

ticle. Not only this exhibitor, but all were very liberal in dispensing samples of the products.

Red Gate coffee and tea was also in demand. Young Bros., of Seattle and Vancouver, were the exhibitors, Mr. Griffin being in charge. This was gotten up well artistically and was specially attractive.

The Genesee Pure Food Company, which makes a specialty of Jello-O, was one of the sought-for exhibits. They handed out neat cardboard carriers, which were used by the ladies in which to store the many samples they received from the different booths. The first supply soon became exhausted, and when the number was totalled up, the exhibitors were more than surprised that such a large number should have been called for.

Kelly, Douglas & Co. specialize the famous Nabob teas and coffees. This

The Brackman-Ker Milling Co. makes the statement that their goods are the best in the world, and they did much

oldest of its kind in the west, and that it has been successful is unnecessary to state when it is known they have been



VANCOUVER PURE FOOD SHOW— Exhibit of the Brackman-Ker Milling Co.

effective work in backing this up by their exhibit. The celebrated B. & K. products were much in evidence.

Mr. Smith, who was in charge of the

in business for fifty years. They supplied biscuits for the Beaver, the first steamer to ply on the Pacific, and they now supply this article to the Princess



W. J. C. HUNTER,

Secretary Vancouver Grocers' Pure Food Show.

firm had a large corner booth, which gave ample space for attractive display, and it was used to the very best advantage.

The Vancouver Milling & Grain Company had the reputation of being the only flour mill on the Pacific Coast to have Canadian flour displayed. This is Vancouver's industry, and a ton and a half of flour was pyramided to show what is being done. Tea biscuits, etc., made from the firm's flour were offered, and the booth was patronized very liberally. Will Hill was in charge and had a busy time.

Braid's best coffee was the specialty in the booth of Wm. Braid & Co., the exhibit being in charge of Mr. Beveridge, jr. This was another favorite corner.

Cross & Co., soda water manufacturers, made up in the beauty of their exhibit what it lacked in size.



VANCOUVER PURE FOOD SHOW— Exhibit of the Calgary Milling Co.

display of M. R. Smith & Co., biscuit and confectionery manufacturers, of Victoria, expressed himself as very well pleased with results. This firm is the

Victoria, the fastest passenger boat on the western ocean.

The fruit products of the Chilliwack Canning and Preserving Company, were



VANCOUVER PURE FOOD SHOW—Ramsay Bros.' Exhibit of Dominion Biscuits

the central display in the booth of Little Bros. These products comprised everything in fruit and the number of lines was quite a surprise. In this attractive and successful exhibit, good space was also given to the biscuit lines put up by the Perrin Co., which firm the Little Bros. represent here.

Great pains were taken in the arrangement of the display of Knowler & Macauley, who had the G.B. chocolates very tastefully set out. This is an Eastern Canada product, and the many who secured samples discovered that the quality was exceedingly fine.

The Dominion Biscuit Co. (Ramsay Bros.) had a special attraction in the centre of their biscuit and candy products. This was a large stick of candy, such as used to hang in the shop windows about Christmas time when we were boys. To Miss Irene Falconer, who guessed within a quarter of an ounce what this weighed, was given a handsome prize. She put the weight at twenty pound six ounces.

The Western Canada Flour Mills Company attracted attention in a special way also. This was by offering 3 sacks of flour every night free. Coupons were given each applicant, and the drawing took place in the evening. Needless to say there were many ladies on hand, and the contest was conducted in such a way as to give thorough satisfaction.

To the woman who made the best bread from their flour, the Calgary Milling Company offered a fine prize. This concern went to special pains to bring

their product before the many housewives who attended the show and that they are pleased indicates that the demonstration was noticed by the many who crowded round the booth.

One did not need to be told that the

Empress Manufacturing Company was the oldest established house of its kind in Vancouver, when it was observed how many stood around their exhibit. This firm's coffee, spices, jams, etc., are very well-known, and the old saying about a man having no honor in his own country did not apply. The Empress Company not only has honor but has a material success, and made quite a hit on this occasion.

Bromley's coffee essence and monarch teas were the specials in the display of W. J. McMillan & Company. This booth came in for its share of attention.

Hams and bacon are not the articles to lend themselves to the most attractive display, yet B. Wilson & Co., of Victoria managed to so arrange a liberal supply of them as to attract the constant flow of people. It was an eye-opener to many that these were manufactured so close to home, and of a quality that makes good sales.

The Burnside Gas Appliance Company displayed gas ranges, which are a necessity to modern cooking, not only for results but for convenience.

The space at the doorway was taken up by the King Studio, which had photos of many kinds and sizes arranged in an attractive way.

The death occurred last week of W. E. Roxburgh, a prominent citizen of Norwood. Mr. Roxburgh has for many years been a grain buyer in that village and during his career has been actively connected with the East Peterborough Agricultural Society and the Norwood Board of Education. He was 74 years of age.



VANCOUVER PURE FOOD SHOW—Exhibit of W. J. McMillan & Co.

# Grocery News from Coast to Coast

## Notes from Western Correspondents

Business Good in Vancouver—Cream Cheese Much in Demand — Some New Buildings Going Up—Saskatoon Merchant Adopting Cash System.

### VANCOUVER.

October 31.—This is the season when butter and egg prices take unto themselves wings and soar into the higher altitudes. Representatives of the Alberta creameries are around this week to get orders so that they may be booked in before the first of the month, when, they say, an increase will be made in the price, when it will go to 31c or 32c wholesale. Fresh local creamery sells a little higher. The real good eggs, for there are several grades available, bring 50c a dozen in the stores, and are scarce at that. Private sellers who deliver guaranteed eggs ask 55c and get it without trouble, as the demand is greater than the supply.

The products of the Lea Pickling & Preserving Company, of Simcoe, Ont., are making a good impression with the retailers, where they have been more in evidence during the past few weeks than before. They have a number of lines, but their chow-chow, a mustard mixture, is meeting with particular favor.

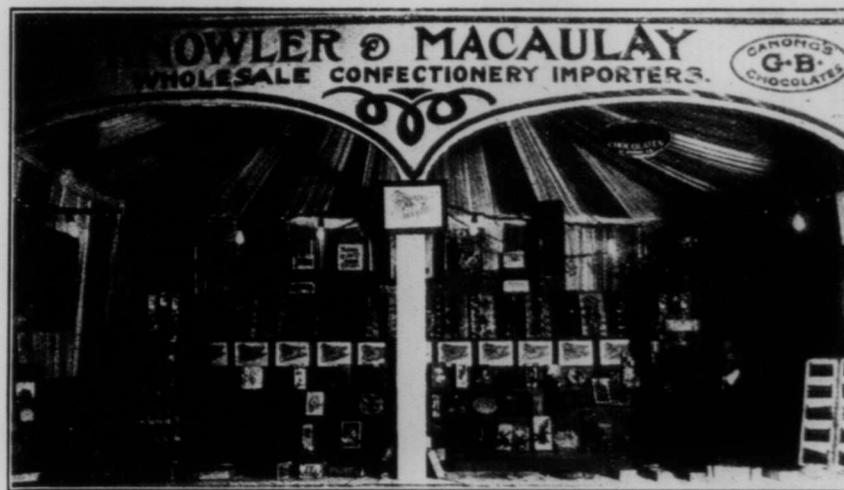
Something new on the market here is breakfast and cream cheese, put up by the Ford Produce Company, of Bellingham, Wash. It arrives in quarters, halves and pounds, but the bigger sizes have not much call. The quarters sell

for this favorite article in Vancouver for the Christmas trade.

Potatoes are cheap this fall, owing to

equalled, but there are other good ones grown in the higher land on the coast, where there is little rain in summer. Lulu Island is very low-lying, which makes its potato crop wet.

A visitor to Vancouver the other day was C. E. Edmonds, secretary-treasurer of the well-known firm of Christie, Brown & Co., biscuit manufacturers, of Toronto. He is a native of Biddeford,



VANCOUVER PURE FOOD SHOW—Exhibit of Knowler & Macaulay.

the greater number grown. Lulu Island product brings about 80c a sack, while the genuine Ashcrofts, for like all good

Devonshire, which he left 36 years ago, and found many from that place in Vancouver, where they have a Devon and Cornwall Club. He has been with Christie, Brown & Co. for 30 years.

Several changes have taken place recently in businesses. At Central Park, half way between this city and New Westminster, Fran & Westover, of Vancouver, have purchased the general store of A. C. Ford & Co., which will be managed by Mr. Cleveland; M. D. Forman, of East Collingwood, has been bought out by W. L. Carley & Son, recent arrivals from Manitoba. The new firm has erected a large new store.

Thomas Twedell, chairman of the buying department of the Co-operative Wholesale Society, of England, accompanied by Thomas Killon, Thomas Broderick, secretary, and A. L. Lobb, of Manchester, business associates, are on the coast. Mr. Twedell stated that their business in Canada was to study business conditions and make contracts. As the society's purchases were growing in British Columbia, a buying agent would likely be appointed with headquarters in Vancouver. This society supplies 3,000 retail stores in the British Isles and has been in existence for 60 years. A score of factories is owned, and Canadian wheat is used in its milling business, which is the largest in England.

The B. C. Fisheries, Cold Storage and Fertilizer Company has been organized by Capt. L. P. Bowler, of London, to do business in northern waters. Trawls will be used, and operations will be on an extensive scale.

Lille & Hooper, of Chilliwack, have decided to close out their men's furnish-



VANCOUVER PURE FOOD SHOW—Exhibit of the Empress Mfg. Co.

at 10c, the Ford Company allowing for the duty.

Malaga grapes have arrived from Spain via Liverpool. There is a good demand

articles, others are now called Ashcrofts, are worth in instances \$1.25. The potatoes grown in the fine soil of the dry belt in British Columbia are un-

ings, dry goods and shoes and devote their entire attention to their groceries. The store will be remodelled and the stock enlarged.

J. A. Fraser, for many years manager of the James Reid Estate, at Quesnel, Cariboo, has started the construction of a store at Quesnel.

A. W. Angus, who conducted a bakery and grocery at Peachland, has been burned out. As there is no fire apparatus there, everything was burned. Insurance was carried, though not to a very large amount.

B. Wilson & Co., produce and commission merchants, Victoria, have started the construction of one of the finest manufacturing and general business houses in the capital city. It will be three storeys high, and will cost \$100,000. It will be used for cold storage

with the change a deposit account system will be inaugurated, and those who wish to carry on a credit balance may

make a deposit at the office against which goods subsequently purchased will be charged.

## Quebec and the Maritime Provinces

Review of New Brunswick Markets—New Steamship Line Booming Cuban Business—Nova Scotia Fruit for British Exposition—Here and There in Montreal.

### ST. JOHN.

Nov. 2.—The wholesalers report business very good. One dealer said that up to Oct. 26 his firm was about \$2,000 ahead of the whole of October last year.

little easier. When the new crop of corn is ready to grind lower prices are expected.

Sugar declined 10 cents per hundred pounds on the 8th ult., but advanced again to the old price on the 23rd, owing to reports of drought and frost in Germany. On the 27th the market lost the ten cent gain that had been made four days before as more favorable conditions prevailed. The refiners are continuing the see-saw game they have been playing with sugar all through the present year and it is difficult to tell which way the market will turn next. The price to-day for granulated sugar is \$4.70 to \$4.80 and for yellows \$4.20 to \$4.60.

Fancy Barbadoes molasses has been advanced another cent owing to the strength of the market and a further advance is looked for before the end of the year. Present prices are: Puncheons, 39c; tierces, 41c; barrels, 42c.

Mess pork is considerably lower than clear and clear backs, in consequence of which there is a larger demand for this grade. Lard declined a half-cent recently but it has again advanced to the old figures. Tubs are quoted at 14½c and pails at 14½c now, but an advance is likely. The high price of pure lard has been the means of increasing the consumption of compound.

Dried fruits and nuts for fall delivery are receiving attention now. Some peels, raisins and figs have been received but the bulk of these goods is still to come. Prices on these lines will be lower than last year.

In the produce market, butter keeps scarce and unseasonably high. This may be partly due to the fact that large quantities are now stored in the cold storage warehouses here and in Sussex, but, of course, the nature of the season has a good deal to do with it. Some dealers claim that there is not as much butter made in this province as formerly, many of the farmers sending their cream to the city, where they get just as good a price as they do for turning it into butter. Wholesale prices now are from 26c to 29c a pound. Eggs are reported plentiful owing to the mild weather and they are fairly cheap about 19c or 20c being asked. Many thousand dozens are stored in the cold storage warehouses.

Potatoes are plentiful and are quoted at \$1.25 to \$1.40 a barrel. Apples are quoted at \$1.50 to \$2.50 for good stock.



VANCOUVER PURE FOOD SHOW—Exhibit of M. R. Smith & Co.

purposes entirely, and will be equipped with machinery brought from Scotland.

### SASKATOON

November 2.—Clare & Little have decided to erect a track warehouse 60x66 feet, in which to handle their commission business.

The A. Macdonald Co., wholesale grocers, are now doing business in their new warehouse, although it is not yet quite completed.

J. F. Cairns, the proprietor of the big Second Avenue departmental store, has announced to his numerous customers and the general public that on and after November 2nd he will conduct his business on a cash basis only. In the past credit was given in plenty, but a new policy has been adopted in order to conduct the business on thoroughly up to date lines. In connection

This was accounted for to some extent by the heavy sales of flour. Many of the storekeepers had put off buying anticipating lower prices and lately when stocks ran low and prices remained unchanged the sales had been unusually heavy. The general opinion is that prices will not be any less than they now are, for at least a couple of months. Manitoba flours are quoted today at \$6.60, whereas the price at this time last year was \$6.75. Ontario's are selling at \$5.50 as compared with \$6.10 last year. The dealers contend that there is too great a difference in the price of Manitoba's and Ontario's to-day, as there is not such a difference in quality and the prices of Ontario's are expected to go higher.

Oatmeal has declined 25 cents a barrel in the past week and cornmeal is a

The supply is good and the quality excellent.

There have been no great changes in the fish market, herrings are reported scarcer than they were ever known to be.

Collections are reported to be rather backward. Cash is short owing to the poor lumber business this year which has not circulated as much money as usual.

According to estimates furnished by the largest potato shippers, at Fredericton, there have been upwards of 15,000 barrels of potatoes shipped from that city this season already. Of this amount about 12,000 barrels have been shipped by the C.P.R. to Upper Canadian markets, largely to points in the province of Quebec, while about 3,000 barrels have been shipped by water to St. John for shipment from there to Cuba. In all at least sixty cars of potatoes have left for Upper Canadian markets. These shipments by far eclipse all records for former years. The yield of potatoes in that vicinity this year has averaged about 100 barrels to the acre, and the price paid by shippers has ranged from 85c to \$1 per barrel.

The St. John, Boston and Cuba steam ship line, which has been operated now for about three months, has opened up a new market for the farmers of New Brunswick. The shipments from this port to Cuba have increased about 700 per cent. since the service was inaugurated. One steamer has been in use thus far but the company is so well pleased with the results attained that in December two steamers will be put on. The next steamer, when it sails on Nov. 16th, will carry away a full cargo consisting of oats, hay, fish, potatoes, lumber, etc. The steamship people say the Cuban merchants are well satisfied with the shipments from St. John and the products of New Brunswick are now quite in demand.

Experts are now at work at the salmon pond at Little River, stripping the 1,400 salmon in captivity there, of their spawn. Last year five million eggs were secured and this year it is expected about seven million will be secured. The eggs are sent to the various hatcheries in the province.

HALIFAX.

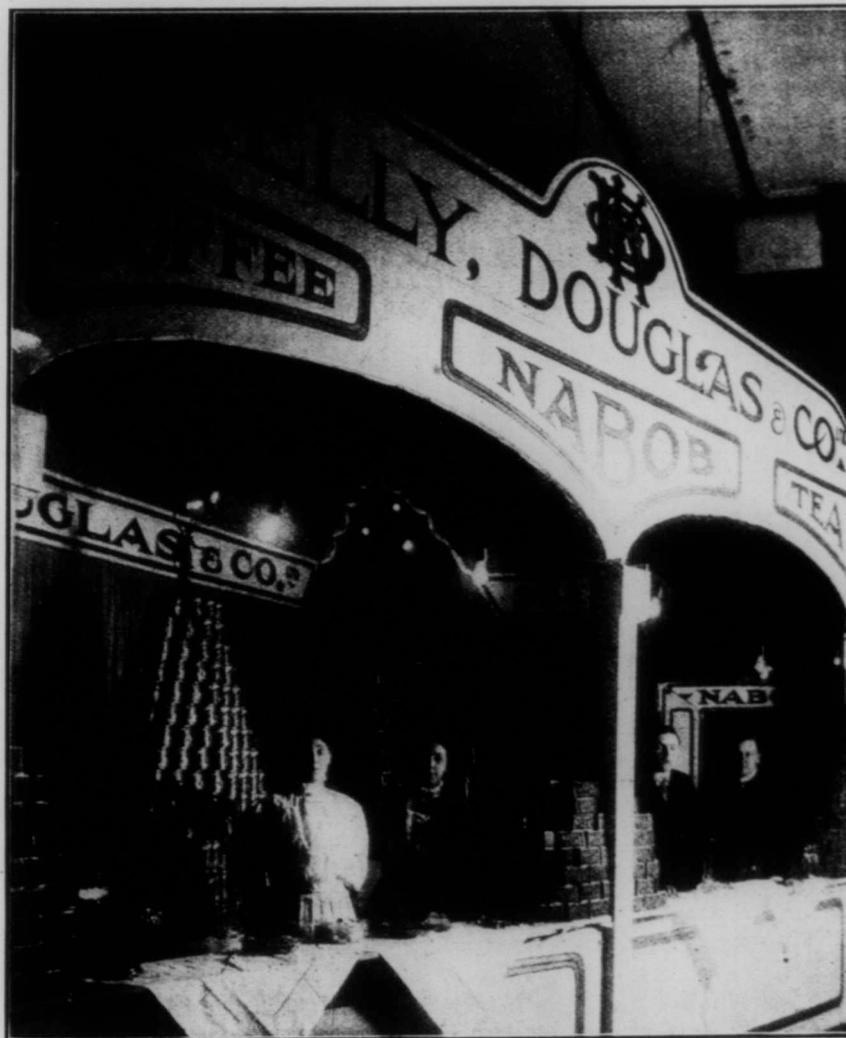
November 2.—Now that the elections are over business is brightening up a little, but it is very slow. Various causes are assigned for the dulness, and many attribute it to the high prices. Generally speaking, times appear to be good in the Maritime Provinces, especially so in Nova Scotia, where all the large industries are running on full time and the miners have plenty of work. Of course the weather is rather unseasonable for the time of the year, and people taking advantage of these conditions are not buying very extensively at the present time. The mild weather has not been of any great benefit to the trade.

The farmers are holding their butter back for higher prices, and, as a consequence, the market is almost bare of dairy stock. Good dairy butter is worth about 24 cents, and creamery from 26c to 27c. The cheese making season is now about over, and this will aid very materially in increasing the supply of butter. Sales of butter are restricted by the poor quality of most of the stock offered, and the price asked for it. The general opinion is that there is plenty of butter, but that it is being held back.

Stocks of molasses here are diminishing rapidly and those who have any

able interest here in the Wholesale Grocers' trial that is now in progress in Toronto. The evidence showing how the trade arranges prices furnishes quite interesting reading.

On Monday next there will go forward from various parts of Hants, Kings and Annapolis Counties to London, Eng. the finest shipment of exhibition fruit from Nova Scotia that has yet been forwarded. This fruit is to be exhibited first at the Royal Horticultural show on Nov. 26 and 27, where it will be shown in competition with fruit from British Columbia, Ontario



VANCOUVER PURE FOOD SHOW—Exhibit of Kelly, Douglas & Co.

large quantity on hand are not over anxious to dispose of it. The price at the present time is very firm and it has a tendency to advance. Prices quoted by jobbers are as follows:

Fancy Barbadoes, 39c to 40c; extra choice Porto Rico, 38c; Barbadoes, 33c to 34c; fancy Trinidad, 38c.

Trade in sugar here at the present time is quite brisk. This may be attributed in a measure to the fact that the confectionery manufacturers are now preparing their goods for Christmas, hence the increase in consumption. While speaking of matters relating to sugar, I may say that there is consider-

and the various British Colonies in other parts of the world. Last year a good exhibit was forwarded, which stood second only to British Columbia. The present exhibit, however, is quite superior to that of last year. The exhibit is such a magnificent one that it is felt that the palm of victory will fall to the fruit growers of Nova Scotia. The outstanding feature of this exhibit is a collection of 150 varieties of apples prepared by H. Dalmaine, of Wolfville, who has collected the finest fruit in the Valley. Some fifteen to twenty of the best fruit growers in the province have contributed to the collection of boxed

fruits, of which some three hundred boxes will be shipped. Their fruit will be shown both individually, in private competition and collectively, as the Nova Scotia Government exhibit. Last year some twelve local fruit growers received medals, in addition to the one awarded to the Nova Scotia Government. Beside the collection of fresh fruits, there will also be forwarded some 200 jars of preserved fruits, such as strawberries, raspberries, gooseberries, currants, plums, cherries, etc.

Fire at St. John's, Nfld., on Monday, Oct. 26, destroyed the big warehouse of Baird, Gordon & Co., containing 100,000 quintals of codfish, the grocery store of James C. Baird and several other buildings. The loss is \$750,000, with insurance totalling \$283,800.

**MONTREAL.**

Nov. 3.—J. H. Davis, representative of P. MacIntosh & Co., Toronto, has been out of town for a few days visit-



VANCOUVER PURE FOOD SHOW—Exhibit of Cross & Co.

ing Valleyfield and other points in Huntingdon, in the interests of his firm.

Kennedy Bros., retail tea and coffee merchants, have opened a store at 231 Maisonneuve St.

The many provision stores throughout the city are presenting an exceptionally fine line of show windows this week. The vari-colored products which they sell makes the construction of attractive windows possible, especially when this fact is coupled with some artistic talent.

J. A. Richer, who has been the manager of Seroggies' grocery department, has resigned and has been succeeded by

J. H. Bright. Mr. Bright is a man of considerable experience in the grocery business which will insure his success.

Norman Stoddard, of the Stoddard Bedding Co., St. Catherine St. west, who is one of Montreal's prominent

younger business man, expressed his surprise when presented with the "Coming of Age" number of The Grocer. Mr. Stoddard started his business career as a general merchant in Delhi, Ont., and was a subscriber to The Grocer eighteen years ago.

**Interesting Ontario Items**

**Ottawa and St. Thomas Merchants Going After Peddler Nuisance—Brantford Association Elects New Officers — Milk Dealers' Association Formed in Guelph.**

**PETERBORO.**

Nov. 3.—This week has seen the last of the manufacturing of cheese in the factories of the country and it may be expected that the price of butter will take a drop. For some time now it has been selling on the market and at the various stores at 30c per pound. Many of the cheese factories will continue to operate but butter will be the product and not cheese.

Burglars visited Indian River a few nights ago and entered the general store of Walter H. Kidd, from which they secured between twenty and thirty dollars worth of goods. The following morning the owner discovered missing about seven pounds of tobacco, one and a half boxes of cigars, three pairs of fine boots, some underwear, a dozen and a half towels a couple of pairs of trousers and two fedora hats. The post office and the grocery departments were undisturbed owing, it is thought, to the frightening away of the robbers by the barking of Mr. Kidd's dogs. A warrant is out for the arrest of a suspect who was seen in that district the preceding day.

While the grocery trade in Peterboro has maintained a pretty fair average during the past season, the prospects for the next few months seem to assume a much more active condition. Judging by the heavy receipts of merchandise arriving at the various wholesale warehouses in the city the proprietors expect an active trade. The varieties of new goods include raisins, currants, preserved, evaporated and dried fruits, syrups, molasses, nuts, sugar, etc., which indicates that Christmas lies in the not-distant future.

The general grocery store at the corner of McDonel and Water Sts. has been sold by Mrs. M. A. Anderson to T. C. Young.

R. C. Braund, a prominent city grocer, is spending a couple of weeks in the north hunting deer.

**LONDON.**

November 3.—Grocery trade is fair, Saturday having been a busy day with retailers, despite the disagreeable weather.

Joseph Peaslee has sold out his grocery business at the corner of Rich-

mond and Maple Streets, to Mrs. Armstrong, from whom he purchased it six months ago.

W. E. Murdy, Hamilton Road and Hill Street, has disposed of his grocery business and residence to E. D. McRoberts, of London Junction.

The fact that the fixed assessment of the McCormick Manufacturing Company, of \$50,000, expires this year, and



VANCOUVER PURE FOOD SHOW—Exhibit of the Vancouver Milling & Grain Co.

that hereafter the concern will be assessed in the ordinary way, gave rise to a rumor that the big candy and biscuit factory would be taken from London. It was learned, however, on inquiry that there is no truth in the report. Said the man who is in a position to know whereof he speaks:—"Of course, there has been some talk that the company would go to Stratford, Woodstock, Toronto, and other places, but there is nothing in that. They are up against many difficulties. There is a scarcity of female help in London. This is a very serious difficulty and handicaps the firm in its work. Then the building where they are is not suited to their needs; it is too high. They

would high, area

even not much they move purcha they v McCor Lond Pot herea to 20c year. for b farmer prices Winter be rea

Nov are o ting t tual i Retail held o active taking cial in Pot ing on a bag eggs a T. C opened ness in former O'Donn some Since burg S 000 to to a s paid \$ Jame town c returne The p Tilbury night, exten covered On F the gen

would prefer a building two storeys high, covering a much larger ground area than the present building. But

Charing Cross, taking a number of articles, as well as about \$3 in cash. They are thought to be the same men who

canning factories in this district will largely exceed that of last year. Tomatoes were particularly plentiful, and other products suitable for canning were likewise abundant.

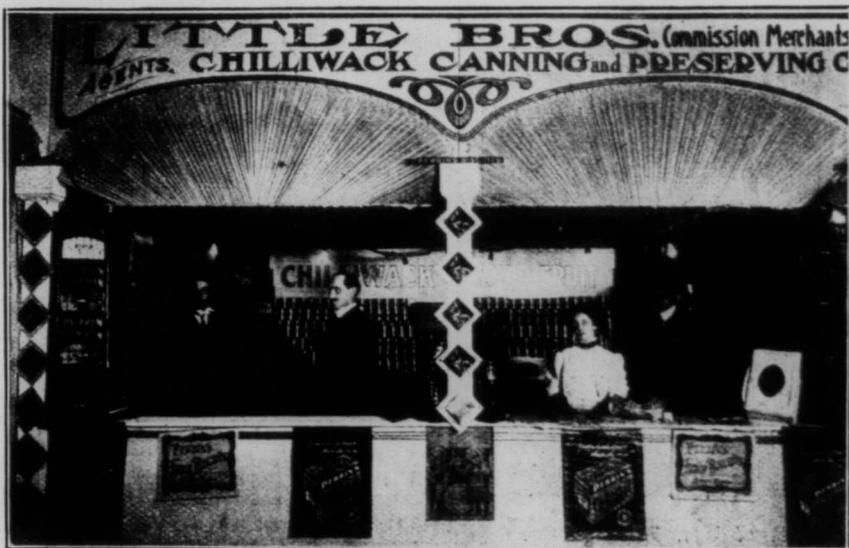
F. R. Gregory, the Leamington tobacco man, accompanied by James T. Farish, of Granby, Que., one of the directors of the Imperial Tobacco Co., was in this vicinity last week. Both are very optimistic regarding the outlook for tobacco in this vicinity, and are advising the growers to sow extensively next year. They state that tobacco equal to the best Southern States products has been grown in South Kent.

M. J. Hurley, the Wallaceburg grocer, has placed a handsome new delivery rig on the route.

An attempt was made to break into A. J. Brown's store at Comber last week.

Z. J. Edgeworth, the Blenheim butcher, nearly had a little finger amputated by a knife in the hands of his assistant, Jos. Marshall, recently. Four stitches were required.

Rural merchants have been much perturbed of late by the activity of the College of Pharmacy in suppressing the sale of drugs. Detective John B. Grant and his daughter have gone up and down the country, and a sale of ten cents' worth of quinine would inevitably result in the unfortunate merchant being haled before the magistrate and fined \$20 and costs. Merchants in Palmyra, Guilds, Mull, Omry, Buxton and similar cross-roads towns, have been the usual



VANCOUVER PURE FOOD SHOW—Exhibit of Little Bros.

even with these difficulties, the firm will not leave London, as they have too much money tied up to move out. If they could sell the property they might move out, but the chances are that if a purchaser were found for their building, they would rebuild in London. No, the McCormick Company will not leave London for a good long time yet."

Potatoes are a good average crop hereabouts and are selling at from 15c to 20c less per bag than this time last year. There will be plenty of fowl for both Thanksgiving and Christmas, farmers say, but they expect high prices. Apples will be very dear this Winter, while vegetables and roots will be reasonable.

CHATHAM.

November 3.—Now that the elections are over, the local retailers are getting together to look after their mutual interests. The next meeting of the Retail Merchants' Association will be held on the 10th, when that body will actively inaugurate the new season by taking up a number of matters of special interest to merchants.

Potatoes are plentiful just now, selling on the market last Saturday for 75c a bag. Butter sold at 25c a pound, and eggs at 25c a dozen.

T. O'Donnell, of Wallaceburg, has opened up a flour, feed and seed business in the store adjoining his grocery, formerly occupied by Jas. Quennell. Mr. O'Donnell has just purchased a handsome new delivery rig.

Since February 1, 1908, the Wallaceburg Sugar Company has imported 19,000 tons of raw sugar, and, according to a statement recently published, has paid \$167,764 in duties.

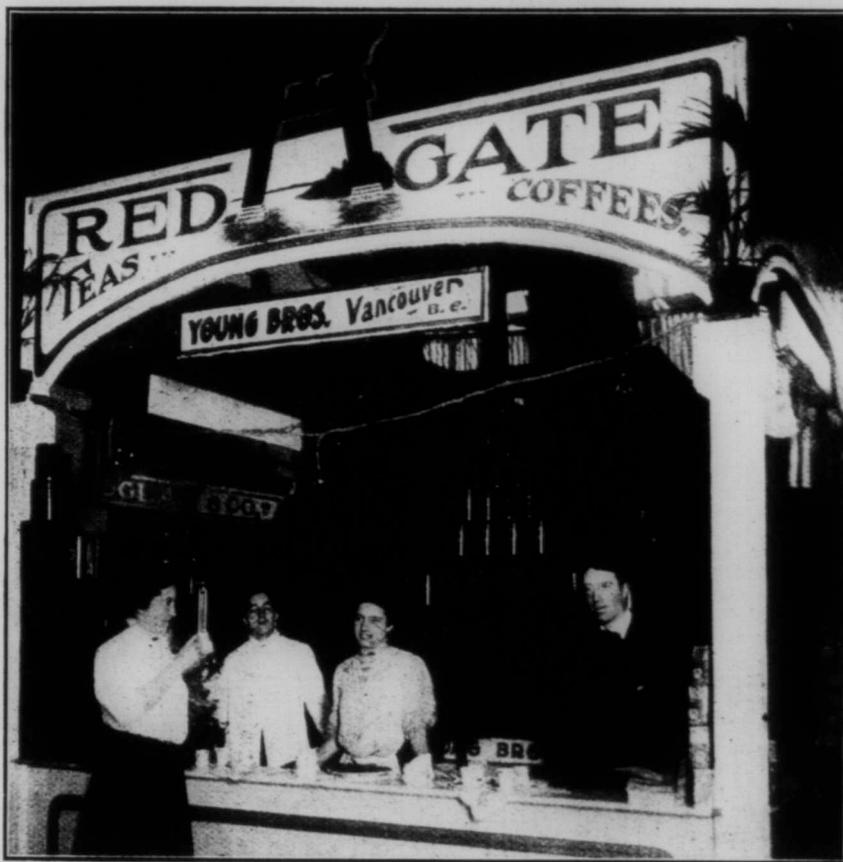
James German, manager of the Ridgetown creamery during the past year, has returned to Beachville, Ont.

The general store of Nenson Emery at Tilbury was visited by fire on Saturday night, the stock being damaged to the extent of about \$2,000. The loss is fully covered by insurance.

On Friday night burglars broke into the general store of Mrs. A. Hunter, at

operated at Kent Bridge a short time previously.

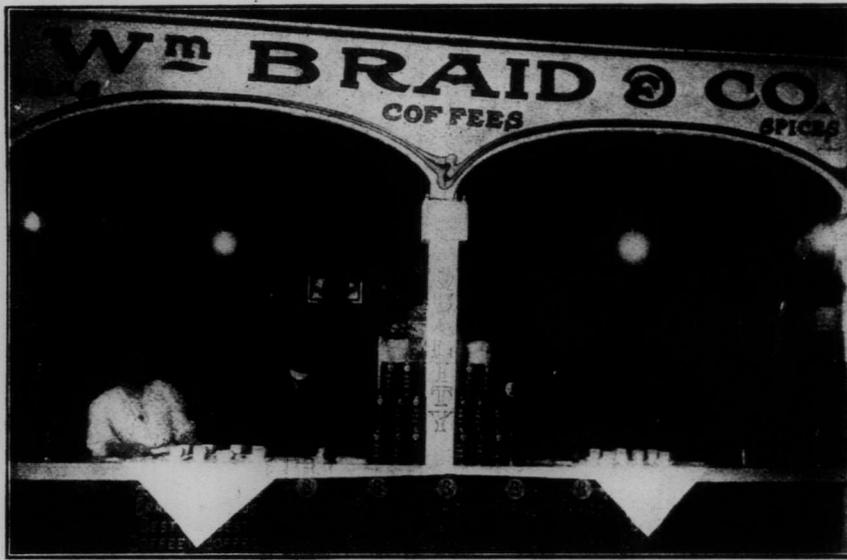
There is danger that the early closing arrangement recently entered into among Kingsville merchants may fall through, some of the merchants complaining that others are keeping open on Tuesday and Thursday nights.



VANCOUVER PURE FOOD SHOW—Exhibit of Red Gate Teas and Coffees.

Though exact figures are unavailable at the present moment, there is no doubt that the output of the various

sufferers. While the law is explicit, the campaign against the rural merchants has excited widespread indignation



VANCOUVER PURE FOOD SHOW—Exhibit of Wm. Braid & Co.

among the farmers, who complain that the farmer living, it may be ten, twelve or fifteen miles from a drug store, cannot buy ten cents' worth of quinine to check a cold or a little cascara for family use from a merchant who sells him his groceries without the merchant being liable to a fine of \$20 for the first offence and \$50 for each subsequent offence. In most cases the drugs in question are purchased from pharmacists in Chatham and the surrounding larger towns. The rural merchants complain, and with a certain show of justice, that while the law is eager enough and powerful enough to fine them for selling ten cents' worth of quinine, it proved utterly powerless to cope with the professional burglars who terrorized the merchants of this district last spring.

**GUELPH.**

November 3.—The city council having refused to settle the costs of the butter case against the Chief of Police, the chief himself paid into the Division Court the amount, which was \$10. This settles the case at present.

It has been whispered, "Why not have a grocer for mayor this year?" The finance chairman a year ago would fill the bill to a nicety, if he could be persuaded to let his name go to the people.

The Guelph Co-operative Association has bought a boot and shoe stock to add to its grocery and butcher business.

The annual report of the Guelph general hospital board is out and the grocers should notice the following: Tea and coffee, \$167.15; butter, \$1,070.45; bread and flour, \$549.45; fish and fruit, \$920.73; vegetables, \$179.07; crockery, \$81.93; groceries, \$967.49; eggs, \$452.17; meat and poultry, \$1,578.91. You will notice with a small amount of poultry and smoked meats this would make an even \$5,000. Now in years gone by it was the usual thing to give this account to each grocer that could handle it in turn, one month at a time, which, to my mind, is the proper idea, and could again be done by the grocers without much trouble. Then, again, as in some of the Government institutions, the tea, coffee and

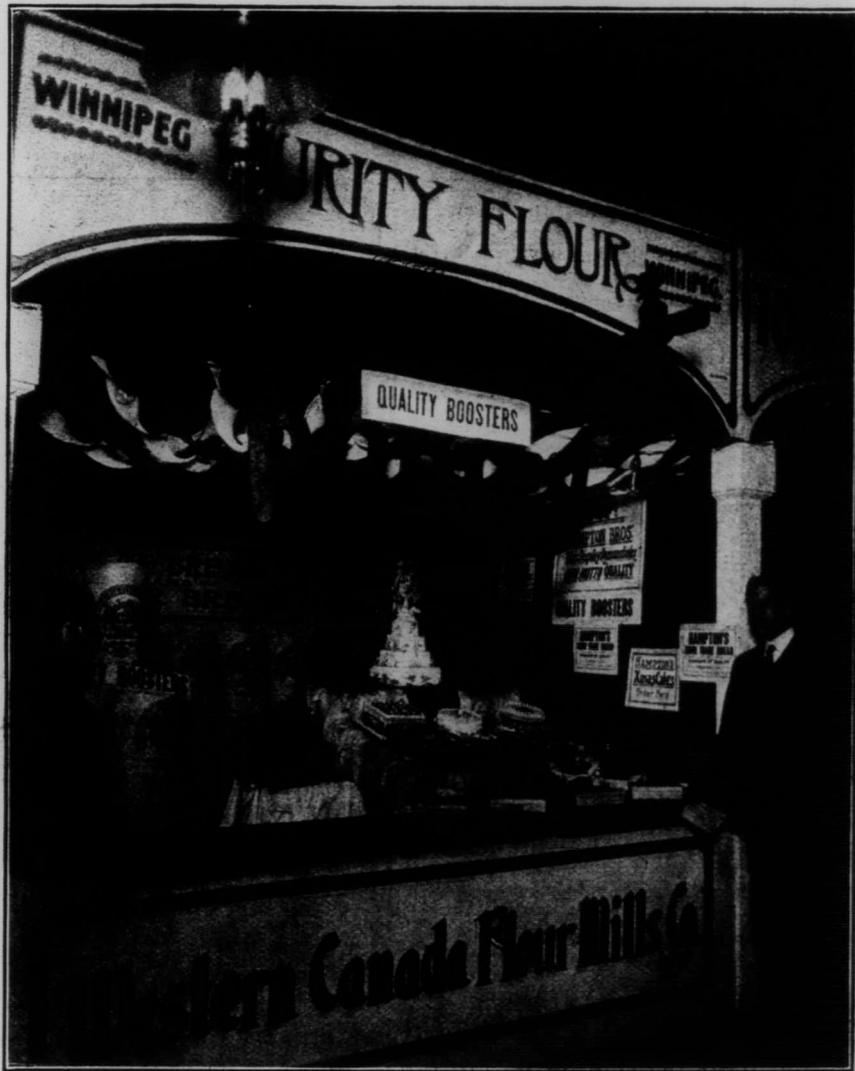
spices are given to one man, fish and fruit to another, etc. How much of that \$5,000 did your store get last year, or do you expect to get this year? It is

only fair you should get a share as well as your neighbor. If you will use your influence and draw the attention of the directors to it, you will receive it. There is not attention enough paid to these things by the grocers themselves and for that reason some do not share in it who have a perfect right to do. The Elliott Home, almost in connection with the hospital, and controlled also by nearly the same board of directors, who are all clever, level-headed business men, spent last year about \$600, also making another nice little account worth looking after, and could be divided up in the same way. As I understand it, at present there is a tendency to cut prices, which is not at all necessary, as the grocers should arrange to have a uniform price themselves to protect each other.

Much sympathy is expressed for Chas. Barber, manager of O'Mara's, in the loss of \$77 out of his till on Saturday morning. The store was left unguarded for a few minutes while the staff were unloading a shipment of meat from Palmerston. Grocers and others will do well to remember never to leave the store, not even to go down cellar, without some responsible person in charge.

The special number of The Grocer received a large number of bouquets from the grocers here.

November 2.—Alderman R. Simpson,



VANCOUVER PURE FOOD SHOW—Exhibit of the Western Canada Flour Mills.

of the R. & J. Simpson Co., wholesale grocers, has a motion to bring before the council to-night to have all the sidewalks cleaned of snow by a snowplough run by the city. Some of those fellows who live on corner lots will surely now call him "Blessed Bob."

Tea at \$4 per pound is the latest and also the highest priced tea we remember of ever seeing advertised in Guelph. Geo. Williams is the lucky man to have nerve enough to tempt the taste of the connoisseurs of tea in this city. He had it advertised all week and no doubt sold some of it in small lots, 25c an ounce, and that makes 25 cups of tea. Does not seem so expensive after all, and makes a splendid advertisement, as very few people outside of the trade ever heard of such high-priced tea. The general prices of tea sold in Guelph stores run from 25c to 50c, with the 40c line the best seller.

Hallowe'en passed off very quietly in this city and as usual the snow apples, nuts and brown sugar were good sellers. That is one good quality of the grocery business. No matter what season comes or goes, the grocer is right in it with some good seller.

The big squash guessing contest as an advertisement by Jas. Herm & Son was closed this morning. The three squashes weighed 570 lbs. and 570½ lbs. was the nearest guess. The prizes were 100, 50 and 25 lbs. of Five Roses flour. It was really quite a novelty. There were about 1,000 guesses all told.

Most of the window dressers in our local stores are putting more life into their windows lately, which is another good sign. The new canned goods and fruits may have given them a little more activity. We have some good windows here and there is nothing like keeping them up-to-date.

The market was again crowded with potatoes and apples on Saturday, with the usual scarcity of choice butter and fresh eggs.

GALT.

Nov. 3.—Trade in all lines has shown a decided increase during the past fortnight and the merchants are well pleased with the volume of business being transacted. There are no specialties to be mentioned. The increase has been along all lines and indicates a return of prosperity which was so confidently expected.

The Christmas goods are beginning to arrive and already more than one merchant is considering and planning for his Christmas windows and displays. The merchants confidently expect a much better holiday trade than last season, although at that time business was considered satisfactory. The depression, however, was just beginning to make itself felt and on that account business suffered. At the present, however, the citizens seem to be confident of the future and for this reason many will venture expenditures which would otherwise be unconsidered. Malaga grapes, and assorted nuts are being offered. There is a large demand, particularly for the former, which are of an exceptionally fine quality.

Local merchants are dissatisfied with the decision of the town council to the

effect that the license fees of peddlers and hawkers shall be reduced to \$20 or ten cents per day. Formerly the license was \$50 per year. The action of the council was due to a petition signed by 600 residents asking for the reduction on the ground that the high fee increased the price of produce. The reduction applies only to the hawkers of vegetables and fruits, so that only the grocers and fruit stores will be affected. It is quite probable that the Retail Merchants' Association may take action in the matter. It certainly does appear as if the grocers were being discriminated against in favor of the peddlers.

The store on Main Street being remodelled for the S. H. Knox Company, is nearly completed, and the store will probably be opened during the week of the 9th.

BRANTFORD.

Nov. 3.—The annual meeting of the Grocers' and Butchers' Association was held in the hall of the Bank of Hamil-



A. COULBECK,

Re-elected President Brantford Grocers' and Butchers' Association.

ton Building last week. The reports showed that a very successful and prosperous year had just closed and everything undertaken during the year had been very successful, especially the excursion to Niagara Falls and the annual banquet. The following officers were re-elected for the ensuing year: President, Arthur Coulbeck; vice-president, Fred Corey; secretary, Norman Willitts; treasurer, A. L. Vanstone, executive committee, F. Corey, Misuer, J. Kew, A. L. Vanstone and H. Foulds. A number of the grocers are very enthusiastic bowlers and a lengthy discussion took place in regard to renting a suitable place and having it fixed up for bowling

purposes next season, for the use of the grocers and clerks. They have in view a very desirable lot in the centre of the city and at their next meeting expect to come to some definite arrangements. A general committee was also named to act in connection with the proposed Grocers' Day in connection with the contemplated Old Boys' Reunion. It is said if the affair is to be held an effort will be made to have the annual Grocers' and Butchers' excursion run to Brantford instead of the Falls. There are a number of good books and periodicals published in regard to salesmanship and the grocery business window dressing, teas, coffees, advertising, and show card writing, etc., which would be very helpful to all who desire to develop and improve their talents, and it was suggested that the Association help in forming a library of this kind. After considerable discussion a committee was appointed to arrange a good programme for the next meeting on November 24th at which all clerks will be welcome, and if enough were interested in the movement something definite would be done in regard to starting a library. After the business of the Association was completed the president introduced James O'Hagan, associate editor of The Canadian Grocer, who is visiting the grocers of Western Ontario, who addressed the meeting.

Norman Willitts, the former Colborne Street grocer, who recently purchased half interest in the bakery business of Harry Pettit, deserves great credit for the new and up-to-date way in which they send out their goods. All cakes, rolls and also their home-made bread are wrapped in transparent paper and labeled. The quality is first-class and most of the grocers in the city are handling them.

ST. THOMAS.

November 3.—The city council did not lose any time in passing a new by-law reducing the peddlers' fee from \$75 to \$25 to meet the views of Police Magistrate Glenn, who seems to be opposed to any fee being imposed. It remains to be seen whether he will convict under the new by-law as above. The city has lost a lot of revenue from this source, and the merchants who are the heaviest taxpayers have to bear the greater burden, besides standing for the unjust competition thus engendered. A meeting of all the business men is called for Thursday evening to take action on the matter, and no doubt some more satisfactory means will be taken to have the law enforced.

Both markets were rather poorly attended on Saturday and prices in every line ranged unusually high. Eggs sold from 28c to 30c, and butter kept time with the eggs, selling at 30c. Fowl sold at more reasonable prices, good chickens from 30c to 40c each, and turkeys 15c lb. Apples sold from 75c to \$1 per bag, and potatoes likewise. Other vegetables were in good supply and all were disposed of.

(Continued on page 48.)

**THE CANADIAN GROCER**

Established . . . . . 1886

**The MacLean Publishing Co.**

Limited

**JOHN BAYNE MACLEAN . . . . . President**

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**THE SPIRIT OF THANKSGIVING.**

The sense of gratitude which in all well ordered minds and communities is ever present, should especially manifest itself on the day which the nation sets apart for returning thanks to The Giver of All Good, for the many blessings of the year.

Canadians, individually and collectively, have every reason to feel grateful for the measure of prosperity and happiness which they enjoy. In no other land at this season are social and industrial conditions more favorable, nor prospects more reassuring. True, we have come through a period of a few months in which there was depression in some lines and the feeling regarding the future was not overconfident; but the clouds have passed and an optimistic spirit once more prevails. There is no longer doubt, hesitancy or delay. Everything in the industrial and commercial world is again swinging in the direction of a prosperity and progressiveness that have characterized Canadian conditions generally for the last decade save for the few brief months when we stood shivering on the brink. Comparatively speaking, we have ex-

perienced no depression or stringency when the actual state of affairs in other countries has been revealed. Canada is not a land of extremes either in the way of massed wealth or congested poverty, for which we should be thankful. This order of things has enabled us to withstand many temptations and to safely pass many a pitfall and snare. Great national undertakings to-day proclaim unbounded faith and confidence in the future. The temporary cessation in factory activity and the lull in mercantile life are vanishing and evidences of industrial revival are presented on every hand. A bountiful western harvest has materially contributed to a supreme trust in the future, increased buying, renewed activity and resumption of operations in every line. Business men, who, for a time, halted, are once more in step. Self reliance has replaced distrust and the vitalizing effect is felt in every vein of our commercial being. Hopeful in spirit, buoyant in disposition, and glowing in the full strength of financial health, the future is inviting and prospects were never more pleasing. On the eve of Thanksgiving Day, 1908, we find ourselves as citizens and business men in a pleasant frame of mind and, let us hope, in an appreciative and grateful mood.

In changing the day for national thanksgiving from a Thursday to a Monday the Federal authorities have shown proper and considerate regard for the great army of travelers, the nature of whose calling takes them away from their families many weeks and months in the year. These industrious representatives of Canada's great mercantile and manufacturing interests are now able to spend the day around their own firesides, surrounded by those nearest and dearest to them. The spirit of true thanksgiving has thus been fostered in thousands of Canadian homes, and we trust the expressions of gratitude will not be lost sight of but may manifest itself in generous thoughts, worthy acts and kindly deeds.

**OUR CHRISTMAS COMPETITIONS.**

With a view to stimulating interest in window display and in advertising for grocers, matters which are treated at some length in regular departments in this paper, The Grocer is again offering a series of prizes for a Christmas competition, similar to that conducted at the same time last year.

In the last window dressing contest somewhat of an innovation was introduced by dividing competitors into two classes, class 1 including those in the cities and larger towns, and class 2 those in the village and country stores. It was felt that this gave a fairer opportunity to all entrants by reason of

the fact that the country stores in most cases have not the same call for decorative goods and some lines of distinctive Christmas supplies as those in the cities. This method proved so successful and satisfactory last year that it is being followed again in this year's contest. Two sets of prizes will be given to cover each class and grocers all over Canada are urged to enter the contest.

The Christmas advertising contest also awakened a good deal of interest last year and this also is being repeated along substantially the same lines. In this contest a prize will be given for the best advertisement of Christmas goods clipped from a local paper. Advertising is coming to be an important feature in most grocers' sales methods, and the idea of the contest is to help our subscribers to get better results in the advertising they are doing.

Further particulars regarding both contests will be found on another page of this issue.

**SECURING LOYAL EMPLOYEES.**

Promote the good man and discharge the poor one.

The manager of a business who lives up to this plan of action will soon gather around him a bunch of people who will be loyal and can be depended upon no matter how great the pinch may be.

Your rival in business may have an especially good man in his employ who can be secured to your business by the offer of a higher salary, but will it pay you to pay him the price and bring him in over good men who have been loyal to you for years? Will not such a course put you in the position of hinting to all of your old employes that the loyalty of any salaried man belongs to the highest bidder for his immediate services, and induce him to figure with your rivals at the same time he is working for you?

Every real business manager realizes the fact that he must pay all he possibly can afford if he expects to keep a thoroughly competent working force, but many of them depend upon the pay alone to hold their men. There is much more to be thought of. The best men will in many cases work for less wages than they could command from other sources if they feel sure that their efforts will bring promotion. Good men are willing to prove themselves to be competent, and to wait for better things, if they feel sure they are not to be disappointed in the end, but bringing one new man in above them shatters all their confidence in a square deal, even if that new man happens to be the son of the manager, fresh from college, and long on athletic knowledge and short on business sense.

## THE SITUATION IN THE WEST.

The Western Viewpoint, by our Special Correspondent.

Winnipeg, Nov. 3.—The death of the Hon. Thomas Greenway is one of the most widely-discussed topics in the West at the moment. His sudden passing away has called attention to the vast amount of work he accomplished for the betterment of conditions during his residence of close upon 30 years in Manitoba. On every street corner and in every village store there is a revival of the stories of how he successfully fought the railway monopoly and secured competing roads; how he secured the lowering of the grain freight rates and his intense interest in legislation that would help the farming community to get the very most out of their farms and for their produce. There is universal regret that the West will lose the advantage of his keen knowledge of western needs in connection with the Railway Commission. It was felt when he received the appointment that no man was in a better condition to press western needs on the attention of the Commission. It is hardly possible for eastern Canadians to realize all that the Railway Commission means to the West. Adequate and efficient representation on that commission means more to the Canadian West than it does to any other part of Canada to-day and very grave anxiety will be experienced by farmers and merchants alike, as to who will be chosen to fill the place left vacant by the death of Mr. Greenway.

During the early part of the week elections and election returns absorbed everyone, but things are settling once more to the normal and the community at large is devoutly hoping that Canada will never again be disgraced by a political campaign of the same type. Interest in the American elections is keen here and elaborate preparations are being made to give the returns next Tuesday.

Wheat receipts for the week have averaged about half a million bushels daily inspected at Winnipeg, but in spite of this movement the markets have held very firm and there has been a surprising tendency to advance on every bit of damage news from the Argentine. Though it would be impossible to say that export trade had been very active on any particular day, the volume of business for the week has been large. Early in the week there was a demand for Nos. 1 and 2 northern, but towards the close the demand was for No. 3 northern and lower grades. Traders in Alberta red winter wheat complain that again there was a large quantity of wheat sold for October delivery which had not reached Winnipeg up to noon Saturday, the last of the month. Receipts of winter wheat have been very small all week, in fact, on many days there have been none at all.

It has been a week of the letting of contracts for elevators. A couple of weeks ago two representatives of the Scottish Co-Operative Wholesale Society came out with a view of looking into the question of erecting elevators.

Together with the Winnipeg representative, Geo. Fisher, they made a careful examination of the G.T.P., and on their return to Winnipeg let the contracts for the immediate erection of six elevators, all within the boundaries of the Province of Manitoba, and stated that probably next year they would extend their line into Saskatchewan. They expressed themselves as highly pleased with the country and satisfied with the outlook for the future.

It will be remembered by many that this company, which is among the largest milling concerns in Great Britain, was contemplating the erection of a line of elevators last year, but when the Manitoba Legislature put the Grain Exchange in such an unsatisfactory position with regard to its charter, the company decided to rest on its oars and see how things would turn out. The representatives went into matters very thoroughly here and expressed themselves as satisfied with the new Exchange building and presumably with the new Winnipeg Exchange, which has nothing in common with the old Grain and Produce Exchange.

In addition to these interior elevators along the line of the G.T.P., that company has called for tenders for the erection of the first of their huge terminal elevators at Fort William. Elevators which are the tile tank variety are ultimately to be in units of 10,000,000 bushels each but the first section, for which the tenders call will consist of a working house and tanks with a capacity of 1,000,000 bushels. This elevator will be completed to receive the crop of 1909. Still another terminal elevator is going in at Port Arthur with a capacity of 2,000,000 bushels. The name of the company in this case is withheld for the present.

There has been a very general increase in building activity in Winnipeg and the West this fall, and though figures are not at hand for October, those for September, which have just recently been completed, show some very gratifying gains over the same month last year. For example, Winnipeg's building bill for September, 1908, was \$117,000, as against \$385,000 last year; Edmonton \$123,125, against \$13,000 in 1907, and Port William \$111,900, against \$25,378 last year. It is highly probably that October will show a corresponding increase, for as the weather has been very fine, building has been pushed rapidly during the month. The Manitoba Iron Works has completed the contract for structural steel on the new Government examining warehouse which was let on May 26th. It is an enormous structure just in the rear of the new Grain Exchange and facing on McDermott Ave. East. There are 1,400 tons of steel in this contract. This company have had pass through their structural department in the last eight months, for Winnipeg buildings alone, 2,600 tons of steel and in addition have furnished a very large amount of tanks, stand pipes, mine cars, lumber trucks and the like, and the Vulcan Iron Works Company have been equally busy.

The question of insurance rates, now that the high pressure plant is in ac-

tual operation, is becoming very acute, and at the present time it looks as if the matter would be satisfactorily arranged. A. L. Johnson, representing the Board of Trade, appeared before the city councillors during the week bringing a definite assurance that if the city will maintain the ordinary normal domestic water pressure at from 70 to 80 pounds, instead of 30 to 50, as at present, a very considerable reduction in fire insurance rates will be granted by the underwriters. The proposal submitted by Mr. Johnson on behalf of the insurance committee of the Board of Trade calls for a reduction of 20 per cent on the rates in the surcharge district, where 50c had been added to each premium. This district is outside the high pressure area. The reduction would amount practically to the additional amount paid by the policyholders under the surcharge. The rates in this district run roughly from \$1.75 to \$3. In buildings where a sprinkler system is maintained, a 15 per cent. reduction on total premiums is proposed.

In addition to actual reduction in rates it is expected that another advantage will accrue. That is, that a number of companies giving exceptionally low rates who have heretofore refused to open up in Winnipeg, now conditions are so nearly perfect, will be induced to come and those wishing to insure will get the benefit.

The movement of immigration is quite active at present as a large number of American land seekers have taken advantage of the fine weather and having completed fall work in their own country have come to look at ours. One large party of Germans from the States have not only come to look, but have moved in bodily. There were 56 families in one party that is going into the Crossfield district in Alberta. They brought a large amount of stock with them and are a particularly industrious and thrifty lot of people. Another party of homeseekers came in from Omaha, Neb.; Waterloo, Dysart and Boone, Ia., and made a daylight run to the last Mount country, on the line of the Pleasant Hills branch of the C.P.R. They were taken for a trip on Last Mountain lake and finally decided on land to the west of that body of water. Some of these men will come in this coming spring and others next fall. The bulk of these men were farmers and a few were bank managers, who bought land with a view of settling farmers on it.

Hardwaremen report an especially good business this fall, both in stoves and furnaces. Sales of furnaces have been very large in rural districts, where a number of new houses have been erected this season.

An interesting shipment during the week was eight carloads from Prince Albert. Heretofore though many hundred head were raised in the Prince Albert district, shipments have been small for the simple reason that the large lumber and tie camps to the north of Prince Albert formed a market that readily absorbed all the offerings. Now the trade in raising cattle has increased to such an extent that they are seeking outside markets for their steers.

The situation in the West may be summed up at this date as steady, with a good outlook for future trade, and very gratifying receipts of cash.—H.





ONTARIO MARKETS.

2's " heavy syrup	1.20	1.15
2½'s " " "	1.85	1.80
3's " " "	1.95	1.90
Gals. " Standard	3.05	3.00
2's G. Gage, light syrup	1.40	1.35
2½'s " " "	1.85	1.80
3's " " "	2.05	2.00
3's " light syrup	1.85	1.80
Gals. " Standard	4.05	4.00
2's Egg, heavy syrup	1.55	1.50
2½'s " " "	1.85	1.80
3's " " "	2.05	2.00

Raspberries—

2's, red, heavy syrup	1.95	1.90
2's red, preserved	2.20	2.15
Gals., red, standard	7.05	7.00
Gals., red, solid pack	9.80	9.75
2's, black, heavy syrup	1.95	1.90
2's black, preserved	2.20	2.15
Gals., black, standard	7.05	7.00
Gals., black, solid pack	9.80	9.75
2's, rhubarb, preserved	1.80	1.75
3's rhubarb preserved	2.45	2.40
Gals., rhubarb, preserved	3.30	3.25
2's strawberries, heavy syrup	1.95	1.90
2's " preserved	2.20	2.15
Gals. " standards	7.05	7.00
Gals. " solid pack	9.80	9.75

VEGETABLES.

Beets—

2's, sliced, br., "Simcoe"	.95	.95
2's, sliced, b.r., Simcoe	.95	.95
2's, whole b.r., "Simcoe"	.95	.95
2's, whole, br. "Rosebud"	1.15	1.15
3's, sliced, br., "Simcoe"	1.25	1.25
3's, whole, br., "Simcoe"	1.25	1.25
3's, whole, br., "Rosebud"	1.40	1.40
2's, golden wax, midget, "Auto"	1.25	1.25

Beans—

2's, golden wax, midget	.90	.85
3's, golden wax, midget	1.40	1.35
Gals., golden wax, midget	4.05	4.00
2's, Refugee or Valentine (green)	.90	.85
3's, ditto	1.40	1.35
2's, Refugee, midget, "Auto"	1.25	1.25
2's, Crystal Wax	1.00	.95
2's, Red Kidney	1.00	.95
2's, Lima	1.30	1.25
2's corn	.90	.85
Gals., corn-on-cob	4.50	4.50
2's carrots	1.00	.95
3's, carrots	1.10	1.05
3's cabbage	.95	.90
2's cauliflower	1.50	1.45
3's cauliflower	1.90	1.85
2's parsnips	1.00	.95
3's parsnips	1.10	1.05

Peas—

1's No. 1 extra fine, sifted	1.12½	1.07½
2's No. 4 standards	.82½	.77½
2's No. 3 early June	.87½	.82½
2's No. 2 Sweet Wrinkle	.97½	.92½
2's No. 1 extra fine, sifted	1.42½	1.37½
Gals., No. 4	3.77½	3.72½
3's pumpkin	.85	.80
Gals., pumpkin	2.80	2.75
2's table spinach	1.30	1.25
3's table spinach	1.85	1.80
Gals., table spinach	5.05	5.00
2's succotash	1.20	1.15
3's squash	1.15	1.10
Gals., squash	3.55	3.50
2's tomatoes	.90	.85
3's tomatoes	1.00	.95
Gals., tomatoes	3.30	3.25
3's turnips	1.00	.95

D. A. Gordon, M.P., president of the Wallaceburg Sugar Co., of Wallaceburg, was in Toronto on Tuesday on a business trip.

POINTERS—

Sugar—Steady.  
Teas—Quiet.  
Dried Fruits—New dates and figs in.  
Nuts—New filberts in.

Toronto, November 5, 1908.

The wholesale markets are appreciably brighter this week and there is generally a better feeling among the trade. There is no apparent reason for this at first sight. "No, I don't think it's either the elections nor the cold weather," said a leading wholesaler yesterday. "It's simply a returning to the amount of business that ought to be done. The retailers have been going cannily so long that their stocks in a good many lines have fallen low and they are simply forced to buy to keep going." Others attribute the better feeling to the cold weather and the fact that farmers are not able to plow and are now coming in to purchase winter supplies. Whatever may be the reason it is a fact that business is better than it has been for four or five weeks.

Collections, too, are pretty generally satisfactory. Local wholesalers have not a great deal on their books, as a result of the past year's conservative methods, and what is there is pretty good value, but money is coming in fairly freely.

The interesting features of the market this week are the new fruits—figs and dates, and the nuts, new filberts, which have just come in. Prices have continued steady in most lines, though cutting is being indulged in by one or two houses in particular lines.

SUGAR—Since the up and down movement of both raw and refined markets noted last week the situation has remained quite steady, there being no movement of any moment in earlier market. The situation at present seems to depend on weather conditions in connection with the European beet crop, and reports from correspondents in the beet growing districts report that even a few days of warm moist weather would seriously affect the crop. This would ultimately tend to firm up prices here. At present, however, there is nothing new in the situation and no probability of any immediate change.

Paris lumps, 50-lb. boxes	5.75
in 100-lb. " "	5.45
Paris lumps, 5-lb. boxes	0.35
Standard granulated, barrels	4.70
St. Lawrence Beaver	4.45
Standard granulated	4.70
Imperial	4.45
Acadia granulated, (bags and barrels)	4.60
Phoenix	4.65
Bright coffee	4.60
No. 3 yellow	4.50
No. 2 " "	4.40
No. 1 " "	4.30
Granulated and yellow, 100-lb. bags 5c. less than bids.	

SYRUPS AND MOLASSES—Little interest is displayed in these goods and prices are unchanged.

Syrups—	
Medium	0.30 0.35
Bright	0.40 0.45
2 lb. Tins, 2 doz. in case	2.40
5 " " "	2.75
10 " " "	2.65
20 " " "	2.60½
Barrels	0.32
H. I. Barrels	0.03½
Quarter	0.3
Pails, 38½ lbs. each	1.75
" 25 " "	1.25

Maple syrup—

Gallons 6 to case	4.50
" 2 " "	4.81
Quarts, 24 " "	4.81
Pints, 24 " "	2.00

Molasses—

New Orleans, medium	0.30	0.35
Barbadoes, extra fancy	0.28	0.30
Porto Rico	0.45	0.45
West Indian	0.45	0.50

TEA—The local market continues quiet with the better grades of Indian and Ceylon holding quite firm. The same condition prevails in reports of auctions in primary markets though a good deal of activity is manifest in these.

COFFEE—Business locally is brisk with no change in prices. The primary markets have been wobbling somewhat as a result of several indirect influences but are rather firmer this week.

DRIED FRUITS—There is rather a better feeling in these goods this week, the demand for the new fruits being fairly active. New dates from the Tabris-tan, recently arrived, came to local houses on Tuesday. These are fine stock and promise to be much in demand, though opening prices are a little above old stock. New figs are also in in some quantity and while there is quite a range in prices the standard is about the same as for last year's goods. Local prices on Valencia raisins have eased off a little lately though firmer reports come from Denia. Stocks of peels seem to be a little short in Toronto houses and inquiry is being made at other points. Apricots continue to pass out well in consequence of this year's low prices. Prunes are rather dull.

Prunes

40-0s, 5-lb. boxes	0.09½
5-60s, " "	0.08½
60-0s, " "	0.08½
60-70s, 5-lb. boxes	0.08½
90-0s, " "	0.07

Apricots—

C of c, 25-lb. boxes	0.12
Fancy, " "	0.14

Canned and Drained Peels—

Lemon	0.09½	0.11	Citron	0.19	0.21
Orange	0.10½	0.12			

Figs—

Eleons, per lb.	0.08	0.15
Tannets, " "	0.03½	0.04
Bag Figs	0.03½	0.04½

Currants—

Fine Filiatras	0.06½	0.07	Vostizzas	0.09	0.09½
Patras	0.08	0.08½			

Uncleaned, ½c. less.

Raisins—

Sultana	0.09½	0.13
" Fancy	0.11	0.12½
" Extra fancy	0.14	0.15
Valencias new crop	0.05½	0.06
Seeded, 1-lb. packets, fancy	0.10	
" 16 oz. packets, choice	0.09	
" 12 oz. " "	0.08	

Dates—

Mallovese	0.06½	0.06½	Fards choicest	0.08	0.08½
Saire	0.04½	0.04½	" choice	0.07	0.07½

SPICES—Business continues fair with no new features.

Peppers, blk. p. re.	0.16	0.20
" wht. pure	0.25	0.30
" whole, blk.	0.13	
" whole, white	0.28	
Ginger	0.18	0.25
Cinnamon	0.25	0.40
Nutmeg	0.45	0.10
Cloves, whole	0.25	0.35
Cream of tartar	0.22	0.25
Allspice	0.19	
" whole	0.17	0.20
Mace ground	0.10	0.20
Mixed pickling spices, whole	0.15	0.20
Cassia, whole	0.20	0.25

RICE AND TAPIOCA—A fair amount of these goods is going out though business is not very active. Supplies of Rangoon rice appear to be a little short just now. Prices remain unchanged.

Rice, 50 lb. bags, delivered	0.03½	0.03½
B rice, 50 lb. bags, delivered	0.03	0.03
Rangoon	0.03½	0.03½
Patna	0.05	0.05½
Japan	0.05½	0.06½

Java.....	0 06	0 07
Sago.....	0 06 1/2	0 06 1/2
Seed tapioca.....	0 06	0 06
Tapioca, medium pearl.....	0 06	0 05 1/2

**BEANS**—The market continues on about the same basis with no change in prices. Wholesalers are not doing much with these goods as yet.

Handpicked, per bush ..	1 00	2 10
Prime, per bush.....	1 85	2 00
Lima, per lb.....		0 07

**EVAPORATED APPLES**—Not a great deal of interest is displayed in these goods as yet by jobbers. The quality of goods coming in continues to be good.

Evaporated apples.....	0 07
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**MANUFACTURERS VISIT O. A. C.**

**150 Members of Association Spent Pleasant and Profitable Day in Guelph Last Saturday.**

The visit of about 150 members of the Canadian Manufacturers' Association to the Ontario Agricultural College, Guelph, last Saturday, was an event in the history of both these institutions which will leave its effect beneficially, not only upon the commercial interests of the Province but also upon the college itself. That so large a number of the leading manufacturers of the country should leave their busy trade centres to inspect an institution with whose actual workings they would naturally be unfamiliar is creditable, but that they should wax enthusiastic over every feature demonstrated and explained to them by President Creelman and his associate professors augurs well for the college and its work. No class of the commercial community is so constantly obliged to study improvements, inventions and systems for betterment than the manufacturer, and it was readily seen that the objects and aims of the Ontario Agricultural College when so practically demonstrated as they were on this tour appealed to the visitors in a marked degree. To most of them the entire system of educating and improving the conditions of the Ontario agricultural community was a distinct revelation, and the work accomplished by the officials and the teaching staff could not be too highly praised.

The visitors spent about six hours in inspecting the laboratories, museums, library and stables. G. C. Creelman, president of the college, guiding them from building to building and explaining the purposes of same. He was assisted in their respective departments by Professors Dean, Galbraith and Zavitz, and though briefly made, the explanations of the work of these gentlemen proved that a wonderful improvement had been effected throughout the Province by the experiments undertaken and the influences brought to bear upon the work of the Canadian farmer through the young men and women taking the course prescribed. Prof. Dean's work is of particular value to the grocery trade in that it deals directly with two necessary articles of sale and consumption, cheese and but-

ter. A vast improvement has been effected in the scientific production of these two staples, but although much had been accomplished it was the intention of the college, through careful study of all the conditions, from the proper housing, feeding, breeding and selection of the best dairy cattle to bring the reputation of Canadian cheese and butter up to the high standard of Irish, Danish and Australian makes.

The party also visited the horticultural building and spent some time in the biological building examining the collection of Canadian fruits and vegetables in wax.

C. A. Zavitz, in a brief lecture illustrated the principles of wheat blending and the making of flour experimentally was watched with a great deal of interest.

One of the interesting points in the tour was McDonald Hall, a ladies' college, where domestic science is taught. The visitors were greatly interested and pleased to see how the young ladies, farmers' daughters and those from city homes, were instructed in the methods of cooking, the art of sewing and care of the house. The splendid luncheon served in the large dining hall of this building was a delightful surprise and when President Creelman announced at the conclusion of the meal that the entire dinner had been prepared by the young ladies, the cheering and applause of the visitors expressed their enjoyment and must have pleased the students. Not only was the culinary treat their work, but they also generously waited upon their guests.

President Creelman took occasion in a short speech to lay before the members an outline of the plan and work of the college. It pleased him, and he thanked the members for their friendly trip and interest shown. It augured well to him, this interest, and he trusted that the hard-headed business men present would realize to the fullest extent what the college was doing, not only for the farmer and the dairyman, but also for the manufacturer and the consuming public.

R. Hobson, President of the C.M.A., made a brief speech, thanking Mr. Creelman, the professors and the young ladies for the magnificent treat that had been tendered to the members of the association. He doubted not, he said, that the lessons learned by him and his fellow members would bear good fruit in bringing to a better understanding on everyone's part the value of this institution to the Province and the Dominion.

**DON'T LET OLD GOODS ACCUMULATE.**

One of the greatest sources of loss in retail stores is the accumulation of old stock which through age has become unsalable, or at least has lost a portion of its value. If you look over your stock in October and find you have still on hand part of a lot of goods received in May, it is time to make extraordinary efforts to get rid of them. If necessary, make a job lot of such goods and offer them at a price that will move them. It is better to stand a partial loss than a total loss. This rule of keeping goods as short a time as possible will work to

your advantage greatly in keeping your stock clean and fresh, and will insure the minimum of profit on a given amount of invested capital.

A great many sales are lost and a great deal of dead stock is carried by stores which are in the habit of having places behind or under the counters in which to place goods. These are probably never overhauled except at stock-taking times, and these drawers and hiding places are an excellent catch-basin for "stickers," which ought to be on the counters where they can be pushed more than ordinarily.

Do not have any place in your store where goods can be stuck away out of sight. If you have plenty of room it is better to have all the goods above the counters, on the shelving. Have no shelves below, so that there will be no opportunity to put things away out of sight. A great many stores, however, cannot do this, as they are crowded for room, and it is, therefore, necessary that a part of the goods should be kept below the counter board.

If this is necessary, see that every lot of goods not in easy access is looked over and examined and brought out to the light at least once a week. If the goods are kept out where they can be seen at all times they are very much more apt to sell than if hidden away. The salesmen are usually very careless about goods which are not easy to reach, and they very seldom take the pains to look into any of these old drawers or under the shelves to find the goods to sell.

If the consumers come in and call for some particular thing which salesmen know to be in such and such a place they usually go and get it, but if it is in some place where there is any doubt about finding it, they either say they haven't got it or they don't take the pains to look, or substitute something else, which possibly the customer does not want.

If you have goods that cannot be carried on the shelves, arrange bins on the counter, or on a centre table in the middle of the aisle, and place them there in full view of the customers. Do not let anything be hidden from sight.—Retail Grocers' Advocate.

**CHANGES IN MEDLANDS, LTD.**

The past few days have seen some changes in the business of Medlands, Ltd., who have operated a number of retail grocery stores in Toronto. The store at 744 Queen Street west was sold on Monday to Macaulay & Pond, of Toronto. R. Y. Medlands, who has been running this store, has withdrawn his stock from Medlands, Ltd., and will be henceforth associated with his brother, John, in the wholesale business on Front Street. T. J. Medlands, who has been conducting the store on King Street east, will continue as president and manager of the company.

**CORRESPONDENCE**

(Continued from page 41.)

**OTTAWA.**

November 3.—It seems to have become accepted as one of Nature's phenomena in the Capital that every market morning is a foggy morning, and Saturday proved no exception to the rule. There was a good attendance, however. Potatoes still cling to their old figure of 90c, while celery was, as usual, very plentiful at 25c to 40c a dozen. Cabbages were abundant at 70c to 75c a dozen. Butter was a shade cheaper, at least pail was, and did not go as a general thing above 26c per lb. Eggs, however, were still firm at 25c to 30c per dozen, even though the oratical rhapsodies of budding young political speakers no longer furnish a market.

Fire, which at one time looked very threatening, broke out at 3.30 Friday morning in the rear of the property on Sparks Street occupied by Kavanagh Bros., grocers. A shed was destroyed and fire got into the upper part of the building. An alarm was sent in, and immediately afterwards there was a second alarm, a fresh wind blowing and there being danger of adjoining structures catching. It was confined to the one, however, and the loss will be around \$1,000. The grocery was not damaged, except by smoke.

Thomas Reynolds, of the Quaker Oats Company, Peterboro, is in the city calling on the trade.

An interesting fight will soon be launched between the Retail Grocers' Association of Ottawa, and the peddlers of this city. A. G. Johnston, secretary of the association, stated yesterday that the association was to engage a solicitor at once to take the case for that organization with the object of making the peddlers pay a higher fee to peddle in the streets of the city. He said that there were at least 250 peddlers who peddle fruit and vegetables through Ottawa. Most of these people live in the outskirts of the city, in Cyrville and other points, and in the majority of cases are persons who have no gardens, but buy from the farmers when they arrive on the market and by paying 15c fee for selling on the market are thus permitted to sell all afternoon throughout the city. In most cases they pay no taxes to the city, as they live outside, and got privileges of peddling in the city for the 15c market fee. He maintained that this was not fair to the grocers, who paid heavy taxes, and whose trade was being so seriously cut into by these peddlers. They came on the market at night to have a good place in the morning. The association is first going to move the health department to act. It is claimed that the rigs loaded with fruits are left over night often in most unsanitary places and then peddled out to the citizens. He also claimed that the fruit they bought was the leavings of that bought by the grocers and was not in a sanitary condition. These are the charges against the peddler which will be urged by the association's solicitor this fall and

winter. The grocers will make the question of street peddlers an issue in the municipal elections, and the war between the grocer and the peddler will be watched with a great deal of interest by the citizens of this city. The grocers will begin their regular semi-monthly meetings very soon.

**TORONTO.**

November 4.—Clemes Bros., wholesale fruit dealers, Church and King Streets, introduced an innovation on Wednesday last, when they held their first fall and winter opening. This was something new in the line of wholesale fruit and demonstrated that the firm are not afraid to strike out on original lines. All the trade was invited and the warehouse was crowded. The decorations were elaborate, consisting of pine bows, maple leaves and Union Jacks, ferns and palms. Music was furnished and in the tea room light refreshments were served. The fall display of fruit was particularly attractive and some heavy purchases were made by local grocers. R. Barron, Yonge Street, was the first buyer, his name appearing on a couple of fancy lines of about 100 kegs of imported grapes.

**SITUATION WANTED.**

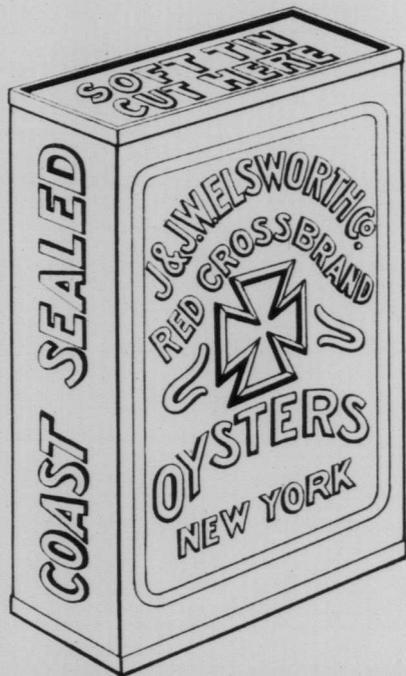
**YOUNG MAN**, with eight years' experience in general store, wishes situation at once. Best references. Box 220, THE CANADIAN GROCER, Toronto. (45)

WM. E. ELSWORTH, Pres.

ESTABLISHED 1860

J. WATSON ELSWORTH, Sec. and Treas.

**J. & J. W. ELSWORTH CO.**



Our Red Cross Brand of Oysters, which we sell in quart and pint cans, are strictly Pure, Wholesome Sea Food.

We use the most up-to-date sanitary appliances for handling these oysters.

We defy competition upon quality. These cans are full quarts and pints, their measure being guaranteed.

One year's sales thirty-nine million oysters.

Quotations and information in general as to sizes, prices, etc., will be furnished upon application to our Main Office.

**Boat No. 8, Foot Bloomfield Street  
NEW YORK**

## TRADE MEMBERS IN PARLIAMENT

Some of the Successful Candidates at the Recent Elections—Grocers Not so Well Represented as They Might be.

While the grocery trade will not be very largely nor very directly represented in the House of Commons when the next session of Parliament meets



D. A. GORDON,  
Re-elected Member for East Kent.

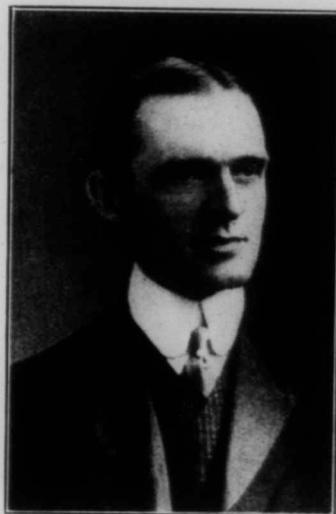
there will be a number of thoroughly representative men who may be depended on to look after the trade's interests.

One of these is D. A. Gordon, who was re-elected by a large majority for the Government in East Kent. Mr. Gordon is best known as the father of the Canadian beet sugar industry. In Southwestern Ontario he bears the added distinction of being the "uncrowned king of Wallaceburg." Mr. Gordon furthermore bore the distinction—according to A. H. Clarke, K.C.—of being the handsomest man in the last house. Certainly his imposing figure, handsome face and silvery hair mark him wherever he goes as a man among men. Though the term, silvery hair, suggests age. Mr. Gordon is still in his prime. Fifty years young, he has a long term of usefulness before him.

Mr. Gordon is a native of Wallaceburg, and has lived there all his life; yet in his time, as a business man and as a parliamentarian, he has traveled much. He began his business life in his home town as a stove manufacturer, in partnership with Jas. W. Steinhoff, Mr. Gordon being now president of the business, which is still carried on as the Wallaceburg Cooperage Company. In 1896 the Sydenham Glass Company was formed, Mr. Gordon being actively interested and for many years managing director. From this he branched out to the manufacture of sugar from home-

grown beets, his study of the Michigan industry resulting in the formation of the Wallaceburg Sugar Company some eight years ago. Despite many difficulties, the industry is now several years past the experimental stage, the output of sugar is increasing, and sugar beets are one of the most reliable and important sources of revenue to farmers in the district. Mr. Gordon has given the industry careful study, paying visits to Germany and Austria where he investigated the most improved processes of handling the beet, as displayed in the countries where the industry practically saw its birth.

Mr. Gordon is also a leading shareholder in and general manager of the Chatham, Wallaceburg & Lake Erie Electric Railway, recently established. He is the founder of modern Wallaceburg. He always took a deep interest in



LLOYD HARRIS,  
Elected Member for Brantford.

municipal affairs; served for several years on the town council and was thrice mayor of the town, in 1899, 1900 and 1901. In 1900 he contested Bothwell for the House of Commons in the Liberal interests, but was defeated by James Clancy by a narrow majority. Four years later, when Bothwell became West Kent, Mr. Gordon was more successful, carrying the constituency by a majority of 372. This year his majority is over 500. Mr. Gordon's home town of Wallaceburg in the recent election gave him a majority of 332—a vote of over three to one in his favor. Politically, though a Liberal, Mr. Gordon is of the broad-minded type, and is more interested in promoting the country's welfare than in securing party advantage. A feature of his four years in Parliament was his strenuous efforts to secure better freight rates.

Another member of the trade, through his connection with the Canadian canning industry, who has shown his worth in the past and who well merited re-election is David Marshall, who successfully contested East Elgin in the Liberal interests.

For many years Mr. Marshall has been intimately connected with the canning business. He was the founder of the Aylmer brand of goods and was for some years president of the company. He was also a prime mover in the forming of the Canadian Canners, and for some years occupied the position of vice-president and general manager. He is still a director of the company.

During the past session he has been one of the most active members in the House, his energy being particularly noticeable in the attention he gave to the Meat and Canned Foods Act.

Lloyd Harris, who was elected Liberal in Brantford, is interested in the grocery trade through his position as president of the Brantford Starch Works. He is also connected with several other industrial concerns in the same city, and though young, has already shown his worth as a business man. He has taken an active interest in the work of the Canadian Manufacturers' Association, and has held the position of vice-president for Ontario, resigning to devote his energies to his political campaign. Mr. Harris enters Parliament under favorable circumstances and should make his mark among Canadian political leaders.

It is a regrettable fact that the grocery trade is not more widely represented, carrying on, as it does, perhaps the largest share of commerce of any department of trade, and being concerned in many important questions which come before our legislators, its representation seems markedly inadequate.



DAVID MARSHALL,  
Re-elected Member for East Elgin.

Members of the trade seem to prefer to devote their energies directly to business interests than to strive after what is regarded sometimes as higher honors.

## WHAT TO DO IN NOVEMBER

**Make Early Preparations for the Christmas Rush—Give Special Attention to Seasonable Goods—The Time for Account Collecting.**

November—the first winter month—ushers in the real winter season, a season usually of brisk buying in lines that have been largely neglected during the summer months. For the grocer, then, the month should be a time of preparation for the winter's business.

First of all the store should present a considerably different appearance than it did under its summer dress. Get the

will take off all the dust and fly-dirt and will brighten up the labels immensely. Oftentimes a sale is lost through this little matter of dust and fly-dirt over an otherwise attractive label. Of course, it is understood that the shelves are always kept in a clean and tidy condition but a little extra attention to this matter just now will not come amiss. Clean up the place in the corner

winter to get mixed up with the new pack goods.

### Let Summer Breakfast Foods Go.

There's another line, too, that it will pay to make a few specials on during the next couple of weeks, and that's the ready-to-eat breakfast foods. Demand for these seems to sag pretty well at this time of the year, and though the cartons of pretty nearly all the good sellers make good decorations for the top shelf, they're rather likely to make a customer think of a cold breakfast, something not too pleasant on these brisk mornings. These package goods are mostly pretty bulky and will hardly pay to keep till spring. Better get 'em cleaned out.



Interior R. Higgins & Son's Grocery, 802-804 Yonge Street, Toronto, one of the Largest and Handsomest Grocery Stores in Canada.

This store is well situated on the west side of Yonge Street, just above Bloor. Established 22 years ago, their business has, through honest dealing and courteous treatment of their customers, become one of the largest grocery establishments in Canada. With an efficient staff of seventeen clerks, a delivery service consisting of six wagons and a store stocked with the very finest

groceries, provisions and flowers, R. Higgins & Son are in a position to cater to the needs of a large and ever-growing patronage.

They have made quite a specialty of teas, and carry a large and well-assorted stock of Red Rose tea in packages, and the prominent display they give this tea shows the confidence they have in it.

Their window displays of flowers, fruits, confectionery, groceries and meats show that they take full advantage of their fifty-foot frontage, as their displays attract the attention of large numbers of people daily. This store is a credit to R. Higgins & Son, and to the city.—From the Toronto Sunday World, Nov. 1, 1908.

mosquito netting, if it's there yet, down from off your shelves, and the bottles of raspberry vinegar and lime juice off the counter. By this time there is, or should be, a host of new and seasonable goods in stock, which will well repay display. But before getting out the new goods, get the store into good shape to display them. Take a damp cloth and go over your shelf goods when you have a few minutes to spare next week. It

where a leaky can of something or other left its mark. It, too, is likely to spoil a few more labels.

### Clear Out the Old Canned Goods.

What about that three or four cases of last year's tomatoes and plums down cellar? Now's the time to get rid of them and it would pretty nearly pay you to let them go about at cost, rather than have them hanging on through the

That provides room for some of the new canned goods you've just recently gotten in, and a few pyramids of these with their bright labels on the same top shelves will do a good deal toward brightening up the store.

### By All Means Plan for Christmas.

Christmas is only about eight weeks off. That seems lots of time to get ready for the holiday rush, but is it?

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One of the big mistakes grocers make at this time of the year is in taking things easy and trusting to things to work out all right a week or so before Christmas. If you stop to think a moment you'll agree that a lot of the work that is done expensively and hurriedly and that causes a great deal of worry during that busy two or three weeks can be planned now with advantage. Take the spare moments now to plan your holiday window dressing and store display and to write some of the ads. you'll be using a few weeks later. Make arrangements now to get the extra help you'll need during Christmas week and you'll likely get the clerk you want before your opposition across the corner sees him.

**Get People to Buy Early.**

There's a mistake somewhat along the same line the people make. They don't do their Christmas buying soon enough. And the grocer can do a good deal to help this condition by tactful suggestion.

Why, for instance, shouldn't Mrs. Brown make her Christmas cake and plum pudding next week instead of six or seven weeks later? They'd both be improved if she did. Again, there's m'ncemeat to be made and other things which need groceries.

Keep the new goods before the people, and don't forget to tell them about them. If you get a housewife interested in the fine quality of those new Valencias it will, as like as not, start her thinking about that Christmas cake.

A window display of the new raisins and currants and possibly the new prunes and apricots, would be a help. Don't shove a case of each in the window and expect it to do the work, but plan a dainty display, say a pound or so of each on china plates, that will appear appetizing. Some price tickets added will be of good service.

Then, again, there's your special Christmas goods to think about, such as a special supply of confectionery, Christmas crackers, stockings, etc. The travelers will, of course, look after you pretty well in these, but it's well to have planned beforehand what you want.

**Above All, Collect Accounts.**

If there's one other thing that ought to be done by the grocer in November, and particularly this year, it's to get busy gathering in his accounts. Now is the time, if there ever is any better than the other to push this. Money is at least fairly plentiful just now, and it's far enough away from Christmas so that people haven't started to hang on to it, as they will a little later, for the holiday customs. Time spent in account-collecting during the next few weeks cannot well be better spent.

**THE GROCER AND DRUGS.**

**Retail Merchants Shou'd be Careful Regarding the Goods They Handle.**

The Grocer some time ago received a query from a country merchant asking if it was lawful for him to sell quinine, and also enquiring what drugs and medicines he could dispose of without conflicting with the Pharmacy Act. The Grocer pointed out that only a qualified chemist could sell quinine and quoted

section 26 of the Pharmacy Act as fully answering the second question.

Writing again the merchant replies: "Many thanks for your answer but your reply is not full enough. The general run of storekeepers carry in stock the following articles: Spirits sweet nitre, blue vitriol, copperas salt petre, insect powder, carbonate of ammonia for baking, hellebore, Paris green. Will you please let me know if these come under the Pharmacy Act? I am asking for my own protection, as I certainly do not want to carry any of them for my customers' convenience if I am contravening the law. There has been several merchants in the county of Kent caught like myself, I am sure The Grocer would open the eyes of many country merchants to the risks they were running. During the whole of my business experience I was never told by the wholesalers that I had no right to sell quinines."

G. E. Gibbard President of the Ontario College of Pharmacy, when seen by The Grocer said that the present act distinctly provided that only Paris Green and London Purple (an arsenical insecticide) could be sold by the general merchant, out of all the list named in the foregoing inquiry. He believed that carbonnate of ammonia for baking would be regarded as a chemical and not as a drug and could, therefore, be disposed of.

Mr. Gibbard further said that the Pharmacy Act was strictly enforced. When asked about the active campaign waged by the inspector in Kent and adjoining counties it was learned that such prosecution was taken without instructions or advice from the officers or by the solicitor of the Ontario College of Pharmacy. Some rural storekeepers seem to be rather hostile to the inspector and some little feeling has been aroused.

Mr. Gibbard intimated that the retailer is not wholly to blame in the matter. Samples of opium, laudanum, etc., are sent out by means of travelers of the wholesale druggists. These samples are neatly done up and the rural storekeeper is badgered into buying. Thus, wholesale druggists are parties of the act and Mr. Gibbard intimated that they were being notified that if they persisted in a practice which was inducing general merchants to violate the act, the law would have to take its course with respect to these houses.

"It is not the purpose of the Ontario College of Pharmacy to prosecute anybody but to see that the provisions of the act are lived up to as nearly as possible," remarked Mr. Gibbard in conclusion, "Our inspector gives fair warning and has not been instructed to make widespread prosecutions. I think it will be found he is fair. Certain conditions and provisions must be adhered to and as I intimated, it is not the province of the society to harrass or obsess rural merchants, but to see that the clauses of the act are observed."

**BAN ON UNITED STATES SAUSAGE**

**Cereals and Water Used as Adulterants —Canadian Manufacturers Say Nothing of the Kind Here.**

A despatch from Lansing, Mich., says, "Judge Weist, of the Ingham Circuit Court, in a decision last week refused to grant the injunction asked by Armour & Co. to restrain the State Food Department from interfering with the sale of their sausage in Michigan. The state held that cereals and water used in sausage were an adulteration, which contention the company denied, claiming it was necessary to use them to perfect the product. The Court says that sausage means meat and that cereals and water are adulterations added with an evident intent to cheat, and that if sold as pure food product the act perpetrates a fraud, violates the law and would soon drive honest dealers out of the market."

Representative Canadian packers, when seen regarding this, said that conditions which applied to sausage making across the border did not prevail in Canada. In the United States there was a great foreign population to cater to, and in the manufacture of goods for these, barley, onions, garlic and other like ingredients entered. In Canada it was not necessary to cater to this foreign element. In pork sausages, for instance, nothing was used but the ham trimmings and a little seasoning. The best of meat entered into their manufacture.

A leading packer added that, even if cereals were used, he was at a loss to understand why the Michigan court should uphold them as adulterants. Cereals were a food, and could only be looked upon as adulterants if a literal interpretation of the word sausage was "all meat." "However," concluded the speaker, "conditions are vastly different in Chicago from Toronto, with respect to the making of sausage. Very few cereals, if any, are used by the Canadian trade."

Another despatch from Buenos Ayres, Argentina, says: "In spite of the denials of Chicago packers some papers insist that the American traders are endeavoring to control the Argentine meat market. They assert that one concern already has been purchased and that the purchase of others is imminent."

**SPRATTS BREAK RECORD.**

Spratts Patent, Ltd., Canadian branch, report particularly good business in Dog Cake, orders being received from centres everywhere between the Atlantic and the Pacific. The month of October beats the record for quantity delivered from store and wharf. They also report good sales of Spratt's bulk and package bird seed. Repeat orders are coming in from bird men and traders generally. This is the first year of Spratt's bird seed in this country, and the outlook is very encouraging. Spratt's Dog Cake and Bird Seed can be procured from most of the leading wholesale and retail grocers, druggists and seed men in Canada. A full line of Spratt's supplies is kept in stock at the Canadian branch, 13 St. Therese St. off St. Gabriel St., Montreal.

## COCOA COMBINE ON THE TAPIS

Organization of Growers Planned to Control Output and Prices in Primary Markets—Local Dealers Do Not Think Movement Will Materialize.

The latest combine is in cocoa and the scene is in Brazil. A trust is being formed of the producers of cocoa in the several countries in which the bean is grown.

United States Consul-General George E. Anderson, of Rio de Janeiro sheds some interesting information on the scheme in a recent report. He describes the plans and purpose of the movement and says "the low price of cocoa which has ruled for some time past, especially during the past year, has led to a desire on the part of the representatives of Portugal and the countries in the northern portion of South America that something be done to protect the industry, and action has been taken in Ecuador, San Thome, San Domingo and Trinidad to organize national associations, organizations in each case to control the price of the product in the markets of the world.

"A representative of the movement has recently arrived in Brazil to organize a similar association among the largest producers of cocoa, and the indications are that unless something quite unforeseen takes place the organization will soon be effected. The success of the world movement of course depends upon Brazil, the largest producer. The only apparent reason why it may not succeed in Brazil is in the fact that many of the cocoa producers are not financially able to carry their crops as may be demanded by the new organization, while the absence of satisfactory banking facilities with most of them renders it difficult to help them.

### Low Price a Moving Factor.

"The chief occasion for the proposed organization seems to be in the somewhat extraordinary fluctuations in the price of cocoa in the past few years, the present great depreciation offering unusual occasion for complaint."

A statement issued by projectors of the plan says.

"Taking advantage of this situation a group of powerful speculators in Hamburg, which controls numerous and active agents in Bahia, commenced a series of sales at prices more and more reduced, which succeeded in lowering prices in spite of the vigorous resistance met in Lisbon from producers of San Thome and Principe. As is generally known, these producers have been organized for a number of years with the most beneficial results."

Continuing the statement, the projectors of the Brazilian organization claim that the present situation can be expected unless producers unite to prevent the manipulation of the crop by those who are organized against

them. It claims that its proposed organization is not for the purpose of speculation, but for the purpose of resisting the speculators. The statement continues:

"Without an organization of all the producers of cocoa, not only of Brazil, but of all producing countries, never will the produce be fairly quoted or the price be a living one. There is no occasion for so notable a lowering of price of an article of such world-wide consumption when the consumption is being constantly increased, and each day witnesses the enlargement of its use

### SOME FAVORABLE COMMENTS.

"The Coming of Age number of the Canadian Grocer was received by the local trade with many encomiums. Past special numbers have been good, but the consensus of opinion is that this was certainly the best ever. Local subscribers, and they comprise the best and biggest men in the local grocery ranks, are delighted with the number and join in congratulating The Grocer, alike on material and make up. "The best on record—and there have been some pretty good ones," is the general comment. — Chatham Correspondent.

Say, wasn't the Fall number of The Grocer a valuable volume? It is really worth the year's subscription. What better way for a manufacturer to tell thousands of retailers of some special broom, or tea, or something else. Considering this fact, it is money well spent. Hundreds of wholesalers and manufacturers make the mistake of their lives in not having a permanent space. I am a retailer and if I want a line of goods or samples the first thing I think of is to write the man with the permanent ad. In fact there are hundreds of wholesalers practically unknown outside of their own city. It's a big mistake. — Kingston Correspondent.

as a result of a spontaneous propaganda."

### The Organizers' Claim.

In their statement the organizers of the trust claim that the low price has not been due either to a lack of demand, or to any possible overproduction. It is claimed that the production at present is not large enough to meet the demand, and that by reason of the peculiar demands of the crop in soil and climate the crops of the future will likely be much less than the demand for them. The statement also calls the attention of

the Brazilian cocoa producers to the need of combating the adulteration of chocolate. The statement continues: "There is indispensable, then: (1) The organization of an agricultural credit system, freeing the producers from the subjection in which they now exist; (2) the organization of an association of defense, including the principal middlemen and producers of Bahia; (3) an agreement between this association and the analogous association of Portugal, which is now ready to enter into such an agreement."

### As Viewed in Toronto.

Local houses do not apprehend that there will be any combine. Some eighteen months ago there was a corner on the market by buyers contracting for all the product of the trees. The crop was a heavy one and the price was boosted from 12 to 28 cents, the highest figure ever known. The result was that wholesalers refused to stock up, and then the financial depression in the United States coming on, found those, who have tried to corner the market, with big stocks on hand and unable to unload. Owing to the stringency and the fact that the demand dropped very low, no cocoa house made any money last year.

As a result of the attempted hold-up a reaction set in and the prices for Trinidad cocoa are now the lowest that they have ever been—thirteen cents—while the best Ceylon brands are not more than 18 cents. Toronto dealers have no fear that the effort of producers to form a protective combine will succeed, especially after the experience of certain capitalists in the late squeeze.

### LONDON CORRESPONDENCE.

Nov. 3.—A. E. Silverwood, local manager for Flavelles, Ltd., states there will be plenty of Thanksgiving turkeys, and they will sell at fair prices. The quantity of turkeys that will be ready for the market by Thanksgiving will be only a small percentage of the crop that is in the country, but still it is thought there will be plenty in the country to meet the demand. Last Thanksgiving prices started high, and then declined rapidly. Mr. Silverwood thinks they will start lower than they did last year, but will remain steady, or have perhaps only a very slight rise. There is a good average crop of turkeys in the country, although many of them are not as far advanced at present as they sometimes are, owing to the very dry weather. "I expect," says Mr. Silverwood, "to see turkeys selling retail at from about 12 to 13 cents per pound on Thanksgiving, perhaps 14 cents for very choice birds. The prevailing prices for the farmers at country places where they are bought in large lots will be 9 cents a pound alive and 11 cents a pound dressed."

## EFFECTIVE WINDOW DRESSING

**A Peanut Butter Window Which Shows Good Principles of Display and is Educative in Character.**

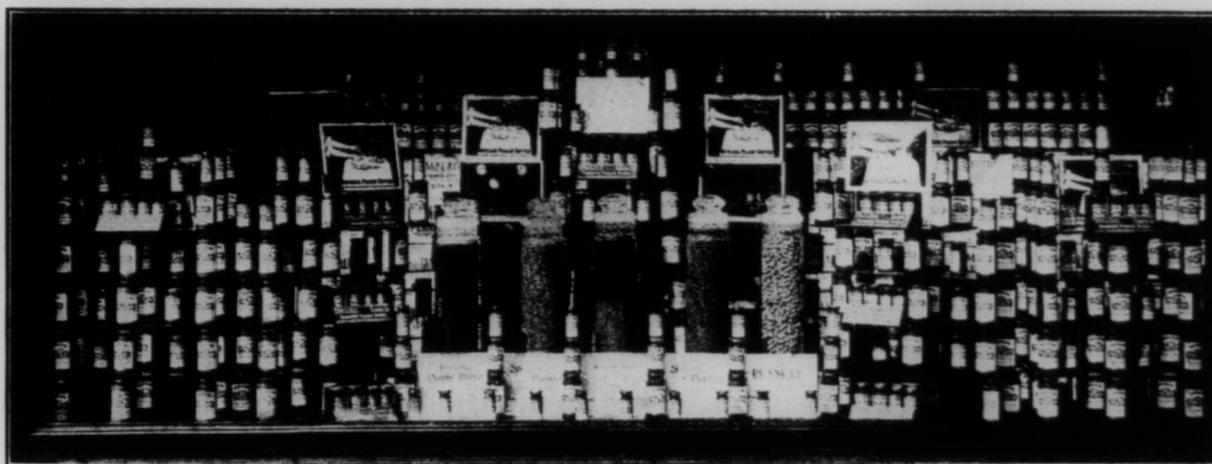
The engraving shown herewith is illustrative of something comparatively new in lines of groceries and will therefore be of general interest. It is a display of peanut butter in various forms, showing the process of manufacture. The five large jars shown in the foreground contain: first, Spanish peanuts, known to everyone; second, Spanish peanuts, shelled; third, husks and kernels; fourth, roasted peanuts; fifth, Imperial peanut butter. In the background are a number of stands showing peanut butter in the various sizes, and throughout the entire display were scattered cards containing excerpts from reports on the highly nutritious value of nut foods.

### HINTS ON DISPLAY.

The grocer who really appreciates the pulling power of his windows, may divide his displays into classes, concentrating for a few days upon one line,

intelligence of their grocer and he may bid good day to hard times, for then he can sell anything he chooses, so long as its quality meets the proper standards.

Let the grocer take, for instance, tea and coffee, on neither of which subjects the public has much accurate information. Let him give up a window for three or four days to an exposition of the different teas, both package and bulk he has in stock, telling about their quality, where grown, how prepared, packed and shipped, all briefly, of course, as brevity is necessary when giving information by means of placards. Usually the grocer will be able to secure some good pictures illustrating the process of picking and preparing tea leaves for the market. Such pictures will draw the attention of the passers-by; they will read the posters, and when next they want tea the chances are that at least a considerable percentage of the people who examine the



A WINDOW DISPLAY OF PEANUT BUTTER.

then switching to another, offering high grade goods for inspection and telling about them by pictures and placards in a way which appeals to the intelligence of his customers, giving them information they did not have before and at the same time exciting their interest and a desire to learn more.

Such a system, put into effect and continued, will accomplish in the end two purposes—viz., it will be a powerful incentive to attract the interest of the customers to stimulate their natural desire for information, and thus draw and hold trade, and it will likewise be a powerful aid in establishing the reputation of the grocer as a man of intelligence and information in that in which he deals. Once let the people of any neighborhood acquire confidence in the ability, information, integrity and

window will have an impulse to go to that store to buy it. Probably a certain proportion will come in at once and make purchases.

One of the things all people seek is information which will lead them to an intelligent discrimination between the good and the bad. If the grocer is in a position to give this information in an unobtrusive way, he strengthens his hold upon his customers. Of course, it is not Mrs. Smith, to whom the grocer is talking who needs any information, but it is some other lady, name not mentioned, who perhaps was recently married and is new to the ways of house-keeping. If a certain amount of interesting information is put in the window, customers may air some knowledge they may have and accept for their own what they learned from inspecting the

window. At any rate, it will put the customer in a good humor with herself and with the grocer.

### A HANDY APPLIANCE FOR GROCERS.

The McGregor Paper Bag-Holder, an advertisement of which appears on another page of this issue, is meeting with a good deal of favor among grocers, confectioners and others who have been using it. The holder is convenient and saves considerable time over old methods. An inquiry from the manufacturer at 175 Borden St., Toronto, will bring further information.

### FLOWER AND VEGETABLE GROWERS WILL MEET.

The annual convention of the Ontario Horticultural Association, which is the central organization of the horticultural societies in the Province of Ontario, will be held at the City Hall, Toronto, on Tuesday and Wednesday, Nov. 10 and 11, commencing at 2 p.m. A very interesting program has been arranged bearing on all phases of horticultural work and a large attendance is expected. On Thursday, Nov. 12, the Ontario Vegetable Growers' Association will hold its annual convention in the City Hall, the

first session starting at 9 a.m. Both these conventions are being held during the week of the Ontario Horticultural Exhibition.

### A BULLETIN ON BEET SUGAR.

The Bureau of Census and Statistics is at present preparing a bulletin giving full information as to the statistics of the beet sugar industry in Canada. Since the rearrangement of the tariff last session allowing the importation of foreign beet sugar the factories engaged in refining beet sugar are placed on a more paying basis. The new bulletin will be the first Government statement on the conditions and prospects for the industry in Canada, and it is understood will give encouragement to the establishment of sugar beet factories in other parts of the Dominion.

# "Men Who Sell Things"

The Sales Manager and His Work—The Impression Made by the Sales Force a Mighty Factor—How to Get an Interest in the Business.

By Walter D. Moody—Serial rights for Canada purchased by the MacLean Publishing Co. from the publishers, A. McClurg & Co., Chicago.

That is natural, but don't lose sight of him; at the same time do not follow or watch all his moves for fear of losing a customer or a sale now and then. If you allow your competition to get on your nerves, the shrewdest of buyers and the most seductive of prices will fail to look attractive to you.

### Let the Buyer Alone.

Let the buyers take care of themselves. Your business is not buying, but selling.

Establish an individuality and a good reputation, and live up to them and not upon them, and success is likely to abide with you.

If you are going to get rattled or flustered at some sensational move of a competitor, he will play upon your weak spot, and you will be apt to find yourself spending your energy at random.

Drive the nail home, and get a reputation for doing so, and every one will come to know by the appearance of the work that you did it, because your individuality is stamped upon it. Between taps, of course, you might glance from the corner of your eye at your competitor's strokes; but make up your mind first, last, and all the time that you are not selling your competitor's goods, that the goods of your house are good goods, and that you can sell them.

And you will sell them.

Time and thought taken in complaining of competition is useless expenditure of energy. It lessens your capacity for the accomplishment of things for which you were employed.

The worst competition is that of the inefficient man of poor ability.

If you are a good salesman, you will understand your advantages over such men, and profit by them through a proper relationship to the buyers of the house that puts its signature at the bottom of your monthly salary cheque.

## CHAPTER XXI.

### The Sales Manager.

The saying that a man must work out his own salvation as a salesman is good as far as it goes, but it does not go far. That is only part of the programme.

The best salesmen any house can have are the salesmen it builds for itself. The old saying, "Salesmen are born, and not made," is the veriest kind of tommyrot in this day of science and progress.

Naturally, the root of salesmanship must be in the man himself, but the knowledge of how to develop that root into a plant that blossoms and brings forth fruit is where the work of the sales manager comes in.

One good salesman trained and developed in this way is worth a dozen floaters—the here-to-day-and-gone-to-morrow class.

When a salesman gets ready to hear, he is going to be profited by the sales manager.

You can take the best seed in the world and scatter it about and leave it alone, but there will be no crop; but when you plough the soil, put in the seed, and harrow it, in due time comes the harvest.

### An Agricultural Parallel.

So you can take the best seed from the granaries of salesmanship and scatter it about on the ground of men's intellect, and you need not expect any return from it; but if you take the ploughshare of ripened judgment and prepare the ground and harrow it over with faith, patience, and encouragement, then the seed falls down into good ground and springs up and bears fruit in the salesmen, some fifty, some sixty, and some one hundred fold, to the success of that house.

It is just as necessary that you prepare your mind to hear as it is to prepare your ground for the seed. This is the seed of salesmanship falling upon your mind, and if there is no preparation for the seed there will be no harvest. Get ready to hear.

The poorest sales manager on earth talks enough salesmanship to his men every month to make them all topnotchers, when there is a willingness to hear on the part of the salesmen.

The greatest boon to the sales interests of any house is a game sales manager, one who is never afraid of the truth and who knows how to use it in dealing with men; and the greatest drawback is the time-serving sales manager, who is afraid of hurting some one's feelings if he does his duty.

Now, it takes two things to make an efficient sales department—a good sales manager and a good hearer; and when you get a good sales manager and a good hearer together, then you are going to have a first-class sales force.

Well, if a sales manager, backed by the very experience that you must encounter in order to become successful, must also think and plan continually in order to get ready to prepare the ground for the seed, what must you do to get ready to hear?

Be not a forgetful hearer, but a doer of the work.

### Getting Ready to Hear.

If you want to be successful in your work, get ready to hear.

How will you get ready to hear?

By thinking and planning and willingness. Just precisely as the sales manager gets ready to help you, you ought to get ready to hear.

The standards of two salesmen may differ. Not because one is more capable than the other, but because one has a willingness and a desire to do big things

and the other has not. The man of large conceptions once worked in narrow channels, but when he saw a wider view of what his work might be he embraced the opportunity to become a bigger man. It is just about as easy to think of a twenty-storey building as it is of a one-storey building, when you turn your mind to contemplating it.

Make it your business to know what is the best that might be in salesmanship for you, and stretch your mind to conceive it, and then devise some way to attain it. Keep in close touch with the head of your sales department, but let him advise you. A willingness on your part to seek and make every possible use of his counsel and experience will aid you materially in your purpose.

An evil habit may be fostered in a sales organization as in an individual—the habit of indifference, of shirking, of mischief-making, the clique habit, and a thousand ills of a negative kind, not the least of which is the habit of finding fault with superiors.

Sometimes the trouble may have started with one wrong-headed man or one restless malcontent, and have spread and fastened upon the business until the evil is perpetuated and infects every newcomer.

The sales manager must not only watch for the development of any wrong tendency and check it in its incipency, but must labor directly to inculcate right tendencies, high ideals, cheerfulness, and loyalty.

Every outward expression of a business is a reflection of something within, and any sales force must get right within itself before it can hope to be right and work in harmony with the other branches of the business and with the outside world.

### The Impression of the Sales Force.

Business houses employing many salesmen may tremble to think of the good or bad impressions being continually multiplied and sent out from their sales departments. Proprietors may be totally unacquainted with that intangible but potent thing, the spirit of their sales force. They are not likely to see it as it impresses outsiders; or they may realize that it is wrong, and feel helpless to change it.

The necessity for a specific organization of sales departments in large institutions, giving the sole direction to a managing head, is responsible for the creation of the position of sales manager.

Primarily, the position of the sales manager is to stimulate enthusiastic devotion of all to the common cause. That is the thing which spells success. The contagious enthusiasm of a real leader of salesmen culminates when it is communicated to all the members of the

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sales force. It has then produced an army of doers.

The power to persuade others is, perhaps, the greatest faculty in salesmanship, just as the power to inspire others is the greatest faculty in successful leadership, and is the one thing to which the sales manager devotes his undivided attention in the management of his men.

No man should be at the head of a sales department who does not have this gift of leadership—the ability to inspire loyalty. The habit of loyalty must be established. Those who are not receptive, or incapable of it, must be weeded out.

The salesman who considers no one but himself, who is continually saying, "Where do I come in?" has a negative influence on any sales aggregation, and should be let out. When a salesman cannot be made to realize this, he had better quit and give both himself and his house a square deal. He does an injustice to himself, his managers, and his house when he continues in a position of lacking confidence in the institution and the men at the head of it.

Every salesman has an influence either for good or bad. If he cannot have a good influence he has no right to have a bad one.

#### CHAPTER XXII.

##### Getting an Interest in the Business.

Keep your eye on the finish.

Every man who sells things should be working for a purpose.

What is the desire of your heart and soul as a salesman? What is it that binds you down to years of tireless effort?

It is to succeed in the end. Am I not right?

You hope ultimately to secure an interest in the business. Your dominant aspiration is to have a partnership in the business which you have helped to build. It is not so?

The only way that that hope can ever be realized is by the principles of right salesmanship. There is no room in the stockholders' meeting or at the directors' board for negative salesmen.

By that I do not mean to say that all right salesmen eventually become employers. Good men, aye, first-class men, are to be found in every institution, who, for various reasons, do not seem to bend their energies in the direction of a partnership in the business; but for those who desire in the end to have a voice in the management through personal investment it can be obtained in no other way than through inherent quality of character in salesmanship.

Profit and prestige lie in positive and highly developed qualities of salesmanship, not in negative ones.

Successful men are men of quality.

Without equivocation I might say that salesmen lie closer to the hearts of proprietors than any other class of employees.

##### A Glance Behind the Scenes.

When at last you are invited to a place entitling you to share in the profits, what a mighty revelation the whole field of salesmanship becomes! A glance behind the scenes is sufficient to change your views completely. Getting an interest in the business—that is what opens the eyes of a salesman at last to many things that were difficult for him

to understand when serving as a private in the ranks.

The head salesman in the house of which I was a senior partner was a man of exceptional ability in many things, but he was generally to be found on the defensive where the policy of the house was a matter of question between the management and the sales force. Finally, opportunity was presented him to take a moneyed interest in the business. His certificates of stock had scarcely been transferred and duly recorded when he wanted to start reform measures on the other salesmen.

There is a certain code of ethics in every establishment governing salesmanship from the viewpoint of the house, and quite a different code from the viewpoint of the salesman.

Having worked my way from stock-boy to salesman, from salesman to buyer, from buyer to sales manager, and from sales manager to employer, I am prepared to say, without qualifying the statement, that the average employer's conception of true salesmanship is the correct form for any salesman to aspire to; and getting an interest in the business will confirm it beyond the shadow of a doubt.

##### Salesmen Become Proprietors.

Almost without exception, the histories of great business establishments reveal the truth of the assertion that the executive heads—the proprietors—were once salesmen. You have only to look to the past of the men at the head of the house whose goods you are selling to verify this statement.

Take cases like the Field establishment in Chicago, the greatest business house in the world. Marshall Field was himself a salesman; and that is also true of many of his partners and most of the army of the Field managers.

Find, if you can, one of the great manufactories or mercantile establishments, either wholesale or retail in any line, the world over—concerns that have emblazoned their names and trade marks around the circuit of the globe—and find one, if you can, that was not established and promoted to greatness by men who has once upon a time in their business careers sold things. What is true of Marshall Field is true of other merchants and manufacturers, great or small, in every line of trade.

When a salesman has ground out his task for a certain number of days, months, and years, he begins to ask himself where he is going, what he is doing, and—why he is doing it.

Young salesmen begin with enthusiasm, and gradually they settle down into the daily grind, relieved and rewarded now and then, if the results of their efforts justify such acknowledgment.

To the salesman who does not admit to himself that his daily work is a grind, who enters the race and sets his face resolutely toward the finish, never looking back, belong the rich prizes.

##### The Plodders' System.

The other class, men who have no set purpose in life at all, plod along bravely enough and without any real idea of giving up, and likewise without any real idea of where the journey of business life will lead them. Without the aid of business chart or compass, stopping along the way at times, they ask themselves if the game of salesmanship is worth while, and if they would not have

done better to have entered some other field. To each the task that he is doing seems irksome and void of results. That is because his interest is not in his work.

Some one has said that the greatest hell one can suffer on earth is to lose interest in life.

Losing interest in business, looking back from the plough, means, first, decay, then stagnation, and finally retrogression—the beginning of the end.

Worth while or not isn't the question. We cannot run away from our allotted task in life whether we think it is worth while or not. The only men who have tried it successfully are professional hoboes; and salesmen who have endeavored to improve their condition and relieve their minds on the subject by constantly changing about in a vain attempt to locate the star of business success eventually become salesmen hoboes.

##### Look at the Bright Side.

The best thing for us all to do is to look at the bright side of things where we are.

There are two ways to contemplate our work. It is neither bright nor black but as the eyes of the onlooker make it so.

Men who sell things are divided into two classes—those who regard their work with rebellious eyes that do not understand, and those who view their work with a mind that rises above conditions and makes the best of them.

When Lincoln freed the negroes from slavery, a great army was necessary. Every man of that army, of course, wanted and hoped to be an officer; every man would have liked to do the work that Lincoln was doing.

No man should be blamed for having high aspirations, for wanting to be more important; but any man should be despised for refusing to do the humble work of which he is capable, because he has not been made commander-in-chief.

##### The Highest Salesman.

The highest salesman is he who does the lowliest thing well.

We know that, important as Lincoln was, the thousands of brave men who followed his generals in the field of battle were, as a body, infinitely more important. They could have done great things, finding other leaders, perhaps, without Lincoln. Lincoln could have done nothing without them.

The fight that Lincoln and his followers began against the Secessionists a little more than forty years ago is the same fight that the men who sell things must continuously wage against negative qualities in salesmanship, personal weaknesses, competition, and whatever set-backs may be encountered.

In the great panorama of the business world a few names stand out. We see and admire individuals, great business leaders; but the power that controls the entire field of business activity, and has brought business up to where one feature alone, freight by rail, measured in ton-miles, has increased three hundred and fifty per cent. in twenty years, exceeding by far the most optimistic railroad president's dreams—that power is the army of Men Who Sell Things.

In salesmanship it is essential that all grades of men be associated among the beginners. Time only can be depended upon in the necessary weeding process

which shall determine the successful among the many. It is the beginner who is the most susceptible to the influence of bad advice.

Let the young salesman who finds himself among the small worries of his environment stop and take stock of himself and his position. If in the beginning he could feel that he was choosing wisely the field of salesmanship, surely he cannot so stultify his first judgment as to weigh it against the influence of another beginner who may have had less experience, and who he knows has far less judgment than himself. Yet this is the one thing which all his nature may prompt him to do.

**The Young Salesman's Weakness.**

One of the especial weaknesses of the young salesman lies in expecting too much of his house. He must recover himself and get back his sense of proportion which shall guide him sanely in his expectations. Then, having it, he can do no better than to be guided by this new judgment, keeping his own counsel.

There is no surer measure of a salesman's resources and strength than his ability to move and judge for himself.

If the young salesman will begin this course, merely, he must find it redounding to his every interest in business.

I have little more to say. If I have appeared to be harsh in my treatment of the subject, the apparent harshness has emanated wholly from a desire to paint a faithful and true picture of both the negative and positive phases of our great profession as I have come to know them.

A thorn in the flesh hurts; pulling it out hurts still more; but leaving it in to fester and poison hurts most of all. The pain is severe when the foreign substance is being removed, but that is the only way that health and life can be insured. The thorn out, the wound quickly heals.

**Taking the Telling End.**

The whole problem of negative salesmanship looks to me like the manner in which the farmer killed a neighbor's dog. The farmer was walking down the roadway, whistling a merry tune. A pitchfork was carelessly slung over his shoulder. As he was passing a neighbor's house, a big and vicious dog, with ears back and teeth showing, jumped out and showed fight. The farmer took down his fork and rammed it through the dog, killing him on the spot.

The neighbor, coming from a field close

by and seeing his dog dead, exclaimed, "Oh, you have killed my dog! Why didn't you take the other end of the fork to him?"

The farmer calmly replied, "If your dog had come at me with the other end, I would." And he went on his way.

Hundreds of men who are selling things now will some day doubtless be employing salesmen themselves. You can see it by studying their faces, their actions, the quiet, determined, resolute manner of the one who is sure that one day he will have an interest in the business in which he is now employed, or be in business for himself, and make a success of it.

Business is a great battlefield, and therefore, roughly speaking, several million men who sell things, surging backward and forward over its surface, fighting for success. Each has a separate little battle of his own.

One side of the business battlefield is black, while one side is bright. May the readers of this book try to look always upon the bright side, patient in their hard work, without losing ambition. And may many of them change their present position in the ranks for a higher and more responsible one in the officers' quarters that will give them a chance to do more and better work.

Work is all there is in a man.

THE END.

**SUCCESSFUL SELLING.**

Really successful salesmanship is only possible when the salesman is assisted by persistent publicity. Publicity is the force behind the man which helps in promoting business for the salesman to go out and close. The best kind of publicity for the salesman's purpose is that which is centered exclusively on the salesman's possible customers. For obtaining this kind of publicity there is nothing equal to a trade newspaper which has the whole confidence of thousands of readers. Such a paper is justly regarded by its readers as an authority upon trade matters and is relied upon accordingly. Naturally, advertising appearing in such a paper carries the weight of the paper's reputation with it.

**CO-OPERATIVE ASSOCIATION COMPLETING ORGANIZATION.**

The Dominion Co-operative Association, with headquarters at Toronto, have held several meetings during the last few days, at which the charter of the organization was presented and the prospectus of the company, which has just been printed, approved. After the reading of the company contracts, the citizens' organization, consisting of about one hundred gentlemen, was formed. Since then several public gatherings have been held in various parts of the city with encouraging results. A Ladies' Co-Operative Guild has been organized numbering some sixty ladies. This guild is meeting every Wednesday. H. Macdonald, secretary, says that the purpose of the association is to organize a co-operative company on purely English lines and in affiliation with the International Co-Operative Alliance, of which His Excellency Earl Grey is the president, and to open a central store in Toronto and branches to serve each district in the city and suburbs. Subsequently branches will be established in every locality of the Dominion. When the distribution side is fully taken up and met the association will then consider and advance the organization of the production. The promoters met last week and allotted the stock already subscribed and this week the directors meet again to discuss the management of the company and the date for commencing business. The initial authorized capital is one million dollars, divided into two hundred thousand shares of the par value of five dollars per share, all of which is to be fully paid on allotment or in such instalments as the directors may require. There is no personal liability in connection with the stock. The prospectus of the company was issued this week and a large number of copies have been distributed.

The milk dealers have formed an association in Guelph for the purpose of better carrying on the delivery of this commodity and to eventually have Government inspection. They have rented a store on Quebec Street and intend to make this their headquarters. The idea of raising the price is not supposed at present to be a factor in the case.



THE MCGREGOR PAPER BAG HOLDER.

HAVE YOU ONE OF THE  
**MCGREGOR PATENT  
PAPER BAG HOLDERS**  
IF NOT—WHY NOT.  
175 Borden St., - Toronto



**Talking to the Point**

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look-out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN  
THE CANADIAN GROCER.

# Laying Foundations in Dairy Industry

What One Man, M. Moyer, Now Treasurer of the Ontario Board of the Retail Merchants' Association, Has Done to Bring the Butter and Egg Business of Canada to a Paying Basis—A Story of Early Struggle and Achievement.

Established the first creamery in Canada in 1876.

Laid the foundation of the Farmers' Institute by addressing public meetings in school houses.

Began the agitation for high-class butter and broke up the old system of the same price for all kinds.

Established the fact that creamery butter would bring more per pound than any other make.

Introduced the deep setting system of securing cream, thus replacing the old style of separating the cream from milk placed in shallow pans.

Inaugurated the agitation for refrigerator cans and cold storage on ocean boats to facilitate the shipment of butter and eggs to England.

Started the first butter and egg business in Toronto in 1887, dealing in superior articles and securing the trade of the best people.

Invented the one-pound model, which is now so generally used and has been in service for twenty years without a single improvement.

Was instrumental in having eggs shipped to Toronto by the farmers regularly every week, instead of being sent every month or just when it suited the convenience of the men and women in the country.

Won during eighteen years in the retail business the reputation of carrying the best butter and eggs in Toronto.

## What One Man Has Done.

The foregoing are some of the outstanding reforms fostered by M. Moyer, Toronto, who is a prominent member of the Retail Merchants' Association of Canada. The recital of what he has accomplished reads more like fiction than actual facts.

In blazing the path for improved quality and standard in butter he had many difficulties to contend with, much criticism to suffer and strenuous work, work which taxed the man to the utmost and was not adequately appreciated.

The Canadian people certainly owe a debt of gratitude to Mr. Moyer, who has spent the greater part of his life in the interest of a great public cause, at no small personal sacrifice.

## Strenuous Early Days.

Mr. Moyer was born in Waterloo County, and is a descendant of the first Pennsylvania German settlers. His early days were spent on the farm and at school during the winter. At the age of eighteen he secured a third-class certificate and was a most successful school teacher for six years.

In 1874 he began business in the village of Breslaw, near Berlin, in a good farming section. At that time nearly all store goods were paid for in butter and eggs. The facilities, which the farmers used for making butter were wretched, and the product itself was in the same condition. One price was invariably paid for butter, no matter whether it was good, bad or indifferent.

## Awakening to the Situation.

"On one occasion," remarked Mr. Moyer to The Canadian Grocer, "I had several hundred tubs of butter in the cellar and was asked by a friend in Toronto to send him a good tub for table use. I could not, because I had not one that I could conscientiously recommend. From that moment I made up my mind that something must be done. I declared that here is an article which should bring in a great revenue, but, for lack of better facilities and want of system, the country was losing millions of dollars annually."

## The First Beginning.

"I started out on missionary work by calling meetings in schoolhouses and addressing the farmers on this very important industry. In one winter I had



M. MOYER,

Of Toronto, Who Has Done Much to Develop the Canadian Dairying Industry.

forty-eight meetings with very good results which formed the nucleus of the Farmers' Institutes, which have done much good and are popular to-day. Not being able to make much headway by theory alone, I had to make a practical demonstration by building and starting the first creamery in Canada, and, as far as I then knew, in the world.

"In this work I received very little sympathy, not even from the farmers, who were more or less affected with a sort of selfish pride that this was admitting they did not understand their own business. The women, who were led to believe by the storekeepers who wanted their trade, that their butter was first class, were particularly indignant about my attack on the butter-making by the farmers of our country."

"During my first year's experience," continued Mr. Moyer, "in meeting all kinds of unforeseen difficulties, I came

out with a loss of about \$3,000, but sold the butter I made for 10c a pound more than I received for my store butter. Even with this loss I demonstrated the fact that we'll-made butter would bring the price, and this difference would mean millions to the country."

## New Separating System.

"I now had to cut down expenses and instead of bringing all the milk to the creamery I came to the conclusion that the cream only should be brought. To do this the entire system of separating the cream had to be changed. The only way they separated then was by allowing it to stand in shallow pans or crocks. By this process it was impossible to get clean cream, free from taint. I then introduced the deep-setting system, which entirely displaced the pans and was universally adopted, and increased the yield of cream from each cow to the extent of at least \$5 a year. With an average of about 25,000 cows in each county this in itself was a marvelous gain to the farmer. With this improved system it was possible to get the cream in good shape and the cost of the creamery was reduced to a paying basis. As our cities were then not so large they were supplied with butter from their immediate neighborhoods, and our creamery butter was all shipped to England."

## Laying Foundations for Export Business.

"Here again I met with a serious difficulty. We had no refrigerator cars, nor any provision on the boats to protect our butter from heat, and, in consequence, suffered repeated losses. The matter was brought to the attention of the proper authorities but it took nearly 20 years for that necessity to be supplied."

The life struggle of Mr. Moyer furnishes many other stirring incidents. Speaking of the development along another line he said: "To obviate the necessity of butter being dug out of tubs I invented the 1 lb. model, which is ever since almost universally used, and which was so complete and convenient, that it has now been in use for twenty years without a single improvement."

Possessed of a public spirit and progressive ideals, Mr. Moyer has always taken great interest in the Retail Merchants' Association. On several occasions he has, with a few other members, represented that body at large conventions in the United States and also at various wholesale gatherings in leading Canadian cities. He is at present the treasurer of the Ontario Provincial Board of the Association.

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## You Run Big Risks With Preservatives

You will have yourself to blame if the food authorities come along some day and condemn your stock of artificially preserved foods. The warning against them has been ample.

# HEINZ

## 57 VARIETIES Pure Food Products

contain no drugs or chemical preservatives of any kind. The guarantee of absolute purity on every package of Heinz goods protects you as well as the consumer.

Anything that's  is safe to sell

**H. J. HEINZ COMPANY**

Pittsburg      New York      Chicago      London

# FRESH SAUSAGE

Colder weather will be with us next week. Keep your provision counter well supplied with **Finest Pork Sausage** made from Government inspected pigs—take no other.

**F. W. Fearman Co.**  
LIMITED  
Hamilton, Ont.

The reputation of

# Rowat's Pickles and Olives

is one based on

Quality, Purity, Cleanliness of pack, Uniformity and generally bright packing.

## Canadian Grocers

find them the most ready and profitable sellers of any line of imported or domestic pickles.

Are you getting your customers interested?

Your jobber can sell them.

ONTARIO and QUEBEC—Snowdon & Ebbitt, Montreal  
HALIFAX—Warren & Co. ST. JOHN—F. H. Tippet  
VANCOUVER—Jarvis & Co.

# Butter Eggs Cheese Poultry

(Live and Dressed)

We handle large quantities of these lines. Shipments and correspondence invited

**The WM. RYAN CO.**  
LIMITED  
70-72 Front Street East  
Toronto - Ont.

# Dairy Produce and Provisions

See Also Provisions, Cereals and Fruit, Vegetable and Fish Departments on Pages following.

## CHEESE AND BUTTER BULLETIN

Montreal, Nov. 5, 1908.

The butter situation presents a fairly good outlook now, for the last month of the season. The long drought has been effectually broken by copious rains, and the pastures are presenting a fairly good appearance for this time of the year. It looks now as though the season would be a better one than last year, if the weather conditions remain normal. The chief item of interest during the week has been the active demand which has come from the other side of the ocean. This is about the season for Australian and New Zealand butter to arrive in London, but so far arrivals have been so small that they cannot be relied upon, consequently inquiries have been coming in this direction from London, and other British points. The arrivals of Siberian and Irish butter are becoming less every day in the English market. All of these conditions have had a tendency to advance the market. The prospects are regarded as good by British houses for trade between Canada and England for some time to come. In addition to this there has been shipments to points in the west to fill immediate requirements. Some time ago there was a prophecy made that butter would be high during the winter, but subsequent events seemed to indicate that such would not be the case, however, the shortage in England and shortage here together with the slowness of the Australian and New Zealand arrivals point to a higher market on this side of the Atlantic. It might be stated here, that these remarks apply only to the high grade lines, as there seems to be a sufficient quantity of low-grade butter on the English market.

Advices from Australia and New Zealand state that there will be a good yield in those countries if nothing abnormal occurs. So far, however, the yield has not been up to expectations, but this is said to be the fault of the English buyers rather than the Antipodean producers, because it is alleged the Englishmen have anticipated the market too early in the season. In looking over the figures of imports into England it is shown, that they are in excess of previous years. It must be remembered, however, that this is the case owing to the increased influx into England this year of visitors, who have been drawn there by the exceptional attractions which London has been offering tourists this year. Reports state that fancy prices have been paid for the Australian stock which is on its way to London. By some, the prices are regarded as a bit venturesome, but this can only be determined on later on.

The country boards are stronger all around, which, taken in conjunction with the increased inquiry from the Old Country, has imparted a strong tone locally to the market. Receipts for the season up to the date, Oct. 31, are 370,763 packages, against 364,778 packages for the corresponding period last year. From these figures it will be seen that

the yield is 5,985 packages ahead of the total receipts for the same period of last year. If the present favorable conditions continue it is thought this lead will be substantially increased.

Total shipments up-to-date since May 1 are 92,656 packages, as against 66,766 packages for the corresponding period of last year. It will be seen that the exports also are in advance of last year's figures. Prices rule 26c to 26½c for finest creamery in round lots, and 27c to 27½c in a jobbing way.

The cheese market has suddenly recovered itself and last week's dullness and apathy has changed to firmness and interest in the market. The prospects of a considerable shortage are good as compared with last year's record. The time which is now left of the season is so short that it would be impossible even under the best of conditions to overtake last year's record.

The following are expressions of opinions from various points in England. Reports from Liverpool state: "There is little change to report. Holders are very firm and confident, and while the demand is quiet yet the disposition is to hold for former quotations, but Cheshire cheese being slightly lower the market is a shade in buyers' favor, but holders are not pressing sales as supplies are limited. Quotations are: Finest cheese, 60s 6d, to 61s; good value about 1s less."

From Manchester comes word that: "Cheshire cheese ruled decidedly slow, buyers showing very little inclination to

buy at all forward. What business there was ran on fancy qualities, and these changed hands at last week's prices. Canadians slow, and to induce trade holders offered at 1s less than last week, with only moderate results. Quotations: Choicest Cheshire, 65s, 67s 6d; fine, 60s, 62s 6d; common, 52s 6d, 57s 6d. Canadian finest, 61s 6d, 62s; fine, 60s, 60s 6d."

Reports from Bristol say: "Cables from Canada this week showed a disposition to accept slightly easier rates, but the response from this side did not indicate any very great eagerness on the part of importers to avail themselves of the opportunity, owing to the extreme dullness of demand on this side. Today, however, the tone is firmer, and there is a little more disposition to operate. On spot values have held their own—fine white fetching 60s, 60s 6d, and finest 61s, 62s."

From Newcastle-on-Tyne reports say that: "Poor demand has taken place for Canadians. Holders have given way 1s to effect sales, prices generally having been from 62s to 63s."

Receipts of cheese up to Oct. 31 since May 1 have been 1,764,735 boxes, against 1,932,771 boxes for the same period last year. These figures show a deficit of 168,036 boxes to be made up before the close of the season.

The total exports since May 1 up to the present time have been 1,644,325 boxes, against 1,877,814 boxes for the same period of last year. Here again it is shown there has been a falling off. Locally the prices range from 12½c to 12¾c for Westerns, and 12c to 12½c for Easterns.

## THE PROVISION SITUATION

Toronto, Nov. 5, 1908.

"Good business at home, and little going forward," is the report made generally by Canadian packers this week. The good demand in Canada at this season is the only thing that redeems the situation, and if it were not for this the packers would be rather hard hit.

The British market stands this week at 55 to 56 shillings. It is being kept well supplied with Danish and Irish bacon, so that there is little call for the Canadian product. The English packers, too, seem to be rather active this season and thus, though not a large factor, helps to swell the supply and to keep the market down.

The British demand, also, is rather materially lighter this season than usual. Thousands of factory operatives and laborers in different parts of the empire are and have been out of employment, and are said to be living on rather cheaper food than pork products. This is having an appreciable effect on the situation.

A report from P. B. McNamara, Canadian trade commissioner in Manchester, in the current weekly report of the Department, confirms the summary that has been made from time to time in these columns.

"It is, perhaps, to be regretted," the commissioner says, "that the Canadian pork packers had not more of their products to place upon the English market during the months of August and September, as the selling price ruled high. The trade, however, on this side understand that the diminished shipments are due to the high prices of hogs, which has rendered the trade so unprofitable. At the moment of writing, values have subsided, and plentiful supplies of Danish, Irish and English bacon are sufficient to meet all buyers' requirements. The reduced shipments of bacon from the States are making very little difference to the price, and it is fortunate that they are not more, otherwise there would have been an inevitable slump. It is confidently expected that the supply of hogs, both in Ireland and England will be very large, and prices are very reasonable. This must have an effect on the future, and though naturally the months of October and November are not plentiful months for American and Canadian bacon, there is a strong indication of lower prices ahead."

The packers continue to report favorably regarding business in Canada. Demand continues exceedingly good, and with the approach of the close of navi-

gation the call for supplies for lumber and construction camps is quite active.

The run of hogs the past week has been fairly good, though the especially large deliveries usually made about this time has not materialized. Prices are on the same basis as last week, viz., \$5.75 f.o.b., and \$7.10 fed and watered.

The New York Journal of Commerce in its weekly review of the United States markets, says:

"In spite of the promises of the early part of last week there is no apparent let-up in the number of hogs being rushed to market. They are still far below the normal as to weight and condition, and efforts to better the situation seem to be revolving around a circle. Farmers say they cannot afford to feed corn at the present prices of corn and of hogs, while packers decline to pay higher prices until the hogs are corn-fed. The better grades of hog products are therefore becoming less plentiful, while lard is running short to a serious degree. Nevertheless some of the provision traders who claim to have been very correct in their market views are now advising caution on the buying side. The advance, they say, has been radical from the low point and it is not generally regarded as the right season to embark on a bull campaign. Packers, it is said, are suspected of releasing a little product quietly from time to time, and with the dull tone of the cash trade, the heavy hog run, and the large long interests thought to exist, it is predicted

ed that a sharp reaction is due. How nearly correct this view may be remains to be demonstrated, but the speculative market has shown a number of ups and downs during the week that indicate its extreme sensitiveness."

PROVISION MARKETS

MONTREAL.

PROVISIONS—The tendency has been during the week for easier prices, but changes have not actually been recorded, although such is imminent in the near future. The arrivals of hogs have been better for some days and stocks of pure lard are more full.

Heavy Canada short cut mess pork, in tiero s.	36 50	37 00
bb's	25 00	25 50
Selected heavy Canada short cut clear boneless pork	25 00	25 50
Heavy Canada short cut clear pork	23 50	24 00
Very heavy clear pork	25 50	26 00
Plate beef, 100-lb. bbls.	08 00	08 00
" 300 "	15 50	15 50
" 380 "	23 00	23 00
Pure Lard—		
Tierces, 375 lbs.	0 13	0 13
Boxes, 50 lbs., grained	0 13	0 13
Tubs, 50 lbs.	0 13	0 13
Pails, wood, 20 lbs., parchment lined	0 13	0 13
Tin pails, 20 lbs., gross	0 13	0 13
Cases, tins, 10 lbs., each	0 13	0 13
" 5 "	0 13	0 13
" 3 "	0 14	0 14
Compound Lard—		
Tierces, 375 lbs.	0 08	0 08
Parchment lined boxes, 50 lbs.	0 08	0 08
Tubs, 50 lbs.	0 08	0 08
Wood pails, 20 lbs. net	0 09	0 09
Tin pails, in cases	0 09	0 09

CHEESE—The tone of the cheese market is stronger and the local demand is good.

Cheese, Easterns	0 12	0 12
Westerns	0 12	0 12

BUTTER—The local butter market is stronger, in sympathy with higher prices being paid in the country, and increasing inquiries from the Old Country.

Fresh Creamery, solids, lb.	0 27	0 28
prints, lb.	0 27	0 27
Dairy, tubs, lb.	0 20	0 22

EGGS—There is a steady demand for small lots of eggs and business generally in this line is very good. Prices are slightly easier this week.

New laid	0 27	0 28
Selected cold storage	0 24	0 25
No 1 Candler	0 21	0 21
No 2 Eggs	0 17	0 18

HONEY—The honey market is steady with a strong undertone.

White clover comb honey	0 13	0 14
Buckwheat	0 07	0 07
Buckwheat, extracted	0 10	0 12
Clover, strained, bulk, 30 lb tins	0 09	0 10

TORONTO.

PROVISIONS—The market is slightly easier, supplies of a number of lines in which there is good demand becoming materially larger recently. In consequence there has been a decline of from a half to a cent on long clears, smoked and rolls. Lard remains at about the same figure. The approach of the close of navigation is making rather brisk demand for several lines used widely in the northern districts.

Long clear bacon, per lb.	0 12
Smoked breakfast bacon, per lb.	0 14
Roll bacon, per lb.	0 11
Light hams, per lb.	0 14
Medium hams, per lb.	0 14
Large hams, per lb.	0 13
Shoulder hams, per lb.	0 10
Bacon, plain, per lb.	0 16
" pea meal	0 17
Heavy mess pork, per bbl.	24 50
Short cut, per bbl.	20 00
Lard, tierces, per lb.	0 12
tubs	0 13
pails	0 13
compounds, per lb.	0 08
Dressed hogs	8 50

BUTTER—There is little change in the situation this week, and prices are on the same basis as a week ago. Reports from country points indicate that some of the creameries, which up to this time have been making cheese, have discontinued and will now turn their attention to butter. This may ease the situation a little.

Creamery prints	Per lb.
Creamery solids	0 26 0 28
Creamery separator butter	0 25 0 26
Dairy prints, choice	0 22 0 21
" ordinary	0 19 0 21
" tubs, choice	0 21 0 23

CHEESE—The market is a little dull this week with little change evident. Twins are a quarter-cent easier, other-wise prices are the same.

Cheese, large, prime	0 13	0 13
twins	0 13	0 13

EGGS—New laid are decidedly scarce this week and grocers are having considerable difficulty in getting any supplies. What are in are selling at from 27c to 29c. Fresh stock is going at 23c, and selects at 25c to 26c.

HONEY—Demand seems to be a little more brisk, but prices are unchanged.

60-lb. tins	0 09	0 10
Smaller sizes	0 10	0 12
Comb, doz.	1 50	2 50

POULTRY—Supplies at the end of the week came in very freely and this promises to be repeated all this week. Dealers say there will be abundance of poultry for the Thanksgiving demand, though turkeys will not be very much in evidence. Geese are coming in very freely with a good supply of hens and chickens. Prices are a shade easier than at the same time last week, this being accounted for by the larger supplies.

Spring chickens, per lb, live	0 08	0 09
Hens, per lb, live	0 06	0 07
Young ducks, per lb.	0 08	0 09
Turkeys, per lb.	0 08	0 12
Geese, dressed	0 08	0 09

RETAIL MERCHANTS' ASSOCIATION NOTES.

James Eadie, Eastern Organizer of the Retail Merchants' Association, held a most successful meeting in Belleville last week. The Belleville branch is in a flourishing condition and all the members are taking a great interest in its welfare.

E. M. Trowern, Secretary of the Retail Merchants' Association, on Thursday night of last week addressed a most successful meeting of the members of the Peterborough branch. The gathering was held around the festive board, the business men meeting at six o'clock for luncheon, after which there were addresses by the leading members. Mr. Trowern spoke on the local work of the organization. It is understood that the Peterborough branch will appoint a permanent secretary for the district who will devote his whole time to the work. The Association is making great progress in the Midland district, and the branch in Peterborough is a live one.

The firm of Gendron, Denault & Co., grain and provision merchants, of Sherbrooke, Que., have changed their style to the Denault Grain & Provision Co.

SALT

Car lots of Fine, Medium or Coarse, in Barrels, Sacks or Bulk.  
TORONTO SALT WORKS  
126 Adelaide Street E., Toronto

We Want Butter!

Dairy Tubs, Creamery Solids

We will buy f.o.b. your station, in large or small quantities.

Write or phone us with best quotations.

Rutherford, Marshall & Co.

Wholesale Produce Merchants,  
TORONTO.

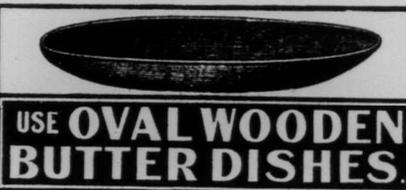
Poultry Wanted!

Persons having Poultry to ship to Montreal market should make a trial shipment to

P. POULIN & CO.

39 Bonsecours Market, Montreal

Buyers of Poultry, Game, Eggs and Feathers. Prompt remittance. No commission. Reference, any bank.



THOMAS BROS., St. Thomas, Ont.

# GILLETT'S PERFUMED LYE

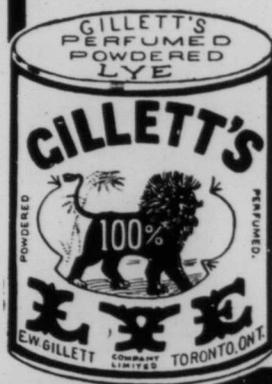
## CAUTION.

Put a strong glass on the label and examine it closely every time. Always look for the name "Gillett's."

Like all good articles, which are extensively advertised, **Gillett's Lye** is frequently and very closely imitated. In some instances the imitators have actually copied directions and other printed matter from our label word for word. Be wise, and refuse to purchase imitation articles for they are never satisfactory.

### Insist On Getting Gillett's Lye

and decline to accept anything that looks to be an imitation or that is represented to be "just as good" or "better," or "the same thing." In our experience of over fifty years in business we have never known of an imitation article that has been a success, for imitators are not reliable people. At the best the "just as good" kinds are only trashy imitations, so decline them with thanks every time.



**E. W. GILLETT COMPANY LIMITED**

WINNIPEG. TORONTO, ONT. MONTREAL.



## SELLING IS MADE EASY

when the customer wants a particular article and asks for it by **name**.

A grocer never loses a customer by selling him **what he asks for**.

The fact is he never asks for anything in which he has not confidence.

That is why **CLARK'S MEATS** are business builders.

They are **asked for** so often that the grocer **knows** he can recommend them with confidence.

All lines are being advertised fully.

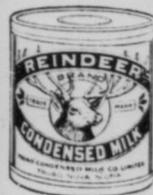
# WM. CLARK

Manufacturer  
MONTREAL



## Pre-eminent For Quality

The claim that the Truro Brand Milks are the most uniform and reliable, has a solid basis of fact.



**HIGHEST FOOD VALUE**



See Government Bulletin, No. 44, Page 11. January 3, 1908. Confidence in the goods handled, is half the battle in making sales.

The **TRURO CONDENSED MILK COMPANY** Limited,  
TRURO, N.S.

Trade is brisk—steady—profitable—has grown out of the absolute purity and uniformly delicious flavor of

# Cowan's

## Cocoa and Chocolate



—made known by liberal advertising. And the trade is growing still.

Stock up and profit from it.

**The Cowan Co., Ltd.**  
TORONTO.

**A Leading British line well-known and largely advertised**



**THE WORLD RENOWNED FOOD BEVERAGE**

*The Public Say:*

**"THERE IS MERIT IN IT."**

*The Trade Say:*

**"THERE IS MONEY IN IT."**

**AGENT FOR MONTREAL:**

**J. WALTER SNOWDON**  
413 St. Paul Street  
Montreal

**ONTARIO AGENTS:**

**GREEN & CO.**  
25 Front St. E., Toronto

**Write Our Agents for Prices, Etc.**

W. H. ESQUOTT, 141 Bannatyne Avenue East, WINNIPEG

**SAMPLE CASES NOW READY FOR DELIVERY**

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

There is something in a name after all—  
This is particularly so when that name is

# MOTT'S

The CHOCOLATE bearing this name under the brands

**"Diamond" and "Elite"**

is a profitable and ready seller with every grocer—

They are for sale by all jobbers.

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

SELLING AGENTS:

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

By Royal



Letters Patent

## Nelson's Opaque, Brilliant, Isinglass, Leaf, and Powdered Gelatine

**NELSON'S**

Granulated Jellies, Tablet Jellies, Creams, Custards, Fruit Puddings, Bottled Jellies, Lemonade Crystals, and Baking Powder.

## Nelson's Gelatine and Lozenges

Liquorice

**NELSON'S SOUPS**  
(SIX VARIETIES)

Sole Proprietors and Manufacturers of

**GORDON'S GRANULATED GRAVY**

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

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 St. East, Toronto.  
E. W. Ashley Winnipeg.  
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

## THE FLOUR AND CEREAL MARKETS

The Situation Remains Generally Steady With Prices Unchanged in All Lines—  
Outlook for Higher Flour During the Winter.

The flour and cereal markets generally show little change from the situation noted a week ago.

Business in flour continues exceedingly good and millers everywhere are being kept busy looking after local orders. Local business is so good, indeed, that export demand is being rather neglected. Prices continue firm and in the face of the present market tone there is a feeling in some quarters that flour may advance within the next month or so.

Cereal manufacturers report business rather more active than for three or four weeks past. Some attribute this to the colder weather, others to the fact that retailers' stocks have gotten low and they are forced to buy. Some attention is being paid to the export of rolled oats and oatmeal.

### MONTREAL.

**FLOUR**—There has been some inquiry from England during the last week, but no sales of any magnitude have taken place. The demand in the country is becoming somewhat better. Stocks on the spot are low and stocks held in the country are also at a low ebb.

Winter wheat patents.....	5 50
Straight rollers.....	4 70 4 80
Extra.....	4 00 4 10
Royal Household.....	6 00
Olenors.....	5 50
Manitoba spring wheat patents.....	5 00
strong bakers.....	5 50
Five Roses.....	4 00
Harvest Queen.....	5 50

**ROLLED OATS**—The price of rolled oats has been fully maintained at the recent decline and the market is steady at this figure. The demand in the city is fairly good and the country demand is picking up. Prices are the same as last quoted all round.

Fine oatmeal, bags.....	3 05
Standard oatmeal, bags.....	3 05
Granulated.....	3 65
Gold dust oatmeal, 98-lb bags.....	2 25 2 50
White oatmeal.....	2 00 2 05
Roller oats bags.....	3 40
bbbl.....	5 5

**FEED**—The feed market is only fair. Supplies arriving from the small millers are not large in volume. Demand at country points is fairly good. There has been no change to record during the week in prices.

Ontario bran.....	21 50 22 10
Ontario shorts.....	25 00
Manitoba shorts.....	25 00
bran.....	00 21
Mouille, milled.....	25 00 27 40
straight grained.....	30 00 31 00
Feed flour.....	1 50 1 60

### TORONTO.

**FLOUR**—The market continues firm this week with no changes to record. Local business continues exceedingly good, so much so, in fact, that millers are paying little attention to export trade. There is an outlook in the market for higher flour before the winter is over.

<b>Manitoba Wheat.</b>	
90 per cent. patents.....	5 40
85.....	5 10
Strong bakers.....	4 90
<b>Winter Wheat.</b>	
Straight roller.....	4 10 4 30
Patents.....	4 50
Blended.....	4 70

**CEREALS**—Local business is rather brighter than it has been for the past two or three weeks, the brisk weather of the last two or three days accounting for this. Some rolled oats and oatmeal are being exported. Prices continue unchanged.

rolled wheat in barrels, 100 lbs.....	2 25
oats in bags, per bag 90 lbs.....	2 85
Oatmeal, standard and granulated, in bags 98 lbs.....	2 95

### EDUCATING GROCERS IN ENGLAND

Institute of Certified Retailers Formed to Protect Members of Trade.

In England it is contended that too many retail grocers are incompetent and, therefore, unable to conduct the business as it should be. A plan has been started to make grocers by education and to issue certificates the same to be recognized as credentials of competency. There has been formed what is known as the Institute of Certified Grocers, at the head of which is Sir Wm. Anson, Bart., M.P. The idea of the institute is to link up permanently those young men in the grocery trade who have gone through a course of technical instruction and gained certificates and diplomas awarded by a national committee, thus bringing into existence a class of trained assistants able to point to recognized credentials of their qualifications as grocers.

The committee who have been promoting this movement for the last two and a half years have resolved themselves into the council of the institute pro tem., and included thereon are representative educationalists. There are three grades of membership.

The poll will begin with the names of the 175 young men who have already gained certificates, those being classed as associates, while those who are successful in gaining the diplomas to be awarded in connection with the national examination held at the Grocers' Exhibition will become members of the institute.

It is also proposed, it is understood, to create fellows of the institute from among those gentlemen who are actively associated with the movement. The first public meeting under the auspices of the institute will be held in January next.

### GUILD CASE RESUMED NEXT TUESDAY.

The case against the Dominion Wholesale Grocers' Guild, the sitting on which was adjourned on Friday, Oct. 23, will be resumed next Tuesday, Nov. 10, before Chief Justice Falconbridge in the City Hall, Toronto, at 11 o'clock.

They Don't Get Soggy



That's the beauty of

## Mooney's Perfection Cream Sodas

They are always so fresh and crisp. They do delight the dainty housewife. And they are very extensively advertised too! If you are not handling them, you'd better send us an order for a trial shipment.

**The Mooney  
Biscuit & Candy  
Company,  
LIMITED**  
**STRATFORD, - CANADA**



**GOX'S  
INSTANT  
POWDERED  
GELATINE**

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

Canadian Agents:  
C. E. Colson & Son, Montreal  
D. Messon & Co., "  
A. P. Tippet & Co., "

**J. & G. COX,  
Lid**  
Gorgie Mills  
EDINBURGH.

# "Favorite" Brand Cocoa and Chocolate

IN 7-LB. TINS AND IN BULK

FREE SAMPLES, with prices, to all grocers and confectioners who apply

Especially attractive prices on our line of 7-lb packages of Cocoa for grocers who feature bargains. This is a popular line with confectioners, also. No need to measure. 12 packages to a case.

## DOMINION COCOA AND CHOCOLATE CO.

16 Place Royale

MONTREAL

# PERFECTION



is attainable only after years of experimenting. We have succeeded in producing a line of cocoonut which all admit as the leader.

## WHITE MOSS

The Canadian Cocoonut Co., = Montreal

The delicious flavors of

## Nation's Custard Powder

with Stewed Fruit is an ever pleasant memory.



Agents:  
**GREEN & CO.,**  
25 Front St. E. Toronto

**W. H. ESCOTT,**  
Winnipeg

Made by Edward J. Nation & Co., Bristol, England

48 Highest Awards In Europe and America

## WALTER BAKER & CO.'S

# CHOCOLATE & COCOA



Registered U. S. Pat. Off.

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

**Walter Baker & Co., Limited**

Established 1780, Dorchester, Mass.

Branch House, 86 St. Peter St.

MONTREAL, CANADA

Ridgeway's Collecting Agency

11 St. Sacrament Street, Montreal

Established 1880

Has the confidence and patronage of the banks and leading merchants such as Forbes Bros., S. J. Carter & Co., John Robertson & Son. Overdue claims collected everywhere, no collection, no charge. Tel. Main 1677.

Persons addressing advertisers will kindly mention having seen their advertisement in this Paper.



Freight is no more on full strength **MAPLE SYRUP** containing all "medicinal" properties than 'tis on diluted mild flavors. Small's is by experts pronounced standard, with highest awards world over. All jobbers. Canada Maple Exchange, Limited, Montreal

TRADE MARK  
*Small's*

## French Vermicelli and Macaroni

The only factory in Canada producing these goods.

### H. CONSTANT

Manufacturer

Sales Agent: L. FONTANEL, 187 Commissioners St., Montreal

## 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.

## MAPLE SUGAR

I am able to ship the finest grade on short notice. You will need it for fall trade. Order early.

P. J. GIRARD, - Richmond, Que.

## OPEN TO BUY

Feed and Seed Oats, Wheat and Barley

Quebec's leading Flour and Grain House.

C. A. PARADIS,

Quebec



A Good Investment

## PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

# BODE'S CHEWING GUM

High Quality and absolute Cleanliness Guaranteed.

Largely advertised and good profit. Private brands to order.

THE BODE'S GUM CO., LIMITED, 30 St. George St.,

MONTREAL

## CHANGES IN THE CANADIAN TRADE

Brief Items Advising of New Stores, Sales, Assignments and Dissolutions of Partnerships Among the Grocers in All Parts of Canada.

### Ontario.

B. Alcorn, general storekeeper, Fraser-ville, is dead.

W. P. Soules has opened a grocery store in Barrie.

L. Revell, grocer, Hamilton, has sold out to E. Henderson.

M. E. Bick, general merchant, Wilberforce, has assigned.

John Kelday, grocer, Hamilton, has sold out to Heddle & Son.

H. T. Anning, Kincairdine, has opened a new grocery in that town.

Beattie Bros., grocers, of Seaforth, have sold out to T. S. Blues.

J. D. Hannan, general store, Shipka, has assigned to C. B. Armstrong.

The stock of Jas. D. Hannan, general merchant, Shipka, is being sold by auction.

Daniel McCart, grocer, of Sarnia, has disposed of his business to W. J. McIntyre.

The grocery of Kavanagh Bros., Ottawa, was slightly damaged by fire last week.

A meeting of the creditors of Lunan & Jackman, general store, Chap'ean, was held this week.

The evaporator of the Erie Evaporating Company, at Dunnville, was destroyed by fire last week.

The stock of Chas. L. Manery, grocer and dry goods dealer, Leamington, was sold by auction last week.

The rumor that the McCormick Manufacturing Co. would remove their biscuit factory from London is vigorously denied.

E. D. McRoberts, general merchant, London, has been succeeded by W. E. Murdy, who has sold his grocery store to E. D. McRoberts.

George Knott, of Clarksburg, has gone to Collingwood, where he has entered into partnership in the grocery business with G. W. Cummings.

A wholesale grocery warehouse is to be established in Arnprior. The James Turner Co., of Hamilton, Ont., have secured premises. Robt. Kennedy will be in charge of the business.

Fire visited the evaporator building of the Whitby Fruit and Vinegar Company last week, doing damage to the extent of \$2000. A large quantity of apples was lost. The lower story and basement were saved.

### Quebec and Maritime Provinces.

Audet & Tremblay, general merchants, Black Lake, have assigned.

The assets of Monette & Berthiaume, grocers, Hull, have been sold.

The assets of P. Bilodeau, general merchant, Quebec, were sold on November 5.

E. St. Germain & Co., grocers, Montreal, have assigned and the assets have been sold.

Charles N. Goodspeed, grocer at Sandyville, N.B. has decided to run a strictly cash business.

O. M. Melanson & Co., of Shediac, have just completed a fine new lobster factory at Leger Brook, in the parish of Botsford.

### Western Canada.

D. Foreman, grocer, of Collingwood, B.C., has sold out.

The assets of the general store of the late R. C. Hamilton, Tisdale, are advertised for sale by auction.

A. D. Cardno, general storekeeper, Thornhill, has removed to Darlingford.

The firm of G. F. & J. Galt have had to move their Prince Albert warehouse owing to the entrance of a railway. A two-storey addition has been erected to the old structure. A railway spur adds to the convenience of the warehouse.

Gus Hill, general merchant, Ladysmith, B.C., has assigned.

J. K. Cummings, grocer, Vancouver, has sold out to W. S. Pollock.

Healey & Jackson, grocers, Vancouver, have been succeeded by Dent & Jackson.

C. F. Daykin, Armstrong, B.C., is contemplating disposing of his general store business.

### New Companies.

A charter has been granted to the Davies Brewery Co., Limited, with head offices in Toronto. The share capital is \$50,000 and the provisional directors are Franklin Jones Davies, Robert Henry Smith and Edward Adamson. The company is empowered to purchase the assets, rights goodwill, buildings and plant of the Davies Brewing Co.

### STAPLE PRICES AND STABLE PROFITS.

The grocery trade has enjoyed the profits in the past on a great many articles that would have continued selling and continued to make profits for grocers if it had not been for the "cutting and slashing," and the inciting to competition and confusion that such a policy always creates.

Stable prices mean stable profits for all. The day is close at hand, if it has not already arrived, when the retail and jobbing trade will begin war among themselves on milk as a result of the incentive that these irregular prices provide.

What happens then? One brand after another goes down in the conflict and the grocers have disturbed the stability of their trade, and in the readjustment have spent more effort than they would have spent by sticking to the sale of stable brands.

They find the reconstructive period with its remnant stock sales, its "dead ones" to be sold at a sacrifice, a very serious condition to master.

Remember the breakfast food wars. Who got the worst of them? The grocer and the "slasher."—Exchange.

## Rely On It:

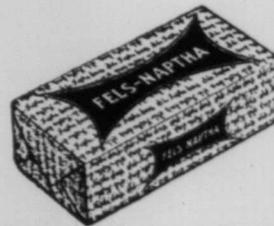
the woman who asks for Fels-Naptha soap is the customer whose trade you want to keep.

Why?

Because **Fels-Naptha** is the best thing in the soap line, and you want to get customers *who buy* "the best."

Can you afford to sell any thing that is not the best?

**FELS & CO.**  
PHILADELPHIA



## FRUITS, VEGETABLES AND FISH

Thanksgiving Demand is Being Felt—Foreign Fruits Taking a Large Place—Fish Business Brisk.

### Just Arrived

#### NEW MESSINA LEMONS

WELL COLORED  
Fancy 300s and 360s Sizes

We Have  
**FLORIDA ORANGES**

AND GRAPE FRUIT coming along regularly now. Best packs out of Florida. Oranges sweet and good color.

LOOK TO US FOR YOUR SUPPLY OF  
**MEXICAN ORANGES**

First car due to arrive next week.

OUR SELECTIONS OF  
**ALMERIA GRAPES**

are best offering the trade in Canada.

Full Lines of all Imported Fruits, Nuts, Figs, Dates.  
WRITE for our Weekly Price List.

McWILLIAM  
**Mc. AND E.**  
EVERIST

25-27 CHURCH ST. - TORONTO

## Repeaters

Quality and Pack considered

CHASE & CO.'S

Prices on

### Oranges, Grape-fruit, Pineapples and Tangerines

are away-away down low.

Ask your wholesaler for Chase's and make repeaters of your customers.

**J. J. McCabe**

Agent

32 Church Street, Toronto

Cooler weather and an anticipation of good demand among Thanksgiving buyers is keeping business brisk in the wholesale fruit markets this week. After the long, busy summer, with its very heavy supplies of Canadian fruit, it is rather a novelty to see the market bare of these goods. Pears are still on and will be in evidence for several weeks yet and there is a smattering of quinces and very few grapes, but this beyond apples, completes the list and even the goods mentioned are not at all in evidence.

Florida oranges are coming in quite freely and are selling fairly well, the holiday trade providing a little more than ordinary demand. Verdelli lemons are becoming a little more scarce but new Messinas are coming in. Cape Cod cranberries are being held very high by the growers, and in consequence there is rather greater call than usual for Canadian berries.

Lines of the less hardy vegetables are gradually disappearing from the market and more demand is being felt for imported stock. The market is a little firmer this week and there is rather more call for New Brunswick supplies.

This week sees the last of fresh lake fish for the present, close season coming into effect on Nov. 1. As a result business in these lines is brisk. General business is opening up well, and there are few changes to record.

#### MONTREAL.

**GREEN FRUITS**—The fruit market is somewhat easier this week owing to increased supplies. Floridas are now being quoted at \$3.50. Grape fruit is selling at \$4.50. Verdelli lemons are lower in some lines, being quoted at \$2.75. California pears are also easier at \$3.50. Other lines remain the same as last quoted.

Jamaica oranges, in bls.	4 25
Floridas, 136, 15, 176, 200	3 50
Grape fruit	4 50
Almeria Grapes	5 50 6 50
Verdelli lemons, 300 size	2 75 3 75
Lemons, choice, 300 size	2 65
Bananas	1 50 2 00
Peaches boxes	1 25 1 50
Pears, boxes	3 50
Grapes, California, Tokays, crate	2 25 2 50
Pineapples, extra, 10 y, 24 size	5 50
" " " " 30 size	4 75
Cranberries, curly blacks, bl.	9 50
Nova Scotias, early blacks, bl.	7 50
Apples, Fameuse, XXX, bl.	4 00
" " " " XX	2 50 3 00
" " " " Colverts Jennetings, XXX	2 75 3 00
" " " " " " XX	2 25 2 50
Spies, XXX	4 00
Pa'd'ins, Greenings, Russet's, XXX	3 50
" " " " " " Spies XX	2 75 3 00

**VEGETABLES**—Water cress has gone forward, 10c now being quoted at 60c. Savory is now selling at 50c. Celery is obtainable at a variety of prices ranging all the way from 25c to 75c. Brussels sprouts are offering at 10c, marrows at \$1 a dozen and cauliflowers at \$1 a dozen. What little egg plant there

is left is selling at \$1.25. Other lines remain the same as at last quotation. The demand during the week has been only fair.

Marrows, dozen	2 00
Cauliflowers, dozen	1 00
Parsley, per doz. bunches	0 25
Sage, per doz.	0 50
Savory, per doz.	0 50
Celery, doz.	0 25 0 75
Water cress, large bunches, per doz.	0 60
Spinach, box	0 50
Green peppers, doz.	0 40
Beets, box	0 65
Carrots, bag	0 60
Green pickling tomatoes	0 50
Spanish onions, large crates	2 75
Lettuce, per doz.	0 55
Radishes, doz.	0 25
Horseradish, per lb.	0 10
Egg plant, doz.	1 25
Cabbage, doz.	0 50
Montreal potatoes, bag	0 75 0 95
Green Mountains	0 65 0 90
Onions large bag	1 15
Red onions, barrel	3 00
Turnips, bag	0 75
Pumpkins, doz.	1 00
Squash, doz.	1 00
Brussels sprouts	0 10

**FISH**—Colder weather has increased demand for all kinds of fish. Storms on the Atlantic coast interfering with fishing operations and prices are higher on haddock and cod. This will be the last week for fresh lake fish. Some small changes as indicated are recorded this week.

#### Fresh and Frozen Fish.

Gaspera'mon	0 15 0 18
B.C. salmon, frozen	0 10
Brook trout, lb.	0 22
Haddock, per lb.	0 04 0 05
Fresh halibut	0 10
Mackerel, "	0 10 0 12
Dore, "	0 10 0 11
Steak cod	0 06 0 07
Market cod, lb.	0 04 0 04 1/2
Pike, lb brochet	0 08
Whitefish lb	0 06 0 08
Lake trout	0 09
Sea trout lb	0 10
Flounders, lb.	0 10
America's live lobsters	0 20 0 22
Bullheads (dressed)	0 10
New Smelts	0 10
Smoked—	
Haddies (exp) 15 lb. bxs., per lb.	0 07 0 08
Kipperd Herring, new, per box	1 10
Bloaters, per box	1 10
Smoked herring, per box	0 17
Prepared—	
Skinless cod, new 100 lb. cases	5 40
Shredded cod, 1/2 lb. cartons, 2 doz. cartons in box, per box	1 80
Dry cod, in bundles 112 lb., per pound	0 66
Boneless cod, 1 & 2 lb. bricks, 20 lb. boxes	0 06 1/2
Boneless cod, 20-lb. boxes	0 05
Boneless cod, 20-lb. boxes	0 09
Boneless fish, 20 lb. bxs., 2 lb. blocks	0 05
Boneless fish, 25 lb. bxs., loose	0 04 1/2
Salted and Pickled—	
No. 1 Labrador herring, bris.	5 80
" " " " " " " "	3 00
Oysters, bulk, per gallon	1 60
Standards, bulk	1 40
" " quart tins, sealed	0 40
Paper pails per 100 qt. size	1 50
Malpeque, shell, p r bl.	8 00 10 00
" " " " " " " " lower grades	5 00 7 00

#### TORONTO.

**GREEN FRUITS**—A brisk demand in anticipation of Thanksgiving is keeping business active in the wholesale houses this week. Some attention is being paid to Florida oranges, which are arriving in good quantity and in good condition, but more interest is displayed in Almeria grapes which are passing off nicely. Consumption of this delicacy seems to be increasing materially of late years. New Messina lemons were brought in by a couple of houses this

week and these are drawing interest to some extent from the Verdellis. Grape fruit is being bought to some extent but pineapples are going rather slowly as yet though the quality is excellent.

Pears, Canadian	0 25	0 75
Grapes, California, box	1 75	2 50
" Almeria, keg	5 50	6 00
Apples, winter varieties, bbl	2 50	3 50
Oranges Jamaica, bbl	4 00	4 50
" boxes, new	2 50	3 75
" Florida, boxes, new	3 50	3 75
Lemons, Messina	3 25	3 75
" California, box	4 75	5 00
Bananas Jamaica, firsts	1 50	2 00
" Jamaica, eights	1 00	1 25
" jumbos	1 40	1 45
Cranberries, Cape Cod bbl	9 50	12 50
" crate	3 50	3 50
" Nova Scotia, t bl	8 00	8 00
" Ontario, cases	2 50	2 50
Citrons doz	0 75	0 75
Grape Fruit, Florida, box	4 25	4 50
Pineap, le. Florida, crate	5 00	5 00

VEGETABLES—As the less hardy lines are disappearing from the markets more attention is being paid to imported garden truck. The potato market is a little firmer this week with a more active demand for New Brunswick Delawares. Peppers and onions are a little firmer.

Tomatoes, Canadian, red, per basket	0 30	0 30
Beets, Canadian, bushel	0 20	0 25
Egg plant, basket	0 25	0 25
Potatoes, Ontario, per bag	0 70	0 75
" New Brunswick, per bag	0 80	0 85
" sweet barrel	2 75	4 50
" hamper	1 40	1 40
Onions, Spanish, per 50 lb. crate	0 90	0 90
" Canadian, dried, bag	0 85	0 90
Carrots, new, per bag	2 50	3 00
Green Peppers, basket	0 25	0 25
Red Peppers, basket	0 35	0 35
Cabbage, Canadian, per doz	0 40	0 40
Vegetable marrow dozen	0 60	0 60
Squash, basket doz	0 30	0 30
White turnips doz	0 40	0 40
Cauliflower doz	0 50	1 00
Celery native doz	0 25	0 35
Pumpkin, dozen	0 70	0 70

FISH—Close season for lake fish came into force on Nov. 1 and as a result, after this week these lines will be off the market. Business is brisk, however, this week as in other lines.

Perch, large, per lb	0 06	0 07
Blue pickerel, per lb	0 05	0 07
Herring, medium, per lb	0 08	0 06
Whitefish	0 10	0 11
Cod, fresh	0 08	0 10
Trout, fresh, per lb	0 09	0 10
Halibut	0 09	0 10
Haddock, fresh	0 07	0 07
Salmon, Silverside	0 10	0 12
Pike	0 05	0 07
Pickarel, yellow	0 05	0 09
Soft shell crabs, doz	4 00	4 00
Herring, Digby, smoked, bundle 5 boxes	0 85	0 85
" kippered, 15 lb. box	1 30	1 30
" Labrador, keg	3 00	3 00
Mackerel, each	0 18	0 20
Smelts, per pound	0 11	0 11
Oysters, Long Is and	1 50	1 50
" medium selects	1 75	1 75
" extra	1 85	1 85
" shell, per 100	1 50	1 50
Ciscoes, basket	1 00	1 00
Finnan Haddie, smoked, 15-lb. package	0 78	0 78
Boneless cod, quail on toast	0 08	0 08
" imperial	0 75	0 75
" steak	0 07	0 07
Shredded cod, doz	0 90	0 90
Acadia cod, case	2 40	2 40
" tablets, box	1 60	1 60
Bloaters	1 25	1 25
Qualla	0 09	0 09
Catfish, dr sret	0 10	0 10

**A BOOKLET ON FISH.**

A. H. Brittain & Co., representing the Atlantic Fish Companies, are putting out a very neat little booklet containing much information in regard to the many and varied dishes which can be prepared from their products. The booklet also gives an account of the curing of their fish in the many stations which they own, and a few good recipes for properly cooking fish in many delectable ways. They also invite housekeepers who have good methods of preparing fish to contribute the same in order that they may be published.

**NEW MESSINA LEMONS**  
**Home Guard Brand**

The finest imported—have arrived and ready for shipment.

RIPE WAXY FRUIT

**WHITE & CO., Limited**

TORONTO and HAMILTON

CANDIDO'S LEMONS

**"THE STANDARD OF QUALITY"**

They can't be beat. Why? Because quality is first and always the foremost feature in the packing. In your order to the wholesale mention that you want Candido's.

W. B. Stringer, Toronto represents B. P. Candido, Italy

**JUST ARRIVED**

our first full car Extra Fancy Cape Cod

**CRANBERRIES**

Also car

**New Layer Figs**

**Sweet Potatoes**

"Camel" Brand

**Oyster and Haddie**

Season now on, and as usual we will handle only BEST produced.

**HUGH WALKER & SON**  
GUELPH, ONT.

A car of Florida Oranges, Florida Grape Fruit and Pineapples just arrived, Malaga Grapes, Cranberries, Figs and all other fruits in season.

**THE DAWSON COMMISSION CO., TORONTO**

**NEW TRADE COMMISSIONER IN SCOTLAND.**

**W. G. Fischer, of Toronto, Will Look After Canada's Interests in Glasgow.**

"My business will be to increase Canadian exports in Scotland and to see that the sales of Canadian manufactured pro-



W. G. FISCHER.

Canada's New Trade Commissioner in Glasgow.

ducts are facilitated and developed in that country." said Wm. G. Fischer, of Toronto, who has just been appointed Canadian Trade Commissioner, with headquarters at Glasgow.

Mr. Fischer will sail from Montreal on the 24th inst., on the S.S. Corsican, and, after spending a few days in Liverpool and at the High Commissioner's office in London, he will proceed direct to Glasgow.

Mr. Fischer will select his own staff in Glasgow and immediately set to work to ascertain what the Scotch need and what Canada can best supply, not only in the line of foodstuffs, but in manufactured articles.

Mr. Fischer mentioned several lines of goods for which he thought a suitable market might be developed in Scotland. He said that wooden ware, for instance, had a good sale in England, and apparently a fair demand for it might be created in the land o' cakes.

W. G. Fischer is a native of Berlin, Waterloo County, receiving his education in the High school there, and the Collegiate Institute, Toronto. In 1878 he started to learn the leather business, and was with Beardmore & Co., Front Street, Toronto, for several years. He was on the road for some time, and in 1885 he became associated with the late John Hallam, as manager. He greatly increased the business and, when Mr. Hallam died, he continued the establishment in his own name for a number of years. He is a pleasant, earnest and progressive man of affairs and possesses a wide acquaintance with business men in Canada, through his connection with the hide and leather trade with which he has been prominently identified for thirty years. He will return to Toronto in March, when he will remove his wife and family to Glasgow.

Mr. Fischer's many friends are confident that he will succeed in his new post and will show excellent results.

**HINTS TO BUYERS.**

Reading notices under this heading will be accepted at 10 cents per agate line.

Brandology is a specially coined word introduced recently in the United States and which signifies the science of selecting goods by name. It enables the consumer to discriminate between good and bad, and enables him to buy at any time and at any place, goods of a certain quality which please him. A manufacturer or dealer who places his name on a certain line of goods puts his reputation at stake and he must therefore see that the goods bearing his name are always as represented. It is not surpris-

ing, therefore, that when a firm of the reputation and importance of Laporte, Martin & Co., Montreal, place their name under the brands of "Princess" and "Victoria" black and Japan teas these teas are as good as can be bought for the price. Their name under these brand names means purity and quality; it means that every package contains a tea of unvarying quality, strength and goodness. Dealers selling "Princess" and "Victoria" brands of teas can feel satisfied that they are selling teas which their customers will appreciate and adopt.—Advt.

A Dominion Government bulletin recently issued gives some interesting figures regarding the magnitude of the dairy interest in Peterboro county during the season of 1907. There were 144,316 pounds of butter manufactured with an estimated value of \$36,660 and 3,510,097 pounds of cheese valued at \$496,310, making a total of \$442,970. The total number of cheese factories was 40, making an average of \$110,742.50 per factory.

J. G. Gordon, of McClure & Langley, has been in Quebec for a few days.

**Highest price paid for  
DRIED APPLES**

**O. E. ROBINSON & CO.**

Established 1880

**Ingersoll - Ontario**

WOULD YOU LIKE OUR WEEKLY CIRCULAR

SEASON 1908-9

**Dried Apples**

Shipments Solicited  
Settlements Prompt

**W. A. GIBB COMPANY**

HAMILTON

JAMES SOMERVILLE, Manager



# HOLBROOK'S WORCESTERSHIRE SAUCE

HOLBROOKS LIMITED

CANADIAN BRANCH  
40 Scott Street, Toronto  
Canadian Manager, H. Gilbert Nobbs

MADE AND BOTTLED  
IN ENGLAND.

# FISH AND OYSTERS

NEW LINES NOW IN STOCK:

*New Haddies and Kippered Herring*  
*Bloaters and Smoked Herring*      *Boneless Cod and Prepared Fish*  
*New Labrador Salt Herring and Sea Trout*  
*New Malpeque Shell Oysters*, in barrels

## Fresh and Frozen Fish, all kinds in Season

Write us for price list.      Prompt shipment assured

THE LARGEST FISH WAREHOUSE IN CANADA

FOUR  
LONG DISTANCE  
TELEPHONES.

# LEONARD BROS.

P.O. BOX 639

20, 22, 24 and 26 Youville Square  
MONTREAL

Branches:  
MONTREAL  
ST. JOHN, N.B.  
GRAND RIVER  
GASPE

## Sardines

—Every grocer sells Sardines, in fact Sardines are almost as staple as sugar, tea or coffee,—at certain times of the year they are, as everybody likes the sweet little fish. You can make more people like them if you tell them about, and sell them, the very best, richest and most perfect of all,

### “King Oscar” Brand Norwegian Sardines

Ask your Jobber for them, or write

### J. W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, HAMILTON



To restore lost appetites is the mission of that wonderfully restful relish known as

“Brunswick Brand”



### Connors Bros., Limited

Black's Harbor, N.B.

**FISH** *New Lines* **OYSTERS**

Labrador Herrings  
 Flounders, No. 1 Smelts  
 Extra Smelts, Salt Mackerel  
 Kippers : : Bloaters

Get Our Quotations

**The F. T. James Co., Limited**  
 Church & Colborne Sts.  
**TORONTO**

**\$1.30**

Per Gallon

Is what we ask you for standard and

**\$1.60**

Per Gallon

for select

**OYSTERS**

From the most famous beds. Oysters that will please your most exacting customers.

Order at once.

**O'CONNOR'S**  
**Wholesale Fish Market**

(Between the two Depots)

**MONTREAL**

**Wagstaffe's Pure Jams**

Wagstaffe's Jams, Jellies and Sealed Fruits, etc.,

have been pronounced by the highest authority in Canada, viz., the Chief Analyst at Ottawa, to be absolutely pure. And Fruits in each case are certified to be of excellent quality. Government Documents received Sept. 25th, 1908.

**Wagstaffe Limited**  
**Hamilton, Ont.**

# Lea's

The Pickle with the  
home-made  
flavor

**Our Argument Confirmed, Again  
proving that Canadian Goods, with  
Quality, can compete with the World**

*Calgary, Alta., 17th October, 1908*

*Messrs. Lea Pickling & Preserving Co., Ltd.  
Simcoe, Ont.*

Dear Sirs,—

On receipt of your 5 cases samples, we examined your Pickles and Sauces thoroughly, comparing them with all others, and we have come to the conclusion that they have beaten everything out that we have to be up against in the way of

**Quality, Prices and General Style of Bottle**

And as you offer to appoint us as your agents for Alberta, we gladly accept same, so will you please send us a car immediately of the quantities as below and we will start to work on the goods right away with a specialty man.

While the season is pretty late, we believe we can make a clean up of quite a few cars, as the deal looks good to us.

We are, yours truly,

L. T. MEWBURN & CO., Ltd.

*Per L. T. Mewburn, President*

**Packed by**

**The Lea Pickling & Preserving Co.**

Limited

**SIMCOE, - ONTARIO**

WESTERN REPRESENTATIVES: Mason & Hickey, Winnipeg; Wilson & McIntosh, Vancouver

## THE GROCER'S ENCYCLOPEDIA

Useful Information for Grocers and Clerks That Will Help in Making Sales.

A summary of the world's harvest and consumption of cocoa for 1907 has just been made by the Gordian, of Hawbury. According to its calculations the total of the harvest was about 1,480,000 tons, a drop of about 6,000 tons, as compared with 1906, but a considerable increase on the harvest of any recent year, except the record year 1904, when the production exceeded one and a half millions. Had the return for Ecuador and the Dominion Republic been up to the normal, even the record of 1904 would have gone by the board, but on these two there was a decrease of 80,000 tons. For many years Ecuador stood at the head of the cocoa producing countries, but since 1904 it has given place to Brazil and San Thomas. Of the British Colonies, Trinidad comes in the fourth place, while the sixth is occupied by British West Africa. The latter has developed probably more quickly than any of the other cocoa countries. In 1902 the export from the Gold Coast and Lagos totalled only 27,000 while in 1907 this had increased to over 100,000! As the cultivation of cocoa is being steadily extended in the territories of the Gold Coast, of Lagos, and of Southern Nigeria, it is evident that our West African possessions are destined to play a more and more important part in the world's production. The world's consumption is reckoned at 1,550,000 tons, which shows a slight increase over last year's record figures. Five years ago the consumption barely exceeded one million tons, and there is an actual rise in consumption of about 40 per cent. in that period. During the same period the increase in production has been only 20 per cent., and during the last two years the consumption has been in excess of production. Consequently the world supply, which showed a steady increase in the stocks on hand up to the end of 1905, has fallen materially. Then it stood at 600,000 tons, representing 42 per cent. of the annual consumption. Two years later, at the end of 1907, it is estimated at 417,000 tons or just over 30 per cent. of the annual consumption. Of the four great cocoa-consuming countries, the United States, Germany, France and England, the last named shows a small increase in the consumption of 1907 as compared with the previous year, while the other three show a fall. Holland and Switzerland also show increases. According to the report, 1907 was a bad year for the cocoa manufacturers and 1908 is not likely to be a good one, although there is a prospect of the world's production showing a decided overplus over its consumption.

### How Coffee Was Discovered.

Somewhere about the middle of the fifteenth century (it is recorded) a poor

Arab was traveling through Abyssinia, and finding himself weary and weak from fatigue, he stopped near a grove. Then, being in want of fuel to cook his rice, he cut down a tree which happened to be covered with dead berries. His meal being cooked and eaten, the traveler discovered that the half-burned berries were very fragrant. He collected a number of these, and, on crushing them with a stone, he found that their aroma increased to a great extent. While wondering at this he accidentally let fall the substance in a can which contained his scanty supply of water. The nearly putrid water was almost instantly purified. He brought it to his lips. It was fresh, agreeable, and in a moment the traveler had so far recovered his strength and energy as to be able to resume his journey.

The lucky Arab gathered as many berries as he could, and, having arrived at Aden, in Arabia, he informed the mufti of his discovery. That worthy divine was an inveterate opium-smoker, who had been suffering for years from the influence of that poisonous drug. He tried an infusion of the roasted berries, and was so delighted at the recovery of his own vigor that, in gratitude to the tree, he called it *cahuah*, which in Arabia signifies force.

### Cuba's Sugar Factories.

The Cuban Bureau of Agriculture says that for the year 1906-7 there were 186 sugar factories in operation, five more than in the previous year and seven more than in the season of 1904-5. The amount of cane ground in 1906-7 by the 186 factories was 14,214,946 English tons, as against 12,532,997 tons in 1905-6.

ALL ABOARD  
GET READY TO SUPPLY THE  
DEMAND FOR

# GREAT WEST

CUT PLUG  
SMOKING and CHEWING  
TOBACCO

SALES INCREASING DAILY

## MCDUGALL

In-st upon having them.  
D. MCDUGALL & CO., Glasgow, Scotland.

## CLAY PIPES

### MR. GROCER—

The house that secures the finest and most reliable Smokers' Requisites, and from whom you will secure greatest satisfaction, is, undoubtedly,

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Office & Store, 186-188 St. Paul St. Phone 1272  
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## YOUNG'S PATENT PIPE

in Seven Shapes

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Sole Agent for Canada  
506 Lindsay Building, MONTREAL.

# BLACK WATCH

The Big Black Plug  
Chewing Tobacco.

Already a Big Seller

Sold by all the Wholesale Trade



# HAND POWER ELEVATOR

LOAD, 1,500 lbs. **\$100<sup>00</sup>** F. O. B. HAMILTON ONTARIO  
CAR, 6 x 5 FT.



We supply drawings and instructions enabling anyone to install.

SAVE TIME LABOR EXPENSE HANDLING GOODS FOR UPPER FLOORS

Write our nearest office for full particulars.

MONTREAL | WINNIPEG | VANCOUVER | OTTAWA  
St. James St. McRea Block Alexander St. O'Connor St.  
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HEAD OFFICE - TORONTO, ONTARIO

TALKING POINTS FOR DEALERS

ON

**BANNER, CANADA, ONTARIO and HIGONE  
LAMP BURNERS**



The screw part or burner-base is covered, which protects against fire. Many burners are made cheaper by leaving the screw part open so that dust, dead insects, or charred portions of wick may collect, thus becoming saturated with oil and liable to catch fire. OURS DON'T.

Manufactured by

ONTARIO LANTERN AND LAMP CO., LIMITED, HAMILTON, ONT.

—BUY—

# Star Brand

COTTON CLOTHES LINES

—AND—

COTTON TWINE

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

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

# Tuckett's Orinoco Cut Tobacco

No better, just a little milder than

# Tuckett's "T. & B." Myrtle Navy Cut Tobacco

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

HAMILTON, CANADA

**Our New  
"Walker Bin"  
Catalogue**

*Will be off the press in a few days.*

**It should be in the  
hands of every  
Grocer**

Write for Illustrated Catalogue: "Modern Grocery Fixtures."

**The Walker Bin & Store Fixture Co.,**  
BERLIN, ONT. Limited

Representatives  
Manitoba: Stuart Watson & Co., Winnipeg; Saskatchewan and  
Alberta: J. C. Stokes, Regina, Sask.  
Montreal: Kenneth H. Munro, Coristine Bldg.



**The  
Elgin National  
Coffee Mills**

**40 Sizes and Styles**

They are the  
**Fastest Grinders  
Easiest Runners**

Ask any wholesale grocer, tea and coffee house or jobber for prices

**WOODRUFF & EDWARDS CO.**

MAKERS  
ELGIN, ILLINOIS, U.S.A.



We make a specialty of  
**COUNTER CHECK BOOKS**

for all kinds and makes of  
**LOOSE LEAF SYSTEMS**

Write for prices and samples.

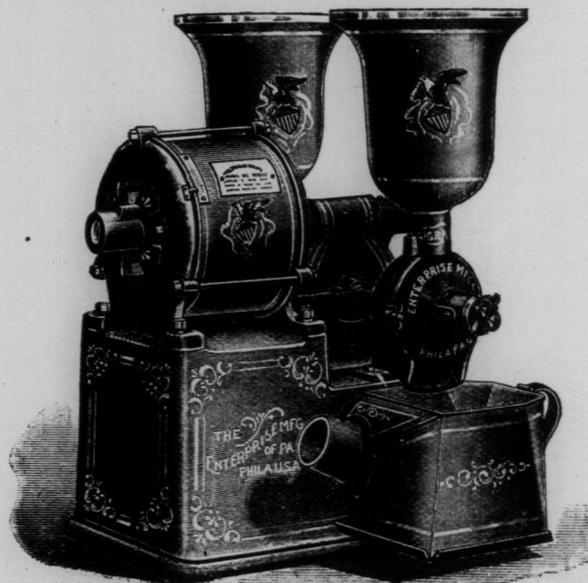
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Canada**

**"Enterprise"  
Economy**



An enterprising grocer, who does things *right*, uses an "Enterprise" Electrically-Driven Coffee Mill.

The right way is also the cheapest way in the end. It always *pays*. Take the experience of the Philadelphia grocer who grinds 15,000 pounds of coffee a month with an "Enterprise" Mill electrically-driven, at a cost for current of \$3.00.

He bought the Mill as a great convenience—a time and labor saver, and an up-to-date attraction for his store. Its economy astonished him.

Look through our catalogue and you will find Mills of any capacity, any power required, for direct or alternating current. Your local power supply company will co-operate with advice and assistance.

The Mill illustrated here is No.08712, fitted with 1/2 horse power motor for alternating current. Capacity of each iron hopper, 6 pounds of coffee. One Mill is fitted with grinders for granulating, the other for pulverizing. Granulates 2 pounds of coffee per minute, and can be regulated for fine or coarse grinding while mill is running. If you haven't the catalogue showing all our Mills, write for a copy to-day.

**The Enterprise Manufacturing Co. of Pa.**  
Philadelphia, U.S.A.

21 Murray Street, New York

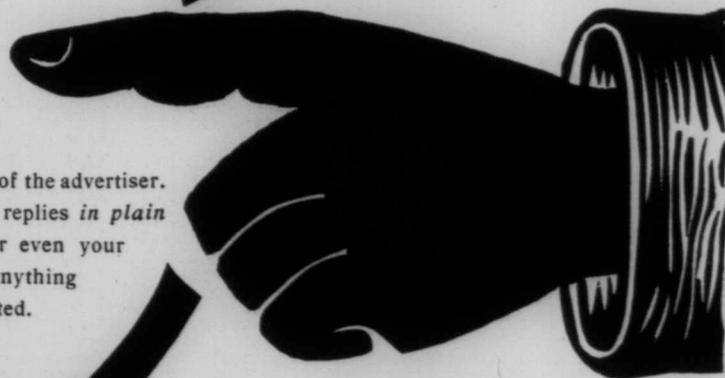
438 Market Street, San Francisco

We wish to assure Grocers, Grocery Clerks, Travellers or Manufacturers who use our "want ad." columns that by using a box number all information given us is

# Strictly Confidential

We will not divulge under any consideration the name of the advertiser. Moreover, when requested to do so we will forward replies *in plain envelope*, making it absolutely impossible for even your next door neighbor or fellow clerk to know anything about the advertisement you have inserted.

**Rate for Condensed Ads.**  
2 cents per word first insertion.  
1 cent per word subsequent insertion.  
5 cents additional each insertion when Box Number is required. This covers cost of mailing replies to you.



## Classified Advertising

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

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

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

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

### Yearly Contract Rates.

100 words each insertion, 1 year.....	\$30 00
" " " 6 months...	17 00
" " " 3 months...	10 00
50 " " 1 year.....	17 00
" " " 6 months...	10 00
25 " " 1 year.....	10 00

### PERIODICALS.

ADVERTISING writers and business men interested in good printing should subscribe to Canada's only printing trade paper, **THE PRINTER AND PUBLISHER**. Subscription price \$2 per annum. Address, 10 Front Street East, Toronto.

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

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

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.

THE market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price is \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

### MISCELLANEOUS.

HIGH CLASS COLOR WORK—Commercial stationery, posters. The Hough Lithographing Co., Limited. Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott Fisher, Limited, 129 Bay Street, Toronto.

NATIONAL AID.—An aid to every retail merchant in the world. Saves money, time, work and worry. The National Cash Register Co., F. E. Mutton, Canadian Manager, cor. Yonge Street and Wilton Avenue, Toronto Ont.

### AGENCIES WANTED.

WANTED—Wholesale grocery broker in Montreal is open for few more lines, canned goods a specialty. Highest connections, fifteen years experience. Apply Grocer Office, Toronto. (46)

### SITUATIONS WANTED.

TEA TASTER, BLENDER, Coffee, Cocoa and Chicory manufacturer, advertiser with 18 years' experience seeks engagement as buyer and manager of department with wholesale company. Address, Stirling, 145 Mutual Street, Toronto. (45)

### SAFES.

NEW AND SECOND HAND SAFES of the best makes. Herring-Hall-Marvin Fire and Burglar-Proof Safes for every requirement. Safes for grocers and general stores. We have the exclusive agency for the best line of Safes and Vaults in the world. Safes which give the protection that business men need. Safes which have stood the test of the world's greatest fires and have preserved their contents. Investigate the merits of these Safes before you suffer a loss and you will have no need to do so later. THE CANADIAN FAIRBANKS CO., LTD., Montreal, Toronto, St. John, N.B., Winnipeg, Calgary, Vancouver. (52)

### BOOKS FOR THE GROCER.

ART AND SCIENCE OF WINDOW DRESSING, by S. W. Roth. Every retail grocer should learn the methods set forth in this book—which is specially written for Grocers—on how to make grocery windows attractive and thus draw trade. Every means of successfully displaying goods is treated of in its 14 chapters and 30 illustrations. Price \$2.00, postpaid.

COFFEE, its history, classification and description, by J. M. Walsh. This interesting and instructive book deals with the commercial classification and description, adulteration and detection, and the art of blending and preparing of coffee. Price, \$2.00 postpaid.

TEA BLENDING as a fine art, by J. M. Walsh. This work is especially designed for the use and instruction of those engaged in the tea and grocery business, containing formulae for the scientific and judicious combination of the different varieties and grades of tea. Price, \$2.00 postpaid.

TEA, its history and mystery, by J. M. Walsh. The contents of this practical and exhaustive work include cultivation and preparation; adulteration and detection; arts of testing, blending and preparing; chemical and medicinal properties, etc. Price, \$2.00 postpaid.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include special sales, getting holiday business, co-operative advertising, money-making ideas, contests, etc. Price, \$2.50 postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 10 Front St. E., Toronto.

### WANTED.

WANTED in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The MacLean Publishing Company, Limited, Toronto.

### FOR SALE.

FOR SALE—A live and established general business in Saskatchewan. Best stand in town, only one opposition, business improving each year. Stock \$15,000. Reasons for disposing, poor health. Further particulars by addressing Box 219, CANADIAN GROCER, Toronto. (46)

### DUPLICATING DEVICES.

IF INTERESTED in a Duplicating Machine for getting out circular letters, reports, price-lists, etc., or for printing various office forms, write for booklet and samples of work. The "POLYGRAPH" is the newest, latest and best and sells for a lower price than the others. Is unexcelled by any similar device on the market. F. W. Tenney, Canadian Sales Agent, Stair Building, 123 Bay Street, Room 116, Toronto, Canada.

This amount of cane was grown on an approximate area of 849,000 acres. The sugar production of 1906-7 was 1,444,310 tons, the largest in the history of the island and 214,574 tons more than in 1905-6 and three times more than that of 1904-5.

### THE USES OF CORN.

Can you get along without corn? Of course you can give up johnny-cake and breakfast flakes, but what of the extra cent or two for every starched thing you wear if the laundry does not use cornstarch? What of the higher priced soap if there is no corn oil in the glucose factory? What of the cheap silk ties that will vanish softly and suddenly away because the cellulose adulteration is based on corn pith? What of the 10-cent instead of 5-cent mucilage bottle when gum arabic is used instead of dextrin, made from corn? What of molasses instead of a table syrup, and more costly and less palatable candy when it is deprived of the grape sugar or glucose content? The navy without corn would mean battleships without the linings of corn pith in their bulks. When a shot penetrates the armor and lets in the water the corn pith swells and fills the hole. A navy without corn pith would be a Spanish armada in a modern sea fight. Without corn dairy products would double in price.

### A CONTEMPORARY'S COMMENT.

The following note from a recent issue of the Maritime Merchant, of Halifax, shows how The Grocer and The MacLean Company are appreciated in the Maritime Provinces:

"The Canadian Grocer celebrated its 21st birthday on the 15th of this month by issuing an exceptionally large and most interesting number. The Canadian Grocer has been one of the most successful of Colonel MacLean's publications, and he now has well along to a dozen of them covering almost every branch of trade and industry in which Canadians are interested."

### A POINTER ON SALESMANSHIP.

So few clerks realize the importance of salesmanship. A gentleman entered a market store the other day and asked for a roll of butter. The clerk said: "Do you want the 55-cent, 65-cent, or 75-cent roll?" We submit to our readers that this is about as poor a method of address as could be used. The customer in question replied: "I want some good butter just as cheaply as I can get it. I want good butter, mind you, and I do not want to pay any more than necessary." The clerk replied: "Oh, then you want the 70-cent butter," and went off after it. Not a word about the different quality of the three! Not an inquiry about what use it was to be put to! Not a bit of salesmanship, in short! To be sure, he sold a roll of butter at the highest price, but we are willing to bet something that the customer did not return to that store again.—The Oregon Tradesman.

### TRADE NOTES.

A meeting of the creditors of the Etiomami Trading Co., general merchants, Etiomami, has been held.

The stock of R. C. Hamilton, general merchant, Tisdale, Sask., has been ordered to be sold by creditors.



**RISING  
SUN  
STOVE POLISH  
IN CAKES**



**SUN  
&  
PASTE  
STOVE POLISH  
IN TINS**

Chicago may follow example set in New York where manufacture and sale of inflammable and explosive liquid stove polishes is forbidden on account of the dangerous nature of this material when used by housekeepers.

A recommendation has been introduced into Chicago City Council calling attention to repeated accidents and a recent horrible death in Chicago from this cause and calling attention also to protection from like accidents, secured by ordinance in New York City.

Push RISING SUN Stove Polish and SUN PASTE Stove Polish which are always safe in the hands of the user. They please the housekeeper too. Good profit in them besides.

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

**BANISH  
"BLUE MONDAY"**

**SELL  
SUNNY MONDAY**

to customers and make them **YOUR** customers.

Your stock is not complete without our new LAUNDRY SOAP

**SUNNY MONDAY**

SUNNY MONDAY is made almost entirely from vegetable oils with enough ammonia incorporated to make it cleanse quickly and thoroughly, with less rubbing than ordinary laundry soaps.

**YOUR CUSTOMERS** should try it and avoid the aching backs which cause "Blue Monday."

**SUNNY MONDAY  
SAVES LABOR, TIME, CLOTHES  
FUEL, TEMPER, MONEY**

THERE IS PROFIT IN IT FOR YOU

**"SUNNY MONDAY BUBBLES WILL WASH AWAY YOUR TROUBLES."**

**I OFFER**

for prompt shipment from Origin,  
new season's crop

**Spanish Shelled Peanuts**

Quotations from

**ANDREW WATSON**

SOLE IMPORTER

91 Youville Square - - MONTREAL



**CAPSTAN BRAND  
PURE MINCE MEAT**

Package Mince Meat  
Put up in 1/4 gross cases

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

25-lb. Pails and 75-lb. Tubs.

Capacity one ton per hour.  
Sold by all wholesale dealers.

**The CAPSTAN MFG. CO., - Toronto, Ont.**

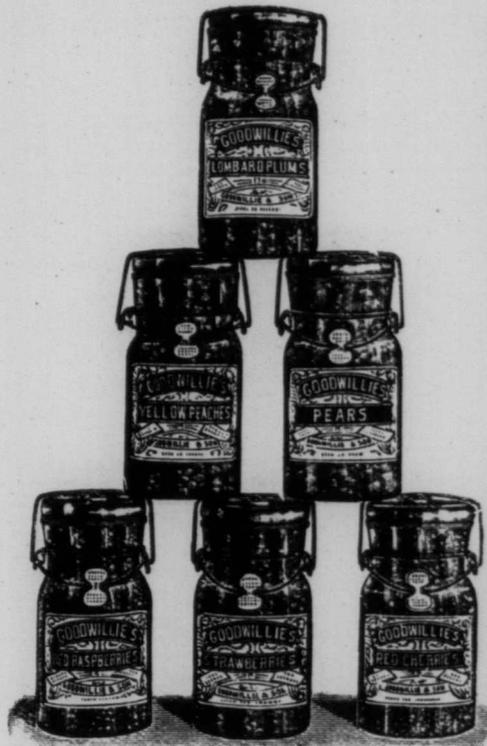
SARGOL  
Agen  
1-lb. gla  
Price  
Compor  
12-oz. gl  
2-lb. tin  
5 and 7-  
ozal  
7 and 1  
30-lb. w  
Compor  
12-oz. gl  
2-lb. tin  
7 and 14  
30-lb. w  
Pure Ja  
gem



MacL



Assorted  
Assorted  
Lemon  
Orange  
Rasber  
Strawbe  
Chocola  
Cherry  
Peach  
weight 1



The Fresh Fruits are carefully selected

Their delicious flavor appeals to everybody

You should have them in stock.

Agents: ROSE & LAFLAMME, Ltd., MONTREAL and TORONTO

## Shelled Almonds

Valencias and Jordans

## Table Raisins

from Sunny Spain

You can give your customers the richest flavor, most tender skin and finest quality if you insist on having the pack of

## José Segalerva

Malaga, Spain

ROSE & LAFLAMME Limited

Montreal and Toronto

### Jams and Jellies.

BATCHELOR'S WHOLE FRUIT STRAWBERRY JAM  
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz \$ 2 30

THOMAS J. LIPTON

Prices on application.

T. UPTON & CO.

Compound Fruit Jams—  
12-oz. glass jars, 3 doz. in case, per doz. \$1 00  
2-lb. tins, 3 doz. in case..... per lb. 07½  
5 and 7-lb. tin pails, 8 and 9 pails in crate..... per lb. 0 07  
7 and 14-lb. wood pails..... per lb. 0 07  
30-lb. wood pails..... " 0 06½  
Compound Fruit Jellies—  
12-oz. glass jars, 3 doz. in case, per doz. 1 00  
2-lb. tins, 3 doz. in case per lb..... 0 07½  
7 and 14-lb. wood pails, 6 pails in crate per lb. 0 07  
30-lb. wood pails..... 0 06½  
Pure Jams—1-lb. glass jars (16-oz. gem) 3 doz. in case..... per doz. \$1 83

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.  
MacLaren Imperial Cheese Co., Limited  
GENESEE PURE FOOD CO.



Assorted Case, Contains 4 doz., \$3.60  
Assorted Case, Contains 2 doz., \$1.80  
Lemon (Straight) Contains 2 doz., \$1.80  
Orange (Straight) Contains 2 doz., \$1.80  
Raspberries (Straight) Contains 2 doz., \$1.80  
Strawberries (Straight) Contains 2 doz., \$1.80  
Chocolate (Straight) Contains 2 doz., \$1.80  
Cherry (Straight) Contains 2 doz., \$1.80  
Peach (Straight) Contains 2 doz., \$1.80  
weight 8 lbs. per case; freight rate 2nd class

### THE ROBERT GREIG CO.

White wad, 15 flavors.  
1 doz. in handsome counter carton, per doz., 90c.



List price 'Shirriff's' (all flavors), per doz. 0 90  
Discounts on application.

### Lard.

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

Tierces.....\$0 10  
4-bbls. .... 0 10½  
Tubs, 80 lbs. 0 10½  
30-lb. Pails. 2 10  
20-lb. tins.. 2 00  
Cases 3-lb.. 0 11  
" 5-lb.. 0 10½  
" 10-lb.. 0 10½



### List price.

NATIONAL LICORICE CO.  
5-lb. boxes, wood or paper... per lb. \$0 40  
Fancy boxes (36 or 50 sticks)... per box 1 35  
" Ringed " 5-lb. boxes..... per lb. 0 40  
" Acme " pellets, 5-lb. cans... per can 2 00  
" (fancy boxes 40) per box 1 50  
Tar licorice and Toit wafers, 5-lb. cans..... per can 2 00  
Licorice lozenges, 5-lb. glass jars... 1 75  
" 20 5-lb. cans..... 1 50  
"Purity" licorice 10 sticks..... 1 65  
" 100 sticks..... 0 75  
Dulce large cent sticks, 100 in box..... 0 75

### Lye (Concentrated).

GILBERT'S PERFUMED. Per case.  
1 case of 4 doz..... \$3 90  
3 cases of 4 doz..... \$3 90  
3 cases of 6 doz..... \$3 90

### Marmalade.

J. W. WINDSOR, MONTREAL



Scotch Marmalade, 1 and 2 lb. glass jars 1, 4, 5 and 7 lb. tins.  
Orange Jelly Marmalade, 1 and 2 lb. glass 5 and 7 lb. tins

Preserved Ginger Marmalade, 1 lb. glass jars.  
Pineapple " 1 " "  
Green Fig " 1 " "  
Green Fig and Ginger " 1 " "  
Lemon " 1 " "  
Grape Fruit " 1 " "  
Prices and special quotations.

T. UPTON & CO.

12-oz. glass jars, 3 doz. case... per doz. \$1 00  
Home-made, in 1-lb. glass jars 1 40  
In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07  
Golden shred marmalade, 3 doz. case, per doz..... 1 75

SHIRRIFF BRAND

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



THOMAS J. LIPTON  
Prices on application.  
Mince Meat.  
Wether's condensed, per gross net... \$12 00  
per case of doz. net..... 1 00

### ST. CHARLES CONDENSING CO.

PRICES:

St. Charles Cream, family size, per case \$1.70  
" hotel..... 4.90  
Silver Cow Milk..... 5.00  
Purity Milk..... 4.70  
Good Luck..... 4.30

### Mustard.

COLMAN'S OR KEEN'S.  
D.S.P., 1-lb. tins..... per doz. \$1 40  
" 2-lb. tins..... " 2 50  
" 4-lb. tins..... " 5 00  
Durham 4-lb. jar..... per jar. 0 75  
" 1-lb. jar..... 0 25  
F. D. 1-lb. tins..... per doz. 0 85  
" 2-lb. tins..... " 1 45

### Olive Oil.

LAPORTE, MARTIN & GIE, LTD  
Minerva Brand—  
Minerva, qts. 12's... \$5 75  
" pta. 24's..... 6 50  
" 4-pt. 34's..... 35

### Sauces.

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

THOMAS J. LIPTON

Prices on application.

### Soda.

OW BRAND.

DWIGHT'S BAKING SODA  
Case of 1-lb. containing 90 packages per box, \$3 00.  
Case of 4-lb. (containing 120 pkgs. per box, \$3 00).  
Case of 1-lb. and 4-lb. (containing 90 1-lb. and 30 4-lb. pkgs. per box, \$3 00).  
Case of 50 pkgs. containing 90 pkgs. per box, \$3

MAGIC BRAND. Per case  
No. 1, cases, 60 1-lb. packages..... \$3 75  
No. 2, " 120 1-lb. " " " 3 75  
No. 3, " 60 1-lb. " " " 3 75  
No. 4, " 60 1-lb. " " " 3 75  
No. 5 Magic soda—cases 100—10-oz. pkgs. per case..... 1 00





Everything in

# SALT

Season fast closing  
Your stock?

**VERRET, STEWART & CO.**  
LIMITED  
**MONTREAL**

## WETHEY'S Condensed Mince Meat

is becoming as

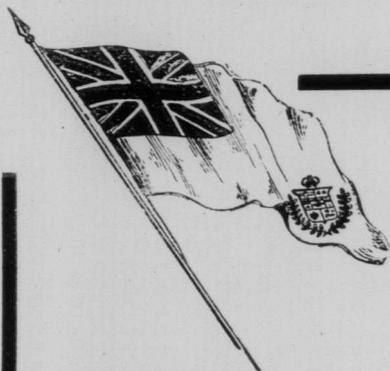
### Staple as Sugar

One package (retailing at 10c.) makes two large or three small pies.

Why sell from the unsanitary, disease-breeding open pail when you can offer your customers better goods in a dust proof package?

*Ask your jobber for it.*

**J. H. WETHEY, LIMITED**  
ST. CATHARINES



**Empire Brand**

# EMPIRE TEAS

To retail 25c., 30c., 50c. Lb.

SEE OUR TRAVELLERS, OR WRITE  
US AND GET SAMPLES AND PRICES.

**NEW FRUITS—Prices Right.**

**KLEANIT—Try It.**

**GEO. E. BRISTOL & CO.**

(Successors to Lucas, Steele & Bristol)

**Hamilton,**

**Ontario**

**4 Free Phones  
for Use.**

USE THEM FREELY