

# CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.

Toronto: 143-149 University Ave.

Winnipeg: 34 Royal Bank Building

London, Eng.: 88 Fleet St., E.C.

New York: 115 Broadway

VOL. XXV.

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No. 38



Toronto Office:  
30 Church St.

## For Years in the Lead

## — Still Leading

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



### COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality—In square tins.

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

### MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

## Are You Reminding Your Customers, Mr. Groceryman

of all the numerous and varied uses to which

## Benson's Prepared Corn

can be put? The secret of successful merchandising to-day is service, and little reminders of what can be done with the goods you sell, constitute service.

Service does more than make sales for you at the moment—it makes friends and holds customers. Remind your customers.

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

THE CANADIAN GROCER

# RECIPROCALITY IS THE ISSUE

(EXCHANGE OF VALUE FOR VALUE)



ARE YOU

# RECIPROCATING

With Your  
CUSTOMERS ?



RECIPROGATE  
BY SUPPLYING  
THE BEST VALUE

## MACONOGHIE'S QUALITY PRODUCTS

Your Jobber Has Them—You Should Have Them

## THE SILENT SALESMAN

Goods whose trade-marked names have grown familiar to the public need no word-of-mouth explanations on quality or price, for they are their own "Silent Salesmen."

All you have to do is to display them--think of the saving of energy you make when you stock with goods of spotless reputation! Three "Silent Salesmen" are printed below.

### Codou's Macaroni

Genuine French

Made in a Model Factory absolutely new and up to date. Made only from the finest Taganrog Russian Wheat, the only Wheat from which the finest quality of macaroni can be made. Nothing better can be produced.

### Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Asparagus, Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits.  
Quality Goods!

### Griffin & Skelley's Dried Fruits

Seedless Raisins and Prunes. Dried Apricots, Peaches and Pears in all their original goodness. A revelation to the grocer who has been buying other Brands.

Selected with the greatest care and shipped in original boxes right from the Vineyards and Orchards on the Pacific Coast.

Look for the "Griffin" trademark before you buy.

You know what you get when you buy these.

All warranted by the shippers.

**ARTHUR P. TIPPET & CO., Agents**

MONTREAL

TORONTO

# **FIVE FACTS**

## **Clark's Perfect Foods**

are an Investment for you.

## **Clark's Celebrated Preparations**

enable you to turn your capital over many times during the year.

## **Clark's Quality Foods**

are what your Customers look for when they buy Prepared Meats.

## **Clark's Great Variety of Prepared Foods**

enable you to please your Customers at all times by supplying just what they want in High-Grade Food Specialties.

## **Clark's Guarantee**

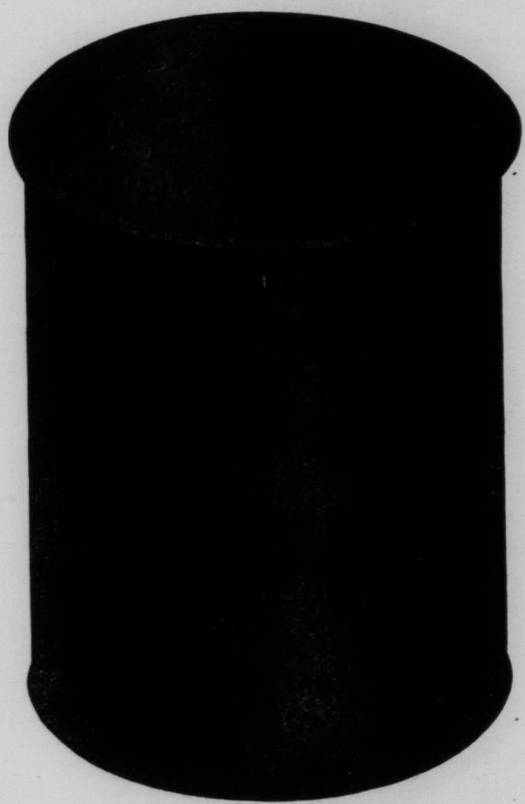
protects you and your Customers.



**W. CLARK :: Montreal**

MANUFACTURER of the CELEBRATED CHATEAU  
BRAND CONCENTRATED SOUPS





# SANITARY CANS

FOR

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

**Sanitary Can Co., Ltd.,**

Niagara Falls, Ont.

## Facts Worth Considering

**BORDEN'S  
EAGLE BRAND  
CONDENSED  
MILK**



Especially prepared for  
infant feeding.

Recommended by physicians  
everywhere.

For general household use  
best value obtainable.

The Richest and Purest milk  
from the world's best dairies.

BORDEN'S CONDENSED MILK CO.  
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—  
MONTREAL TORONTO WINNIPEG  
and VANCOUVER

**Mason & Hickey, Winnipeg and Calgary  
WILLIAM H. DUNN,**

**Montreal, Toronto and Vancouver**

By Special  
Appointment



Established 1817.

to His Majesty  
King George V.

# Macfarlane Lang & Co's

## "Granola Digestive" Biscuits

(Regd.)

All varieties of the high-class Biscuits manufactured  
by this old-established and widely known Scotch  
Firm are now being regularly imported and can be  
— supplied in all parts of the Dominion. —

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.  
NEWTON A. HILL, 25, Front Street, Toronto.  
MASON & HICKEY, 287, Stanley Street, Winnipeg.  
The STANDARD BROKERAGE CO.,  
852/864, Cambie Street, Vancouver, B.C.

Please do not suppose  
that

## "Granola Digestive" Biscuits

are only suitable for  
invalids and children.  
They are delightful  
biscuits for afternoon tea  
—with butter or cheese  
at lunch—or when taken  
as a light snack by them-  
selves.

The fact that they are  
so much more easily  
assimilated than any  
others is in great measure  
due to the large quantity  
of rich, fresh milk used  
in their manufacture,  
combined with a certain  
proportion of specially  
prepared malt.

# Macfarlane Lang & Co's

Biscuit Manufacturers,  
Glasgow and London.

# THE RIGHT THING!

SHOWS A  
GOOD PROFIT



TAKE NO  
SUBSTITUTE

are packed under official inspection in guaranteed pure Olive Oil.

IF YOU WANT A RELIABLE QUALITY—  
SURE TO PLEASE YOUR CUSTOMERS,  
ORDER AT ONCE FROM YOUR WHOLE-  
SALER

## “Eskimo” Brand Sardines

OR WRITE FOR PARTICULARS TO:

MONTREAL, J. W. Windsor

QUEBEC, Albert Dunn

HALIFAX, A. B. Mitchell

ST. JOHN N.B., W. S. Clawson & Co.

TORONTO, A. E. Richards & Co.

HAMILTON, A. E. Richards & Co.

LONDON, ONT., Geo. H. Gillespie

WINNIPEG, W. H. Escott Co.

CALGARY, H. Donkin & Co.

EDMONTON, Dominion Brokerage Co.

VANCOUVER, H. Donkin & Co.

**A-1**



**Advertised by its Admirers—**

THERE IS ALWAYS A  
READY DEMAND FOR

# BRAND'S A-1 SAUCE

You only need to display A-1 SAUCE to find that it is already known to the most of your trade.

Every bottle maintains the reputation of this delicious condiment, a reputation founded by a generation's use on English tables from those of Royalty down, and in every quarter of the globe where civilization has reached.

**A-1 IS A WORLD-WIDE NECESSITY.**

ORDER NOW FOR FALL.

**BRAND & CO., Limited** Purveyors to H.M. the  
Late King Edward VII

NEWTON A. HILL, 25 Front St. E., TORONTO

MAYFAIR, LONDON, ENG.

McLEOD & CLARKSON, VANCOUVER, B.C.

H. HUBBARD, 27 Common St., MONTREAL

## Millar's Jams

MADE IN BELFAST, IRELAND

The winners of gold medals in Great Britain and Ireland, are noted for their absolute

### PURITY

They are celebrated all over the United Kingdom and are fast making a name for themselves in Canada. They sell readily and give splendid satisfaction to the consumer and bring monetary benefit to the retailer in quick sales at a fair profit. Miller's Jams are always popular when once introduced.

**SNOWDON AND EBBITT**  
MONTREAL, QUE.



Supplies may be had from the following:—Warren Bros. & Co., Ltd., Toronto. A. M. Smith & Co., London. W. G. Craig & Co., Ltd., Kingston. The F. J. Castle Co., Ltd., Ottawa. Lumsden Bros., Hamilton. Laporte, Martin & Co., Ltd., Montreal. Howe, McIntyre & Co., Montreal. Bergeron, Whissell & Co., Montreal. Forbes Bros., Montreal. Watt & Godon, Montreal.



## If you handle

any but the SHIRRIFF EXTRACTS, you handle an inferior line of goods. Because no extracts made are the equal of SHIRRIFF'S.

You may be willing to sell goods that have not your own frank endorsement, but we doubt it.

Want to test SHIRRIFF EXTRACTS? Tell us so. We are willing to let you be the judge. Afterwards you can and will recommend them to your customers. They'll be glad, too!



More  
Than  
Ninety  
Flavors

More  
Than  
Ninety  
Flavors

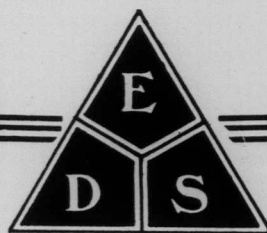
Particular care and the finest materials, plus our own special knowledge of the distillation and concentration of extracts, enable us to produce an unequalled line of the many flavors.

# Shirriff's TRUE VANILLA

is the peer. Made from the real Mexican vanilla bean, and not from substitutes which come out of the chemist's laboratory, this extract of ours has the true vanilla flavor and is superior to any artificial, so-called "vanilla." The flavor, to many people, will be a new delight in cookery, since most women are accustomed to the crude taste of imitations of the genuine vanilla flavor.

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

**IMPERIAL EXTRACT CO., TORONTO**



## The Full Flavor of the Fresh Fruit

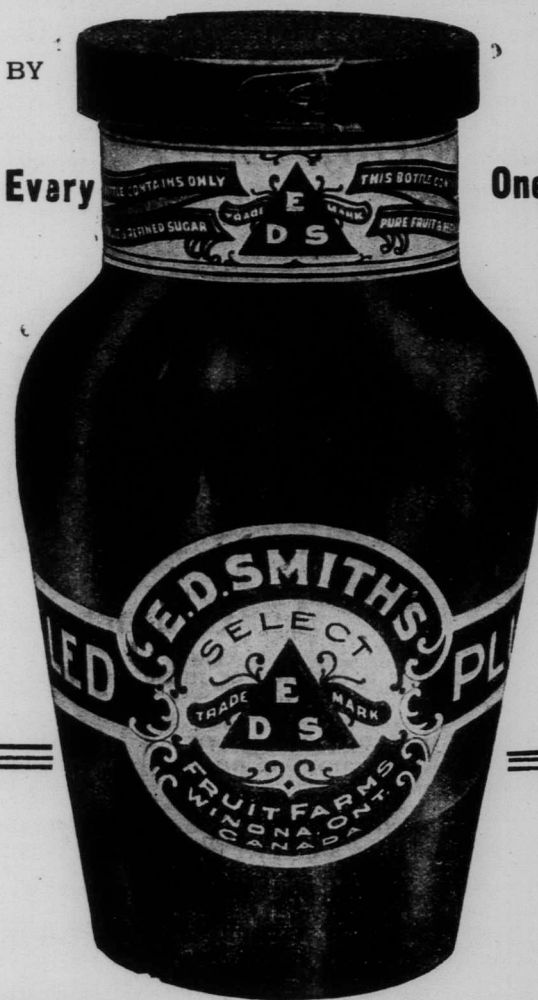
is retained in our perfect processes of preserving. The prime ripe fruit comes direct from our gardens and orchards and needs no preservatives to make it "keep."

**PRONOUNCED PURE**  
BY THE GOVERNMENT  
**PRONOUNCED DELICIOUS**

BY

Every

One



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

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

# Pink's Table Delicacies

Sure  
Sellers



Good  
Profit

Sole Canadian Distributors:—THE MANUFACTURERS' AGENCY COMPANY  
**E. & T. Pink,** Montreal, J. W. Windsor, 22 St. John St.  
 London, Eng. St. John, N.B. S. Cecil Irvine, 48 Princess St.  
 Halifax, N.S., C. E. Creighton, Bedford Chambers  
 Boston, U.S.A., Gen. Sales Office, 330 Board Trade Bldg.

**St. Vincent**

The Best



**Arrowroot**

Grade

## An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

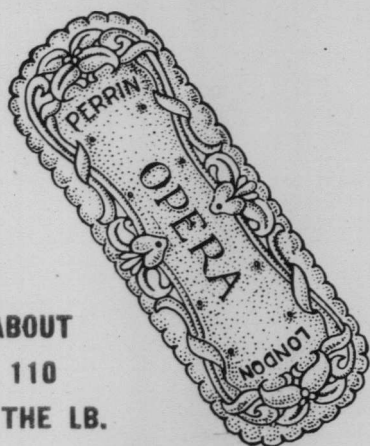
Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

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

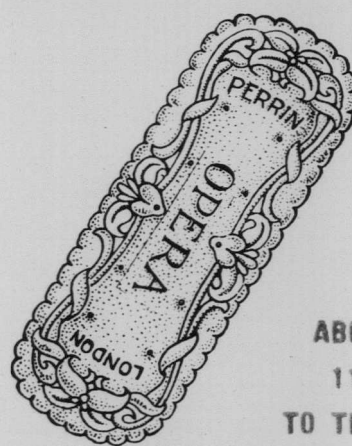
Very little education is needed to build up a large trade.

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

**St. Vincent Arrowroot Growers' and Exporters' Ass'n.**  
 KINGSTOWN, ST. VINCENT, B.W.I.



ABOUT  
110  
TO THE LB.



ABOUT  
110  
TO THE LB.

# PERRIN'S OPERA FINGERS

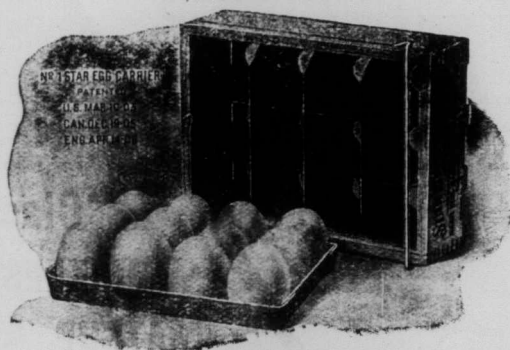
Our latest Biscuit  
delicacy



TRADE MARK REGISTERED

Dainty design, unique  
and rich in flavor

## ADVERTISE YOUR STORE



Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE  
WIDE-AWAKE:— USE

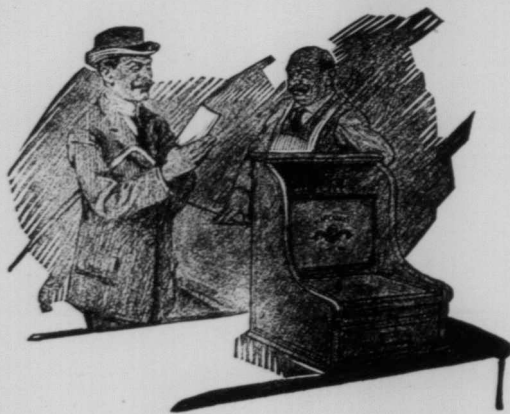
### STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books  
"SAFE EGG DELIVERY" and "SAMPLE ADS." free.

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

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



## Errors are a Thing of the Past

where the merchant is one of the seventy thousand users of

With  
Only  
One  
Writing

# The McCASKEY SYSTEM

The  
End  
of  
Dudg-  
ery

¶ Where the McCaskey System is used, every customer has the same record of his account as the merchant and in the same handwriting. The two are made at the same time, *WITH ONE WRITING*.

¶ The McCaskey System is a time, labor and money saver. It draws new trade, it helps collect old accounts. It prevents losses from forgotten charges. It cuts out useless book-keeping.

¶ The McCaskey System pleases profitable customers, because it gives them an opportunity to check each item for delivery and price and tells them what they owe.

¶ The McCaskey System is sold on easy payments if desired. Let us tell you how it pays for itself.

¶ Ask for catalog and do it to-day.

## Dominion Register Co.

TORONTO 90-98 Ontario Street Limited ONTARIO

519-521 Corn and Produce Exchange, Manchester, England

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

Branches:—New York, Boston, Pittsburg, Chicago, Minneapolis, Kansas City, San Francisco, Atlanta, Memphis, Washington.

Manufacturers of the famous McCaskey SURETY Duplicating and Triplicating Salespads and single carbon pads in all varieties.

Regardless of what you're willing to pay for coffee mill service and satisfaction---investigate the

## COLES No. 45

A thoroughly reliable mill that has seldom been equalled at any price, and never excelled.



COLES MFG. CO.,

PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto & Winnipeg; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

## This Trade Mark On Your Shelves

attracts the trade of those who know. By years of honest service we have established a reputation for unflinching excellence in all our products that is a selling force. There's something different in the flavor of every one of our products that cultivates a demand.

## LYTLE'S



"Class"

PICKLES

GATSUP

RELISHES

FRUIT FLAVORS

QUALITY THEIR CHIEF APPEAL

THE T. A. LYTLE CO.

STERLING ROAD, Limited TORONTO



Trade Mark of Quality

## Our Coffee is the Queen of Blends

Sales are increasing every day for our celebrated Sweetheart Brand Coffee. The most delicious and appetizing drink of the day. Your customers want it.

Quality Guaranteed, Satisfaction Assured. Prices Right.  
Can you do better?

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



### Are You Selling

a satisfactory amount of Cheese? If not, you should introduce

### "MEADOW-SWEET" CHEESE

the "King of all Package Cheese."

DAINTILY PACKED  
PECULIARLY APPETIZING  
WONDERFULLY CHEAP

and yet allows you a good profit.

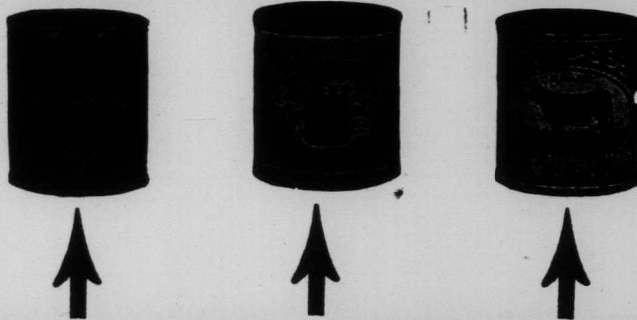
**10 CENTS RETAIL**

Grocers are selling hundreds a week. Don't let this winner pass.

WRITE

**The Meadow-Sweet Cheese Co.**  
21 Bonsecours Street, : MONTREAL

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



### Three Lines You Should Know and Introduce to Your Customers

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

St. George Evaporated Milk, 4 doz. in case, \$3.35  
Princess Condensed Milk, 4 doz. in case - \$3.90  
Banner Condensed Milk, 4 doz. in case - \$4.40

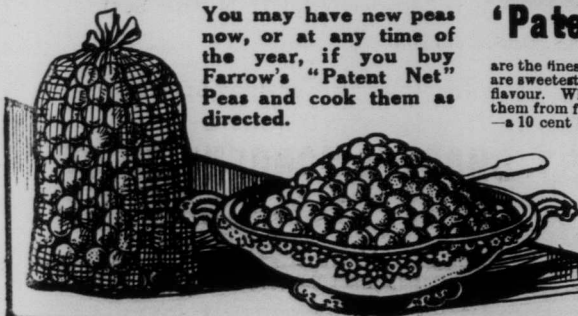
Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

**J. MALCOLM & SON**

ST. GEORGE

ONT.

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



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

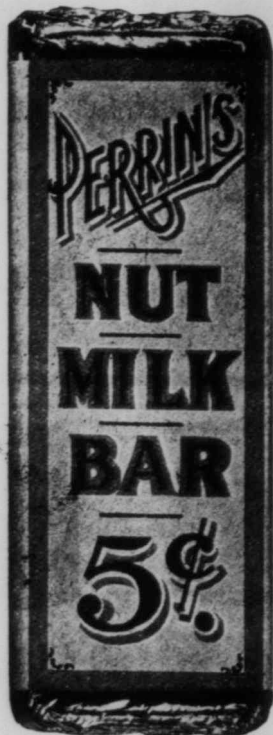
### FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

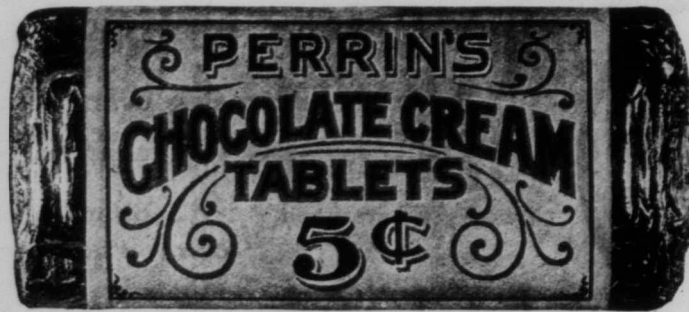
The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

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



30 Bars to Box \$1.00



30 Bars to Box \$1.00



60 Bars to Box \$1.00

**Quality  
and  
Profit**

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

Manufactured by

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

**SURE AS THE SUN**



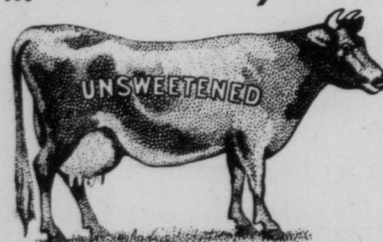
Reliability is the keynote of the popularity of the DOMINION MATCH. Every match is as sure to produce a light as the sun is sure of rising. The heads do not fly off and set fire to inflammable material; the stems are made of straight cut wood (not cross grained) which insures them against breaking.

What is more annoying than an unreliable match? Who gets the blame for the poor match? You, Mr. Grocer, you get the blame. See that your stock consists of the DOMINION and you will satisfy your customers.

**THE DOMINION MATCH CO., LIMITED**  
DESERONTO, ONT.  
Or Canada Brokerage Company, Limited, Toronto

EVAPORATED MILK

RATED



**ST. CHARLES MILK**

**IT'S FAULTLESS**

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

**ST. CHARLES CONDENSING CO.**  
INGERSOLL, ONTARIO, CANADA

What's In A  
Trade Mark

?



**FROM THE DEALER'S STANDPOINT**

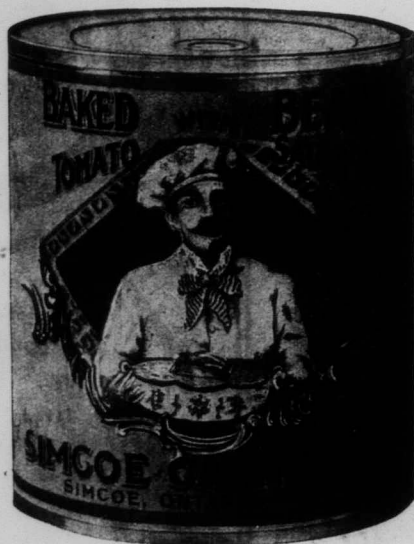
a trademark has double value.

It brings back to the customer's mind the excellent quality and delicious flavor of our canned goods, stimulating business, and enables him to keep on his shelves only goods that are in demand.

Re-orders are the life of trade. A single trial of our branded goods brings re-orders with certainty. Order from your jobber and prove that

**SIMCOE BRAND**

**BAKED**



**BEANS**

**Are Most  
Profitable**

**DOMINION CANNERS, Limited**  
HAMILTON, CANADA

# A REMARKABLE OFFER

25 1-lb. boxes for \$2.10

## "Orsenigo" Brand Macaroni

This Macaroni is perfect in every particular. No expense is spared to make it right. Made from the very best quality Russian Tananrog Wheat.

### Profit. Repeat Orders. Quality.

Three guarantees associated with all of our goods

WRITE  
IMMEDIATELY

TORONTO

*The Charles*  
**Cicero**  
*Company* LIMITED  
SPECIALISTS IN ITALIAN PRODUCTS

MONTREAL

TO THE WHOLESALE TRADE:

## West India Co., Limited

305 St. Nicholas Building  
MONTREAL

THE CANADIAN HOUSE OF:

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

# SUGARS MOLASSES

and all West Indian Produce

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

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

West India Co., Limited



'CAMP'  
scores  
every time!

To buy 'Camp' Coffee once is to buy it always — so to sell 'Camp' Coffee once is to sell it always — and to sell more of it every day.

Ask your Wholesaler

Sole Makers—R. Paterson & Sons, Coffee Specialists  
Glasgow

# CAMP

COFFEE



The Sugar that has Stood the Test of Time

*Redpath*

**Extra Granulated Sugar**

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

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

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

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

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

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

Established in 1854 by John Redpath

**DRIED FRUIT OF QUALITY**

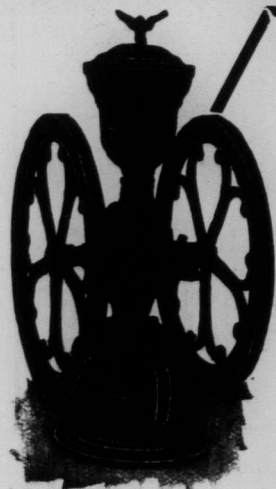
**This Mark**



**on every Box  
Insures the Best**

Place Order Now for Fall Delivery

All First-Class Jobbers Handle.



**Built on Merit**

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

**ELGIN  
National Coffee Mill**

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

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

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

MADE BY

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

By Royal



Letters Patent.

**NELSON'S  
Powdered  
GELATINE**

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

**C. NELSON, DALE & CO., LTD.,**  
WARWICK, ENGLAND.

**Tartan**  
**BRAND**

THE SIGN OF PURITY

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

**Wagstaffe's** Jams, Jellies, Marmalade.

**Imperial** Vinegar.

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

Phone 3595. Exchange to all departments.

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



THE  
"WALKER BIN"  
SYSTEM



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

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

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

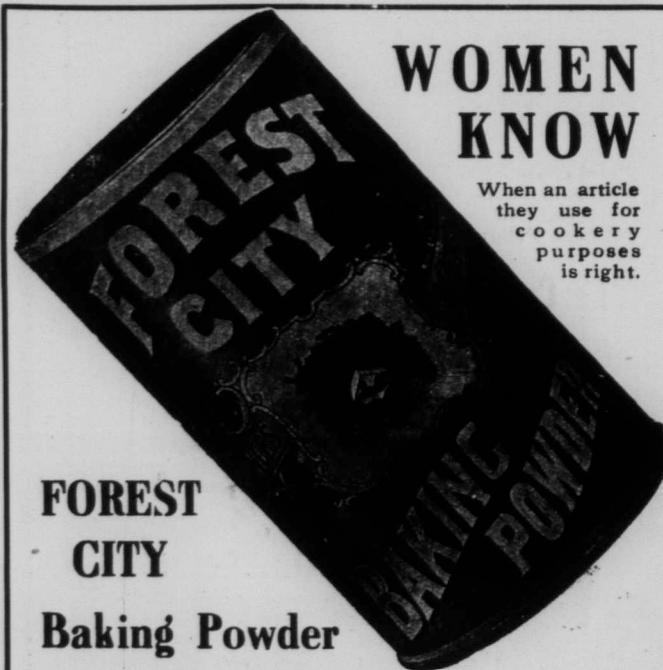
Write for Illustrated Catalogue  
"MODERN GROCERY FIXTURES"  
and let us give you an estimate.

**Walker Bin & Store Fixture Co.**  
LIMITED

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Saskatchewan and Alberta: J. G. Stokes,  
Regina, Sask.  
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



**WOMEN  
KNOW**

When an article they use for cookery purposes is right.

**FOREST  
CITY**

**Baking Powder**

not only stands the Government test for purity, but it stands the Kitchen test in every household in Canada.

That's not a bad recommend for a baking powder. Can you afford to let your opposition sell it and you not?

**Gorman, Eckert & Co.,**  
LIMITED

LONDON, Ont.

WINNIPEG, Man.

**Especially Good for**

Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

**"Canada First"  
Evaporated Milk**

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.



**Infants and Invalids**

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

**The Aylmer Condensed Milk  
Company, Limited**

**Aylmer - - - Ontario**

Head Offices: Hamilton, Ontario

# "L'ETOILE"

means "Star," and you know what a man means when he tells you that his is a "star" brand. He, of course, means that it is a leading brand. Such is ours.

# "L'ETOILE"

(Remember it)

**MACARONI    VERMICELLI    SPAGHETTI**

are absolutely pure, and no deficiency can be found in them. Consequently you should stock goods with a **guarantee** such as we give you.

QUALITY    PURITY    PROFIT

**Cie Francaise des Pates Alimentaires**  
6-9 HARMONY STREET, - MONTREAL

Get  
Ready  
For



Big  
Fall  
Trade

# "GLOBE" MACARONI

should find a prominent place on your shelves, and you should instruct your clerks to talk **Macaroni** and **Vermicelli** to your customers. Some of the latter must know what tasty dishes can be prepared from high-class **Macaroni**, and any sales of "**Globe**" made are bound to produce repeats.

PURITY AND QUALITY  
REASONABLE PRICES    GOOD PROFITS

*Send us a Trial Order*

**D. SPINELLI & CO.**  
REGISTERED  
MONTREAL - QUEBEC

Ask Your Wholesaler  
for

# KO-KO-BUT

The Perfect Cooking Butter

**K**o-ko-but is absolutely pure.

**O**vercomes indigestion.

**K**o-ko-but never becomes rancid.

**O**nce used always used.

**B**etter than animal fats.

**U**nequaled in quality.

**T**aste is palatable.

REMEMBER:—

KO-KO-BUT is a pure vegetable butter for frying, cooking and pastry making.

1-lb. of Ko-Ko But goes as far as one and one-half pounds of butter or lard.

## WE CREATE THE DEMAND

with your assistance. We have a neat little Cook Book full of good things for the housewife. We will forward you any reasonable number of these provided you distribute them among your customers. They'll realize the value of our product and ask you for it.

If interested, tear out this coupon and mail.

The Dominion Coconut Butters, Limited  
Montreal

Dear Sirs,—

I can handle ..... copies of your Cook Book and will distribute them, knowing that they will create a demand for Ko-Ko-But.

Name.....

Address.....

THE CANADIAN GROCER

# JAPAN Challenges The World

as a producer of Pure, Wholesome TEA.

Ask our Agents for samples of NEW CROP TEAS now arriving.

## FURUYA & NISHIMURA

NEW YORK

CHICAGO

MONTREAL

JAPAN

Is Your Coffee Trade  
Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR  
CUSTOMERS WITH

**WHITE SWAN COFFEE**

Try it and Watch Your Trade  
Grow Quickly

IT IS

**THE COFFEE OF QUALITY!**

*Packed in Handsome 1-lb. Tins*

**THE MOLASSES THAT  
INCREASES SALES!**

Apart from the unquestioned quality and  
flavor of

**GINGERBREAD  
BRAND  
Molasses**

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

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

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

GIVE YOUR WHOLESALER A TRIAL ORDER.

**The Dominion Molasses Co.,**

LIMITED

HALIFAX

NOVA SCOTIA

## “KING OSCAR” SARDINES

THE QUALITY BRAND

Will surely by their flavor and purity obtain and hold for you the best of the  
family trade. This brand is very attractively gotten up and the contents are  
guaranteed solely selected autumn-caught fish. Will be found to be uniformly  
sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler

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

**Hamilton, Ont.**  
Canadian Agents



By Special royal permission.

THE CANADIAN GROCER

ALIKE IN PRICE, BUT NOT IN QUALITY

THAT IS THE DIFFERENCE BETWEEN

## CRYSTAL DIAMOND LUMP SUGAR

and other ordinary lump or loaf sugar. For the same cost you can obtain this extra high-class Table Sugar that is the perfection of Sugar Refining, and an added beauty and attraction to every table. Secure a box from your jobber to-day. Sold in bulk or in cartons to retail at popular prices.

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

### THE AVERAGE PERSON

IS NOT A GOOD JUDGE OF  
GROCERIES AND KNOWS IT

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced towards the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help to keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

**H. J. HEINZ COMPANY**

Members of American Association for the  
Promotion of Purity in Food Products

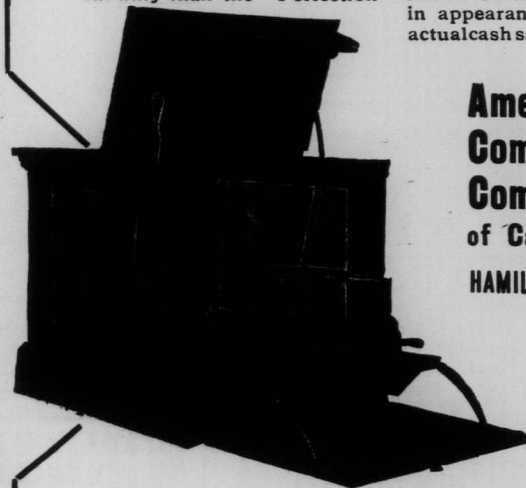
### Perfection Computing Cheese Cutter

Made in Canada

Encased in our Standard Automatic Cabinet—a handsome glass and wood cabinet, highly polished and very practical.

Adds Greatly to the Appearance of  
the Store

Modern equipment gains business. The well fitted store, being distinctive, wins the trade of the fastidious buyer, and the confidence of every customer. No fixture in the grocery store performs a more useful duty than the "Perfection" Cheese Cutter, both in appearance and actual cash savings.



Automatic Cutter Cabinet

**American  
Computing  
Company  
of Canada**

HAMILTON, ONT.

# “FORCE”

“FORCE” has the body-building nutriment of wheat combined with the digestible properties of high grade barley malt.

**THE H-O COMPANY, Hamilton, Ont.**



Not like Noah's Dove, which could not find a rest for the sole of its foot,

**WHITE DOVE  
COCOANUT**

finds a resting place in almost every store in Canada.

**THE BIG DEMAND** resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

*Let Us Know Your Wants*

**W. P. Downey  
MONTREAL**

**THE PEOPLE OF  
JAMAICA**

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

**KINGSTON  
"GLEANER"**

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**



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

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

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

**FINEST  
ENGLISH KIPPERS  
AND  
EUROPEAN GAME**

**Venison  
Exporters**

CORRESPONDENCE INVITED

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LIVERPOOL, England

**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**

**SAUERKRAUT**

Now is the time to plan for fall and winter trade. Are you going to handle your share of Sauerkraut? Write for particulars to

**A. F. MACLAGAN**  
409 St. Nicholas Building Montreal  
Telephone Main 1663

**O. E. Robinson & Co.**

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

**WINDSOR SALT**

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

**TORONTO SALT WORKS**  
TORONTO, ONT. GEO. J. CLIFF, Manager

ALUMINUM ADVERTISING NOVELTIES  
**CHRISTMAS SPECIALITIES**

Write me for Artistic, Useful and Everlasting Articles. Cheapest and Best.

**H. H. Chambers,** 29 Queen City Chambers  
TORONTO  
Write, or Phone M. 6126

*Are you interested in any of the lines that are advertised?*

*A Post Card will bring you price list and full information. Don't forget to mention this paper*

**Pickling  
Spices**

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

**Prince of Wales  
Brand**

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

**Mint**

**Thyme**

**Sage**

**Savory**

**Marjoram**

All herbs in ¼-lb. open face Cartons.

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MONTREAL, Branch TORONTO

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

"THE PAPER THAT IS READ"

# A National Circulation AND A National Reputation

"We enclose our check covering subscription to your valuable publication, the "Grocer." We get many good hints in your paper which is worth many times more than the price of your paper. We look forward for each issue."—  
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"As we were looking over some back numbers of The Canadian Grocer which we prize as highly as clean stock, we noticed an article on soap in your issue of April 16 and an idea occurred to us."  
---Errett & Co., Englehart, Ont.

"Your paper is invaluable to all grocers---interesting and full of ideas---a paper that all up-to-date business men will appreciate if they see it once---the only paper that I keep on file for future reference."---Elzear Turcotte, Quebec, P.Q.

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## The Canadian Grocer

Winnipeg - Toronto - Montreal - London, Eng.

# 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.

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

Wholesale  
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING  
Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents.

**WINNIPEG, - MAN.**

Domestic and Foreign Agencies Solicited.

**—WINNIPEG—**

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

230 Chambers of Commerce. P.O. Box 1812

**WINNIPEG**

**TOMLINSON, SEMMENS & CO.**  
WHOLESALE GROCERY BROKERS

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foreign lines. P.O. Box, 1502

**WESTERN DISTRIBUTORS LIMITED**

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

**SASKATOON, - WESTERN CANADA**

**—MOOSE JAW—**

**WHITLOCK & MARLATT**

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

**G. C. WARREN**

Box 1036, Regina  
IMPORTER, WHOLESALE  
BROKER, and MANUFACTURERS'  
AGENT

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

**DISTRIBUTORS, LIMITED**

P. O. Drawer 99

**EDMONTON, ALBERTA**

Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.

Track connection with all Railroads.

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We have a few cars to offer.

WRITE OR WIRE.

**W. H. Millman & Sons**

Wholesale Grocery Brokers

**TORONTO**

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and  
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**TORONTO**

Grocery Brokers and Agents.

Established 1885

**MacLaren Imperial Cheese Co.**  
Limited

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Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

**TORONTO, Ont. DETROIT, Mich.**

Raw Sugars advancing. We have  
on spot two cars bright Muscos.  
PRICES RIGHT

**Lind Brokerage Co.**

73 Front St. East - - **TORONTO**

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

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**FOR SALE**

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

**J. T. ADAMSON & CO.**

Customs Brokers  
and Warehousemen

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TEL. MAIN 778 **BOND 28**

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HALIFAX - - - **NOVA SCOTIA**  
We are open for a few high class specialty  
lines

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**WHOLESALE GROCERY BROKER**

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

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Brokers.

Warehousemen

**ST. JOHN, - - - N.B.**  
Open for a few more first-class lines.

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**T. A. MACNAB & CO.**

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

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

Use this space to talk to  
Old Country, Canadian  
and United States Manu-  
facturers.

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

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



# The Lines in Constant Demand!



## ROWAT'S PICKLES

AND

## PATERSON'S SAUCE

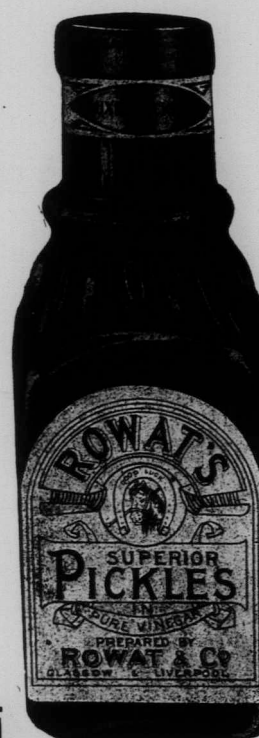
Are you handling these ready sellers?

### Rowat & Co.

GLASGOW - - - SCOTLAND

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## Tea Hints for Retailers

By JOHN H. BLAKE

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

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

(275 pages)

(24 full-page Illustrations)

Sent to any address on receipt of \$2.00.

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(Technical Book Department)

143-149 University Ave.,

TORONTO

## TEA LEAD

(Best Incorrodible)

### Buy "PRIDE OF THE ISLAND" Brand

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

### ISLAND LEAD MILLS, LIMITED

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

Canadian Agents  
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J. HUNTER WHITE, ST. JOHN, N.B.  
CECIL T. GORDON, MONTREAL

## MCLEAN'S

"White MOSS"

## COCOANUT



The purest shredded (not ground) cocoanut, fresh and full of the rich, nutty flavor. Don't hesitate to recommend McLean's.

**CANADIAN COCOANUT CO.**

Sole Makers : Montreal

PERFECTLY SANITARY  
 THOROUGHLY EFFICIENT  
 EXTREMELY DURABLE  
 LIGHT AND STRONG  
 NON-RUSTABLE

WITH TALKING  
 POINTS LIKE  
 THESE ANYONE  
 CAN SUCCESS-  
 FULLY SELL

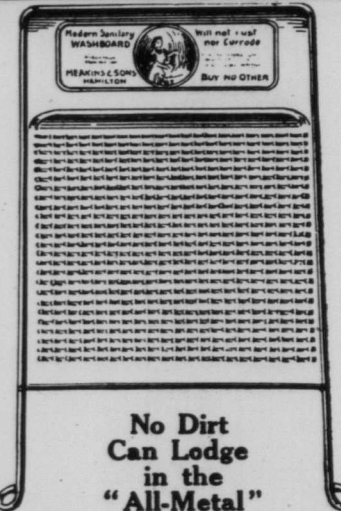
## MEAKINS' SANITARY WASHBOARDS

The old style of wooden washboard with its warping, rotting, tearing and dirt harboring, can be considered a thing of the past when our metal boards are put in your stock.

Every woman wants one, so

*Stock Well and Watch Them Sell.*

**Meakins & Sons, Hamilton, Ont.**



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**D**ON'T think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

**The MacLean Publishing Company**  
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**IN STORE**—our first shipments of

**New  
Season's**

**California---**

**Apricots, Peaches  
and Prunes**

SEND YOUR ORDERS EARLY  
—PRICES RIGHT—

**A SNAP**

**CALIFORNIA ASPARAGUS---**to retail at 15c a tin

ALSO

**Choice Barbadoes Molasses---**Brls. @ Hlf. Brls.

OUR QUOTATIONS WILL BRING YOUR ORDERS.

**EBY-BLAIN, LIMITED**

Wholesale Grocers.

TORONTO

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# Sugar Has Been Making History

Most Phenomenal Increase in the Price of the Sweetstuff—At the Highest Point Since 1899—Has Advanced \$1.25 Since June 30—The Movement on the Market From the First of the Year—Sugar World has Twice Been Startled This Year by Bad Crop Reports—The Future of Sugar.

Sugar has certainly been making history during the past three months, going upward with a stride that has seldom been equalled. At the present time with quotations of refined at \$5.85 on a Montreal basis, sugar is the highest in twenty-two years, sugar men having to go back to 1889 to find higher prices.

At the present time refined is \$1.25 per cwt., higher than when Europe first commenced sending out unfavorable reports concerning the beet crop that started prices on their upward trend. It is also interesting to note that prices are \$1.65 higher than the lowest point of the year, namely on Feb. 1, when sugar in bags at Montreal was worth \$4.20.

## Some Hopes Shattered.

When the year 1911 opened, it was general opinion that sugar prices during the ensuing year would be on a lower general level than in 1910. Those hopes have however, long since been badly shattered. Sugar men looked to Cuba for a good yield of raws and this was the basis of their prediction. It is true that Cuba did at first give out splendid hopes, and with the arrival of the new crop on the market prices of refined declined from \$4.60 on Jan. 1 to \$4.20.

That however proved to be the lowest point of the year. Raws in New York had been forced down to \$3.42, but refiners held off in their purchases in the belief of still lower prices.

The market held in the balance for a time, both sides waiting for further information. It came too, like a bolt from the blue, when Willet & Gray early in February predicted a shortage of 200,000 tons in the Cuban crop.

Speculators were not long in taking advantage of this prediction, and raws began to move upward, and on Feb. 24, refined was advanced ten cents—the beginning of the upward trend. Then as the Cuban shortage became more cer-

tain, prices continued to go up, \$4.60 being reached on April 18.

## A Period of Inactivity.

Then continued a period of inactivity during May and June, in regard to price movements. If towards the latter part of June one had asked a sugar man what was the outlook for the balance of the season, he would have expected a steady market with advances in price depending on the volume of consumption and demand. That was as far as a conservative dealer would have gone in his predictions.

It was then the sugar world received its second shock of the year. Up to this time Europe had been lying peacefully in the background, without any material interference in the situation. However, while July was still young, European beet quotations began to move sharply upward, a full shilling the first week, and the report was heralded across the ocean that the European crop had been materially damaged by dry, hot weather. Of course prices of New York raws began to rise in sympathy, and refined began its phenomenal upward march.

## July Advance of 55 Cents.

In July alone, the price went up 55 cents, and dealers all over the country stood aghast at the unusual occurrence and wondered where it would end. However, the news from Europe gave no relief to the situation, the estimated shortage continuing to be enlarged and the movement in prices keeping pace with the extended estimate. On June 30, beet quotations were at 11 shillings, while the present price is 18s. 6d. for prompt shipment. During that time refined has advanced \$1.25 per cwt., 55c. in July, 40c. in August, while during September the advance has been 30c.

While there is no doubt that speculation has had a certain influence in boosting prices to the present high level, nevertheless the rise has been warranted to a certain extent, because the supply of nearby sugar is small,

and particularly because of the shortage in the European crop, which will be considerable. Otto Licht in his first expert preliminary crop estimate, shows a decrease of 860,000 tons minimum to 1,835,000 tons maximum from his last year's\* outturn of 8,160,000 tons, the final result depending on the weather conditions after September 1. As noted this estimate allows a wide range, close on one millions tons, and makes the fact plain that the exact damage to the European crop is far from definitely known. That is the question now confronting the sugar men. Has the actual damage been fully or more than discounted by present prices? The answer to that question would be worth knowing.

## The Future of the Market.

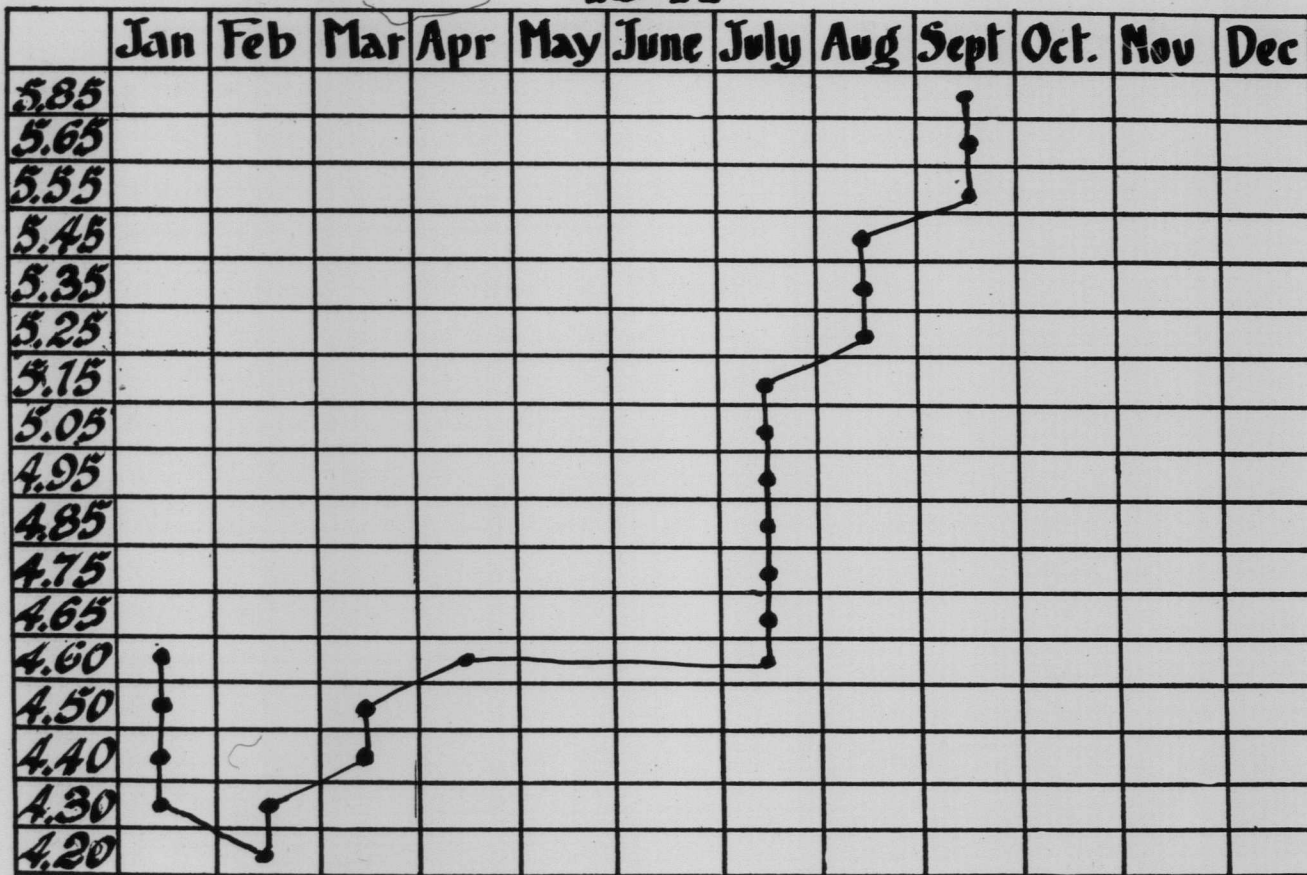
"The market is still strong, with no apparent weakness in sight," said one dealer in touch with the situation, and who in July predicted a strong market, at least until October, and probably afterwards if the conditions warranted it. "If we go back to the last similar campaign in 1904-05 when the European crop was damaged, causing a million tons shortage, we find that the high prices continued until February, when a good Cuban crop began to come on the market.

On the basis that history repeats itself, and the market at present is no more abnormal than in that year, we could not expect any relief until the Cuban crop starts to come forward.

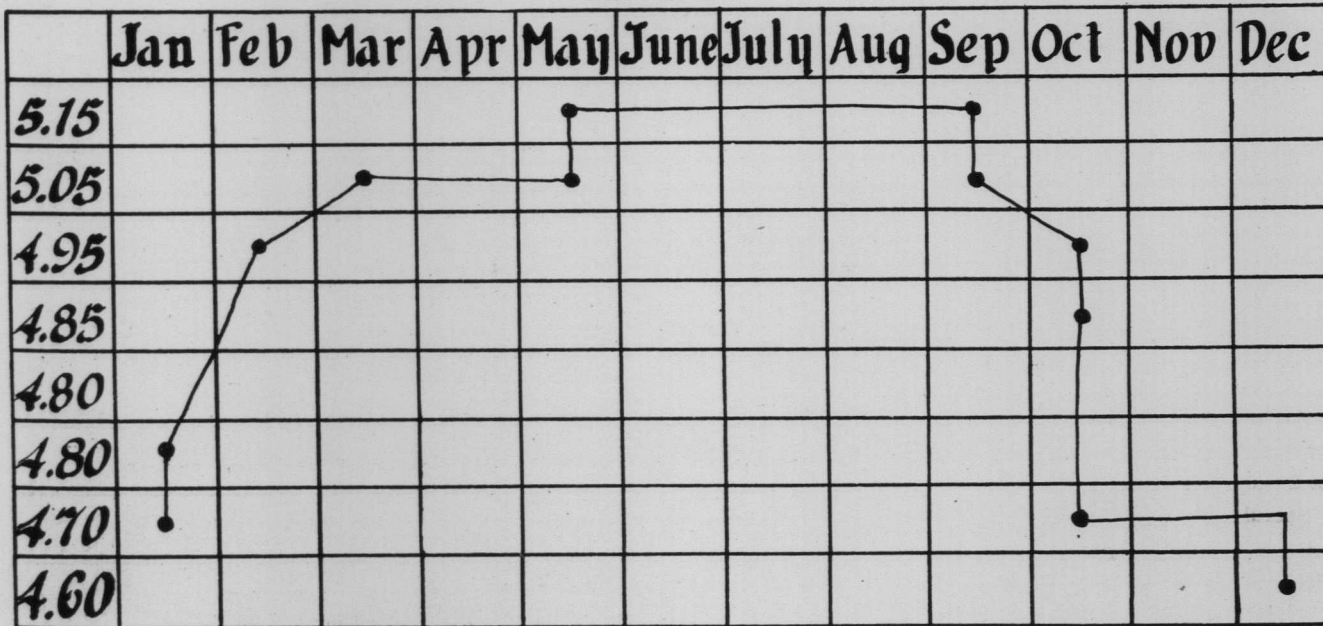
With abnormal conditions such as now prevailing, there is always the danger of extreme views, but still the prospects in Europe are showing no improvement, while there is at present a marked scarcity of sugar, New York refiners being far behind in their deliveries.

"On the other hand," he remarked, there are, no doubt, some slightly dangerous spots, such as the American beet crop, and the possibility of Europe turning out better, but I believe the man who needs sugar from now until January, is probably safer to buy it than to leave it alone." Such is the opinion of one man who has made a careful study of the situation and who on other occasions has been conservative in his opinions as to a strong market.

# 1911



# 1910



The Canadian Grocer's Sugar Chart, Showing Phenomenal Advances Since June 30, 1911, and Trend of the Market in 1910.

# Lesson 4--Course in Card Writing

Fourth of a Series of Twenty Lessons in Lettering, Spacing and Shading, Showing the Actual Hand-Lettered Plate With Each Letter Shaded and a Card Demonstrating Application.

By J. C. Edwards. (Copyright applied for).

Before we go any further, we will review the brush and ink problem. The most practical brush is the No. 7 red sable, flat, in Albata (German silver). The hair is the right length and is of the proper thickness to make the single and double stroke block letter as illustrated in the accompanying plate and card.

The cut inserted shows the brush flattened out in good shape and held in the hand in one of the positions brought into practice in this lesson.

Dip your brush into a wide-mouthed bottle of letterine and rub it out flat on the cardboard or palette, adding a little water if the ink is too thick, and does not work freely, by dipping the point of the brush into a tumbler of water.

When you have the brush in shape commence with the letter "a" and make

The strokes predominating in this plate are practically the same as those of lesson No. 2, with the addition of an extra stroke to broaden or double the strokes which require it. For instance, No. 2 in the letter "a" broadens the right-hand lower portion of stroke 1. Stroke 5 broadens the left-hand portion of the curve formed by strokes 3 and 4, and so on throughout the entire alphabet. This should be clear to you if you study the plate until you grasp the principle.

Take the letter "e" and you will notice that the 4th movement or stroke completes a perfect "e" of the "single stroke block" order and that the addition of strokes 5 and 6 broadens the outside strokes, giving the finished letter the appearance as shown in the plate. You will discover, in looking over this

"S" and "Z" the connecting strokes should be the double ones.

Take particular note of the "Z"—a common error with amateur card writers is in placing of the connecting strokes just the reverse to what is shown in the plate.

They begin the centre or connecting stroke at the left-hand top corner and run it to the right lower corner. Always start and finish as shown at the right top and end of the lower left. Note also the wide stroke of the "X."

The shading used in the letters of this plate is the top and right-hand shading to correspond with the capitals in the preceding lesson. The card pictured here is lettered in "single and double stroke" and "single stroke" block letters. The former being used as the display and the latter as the reader.

This shows the comparative strength of the two styles of lettering. Note the plainness of this card and yet the strength it has. Stick to plain work and do not attempt fancy stunts until you get the lettering perfect. Work slow and master every stroke. The speed will come with confidence gained by practice.

## Care of the Brush.

After using a brush, wash it thoroughly in clear cold or warm water and gently draw it to a chisel shape before putting it away. Stand it on end or lay flat without the bristles coming into contact with anything to disarrange them and your brush will always be ready for use.

For further information re outfit, etc., write to J. C. Edwards, care MacLean Pub. Co., or The Canadian Grocer, Toronto.

## MARKET NOTES.

A stronger market has developed in fresh cocoanuts in New York under more active interest on the part of manufacturing dealers. Stocks are said to be moderate.

A fair volume of Valencia oranges are expected to come forward from the coast this side of the new crop navels. Demand will be on a larger scale when small fruits become less plentiful.

The Florida grape fruit crop will be smaller than last year. The orange production will be larger.

With the cooler weather the demand for watermelons is slacker.

**One Lesson  
Mastered  
is better than  
scores only half  
learned.**

Card showing application of the single and double stroke block, lower case.

the first stroke with one stroke of the brush at its full width. Do this between lines about an inch apart, also having another line above the top one and one below the bottom, and leaving a space between of  $\frac{1}{2}$  inch.

These outside lines form the guide line at the top for such letters as "b," "d," "f," etc., and at the bottom for letters "j," "z," "p," etc.


Practice the different strokes as they appear in the plate. Make the double or wide stroke about twice the width of the single in every case, but be careful not to get the strokes crowded together, a very easy thing to do if the strokes are made too large for the size of the letter face (the letter face is the area of space taken up by the entire letter).

plate, that the broad strokes nearly always come on the extreme right and left sides of the letters and not on the top and bottom strokes.

This fact should aid you considerably in the execution of the alphabet when you have not the plate beside you as a guide. Such letters as "K," "S," "V," "W," "X" and "Y," also "Z," may bother you for a while to know what strokes to shade heavy, but by studying them thoroughly you will soon learn them and not make the common error of placing the wide stroke where the narrow one should be.

For instance, the third stroke in "K" being the top stroke, should be narrow. In "V," "W" and "Y" the left-hand strokes should be the wide, and in the

Plate No 4 Single & Double Stroke Block  
Lower Case



a a a a a b b b b b  
 c c c c c d d d d d e e e e e  
 f f f f f g g g g g  
 h h h h h i i i i i j j j j j k k k k k  
 l l l l l m m m m m n n n n n o o o o o  
 p p p p p q q q q q r r r r r s s s s s  
 t t t t t u u u u u v v v v v w w w w w  
 x x x x x y y y y y z z z z z

J. C. Edwards

# THE CANADIAN GROCER

Established - - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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

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## THE LAST TWO BIG SUGAR BOOMS.

With the present unusual high prices of sugar, it is interesting to recall former periods of extreme values. Not since 1889 have prices been as high as they are to-day. In that year the highest point reached by Europe was 28s 1½d. for prompt beets as compared with the present quotations of 18s. 6d. In that year conditions up to April and May were normal. Then short crop reports began to be considered, and a Beet Sugar Syndicate was formed in Europe to put up prices, corner the market and force American refiners to come to them for supplies.

Advance followed advance until in June quotations reached 28s. 1½d. and New York refined 9.06 per lb.

Then the syndicate discovered that American refiners had been able on the rise to accumulate from all sources very heavy stocks, making them independent of Europe and a collapse of the speculation came immediately. Beets declined in a two weeks' panic to 19s. 9d (2 1-16c per lb. decline) and was only checked by banks giving the syndicate an extension of settlement. The liquidation continued on a declining market until September to December saw its end at quotations of 13s 8¼d. to 11s. 8¼d.

In 1904-05 there was also a shortage in European beets, amounting to around one million tons. The market continued strong until on in January. From 11s. ¾d. on Oct. 20, 1904, prices went to 16s. 3¾d. on Jan. 1902. The "bubble" then burst and prices went steadily down to 8s. 8¼d. in August, 1905.

In June, 1904, refined prices were at \$4.35, while on Jan. 19, 1905, they were \$5.75, not as high as to-day. Prices then dropped until \$4 was reached.

## FANCY GROCERY TRADE IN COUNTRY.

A manufacturer of a high-grade grocery specialty recently said that during the past year or so there has been an enormous increase in the sale of his line throughout the country districts. While a few years ago, his travelers rarely visited the country towns because sales would not warrant it, at present they find it profitable to do so.

This should be encouraging to country dealers. It brings out the fact that the public even in the rural districts are beginning to demand specialty food products

that formerly belonged exclusively to the city trade. It shows that the country merchant's trade is not confined alone to the staple lines but includes those fancy lines which in most cases allow a larger percentage of profit.

Merchants should awaken to the fact that there are excellent chances for the sale of fancy groceries in the country districts. That there has been a substantial increase in the sale of one line is proof that the same may be brought about in other lines. Merchants should not wait until customers find out in one way or another about goods and demand them, but should prove their progressiveness by introducing them, and incidentally receiving a large profit. Fancy groceries are beginning to meet with a ready sale in the country towns and villages. Thus there is a field opened to further trade and profit.

## IMPROVEMENT OF THE CLERK.

That there is a dearth of competent clerks is a fact of which grocery merchants in all parts of the Dominion complain. It seems difficult to secure a clerk that thoroughly understands the business, who is an efficient salesman, possesses initiative and who takes an interest in the business. It is a big problem with which the grocer has to contend, and one which is showing apparently no improvement as time goes on.

While it is no doubt true that the merchants are themselves largely responsible for the present general inefficiency of clerks, the poor clerk being the result of poor training on the part of his employer, nevertheless the clerk himself can to a large extent by his own efforts bring himself up to a marked degree of competency. If he has the ambition, is anxious to become a better clerk in every sense of the word, he will very soon become conversant with the different phases of the grocery trade. By endeavoring to become a better salesman and to acquire a better knowledge of the business, putting forth a little initiative and taking an interest in the business, he will work a wonderful improvement in his capabilities as a clerk.

The fact is not to be denied that there are many bright clerks in Canada but the majority could be a great deal better if they would put forth sufficient effort. The competent and capable clerk is in good demand and it therefore behooves the clerk, no matter what his present ability in this line may be, to put forth a greater determined effort to acquire more knowledge and a greater degree of efficiency in the business in which he is engaged. It is most decidedly to his own advantage to do so.

## COMBATING THE MAIL ORDER HOUSES.

That the mail order houses are securing a large percentage of the country merchant's trade is true.

That the amount of business they are securing is increasing instead of decreasing is also true. These smaller merchants are certainly confronted with a difficult problem in the present competition of the catalogues. How are they to combat it and combat it successfully?

Dealers in many towns throughout the country have awakened to the fact that the mail order houses have been taking away a certain percentage of their trade. Nearly every town where these catalogues enter is affected to a greater or lesser extent.

Thus awakened there have been some merchants who developed a determination that they would hold their own. They studied the question from all points of view. They ascertained just the exact reason why this trade was



## CANADIAN FOUNDRYMAN

going away. They then planned their campaign against this modern trade evil and backed by determination they have succeeded in retaining the trade in their home towns.

Weak-hearted campaigns at long intervals such as some merchants conduct will not bring the desired result. The dealer having determined to overcome it, must keep continually at it until he has succeeded. He will not win either by denunciation of the mail order houses and their methods. He need not call on his customers to show their loyalty to their town by dealing at home. While this may be a helpful method to combine with his regular campaign, and one in which the local paper will generally assist him, it is in itself of very little use. The merchant must appeal to the business instinct of his customers if he wishes to work a complete cure of the mail order habit. He must show them in facts and figures, dollars and cents, that they are gaining nothing by buying away from home. He must introduce up-to-date methods into his business—one of the main assets of the mail order houses in attracting trade.

### MAINTAINING A COMPLETE STOCK.

To not have what a customer asks for is bad business policy. If you wish a customer to continue to patronize your store you must have the goods they desire whenever they are asked for. It is of great value to you to create the impression among your customers that you can at all times supply their wants.

We find many merchants continually being out of some article which customers ask for. The result is that customers are not only convinced of the merchant's unprogressiveness but when they desire to be sure of securing an article, they will not visit that store but the one that never or seldom disappoints them.

The main reason for the grocer allowing his stock to run short is lack of system in his method. This cannot help but happen unless the merchant works out some method of guarding against it. The method to be used will vary with the size of the stock. For the ordinary grocery store a common want book in which lines which are running short may be recorded will probably be all required. The grocer must, however, at intervals, run over his stock and make a list of articles, stocks of which will soon need replenishing. This method will do much to overcome the difficulty in question. The dealer cannot rely on his memory or loose methods in this particular.

### THE VALUE OF WINDOW DISPLAY.

A Winnipeg grocer the other day plainly demonstrated the value of the display window as a selling agent. He took a new grocery specialty which had just been received and made a neat display of it in one of his windows.

In the centre of the window was a well written show card pointing out the uses and advantages of the article shown. At the bottom of the card the price was given. As a result during the first day eleven persons came directly in and asked for the line shown without any comment. Many other customers entered and asked for further particulars which in some instances resulted in sales while in other cases customers were impressed but did not buy.

However, the grocer was well pleased with the immediate results, while it would no doubt also be productive of more business in the future.

Just another conclusive proof of the value to the merchant of his show window. It is, however, common

knowledge that the show window itself is of little value unless it is given the necessary attention. It is one of the best and cheapest mediums of advertising, that the dealer has at hand. It allows him to reach customers whose attention he might otherwise not be able to attract. Therefore, he should take full advantage of it by keeping it trimmed in such a manner that it will bring the best results.

How this is to be done is of secondary importance. The main feature is that the dealer recognize the value of his window. Knowing this the real merchant will turn it to the best advantage.

### SERVE CUSTOMERS FIRST.

A woman customer entered a grocery store the other day just as the clerk had perched himself on a step-ladder to arrange a shelf display. He had been called down from that position three times already to wait on customers and he was not in the best of humor when the fourth interrupted his work. He continued for perhaps a minute at the shelf while the customer waited and then condescended to descend to serve her with a greeting far from pleasant.

When a salesman is engaged in arranging a display, sweeping the floor, adding up a column of figures or some other similar work, it is hard for him to break away to wait on a customer. It is somewhat irritating at any rate, but if the salesman will remember that customers are of primary importance and all other work secondary, he will do so promptly and cheerfully.

The most important work in the store is the serving of customers and the selling of goods. It is the main object of the store to sell as much goods as possible and that should always be kept in view by the merchant and his clerks.

### EDITORIAL NOTES.

Enthusiasm among salespeople helps materially toward creating enthusiasm among customers.

\* \* \*

Freak window displays may draw the crowds and attract attention but they don't always sell the goods.

\* \* \*

You don't have to buy what the salesman offers, but that does not excuse a show of bad manners whenever a traveler enters the store.

\* \* \*

Not only does a man have to sell goods to be a successful business man, but he must make a profit on the goods sold.

\* \* \*

Unless you do things in an up-to-date way, you will certainly soon get the reputation of being behind the times.

\* \* \*

If you wish to write good advertisements, you must read good ones and study out the reasons why they are good.

\* \* \*

A Canadian grocer is still advertising specials for Labor Day. The ad. which appeared "last week" cannot fail to impress readers. It will convince them most emphatically that this dealer is not up-to-date or progressive and that they need not look to him for food handled in an up-to-date manner but looked after in a careless way—the same as his advertising.

## Should Farmer Receive Cash for Produce?

An Important Question Dealt With—Writer Maintains This Should be Insisted Upon—How to Deal With Country Customer Who Brings in Poor Butter—The Value of Tact.

\*By Henry Johnson, Jr.

One grocer's question was: "Is it good business policy to pay from one to two cents a dozen more for eggs than you can get for them in the market?"

This question arises from the old-fashioned notion of paying one price "in trade" and another price in cash—if, indeed, any cash be ever given. One successful grocer in my town, who is an ex-farmer, by the way, makes a boast that he "never gives any money for anything he buys from farmers!" His days of trading from the farm evidently ground into him pretty effectively the theory that farm produce is of one standard, on a par with groceries maybe, while money is different.

### A Mistaken Conclusion.

The old theory was that the grocer made money on his groceries, so his profit was realized in trading groceries for produce. No farmer could see any justification for another profit going to the grocer—"All he does is pack the eggs and ship them, or hand them out to a city customer"—so the fallacious idea became implanted that the grocer should pay full retail prices for produce—or a bit more—"in trade," thus actually handling the produce for nothing. Want of accurate knowledge of business rules, lack of logical reasoning, stress of fool competition between dealers, and the idea that "you cannot argue with your customers," all helped in establishing this mistaken conclusion.

There is no justice, nor good sense, nor any kind of "policy" about it. Buying produce is one distinct transaction; selling supplies to the producer is another; selling produce again to another consumer is a third. The grocer who performs any of these functions of service without being properly paid for his labor is not performing his duty to himself and therefore not to the producer or the consumer in question.

### Conveys Wrong Idea.

There is another unfortunate feature about this. The fixing of two standards gives a fictitiously enhanced value to the farmers' produce and cheapens and discredits the grocers' goods and service. If the deal were evened up and the farmer were willing to pay us an extra price for such goods as he took "in trade," just for the pleasure of handling more

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

money value, it would not be so bad; but he won't do that. Ask him 9c for your 8c package of soda or 14c for your 12½c raisins—just to be "liberal" both ways—and see how he takes it.

### Pays Cash for All Produce.

My experience dates to 1878, long enough ago to have had plenty of contact with old-fashioned methods, and I never had any experience with that kind of "trade." The elder Johnson did not do business that way. But he was also a diplomat. He did not refuse to pay more in trade as a primary consideration. He simply argued to the farmer that what the farmer had to sell was just as much worth a price in cash as such goods as the wholesale grocer had to sell, or as Johnson had to sell, or as the dry goods merchant sold. His strong point was that the farmer was entitled to money and should never be compulsorily restricted to buying more groceries than he might need and perhaps going without dry goods or hardware because he must sell his produce. So he always paid cash—all cash. Then if the farmer wanted groceries, all right; he could buy them and pay our prices for them. The complete equity of the plan appealed to everybody so that, in the face of the then universally prevalent custom, we paid cash; and I have never done it any other way.

### Farmer Likes the Money.

This plan has the advantage that you buy your produce for the market price, even if that figure be lower than your neighbor offers "in trade." Cash appeals strongly to the farmer and, in case he demurs, saying that "Henderson pays more but of course he gives no money," you can easily suggest that maybe Henderson gets pretty good prices for the "trade" he uses in making payment. The plan will win because it is right and good logical business; and when the cash plan becomes universal, as it will eventually, they will all have forgotten that any "trading" custom ever prevailed.

Another question of similar trend is the following:

"Suppose two customers come in together each having butter to 'trade out.' one has butter worth not over 7c or 8c a pound, the other butter worth 25c; both are equally good customers to you; what will you do with them to avoid insult to the one with the poor butter?"

The answer is, treat each one on a strictly business basis. This does not mean that you shall blurt out your decision and hurt the 7c lady. No: it means that here is where you will exercise every bit of tact in your system. These women are Mrs. Comstock and Mrs. Stewart, both as you say good customers and both—though you do not say it—usually excellent butter makers. Mrs. Comstock has 7c butter this week, instead of having 25c butter, as usual. When you discover the difficulty, try in some way to get finished with Mrs. Stewart first and get her out of the way.

may have to go the length of saying to her, in a friendly way, quietly, so that she alone will hear you: "Excuse me for serving Mrs. Stewart first this time; I have something special to talk with you about after she has gone out." Then, when finished with Mrs. Stewart, tell Mrs. Comstock, very privately, that something must have happened to her churning this week for her butter is 'way off—something you cannot understand—something so unusual that you knew she would want to know about it. Show her the butter and she, being a good judge, will acknowledge the trouble even though she may be sadly embarrassed to begin with.

### Give Your Suggestions.

Your sincerity and the delicate way you have led up to the explanation will appeal to her woman's good sense even though her pride be hurt at first. Devote all your attention to her trouble with full sympathy; suggest what may occur to you as the possible cause—that her cream got unduly chilled, maybe; or that there was some exposure to sprouting potatoes or onions in her cellar of which she was not aware; or anything else that your own knowledge and smeller may suggest as a probable cause.

Very likely she will quickly remember how it probably happened. At any rate, the trouble is there; the butter is badly below grade. She will probably be the one to ask whether you can use it at any price instead of waiting for you to make the suggestion. Then you can say how much you would like to give her but how little you can actually get for it; and then name your price. Right here you may note a troubled expression on her face which will plainly indicate that the price you name will not give her enough money to buy something she had intended to purchase that day. In that case you can come right in promptly with the offer to advance her any sum she needs to-day and she can make it up next time. This will relieve her anxiety and probably clear the atmosphere; and you will have the satisfaction of having handled the difficulty correctly. Chances are that she will

find and remedy the trouble before she comes in again, and gradually she will pay back what you have advanced to her. I have had this sort of thing happen with the best butter makers; and it has sometimes been unaccountably repeated for two or three successive weeks; but I have never yielded the point that I must have good butter, for which I stand ready to pay the right price.

**Should Not Accept Poor Butter.**

If she happens to be a chronic poor butter maker, believe me, you want to be very businesslike and plain in your

talk. So much and no more is what you can give. Bite it off short, though with uniform courtesy, and suggest remedies if they occur to you; but do not be imposed upon.

There is no more reason why you should accept second grade butter at first grade prices than why your customers should pay you 60c for your 35c tea—and a plain statement of that fact to some of them will do good all round and save a lot of time. No man ever got anywhere by being "easy," which never means, however, that any man should be a boor to anybody, customer or otherwise.

**Wholesalers Selling to Consumers**

**So Again Say Members of the Toronto Retail Grocers' Association—Not Alone to Large Institutions, but to Small Consumers Also—Complaints Against Hawking by Peddlers—Several Grocers Apply for Membership.**

Toronto, Sept. 21 (Special).—Between side talks on reciprocity, the Toronto Retail Grocers managed to get in considerable business at their monthly meeting in the Temple Building on Monday night.

J. C. Bond thought that an effort should be put forth by the association not only to increase the membership but also the attendance at the meetings. "Not only do we want their names but also their presence. In order to do this we must get them started. Then we must have something in the manner of discussions and debates that will interest them so they will come again."

D. W. Clark advocated the same policy "We must do something at our meetings that will help each individual member. Something that will mean dollars and cents to them. There are a great many grocers seemingly too selfish, small and petty to co-operate with others in putting the grocery trade on a better footing. We must get away from this if we are to have the influence that we should have."

R. Davies complained of the manner in which the peddler was cutting into the grocer's trade. He thought that some restriction should be placed on them as to the hours they should have.

"Why can't we put a stop to this 'hawking?'" asked D. W. Clark. "Peddlers shouting their wares from early morn' until late at night! The city has put a stop to other similar noises, and why not to this one?"

"It is ridiculous for a city like Toronto to allow it," declared J. S. Bond. "It is very annoying to residents and is not allowed in other cities. Besides the grocers who contribute so much to

the upkeep of the city should have some recognition in regard to protection from the peddler."

The yearly peddlers' licenses do not run out until next spring, and a strong effort will be made by the association to have some of their grievances in this regard remedied before the licenses are issued again.

**Wholesalers Selling to Consumers.**

The members complained bitterly of the manner in which wholesale fruit and grocery houses are overstepping their rights in selling direct to the consumer. The Yonge street fruit market seems to be one of the worst offenders according to reports at the meeting. "Why they will laugh at you when you reprove them for selling in this manner," declared one member.

"The wholesale grocers are getting just as bad," declared another. "Not only have they now secured the restaurant, hotel, college, hospital and boat trade but some are catering to the smaller consumer."

"Just the other day," spoke up one member, "a wholesale driver who came to my store had two brooms and a box of soap for one of my customers. Still they expect us to buy from them."

Two more members were admitted, and the following proposed: A. Corbett, King W.; W. A. Cooper, College; E. E. Martin, College; B. J. Hack, King; H. L. Coon, Christie; H. Worthington, Lippincott; Geo. McKee, College; E. T. Brittain, Lippincott; A. Codicinate, Rathurst; W. H. Soden, Queen W.; T. H. Dymont, College; R. Stockhall, Barton; Clubine & Malloy, Bloor.

**DARK HOENY CROP REPORT.**

The honey crop committee of the Ontario Bee Keepers' Association met recently to consider the crop reports and recommend prices for dark honey. The report sent out was as follows:—

"A good many reports were sent in, and from these the committee agree that the crop is about the same as 1910. Owing to the shortage in early fruit there has been less home canning than usual, which will undoubtedly result in an increased demand for our honey. The following prices are recommended for dark honey:

In lots of one ton and over,  
to wholesale grocers or commission houses ... .. 6½c-7c  
In smaller quantities to the  
retail trade ... .. 7½c-8c  
Retail direct to consumer ... 9c-10c

"In answer to our inquiry re prices realized for light honey, 100 per cent. report that the recommended prices have been obtained. A very large local trade is reported from many points. This should be encouraged as much as possible. The demand for honey will undoubtedly result in an increase in the trade of darker grades."

**HINTS FOR DEALERS.**

Before closing on Saturday night, talk over the results of the week's work with the clerk. Tell him how it compares with former weeks. Get him interested in it, and he will likely make an effort each week to beat former records.

Encourage your clerks to tell you of any difficulties which they encountered in serving customers. You can often give them pointers that will help them in overcoming these obstacles in the future.

If you have any department which is not paying a profit, tell the clerk about it. He may have some plan to overcome it, while at any rate, it will cause him to give more attention to that department.

Be careful in displaying goods in your window that they will not be damaged or the wrappers on packages spoiled.

Make the store attractive for the ladies. They rule your trade to a large extent and if you can interest them, you have gained a great deal.

Cleanliness in the handling of goods in one of the necessities of modern grocery business. See that counters, scales, knives and clerks' aprons are always clean.

**ANOTHER LIBRARY VOTING CONTEST.**

Hamilton, Ont., is the scene of another library voting contest. Only one retail grocer is interested in the scheme.

## Simple Business Getters for the Grocer

**Smaller Business Getters Which When Combined With the More Important Return a Good Dividend—Importance of Getting the Merchant's Name Before the Public — Other Simple Methods Which Do not Cost Much, But Which are Productive of Good Results.**

By James D. Smith.

Advertising, window dressing and personal salesmanship are some of the important methods which the merchant may use to increase his business. These three, properly conducted have been proved to be methods that will bring results, but there are many smaller business getters which if combined with the larger and more important, will return a good dividend on the amount expended on them, helping a great deal in expanding the amounts in the sales column of the merchant's books.

It is well that the merchant's name be well known in the homes into which he wishes to put his goods. Any manner in which the merchant's name will be made well known among the public is of value. The merchant's name coupled with the reputation of good goods and fair prices well advertised among present and prospective customers is something to be desired. Of course the expenditure of large amounts of money in direct advertising may bring about this result but the ones which we wish to consider now are the smaller and less expensive ways of attaining this.

### Keeping Name Before Public.

There are still to be found throughout the country a great many dealers who have no name plate about the store to denote who the owner of that business may be. This should be otherwise. The proprietor's name should have a position of prominence open to the view of passers-by. The name being brought before the people impresses it upon their mind. A simple sign across the store front above the window, on the awning, the window or the blind is all that is required and will be of great value. If it is placed upon the window, it is desirable that it should be in such a position that it will not interfere with the view of the display in any manner. It may be placed above the line of vision or in neat letters at one side. It is well not to destroy the effect of such a sign by the addition of too large a description of lines carried. Signs have been seen which read: "John Jones, dealer in staple groceries, teas, coffee, fish and fruits," when a simple sign, "John Jones, grocer," would have meant just as much.

If one side of your building is open to public view, it is an excellent place on which to place your name and goods

handled. Then the name on the delivery rig is another method of giving prominence to it, and is not a stationary but a traveling advertisement. There are many merchants who have a stamp for placing their name upon paper bags and parcels sent out. There is only one objection to this and it is that customers carrying a parcel do not want it covered with advertising matter. However, no fault could be found with a small ad. upon the bag or package. Advertisements upon fans, rulers, etc., all have their value, but the merchant before investing wants to consider if the results will be large enough to warrant the expenditure.

### Signboards in Country Districts.

In farming communities another method of advertising that has been used to good advantage by the merchant is the sign on mile boards along the roads leading to the town. These are brought to the view of the farmer while driving into town to make his purchases. Inscriptions on these vary. One form is "Two miles to John Jones for groceries," while another form is "One mile to ———," adding the name of the town, with the grocer's name in small letters at the bottom to show who erected it. With mile boards, it is well to take care to have the distances marked off accurately, as customers would not have the same degree of confidence in you if they found the distances were not correct.

### How a Blackboard May be Used.

Many dealers have blackboards which are placed at the front of the store and upon these, announcements of new goods arriving, goods with special prices, etc., may be made. Care should be taken with the writing of these announcements so that they will present an attractive appearance. A grocer in a United States town who has a covered delivery rig instead of the usual name on the back of the wagon has a blackboard upon which he places special announcements, and with the wagon constantly on the move, he has a valuable traveling advertisement. This scheme may be carried out by any dealer for if he has not a covered rig, there is always some portion of the frame on which such a blackboard could be placed.

A British Columbia merchant has an

advertisement printed and enclosed in a frame and these he places in the hotels so that visitors if wishing to make any purchases will know where to go. Such an advertisement would be an excellent manner for a merchant in a town where tourists visit, to advertise his business.

### Side Lines Develop Trade.

Sidelines may also be used to good advantage by the merchant as trade attractions. For the summer months an ice cream fountain in connection with the store is an excellent side line and besides the extra amount of trade that it brings to the store, if properly managed it also gives the dealer a good profit itself. Of course all merchants are not in a position or so situated as to make it profitable enough to install a fountain, but there are many other side lines which may be taken on, such as confectionery, fruit, provisions, plants, etc.

Some merchants just take one brand or line and make a specialty of it. Grocers have been known to help their trade by handling a good bread, butter, eggs, tea or coffee and giving special attention to it. Quality in these articles has to be first consideration as customers will not be held unless the goods are superior. But merchants who have followed out this course say that they hold some customer's trade because they are so well pleased with the coffee, tea or whatever the line may be that that store give prominence too. In the farming communities flour is an excellent article to make a specialty of because the farmer's wife generally bakes her own bread, and in every case they want the best flour to be obtained and the grocer who can supply that is likely to secure a large portion of their other trade also.

### Personal Letters.

Letters to customers is another one of the smaller trade getters of value. If you have a bookkeeper, she can spend her spare moments in this work. These letters are an excellent thing for holding present customers and also for attracting prospective ones. A personal letter now and again draws them closer to the store as they realize that the merchant is taking some interest in them.

While on the subject of the smaller business getters which involve but little expense, it would be well to say something in regard to service afforded patrons of the store. Little simple acts performed by the salesman are appreciated by customers and binds them closer to the store. They are things that cost very little but which bring good returns.

# Latest Review of the Grocery Market

Brooms Have Been Advanced in Price. Due to the Higher Price for Broom Corn—Sugar Continues in a Position of Strength—Grocery Lines in General are in Steady Position—Drought in Various Parts of the World Responsible for High Prices in Several Cases—In Toronto Canned Goods Show Special Firmness.

See also Provisions, Cereals and Fruit Pages Following.

## QUEBEC MARKETS.

### POINTERS—

Brooms—Advance of 10 per cent.  
Cotton Twine—Decrease of 1c per lb.  
Molasses—An advance quoted.  
String Beans—A 25 per cent. advance  
Sugar—Very firm.

Montreal, Sept. 21.—The elections have undoubtedly affected the grocery business in many respects and trade is quieter than it would have been at this season. Still, wholesalers report that their worst fears have not been realized and that business is better than they had really expected. There has not only been a political turmoil of late, but economically there has been spirited action. Sugar, molasses and rice, three staples, have been advancing in price, and in almost every direction one looks in grocery circles there is strength, and a tone of firmness. Even this week it is reported that brooms have been advanced by ten per cent. This gradual movement toward higher prices seem, to come directly from a world-wide gap between production. Canada is not alone by any means. In the United States the situation is even keener, in England during the past year there has been a movement toward higher wages for workmen—an actual necessity with the cost of living higher—and in France there have been riots as the result of advanced prices for foodstuffs. People have been drawn to the cities, while the farm hands have in many places lost in population. England's cry of "back to the land" seems applicable to the majority of her neighbors and friendly allies.

Sugar.—At the time of writing, jobbers were looking for another announcement that sugar had advanced again. With the New York market at 7½c and local manufacturers behind in their deliveries the market has certainly been strong and no immediate influence is apparent that might relieve the situation. Orders have been coming in rather freely in spite of prices and jobbers state that manufacturers are temporarily embarrassed, that is, they are behind in their supplies of sugar for immediate shipment. One order that had been given on Thursday last had not been delivered on Tuesday afternoon. This is only one illustration. In the United States a number of refineries are out of

the market and others are selling for forward shipment only. Sugar must have been profitable to those of the trade who made their purchases with the first signs of an advance. As regards the future it is impossible to give an idea of what may be expected. Across the border they speak of relief coming after October passes from their own beets and the Cuban crop. It is also difficult to estimate whether the price of sugar has proved a deterrent to the housekeeper in her preserving operations. It would be interesting to know just what the situation is, for it is bound to have an influence upon canned goods if preserving has been light. The fruit crops, however, have been good, the demand for sugar is steady and it looks as if there is an average amount of preserving being done. In the meantime, further advances in sugar are to be expected if the existing conditions are maintained. Jamaica crystals are quoted at 5½c and Barbadoes at 5c, locally.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " 50 lbs.	6 65
" " 25 lbs.	6 95
Red Seal, in cartons, each	6 55
Crystal diamonds, bbls.	6 65
" 100 lb. boxes	6 75
" " 50 lb. "	6 95
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 30
Extra ground, bbls.	6 20
" " 50-lb. boxes	6 70
" " 25-lb. boxes	6 10
Powdered, bbls.	6 30
" " 50-lb. boxes	6 10
Phoenix	5 85
Bright coffee	5 60
No. 2 yellow	5 60
No. 2 "	5 60
No. 1 bag	5 45
Bbls. granulated and yellow may be had at 5c above bag prices.	

Syrups and Molasses.—Last week, emphasis was laid upon the firmness of the molasses market in sympathy with the high price of sugar, and the possibility of an advance within the near future. It is now announced that choice and fancy molasses have been advanced one and two cents a pound respectively, and that at the new figures the market is firm. It is an evidence of the general situation the end of which is by no means yet in sight. Sugar is likely to advance further, and naturally molasses will hold its ground, especially in the fancy grades.

Fancy Barbadoes molasses, puncheons	0 33	0 35
" " barrels	0 36	0 38
" " half-barrels	0 38	0 40
Choice Barbadoes molasses, puncheons	0 30	0 32
" " barrels	0 32	0 35
" " half-barrels	0 34	0 37
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 30	0 40

Corn syrups, bbls	0 03½
" " "	0 03½
" " "	0 03½
" " "	1 75
" " "	1 25
25-lb. pails	2 40
Cases, 2-lb. tins, 2 doz. per case	2 75
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—There is but little news in dried fruits just now, although jobbers report the enquiry good and there is an apparent movement by consumers toward currants, raisins, etc. A little colder weather is all that is needed. In the meantime, currants are firm and the other markets are steady. Present interest in dried fruits is not very manifest.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14½	0 16
Evaporated peaches	0 17½	0 18
Currants, fine filiatras, per lb., not cleaned	0 07½	0 07
" " cleaned	0 07½	0 08
" 1-lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb.	0 08½	0 09
" Vostizaa, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06½	0 7½
Dates, Hallowee, loose	0 04½	0 05
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08½
Figs, 4 crown	0 09	0 11
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 9 crown	0 13	0 14

Prunes—	
30-40	0 17½
40-50	0 15½
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13

Raisins—		
Choice seeded raisins	0 10½	0 11
" fancy seeded, 1-lb. pkgs.	0 09½	0 10
" loose muscatels, 3-crown, per lb.	0 08	0 08½
" " 4-crown, per lb.	0 08½	0 09
Select raisins, 7-lb. box, per box	0 63	0 63
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07½
" select, per lb.	0 08	0 08½
" 4-crown layers, per lb.	0 08	0 09

Nuts.—Excepting a fair demand for nuts the market is quiet. The trade are apparently more interested in other lines just now.

In shell—		
Brazils	0 16½	0 17
Filberts, Sicily, per lb.	0 11½	0 12½
" Barcelona, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 13	0 16
Walnuts, Grenoble, per lb.	0 17	0 18
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11½	0 11½

Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb.	0 27	0 28

Cachews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon, green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12½	0 13½
Bon Ton, green	0 11	0 11½
Sun, roasted	0 10	0 11
Sun, green	0 10	0 10
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 22	0 23

Walnuts—		
Bordeaux halves	0 35	0 37
Broken	0 30	0 32

Teas.—Reports show well maintained strength in the tea market. Indias and Ceylons are firm. There is a good enquiry for Japans and the general tea outlook is encouraging to holders.



# THE CANADIAN GROCER

2s—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2s—Currants, black heavy syrup	1 97½	2 00
2s—Currants black preserved	2 27½	2 30
Gal—Currants, black, standard	5 27½	5 30
Gal—Currants, black, solid pack	8 27½	8 30
2s—Currants, red, heavy syrup	1 97½	2 00
2s—Currants, red, preserved	2 27½	2 30
Gal—Currants, red, standard	5 27½	5 30
Gal—Currants, red, solid pack	8 27½	8 30
2s—Gooseberries, heavy syrup	2 25	2 27½
Gal—Gooseberries, standard	7 10	7 02½
2s—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2s—Lawtonberries, preserved	1 97½	2 00
Gal—Lawtonberries, standard	7 02½	7 05
2s—Pineapple, sliced, heavy syrup	2 25	2 25
2s—Pineapple, grated, heavy syrup	2 25	2 25
2s—Pineapple, whole, heavy syrup	2 32½	2 35
2s—Raspberries, black heavy syrup	2 10	2 10
2s—Raspberries, black, preserved	2 35	2 37½
Gal—Raspberries, black, standard	7 25	7 27½
Gal—Raspberries, black, solid pack	9 50	9 52½
2s—Raspberries, red, heavy syrup	2 08	2 02½
2s—Raspberries, red, preserved	2 25	2 27½
Gal—Raspberries, red, standard	7 25	7 27½
Gal—Raspberries, red, solid pack	9 50	9 52½
2s—Rhubarb, preserved	1 52½	1 55
3s—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 50	3 52½
2s—Strawberries, heavy syrup	1 85	2 00
2s—Strawberries, preserved	2 02½	2 05
Gal—Strawberries, standard	7 25	7 27½
Gal—Strawberries, solid pack	9 50	9 52½

### VEGETABLES

Beets, sliced, blood red, 2s	0 97½	1 00
" whole, blood red, 2s	0 97½	1 00
" sliced, blood red, 3s	1 32½	1 35
" whole, blood red, 3s	1 37½	1 40
" whole, Rosebud, 2s	1 30	1 30
" " " "	1 55	1 55
Cabbage, 3s	0 97½	1 00
Carrots, 2s	0 97½	1 00
Corn, 2s	1 05	1 10
" fancy, 2s	1 10	1 15
" on cob, gal	4 77½	4 80
Pumpkin, 3s	1 00	1 00
gal	3 02½	3 05
Tomatoes, 2s	1 05	1 07½
" 3s	1 20	1 50
" gala	3 75	4 02½
Turnips, 3s	1 12½	1 15

### FRUIT

Apples, standard, 3s	1 20	1 20
" gal	3 75	4 10
Blueberries, standard, 2s	1 45	1 45
" gal	5 50	5 50
Peaches, 2s, white, heavy syrup	1 87½	1 90
" 2s, yellow, heavy syrup	1 87½	1 90
Clover Leaf and Horsehoe brands salmon:		
1½ lb. talls, dozen	2 45	Cohoos, per doz. 1 90 2 00
1½ lb. flats, doz.	1 55	Red Spring, doz. 2 10 2 25
1½ lb. flats, dozen	2 50	Lobsters, halves, per dozen..... 2 75 2 85
Other salmon prices are:		
Humpbacks, doz	1 35	Lobsters, quarters, per dozen..... 1 60
Pinks	1 35	Northern River Sockeye..... 2 45
Chicken	4 00	Soup, 2s..... 1 9
Turkey	4 00	Soup, 1s..... 1 40
Ducks	4 00	

## ONTARIO MARKETS.

### POINTERS—

Brooms.—Higher.  
 Tomatoes.—Wide range of prices.  
 Canned Goods.—General strength.  
 Pineapples.—Held at \$2.25.  
 Pot Barley.—Higher.  
 Toronto, Sept. 21.—Grocery trade according to reports of wholesalers is quite favorable in volume. The elections are no doubt creating a great deal of interest throughout the province this week, but are apparently having little effect on general business. Collections are reported fair.

General strength is still prevalent in groceries, with a number of staples included. In this particular might be mentioned sugar, tea, dried fruits, rice and canned goods. The latter is showing some special signs of strength, the result of short packs this year in a number of lines and the ever increasing consumption.

Drought this year in all parts of the world has worked for higher prices on numerous lines which the grocer handles. In this regard, sugar has been most prominent, the drought in Europe working serious damage to the beet crop.

Then in the far East rice prices have been boosted on this account, while the production of tea in India has also been affected. The pack of Belgium and French peas has also been seriously shortened, while in our own country we have examples in the general short packs of early fruits and vegetables.

Sugar.—No further change has taken place in sugar in the past week, quotations ruling at \$5.95 per cwt. The market is still strong and of a waiting nature, the market being inclined to await more definite reports regarding the probable shortage of beets in Europe. There have been various estimates of the probable outturn, one being as low as 5,865,000 tons as compared with 8,160,000 last year. Licht, in his first expert crop estimate, sets it, if favorable weather continues from the first of September, at a maximum of 7,300,000 tons, or if weather conditions prove unfavorable at a minimum of 6,250,000 tons. With this wide range, dealers are content to wait for the moment until something more definite can be ascertained.

While the raw market eased off slightly at the end of last week, due probably to some taking of profits, it has again reacted and is steady at 18s. 3d. for prompt beets. There is a scarcity of nearby sugar and New York refiners are behind in deliveries. When they go into the market it will likely cause further stiffening in price.

There is, at present, a brisk general demand for sugar, and supplies for a time were none too large. The consumption is quite large on account of the plenitude of preserving fruits.

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

Syrups and Molasses.—With the high sugar market there is naturally strength in kindred lines. While prices for molasses have been generally advanced on other markets, no change has taken place here although firmness is not lacking. Trade, however, in this line is none too brisk just at the moment.

There is also a firmness noticeable in compound maple syrups, manufacturers claiming that with the high cost of material the margin of profit is clipped down.

The fall trade in table syrups has set in and from now on should be appreciable in volume. Consumption with cooler weather will be larger.

Syrups—		Per case	Maple Syrup—	
2 lb. cans, 2 doz.	2 40		Gallons, 6 to case	4 80
in case	2 40		" 12 "	5 40
5 lb. tins, 1 doz.	2 75		Quarts, 24 "	5 40
in case	2 75		Pints, 24 "	3 00
10 lb. tins, ½ doz.	2 65		Molasses—	
in case	2 65		New Orleans, medium	30 35
20 lb. tins, ¼ doz.	2 60		New Orleans, light	28 32
in case	2 60		Barbadoes, extra fancy	0 45
Barrels, per lb.	0 03½		Porto Rico	0 45 0 52
Half barrels, lb.	0 03½		Muscovado	0 30
Quarter "	0 03½			
Pails, 38½ lbs. ea.	1 75			
" 25 "	1 25			

Dried Fruits.—New crop of dried fruits will be arriving on the market shortly. Raisins and currants were shipped at the end of August and should arrive at any time. Prunes and other California fruits are starting to be shipped but none have arrived here as yet. Most lines will be badly needed when they arrive as stocks generally are extremely low.

The markets on dried fruits show no signs of weakening. Prunes which are holding their own are turning out rather disappointing as far as the larger sizes are concerned. The fruit is showing a much higher percentage of shrinkage that is usual and the majority are grading down to 60 to 70's or smaller so that 30 to 40's, 40 to 50's and even 50 to 60's will be scarce.

Raisins, both Valencia and Sultanas, are stiffening up. Sultanas especially, have been moving upward, an advance from 7 to 10 shillings being reported by one dealer. The crop this year is estimated at from 33,000 to 35,000 tons as compared with 25,500 last year, 59,700 in 1909, and 56,400 tons in 1908. With last year's short crop, the markets are now bare of stocks, thus lending strength to the situation.

Currants continue steady in price.

Pines—			
30 to 40, in 25-lb. boxes	0 17		
40 to 50 "	0 16½		
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes	0 20	0 21	
Fancy, "	0 20	0 22	
Candied Peels—			
Lemon	0 09	0 11	Clitron 0 15 0 17
Orange	0 10	0 12½	
Figs			
Elmes, per lb.	2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2½ " 0 11½ 0 12½
2 "	0 08½	0 10½	Umbrella boxes. 0 12 0 14
2½ "	0 09½	0 12	
Tapiets, " 0 04 0 04½			
Bag figs	0 04	0 06	
Dried peaches	0 15	0 16	
Dried apples	0 09	0 09½	
Evaporated apples	0 11½	0 12	
Currants—			
Fine Filiatras	0 07½	0 08	Vostizzas. 0 10 0 12
Patras	0 08	0 08½	
Uncleaned ½ cent less			
Raisins—			
Sultana	0 10	0 12	
" fancy	0 11	0 13	
" extra fancy	0 14	0 16	
Valencia selected	0 08½	0 09	
Seeded, 1 lb packets, fancy	0 10		
" 16 oz. packets, choice	0 08½	0 09½	
Sairs..... 0 05			
Dates—			
Hallowees—			Package dates, per 1 lb..... 0 06½ 0 06½
Full boxes	0 05½	0 06	Fards choicest.. 0 10 0 10½

Tea.—The market locally as well as abroad continues in a position of steadiness. Trade on the whole is moderate in volume. A report from Colombo, Ceylon, says: "Supplies continue to come forward slowly and the crop for August when compiled is not expected to be a large one. Latest reports from the Estates are somewhat varied, some

THE CANADIAN GROCER

of them report good growing weather, while on others flush has been stopped by the strong wind that has prevailed. Under the circumstances, with supplies from India only about normal and a smaller crop in Ceylon, we can see no prospects of lower prices."

Coffee.—Coffee is steady at present quotations. Coffee options on the New York market are strong. Trade according to local dealers continues good and a fact on which many dealers put emphasis is that retailers are buying higher grades of coffee. This may be partly responsible to the fact that higher grade coffees have not been advancing with the rapidity of the lower grades.

Rio, roasted.....	0 18 0 20	Mocha, roasted.....	0 25 0 28
Green Rio.....	0 15 0 15	Java, roasted.....	0 27 0 33
Spantos, roasted.....	0 20 0 22	Mexican.....	0 25
Maricao, ".....	0 22 0 24	Guatemala.....	0 22 0 24
Bogotas.....	0 24 0 25	Jamaica.....	0 20 0 22
		Chicory.....	0 12

Nuts.—Prices show no change and there is nothing new to report in this regard. Trade is normal.

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

Spices.—Prices are unchanged but steady. General trade is good. The pickling season is now at its height and while most retailers were supplied earlier in the season with their main stocks, repeat orders are appreciable in volume. A report from New York on spices says: "Prices are generally higher and likely to be higher yet on short crops and on broad and steady consuming absorption by all the markets of the world. In pepper, nearly every grade has experienced a shortage in production this year, the total falling off being very material and likely to affect prices for a long time to come. In cloves, the incoming crop is very moderate in size, and very large sales have been made against it, the world's supply having been nearly wiped out by the consuming needs so far this year. In nutmegs, production has seriously diminished and visible supplies the world over have greatly decreased."

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

Rice and Tapioca.—Although lower grades of rice have advanced 50 cents per cwt. during the past month, there is

fact that the whole country is intensely still considerable strength in the market. Not alone is the short production confined to India, but a shortage of a greater or less extent is reported from a number of the rice-producing districts in the East. The tendency will naturally be to work for a certain amount of strength in the higher grades also.

Pot barley is another line which has been advancing in price of late, an advance of 75 cents per barrel being quoted by one miller. Millers are unable to get supplies for the mill.

Standard B, from mills, 500 lbs. or over, f.o.b.	
Montreal.....	3 40
Rice, standard B.....	3 50
	Per lb.
Rangoon.....	0 03 1/2 0 03 3/4
Patna.....	0 05 1/2 0 06
Japan.....	0 05 1/2 0 06 1/2
Java.....	0 06 1/2 0 07
Carolina.....	0 08 1/2 0 10
Sago, medimm brown.....	0 05 1/2 0 06
	Tapioca—
Bullet, double gosc.....	0 08
Medium pearl.....	0 06 1/2 0 07
Flake.....	0 08
Seed.....	0 06 1/2 0 07

Beans.—Supplies of beans at present are extremely small and prices are well maintained. New crop beans should be on the market within another three weeks.

Prime beans, per bushel.....	2 35 2 45
Hand picked beans, per bushel.....	2 45 2 55

Evaporated Apples.—There have been some arrivals of new "evaps" on the market although in rather limited quantities. The yield of apples in Ontario is larger than last year but on the other hand this will have a tendency to decrease the amount used for evaporating purposes. Prices range from 11 to 12 cents.

Macaroni.—As suggested some time ago, macaroni manufactured in Italy is higher in price, one dealer quoting a 6 cent advance on 22 pound boxes. The advance is due to higher Russian wheat which is used in its manufacture.

Brooms.—In some quarters, there appears to be some little excitement in the broom market of late. In some cases prices have been advanced 50 cents per dozen by wholesalers who say that a number of manufacturers have withdrawn prices, while others are quoting their product at an advance. One broom manufacturer was inclined to think that perhaps the excitement was a little greater than warranted. "The corn crop is just coming in and, of course, the market is unsettled," he said. "Prices fluctuate from day to day and the exact position is hard to ascertain. We have not as yet raised prices. No doubt, however, there is cause for some strength."

MANITOBA MARKETS.

POINTERS—

Sugar—Firm.  
Evap. Apples—New shipment next week.

Coffee.—Advanced 1c per lb.  
Beans—Advanced.

Winnipeg, Sept. 21.—In spite of the worked up over the elections, and that reciprocity is the chief argument of discussion, trade in all grocery lines continues active. The present period is one which needs careful planning.

Harvest is completed in many sections and threshing is general. Estimates from various sources continue to be published and so far the consensus of opinion is that a crop of just twice the size as that realized last year will be harvested this fall.

The first shipment of evaporated apples is expected next week. The opening prices are high and will sell around 11 to 11 1/2 cents. It is not expected that these will be maintained, but coming on a bare market it is only natural that the price of the early stuff should be high. Confidential reports from Ontario show that the crop is from 50 to 75 per cent. higher than last year. So it's only logical to expect lower prices as soon as any quantity appears on the market.

New canned tomatoes arrived on the market this week, and one wholesaler who has lately returned from a trip east claims that pretty nearly a full pack will be received this year. The prospects for corn also look bright owing to the good crop to the south. New prices have not been named as yet but are expected shortly.

Sugar.—The market remains firm, and in spite of high prices trade continues to be active. Stocks held are of good size as jobbers have maintained their usual supply on hand in spite of the high price prevailing.

Montreal and B.C. granulated, in bbls.....	6 40
" " in sacks.....	6 35
" yellow, in bbls.....	5 50
" " in sacks.....	5 55
Iceing sugar, in bbls.....	6 75
" in boxes (25 lbs.).....	7 00
Powdered sugar, in bbls.....	6 55
" " in boxes.....	6 55
" " in small quantities.....	6 30
Lump, hard, in bbls.....	7 25
" " in 1/2 bbls.....	7 35
" " in 100-lb. cases.....	7 25

Syrup and Molasses.—These lines at last show a slight movement after the long lapse of inactivity. Prices are unchanged but the demand is somewhat increased as some of the early logging camps are beginning to lay in supplies.

Syrups—	
24 2-lb. tins, per case.....	2 23
12 5-lb. tins, per case.....	2 48
6 10-lb. tins, per case.....	2 46
3 20-lb. tins, per case.....	2 47
Half barrels, per cwt.....	4 00
Barbadoes molasses, in half barrels, per gallon.....	0 62
New Orleans molasses, half barrels, per gallon.....	0 45
New Orleans molasses, per barrel, per gallon.....	0 47

Dried Fruit.—There are no changes in prices. Quotations are as follows:—

New prunes.....	Per lb.	Valencia raisins.
90-100s, 25, s.p.....	0 08	Fine on stocks, 28s,
80-100s, 10s, s.p.....	0 09	s.p., per box.....
80-90s, 25s, s.p.....	0 08 1/2	Fine selected, 28s,
80-90s, 10s, s.p.....	0 09 1/2	s.p., per box.....
70-80s, 25s, s.p.....	0 09	4 crown layers, 28s,
70-80s, 10s, s.p.....	0 10	s.p., per box.....
60-70s, 25s, s.p.....	0 09 1/2	4 crown layers, 7s,
50-60s, 25s, s.p.....	0 10	s.p., per box.....
40-50s, 25s, s.p.....	0 11	Ne plus ultra, 28s,
		s.p., per box.....



## THE CANADIAN GROCER

**Coffee.**—The coffee market has been extremely active during the week and has taken an advance of one cent per lb. For the last month this line has been exceedingly strong to the south of us, and advances have been expected. Local wholesalers stated that higher prices can be predicted.

Coffee, standard Rio. 0 16	Coffee, choice..... 0 16
	Coffee, extra choice.. 0 18

**Beans.**—The situation in beans appears to be a critical one. Prices during the last six weeks have been advancing steadily on the supposed reports of shortage of crops in Ontario. Reports, however, would indicate that this was not exactly the cause, but that Ontario bean brokers simply refused to sell. One large wholesaler in an interview on the bean situation said: "I saw a confidential wire from one of the largest bean brokers in Ontario yesterday. His representative here wired for information and the reply was to the effect that large stocks were on hand but he refused to sell till the elections were over."

Beans, 3-lb. picker, per bushel .....	2 55	2 65
Hand picked, per bushel .....	2 65	2 75
Peas, split, 100 lbs. ....		2 75

### NEW BRUNSWICK.

St. John, N.B., Sept. 20.—The present week is being looked forward to by

local dealers, as one which does not hold much encouragement for a brisk business, owing to the minds of the people being taken up considerably with election matters. While the elections are not to be held until the latter part of the week the whole period is expected to be dull. Even now and during the past week, there has been a falling off in trade.

The price of sugar still continues to soar. As a result of this advance molasses has within a short time gone up five cents on the local market. Advices received here are to the effect that the home sugar crop in the United States is quite promising, and that the abundance will mean an easier tone in sugar. The stock of molasses is said to be small, however, and this is especially so as regards fancy quality, so that high prices are looked for.

An advance was noted in cornmeal this week, a difference of ten cents being registered. As was predicted some weeks ago the cost of canned salmon has jumped noticeably, and indications are that it will go still higher, reports here being to the effect that the pack is not sufficiently large to cause a reduction in price.

In the country market while the farmers have not been coming to the city

with large quantities of farm produce, many of them being interested in the result and the campaign connected with the elections. However, there is an abundance of fine vegetables on hand, and good prices prevail. Eggs and butter are in good demand, and are fairly stiff in price.

The quotations for this week are as follows:

Bacon.....	0 16	0 18	Eggs, henery	0 28	0 30
Beans, hand			Eggs, case	0 23	0 24
picked, bus	2 59	2 55	Fin. Haddies	4 40	4 50
Beans, yellow			Fish, cod, dry	6 00	6 10
eye, bus	2 60	2 65	Flour, Manitoba	6 25	6 35
Butter, dairy,			" Ontario	5 45	5 55
lb.	0 21	0 23	Ham		0 16
Butter, cream-			Lard, compound		
ery, lb.	0 24	0 25	lb	0 10	0 11
Buckwheat,			Lard, pure, lb.	0 12	0 13
west, grey, bag	2 65	2 70	Lemons, Messi-		
Cheese, new, lb.	0 14	0 15	na, per box	4 50	5 00
Currants, 1/2, lb.	0 08	0 09	Molasses, fcy.		
Canned goods—			Barbados, gl	0 33	0 34
Beans, baked	1 15	1 25	Oatmeal, rolled	5 75	
Beans, string	1 05	1 10	Oatmeal, std.	6 35	
Corn, doz.	1 10	1 15	Pork, domestic		
Peas, No. 4.	1 20		mess.	22 00	22 50
" No. 3.	1 25		Pork, Ameri-		
" No. 2.	1 30		can clear	22 00	24 00
" No. 1.	1 80		Potatoes, blk.	2 25	2 40
Peaches, 2's,			Raisins, Cal.		
dozen	1 95	2 00	seeded	0 10	0 11
Peaches, 3's,			Rice, lb	0 03	0 03
dozen	3 00	3 05	Salmon, case—		
Raspberries,			Red spring	7 75	8 50
dozen	2 05	2 10	Cohoos	7 00	7 50
Strawberries	1 85	1 90	Sugar—		
Tomatoes	1 85	1 80	Standard gran.	6 00	6 10
Clams	4 00	4 25	Austrian	5 90	6 00
Cornmeal, gran.	5 00		Bright yellow	5 80	5 90
Cornmeal, bags	1 65		No. 1 yellow	5 50	5 60
" bbls.	3 45		Paris lumps	6 75	7 00

The peanut crop of the United States for 1908, was valued at \$12,000,000.

# Fresh Tea Is All Important

—it is the life of your trade. Any tea kept in stock six months loses one cent per pound in value, after one year two cents, after two years it is positively unfit for sale.

Tea is at its best the day it is fired in the gardens, and although in sealed metal packages, it keeps very much better than in bulk, still it loses flavor. We do our utmost to have "SALADA" reach the consumer in all its garden freshness and fine flavor, and ask the co-operation of every retailer in our efforts to serve the public with FRESH tea. Our advice is to buy not more than three months' supply at a time. Eighteen years' experience proves to us that this is vitally important.

If any retailer—anywhere—at any time, has any "SALADA" in stock that is over six months old, ship it back to us (freight collect) and we will refund the full purchase price. We back up our belief in the paramount importance of FRESH tea by this sweeping guarantee.

**The "SALADA" Tea Co.**

**Toronto and Montreal**

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"AFRODITE" brand, the best AMALIAS  
currant on the market,  
"NAUSICAA," fine FILIATRA dry,  
cleaned, carton currants.  
"VICTORIA," fine FILIATRA dry, cleaned  
carton currants,  
and importers and distributors of  
Highest-grade PATRAS and VOSTIZZA  
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We solicit the opportunity to quote on  
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There may be better laundry soaps  
made, but if there are they have not  
been shown in Canada. That's a broad  
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has ever tried "Canada's Best" will  
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Ask for our special Direct-to-  
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Generally, I believe, these increases have been due to merchants trying the 40c. tea in their own homes. They have found on trying it that it was just as economical to use and distinctly finer in quality, so they have recommended it with the result that they are now making much more profit for themselves and giving their customers better satisfaction.

It is the tea that was served at the Toronto Exhibition and was so greatly liked.

If you will try a package yourself, I feel sure you will recommend and sell much more of it.

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We are booking orders for October delivery at very low prices, from a very favorable contract made in June for 20,000 boxes California Prunes. Anticipate your wants for Foreign and Domestic Evaporated and Dried Fruits and place your order with

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## The Benefit of Retail Organization

Secretary of Vancouver Island's Merchants' Association Gives His Opinion of the Advantages of Associations

In a recent issue of The Grocer an account of the British Columbia Merchants' Association convention was given. At that time some of the addresses were not available, but have since been received. The following was in part the address of the secretary of Vancouver Island and will be read with interest by all connected with association work:—

"In the twelve months since we last met great progress has been noticed in the growth of our cities and the growth of business and trades. With this growth we find increasing use of improved methods and appliances in carrying on business, and the necessity arises for improved methods in sifting information (usually supplied by the applicant for credit), collecting and compiling data for correct ratings for credit, which the busy, aggressive merchant finds he cannot possibly attend to. What is his remedy for this and many other difficulties, such as, seeing that the manufacturer maintains the selling price which he quoted and by which he induced you to buy his goods, but often, before he has scarce left the city, some

one who thinks he will catch the crowd, and get ahead of his competitors, cuts that price and leaves you with an article which does not pay to handle, and takes up the space in your stores which you can so ill afford to spare for another "dead" line.

"The only efficient remedy is organization; meeting and consulting on difficulties as they arise; keeping an up-to-date rating list, notifying your members of the dead beats found locally or arriving from other places; looking after the manufacturer (especially those introducing new articles) and insist on their maintaining prices.

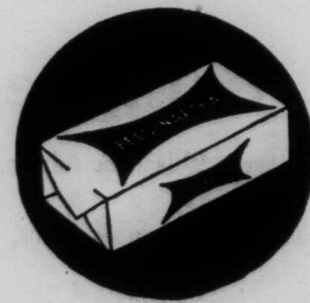
"In the trade journals you will continually find reports of associations being formed, and chiefly for the objects just mentioned. You may be quite sure that those merchants have heard of some of the advantages of associations, and have felt the need of them; we can safely assume that they are progressive men living in growing and progressive cities. By the time the next annual convention is held we may fully expect to double our number of affiliated associations.

"There seems a difficulty in some associations to keep up the interest in the meetings; many ask, when reminded of a meeting, "anything special?" "What's new," etc. Some associations have tried "discussions on special subjects," some have offered premiums among those attending. Personally, I think the members should look upon attending meetings as a necessary duty. If nothing of importance is before them they can exchange views on many trade subjects; closer friendly relations frequently follow, and the finding others at a meeting often induces "one more" to look in. Grocers, like other fellows, love congenial company."

## Whenever Liquidation

causes the sale of grocery stocks it is interesting to note the absence of any Fels-Naptha soap.

A clear indication of the steady demand and the continuous, even sale: due to the quality of Fels-Naptha soap.



### If you want mince meat that is **MINCE MEAT IN REALITY**

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

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

#### TEST US

Drop us a postal card.

Tell us your wants.

We have—

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

Also our condensed in cartons.

### J. H. Wethey, Limited

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

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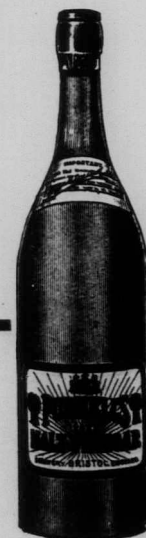
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**Not How Cheap--But How Good**

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and probabilities are they will be higher  
SO WILL LARD.

We have, however, a good stock of  
ROLLS, SHOULDERS, BREAKFAST  
BACON and BACKS and at reason-  
able prices.

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Evaporated Milk, Unsweetened.

REINDEER CONDENSED  
COFFEE, having the Coffee, Milk  
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ESPECIALLY MILD CURED.  
AS FINE AS ANY BREAK-  
FAST BACON.

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FERGUS

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## Smoked and Cooked Meats are Easier

Demand for These Lines is Less Brisk—Live Hogs are Lower in Price—Supplies are Larger—English Bacon Market is Less Firm—Heavier Pork is Steady in Price—Butter and Eggs Unchanged—Cheese Continues High.

The trend of live hog prices has again been downward, lower figures being general throughout Canadian markets. The lower prices of the past few weeks are ascribed to the less firm cables from the English bacon market while it is also true that live hogs are with the arrival of fall in better supply. In sympathy with lower values for porkers there is a less firm feeling in certain lines of provisions. The demand for smoked meats and cooked hams is less brisk contributing to some extent to the easiness in three lines. On the other hand heavier pork is in better demand and firmer. Trade on the whole is on an appreciable scale and considered favorable for the season.

Butter prices in general show no particular change. Demand is fair while production continues quite large. Otherwise there are no features. Eggs show a tendency to strength, the result of decreased receipts and a good demand. There is a good demand for strictly new laid.

Cheese still maintains its position of strength and is at the highest point for the season it has been for many years. Ever since early in June the price has been steadily ascending. At first the advance was due to the decreased production in Canada on account of the dry weather but later on the demand from England entered into the situation. The drought in that country has interfered quite seriously with production with a resulting demand from Canada.

### MONTREAL.

Provisions.—The changes predicted in last week's issue have become a fact. Pure lard is down ¼ cent and both live and dressed hogs are easier owing to the influence of the Toronto market, so it is said. Smoked hams are down ½ cent but several lines of pork are higher. Reports show that there is a fair demand.

<b>Pure Lard—</b>	
Boxes, 50 lbs. per lb.	0 11½
Cases, tins, each 10 lbs., per lb.	0 11
" " " " " "	0 11
" " " " " "	0 11½
Pails wood, 30 lbs. net, per lb.	0 11½
Pails tin, 30 lbs. gross, per lb.	0 10½
Tubs, 50 lbs. net, per lb.	0 11½
Tierces, 37½ lbs., per lb.	0 11
One pound bricks	0 12
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 09½
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09½
" " " " " "	0 09½
" " " " " "	0 10
Pails, wood, 30 lbs. net, per lb.	0 09
Pails, tin, 30 lbs. gross, per lb.	0 09½
Tubs, 50 lbs. net, per lb.	0 09½
Tierces, 37½ lbs., per lb.	0 09
One pound bricks	0 10½
<b>Pork—</b>	
Heavy Canada short cut mess, bbl. 35-45 pieces	23 50
Bean pork	16 50

Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat back	23 00
Heavy flank pork, bbl.	22 50
Plate beef, 100 lb bbls.	7 50
" " " "	14 50
" " " "	21 50
Boiled ham, small, skinned, boneless	3 00
<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 09½
Long clear bacon, light, lb.	0 11½
<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 13
Large sizes, 18 to 25 lbs., per lb.	0 12½
Medium sizes, 12 to 18 lbs., per lb.	0 12½
Extra small sizes, 10 to 13 lbs., per lb.	0 12
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " " " " "	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 13
Hogs, live, per cwt.	7 00
" " " " " "	7 50
" " " " " "	10 00
" " " " " "	10 50

Butter.—Prices are unchanged this week, the election having had a quieting effect. Many, it is believed, showed no interest for the reason that they wanted to wait for the outcome.

Creamery	0 26½	0 27
Dairy, tubs, lb.	0 22	0 23

Eggs.—The market is steady with a good demand. No prices have been changed, but the situation is firm.

New laid	0 30
Selects	0 26
No. 1	0 22

Cheese.—No developments are reported this week but with the passing of the political crisis something new may be expected although it may not necessarily be material.

Quebec, large	0 14½
Western, large	0 14½
" " " " " "	0 14½
" " " " " "	0 14½
Old cheese, large	0 13
" " " " " "	0 16

### TORONTO.

Provisions.—The general tone of the provision market is slightly easier, the result of a total decrease of 80 cents in live hog prices during the past three weeks. Smoked hams have met with a general reduction of 1 cent per pound while cooked hams, the demand for which has eased off, are lower at 25 to 27 cents. Long, clear bacon tends, however, in the opposite direction, prices ruling at 12 to 13 cents. Lard also seems to maintain a steady position.

Live hogs at country points range around \$6.90 per cwt. the lower price being ascribed to slightly decreased cables for bacon and the fact that supplies are now more plentiful. Dressed hogs are lower also, the result of the decrease in hogs on the hoof.

<b>Smoked meats—</b>	
Light hams, per lb.	0 16½ 0 17
Medium hams, per lb.	0 16 0 17
Large hams, per lb.	0 15½ 0 16
Backs, plain, per lb.	0 19 0 20
" " " " " "	0 20
Breakfast bacon, per lb.	0 16 0 18
Roll bacon, per lb.	0 11½ 0 12
Shoulders	0 11 0 11½
<b>Pickled meats—1 cent less than smoked.</b>	
Long clear bacon, per lb.	0 12 0 13
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	21 00 22 00

Cooked hams	0 25	0 27
Lard, tierces, per lb.	0 10½	0 11½
" " " " " "	0 10½	0 11
" " " " " "	0 11	0 11½
" " " " " "	0 09	0 09½
Live hogs, at country points	6 90	
Dressed hogs	9 75	10 25

Butter.—Butter prices are unaltered as is also the general situation. There is a fair production at the present time. "There is at least no firmness in the market," remarked one dealer.

<b>Fresh creamery print</b>		Per lb.
Creamery solids	0 27	0 28
Farmers separator butter	0 24	0 25
Dairy prints, choice	0 23	0 23
No. 1 tubs or boxes	0 22	0 24
No. 2 tubs or boxes	0 18	0 20
" " " " " "	0 15	0 17

Eggs.—Production is not on as large a scale as hitherto. Prices are unchanged but firm.

Fresh gathered eggs	0 21	0 22
New laid eggs	0 23	0 24

Cheese.—"New cheese is the highest it has been at this season for several years," said one dealer. "This time last year we were selling at 12½. Today the lowest price is 15½ cents." The price is most unusual for this time of the year, the main reason being the reduced production in England and the consequent demand from that quarter.

New cheese—		New twins	0 15½
Large	0 15½	Old Stiltons	0 16½
Old cheese	0 17		

Poultry.—Arrivals are fair in volume as is also the demand. Prices show no change.

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

Honey.—Prices are well maintained but there are no unusual features present just now.

Clover honey, strained, 60-lb. tins	0 11½	0 12
Clover honey, No. 1 comb, doz	2 25	2 50

### SCALE INSPECTION.

Editor, Canadian Grocer,—I like Mr. Wotton's letter in last week's Grocer re Scale Inspection. Why under the sun the grocer should pay \$4 or \$5 every year to have his scales inspected and the public who are so directly interested not pay a cent of it, I don't see. I believe in the United States, scale inspectors only visit you when a complaint is lodged. It is certainly unreasonable for the grocer to pay yearly whether his scales need adjusting or not.

GORRIE & CO.

Haliburton, Ont.

### SHOW CARDS ON PRICES.

Prices much in your favor. Our prices are always money savers. Whoever you are, whatever you buy, our prices are the same to you as your neighbor.

The employe who says "I'm not going to work myself to death for the pay I'm getting," is probably getting more pay than he is earning.

## The Scarcity of the Good Clerk

**Montreal Dealers Discuss This Important Question—Much of the Blame Attributed to Lack of Interest Taken by the Proprietor in His Employees—Length of Working Hours.**

Montreal, Sept. 24—(Special)—Labor Day was a holiday for the average workman, but among those who were at their accustomed places were the grocery clerks. The previous Saturday afternoon and evening found them toiling, while large numbers of young men in other positions ceased work at 1 p.m. that day.

This bears out what a prominent Montreal grocer said recently in discussing the various reasons for the present scarcity of good clerks. In his opinion, large numbers of young men who might follow the grocery business were attracted to other branches of work because of the shorter hours and better pay. The young man of the present generation, he continued, saw all around him others who had the Saturday afternoon to themselves, and it was not to be wondered that the main body demanded the same short hours.

Another point he dwelt upon was that clerks usually begin at low salaries, and it is many years before they are earning what the present generation calls "big money." Companions who follow some other occupation soon forge ahead of them in this regard, although ultimately the grocery business offers a good living under agreeable conditions. It is not every young man who considers the question in this light, but those who are working away, preparing themselves for the future, are bound to be rewarded.

### One Consolation.

From the standpoint of the clerk there is the consolation of knowing that the trade is not overcrowded with brilliant competitors. In this respect, the grocery business makes up for some of its other deficiencies, but to profit by this condition the clerk must be capable. This of course applies to every occupation, but there are reasons why it should be borne in mind by the ambitious clerk. One of these reasons, and it is almost entirely overlooked, is the fact that grocers do not instruct their clerks in the details of the business. They are not impressed with the important points, and from experience the writer believes that the employer depends too much upon his clerk learning by experience business facts which should be presented to him in his first lessons.

### The Usual Way.

Some grocers imagine that as soon as a new clerk is familiar with prices, he is ready to go behind the counter. This deals with the ordinary grocery store

where the clerk is receiving his grocery education. In the larger stores he is expected to be already schooled in the trade, and considers himself a graduate of the smaller store. In the latter store the clerk learns the prices, takes orders, fills them, and perhaps unconsciously learns the elements of salesmanship. But does he learn all the "ins and outs" about the goods he is selling?

Travelers who possess scraps of this knowledge impart it to the proprietor, but the clerk does not hear it. And then with the little details of marking goods, the keeping of books, the arranging of selling prices, the taking of stock, the question of profits, discounts, and so on, how does the clerk learn these things? They are mentioned to show that he has a great deal to learn before he can call himself a grocer, and many of those who are employers are deficient in many respects.

To sum up, why then is there a scarcity of good clerks to-day?

1. During their apprenticeship many have been engaged with grocers who do not know the business.
2. They have not realized what the grocery business demands of them.

3. The hours are longer and wages less than in other occupations.

### Shortcomings.

What the average clerk in the average Canadian grocery store has to contend with:—

1. An employer who thinks he knows all about the business, but doesn't.
2. Who therefore is incapable of instructing his clerk in the present day methods of the grocery business.
3. Who is, therefore, not as interested in how he carries on his business as he should be.
4. And who, therefore, does not take the proper interest in his clerks.

## Grocers' Letter Box

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

Editor, Canadian Grocer,—Will you kindly let us know the names of some dealers in New Brunswick "Green Mountain" potatoes?

OTTAWA WHOLESALER.

Editorial Note,—Among the dealers in New Brunswick Green Mountain potatoes are: Clements & Co., West St. John, N.B., and T. Collins & Co., North Market St., St. John, N.B.

To back up his advertising, so that customers will be entirely satisfied when they come should be the plan of every merchant.



Filling up candies with the hand is not an evidence of clean, sanitary methods and will not attract trade.



**Grocers:** The responsibility for the quality of the well-known and well-advertised branded articles rests upon the manufacturer whose name they bear. You are responsible to your customers for the quality of any private brands you may handle. The consumers of to-day demand quality and have learned by experience to rely upon the well-advertised brands.

## MAGIC BAKING POWDER



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



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

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MONTREAL

## WE WANT DISCONTENTED MEN

that is to say, men who know they could make more money if they had the chance.

### HERE IS THE CHANCE

If you will be our circulation solicitor for MacLean's Magazine, we will pay you a good commission on each new subscriber you get as well as on every renewal. You can do the work in your spare time, unless, like many of our successful solicitors, you find it pays to give whole time and attention to it.

### ARE YOU PREPARED?

**THE MACLEAN PUBLISHING COMPANY**

143-149 University Avenue

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TORONTO, CAN.

CANADA: No better Country

MOTT'S: No better Chocolate

**"Elite"**

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

**Diamond**

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

Ask your jobber.

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

SELLING AGENTS:

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**Do You Realize**

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

**Carr's Biscuits**

are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent



**CARR & CO. CARLISLE ENGLAND**

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

**Poor Pickles**

**Low Grade Malt Vinegar**

We are not advertising these, for there never were any goods of a low order turned out of our premises.

**But You**

are advertising yourself as a second-rate grocer if you sell them—even once—to a customer who wants something good.

**Advertise Your Business Free**

by stocking our high-class goods. The quality is the highest.


**S. CHIVERS & CO., Limited**  
CARDIFF WALES  
CANADA:  
112 St. Francois Xavier St., Montreal

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

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

**Allison Coupon Books**

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



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

For sale by jobbers everywhere.

**Allison Coupon Company**  
INDIANAPOLIS, IND.

**The Care of Silver and Plated Goods**

NEARLY every housewife knows the great tendency of silver and plate polish is to scratch and mar the delicate finish of these wares. The constant use of

**CHIVERS' PLATE POWDER**

will not only not scratch the most highly polished silver or plate ware, but will give them the most brilliant and pleasing effect. When you can introduce Plate Polish do not hesitate to recommend Chivers'.

Get particulars from the Canadian Agents:

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## Confectionery Trade on the Increase

Good Fall Trade is Being Felt—Consumption is Showing Substantial Increase—High Sugar Market Stiffens Prices Somewhat—Flour and Cereals Are Steady in Tone—Normal Volume of Trade is in Evidence.

With the extremely high sugar market now prevailing it is only natural that a stiffening in the price of confectionery would result. Slight upward movements in the quotations for certain lines have taken place.

Manufacturers state that there is not only a good trade in evidence at present in this line but that the consumption is showing a substantial increase. Grocers who have not now a confectionery department should consider the advisability of adding one, while those dealers already handling confections should put forth an effort to secure their share of the increase in sales.

Just at the present there is a general steadiness in flour and cereals. Flour is practically in the same position as last week, wheat quotations having varied little. The same strength is apparent in rolled oats prices of the raw material with the tardy movement of new crop, being well maintained. Corn meal and rolled wheat are on a steady basis.

Threshing delay, due to wet weather in the Canadian North-West, brought out some signs of strength at the beginning of the week, but was counteracted by a big increase in the United States visible supply of wheat. The movement of wheat has so far been very tardy.

Canadian markets will remain somewhat unsettled until the reciprocity issue has been decided. Meanwhile, interest in the elections is apparently having little or no effect on trade.

### MONTREAL.

Flour.—The market is steady and unchanged. Naturally, election talk is a big figure this week. Demand has not been materially interrupted, however, and when the excitement passes over it will be found that the depreciation of business was comparatively slight.

Cereals.—Rolled oats remain firm and steady. Just what the future will bring is difficult to tell. It is now strong and steady with a good business passing.

Fine oatmeal, bags.....	2 86
Standard oatmeal, bags.....	2 86
Granulated oatmeal, bags.....	2 86
Bolled cornmeal, 100 lbs.....	1 75
Rolled oats, jute bags, 90 lb.....	2 59
Rolled oats, cotton bags, 90 lb.....	2 65
Rolled oats, barrels.....	5 45

### TORONTO.

Flour.—The flour market shows no particular change from a week ago.

Wheat quotations are practically unchanged. Trade is on a moderate scale.

In Ontario, with an increased acreage of 94,019 acres, the Ontario Bureau of Industries estimates that the yield of wheat will only be 17,000,000 bushels as compared with 19,837,000 last year. The production of oats is estimated at 88,261,000 bushels as compared with 102,084,000 last year.

Manitoba Wheat	
1st patent, in car lots.....	5 30
2nd patents, in car lots.....	4 80
Strong bakers, in car lots.....	4 80
Feed flour, in car lots.....	3 00 3 20
Winter Wheat.	
Straight roller.....	4 15
Patents.....	4 50
Blended.....	4 50

Cereals.—No further price changes have occurred during the week. The strength in the rolled oats market is still maintained. Supplies of oats are slow in coming out. The set in of the fall demand is helping trade.

Rolled oats, small lots, 90-lb. sacks.....	2 60
Rolled oats, 25 bags to car lots.....	2 50
Standard and granulated oatmeal, 98-lb. sacks.....	2 86
Rolled wheat, small lots, 100-lb. barrels.....	2 90
Rolled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	2 00
Rolled oats in cotton sacks, 5 cents more	

### FOREIGN MARKET NOTES.

The coming crop of Florida oranges will exceed 4,500,000 boxes according to one estimate.

Allspice is higher in Jamaica. One report places the total of the new crop at 40,000 bags as against a normal crop of 90,000 bags.

Reports say that the catch of sardines in France has been poor so far this season, and while in Portugal fishing is better, the fish are larger.

Prospects are good for olive oil this year so far and if all goes well there should be a good yield this season. However, much may happen before harvest.

It is the general opinion among oyster growers and shippers that the supply of oysters this year will fall short of demand, although they will be of good quality.

At the annual meeting of the American Cranberry Growers' Association, the crop was reported to be equal in quantity to that of last year. It is expected by growers that about a half million barrels will be sent to market. Harvesting will begin in September, and prices are expected to be moderate.

If you expect to make a success of your business, the time to start is right now.



**"Perfection"**  
Popularized Sodas  
As No Others Did

and have held the enviable position their name stands for while others have fallen.

"Perfection" Sodas are the standard by which biscuits are judged, both for quality and crispness. There's a difference which is most pleasing to the taste, a flaky crispness that cannot be duplicated in many other brands of sodas.

Your select trade demands them when they ask you for the best.

## The MOONEY

Biscuit & Candy Co.

LIMITED

Factories at

Stratford, Ont., Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C.B.; Halifax, N.S.; Fort William, Calgary, Vancouver, St. John's, Nfld.



### —THE FLAVOR DE LUXE— MAPLEINE

Original and Distinctive  
Flavors Cakes, Candies, Ices, Ice Cream, Puddings, etc. and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.

**SELLS ON MERIT**  
Backed up by advertising  
See Price List  
Order a supply from your  
jobber, or—Frederick E. Rob-  
son Co., 26 Front St.  
E., Toronto.

**The Crescent Mfg. Co.**  
SEATTLE, W.N.

When writing advertisers kindly mention this paper.

## Dust Does Damage to Niagara Fruits

**So Fruit Growers Declare—Blame U.S. Automobiles—County Councils Make Move to Oil the Roads—Would Like Government Aid, Since Government Collects From These Motorists.**

Farmers, those who don't farm will say, are never satisfied. If it rains the country is getting too much rain. If it is sunshiny it is too dry. But the fruit farmers of the Niagara Peninsula have other troubles now—troubles which keep them "from broodin' over" the weather. They have the automobile as a daily companion. They have the dust stirred by the automobile. They have dust on their fruit, and to prevent this settling in, destroying quantities, they have lately undertaken experiments in oiling the county roads.

### Speeders the Trouble Makers.

The road from Hamilton to Niagara, as every one living in that neighborhood knows, is one of the best for motoring in the country. Along it many Canadian automobilists travel, and citizens of the United States in the hundreds use it. It is with these visitors from the other side that the fruit farmers of the Niagara peninsula have the great quarrel. They act as if the highways had been made a race track for them, say the growers. They stir up the dust so that it floats in the air for hundreds of yards. It settles on the trees and does a great deal to depreciate the value of the fruit.

Samuel Culp, of Beamsville, Ont., one of the large fruit buyers, says that the speeding automobile is especially dangerous in the spring. Already it has been found that the dust settling upon the blossoms prevents their maturing properly. Sometimes the buds die. Sometimes the fruit is dwarfed. Sometimes it is blighted. The farmers have no hesitation in laying the blame for this upon the motorists.

### Blame U.S. Autos.

They are not unreasonable men, these Niagara Peninsula farmers. They do not hope or particularly desire to ex-

clude automobiles from the roadway. But they do hold that exceptional speeding should be stopped—that the law should be kept.

"It is the U.S. motorists who run their cars at 30 to 40 miles an hour who do the damage," stated Mr. Culp.

The harm being done to the country by the automobile-raised dust has been considered at meetings of the county and township councils. As a result, experiments have been tried this year in oiling the roads. A large strip to the west of Grimsby has been thus treated, and the dust on the roadbed between Beamsville and Grimsby is kept down in the same way.

### Want Government Aid.

But the expense of oiling miles of road is great. The fruit growers feel they should get assistance in bearing this. A government grant, some of them believe, they should have. As they say: "The Government gets money from these automobile owners while we get dust. The government should vote us part of the tax to help us keep the dust down."

This problem of the Niagara Peninsula farmer is of interest to many of the grocers. If the dust does cause a deterioration in the fruit they will suffer. Some of them indeed have already suffered, by having their shipments of fruit come to them covered with the dust of the road. That, at least, spoiled the look of the fruit, and fruit is one of those things which must look well in order to sell well.

Whenever possible, let experience, not theory, be your guide.

Don't be afraid to fight against odds. The things worth having are hardest to get.



## ANCHOR BRAND FLOUR

is pure, wholesome and reliable at all times. It is quite different from ordinary flour and will make the most of your baking. 18

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.

## Apples! Apples!

GEORGIAN BAY DISTRICT

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

## Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

## Lemon Bros.

Owen Sound, Ontario  
and Sault Ste. Marie

## Alimentary Pastes of the

## "Swallow" Brand

(Hirondelle)

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

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

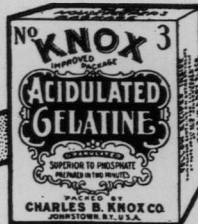
Assorted Egg Noodles of the "Swallow"  
Brand are great favorites. TRY THEM.  
You will appreciate their exquisite taste.

SOLD EVERYWHERE

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



**PUSH**  
the sale  
of



**THESE**

**PACKAGES**

You will be well paid for every effort you make to push the sale of KNOX GELATINE. You make a good profit on it at 15 cents per package. Our extensive advertising is constantly making KNOX GELATINE easier to sell, and its quality makes each sale lead to others.

Chas. B. Knox Co.  
Johnstown, N.Y.

Branch Factory:  
Montreal, Canada

## If You Went Into

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

# 4

BRANDS OF EQUAL PURITY.

**"Regal," "National," "Laurentia,"  
"Daily Bread."**

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

**The St. Lawrence Milling Co.**  
Limited  
**MONTREAL**

## SELL SARDINES WITH A GUARANTEE

There's nothing like a guarantee to help sell your canned goods! Read the exact wording below;

**CONCORD CANNING CO.**  
*We guarantee*

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

**CONCORD CANNING CO.**

*We ask the consumer kindly to write us if dissatisfied*

This is the guarantee appearing on each tin of CONCORD SARDINES, a line that retains the natural delicate flavor of the fish to a remarkable degree. For your best trade sell CONCORD. Order from your wholesaler.

List of Agencies -

R. S. McINDOE, Toronto  
WATSON & TRUESDALE, Winnipeg  
A. H. BRITTAIN & CO., Montreal  
W. A. SIMONDS, St. John, N.B.  
RADIGER & JANION, Vancouver and Victoria, B.C.

## Canadian Fruits

### Crawford Peaches

are now arriving in good shape,  
also

Plums, Pears, Grapes and  
Cantaloupes.

Tomatoes, Cucumbers, Apples,  
Egg Plant, etc.

Full Lines of  
Oranges, Lemons and Bananas



25-27 CHURCH ST. TORONTO  
are Largest Receivers

## "St. Nicholas"

The Lemon Leader  
for the past

7,500 DAYS

"That's  
Going  
Some"

J. J. McCABE

AGENT

TORONTO, : : ONT

## Domestic Fruits at Pinnacle of Demand

Big Trade is Being Done in Late Fruits for Preserving Purposes—Height of Season Has Been Reached in Peaches—Plums Are on the Wane—Pears Arriving Freely While Grapes Are in Good Supply.

The height of the season for peaches has been reached and from now on it is generally expected that supplies will become less plentiful. Some excellent stock of late varieties is now appearing on the markets. Plums are on the wane, although what there is are of good quality. Grapes are at the pinnacle of demand, while pears are being taken up fairly well. Dealers are doing a big business in domestic fruits for preserving purposes as is shown by the big trade in sugar at the present time.

Sugar melons are in good supply and are meeting with a fair demand. There is no doubt the grocer could work an improvement in this branch of his trade if he would do a little educative work, as there are a good many of the consuming public not acquainted fully with the sugar melon and its qualities.

Trade in oranges is quiet, the result of the rush of domestic lines, while none too favorable weather is responsible for a lack of briskness in lemons.

A recent report from Florida estimates the citrus fruit crop for 1911-12 at being over one million boxes greater than last season with the fruit uniform in size and of better color. The crop of grape fruit will be smaller than that of last year, but the orange crop will raise the average so that the entire citrus output will total about 25 per cent more than last season and will probably consist of over five million boxes.

### MONTREAL.

Green Fruits.—Canadian fall fruits are more than ever prominent this week and home-grown peaches, pears and plums are attracting a large trade. There is also a heavy demand for grapes and apples, and the general fruit trade is heavy just now. Lemons are a little easier in price with the demand lighter with the coming of cooler weather. There is a fair trade in grapefruit, oranges and pines.

Apples, bbl..... 2 75 3 50	Oranges—
Bananas, bunch.. 1 50 1 75	Valencia..... 4 50 5 00
Bananas, crated. 2 00 2 25	Jamaicas, bbl... 3 75 4 10
Cantaloupes.... 2 50 3 00	Sorrento..... 3 25 3 50
Cocoanuts, bags. .... 3 75	Mexican..... 2 75 3 00
Grape fruit, California, case..... 4 50	Peaches, California, crate..... 1 75 2 00
Grape fruit, Jamaica..... 4 00 4 50	Peaches, Can. basket..... 0 50 1 00
Grapes, Canadian, basket..... 0 20 0 25	Pears, Can. bas. 0 40 0 60
Lemons..... 4 00 4 50	Pineapples—
Limes, a box ... 1 25 1 50	Florida, case... 4 50 5 00
	Plums, California box..... 1 50 2 00
	Plums, Can. bas. 0 35 0 75

Vegetables.—New celery is moving freely. Sweet potatoes are in fair demand and are lower in price and toma-

atoes are quoted at a normal figure. Spanish onions are higher in price. There is a big trade in new vegetables for the grocer whose fruit and vegetable trade just now is an appreciable part of the trade.

Carrots, doz..... 0 25	Canadian lettuce per doz..... 0 45 0 50
Cabbage, doz..... 0 75	Onions—
Celery, doz..... 0 75	Spanish, crate... 3 50 4 50
Corn, per doz..... 0 20	Sweet potatoes.. 1 75 2 25
Cucumbers, doz. .... 0 60	Montreal potatoes, new, bag. 1 50 1 75
Garlic, 2 bunches.... 0 25	Tomatoes, Canadian, basket... 0 15 0 25
Green Peppers, bushel basket 1 75 2 25	
Leeks, doz..... 1 50 1 75	

### TORONTO.

Green Fruits.—Brisk business is still in evidence on the local fruit market. The domestic fruit trade is over. Plums are noticeably in smaller supply, although the quality of late arrivals is excellent. The same thing is true in regard to peaches, although there are still fair supplies at prices at least no higher. More interest is being directed to grapes, dealers now beginning to push them strongly for preserving purposes. This fruit will be available for a considerable period yet.

"Tomatoes are a glut on the market," declared one dealer, and indeed that seems true. In the first place, there is an abundance of supplies, while in the rush of other fruits, interest is being detracted from them.

A good trade is being done in sugar melons which are plentiful and lower in price. There are no special features to oranges or lemons just now.

Cape Cod cranberries are on the market at \$8.50 per barrel.

Bananas..... 1 00 1 75	Watermelons... 0 35 0 50
Lemons—	Canadian plums, 11-qt. basket.. 0 50 1 00
Verdeil..... 4 00 4 50	Can. peaches—
Limes, box..... 1 25	Best grades... 0 65 1 00
Oranges—	Common..... 0 30 0 40
Late valencias.. 4 25 4 50	Canadian pears, 11-qt. basket.. 0 25 0 50
Can. tomatoes, 11-qt. baskets. 0 15 0 25	Grapes, small... 0 17 0 20
Canadian sugar melons, crate. 0 30 0 40	Grapes, fancy Delaware..... 0 30
Rockyforde, bak 0 35 0 40	Green grapes, 1 basket..... 0 25
Rockyforde, salmon, flesh, bsk 0 30 0 40	Cranberries, Cape Cod, brl. ... 8 50

Vegetables.—There is no particular briskness in general vegetables just now. A fair trade is in evidence. Canadian cabbage are quoted at 75 to \$1 per dozen. Egg plant is lower at 20 to 25 cents per basket. Spanish onion arrivals which were interrupted for a time by the strike in England, as they come via Liverpool, are again on the market. They are a good sound stock and are quoted at \$3 to \$3.25 per case.

Potatoes are slightly lower again at \$1.25 to \$1.30 per bag. There continues fairly large shipments of New Brunswick stock. Ontario potatoes are re-

ported as being generally small as yet and not fully matured. The crop in no section seems particularly good although prices are just at this time towards easiness. The dry and hot weather was not good for potatoes and the Ontario Government report of August says: "A light yield of small potatoes will be the general rule. Early planted suffered most. Timely rains helped those planted later." The acreage of potatoes in Ontario this year is 162,457 acres as compared with 163,454 in 1910 and 169,695 in 1909.

Canadian beet, basket.....	0 25 0 35	Canadian beans, 11 qt. basket	0 25 0 35
Cabbage, Canadian, dozen.....	0 75 1 00	Onions—	
Carrots, new, basket.....	0 30 0 40	American cooking, 100 lb. bag	2 75 3 00
Cucumbers, Canadian, bk.....	0 15 0 25	Spanish.....	3 00 3 25
Green corn, doz	0 06 0 10	Canadian, bus.....	1 50
Egg plant, bk.....	0 20 0 25	Potatoes, N. B. stock, bag.....	1 30
Celery, per doz. heads.....	0 40 0 50	Sweet potatoes, barrel.....	5 00
Cauliflowers, dz.....	1 25	New turnips, per 11-qt. basket.....	0 20
Green peppers, basket.....	0 35 0 40		

## Cape Cod Cranberries

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

## Jersey Sweet Potatoes

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

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

**WHITE & COMPANY, LIMITED**  
WHOLESALE FRUIT AND FISH  
TORONTO

## GRAPES

Concords are now at their best, they are fully matured and sweet.

Our stock is not injured by hail.

**Peaches Elberta**  
**Pears Bartletts**

fine stock.

## Tomatoes

late firm stock.

**Muskmelons, Rocky Fords, Onions,**  
**Peppers, Egg Plant, Etc., Etc.**

Wire, phone, or mail your orders to

**STEVENS & SOLOMAN**  
GROWERS AND SHIPPERS  
HAMILTON, ONT.

## Peaches

The Best Varieties for Canning will be on this week. Our receipts this week will be very heavy. Let us have your orders.

## Grapes

How many do you want for Fair Day? Let us know your needs and we will look after you RIGHT.

THE HOUSE OF QUALITY

**HUGH WALKER & SON**  
(Established 1861) GUELPH, ONTARIO



## BUSTER BROWN

## VERDELLI LEMONS

Perhaps I can point you the pathway that leads to more business, this I want to do, and by pointing you the way I find it myself.

Tell every one of your customers you have Buster Brown Lemons—Sell them Buster Brown Lemons. Do not hesitate to hand them Lemons, but be sure you're selling them Buster Brown.

BUY ONLY BUSTER BROWN.



FOLLINA BROS., Palermo, Packers. W. B. STRINGER, Toronto, Sales Agent.



# Fish - Oysters



## Three Fish Days Improve Demand

Impetus is Given to Trade by Three Fish Days This Week—  
Business is Encouraging—New Lines Are Arriving on the  
Market—Oysters Have Met With Good Reception.

With Wednesday, Friday and Saturday of this week fish days, naturally some impetus has been given to trade and business has been very encouraging in volume. Various new lines of salt, pickled and smoked fish are arriving and should work for more business. The weather is not exactly the most favorable for any marked stir in trade but with weather becoming cooler will no doubt show some improvement. Oysters have met with a good reception during the past two weeks.

### QUEBEC.

Montreal.—There are three fish days this week, Wednesday, Friday and Saturday, and the orders received for delivery were encouraging. The demand and the new fresh stocks made an effective combination, while prepared and pickled received fair attention. Oysters have been selling well during the past two weeks and business is expected to grow steadily during the fall season. It is announced that brook trout are coming in freely and in good condition. The price quoted shows a reduction. Lake trout, white fish, halibut and salmon are in good demand. New pike and pickerel are arriving daily. The salt and pickled fish on the market include new Labrador herring in barrels and half barrels, green cod, Labrador and B.C. salmon, salt sardines and mackerel. The fish season has now opened in earnest, although it is hardly to be expected that every week will bring as heavy a business as is reported for the present.

FRESH		FROZEN	
Bluefish, per lb. ....	0 12	Halibut, express per lb. ....	0 10
Dressed perch, per lb. ....	3 18	Salmon, R.C., lb. ....	0 18
Dressed bull-heads, per lb. ....	0 10	Salmon, Gaspe. ....	0 20
Eels, fresh, each ....	0 25	Sea bass, per lb. ....	0 10
Flounders, per lb. ....	0 08	Trout, brook. ....	0 20
Mackerel ....	0 12	Lake trout, lb. ....	0 11 0 12
Haddock, per lb. ....	0 05 0 06	Pike, per lb. ....	0 08
Halibut, per lb. ....	0 10	Pickerel or dore ....	0 11 0 12
Herring, each ....	0 03	Whitefish, lb. ....	0 11 0 12
Steak cod headless, per lb. ....	0 05 0 06		
FROZEN		FROZEN	
Haddock ....	0 04	Salmon, B.C., red. ....	0 10
Halibut, per lb. ....	0 09	Gaspe salmon. ....	0 18
Pike, round, lb. ....	0 05	per lb. ....	0 18
Pike, dressed & headless, cases 150 lbs., per lb. ....	0 07	Qualla salmon. ....	0 10
steak cod ....	0 05	No. 1 Smelts, boxes, 10 and 15 lbs. each. ....	0 07
Mackerel. ....	0 11 0 12	Whitefish, large, lb. ....	0 08
		Whitefish, small. ....	0 06

### PREPARED FISH

Boneless cod, in blocks or packages, per lb. ....	7, 8, 10, 11 12
Shredded cod, 2 doz. in box, per box. ....	2 00
Skinless cod, 100 lb. case. ....	6 25

### SALTED AND PICKLED

New green cod, medium, per lb. ....	0 04	Choice mackerel, half pail. ....	2 00
New green cod, small per lb. ....	0 03	Salmon, B.C., red, bbl. ....	14 00
New Labrador herring, per bbl. ....	6 00	Salmon, B.C., half bl. ....	7 50
New Labrador herring, per half bbl. ....	3 25	Salmon, Labrador, bl. ....	16 00
Labrador sea trout, bbls. ....	12 00	Salmon, Labrador, half bl. ....	8 50
Labrador sea trout, half bbls. ....	6 50	Salmon, Labrador, trols, 300 lbs. ....	21 00
No. 1 mackerel, pail. ....	2 00	Salt eels, per lb. ....	0 07
No. 1 mackerel, 1/2 bbls. ....	8 00	Salt sardines, bbls. ....	6 00
Scotch herring, No. 2, bbl. ....	6 00	Salt sardines, 1/2 bbls. ....	3 50
Lake trout, half bbl. ....	6 00	Sea trout, 1/2 bbl. ....	6 50
		Sea trout, bbl. ....	12 00
		Scotch herring, ....	6 00
		Scotch herring, keg. ....	1 00
		Holland herring, 1/2 bl. ....	5 50
		Holland herring, keg. ....	0 75

### SMOKED

Smoked eels, per lb. ....	0 11
Bloaters, large, per box. ....	1 10
Haddies, ....	0 06
Herring, new smoked, per box. ....	0 20
Kippered herring, new, 40 in box. ....	1 25
New fillets, per lb. ....	0 10

### SHELL FISH

Shell oysters, choice, barrel. ....	13 00	13 00
XXX shell oysters. ....	10 00	10 00
Lobsters, live, per lb. ....	0 35	
Oysters, choice, bulk, Imp. gallon. ....	1 40	
Oysters, bulk, select. ....	1 60	
Solid meats—Standards, gal., \$1.75; select, gal., \$3. ....		
Oysters, fancy cup, large barrels. ....	10 00	
half barrels. ....	5 50	

### ONTARIO.

Toronto.—There are no special features of interest in evidence just at the present time. There is some little improvement being noted in the demand for fish, but the weather is not exactly favorable to bring about any marked change. Oysters are beginning to receive some attention from retailers, but dealers are not expecting a large trade until cooler weather arrives. Some additional lines of smoked fish are arriving. Prices show no change.

### FRESH CAUGHT FISH

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

### FROZEN FISH

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

### SMOKED

Kippers, per box. ....	1 35	Finnan Haddie, lb. ....	0 08
Bloaters, per box. ....	1 25		

### NEWFOUNDLAND.

St. John's.—A difference of 40 cents regarding warranted prices of fish exists between Labrador fishermen and local buyers, each side contending that conditions abroad warrant the price at which they are holding. It is suggested that the local publication of the prices

and their fluctuation at the different selling centres abroad would enable those interested to ascertain prices more accurately. The Government, some time ago, undertook to do this, but so far the information supplied has been rather meagre.

### NEW BRUNSWICK.

St. John.—The supply in almost every grade of fish except the pickled variety has not equalled the demand of late. Shipments of salt, dry fish which arrived in the city during the past few days from fishing centres across the bay, have brought high prices, which it seems very likely, will prevail for some time, judging from present indications. Some small schooners from Grand Manan brought in some smoked herring, the majority of which were lengthwise. These brought 12 cents a box, while the others brought 10 cents. From the present outlook, the supply of pickled herring promises to be good.

### CONDENSED AND EVAPORATED MILK.

Condensed milk is ordinary milk mixed with certain ingredients to preserve it and as the name implies "condensed." Evaporated milk is fresh milk without anything added, merely evaporated and relieved of the water which it contains.

### CIGARETTE PAPER.

Rice paper in which tobacco is wrapped in cigarette form has nothing to do with rice as many believe but is made from the membranes of the breadfruit tree or more commonly of fine new trimmings of flax and hemp. It is perfectly combustible and gives off the minimum of smoke.

### THE TRIALS OF THE GROCER.

A Toronto grocer was on the point of closing the sale of a basket of peaches when the customer, a woman, spied the picture of one of the political candidates in the window, and refused to buy. The grocer is seriously considering entering a suit for damages to his business against the candidate in question.

### WHEN SARDINES ARE THE BEST.

"While the new pack goods are no doubt the best in some lines of canned goods," said a dealer, "this is not so with foreign sardines.

"The best chefs will not take them until they are a year old, and they are undoubtedly the best at this age. Some retailers demand the new pack when the old is the best. In 18 months to two years they begin to deteriorate in quality."



## YOU CANNOT BUILD UP

A large fish business in one day, but you can get it started in such a time, and every good step you take brings you nearer your goal. We did not "get there" all of a sudden ourselves, but now that our brands are all at the top of the ladder we would recommend you following their lead.



**"Ocean" Brand**  
Haddies  
Kippers  
Bloaters

**Boutilier's  
Smoked  
Fillets**



**"Canada" Brand  
Pure Boneless**

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Large, Fat, Bright Salt Herrings in barrels and half barrels,  
for immediate shipment by carload.

**The Halifax Cold Storage Co., Ltd.**

47 William Street

Selling Branch

MONTREAL

**Canada Tablets**  
20 1-lb. Tablets

**Canada Grate**  
12 2-lb. Boxes

**Canada Strip**  
30-lb. Boxes, whole  
pieces

**Cod Bits**  
25-lb. Boxes, bulk

And  
**Skinless Fish**

**Mariner Brand**  
25-lb. Boxes, bulk

## "Peacock" Pickles

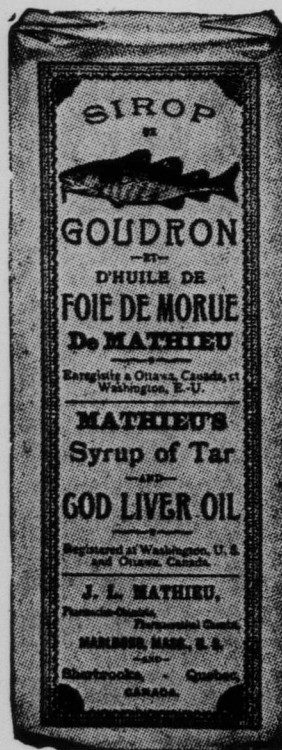
There are still some grocers who do not know the "Peacock" Brand, and who, therefore, have not yet realized their peculiar quality.

**Good Sellers      Satisfaction Sure**

Your most particular customers will be quite pleased with these goods, and will become regular purchasers.

**Mathewson's Sons**  
MONTREAL

**Can We Send You a Trial Lot ?**



## MATHIEU'S SYRUP

of Tar and Cod Liver Oil has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

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

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

## MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

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

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

Distributors for Western Canada

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

## Wall Paper Season Demands Attention

Some Points on Buying and Selling Which Should Aid the Merchant—Designs Suitable for This Season—Window Display and Advertising—The Power of Personal Salesmanship.

By W. J. B.

The time is now here for those merchants who handle wall paper to be looking to their fall stocks. It will not be long until the housewife will once more be busy at her semi-annual attempt to clean and beautify the home, and now is the time for the merchant to prepare for the consequent demand for wall paper.

### Judgment in Buying Needed.

One of the important factors is careful selection of stock. A dealer must stock those varieties that will appeal to the fancy of his customers. This fancy varies greatly with different people and in different communities, and the merchant will have to use his own judgment in buying. He should not stick to the patterns that have been shown before. Chances are the lines that sold good last year, will not do so this year. The people are tired of them, and one must have something new to create interest.

While new patterns are essential, still the merchant should not take this to mean that he is to make selections on the strength of oddity, for while something of this nature may interest a customer by its sheer novelty, still she might not wish to have it for a decoration for her home. Many merchants show lack of taste in choosing patterns that will appeal to customers, and for this reason merchants of this character should secure the help of some competent person—his wife or feminine clerk.

Price is another feature that must be considered in selecting stock, for the merchant must suit the pocket as well as the fancy of his customer. To a merchant who has not had past experience, this can be most easily ascertained by the class of other goods which the customer usually purchases. However, it should be kept in mind that in this as well as other lines of merchandise, quality must be paid for. In wall paper, there are two features of quality, that of the paper to wear and withstand fading and its quality as judged by the design.

### Pointers on Selling Wallpaper.

Proper display is an important feature in selling, and should be commenced early in the season. Women are always on the lookout for something new and attractive, and if they see anything that interests them, no matter how early in the season, chances are they will return when they wish to purchase. If possible, one section of the store should be laid aside for the showing of wall paper. The designs shown

on the display rack should be changed from time to time, so that customers on each visit will have something new presented to them. A window should be devoted to this line early in the season, followed by other displays when the time for actual purchases is on.

The merchant or salesman who waits for customers to enquire about this line is in error; he should at every opportunity draw their attention to it. Show them some of the new lines with pointers in regard to them, and perchance you may be able to make sales by this method.

In handling wall paper it is necessary to do a certain amount of advertising, especially if you are just introducing this line. People cannot be expected to discover for themselves that it has been added. Inaugurate the department with a brisk publicity campaign.

### Splendid Lines Introduced.

It is interesting to note that for the first time in the history of Canadian wallpaper making there have been produced lines for which it is claimed that they are fit to compete with the highest class of the imported article.

Not only are the designs original and

unique, but they are specially adapted to the peculiar demands of the trade here. English ideals have been followed to a great extent, but not slavishly. By use of improved mechanical devices, the finish and surface of the paper has been perfected to a degree which places it in the highest rank. Among these is the roller which "lifts" the newly-laid-on color and leaves a mottled or faintly patterned background, giving the effect of the handsome embossed paper, while practicable for extensive surfaces.

Many imitations of leather are being shown, both for a plain filling where bands and applique panels, borders, etc., are used, and for a dado. The former effects predominate for the coming year.

### Strapping and Cut-off Designs.

Whereas last season saw much use of a panel effect formed by cut-out designs, usually in floral patterns, with irregular edges, the new papers have strappings or band trimmings in fancy floral or conventional designs, to be pasted on in any desired form. Sometimes these strappings are combined with a cut-out motif in any fancy shape, or with a drop effect in a fancy floral frieze. Newer than the paneling idea is the use of strappings to outline the border and the windows and doors only.

The above style is much used with the engraved leathers. The latter show a fine range of colors, tan, mouse, elephant, Paris tan, French grey, champagne, brown and green included. The colorings are rich and durable.

## TORONTO GROCER CHEATS HIMSELF ON SUGAR

Selling Sugar at 5 Cents per Pound—Doesn't Know the Market Has Gone up and That Sugar Costs Him \$5.95—One Explanation of the Poor Clerk Problem.

Toronto, Sept. 21 (Special).—A woman shopper entered a Yonge street store the other day and purchased two pounds of sugar. She was charged 7 cents a pound for it. She complained bitterly declaring she could buy it cheaper elsewhere.

The grocer told her that he could sell it no cheaper, referring to the recent unusual advances in the price of sugar.

But the customer was not satisfied. She started out to see if she couldn't buy it cheaper. One block farther down she found a grocer who gave it to her at 5c a pound. She at once returned to the first dealer and berated him for charging her 7 cents when she could buy it for 5 cents.

The grocer had a good argument with which to combat her declaration, however, as the wholesale price to him was \$5.95. He asked her to buy a quantity for him at the 5 cent rate. dealers do not know cost

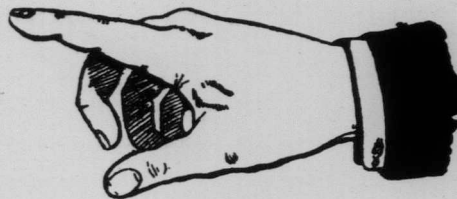
Just another example of the difficulties with which the grocer has to con-

tend daily. It shows his life is not exactly one of sunshine. It, however, brings out another important point—there are dealers on the main streets of our largest cities who do not know what their goods are costing them. It is unfortunate, but nevertheless is true.

The second dealer in question, last February when he learned that others had done so put sugar down to 5 cents. It has been at that price ever since regardless of the big advance. He knew absolutely nothing apparently about the advance. He bought his goods, paid for them and sold them without ever looking at the cost.

### Responsible for Poor Clerks.

This is the sort of merchant who is doing harm to the grocery trade, who can never expect to make a success of it, and incidentally it might be mentioned that he is the kind of grocer who is responsible for many of the poor grocery clerks about which we hear so much.



When placing your order for Canned Fish, be sure you have the name right!

## "BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

## Connors Bros., Limited

Black's Harbour, N.B.

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

## Full Value for Your Money

That is what you get when you order "Coast-Sealed" Oysters.

"Coast-Sealed" containers are packed at the sea coast and contain nothing but solid, northern grown oysters, clean, fat and full-flavored and all over four years old.

### "Coast-Sealed" Containers

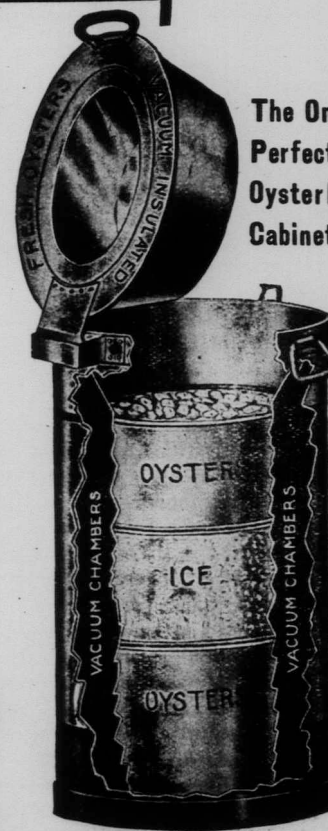
are sealed at the coast. They reach you with the seal unbroken, with all the contents pure and fresh and with that delectable sea-tang absolutely unimpaired. Our Vacuum Insulated Display Cabinet insures their retaining their flavor for the longest possible time.

Write us to-day for particulars

## CONNECTICUT OYSTER COMPANY

Canadian Branch:

88 Colborne St., - - - TORONTO



The One Perfect Oyster Display Cabinet.

Sectional View showing Vacuum Insulation Space and Position of Trays.

## The Grocer's Encyclopedia—Spices

**Connection of Spices With Early History and Commerce—  
Efforts to raise Spices on This Continent Have Failed—Inter-  
esting Facts About the Growth of the Different Varieties—  
Demand for Spices Continues to Increase.**

"Spices" is a general term embracing all those vegetable condiments employed in seasoning and flavoring food and which are hot, pungent and aromatic to the taste and smell.

They are of special interest to the grocer at the present time, as the annual pickling season now in full swing creates an enormous demand for them.

There is bound up in the history of the spice trade many interesting and important chapters in world's history, frequently resulting in a complete change of the commercial routes and a total shifting of the channels of trade. It was the desire of merchants in the middle ages to find a short cut to the Indies or Spice Islands, and it was just probable in this endeavor that Columbus discovered the new world. History discloses the fact that spices were liberally used by the oldest known nations of the world.

### American Efforts Fail.

The efforts to raise spices in this country have failed for one reason or another and there seems little prospect that the American continent will ever compete successfully with the jungles of the East. Many of the richest spice producing districts are interior points rarely visited by white men, while savage beasts and uncivilized people are ever present realities, and civilization advances but slowly if at all. Apparently spice growing is not meant for white men since they do better and are better when supervised almost entirely by the semi-civilized or total savage of the tropical forests. This condition adds materially to the romance which surrounds the production and distribution of the various spices found on every table in the land.

Few people would look for pepper on a vine and fewer still would think that white and black pepper are both products of the same plant. And red pepper, so called, is not a pepper at all, but comes from a totally different plant, related in no way to the one that produces both white and black pepper.

Allspice, cloves and nutmegs are produced on beautiful ever-green trees, covered with gorgeous foliage and emitting a delicate though somewhat pungent aroma. The nutmeg tree is one of the longest lived of any of the spice plants, yielding liberally even up to the century mark. At fifty years it is in its prime and yields the most liberal crops about that time. Mace, which is totally

different from nutmeg, is borne on the same tree. In fact, it is derived from the nutmeg itself, being the outer skin or covering of the nutmeg, which grows inside much as the hickory nut or chestnut grows inside the burr.

### Waste In Countries of Growth.

No great trade routes have been established in modern times for spice distribution, but they form an important part of the goods handled by every grocer in the country. Their usefulness as articles of food increases each year. Farther and farther into the jungles it is necessary to penetrate to obtain sufficient supplies to satisfy the constantly increasing demand. Ultimately these jungles will have to be cared for by white men to save the immense waste which under present conditions will sooner or later ruin the sources of supply.

### WHAT A SALESMAN SHOULD KNOW.

That in filling an ordinary size bag he should hold the bottom of the bag in the open left hand.

That in taking an order he should never lean on the counter.

That in weighing a piece of meat he shouldn't say 5 pounds and 7 ounces but "not quite 5½ pounds."

That packages that have to be carried home should be wrapped before the customer has to request it.

That children should be waited upon in regular form.

### MEN WITH INITIATIVE.

(From "Brains.")

Some men are creators. They know what to do on the spur on the moment. Their keen eyes see through things and they bring all their forces into play in the game of life. They are well balanced, tactful, quiet, concentrated, punctual, persevering, determined. Endowed with superb mental poise and calm judgment, they grasp and execute new combinations. The trackless forest recedes where they advance. Great commercial enterprises, the ushering in of a new epoch in the world's industrial workshop invariably originate in the brains of such. Pioneer minds. A sound body and clear head is the secret.

### COFFEE FACTS.

Canada consumes annually about 9,875,000 pounds of coffee. United States consumes about 1,000,000,000 pounds and Great Britain around 256,000,000 pounds.

Brazil is the largest producer of coffee. The United States consumes around 60 per cent. of the world's coffee production, a large percentage of which comes from Brazil.

### ABOUT HIS PEPPER.

The grocer maintained that his pepper was not half peas.

"But," said the customer, "spell it out and you will see it has three p's, which is half."

**McDOUGALL**

Insist upon having them  
D. McDOUGALL & CO. Ltd., Glasgow, Scotland

**CLAY PIPES**

*You cannot too highly praise it—*

# Black Watch

**The Biggest and Best  
Plug Chewing Tobacco**

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



# MAPLE SUGAR CHEWING TOBACCO

has become a great favorite and you should not fail to give this large plug a prominent position in your tobacco department. When the housewife comes along ask her to bring home a trial plug to her husband. She'll then come back for more.

**THERE'S MONEY IN THIS FOR YOU.**

**WRITE**

**The Rock City Tobacco Co.**  
QUEBEC WINNIPEG

# INVESTIGATE THE 7-20-4 CIGAR

A Fine Cigar at the cost of an ordinary smoke. It's a proposition that is a sure money-getter. The 7-20-4 Cigar coins money for any store that handles it, and gives the kind of satisfaction that brings customers back.

Write for Particulars.

**The Sherbrooke Cigar Co.**  
SHERBROOKE, QUE.

# Tuckett's Orinoco Tobacco

NO BETTER  
JUST  
A LITTLE Milder  
THAN

## Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

# TUCKETT LIMITED

HAMILTON,

Ont.



**CLASSIFIED ADVERTISING**

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

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

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

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

**GROCERY FOR SALE.**

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

**MISCELLANEOUS.**

**ADDING TYPEWRITERS** write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

**BOOK-KEEPING STAFF IN ITSELF**, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

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

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

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

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

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

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

**EGRY BUSINESS SYSTEMS** are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

**MISCELLANEOUS.**

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

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

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

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

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

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

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

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

**TECHNICAL BOOKS.**

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

**SALES PLANS**—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

**PERIODICAL DEPT.**

**THE MACLEAN'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. MACLEAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

TRY A  
CONDENSED AD.  
IN  
THE CANADIAN GROCER

**Grocery Advertising**

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE  
IN ADVANCE.

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

**Coffee, Its History, Classification and Description**

By Joseph M. Walsh

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

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

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

**\$2.00**

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.  
Technical Book Department  
143-149 University Avenue, Toronto

Diamond  
1-lb. tins.  
1-lb. tins.  
1-lb. tins.  
1-lb. tins.

Cases  
4-dozen...  
2-dozen...  
1-dozen...  
1-dozen...  
1-dozen...  
1-dozen...



or more of



White  
White  
\$8.25; 1-lb  
tins, \$1.20  
tins, 40



Sizes  
Borwick's



Cartoons—  
No. 1, 1-lb.  
No. 1, 1-lb.  
No. 2, 5-oz.  
No. 2, 5-oz.  
No. 3, 3-oz.  
No. 10, 12-oz.  
No. 10, 12-oz.



DOM  
Aylmer

Strawberry  
Raspberry  
Black currant  
Red currant



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

# AURORA COFFEE

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.



**BLACK  
KNIGHT  
STOVE  
POLISH**

will earn for you that most desirable of all business assets—the good-will of the ladies. It comes quickly and goes slowly, and will not stain the hands. Be sure you are handling this profitable line.

**F. F. DALLEY CO., Ltd.**

Hamilton, Can.

Buffalo, N.Y.

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

## Spices, and How to Know Them

By W. M. GIBBS

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

14 Colored Plates. 176 Pages. 100 Illustrations.

Price \$3.50, Postpaid.

**MACLEAN PUBLISHING COMPANY**

Technical Book Department

143-149 University St. - Toronto, Canada

**WE  
WANT  
A  
MAN**

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

### SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

**WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.**

If you are making less than \$100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

**MACLEAN PUBLISHING COMPANY,**  
143-149 University Ave., Toronto, Ont.



**Brooms**

**Brooms**

**"BROOMS OF QUALITY"**

are hard to get.

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

TRY A SAMPLE SHIPMENT.

**WALTER WOODS & CO.**

HAMILTON

WINNIPEG



**CLARK'S PORK AND BEANS in Tomato Sauce**

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

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

**IMPORTED PEAS "SOLEIL"**

Per case	
Sur Extra Fins..... 1/2 flacons, 40 Bou.	11 00
Extra Fins " tins 100 tins	15 50
Tres Fins " " 100 " "	15 00
Fins " " 100 " "	14 00
Mi-Fins " " 100 " "	12 50
Moyens No. 1 " " 100 " "	11 00
Moyens No. 2 " " 100 " "	9 50
Moyens No. 3 " " 100 " "	8 75

Asparagus, Haricots, etc.

**MINERVA PURE OLIVE OIL.**

Case—		Case—	
12 litres.....	6 50	24 pints.....	6 25
12 quarts.....	5 75	24 1/2-pints.....	4 25

Tins—

5 gals., 2s.....	23 00	1/2 gals., 20s.....	13 50
2 gals., 6s.....	29 00	gal., 48s Sq.....	17 00
1 gal., 10s.....	25 00	gal., 48s Rd.....	15 50
1/2 gal., 20s.....	26 00		

**BASSIN DE VICHY WATERS.**

La Capitale, 50 qts.....	5 00
La Neptune, 50 qts.....	7 00
St. Nicolas, 50 qts.....	8 00
La Sanitas Sparkling, 50 qts.....	9 00
" " 100 pts.....	9 00
" " 100 splits.....	4 00
Vichy Lemonade Savoureuse, 50's.....	7 50

**CASTILE SOAP**

Le Soleil, 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars.....	0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars.....	0 08 1/2 lb.
" 50 lbs., 1 lb. bars.....	3 50 case
" 200 lbs., 3/4 oz.....	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars.....	0 07 lb.
" 12 lbs., 2 1/2 lb. bars.....	0 08 lb.
" 50 lbs., 1 lb. bars.....	3 25 case
" 100 lbs., 3/4 oz. bars.....	1 80 case
" 200 lbs., 3/4 oz. bars.....	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.....	0 07 1/2
" 25 lbs., loose.....	0 07

**DUFFY & CO. BRAND.**

Grape Juice, 12 qts.....	4 75
" 24 qts.....	5 15
" 36 splits.....	4 75
Apple Juice, 12 qts.....	4 50
" 24 pts.....	4 75
Champagne de Pommé, 12 qts.....	5 00
" 24 pts.....	5 50

Matts Golden Russett—

Sparkling Cider, 12 qts.....	5 00
" 24 pts.....	5 50
Apple Vinegar, 12 qts.....	2 50



**MOODY'S ROYAL BLUE LAUNDRY SOAP**

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



**CHLORIDE OF LIME**  
(Moody's Royal)

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



**DRUDGE.**  
(Moody's Anty) Extra Fine.

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



**QUICKSHINE STOVE POLISH.**

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

**HALF TIME SHOE PASTE**  
(Moody's Extra Fine)

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

**HAND CLEANER Moody's Electric**

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



**KLENZINE AMMONIA POWDER** (Moody's)

Washing Compound—

Doz.	
Large size, 1 1/2 lbs.....	0 90
Small size, 10 oz.....	0 45

Packed 3 doz. in wood box

**Jam** Per lb.

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

**Pastes.**  
THE C. H. CAPELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.....	0 06 1/2
Cases of 25 lbs., loose.....	0 06
Egg noodles, cases of 50 pigges, 1/2 lb.....	0 07
Egg noodles, cases of 10 lbs., loose.....	0 06 1/2
Lasagnes, cases of 10 lbs., loose.....	0 06 1/2

**Cereals.**



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



Force, 36's..... 4 50  
Gusto, 36's..... 2 85

**Jelly Powders**



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



**JELL-O ICE CREAM POWDER**  
FOR MAKING ICE CREAM  
Pays 50¢ Profit

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



**IMPERIAL PURE AND DELICIOUS JAM**  
TRUE FRUIT FLAVORS  
CARTONS EACH 1 DOZ.  
Assorted flavors—gross 10.75.

**Mustard**

**COLMAN'S OR KEEN'S**

Per doz.		Per doz.	
D.S.F., 1/2-lb. tins 1 40	F.D., 1/2-lb. tins..	1 45	
" 1-lb. tins 2 50	Durham, 1/2-lb. jar	0 75	
F.D., 1/2-lb. tins.. 0 85	1-lb. jar	0 25	

**IMPERIAL PREPARED MUSTARD**

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

**Lard**

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

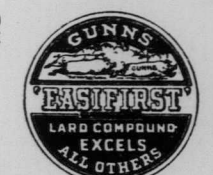
Per lb.	
Tierces .. \$0 09 1/2	
1/2-bbls 0 10 1/2	
Tubs, 60 lbs 0 10 1/2	
20-lb. Pails 2 08	
20-lb. tins 1 98	
Cases, 3's 0 10 1/2	
" 5's 0 10 1/2	
" 10's 0 10 1/2	

F.O.B. Montreal



**GUNNS "EASIFIRST" LARD COMPOUND.**

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



**Lye (Concentrated).**



**GILLETT'S PERFUMED LYE**  
Ontario and Quebec Prices.

Per case	
1 case of 4 doz \$3 50	
3 cases of 4 doz 3 40	
5 cases or more 3 35	

**Marmalade.**

**T. UFTON & CO.**

12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

**SHIRRIFF BRAND**

"Imperial Scotch"—

1-lb. glass, doz.....	1 55
2-lb. glass, doz.....	2 80
4-lb. tins, doz.....	4 65
7-lb. tins, doz.....	7 35

"Shredded"—

1-lb. glass, doz.....	1 90
2-lb. glass, doz.....	3 10
7-lb. tins, doz.....	8 25

**Vermicelli and Macaroni.**

**D. SPINELLI C'Y, MONTREAL.**

Fine.

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

**Globe Brand.**

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

# THE CANADIAN GROCER

## Soap and Washing Powders



For sale by all grocers.

A. F. TIPPET & CO., AGENTS

Maypole soap, colors, per gross.....	\$10 30
Maypole soap, black, per gross.....	15 30
Orkole soap, per gross.....	10 20
Florida soap, per gross.....	12 00
Straw hat polish, per gross.....	18 20



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



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



The GENUINE. Packed 100 bars to case.



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

## Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents
40 lbs. Canada Laundry.....	0 05 1/2	
40 lbs. Canada white gloss, 1 lb. pkgs. 0 05 1/2		
48 lbs. No. 1 white or blue, 4 lb. cart's 0 06 1/2		
48 lbs. No. 1 white or blue, 3 lb. cart's 0 06 1/2		
100 lbs. kegs. No. 1 white.....	0 06	
200 lbs. bbls. No. 1 white.....	0 06	
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages.....	0 07	
48 lbs. Silver gloss, in 6 lb. canisters.....	0 07 1/2	
36 lbs. Silver gloss, 6 lb. draw lid boxes.....	0 07 1/2	
100 lbs. kegs. Silver gloss, large crystals.....	0 06 1/2	
28 lbs. Benson's satin, 1 lb. cartons, chromo label.....	0 07	
40 lbs. Benson's enamel (cold water) per case.....	3 00	
20 lbs. Benson's enamel (cold water) per case.....	1 50	
Celluloid—Boxes containing 48 cart's, per case.....	3 60	
Culinary Starch		
40 lbs. W. T. Benson & Co.'s celebrated prepared corn.....	0 07	
40 lbs. Canada pure corn starch..... (30 lb. boxes etc. higher)	0 04 1/2	

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Canada Laundry, boxes of 40 lb. Acme Gloss Starch—	0 06
1-lb. cartons, boxes of 40 lb. Finest Quality White Laundry—	0 05 1/2
1-lb. canisters, cases of 48 lb. Barrels, 500 lb. Kegs, 100 lb.	0 05 1/2

Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb. 0 07	
6-lb. toy trunks, 8 in case..... 0 08	
6-lb. toy drums, with drumsticks 8 in case..... 0 07 1/2	
Kegs, ex. crystals, 100 lb..... 0 06 1/2	
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb..... 0 07	
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case 3 00	



Ocean borax, 48 8-oz. \$1.60; Ocean cough syrup, 36 8-oz. \$3.00; 36 8 oz. \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

## OCEAN MILLS

Montreal

Chinese starch, 48 1-lb., per case \$4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, \$1.60; 4-oz tins, 4 doz per case, \$3.00; 8-oz. tins, 5 doz per case, \$6.50; 16-oz tins, 3 doz per case, \$6.75; 5-lb tins 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., \$4.10; Ocean corn starch, 48 1-lb., \$3.60.

## Soups

CHATEAU BRAND

CONCENTRATED SOUPS



Vegetable Mutton Broth Mulligatawny Chicken Ox Tail Pea Scotch Broth Julienne Mock Turkey Consomme Vermicelli Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

## Soda

COW BRAND



Case of 1-lb. containing 60 packages per box \$3.00. Case of 1/2-lb. containing 120 packages per box \$3.00. Case of 1-lb. and 1/2-lb. containing 80 1-lb. and 60 1/2-lb packages per box \$3.00.

Case of 5c. packages, containing 96 packages, per box \$3.00.

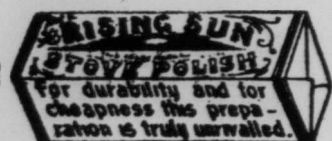
## MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1, cases 60 1-lb. packages.....	1 case \$2 85
No. 2, " 120 1/2-lb. ".....	1 case 2 85
No. 3, " 30 1-lb. ".....	5 " 2 75
No. 5, " 60 1/2-lb. ".....	1 case 2 85
No. 5 Magic soda—cases 100—10-oz. pkgs. 1 case.....	2 90
5 cases.....	2 80

## Stove Polish

Rising Sun, No. 1 cakes, 1/2 & 1/4 grs. bxs. \$8 50	
Rising Sun, No. 3 cakes, gross boxes..... 4 50	
No. 5 Sun Paste, 1/2 gross boxes..... 5 40	
No. 10 Sun Paste, 1/2 gross boxes..... 9 00	



For durability and for cheapness this preparation is truly unrivalled.

## JAMES DOME BLACK LEAD

6a size, gross, \$2.40. 2a size, gross, \$3.50

## Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup	
Barrels, 700 lbs.....	0 03 1/2 per lb.
Half-barrels, 350 lbs.....	0 03 1/2
1-barrels, 175 lbs.....	0 03 1/2
Pails, 25 lbs.....	1 20 each
" 35 1/2 lbs.....	1 70
Crown Brand Corn Syrup	
2-lb. tins, 2 doz. in case, per case.....	2 40
5-lb. tins, 1 doz. in case, per case.....	2 75
10-lb. tins, 1/2 doz. in case, per case.....	2 65
20-lb. tins, 1/4 doz. in case, per case.....	2 60
Barrels, 700 lbs.....	0 03 1/2
Half barrels, 350 lbs.....	0 03 1/2
Quarter barrels, 175 lbs.....	0 03 1/2
Pails, 35 1/2 lbs.....	1 75
Pails, 25 lbs., each.....	1 25

## Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case.....	2 65
5 " " 1 " " ".....	3 00
10 " " 1 " " ".....	2 90
30 " " 1 " " ".....	2 85
5, 10 and 20 lb. tins have wire handles)	
Beaver Brand Maple Syrup. Case	
2 lb. tins, 2 doz in case.....	\$3 50
5 " " 1 " " ".....	4 00
10 " " 1 " " ".....	3 95
30 " " 1 " " ".....	3 90
(5, 10 and 20 lb. tins have wire handles)	

## Canned Haddies, "Thistle" Brand

A. F. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case.....	\$5 00
Cases 4 doz. each, ovals, per case.....	5 00

## Cream Tartar.

GILLET'S CREAM TARTAR

Ontario and Quebec Prices.

1-lb. paper pkgs., 4 doz. in case.....	\$1 00
1-lb. paper pkgs., 4 doz. in case.....	2 00
4 doz. 1-lb. paper pkgs. } assorted.....	\$8 00
2 doz. 1-lb. paper pkgs. }	
Per doz	
1-lb. cans with screw covers, 4 doz. in case.....	\$2 20
1-lb. cans with screw covers, 3 doz. in case.....	4 10
Per lb	
5-lb. sq. canisters, 1/2 doz. in case.....	0 33
10-lb. wooden boxes.....	0 30 1/2
25-lb. wooden pails.....	0 30 1/2
100-lb. kegs.....	0 28 1/2
350-lb. barrels.....	0 28

## Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.



Canada First Evaporated Cream, hotel size.....	3 70
Canada First Evaporated Cream, baby size.....	2 00
Canada First Condensed Milk.....	4 55
Beaver Condensed Milk.....	4 00
Rosebud Condensed Milk.....	4 25

## Sauces

PATERSON'S WORCESTER SAUCE

1-pint bottles, 3 and 6 dozen cases, doz 0 90	
Pint bottles, 3 dozen cases doz.....	1 75



H.P. Sauce, packed in cases of 3 doz. \$1 90  
H.P. Pickle, packed in cases 2 doz. pts. 3 35  
H.P. Pickle, packed in cases 3 doz 1-pt 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE  
Large, packed in 3-doz. case, per doz... 2 25  
Medium, packed in 3-doz. case, per doz... 1 40

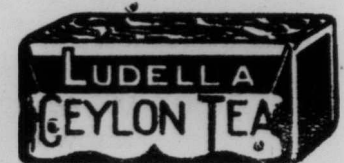
HOLBROOK'S IMP. WORCESTERSHIRE SAUCE  
Per dozen  
Rep. 1/2 pints, packed in 6-doz. case... 2 25  
Imp. 1/2 pints, packed in 4-doz. case... 3 15  
Rep. quarts, packed in 2-doz. case... 6 50

## Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s.....	44
Black Watch, 12s.....	45
Bobs, 6s and 12s.....	44
Bully, 6s.....	44
Currency, 6s and 12s.....	46
Stag, 5s to 1b.....	38
Old Fox, 12s.....	44
Pay Roll Bars, 7s.....	56
Pay Roll, 7s.....	56
War Horse, 6s.....	42

Plug Smoking—Shamrock, 6s., plug or bar 54  
Rosebud Bars, 6s..... 54  
Empire, 6s and 12s..... 44  
Ivy, 7s..... 50  
Starlight, 7s..... 50  
Cut Smoking—Great West Ponches, 8s..... 59  
Regal Cube Cut, 9s..... 70



Blue Label, 1/2's.....	0 21	0 36
Blue Label, 1's.....	0 26	0 35
Orange Label, 1/2's and 1's.....	0 28	0 30
Brown Label, 1/2 and 1's.....	0 28	0 40
Brown Label, 1/2's.....	0 30	0 40
Green Label, 1/2's and 1's.....	0 35	0 50
Red Label, 1/2's.....	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

Brown Label, 1 lb. or 1/2 lb. or 1/4 lb. or 1/8 lb. or 1/16 lb. or 1/32 lb. or 1/64 lb. or 1/128 lb. or 1/256 lb. or 1/512 lb. or 1/1024 lb. or 1/2048 lb. or 1/4096 lb. or 1/8192 lb. or 1/16384 lb. or 1/32768 lb. or 1/65536 lb. or 1/131072 lb. or 1/262144 lb. or 1/524288 lb. or 1/1048576 lb. or 1/2097152 lb. or 1/4194304 lb. or 1/8388608 lb. or 1/16777216 lb. or 1/33554432 lb. or 1/67108864 lb. or 1/134217728 lb. or 1/268435456 lb. or 1/536870912 lb. or 1/1073741824 lb. or 1/2147483648 lb. or 1/4294967296 lb. or 1/8589934592 lb. or 1/17179869184 lb. or 1/34359738368 lb. or 1/68719476736 lb. or 1/137438953472 lb. or 1/274877906944 lb. or 1/549755813888 lb. or 1/1099511627776 lb. or 1/2199023255552 lb. or 1/4398046511104 lb. or 1/8796093022208 lb. or 1/17592186044416 lb. or 1/35184372088832 lb. or 1/70368744177664 lb. or 1/140737488355328 lb. or 1/281474976710656 lb. or 1/562949953421312 lb. or 1/1125899906842624 lb. or 1/2251799813685248 lb. or 1/4503599627370496 lb. or 1/9007199254740992 lb. or 1/18014398509481984 lb. or 1/36028797018963968 lb. or 1/72057594037927936 lb. or 1/144115188075855872 lb. or 1/288230376151711744 lb. or 1/576460752303423488 lb. or 1/1152921504606846976 lb. or 1/2305843009213693952 lb. or 1/4611686018427387904 lb. or 1/9223372036854775808 lb. or 1/18446744073709551616 lb. or 1/36893488147419103232 lb. or 1/73786976294838206464 lb. or 1/147573952589676412928 lb. or 1/295147905179352825856 lb. or 1/590295810358705651712 lb. or 1/1180591620717411303424 lb. or 1/2361183241434822606848 lb. or 1/4722366482869645213696 lb. or 1/9444732965739290427392 lb. or 1/18889465931478580854784 lb. or 1/37778931862957161709568 lb. or 1/75557863725914323419136 lb. or 1/151115727451828646838272 lb. or 1/302231454903657293676544 lb. or 1/604462909807314587353088 lb. or 1/1208925819614629174706176 lb. or 1/2417851639229258349412352 lb. or 1/4835703278458516698824704 lb. or 1/9671406556917033397649408 lb. or 1/19342813113834066795298816 lb. or 1/38685626227668133590597632 lb. or 1/77371252455336267181195264 lb. or 1/154742504910672534362390528 lb. or 1/309485009821345068724781056 lb. or 1/618970019642690137449562112 lb. or 1/1237940039285380274899244224 lb. or 1/2475880078570760549798488448 lb. or 1/4951760157141521099596976896 lb. or 1/9903520314283042199193953792 lb. or 1/19807040628566084398387907584 lb. or 1/39614081257132168796775815168 lb. or 1/79228162514264337593551630336 lb. or 1/158456325028528675187103260672 lb. or 1/316912650057057350374206521344 lb. or 1/633825300114114700748413042688 lb. or 1/1267650600228229401496826085376 lb. or 1/2535301200456458802993652170752 lb. or 1/5070602400912917605987304341504 lb. or 1/10141204801825835211974608683008 lb. or 1/20282409603651670423949217366016 lb. or 1/40564819207303340847898434732032 lb. or 1/81129638414606681695796869464064 lb. or 1/162259276829213363391593789328128 lb. or 1/324518553658426726783187578656256 lb. or 1/649037107316853453566375157312512 lb. or 1/1298074214633707107133270346250024 lb. or 1/259614842926741421426654069250048 lb. or 1/519229685853482842853308138500096 lb. or 1/103845937170696568570661627000192 lb. or 1/207691874341393137141323254000384 lb. or 1/415383748682786274282646508000768 lb. or 1/830767497365572548565293016001536 lb. or 1/1661534994731145097130586032003072 lb. or 1/3323069989462290194261172064006144 lb. or 1/6646139978924580388522344128012288 lb. or 1/13292279957849160777044688256024576 lb. or 1/26584559915698321554089376512049152 lb. or 1/53169119831396643108178753024098304 lb. or 1/106338239662793286216357506048196608 lb. or 1/212676479325586572432715012097393216 lb. or 1/425352958651173144865430024194686432 lb. or 1/850705917302346289730860048389372864 lb. or 1/1701411834604692579461720096778745728 lb. or 1/3402823669209385158923440193557491552 lb. or 1/6805647338418770317846880387114983104 lb. or 1/1361129467683754063569376077422976208 lb. or 1/2722258935367508127138752154845952416 lb. or 1/5444517870735016254277504289691104832 lb. or 1/10889035741470032508555008579382097664 lb. or 1/21778071482940065017110017158764195328 lb. or 1/43556142965880130034220034317528390656 lb. or 1/87112285931760260068440068635056781312 lb. or 1/1742245718355205201368801372701135624224 lb. or 1/3484491436710410402737602745402271248448 lb. or 1/696898287342082080547520549080454249696 lb. or 1/1393796574684164161095041098160908499392 lb. or 1/278759314936832832219008219632181698784 lb. or 1/557518629873665664438016439264363777568 lb. or 1/111503725974733132887603287732727555536 lb. or 1/
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# SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

**Thos. Symington & Co., Edinburgh and London**

AGENTS—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shalleross, Macaulay & Co.



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Manufactured by

**Stevens-Hepner Co., Limited**  
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Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.



Pure

Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

**Church & Dwight, Limited**  
MANUFACTURERS MONTREAL

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HALIFAX, N.S.

### OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Containers.

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### KNIFE POLISH

**JOHN OAKEY & SONS, Limited**

Manufacturers of  
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**THE SALT SELLERS**

**Verret, Stewart & Co., Limited**  
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Good Thing**

That's the reason why it keeps us hustling to supply the demand for Telfer's Crackers. They're good for everyone and used by everyone'

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