

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

Toronto: 142-149 University Ave.
New York: 115 Broadway

Winnipeg: 34 Royal Bank Building

VOL. XXV.

PUBLICATION OFFICE: TORONTO, OCTOBER 20, 1911

No 42

Robinson's Patent Barley

Needs Little Pushing.
Your Customers Will Like
it, and a Demand
is Immediately Created.



Robinson's Patent Barley

is a Healthful and
Nutritious Food for Young
and Old.

For Particulars, Address

MAGOR, SON & CO.,

403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

A WIDE RANGE OF USES

have been developed for Benson's Prepared Corn. The novice, who knows corn starch only as the basis for a few puddings and other desserts, is frequently surprised to find that the experienced cook uses

Benson's Prepared Corn

for many many purposes. Remind your customers that they ought to get our little recipe book, and tell them that we send it free on request.

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

THE CANADIAN GROCER

BE HONEST WITH YOUR CUSTOMERS.



GIVE your customers a sound and pure article at a fair and just price.

Do not deceive by selling them the just as good product in place of the standard product of quality, just because the inferior product may show you a little larger initial profit.

Your customers demand quality (or value) and are willing to pay for it, so why risk your reputation, your customers' goodwill and confidence by recommending a product which you know to be inferior, when they demand the quality product?

Maybe you have wondered why so and so's trade with you has not been as large as usual. Just pause a moment and consider that it may be the result of your not being honest with them.

If a small number of your trade demand the inferior product, do not endeavor to persuade the better and the larger number of your customers to believe that it is just as good as the quality product, but rather persuade the smaller number to buy the best, which will allow them more value for their money, and show you a better profit in the long run.

Quality products talk and sell themselves; be honest with yourself and customers by selling the products which you can honestly say are the best without the fear of having them prove unsatisfactory to your customers.



MACONOCHIE'S QUALITY PRODUCTS

PICKLES, SAUCES, FISH, PEELS, MARMALADE, JAMS AND BLOATER PASTE.
YOUR JOBBER HAS THEM--YOU SHOULD HAVE THEM.

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

CODOU'S MACARONI

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the only wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

Arthur P. Tippet & Co.
Agents

8 Place Royale, Montreal 84 Victoria St., Toronto

CLARK'S

Famous English Mince Meat

In Pails,	- - - -	5 lbs. to 85 lbs.
In Cans,	- - - -	1s to 5s.
1s "Inglass" Brand,	- -	(one size only)

CLARK'S

English Christmas Plum Puddings

In Cans,	- - - -	1s and 2s.
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CLARK'S

Mince Meat and Plum Puddings

are made from the very finest of selected fruits and spices from old English Recipes.

CLARK'S

Mince Meat and Plum Puddings

have that delicacy of flavor which everyone is looking for.

CLARK'S

Mince Meat and Plum Puddings

will create a demand where none exists and will expand and improve your sales if you are already handling these lines.

Get Your Orders In Early. Don't Hesitate.

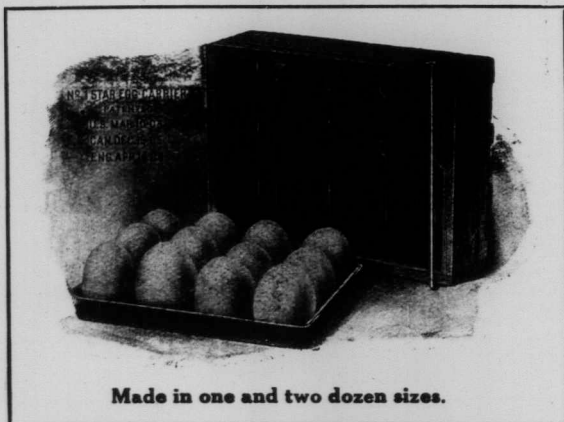
W. CLARK :: Montreal

MANUFACTURER of the

CELEBRATED PORK AND BEANS



KEEP YOUR STORE AHEAD



Made in one and two dozen sizes.

Do not be satisfied to be "just as good"; make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "Safe Egg Delivery" and "Advertising Suggestions." They explain everything in full.

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.

BORDEN'S EAGLE BRAND CONDENSED MILK EVAPORATED MILK PEERLESS BRAND



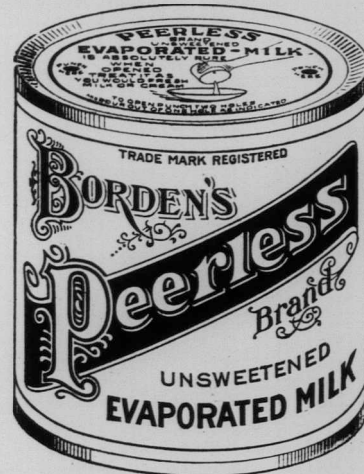
By recommending these Brands
you will please your customers.

They are the best that
Science can produce.

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

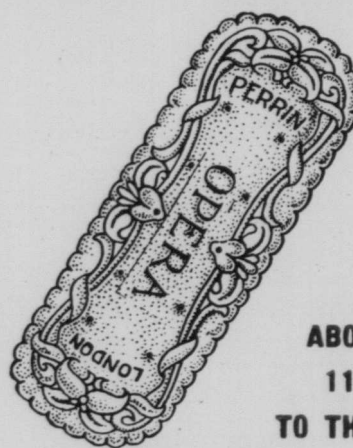
Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver





ABOUT
110
TO THE LB.



ABOUT
110
TO THE LB.

PERRIN'S OPERA FINGERS

Our latest Biscuit
delicacy



TRADE MARK REGISTERED

Dainty design, unique
and rich in flavor

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.



"Simcoe" Brand Baked Beans

A line that has become exceedingly popular throughout Canada by reason of a combination of high quality and generous quantity.

As a green label on each can tells your customers, these tins contain more beans than the 3's flat that are sold at a higher price. The various sizes are put up to suit large or small families or hotels.

And you can guarantee the quality, because the beans are all hand-picked, processed with exceeding care, and nothing but the purest sauces and spices are used.

Now that it is a very seasonable time for canned goods, push and profit thereby by selling "Simcoe" Brand Pork and Beans.

*Send for our pamphlet on
Valuable Hints on Storing
Canned Goods.*

Dominion Cannery, Limited
Hamilton, Canada



The Dominion Government Form of Warranty

Means much to every grocer in the handling of Spices.

It Means This

1. The grocer who receives this warranty with each spice purchase is insured against deception and fraud.
2. The manufacturer or seller giving this warranty is directly responsible to the government for any adulteration or deception on the spices he sells to the trade.—The grocer is not.
3. The consumer, your customer, has the only positive guarantee that the goods are genuine.

Now, Mr. Grocer

Do the spices you buy bear this **Government Form of Warranty**? If not, you are not insured. If the concern from which you buy your spices as pure will not give it, don't you think it is time to feel nervous?

EVERY TIN, PAIL, PACKAGE, BOX AND BARREL OF

White Swan Brand of Spices

bears the Government Approved Form of Warranty for your protection—And they cost no more than ordinary brands.

WE GIVE THIS WARRANTY VOLUNTARILY

SEE IF ANY OTHER SPICE MILL WILL GIVE IT

**ON REQUEST AND IF NOT
YOU KNOW THE SAFE COURSE**

WHITE SWAN SPICES & CEREALS, LIMITED, TORONTO
ADVOCATES OF PURE FOODS

Grocery Profit Insurance

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

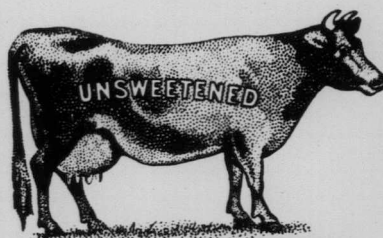
¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ HEINZ PURE FOOD PRODUCTS are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburg Chicago London



**IF ALL THE
GROGERS
IN CANADA**

ST. CHARLES MILK

WERE LINED UP

you would find the best of them handling

**ST. CHARLES
EVAPORATED
MILK**

That is because this product comprises a line that is a huge seller and always makes good.

**A PERFECT
SUBSTITUTE**

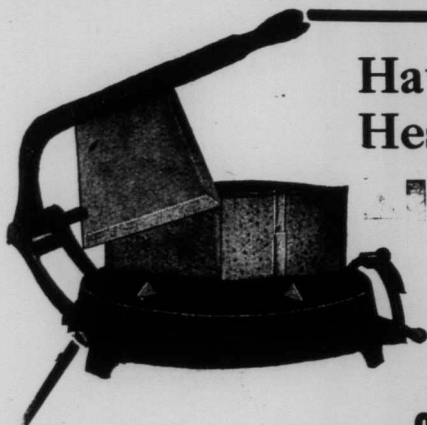
for milk or cream in their unmodified form.

Simply pure milk put up in small tins.



St. Charles Condensing Co

INGERSOLL, ONT., CANADA



Have No Hesitation

in deciding in favor of a fixture that saves its cost by cutting cheese ACCURATELY.

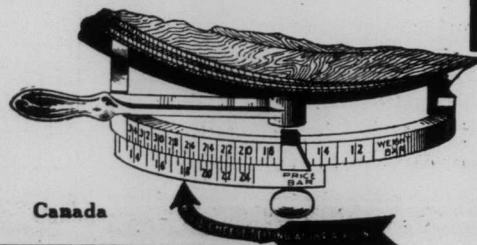
**The
Perfection
Cheese Cutter**

encased in a handsome glass and wood, highly polished case, prevents the giving of over-weight by its attachment for exact measuring, doing away with the accumulation of dried-up scraps and crumbs.

THE UNUSUALLY MODERATE PRICE we ask for this fixture will surprise you.

The
American
Computing
Co.
of Canada

Hamilton, - Canada



**"The King of all
Package Cheese"**

This is what Meadow-Sweet is styled by a prosperous dealer.

He gave us a small trial order. Now he sells dozens a week and makes good profit.

MEADOW-SWEET : RETAIL 10c.

We are perfectly sure you can sell at least two packages a week to 90% of your customers. 20 cents a head is not much, but multiply the amount by the number of your customers. Nice total, eh?

FRESH, NIPPY, APPETIZING
Make it your leader. Others have done it.
Are now well pleased.

Meadow-Sweet Cheese Co., Montreal

AGENTS: Laing Bros., 307-309 Elgin Ave., Winnipeg, Man. Fred Coward, 402 Spadina Ave., Toronto; W. Durance, Hamilton, Ont.; Bellefeuille & Giroux, Three Rivers, Que.; Dominion Fish & Fruit Ltd., Que.; Densault Grain & Provision Co., Sherbrooke, Que.; McLeod & Clarkson, Vancouver, B.C.; W. A. Simonds, St. John, N.B.; Ottawa Cold Storage Ltd., Ottawa, Ont.

Fruit All The Year Round



Pink's Bottled and Canned Fruits are indistinguishable from Fresh Fruit.



- ☞ Being bottled immediately after it is picked and cleaned, the fruit retains its rich natural flavour.
- ☞ Apply for price list to our sole Canadian distributors

THE MANUFACTURERS' AGENCY CO.

Montreal, - -	J. W. Windsor, - -	22 St. John Street
St. John. N.B., - -	S. Cecil Irvine, - -	48 Princess Street
Halifax, N.S., - -	C. E. Creighton, - -	Bedford Chambers
Boston, U.S.A. - -	Gen. Sales Office, - -	330 Board of Trade Bldg.

E. & T. PINK, LONDON, ENG.

The Lines in Constant Demand!

ROWAT'S PICKLES

AND

PATERSON'S SAUCE

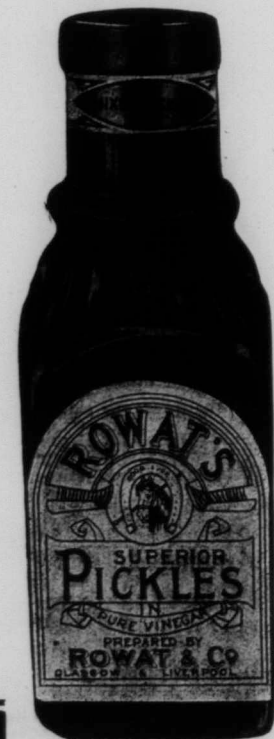
Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:

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



MCCORMICK'S JERSEY CREAM SODA BISCUITS



Quality Incomparable
A Wholesome Food
A Most Nourishing and Economical Food
Rival Bread for Economy

At Your Grocers 31

For Large Families Try a Tin or Cardboard Package
Sizes, 25c. to 35c.
For Small Families Try our Fancy Sodas
Packages, 5c. and 10c.

Reproduction of 4-col. Newspaper Advertisement

Satisfy your Customers - give them an article of quality and the consumption will increase. Get them to use McCormick's Jersey Cream Sodas once and watch the result.

Already thousands of new customers have been made and this influence will be felt for all time, as these biscuits are unquestionably superior to the ordinary kinds people have been in the habit of buying.

Take advantage of our advertising and keep a full stock always. Order from nearest shipping point.

MCCORMICK'S Warehouses, MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY.
Factory: LONDON, CANADA.



THE rapid growth in popularity of **PURITY FLOUR** is the natural outcome of its spotless purity and ability to give its users more in actual value of results. A flour trade grown on such a basis can do nothing but constantly increase.

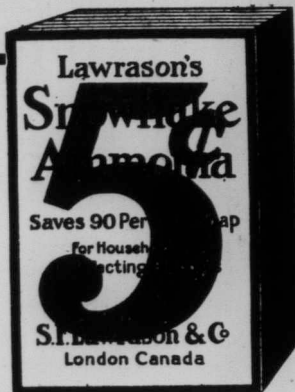
PURITY FLOUR means

**More Trade and
Better Trade**

**Western Canada Flour Mills Co.
LIMITED**

TORONTO	MONTREAL	OTTAWA	ST. JOHN
GODERICH	WINNIPEG	BRANDON	VANCOUVER

The Only 5 Cent Package of Powdered Ammonia



The wonderful cleansing qualities, disinfectant properties and general household uses of

Lawrason's Snowflake Ammonia

have been told you before in the Canadian Grocer. The same facts have been placed before the public in a vigorous advertising campaign.

The demand is daily growing larger. **Have you ordered your stock yet?**

The people **will have** Snowflake Ammonia. None of the various substitutes for Snowflake Powdered Ammonia are equal to its cleansing properties, and they **all cost more.**

The profit is a good one, get in line for your share.

GUARANTEE OF \$500

That LAWRASON'S SNOWFLAKE AMMONIA equals in power any similar powder on the market selling for twice its price.

5c. per giant package 5c.

S. F. LAWRASON & CO., London, Ontario

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



**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.

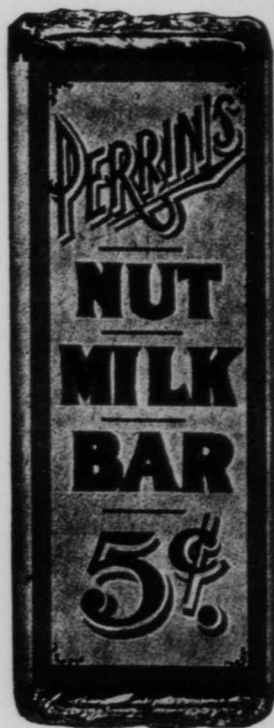
St. George Evaporated Milk, 4 doz. in case, \$3.35
Princess Condensed Milk, 4 doz. in case - \$3.90
Banner Condensed Milk, 4 doz. in case - \$4.40

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

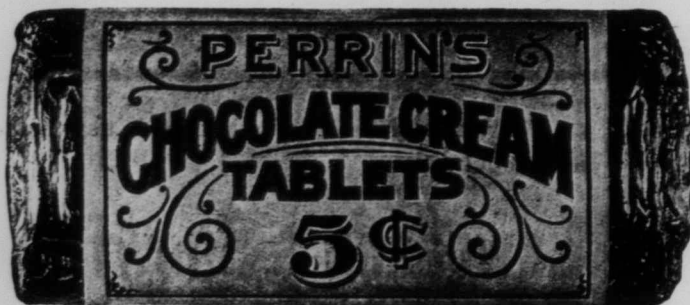
J. MALCOLM & SON

ST. GEORGE

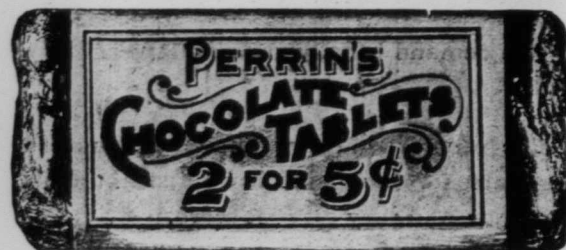
ONT.



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



SANITARY CANS

FOR

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Comfort Soap Sealing Machine



Wetting the Tape

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

ADVANTAGES

SAVES TIME
SAVES TWINE

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

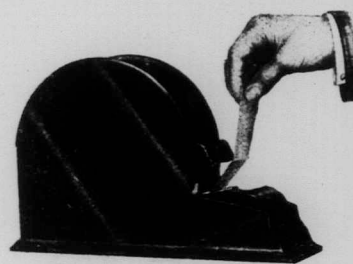
Advertisement of Grocer enters each customer's house on one or more parcels daily.

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

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

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

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



Tearing Off the Tape

ADDRESS

PUGSLEY, DINGMAN & CO., Limited
TORONTO

MAPLE SYRUP! What Price Are You Paying?

We are now getting delivery of foreign sugar, a large contract made before the advance in price. We are therefore able to continue selling our famous Pearl Brand Maple Syrup Mixture at the old price. Prices are as follows:

Pearl Brand Maple Syrup	Wine measure tins	Per Case	BULK MAPLE SYRUP, Imperial measure.
	Gallons, 6 to Case	\$4.40	2½ Gallon Tins, 2 to Case \$4.00
	Half Gallons, 12 to Case	4.70	5 Gallon Tins, 1 to Case 3.90
	Quarts, 24 to Case	4.70	Oak Barrels, about 40 Gallons, per Gal. 75c.
	Pints, 24 to Case	2.50	
	Quart Bottles, 12 to Case	2.35	

OUR PROPOSITION

Send us your order for 5 cases or more, we will prepay the freight to the extent of 40c. per 100lbs.

If the goods are not perfectly satisfactory, return them at our expense.

Our Maple Sugar Specialties will interest you. Send for illustrated price list.

In ordering, name your jobber.

MAPLES LIMITED :: TORONTO
HEADQUARTERS FOR MAPLE PRODUCTS

Pure, Well-Packed Sweet, Wholesome

Strengthen your hold on the profitable family trade by featuring

**"KING OSCAR"
NORWEGIAN SARDINES**

A line that never fails to please the particular palates of your best customers.



"King Oscar" Brand are the primest Autumn-caught fish, canned in our modern sanitary factory, and appeal to every grocer as a good profit producer.

Ask your wholesaler.

JOHN W. BICKLE and GREENING
(J. A. Henderson)
HAMILTON :: :: ONTARIO

By Special royal permission.

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 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

You are the man we want

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

**ELGIN
National Coffee Mill**

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

**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.**

If it's BUSINESS you want, Sir, H. P. Sauce will surely bring it along
H. P. is no shelf-warmer, it's no sooner on than it's off again--off
again to good purpose, too, to your customers and to you.

Don't TRY to do without

H.P. SAUCE

W. G. Patrick & Co., Tor., Mont and Van., 3 C.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
W. H. E. Scott, Winnipeg, Man.
R. B. Seaton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.



THE "WALKER BIN" SYSTEM



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

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

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

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

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario



THEY ALWAYS
ASK FOR
MORE

Club House QUEEN OLIVES



because of the exquisite flavor that is preserved in them.

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

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

Write your Jobber for lists.

Gorman, Eckert & Co., LIMITED

LONDON, Ont.

WINNIPEG, Man.

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

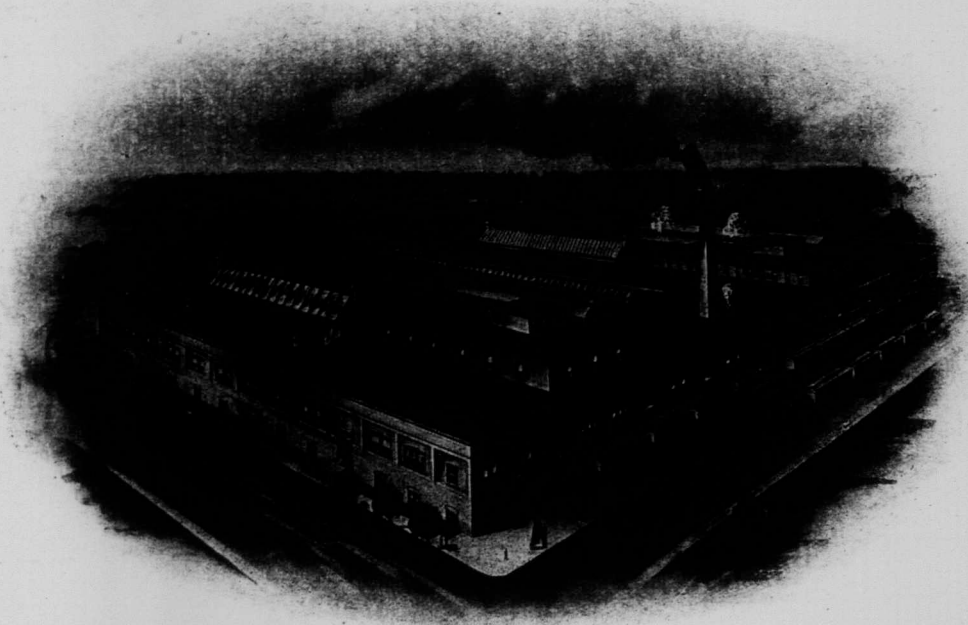
Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMEER CONDENSED MILK CO., Limited
Head Offices, HAMILTON, ONT.

Aylmer, Ont.



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

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

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

☞ Mince Meat, packed in 1-lb. 2s, 5s, 7s; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON

Only a limited quantity being packed.

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton

- -

Canada

THE CANADIAN GROCER

PURITY

is what you get in **JAPAN TEAS**

No coloring matter in **their** manufacture

FURUYA & NISHIMURA

have a complete assortment of **NEW CROP** on spot and to arrive.

JOBBER'S PLEASE NOTE

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 cannot fail to suit every individual requirement 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



Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals,

free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock to day.

The Western Salt Co., Ltd.
MOORETOWN, ONTARIO

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 Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Lafamme, 400 St. Paul St., Montreal.
C. E. Cheate & Co., Pickford & Black's Wharf, Halifax



THE CANADIAN GROCER

LUMP SUGAR

The sale of lump sugar is steadily increasing. It is known to the trade and consumers under several names. When they get to know it

CRYSTAL DIAMOND LUMP SUGAR

will satisfy and please them as the finest and most attractive table sugar produced in the world.

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

MACARONI VERMICELLI SPAGHETTI

There are more and more people every day awakening to the fact that the daintiest of dishes, and cheapest too, can be made from these products, and you should put in a supply and push them.

Don't Take "Any" Brand
BUT TRY

L'ETOILE

the line that always gives satisfaction because it is manufactured by "men who know." Our machinery is of the very latest type, installed by a Parisian expert, and worked by men brought all the way from sunny France.

L'Etoile---the line that pleases.
TRY IT

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL



'Camp' Coffee is off your shelves almost before you get it on!

Don't let your stock of 'Camp' run out—don't even let it run down.

The demand for 'Camp'—already big—is growing day by day—simply because of all Coffee Essences 'Camp' is known to be the best.



CAMP

COFFEE

See your Wholesaler to-day.

R. Paterson & Sons,
Coffee Specialists,
Glasgow



A Trade Bringer!

Prevail upon your customers to use a match that will give satisfaction, incidentally increasing their confidence in you.

THE DOMINION MATCH

is perfectly made in every respect. The heads never break off or splutter, and the lighting operation is a silent one. The neat packing makes them a good shelf or window display stock. Get in line and sell this satisfaction-giving staple---the profit makes it worth your while.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto.
A. Macdonald Co., Winnipeg, Man.
W. A. Catton, 180 St. James St., Montreal.



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

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

FINEST ENGLISH KIPPERS AND EUROPEAN GAME Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 GT. CHARLOTTE ST.
LIVERPOOL, England



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

All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA

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

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

JELLY TALK

Let us have a chat with you about jellies. That is, the good kind, of course. The majority of your customers always like to have some dessert at meals and are sometimes just doubtful as to what to make. Suggest

Club Jelly Powder

We can guarantee its quality and assure you that it will give general satisfaction. All you want to point out is the fact that there is a rich custard powder with the package besides, and you'll surely find sales good.

"Double Event" Package

Give it a Trial

S. H. Ewing & Sons
MONTREAL, Branch TORONTO

*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*

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



**"GLOBE"
MACARONI**
The Scientifically
Manufactured Food

makes good by its purity and high quality.

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

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

A SPLENDID
STAPLE LINE

D. SPINELLI & CO.
MONTREAL REGISTERED QUEBEC

**Not an Enterprise
for the "Quitter"**

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

THE RIGHT THING

It Pleases Both the Trade
and the Customer



Packed under official inspection in guaranteed pure olive oil, reliable in quality and moderate in price.

**"ESKIMO"
Sardines**

will prove a particularly seasonable article at this period of the year, giving satisfaction and profit.

ORDER TO-DAY FROM YOUR
WHOLESALE OR WRITE TO

MONTREAL—J. W. Windsor.	LONDON, ONT.—
QUEBEC—Albert Dunn,	Geo. L. Gillespie
HALIFAX—A. B. Mitchell.	WINNIPEG—W. H. Escott Co.
ST. JOHN, N.B.—	CALGARY—H. Donkin & Co.
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A. E. Richards & Co.	

Manufacturers' Agents and Brokers' Directory

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

WESTERN PROVINCES

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

Wholesale
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING

Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

WATSON & TRUESDALE

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

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

230 Chambers of Commerce. P.O. Box 1812

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

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

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

FRANK H. WILEY

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and

IMPORTER

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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'
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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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HEADQUARTERS FOR

Evaporated Apples

When wanting, wire us
for quotations.

W. H. Millman & Sons

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TORONTO

W. G. PATRICK & CO.

Manufacturers' Agents

and

Importers

77 York Street, Toronto

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

MacLaren Imperial Cheese Co.
Limited

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Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Headquarters for

New Orleans Fanny Molasses

Barrels and Half Barrels

PRICES RIGHT

LIND BROKERAGE CO.

73 Front St. East - TORONTO

—MONTREAL—

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 775 BOND 28

—MARITIME PROVINCES—

J. W. GORHAM & CO.

Manufacturers' Agents and Grocery
Brokers

HALIFAX - NOVA SCOTIA

We are open for a few high class specialty
lines

J. A. TILTON

WHOLESALE GROCERY BROKER

ST. JOHN, N.B.

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

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery
Brokers.

Warehousemen

ST. JOHN, - - N.B.

Open for a few more first-class lines.

—NEWFOUNDLAND—

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful at-
tention to all business. Highest Canadian and foreign
references. Cable address: "Macnab," St. John's.

Codes: A, B, C, 5th edition, and private.

—BRITISH COLUMBIA—

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission
Agents

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

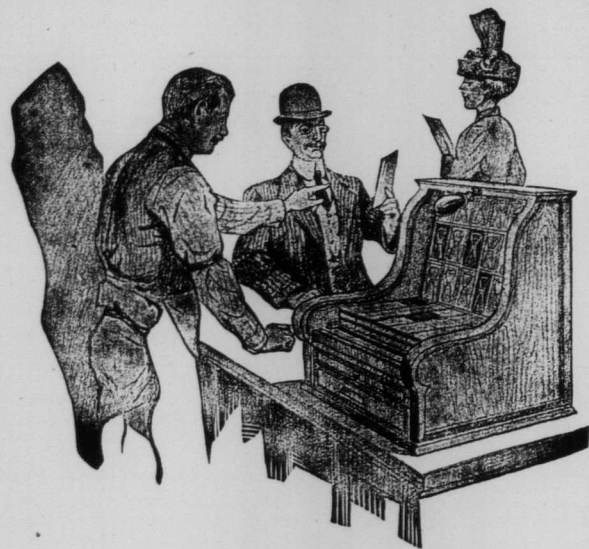
Can give strict attention to a few first-class Gro-
cery Agencies. Highest References.

WRITE TO

10 Garfield Chambers, Belfast, Ireland
For Sample copy of the

**Irish Grocer, Drug, Provision
and General Trades' Journal**

if you are interested in Irish Trade



With **The McCASKEY SYSTEM** The
Only One Writing End of Drudgery

enables you to keep your finger on the pulse of your business all the time.

You always know what every customer owes, what all of them owe.

EVERY CUSTOMER ALWAYS KNOWS WHAT HE OWES YOU. You always have every account posted and totalled to the minute, with one writing, cutting out useless bookkeeping, copying and posting from one book to another.

With the McCaskey System you are flagged at every danger point. You cannot forget to charge for goods. You eliminate misunderstandings with customers over their accounts—because you give every customer an exact copy of his account in full after each purchase.

With the McCaskey System you have an automatic collector, an automatic credit limit and can prove your loss to the penny if your store burns.

For years McCaskey Systems have sold from \$35.00 upwards, according to type and size.

Don't you think it time to ask for further information? There's a booklet "Bookkeeping Without Books" we'd like to send you. A signed postal card will bring it. Write for it to-day.

Dominion Register Co.

LIMITED

90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.

Australia - New Zealand.

The McCaskey Register - Alliance, Ohio.

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

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

MINCEMEAT

that will surely please your customers

YOU can recommend Shirriff's Mincemeat with confidence that it will satisfy your customers. It is strictly a high-quality food product. The finest ingredients are used; carefully selected fruit and high-grade spices. The utmost care and cleanliness is observed in its preparation.

Shirriff's Mincemeat

has a delicious flavor that rivals home-made mincemeat. It is an excellent line to handle. The prices are right. You can sell Shirriff's Mincemeat at an attractive price, and make a good margin of profit. It's put up in 6, 12, 28 and 65 lb. wooden pails. How many pails do you want?

Imperial Extract Co.
Toronto

Makers of Shirriff's Extracts



All Metal Washboards Sell on Sight

Because of their many excellent features. They appeal strongly to every woman who has used the old style. It has no joints or wooden parts to catch and hold the dirt or germs, which means it is sanitary.

MEAKINS' SANITARY WASHBOARDS

are made in one piece. No nails or worn edged metal facing to cut the hands.

WRITE FOR PARTICULARS AND PRICES.

MEAKINS & SONS, HAMILTON, ONT.



KNOX GELATINE

Good reputation, based on quality and constant, extensive publicity, makes it easy for you to sell KNOX GELATINE. It pays you a splendid profit. It keeps on selling because it is pure, wholesome, nutritious, and because it makes two full quarts of jelly per package — a liberal money's worth for your customers.

CHAS. B. KNOX COMPANY
Johnstown, N. Y.

Branch Factory: Montreal, Canada

CANADA
AND GREAT
BRITAIN

TWO GREAT MARKETS
DURING TWO GREAT YEARS OF
PROGRESS AND SCIENTIFIC ADVANCE
HAVE TESTED, TRIED AND APPROVED

A.D.
1910 and
1911

**OXO
CUBES**

Q The OXO Company foresaw OXO Cubes years ago. They tested and proved all the qualities of OXO Cubes in advance, then they gave the Public what it wanted: a more handy, more economical, and a more uniform Beef Tea preparation. The PUBLIC WANTED it, and the OXO COMPANY PRODUCED it. The Public are ever-increasingly showing their appreciation. OXO Cubes are now an every-day household food commodity.

Q The Trade were handling a declining turnover in Beef Tea preparations. OXO Cubes revolutionized this, and the dealer consequently now has an increasing turnover through OXO Cubes.

Q OXO Cubes HAVE BEEN TRIED by dealers for nearly two years, and dealers KNOW that OXO Cubes stand all market tests. The quality and production are perfect. The pack and style of the goods is of the highest class, and very attractive. This has been positively demonstrated.

Q OXO Cubes are known and proved in every respect, and merit exclusive support. Our success is so apparent attempts will perhaps be made to imitate. Sincere flattery, no doubt, but OXO Cubes are tried and proved. Do not handle imitation articles. Avoid dissatisfaction.

Q The OXO trade is increasing: the season is here: the demand is lively. Order heavily by mail, and have a sufficient stock ready at hand. All mail orders receive prompt attention.

MINCE MEAT

should
bear
the

Sterling
BRAND

to assure its
QUALITY

Only the most carefully selected spices and fruits go into Sterling Mince Meat. It is prepared by our tried processes and is both delicious and wholesome.

This is an excellent line for Fall selling and yields a good profit.

THE T. A. LYTTLE CO.

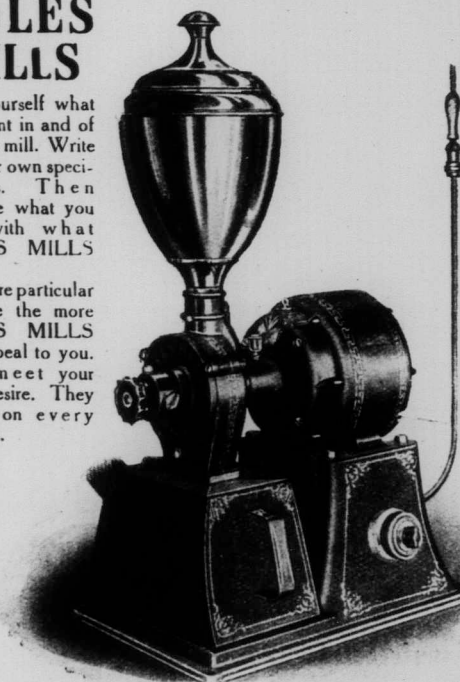
LIMITED

Sterling Road - TORONTO

COLES
MILLS

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

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



COLES MFG. CO.,

PHILA., PA.

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

ANOTHER WINNER
BLACK KNIGHT
Stove Polish

We have completed the largest house to house Sampling Campaign ever undertaken in Canada, with Two Superintendents and 24 Boys in uniform.

From Quebec City to Vancouver

Ask Your Jobber
for
this Line

1 doz., 75c.
Packed 3 doz. in a case.



Non-Inflammable
Dustless
Brilliant and
Lasting Shine

Shows a Handsome Profit to the Retailer.
Largest Advertised Stove Polish in Canada

Manufactured By **The F. F. Dalley Co., Limited,** Hamilton, Canada,
Buffalo, N.Y.

MAKERS OF THE FAMOUS 2 in 1 SHOE POLISH

IN STORE—New Season's Crop

Currants

Figs—Finest Eleme.

Raisins—
Valencia and Malaga.

Peel—Finest Dripped; also
Cut Peel in 1/2 and 1 lb. pkgs.

NEW SANTA CLARA PRUNES

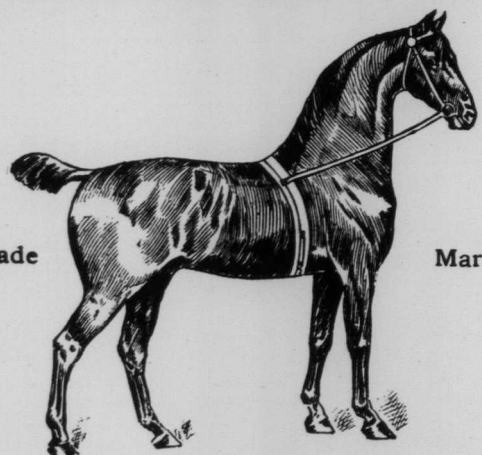
All sizes 40/50—90/100 in 25 and 50 lb. boxes

WE CAN MAKE IMMEDIATE SHIPMENT OF THE ABOVE

EBY-BLAIN, LIMITED

Wholesale Grocers.

TORONTO



Trade

Mark

QUINQUINOL

A Stock Food for Horses, Cattle, Sheep, Hogs, Dogs, Poultry, etc., etc., offering you a good opportunity to build up a strong "Stock Food" business with your country patrons. We can show you copies of hundreds of orders received from grocers for Quinquinol, surely a guarantee of its great qualities

THREE DIPLOMAS GAINED

Three Rivers, Sherbrooke and Ottawa Exhibitions.

The only Stock Food awarded a diploma at any of the above big Exhibitions.

Recommended by the Minister of Agriculture.

\$4.00 per doz. gallon tins.

Retails at \$6.00.

50% profit

No Loss from Vermin or Moisture

Packed in tins, attractively got up, making a nice display for shelves. It will attract customers. You can offer any of them \$500 if they can find any deficiency in Quinquinol.

No Loss to You from Sales

We will guarantee you by personal letter, that you can be at no loss whatsoever. You are at liberty to "money back" the goods. We will make it right. But you will have no cause.

One dealer in each town wanted.

Advertising matter provided.

Register now.

Exclusive territory.

Your sales safeguarded.

The American Pure Food Co., Montreal

Look for High Class Trade Always and Patronize A High Class House

You cannot reasonably expect to secure orders from the best of homes unless you prove that you pay particular attention to lines which have a reputation and that you can fill all requirements.

WINES AND CHRISTMAS TRADE

Many of your customers either open a bottle of wine at Xmas or make a present of Champagne or Burgundy to their close friends. Wouldn't you like to supply these goods? Certainly, then work towards securing such trade by putting in a stock and educating your customers to the fact that you are headquarters for leading wines, etc.

CHAMPAGNE **PIPER-HEIDSIECK** **125 YEARS A LEADER**

We recommend the following and have a complete stock:—

**Imported
Ginger
Ale**

Delor & Cie, Bordeaux
Clarets and Sauternes
Diez Hermanos, Spain
Sherry—"Favorito"
Appetizer Wine, "Bacchus"
Burgundy Wine and Quinquina
Natural Tonic Wine
Banyuls' "BARTISSOL"
Frederick Krote Coblentz
Rhine and Moselle Wines
Morin Pere & Fils, Beaune
Burgundy Wines
Porter, Compass Brand, and Bass's Ale
Both bottled by W. E. Johnson & Company, Liverpool

**Trayder
Brand**

WE WILL PAY THE FREIGHT.

DON'T MISS THE CHANCE.

Up to the 10th of November we will pay the freight on all orders amounting to five cases, assorted or not, to all railway stations or boat landings in the Province of Quebec and Ontario.

We guarantee you perfectly clear wines, in perfect condition, but we must effect shipment before the period of great cold. Get your orders in early before close of navigation.

Laporte, Martin & Company, Limited

MONTREAL

QUEBEC

Our Phenomenal Increase for 1911 Still Continues

Week ending Sep. 23, we were 18,354 lbs. ahead of the corresponding week of 1910

"	"	"	30,	"	"	44,315	"	"	"	"	"	"	"	"	"
"	"	Oct.	7,	"	"	18,052	"	"	"	"	"	"	"	"	"
"	"	"	14,	"	"	45,217	"	"	"	"	"	"	"	"	"

A grand total for four weeks of 125,938 lbs.



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Advice on Changing to Cash Business

Western Ontario Dealer Desires to Cut Out Credits—Annual Turnover Amounts to About \$14,000—Not Enough Details Given — A Question That Needs Close Consideration Before Any Change of System Should be Attempted—Brush up Present Methods.

* By Henry Johnson, Jr.

This is the same old question which comes to me periodically, generally with the evident expectation that it can be solved by some rule, and usually, as in this present case, without sufficient information to enable me to pass even fairly intelligent judgment. Here is the inquiry:

Henry Johnson, Jr., care Canadian Grocer:

Dear Mr. Johnson: Myself a subscriber and close reader of The Canadian Grocer, I would ask the privilege of a question or two, either through the columns of The Grocer or otherwise. I would like your opinion on the probability of a "strictly cash" system of handling my business, which consists of meat and groceries, in town of probably 3,000; business established thirty-three years ago in meat only by my uncle, and groceries added eighteen years ago, same being under my personal supervision in grocery department for full time groceries handled, and both branches being under my care since 1900.

I am about moving into new premises nearly completed by myself, and have been considering advisability of a cash business on entering new store. Annual turnover would be in neighborhood of \$13,000 to \$15,000, with very small proportion of farm trade, of which I think we should get a better trade, but owing to small grocery department and also owing to the fact that we have a branch of the Blank Co-operative store here, and they seem to keep them coming pretty well—I understand they do cash only, or trade—we have a greater demand for dairy products in retail way than we can get in from the farm trade, although there is a good market here and a good farming community. I suppose we have the same trouble in collections here that retailers have the world over where a credit business is transacted. We try to keep credits down to thirty days, but in many cases it is 30, and then if we try to have a settlement in full, we lose an otherwise good customer. Competition is keen here as elsewhere, and working on limited capital, I cannot see my way clear to increase business without increasing credit, which I deem a burden every minute, as I claim

*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.

at least 90 per cent. of the trade imposes on the retailer in the way of credits.

Yours truly,
A. R. C.

P.S.—I might say that there have been many changes in retail grocery and provision business here since first of the year; many old established firms selling out. I think we would stand a show of getting some new business if some inducements were offered.

The wise physician frequently quotes an old motto of the profession: "Respect old habits—even bad ones," and we are all familiar with the alleged futility of trying to teach old dogs new tricks. The first thing that occurs to me, then, is to advise my friend to go slow on radical changes for many reasons.

Respect the Credit Business.

The giving of credit may be a bad habit—I am not saying it is, mind—in this business; but it is an old habit, hence should be treated with profound respect. It has been going along for over a generation, presumably about as now. It will be best to take all things into account before we prescribe any such radical remedy as the abrupt cutting off of a portion which may be found, on examination, to be the one reliable support of that business.

I cannot tell just how important it is for several reasons.

I am not told how that \$13,000 annual business is divided—how much cash and how much credit.

I do not know what are the actual annual credit losses.

I am not advised how much capital the business has; what it started with; how much stock and cash on hand now; how much owing and being owed; what is the average annual earnings and what the ratio of expense. All these things must be known before it were safe for me to advise what to do.

It All Depends.

For instance, if \$8,000 of the business is done for cash and \$5,000 for credit, we might find good reason for cutting off the credit—especially if the \$8,000 would pay our way so that, at a pinch and under the worst conditions, we could get along on a business cut down to \$8,000 for a while. But, if the figure were reversed—if \$5,000 were cash and \$8,000

credit, we might well hesitate about doing anything sudden which might cut off the greater part of that \$8,000.

Again, if I knew just how much the actual credit losses amounted to in a year, I might advise more intelligently; and a statement of this character might be a revelation to my correspondent—it might readily show that he was not nearly as badly off as he now thinks he is.

Something in the Postscript.

All of these things can only be accurately gathered from a detailed statement of the condition of the business; but there is one danger-signal which I see right now which would make me all the more inclined to advise caution. That is the postscript—which as is usual with postscripts, contains a lot of the gist of the letter—wherein he says that he thinks he "would stand a show of getting some new business if some inducements were made."

This is the line of thought: If I sell for cash, I shall eliminate credit losses, so I can afford to sell more cheaply. If I sell more cheaply, I shall increase my business. If I increase my business, I shall make more money; and, like some other things, this looks well on paper. But, also like some other things, this seldom works out just that way in practice, for several reasons. First, the credit losses will look very small compared with the losses resulting from a general reduction of prices sufficient to look like "inducements" to the usual buyer. So the increase of business is problematical; and if that fails, the making more money goes with it.

Must Study Quality and Service.

In fact, there is little chance that my friend could sell perceptibly cheaper for cash. To make more money he must increase his business, not through thinking of price, but through studying quality, service, business methods. Especially should he devote himself to the last, for right there is his present greatest weakness. Let him not contemplate a move which only the strongest, brightest, most forceful and keenest merchants can make successful until he has brightened and strengthened himself a good deal in handling his line of credit. The cash business is emphatically one wherein the merchant must enforce his own rules and ways of doing business; yet here is one who thinks he can do that

who yet cannot make his customers settle within "300 days," without driving them away.

I suggest that he begin at once to improve that portion of his management. Start right in **NOW—at once**—on the basis that thirty days is the limit; and that such limit means the full and complete settlement of bills every month. And, as you hope for success, do not extend your credit line among the farmers. They are "good," but slower than any business can possibly stand unless it be specially planned and built that way—as yours is not. That reform will prove very beneficial—very likely it will be all that will be required.

Brush Up the Business.

Then let my friend devote himself to general betterment of his business. Get it brushed up in every detail. Get up neat displays with price tickets. Keep the windows attractive. Do some careful, conservative advertising—straight, plain, honest talks to your townspeople. Deliver promptly. Work the telephone personally to drum up the best, most desirable trade in your town. Keep abreast with the times in the varieties of goods handled. In general be up and doing to make your store the one store of your town. Let no ambition less than this actuate you.

All of which may be modified by a statement, which I hope he will send to me; but I am inclined to think he is barking up the wrong tree, and a careful circumspection will lead him to start on another scent. Meantime, I hope I have helped; but am always ready to help again if I have not hit it right.

BEGIN COLLECTION DEPARTMENT.

Vancouver R. G. A. Going After Delinquents—Also Extends Its Scope.

Vancouver, B.C., Oct. 19.—(Special)—The collection department in connection with the Vancouver Retail Grocers' Association, will be in operation in a few weeks. This is an experiment, but it is expected that it will turn out all right. A thoroughly experienced man will take charge, and the cost will amount to about \$300 a month all told. Members of the association have discussed the matter, and they are almost unanimous regarding the benefits to be conferred.

Before accounts are turned into the association for collection, a notice is sent out by the dealer, calling the delinquent's attention to the fact that unless payment is made by a specified date, their name will be reported to the association. This alone has a desirable effect, and one merchant states that after the first notice was sent

out, several accounts came immediately in. When a customer realizes that the account has to be paid, he figures out that it better not to delay, since that only means being put on the black list of the association.

Association Extending Its Wings.

The Vancouver Retail Grocers' Association decided at its meeting on Tuesday evening, to take in as members grocers carrying on business in Greater Vancouver. The policy has been up to the present to confine the membership to those doing business in the city proper. With the city's growth, it is difficult for anyone to discern any difference between (in the city) and (out of the city), and the extension is a reasonable one. Heretofore, such dealers could belong only to the B.C. Retail Merchants' Association, but this will give them closer local connection with a strong organization.

PRESIDENT RETIRES.

B. C. Retail Grocers' Association Will Have to Get New Head.

Vancouver, B.C., Oct. 19.—(Special)—Thomas Duke has sold his grocery store to Mr. Woods, and will retire from active participation in business. Mr. Duke was a successful merchant, and

previous to starting up at the stand he has just vacated, he was in business on Westminster Avenue, where he successfully conducted the City Grocery. The reason for selling out was that his partner, J. McArthur, was not in good health, which threw the burden on Mr. Duke's shoulders.

This will mean that a new president will have to be elected for the Vancouver Retail Grocers' Association, as the occupant of that office must be an active grocer. This is the second time the association has lost its president in this way.

Dear jam and cheap grouse will be the case in England this year. The intense heat of the summer is said to be responsible for both. The railway strike assisted to boost plum prices.

A WIDELY READ PAPER.

"Herewith find enclosed \$2. my annual subscription to Grocer. The Grocer is very highly appreciated and I look forward to its coming and read with pleasure the many valuable hints contained therein."—
J. B. Smith, Antigua, B.W.I.
"Kindly send me particulars of your 13 publications as advertised in The Canadian Grocer of September 15 last." This is copy of letter received from Barcelona, Spain, by The MacLean Publishing Co., publishers of The Grocer.

CARTOON TALKS ON SERVICE



Our Cartoonist Represents Look of Disgust on Face of Purchaser Who is Recommended to Accept Something Inferior to Article Asked for Because it is Cheaper.

Thanksgiving and Hallowe'en Displays

A Time of the Year When Special Attention Should be Given to Display, Both Interior and Window — Suggestion for the Dealer for the Occasion—Should Make the Most of the Festive Season.

Monday, Oct. 30th is the day set aside for "Thanksgiving" throughout Canada. At this time it is essential that the grocer make such arrangements about his store as are appropriate for the occasion. The day is now not far distant and he should already be planning for it.

Hallowe'en, another occasion for some special in the way of display fol-

products of the year's harvest, which can be combined together attractively.

Fruits and vegetables may be shown with price cards, or a Thanksgiving background may be used and any line that would be in demand at this time shown.

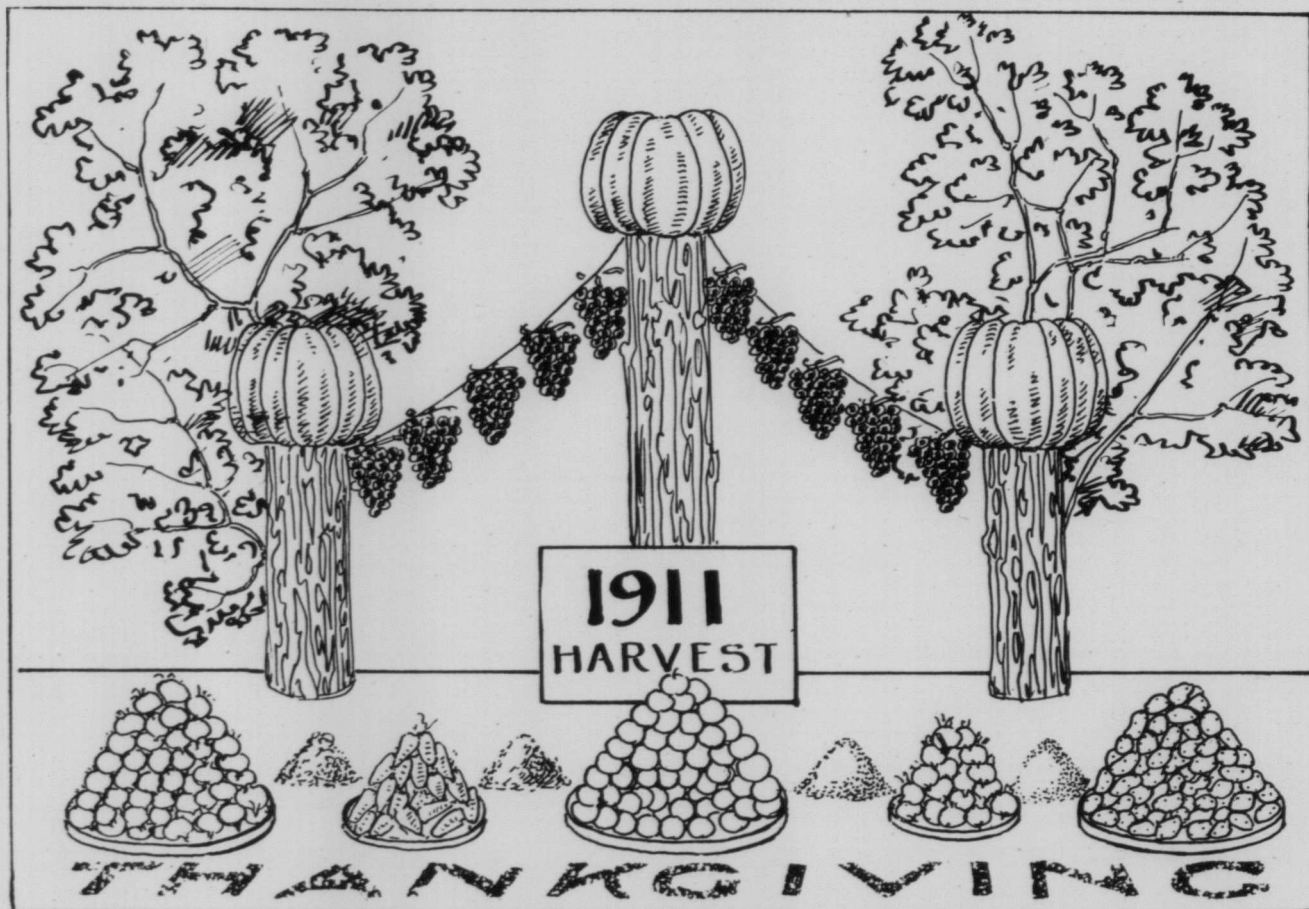
Display Suggested.

Herewith we give a suggestion appropriate for Thanksgiving and Hallowe'en.

are situated on each side connected by fancy cords on which bunches of grapes are pinned. On both sides, the display is completed by maple branches. A show card in the centre bears the inscription "Harvest, 1911." To give it the appearance of a Hallowe'en window, the pumpkins might be made into Jack o' Lanterns. If it is desired this background only may be used and any line of groceries shown.

PACKING FIRMS UNITE.

Montreal, Oct. 19.—A merger of three big Canadian packing houses with a capital of \$5,000,000 is announced. They are the Laing Packing and Provision Co., of this city; Park, Blackwell & Co.,



Suggestion for Thanksgiving window. Pumpkins, fruits, grains and vegetables used.

lows the next day and also requires attention.

Coming so close together this year as they did last year also, combined displays appropriate for both may be carried out. Besides the decoration of the interior, special attention to the window should be given.

Plenty to Work On.

An attractive window display can easily be made by the dealer, because he can bring into use all the fruits and

The floor of the window should be covered with colored paper. In the foreground, the word "Thanksgiving" is spelled out with any grain. Behind this in pyramids are shown some products of the harvest. In the centre is the larger display of apples, with beets and carrots on one side and onions and potatoes on the other. Smaller piles of grain lie between. In the centre of the background is a pedestal of wood, surmounted with a good-sized pumpkin. Two smaller pedestals with pumpkins

of Toronto, and George Matthews, Ltd., with plants at Hull, Peterboro and Brantford. The present capital of these firms is about \$2,000,000. Mr. Matthews is to be president of the merger, while Mr. Blackwell is expected to be chosen as vice-president. The merger it is said will be completed by Nov. 5.

The MacLean Publishing Co.—Please find enclosed P.O. Order for \$2 to my subscription for The Canadian Grocer. Should have paid it before. Would not like to be without it.
J. F. RICHARDSON.
Elora, Ont., Oct. 11, 1911.

Wide Awake Methods of Retailing.

Farmers Interested in Galt Window—A Flour Guessing Contest—Discount Allowed for Cash by Chatham Dealer.

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

Interested the Farmers.

Galt, Ont., Oct. 19.—John Sloan, grocer, recently had a fine window exhibit of apples gathered in Waterloo county that have been sprayed this year for the first time, showing the results obtained by a little care of the orchard.

General interest was attracted by this window, many farmers having samples of their own fruit in it, while others were anxious to see just what could be done by proper care. The local paper also gave considerable space to it.

To Induce Cash Trading.

Earl Grey, Sask., Oct. 19.—S. Riesenburg, general merchant of this town is making a special effort to induce cash trading and in order to do so, is giving away free chinaware with cash purchases.

In a display advertisement in the local paper he explains the plan whereby customers may obtain a dinner set free by paying cash. "Our plan is simple. We give you a check with every cash purchase and a few checks entitle you to one article at a time. In this way you are enabled to pick out what-

ever pieces you can use to advantage first, and match up with the other articles afterwards, as we shall continue keeping this pattern."

The ad. finishes by saying: "We use these dishes simply as an advertisement and to encourage cash trading."

Flour Guessing Contest.

Hasley, Sask., Oct. 19.—The J. A. Nystuen Co. recognizing that the present is a splendid season for the sale of flour are featuring that line to good advantage. To arouse more than the unusual interest in this line, they are conducting a guessing contest of the weight of a sack of flour which they have displayed in their window. Their ad. in the local paper reads:—

"The sack of flour displayed in our window will be given away free to the person who guesses its correct weight, or should no one succeed in guessing the exact weight the prize will be given to the person whose guess is nearest to the correct weight. Should two or more persons guess the correct weight, or nearest to correct, the prize will be

given to the one whose entry was first received."

Discount Allowed on Cash Sales.

Chatham, Ont., Oct. 19.—Clifford J. Mahler, grocer, 390 Queen st., has adopted the policy of issuing cash register checks and allowing a discount on cash sales. In a circular letter recently issued to customers and prospective customers, he explains the proposition. Receipts are issued showing the date of sale and amount, and the customer on returning \$10 worth of receipts is allowed 30 cents in trade. For lesser amounts, receipts are good for one per cent. of the face value.

A printed facsimile of the receipt issued, showing a receipt for \$1, is embodied in the announcement, and this facsimile is accepted as \$1 on the first \$10.

This is probably the first time the cash discount system has been tried here in connection with the grocery business. A drug firm has used it for several years, allowing 5 per cent. in trade on all cash sales. This firm is satisfied with the results, and claim that the experiment has brought about a remarkable reduction in credit. In addition, it costs them less than the 5 per cent., since quite a proportion of the checks are mislaid or not turned in. In the drug business, too, the wider margin of profit on goods sold helps to pull down the actual cost.



Thanksgiving background by Warren Andrews, Anderson Co., St. Thomas, Ont., which may be used for the display of groceries at Thanksgiving. Background proper, base and border in green with gilt moulding. Pumpkins cut in halves, wheat and other grains, corn with husks turned back, braided and festooned for border. Pedestals twined with Fall foliage, surmounted by small fruits and vegetables. Lights may be placed behind each pumpkin.

Retail Grocers Hold Monthly Session

Trade Problems Discussed by Toronto Retail Grocers—Organizer Appointed and Membership Will Be Boosted—Testimony Showing That Early Closing Is Not Detrimental to Business—Will Hold Smoker in November.

Toronto, Oct. 19.—(Special) — The Toronto Retail Grocers held another interesting monthly session on Monday evening when a variety of trade problems came up for discussion.

The membership of the association which has been increasing with marked rapidity of late is not going to be allowed to remain at a standstill. The association recognizes that in union there is strength and will endeavor to get the co-operation of as many of the grocers of Toronto as possible. With this end in view on motion of B. Snow, Frank Johnston was appointed organizer and assistant secretary and with the co-operation of the members, a large membership is expected to be rolled up.

Endorse Early Closing.

The association unanimously asserted itself in favor of early closing, a question which it has long supported and fought for. A motion to this effect was put through on motion of J. S. Bond, and seconding of D. W. Clark.

Mr. Hall was the first member to introduce the early closing question. He pointed out that most members were in favor of it and he believed it would be a good idea to hold a mass meeting of grocers to ascertain the feeling of the trade in general on the matter. He did not think there was anyone present who opposed it, and if there was he would like to know the reasons.

He pointed to his own case as an example demonstrating that earlier closing is not detrimental to business. Whereas he formerly kept open until 10 and 11 o'clock, he now closes at 8, and in spite of the fact, his business is on the increase. He referred to one competitor who kept open from six in the morning until 11 at night.

Other members also stated that early closing had not acted adversely on their business. Neil Carmichael has closed at six o'clock every night but Saturday since he started in business and yet sales have been steadily increasing. "When I commenced," he said, "I decided to close early or not stay in the business. While not wishing to appear independent, I still stick by my resolution."

Druggists Sell Laundry Soap.

R. Davies wanted to know if anything had been done in regard to the soap question. "Drug stores are cutting in on the soap trade, selling standard laundry brands at 6 for 25c. I think

that soaps belong to the grocer. Wholesale druggists won't sell drugs to the grocer and why should the druggist get grocery lines?"

An animated discussion was centred on the canned goods question, tomatoes bringing forth special comment on account of the manner in which they have been advancing in price. While some

LETTERS TO THE EDITOR.

Editor Canadian Grocer,— I presume you have seen before this by our daily paper that I am retiring from business. However, I thought I would drop you a line as I have been a subscriber to your valuable paper, and must say have had many valuable hints from same. After thirty years behind the counter in Kingston, I felt I would drop out and let the next fellow have a chance, although I am still a young man, getting up to the fifties and in good health.

My successor is Jno. Gordon who has been in my employ as clerk for fifteen years and who has always been a faithful young man (Scotch.) The old staff are all remaining with the new firm—Russell Edger, who also was with me for ten years, and one driver who has been with me for eleven years, and all the rest of the former hands, so you see we did not change our help frequently.

My aim has always been to get the best help I could, to pay the highest salary and not to wait until a good employe asked for an advance. Give it when you think he deserves it. That has been my policy all through my business career. Will write you occasionally.

JAS. McCULLEN.

Kingston, Ont., Oct. 18, 1911.

canners are delivering only 40 per cent. the percentage of others was stated to be higher. Several members reported that wholesale houses were giving them 100 per cent. of orders. While a large proportion of the remarks were complaints of the high price, some expressed the opinion that they would be able to make a fair profit on canned goods this year.

Social Function in November.

The executive committee are to make arrangements for the holding of a "Smoker" some time in November. Bowling will again be taken up by the Association, and Thursday evening was named for this. President Miller and Vice-President Davies will lead the contending forces in the contests.

The final report of the picnic held at Cobourg in June was presented showing a good balance. Messrs. Fry and Carmichael were appointed to audit the accounts.

Chas. Page, 1156 Yonge St., was proposed for membership.

CALIFORNIA WALNUTS.

The walnut crop in California this year will be the largest in the history of the State, estimates running from 11,500 to 12,000 tons. The largest previous tonnage of this nut in California was last year, the yield being 9,600 tons. Prices named by the associations are 1 cent below opening quotations in California last year.

In East London, Ont., some citizens in the vicinity of the grocery store of J. H. Wiley, Ontario street, regard some black finger marks on a post in front of his establishment as those of the "Black Hand" society. The story goes that probably Mr Wiley may have offended some Italians working nearby and that this is an ominous sign forboding ill. Mr. Wiley, however, is not taking as much interest in the affair as some of his neighbors.

The Cie. Francaise des Pates Alimentaires, Montreal, manufacturers of macaroni, vermicelli and spaghetti, beg to draw the attention of the trade to the fact they are the owners of L'Etoile and Constantini brands and of those only. They have had it brought to their notice that other brands have been sold merchants and represented as belonging to them.—Advt.

The grocery trade have doubtless noticed recent printed statements showing adulteration on spices, particularly peppers, the last of which appeared in the issue of The Canadian Grocer, of the 13th inst., on page 37, headed "Adulterated Pepper." White Swan Spices & Cereals, protect their customers from adulteration, by placing on every tin, package, pail, box and barrel of "White Swan" brand of spices, the Dominion Government form of warranty as to purity. This is absolute and positive insurance to the grocery trade on spices bought from this well-known firm.—Advt.

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Established - - 1886

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John Bayne MacLean - - President.

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SHOULD ASK A FAIR PROFIT.

The merchant is not in business for pleasure. He is there for the purpose of making money. This must be kept in mind if he would carry the business in which he is engaged to any marked success.

A fair profit is essential in every department and on every line. When the price of an article is increased to the dealer, he should get that much more for his goods. There has been an increase in the price of so many lines of groceries within the past year or so, that cases are known where the merchant has held the price of some staple lines at the old figure, regardless of the increased cost. The grocer is rightly entitled to a higher price for his goods, a fair living profit, and he should see that he gets it.

There are instances of many lines which have advanced and some grocers are now selling at a loss. Coffee might be mentioned as an example. There are still dealers who continue to give a low grade coffee which two years ago sold for 25c, to their customers at the same price to-day. The fact that lower grade coffees have advanced about 5 cents per pound in the past year makes it certain that those grocers are losing on all that coffee they are selling. It should not be so.

The grocer is entitled to a price in proportion to the cost.

PRICE-CUTTING AND IGNORANCE.

Price-cutting in the grocery trade is an evil that is more or less prevalent. Generally it is intentional, that is, the grocer makes an effort to attract new purchasers by offering a price lower than that of his competitor on some article, the retail price of which is generally recognized as being universal. That is the common form of price-cutting. But there are also numerous examples of reduced prices that exist through the ignorance of a grocer or his clerks. Not a few cases of this kind have been referred to in these columns from time to time and within the past week a fine illustration was presented to a representative of The Grocer in Montreal.

A dealer in the northern section of the city between Park Ave. and St. Lawrence St., thus expressed himself: "The grocery business would be all right if there were

less of this price-cutting. Almost across the street from me, I can buy jams at three cents a dozen less than when I buy them from the wholesaler by the gross. They do not get a lower price than I, but they simply do not know what they do pay. It seems that the proprietor is leaving much of his business to his clerks and there is an example of what they know."

"Do your customers ever mention lower prices at the store to which you refer?" was the next question.

"Almost every day," was the answer. "They come in and ask for an article, and the price of it. Then I am told they can buy it for less across the way. In a number of cases I have shown my customers invoice sheets in order to prove that my competitor was losing money. They did not mention when higher prices than mine were being asked, but I feel sure that it often happens that the price is higher than it should be. The grocer himself is not paying the attention he should to his business, being engaged in other affairs, and his clerks certainly do not know how to conduct it."

This, then, is an example of how prices may be cut unintentionally. The combination of carelessness on the part of the proprietor and ignorance on the part of the clerks is not going to promote the best trade conditions in that neighborhood. No wonder some members of the trade become disgusted. Should you blame them?

BOARDING HOUSE TRADE.

The customers to whom you can sell large quantities are the ones worth cultivating. This does not mean you are to regard in a light manner the trade of the smaller consumer, but it is well to gather about you as large a number of big buyers as possible. Your sales to them are larger, they buy in larger quantities and the percentage of cost in selling and delivering goods to them is accordingly smaller.

In this regard, the grocer would do well to consider the trade of the prosaic "boarding house." This is open to the dealer, no matter whether in town or city. They are big buyers and their trade is worth trying for. If you have made no special effort in this direction, it would be well that you do so now.

VALUE OF INITIATIVE.

Initiative in the merchant or the clerk is a valuable asset. It may be defined as a something which causes the person to do the right thing at the right time. This is something to be aimed at.

It is an excellent trait in the make-up of a man to be able to put into play in his business, the ideas and methods which have proved of value to other dealers, but he who makes the biggest success in the line of endeavor in which he operates, besides being able to make use of other dealers' ideas, is also able to originate new plans and methods of carrying on his business.

The grocery business calls for just as high a degree of originality and initiative as any other. It is the dealer who possesses it to the highest degree that will forge ahead of competitors in the race for business and success. Such a dealer will not be content to do business in the same manner as his father and grandfather before him, if there is an improved method at hand. He is not governed by precedent or by customs, but has that independent spirit, that confidence in his judgment, that when an idea looks good to him, he will not be slow to apply it to his business.

Such men are in the success class.

Pulse of Grocery Markets in Canada

Brooms are Strong Owing to Extremely High Price for Broom Corn—No Weak Spots in any Line of Canned Goods—Inquiries for Tomatoes Being Made in the United States—Coffee Advances in Toronto—Starch is Higher—Corn Syrup Up in Winnipeg.

QUEBEC MARKETS.

POINTERS—

Starch—Up $\frac{1}{4}$ cent.
Strawberries—2's, up 25c per doz.
Corn—2's, now at \$1 per doz.
Salmon—Very scarce.
Humpbacks—Future \$1.30 per doz.

Montreal, Oct. 19.—Steadiness remains a feature of the market and the various houses are reporting satisfactory fall business. So many of the different lines are active that interest is rather general and it requires a good live grocer to know what is going on these days. The weather has been exceedingly fine during the past month and more recently has been ideal Indian summer. Trade has been assisted in this respect and more attention has been given the late fall fruits and vegetables than might have otherwise been the case. Prices are generally high and in many instances there are no signs of immediate relief.

No complaints are being heard in regard to collections, although here and there it is stated that the laboring people are not as well supplied with money as they should be. The people of to-day are good spenders. That's the trouble probably.

Sugar.—The market has not undergone much change during the past week and from the fact that it has not been much one way or the other there might be reason to believe that the top price had been reached and that the market was going to begin its ebb flow. Conditions are firm, however, and one jobber stated that he thought prices would go up before they would show any weakness. It remains to be seen, however. The demand has begun to fall off slightly, but the market has lost but little of its firmness.

Granulated, bag	5 85
30-lb. bags	5 50
Imperial	5 70
Beaver	5 75
Paris lump, boxes, 100 lbs	6 55
50 lb.	6 75
25 lb.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	6 55
100 lb. boxes	6 65
50 lb.	6 75
25 lb.	6 95
5 lb. cartons, each	0 37
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37
Extra ground, bbls	6 30
50-lb. boxes	6 20
25-lb. boxes	6 70
Powdered, bbls	6 10
50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60

No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

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

Syrups and Molasses.—Molasses are firm at the present quotations, but nothing is known of what the new crop will be. Those who are in close touch with conditions look for firmness. Corn syrup should be regarded as firm. Starch is up a little this week owing to firm conditions in the corn market. It would naturally follow that syrups come under the same list. Nothing has been said in this direction, but syrups may be regarded as firm even considering alone the jam and other markets. Corn syrup needs watching by the grocer just now.

Fancy Barbados molasses, puncheons	0 35	0 37
barrels	0 36	0 38
half-barrels	0 38	0 40
Choice Barbados molasses, puncheons	0 30	0 32
barrels	0 32	0 35
half-barrels	0 34	0 37
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls	0 03	0 03
1-bbls	0 03	0 03
2-bbls	0 03	0 03
384-lb. pails	1 75	1 75
25-lb. pails	1 25	1 25
Cases, 2-lb. tin, 2 doz. per case	2 40	2 40
10-lb. " 4 doz "	2 75	2 75
20-lb. " 4 doz "	2 60	2 60

Dried Fruits.—There is nothing particularly new in this market. New dates and figs are in and the progressive retailers have been selling them now for some time. The other markets are firm.

Evaporated apricots	0 22	0 24
Evaporated apples	0 11	0 13
Evaporated peaches	0 17	0 18
Currants, fine filiatras, per lb., not cleaned	0 07	0 07
cleaned	0 74	0 08
1-lb. packages, fine filiatras, cleaned	0 08	0 08
Patras, per lb.	0 08	0 08
Venetian, per lb.	0 08	0 10
Dates, 1-lb. packages	0 06	0 07
Dates, Hallowee, loose	0 04	0 05
Figs, 3 crown	0 08	0 08
4 crown	0 09	0 11
5 crown	0 10	0 11
6 crown	0 11	0 12
7 crown	0 13	0 14

Peanuts—	
30-40	0 13
40-50	0 12
50-60	0 12
60-70	0 12
70-80	0 11
80-90	0 11
90-100	0 10

Raisins—		
Choice seeded raisins	0 10	0 11
fancy seeded, 1-lb. pkgs	0 09	0 10
loose muscatels, 5-cr. wt., per lb.	0 08	0 08
4-crown, per lb.	0 06	0 06
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 07
select, per lb.	0 08	0 08
4-crown layers, per lb.	0 08	0 08

Rice.—There is no change in the price of rice and the market's strength remains. No one is looking for anything but firm prices just now.

Rangoons—		
Rice, grade B, bags, 25 lbs	3 55	3 65
50 lbs	3 55	3 61
100 lbs	3 55	3 75
200 lbs	3 80	3 97
300 lbs	3 45	3 75
400 lbs	3 45	3 75
500 lbs	3 45	3 75
600 lbs	3 45	3 75
700 lbs	3 45	3 75
800 lbs	3 45	3 75
900 lbs	3 45	3 75
1000 lbs	3 45	3 75

Fancy Patna—		
Patna polished	3 55	3 95
Patna	4 10	4 20
Imperial Glace	4 61	4 70
Sparkle	4 70	4 80

Japan—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice cream	5 30	5 40
Carolina He d	5 30	5 65
Brown sago, lb	0 05	0 06
Tapioa, medium pearl, lb	0 0	0 07
Seed, lb	0 06	0 08

Nuts.—Some of the new nuts have arrived, and there is a better enquiry from consumers so retailers say. During this fall season walnuts and almonds are used extensively for cakes, etc.

In shell—		
Brazil	0 16	0 17
Filberts, Sicily, per lb	0 11	0 13
Barcelona, per lb	0 10	0 10
Tarragona Almonds, per lb	0 13	0 16
Walnuts, Grenoble, per lb	0 13	0 15
Marbots, per lb	0 15	0 16
Cornes, per lb	0 11	0 11

Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
3-crown	0 32	0 33
2-crown	0 31	0 32
(in bags), standards per lb	0 27	0 28
Cashews	0 15	0 17

Peanuts—		
American—		
Coon, roasted	0 09	0 09
Coon green	0 08	0 08
Diamond G, roasted	0 19	0 10
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12	0 13
Bon Ton, green	0 11	0 11
Sun, roasted	0 11	0 11
Sun, green	0 10	0 10
Spanish, No. 1	0 13	0 15
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 15	0 15

Walnuts—		
Bordeaux halves	0 36	0 37
Broken	0 30	0 32

Tea.—The various markets are steady and firm. Business is good and conditions remain about in the position of last week. The Japan tea market has been exceptionally active during the past week owing to shortage of leaf and some rejections of China green teas at the coast, and a big demand was created in the United States for Japans, the market having advanced fully 3 Yen per lb. Later cable advices state that the Japan market is absolutely clear of teas of any description.

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

Spices.—A steady market is reported in spices, but there is little new to report.

Allspice	0 13	0 18	Ginger, whole	0 17	0 30
Cinnamon, whole	0 16	0 18	Cochin	0 17	0 20
ground	0 15	0 19	Mace	0 25	0 85
Cloves, whole	0 28	0 35	Nutmegs	0 25	0 60
ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 32	0 27

THE CANADIAN GROCER

ONTARIO MARKETS.

POINTERS—

Brooms—Strong.
Barley—Higher.
Coffee—Advanced.
Pepper—Higher.
Starch—Up ¼ cent.
Strawberries and Raspberries—2's—
quoted at \$2.25.

Toronto, Oct. 19.—Business is normal in volume, but the farmers being loath to leave the work on the farm while the weather is yet favorable, has caused some slackness in various parts of the province, which is reflected to some extent in the wholesale grocery trade.

However, there is a fair movement of general lines, and jobbers on the whole are satisfied, for trade has kept at a good level, even during that period when slackness is generally apparent. It is therefore believed when the sales sheet at the end of the year has been added up it will show that 1911 has been a good year for the grocer.

Imported Belgium and French peas, as the result of short crops, are higher in price than last year. The Belgium article ranges from \$11 to \$15 per case of 100 tins, according to quality.

Sugar.—The sugar situation is practically unchanged from a week ago. On the surface there is every appearance of steadiness, the market now being of a waiting nature. However, conditions would seem to indicate a turn to easiness when the effects of the domestic beet crop in the United States begins to exert its influence. "I have suggested Nov. 1 as a probable date for the easiness to make itself felt," said one dealer, "but there is no surety of the fact and it may not for some little time after."

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 55
25-lb. boxes..... 7 10
ed Seal, cwt..... 7 60
St. Lawrence Crystal Diamonds..... 6 85
Paris lumps, in 100-lb. boxes..... 6 35
in 50-lb. boxes..... 6 85
in 25-lb. boxes..... 7 15

Syrups and Molasses.—The molasses trade is not particularly brisk just at the present time, but with the high sugar market, there is a marked steadiness in price.

Starch has been advanced ¼ cent per pound, owing to the firm conditions of the corn market. It should be remembered that the same conditions affect corn syrups, which are firm. When starch was affected last time corn syrup also moved up, and although it does not follow that it should do the same thing this time, it is true that there is considerable firmness present. There is at present a brisk demand for syrups.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.	2 40	Gallons, 6 to case	4 80
in case.....		" " 12 "	5 40
5 lb. tins, 1 doz.	2 75	Quarts, 24 "	5 40
in case.....		Pints, 24 "	3 00
10 lb. tins, 1 doz.	2 65	Molasses—	
in case.....		New Orleans,	
20 lb. tins, 1 doz.	2 60	medium.....	0 30 0 35
in case.....		New Orleans,	
Barrels, per lb.....	0 33	bbis.....	0 28 0 32
Half barrels, lb.....	0 33	Barbados, extra	0 45
Quarter.....	0 33	fancy.....	0 45 0 52
Falls, 35 lbs. ea.....	1 75	Porto Rico.....	0 45 0 52
" 25 " ".....	1 25	Muscovado.....	0 30

Dried Fruits.—The first advance shipment of Malaga raisins will probably arrive by the end of the week. Those retailers who have featured new crop figs since their arrival report a good trade in them. There have also been some small shipments of peaches and apricots, while prunes are getting a fair reception.

Valencia raisins are higher again, late quotations being 29s 6d, as compared with around 22s in the early season, and early arrivals at 25 shillings. This bears out what was predicted a short time ago, and there are dealers who expect them to go still higher. "I expect them to be around 33s. by Christmas," said one broker. Currants in the primary market are also strong.

Prunes—			
30 to 40, in 25-lb. boxes.....	0 17		
40 to 50 ".....	0 16		
70 to 80, in 25-lb. boxes.....	0 16		
80 to 90, in 25-lb. boxes.....	0 16		
90 to 100, in 25-lb. boxes.....	0 09		
Same fruit in 50-lb. boxes 1 cent less.			
Apricots—			
Choice, 25 lb boxes.....	0 25 0 28		
Fancy, " ".....	0 27 0 28		
Candied Peels—			
Lemon.....	0 09 0 11	0 13 0 15	
Orange.....	0 10 0 12		
Figs, 2 to 2½ inches, per lb.....	0 12½ 0 13½		
Tapioca.....	0 04 0 04½		
Bag figs.....	0 04½ 0 06		
Dried peaches.....	0 15 0 16		
Dried apples.....	0 09 0 09½		
Evaporated apples.....	0 11½ 0 12		
Currants—			
Fine Filiatras.....	0 07½ 0 08	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		
Valencias selected.....	0 07½ 0 08		
Seeded, 1 lb packets, fancy.....	0 10		
16 oz. packets, choice.....	0 09½ 0 09½		
Dates—			
Hallowees—			
per 1 lb.....	0 06½ 0 06½	0 10 0 10½	
Full boxes.....	0 05½ 0 06	Fards choicest.....	0 10 0 10½

Tea.—Markets continue on a steady scale both here and abroad. A late report on Ceylon teas says that all fine tippy teas have been dearer, and owing to improved quality several estates have obtained very handsome prices. The quantity of really choice tea has not been large. Medium tea was dearer for both leaf and broken grades while common tea showed the least rise, being about steady throughout the month.

Advices from Calcutta state that the weather in several districts is unfavorable and interfering with the outturn, and it therefore seems likely that the early forecast as to a substantial increase in crop may not be borne out.

Coffee.—Considerable emphasis has been given to the advancing coffee market and the strength of the local situation. Primary markets have been experiencing sharp advances, and local prices were bound to respond. It will accordingly not be a surprise to the trade

to learn that a general advance has been made by most local dealers. The straight varieties here listed have been generally advanced in accordance with the rise in green coffees and there are dealers who state that even now prices on some lines are not as high as general market conditions warrant.

Rio, roasted.....	0 22 0 23	Mocha, roasted.....	0 30 0 32
Green Rio.....	0 20 0 21	Java, roasted.....	0 32 0 35
Santos, roasted.....	0 24 0 25	Mexican.....	0 17 0 23
Maricao, ".....	0 24 0 25	Guatemala.....	0 24 0 25
Bogotas.....	0 26 0 27	Jamaica.....	0 24 0 25
		Chicory.....	0 12

Spices.—For some time now, we have been referring in these columns to the strength in the pepper market. Prices in primary markets have shown a marked advance and naturally quotations here have been moved up in sympathy. The ruling price for black pepper in pails is now around 20 cents, while the white is quoted at 28 cents. Indeed, there is a general steadiness to spices, and of late nutmegs have been firming up. The pickling season brought a good rush of business, and even now a good satisfactory trade is in evidence. Just at present it is more of a filling-up nature, but very soon retailers will be beginning to place orders in anticipation of the Christmas demand.

	Bills	Pails or Boxes	Tins	1/2 lb. Bags, dz	1/2 lb. 4-in doz
Allspice.....	0 14 0 15	0 17 0 17	0 75 0 80		
Cinnamon.....	0 24 0 25	0 27 0 27	0 90 0 90		
Cayenne pepper.....	0 23½ 0 24½	0 26½ 0 26½	0 90 0 90		
Cloves.....	0 25½ 0 26½	0 28½ 0 28½	0 90 0 90		
Cream tartar.....	0 25 0 26	0 28 0 28	0 90		
Curry powder.....	0 22 0 22	0 25 0 25	0 90		
Ginger.....	0 22 0 24	0 26 0 26	0 90		
Mace.....	0 25 0 25	0 28 0 28	0 90		
Nutmegs.....	0 30 0 30	0 30 0 30	0 90		
Pepper, black.....	0 19 0 20	0 22 0 22	0 75 0 80		
Pepper, white.....	0 27 0 28	0 29 1 00	1 10 1 10		
Pastry spice.....	0 23 0 24	0 26 0 26	0 80 0 90		
Pickling spice.....	0 15 0 16	0 18 0 18	0 75 0 75		
Turnerite.....	0 16 0 16	0 16 0 16			
Mustard seed, per lb. in bulk.....			0 12		
Celery seed, per lb. in bulk.....			0 26		
Shredded coconut, in pails.....			0 19 0 22		

Rice and Tapioca.—Steadiness prevails in the rice market at last week's advance. No weakness is apparent in either this or tapioca. Trade is of considerable volume.

Standard B, from mills, 500 lbs. or over, f.o.b.	3 55
Montreal.....	3 65
Rice, standard B.....	3 65
	Per lb.
Rangoon.....	0 03½ 0 03½
Patna.....	0 04½ 0 06
Japan.....	0 05 0 06½
Java.....	0 06 0 07
Carolina.....	0 18 0 10
Sago, medimm	0 05½ 0 06
Down.....	
	Tapioca—
Bullet, double	0 08
gost.....	0 07
Medium pearl.....	0 06½ 0 07
Flake.....	0 08
Seed.....	0 06½ 0 07

Evaporated Apples.—As the production and offerings of "evaps" increase, naturally some slight easy tendency can be expected. Such is apparently the case.

Barley.—Prices on barley, both pot and pearl, have been moving upward during the past couple of months. At the present \$3.50 per cwt. is being asked for pot, with pearl \$1.00 per cwt. more. The market is still strong with a good demand.

Canned Goods.

Montreal. — Canadian interests have been inquiring and buying in the United States canned tomato market. One sale

THE CANADIAN GROCER

MANITOBA MARKETS.

POINTERS—

- Sugar—Firm.
- Syrup—Advanced.
- Evap. Apples—On the market.
- Coffee—Strong.

Winnipeg, Oct. 19.—Owing to appearance of another week of wet weather threshing operations have again been delayed and once more are the farmers chafing and waiting for some fine days. In former years the complaint has been that there has been no crop to harvest. This year a large crop has been cut, but the grade of wheat is being gradually lowered, while thousands of acres of flax will not be cut at all.

In spite of these conditions trade holds steady and the volume transacted each week shows considerable increase over last year. Collections have been extremely slow, but it is recognized that they could not be met before, and that the majority of notes will be met, as the price of grain is holding high and feed is selling at a price this year which in other years good wheat has been sold for.

Sugar.—Market shows no tendency at the moment of weakening, and the demand is just as strong as ever. A large volume of trade is being transacted, and while there is a difference of opinion as to future changes, a steady market now prevails. Jobbers are adverse to stocking heavily now that the advance has been checked, and as a result only buy enough to comfortably supply the trade. Prices remain unchanged as follows:

Montreal and B.O. granulated, in bbls.	6 40
" " in sacks	6 35
" yellow, in bbls.	5 50
" " in sacks	5 95
Icing sugar, in bbls.	6 75
" " in boxes (25 lbs.)	7 01
Powdered sugar, in bbls.	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls.	7 25
" " in 4-bbls.	7 35
" " in 100-lb. cases	7 25

Syrups and Molasses.—All corn syrup advanced 5 cents per case owing partly to the continued strength of sugar. The demand is normal and steady, railroad companies' orders being the heaviest this week. One wholesaler stated as his opinion that if sugar remained at its zenith high prices would yet be seen.

Syrups—	
24 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	3 56
3 20-lb. tins, per case	2 57
Half barrels per cwt.	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrel, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruit.—A small shipment of apricots were received last week, but the first large supply will not be on hand for two weeks. As stated before, prices are high and lower figures are expected after the first batch of orders have been filled. Prunes are in the same situation. Prices are still holding high, but a drop is looked for here before long.

New prunes.	Per lb.	Valencia raisins.	
90-100s, 25s, s.p.	0 08½	Fine on stocks, 28s.	
80-100s, 10s, s.p.	0 09½	s.p., per box	1 75
80-90s, 25s, s.p.	0 09	Fine selected, 28s.	
80-90s, 10s, s.p.	0 10	s.p., per box	1 85
70-80s, 25s, s.p.	0 09½	4 crown layers, 28s.	
70-80s, 10s, s.p.	0 11	s.p., per box	1 95
60-70s, 25s, s.p.	0 10	4 crown layers, 14s.	
50-60s, 25s, s.p.	0 10½	s.p., per box	1 00
40-5 s, 25s, s.p.	0 11½	4 crown layers, 7s.	
		s.p., per box	0 55
		Ne plus ultra, 28s.	
		s.p., per box	2 30

Evaporated Apples.—The first carload of new stock made its appearance last week and has been pretty well disposed of already. As mentioned last week, prices hold strong at 11 to 11½ cents per pound. A decline is expected in a few weeks.

Coffee.—The market is very strong and some firms which had not advanced their prices to the 16-cent per lb. basis did so last week. Higher figures are being talked of, as sales and demand are heavy.

Beans and Peas.—Prices are unchanged in beans and the advances which have been so noticeable in this line appear to be checked permanently. Supplies from the east are expected next week.

Beans, 3-lb. picker, per bushel	2 40	2 50
Hand picked, per bushel	2 50	2 60
Peas, split, 100 lbs.		2 60

NOVA SCOTIA MARKETS.

Halifax, Oct. 19.—Wholesale grocery trade was a little slack during the past week. The lull, however, is considered only temporary. Many large orders for the coastal parts have been filled, but the real rush has not yet started in. Prices are pretty steady throughout the list, but some of the dealers express the opinion that the price of sugar will go still higher. Extra standard granulated is firm at \$6, and United Empire at \$5.90. New layer figs are now on the market and they are going to the trade at 12 cents per pound. The price of

barley was advanced fifty cents per 100 pounds this week. It is now selling at \$5.50 per barrel.

Lard is easier at 13½ cents per pound, but the price of bacon and hams remain firm, the former selling at 18 cents for sides and the roll at 13½ cents. Hams are quoted at 18 and 19 cents.

Flour is in fairly good demand, Manitoba high patents being quoted at \$6.15 to \$6.25, and Ontario blends at \$5.10 to \$5.20.

NEW BRUNSWICK MARKETS.

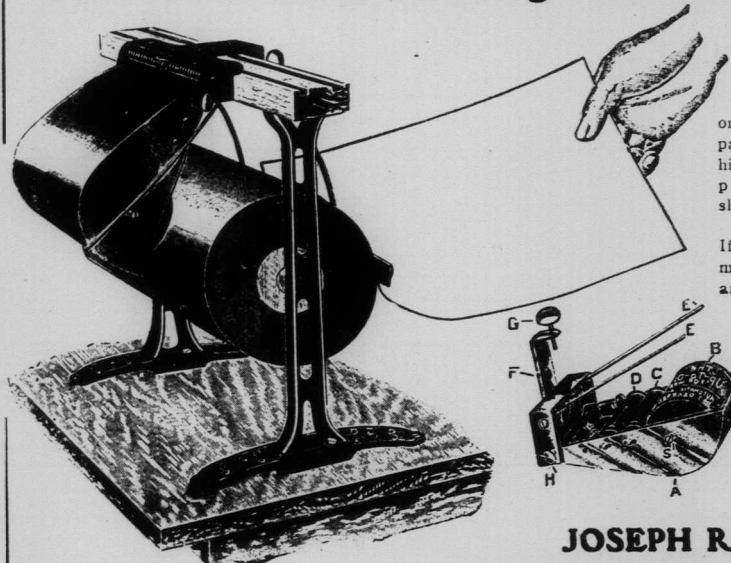
St. John, Oct. 19.—Business continues quite brisk for the week, and indications are for a good healthy trade during the remainder of the year.

The feature of the week has been an advance of 10 cents per barrel in Manitoba flours. It was announced on Saturday, and brings local quotations up to \$6.35 to \$6.45 per barrel.

In some quarters a decline of ¼ cent in compound laid is reported.

Bacon	0 16	0 18	Eggs, hennery	0 28	0 30
Beans, hand			Eggs, case	0 23	0 24
picked, bus.	2 50	2 55	Fin. Haddies	4 40	4 50
Beans, yellow			Fish, cod, dry	6 15	6 25
eye, bus.	2 60	2 65	Flour, Manitoba	6 35	6 45
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 11½
Buck wheat,			Lard, pure, lb.	0 12½	0 13
west, grey, bag	2 65	2 70	Lemons, Mess-		
Cheese, new, lb.	0 15	0 15½	ns, per box	4 50	5 00
Currants, 1½, lb.	0 08½	0 09	Molasses, fecy		
Canned goods—			Barbados, gl	0 35½	0 36
Beans, baked	1 15	1 25	Oatmeal, rolled		5 75
Beans, string	1 00	1 02	Oatmeal, std.		6 35
Corn, doz.	0 97½	1 00	Pork, domestic		
Peas, No. 4		1 20½	mess.	22 00	22 50
" No. 3		1 25	Pork, Ameri-		
" No. 2		1 30	can clear	21 25	23 00
" No. 1		1 80	Potatoes, bbl.	2 25	2 40
Peaches, 2s,			Raisins, Cal.,		
dozen	1 95	2 00	seeded	0 10½	0 11
Peaches, 3s,			Rice, lb.	0 03½	0 04
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 63	1 65	Standard gran.	6 00	6 10
Claims	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

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Did you ever call personally on your customers who don't buy tea from you but get it from a pedlar?

The pedlar is now selling the poorest grade of tea that is allowed to come into the country—stuff that just gets by the Customs Inspector.

High markets have driven him to it. If you will spend a few days making personal calls I promise you you will get an agreeable surprise.

You will find that these customers of yours who have been buying from pedlars are not at all satisfied with the trash they are getting, and very ready to give you an order for tea they can depend on.

Sell them Red Rose Tea once and I think I can guarantee you they won't buy from a pedlar again.

Now is the time. Never been such a good chance before. Isn't it worth doing?

If you can't go yourself you have a bright clerk who might do as well, or even better.

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THE QUEEN OF BLENDS.

Choice Selection of Beans, roasted and
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has a flavor, richness and aroma which en-
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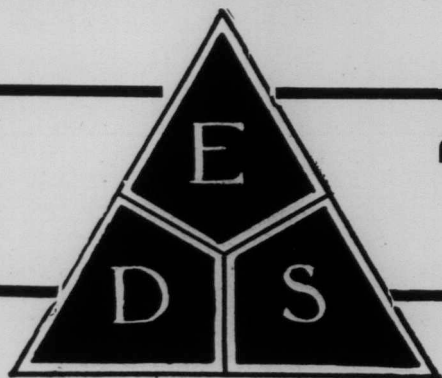
One trial will convince your customers of
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LONDON, ONTARIO.

PROFITABLE BUSINESS

can be done by you if you are handling reliable goods that command the respect of your customers.



"E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves

Push this popular line. Make up counter and window displays of it. Call your customers' attention to its purity, which is backed up by a report from the government inspector.

Be prepared to supply your customers with E. D. S. Jams and Jellies. We are telling the public about their quality and purity in big strong convincing advertisements in magazine, newspaper and street car. This will cause big demand--and the profit is good.

ORDER FROM YOUR NEAREST JOBBER

Made only by

E.D. Smith, Winona, Ont. at his own Fruit Farms

Agents---NEWTON A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N.S.; J. GIBBS, HAMILTON.



ROYAL BRAND



SHIELD TEAS

Campbell Bros.

& Wilson, Limited WINNIPEG

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

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

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

Vancouver Secretary Attends Convention

Was at Spokane Last Week—Tells of Troubles Besetting Grocery Trade at Seattle—Secretary There Has Resigned—One Dealer Out of Business.

Vancouver, B.C., Oct. 19.—(Special)—R. D. Dinning, secretary of the Vancouver Retail Grocers' Association, attended the convention of grocers held at Spokane last week. Spokane is the centre of the inland empire, and Mr. Dinning, reports that one of the features of the attendance was the large number of secretaries of associations in the district surrounding. Fifteen of these were present, representing a large territory. He is of the opinion that Canadian conventions compare exceedingly favorable with that of Spokane.

Returning by way of Seattle, he found things in a very unsatisfactory condition. J. J. Higgins secretary of the association there, has resigned because of being disgusted with things. The grocery business is being undermined by the operators, of what is called the market in that city. It is conducted by a large corporation, which makes a point of getting some

staple article in one, two or three car-load lots, paying a cash price, and thus getting a favorable quotation, and then offering it below the regular price to draw patronage. The price is below cost, but the loss is charged to advertising, and is concluded to be well spent. First it is cream, soap or some other staple.

Mr. Dinning cited an instance of where an endeavor was made to secure five carloads of an article, which indicates the scale on which the business is conducted. That regular trade has been demoralized, is shown by the remark of a merchant who has been in business there for twenty years. He has four stores, one of which is not far from the market and a fine location. A year ago he was offered \$1,000 to get out and let someone else have his stand, but he turned down the offer with scorn. Now the store is closed.

Vancouver has had a little experience

along this line, but nothing on a scale to demoralize trade. In fact, conditions in this city are very good at present.

THINGS THAT SHOULDN'T BE.

Chewing gum or tobacco while waiting on a customer.

Wearing a soiled coat, collar or apron.

Putting the end of the string in the mouth when tying a parcel.

Wearing a hat in the store.

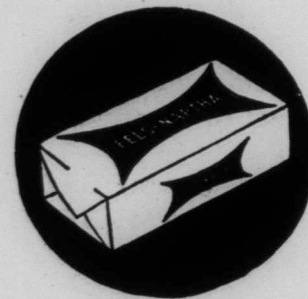
Giving special attention to the well-dressed.

Saying to customers: "I don't know."

There's a Cozy Brightness

about the grocery window or store that's decorated with bright red and green Fels-Naptha cartons.

You can always easily save them when emptied; they're quite convenient and valuable for any kind of store display work.



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
ST. CATHARINES, ONTARIO
"THE MINCE MEAT PEOPLE."

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

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

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

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

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

No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis.

We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

You'll Never
On McLean's



Lose Money
"White Moss"

Cocoanut of Quality

Always greatly in demand for its exceptional flavor, pure white long shreds and full weight package

Canadian Cocoanut Co., Sole Makers, Montreal

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated." London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



Continental Original GERM-PROOF Paper Bags

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

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

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

SOLD THROUGHOUT CANADA BY LEADING JOBBERS AND WHOLESALE DEALERS

The Continental Bag & Paper Co., Limited

OTTAWA, - CANADA

The House of Quality

GUNN'S

QUALITY BRAND

FRESH PORK SAUSAGE

In One Pound (net) Fancy Cartons

Not How Cheap---But How Good

GUNNS LIMITED

Pork and Beef Packers

Toronto, Ont., Canada

SAUSAGE

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

Made under govern-
ment inspection.

F. W. Fearman Co.
HAMILTON LIMITED



REINDEER CONDENSED COCOA

(Liquid form)

like Reindeer Condensed
Coffee is combined with
milk and sugar.

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

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



TRURO, NOVA SCOTIA

Roll Bacon

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

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

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Hog Prices Have Been Falling Off

The Price of Both Live and Dressed Hogs on the Downward Trend for the Past Six Weeks—Supplies are Plentiful and English Market Easier—Butter and Eggs Continue in Steady Position.

The Canadian hog is not the valuable animal he was six weeks ago. Since early in September live hog values have been on the down grade, and are now \$1.80 per cwt. below the price of Sept. 1. However, it must be remembered that prices at that time were the highest since the previous October.

A large delivery of the porkers has been responsible for the decreased prices, but whether this really denotes the quantity of hogs in the country is a question. Unlike other countries, dealers in Canada are not supplied with figures so valuable in forming an idea of the market. The opinion has been put forward by many dealers that the high price of feed is inducing the farmers to sell off their hogs.

Then again the English bacon market, a certain factor in determining values here, has been easing off. On Sept. 6, quotations for Canadian bacon ranged from 64 to 68 shillings. Late cables denote a price of 57 to 62s.

With the lowering of live hogs, it is only natural that pork products exhibit some slight easiness. However, there is a general good demand for provisions, that for the heavier lines increasing, and that of smoked meats naturally dropping off a little.

Cheese prices still hold at the previous high levels. However, the steadiness is not so marked of late. The English market is not quite so strong. A late dispatch says stocks are light but high prices check business. Finest Canadian is quoted at 70s. to 71s., as against 71 to 73s. on Oct. 5. Stocks here are smaller than for many years at this time, so that dealers look for a fairly steady market.

The butter situation shows no new features of interest. The tendency is one of steadiness. Egg receipts are falling off, and there is a stronger feeling present. At some points considerable storage stocks have had to be used.

MONTREAL.

Provisions.—The market has shown a number of changes during the past week. Live hogs are down to \$6.25 and \$6.50 and the price of dressed hogs is reported easier. Pure lard is slightly firmer and also some lines of barreled pork. Hams, however, are easier. The demand

for pork is good, but hams and bacon are inclined to quietness.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 11½
Cases, tins, each 10 lbs., per lb.	0 12
" " " 5 " " "	0 12½
" " " 3 " " "	0 12½
Pails wood, 30 lbs. net, per lb.	0 12
Pails, tin, 20 lbs. gross, per lb.	0 11½
Tubs, 50 lbs. net, per lb.	0 11½
Tierces, 3,5 lbs., per lb.	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 09½
" " " 5 " " "	0 09½
" " " 3 " " "	0 10
Pails, wood, 30 lbs. net, per lb.	0 09
Pails, tin, 20 lbs. gross, per lb.	0 08½
Tubs, 50 lbs. net, per lb.	0 09½
Tierces, 3,5 lbs., per lb.	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb bbls.	7 10
" " 200 "	14 50
" " 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 09½
Long clear bacon, light, lb.	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 11½
Large sizes, 18 to 25 lbs., per lb.	0 13½
Medium sizes, 13 to 18 lbs., per lb.	0 15
Extra small sizes, 10 to 13 lbs., per lb.	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 15
" " small, 9 to 13 lbs., per lb.	0 16½
Breakfast bacon, English, boneless, per lb.	0 14½
Windsor bacon, skinned, backs, per lb.	0 16
Spiced roll bacon, boneless, short, per lb.	0 12½
Hogs, live, per cwt.	6 25
" dressed, per cwt.	9 75

Butter.—This market is steady and firm with prices unchanged. Conditions previously existing have not materially changed

Eggs.—Prices are firmly held at former figures. Supplies are coming forward rather freely but the market does not show any result.

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

Cheese.—The market shows continued firmness and prices are higher in keeping with the primary market. Buyers recently paid exceptionally high prices at the country boards which is surely an evidence of the keen demand for export.

Quebec, large	0 16	0 16½
Western, large	0 16	0 16½
" twins	0 16	0 16½
" small, 20 lbs.	0 16	0 16½
Old cheese, large	0 13	0 17

Honey.—There is a steady demand for honey, especially in small lots. The crop was fair and supplies are rather good just now.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

Provisions.—Live hogs have certainly been on the slump during the past six

weeks, another 25 cents having been lopped off prices this week. Quotations at country points are now at \$5.90, which is \$1.80 per cwt. below the price ruling on Sept. 1. Last year at this time prices were \$8, but they then began a downward movement reaching \$5.75, the lowest point so far this year in May.

With this decrease in hog prices, provisions exhibit a tinge of easiness. Long clear which under a healthy demand has been steady up, is quoted just slightly lower at 12½ to 13 cents this week. There is a general good demand for pork products.

Smoked meats—	
Light hams, per lb.	0 16 0 16½
Medium hams, per lb.	0 15½ 0 16
Large hams, per lb.	0 15 0 15½
Backs, plain, per lb.	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb.	0 16 0 18
Roll bacon, per lb.	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb.	0 12½ 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
" tubs "	0 11 0 11½
" pails "	0 11½ 0 11½
" compounds, per lb.	0 09 0 09½
Live hogs, at country points	5 30
Live hogs, local	6 20
Dressed hogs	9 00 9 25

Butter.—The butter situation is practically unchanged from a week ago. Production is at least not increasing and steadiness in prices is the result. Demand is good.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 25 0 26
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 22 0 24
No. 1 tubs or boxes	0 21 0 22
No. 2 tubs or boxes	0 17 0 18

Eggs.—A goodly quantity of storage eggs are now being sold, the scanty receipts of new laid making this necessary. The latter are in good demand but hard to get and prices are again stronger this week.

Storage eggs	0 23 0 24
New laid eggs	0 26 0 27

Cheese.—Quotations on cheese are unchanged but prices at country boards are slightly easier. There should still be a considerable production, but it cannot be expected to make up the shortage in the year's yield now evident.

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

Poultry.—Fowl and chickens are coming along freely and prices are accordingly easier. Duck are not quite so plentiful. There is some complaints of poultry arriving in poor shape, showing the lack of proper feeding.

Fowl, live	0 09 0 10	Ducks, live	0 10 0 11
Spring chicken	0 11 0 12		

Honey.—The same steadiness continues with prices unchanged. Demand is reported normal.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz.	2 25 2 75

Acute Situation Reached in Broom Corn

Entire Crop Reported to be Out of Farmers' Hands in Kansas, Oklahoma and Texas—High Prices Paid by Manufacturers—Prospects for Future Prices in Brooms—Reasons for Present Conditions as Given by a Manufacturer.

Reports from the broom corn districts of Kansas, Oklahoma and Texas received to-day, more than ever emphasize the peculiar conditions referred to already in these columns. Broom corn buyers are scouring the country for corn and report the entire crop is now out of the farmers' hands.

"No time in the recollection of the oldest broom manufacturer," stated one Canadian dealer, "has such a condition been brought about so early in the season as this year. In the flurry of 1909 and 1910 it was always possible to find some farmers who were willing to sell their crops at a fair return on their investment, so that the conditions did not assume at any time anything like what they are now. Manufacturers who contracted early at low prices for their corn are in a worse fix than those who did not because many of the farmers who sold early are now defaulting, selling their already sold crop over again, thereby forcing these manufacturers on the market at the time when it is at its highest."

High Price Paid For Corn.

Choice corn was quoted and bought last week at \$240 per ton, and this means 20c a pound. Take a 24-lb. broom and you have \$4.80 for corn alone to say nothing of wire, handles, tacks, velvet and labor. This does not mean to apply that all the brooms made from now on will be with corn at this basis, because they will not, but one can safely figure if corn is finding ready sale at such an extremely high price the lower grades will be affected, proportionately, and cheap brooms are therefore out of the question.

"Many dealers have asked the question, 'What is the reason for these high prices?' and in answer," continued our informant, "after thoroughly canvassing the leading broom corn counters, and carefully considering all its details, we can say positively it is all summed up in two words, 'Short Crop.' The first planting of corn was, from State reports, considerably below the average, necessitating a second planting to even things up with last season, and up to the first week in September this second planting looked fine, but it only required a few days of hot winds, and unfavorable weather to interfere with the crop. Hot winds and weather conditions are most assuredly responsible for all the crop troubles this year."

Opinions of conservative dealers of

broom corn are that nothing can now be done to avert high prices.

Poor Prospects From Foreign Corn.

"We might add," further explained this manufacturer, "that some manufacturers have been figuring on the foreign corn being a factor towards cheaper brooms, but from reports received to-day there is no doubt this crop, too, is a failure, and cannot possibly affect domestic conditions. Foreign corn is being quoted to-day at a figure that, taking into consideration the enormous waste involved in its handling, makes it just as high as the domestic crop, and as 95 per cent. of it can only be used on the lowest grade brooms, puts it entirely out of the running."

Many of the U. S. factories are now quoting \$4.50 dozen for their cheapest brooms. Canadian manufacturers' prices are at present below this, but it is possible there will be another advance soon.

TRADE NOTES.

Halifax, N. S., expects to secure a pickle factory. Negotiations are now underway between the council and promoters.

S. G. Caldwell, of Barrie, Ont., is using bill board space in his town, similar to theatrical posters, advertising his "Pure Food Grocery" lines.

Why Lose Money on Credit Business?

There's ONE system that will put the credit customer on practically a cash basis, and please him well besides.

Allison Coupon Books

Increase your profits by eliminating loss and "bad debts," slow collections and errors. 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 his promissory note to you. As he buys, you 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.

100 Dollars

should easily be made this season on the sale of Macaroni and Vermicelli if you get behind the right lines and push them. Your customers may not be awake to the fact that dainty and most economical dishes can be made from these products. Tell them.

"Swallow" (HIRONDELLE) Brand

should be your leader. Quality absolutely guaranteed. Prices right and lower than imported goods because you have **no customs duty to pay.**

ATTRACTIVE PACKAGES MAKE
YOUR SHELVES LOOK GOOD

WRITE FOR TERMS

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

50% Profit

Yes, Mr. Grocer, 50%, and all clear too. No little extras to pay on the goods, which will eat up your well-earned profits on sales.

50% "SIX GOOD LINES" 50%

CHIVERS'

FURNITURE POLISH
FLOOR POLISH
CARPET SOAP
CLOTH SOAP
PLATE POWDER
MOTOR SOAP

Let the housewife see that you are out to meet her every requirement. You'll make friends with her, but our lines will make friends of you both.

Easy to handle. No wrapping. Ready to hand out at a minute's notice.

50% Profit either from your Jobber or on "Direct to the Office" Orders.

Harrison & Son
St. Nicholas Building, Montreal
CANADIAN AGENTS

Mr. Grocer: It is more profitable for you to encourage the sale of a well-known and well-advertised brand of Baking Powder that you know will please your customers than to try to substitute some cheap kind that may cost you a few cents less per dozen but which may result in the loss of a good customer. Think it over.

MAGIC BAKING POWDER

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



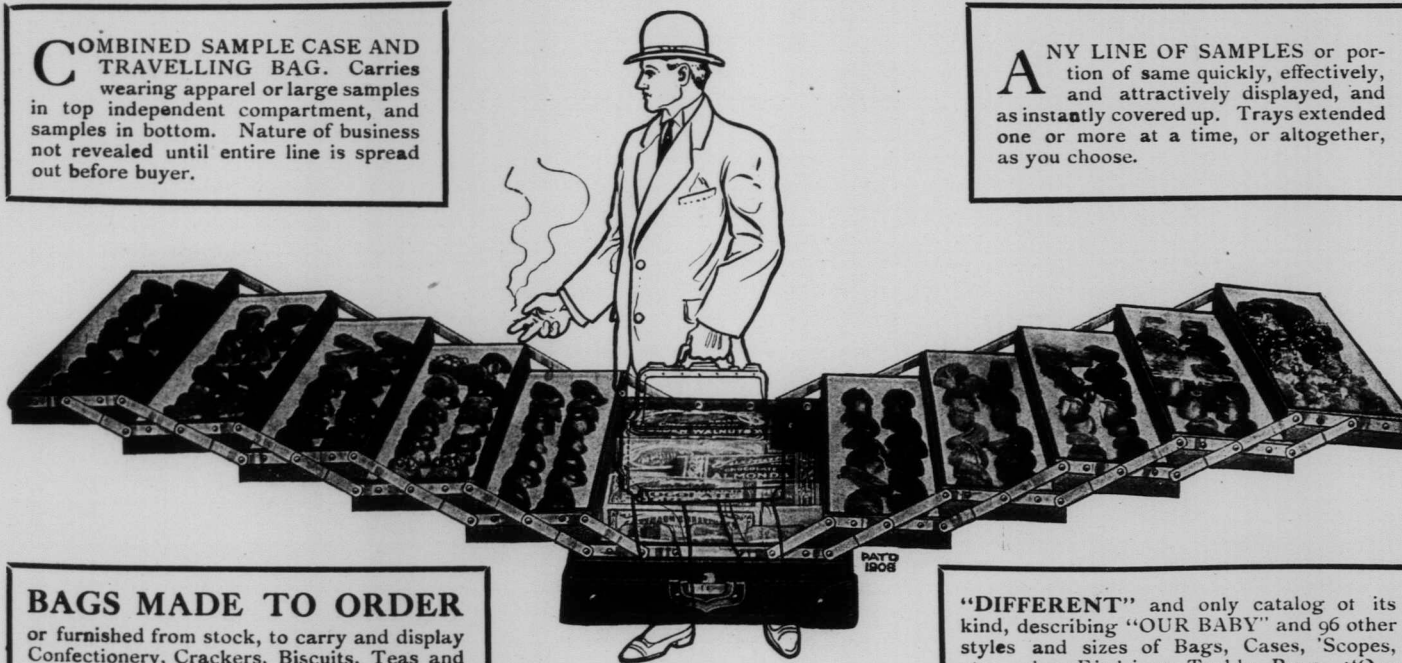
E. W. Gillett Company Limited
TORONTO, ONT.

Montreal

Winnipeg

COMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

ANY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.



BAGS MADE TO ORDER
or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, "Scopes, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

"Our Baby" No. 1

CATALOG GLADLY SENT FREE ON REQUEST

KNICKERBOCKER CASE CO. Specialists and Original Designers
Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

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:

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

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in airtight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST


AGENTS:

Wm. H. Dunn,
Montreal and Toronto

Hamblin & Brereton,
Winnipeg and Vancouver, B.C.

L. T. Mewburne & Co., Ltd.
Calgary

T. A. McNab & Co., St. John's, Newfoundland



CCC
Norwegian Canned Goods

THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD

Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS

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

One Card, One Cent, One Minute

Isn't it worth while? We want you to give our goods as fair a trial as you give others. We are not afraid to have them placed side by side. You will be agreeably surprised if you do this.

“Laurentia,” “Daily Bread,”
“Regal,” “National,”

Are four brands, which, while young, are being handled by first-class dealers as if they had been on the market for years.

Get in touch with us.

The St. Lawrence Milling Co.
Limited
MONTREAL

Manitoba Flour Up 10 Cents per Barrel

Wheat Markets Stronger—Some Bookings for Fall and Winter Reported—Western Wheat is Grading Low—Good Season for The Grocer Who Pushes Cereals.

An upward move of 10 cents per barrel has taken place in Manitoba flour this week, the first change since the 20-cent rise on Aug. 18. Although the last two changes in flour have been upward, the price of this commodity is still 30 cents per barrel below the figures of one year ago.

Present trade seems to be of normal volume. Last week, considerable export business was reported from Montreal, offers being more within the ideas of exporters. In regard to bookings for fall and winter requirements, different mills find themselves differently situated. Some say there has been little or no buying yet, while others report that both retail dealers and bakers are now making contracts. Purchases generally become freer towards the approach of the close of navigation.

This advance in flour has been in sympathy with the stronger values for wheat. In the Canadian West, while deliveries have been improving, the grading on account of adverse weather conditions has been poor. The world's shipments of wheat last week were much less than expected.

"I am of the opinion," said the representative of one firm, "that wheat is bound to be cheaper. Canada has a bumper crop, and it is the poor grading that is now supporting the price." Still there are others who put forward opposite views.

MONTREAL.

Flour.—Spring wheat flour was advanced ten cents per barrel on Saturday last and first spring wheat patents are quoted at \$5.50 per barrel in bags. The export demand has increased and this has given the market additional strength. One has not to look far for the reason of the increase in prices. Out of 779 cars of wheat received at Winnipeg on October 14, only a total of 183 cars registered as first and second grades. This small percentage of finest quality wheat is almost entirely the result of the recent rains which were said to have damaged the stock. Actual damage to a large extent was done and the flour mark records a little price jump as the result. The demand is excellent, both locally and from the country.

Winter wheat patents, in bags.....	4 80
Straight rollers, in bags.....	4 30
Manitoba 1st Spring wheat patents, in bags.....	5 50
" straight patents, in bags.....	5 00
" strong bakers, in bags.....	4 80
" second, in bags.....	4 20

Cereals.—Rolled oats are firm and in good demand. The primary market showed firmness at the recent advanced prices and the rolled oats market has been influenced. There is steady demand from the country and city.

Fine oatmeal, bags.....	2 86
Standard oatmeal, bags.....	2 86
Granulated oatmeal, bags.....	2 86
Bolled cornmeal, 100 bags.....	1 75
Rolled oats, jute bags, 90 lb.....	2 60
Rolled oats, cotton bags, 90 lb.....	2 65
Rolled oats, barrels.....	5 45

TORONTO.

Flour.—Manitoba flours have been advanced 10 cents per barrel this week, the change taking place on Monday which brings 1st patents in car load lots up to 5.40 per barrel. The stronger wheat market is responsible. "Compared with a year ago," said one dealer, "flour is really cheaper than wheat. While Manitoba wheat is to-day 3 to 4c higher than a year ago, flour is 30 cents per barrel less."

A good normal present trade is in evidence in flour, but while some millers report that retailers and bakers are booking for fall and winter necessities, others maintain that trade in this direction has as yet been very small. One local miller reports a sale of 35 cars of flour to one baker, showing some trade at least is being done for future wants.

Some millers are asking 10c. more per barrel for flour in cotton sacks, although this cannot be said to be general, although it is being considered by other mills which have not as yet adopted it. Cotton has been advancing with such rapidity that this is being found necessary.

Manitoba Wheat	
1st patent, in car lots.....	5 40
2nd patents, in car lots.....	4 90
Strong bakers, in car lots.....	4 70
Feed flour, in car lots.....	3 00 3 20
Winter Wheat.	
Straight roller.....	4 15
Patents.....	4 50
Blended.....	4 50

Cereals.—There has been no change in cereal prices during the past week and the steady tendency still remains. Consumption of cereals is at a good volume, with a brisk trade reported by millers, especially for rolled oats. Indeed one firm was about out of supplies at their Toronto warehouse for a few days last week. Mills are sold well ahead in rolled oats. "I don't look for any break in prices this side of the new year," one dealer said to The Grocer.

Rolled oats, small lots, 90-lb. sacks.....	2 60
Rolled oats, 25 bags to car lots.....	2 50
Standard and granulated oatmeal, 90-lb. sacks.....	2 84
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	

Soda Biscuit Profit

is only possible to the grocer who handles a brand which is so good as to excite commendation. The news of an extra good brand soda biscuit soon spreads because, as you know, a pleased customer is a splendid advertisement.



is the brand of unparalleled excellence. They have that flaky crispness that cannot be duplicated in many other brands of sodas.

Sell Mooney's if you desire to give your customers continued satisfaction. There is good profit for you, too.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM, CALGARY,
VANCOUVER, B.C. ST. JOHN'S, Nfld.

MAPLEINE

THE POPULAR FLAVOR

A STRONG DEMAND HAS BEEN CREATED for this new and delicious flavoring. It adds richness and delicacy to Cakes, Candies, Icings, Ice Cream, Puddings, Etc., and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.

See Price List

Order a supply from your jobber or—Frederick E. Robinson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, WN.



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

THE CANADIAN GROCER

COMFORT SOAP'S LATEST PREMIUM.

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

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

The machine is the most modern in-

vention adapted for the wrapping of packages.

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

These machines will make an attractive addition to any counter, and will not occupy any more space than a twine holder. The idea is simply for your parceller to draw a moistened tape with your advertising on it from the machine

and place it on your packages wherever the paper meets.

Tapes with The Comfort Soap advertisement are supplied absolutely free by The Comfort Soap Company, which fact alone means a great saving of twine expense to the owner of one of these machines. The grocer may have his own advertisement on the tape at less than cost price. Every grocer should secure one of these machines at once before the supply runs out, especially when they can be had absolutely free of cost.—See full-page advertisement on page 13 of this issue for further particulars. It will be well worth your while.—Advt.

DAVIDS'

A WATER
COLOR FOR
PEN or BRUSH



READY FOR
USE—IN ALL
COLORS.

**Recommended and Used by Prominent
Card-writers as a Rapid Drying, Lustrous**

Prices as follows:

	Quarts	Pints	2 oz.
Black	\$1.25	70c	15c
Red	\$1.25	70c	15c
Blue	\$1.25	70c	15c
Green	\$1.25	70c	15c



Prices as follows:

	Quarts	Pints	2 oz.
Violet	\$1.25	70c	15c
Yellow	\$1.25	70c	15c
White	\$1.25	70c	15c
Gold	2 oz. bottle for 25c.		

A Water Color. Ready for Use.

For use with Brush, Steel Stub or Shading Pen. Extra glossy, strong bright colors. For making Show Cards, Advertising Signs, Price Tickets, etc.

Write to our Canadian Agents for prices on Red Sable Brushes and Text Writers' Stub Pens.

THADDEUS DAVIDS CO.

Established 1825.

CANADIAN AGENTS:

BROWN BROS. Ltd., TORONTO, Ont.

New York, U.S.A.

PEACOCK Brand PICKLES

These goods have given genuine satisfaction and will always do so because of their excellent flavor and you should not hesitate for one moment to give them a place on your shelves.

An Attractive Window Display

will sell goods for you every time. Why not arrange a nice window and place our large sized bottles in good position? They look well always. Contents neatly packed. Sure to attract attention.

ASK FOR QUOTATIONS

MATHEWSON'S SONS, MONTREAL, QUE.



Anchor Brand Flour

is the power behind the cook; brings smiles and gives each one the opportunity to 'make good.'

Manfd. by LEITCH BROS. FLOUR MILLS, Oak Lake, Man

20



THIS LIGHT SAVES YOUR MONEY

MR. GROCER

Can you afford to lose \$240 in 5 years? One Ontario grocer did this without knowing it. Using electricity his lighting bill was \$64 per year. Last year he used an "R-K" Lighting System, costing \$16, saving \$48, and in addition had a much better lighted store. We guarantee the system 5 years—an absolute guarantee that he will save at least \$240.

Do you know you're losing money, let us help you save. The "R-K" System can be installed anywhere—gives a pure white brilliant light—costs less than gas, electricity or acetylene. Costs but little to install—saves your money from the start—thousands in daily use.

You need one in your store—let us tell you why. Write TO-DAY for booklet "M"—it's free—a postal brings it.

RICE - KNIGHT LIMITED - TORONTO

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

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

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

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

Mail orders promptly attended to.

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

JAM THAT IS REAL JAM

Prepared from the freshly gathered fruit and finest refined sugar, containing no glucose nor chemical preservatives—that's the kind made by

John Gray & Co. Ltd., Glasgow, Scotland

Our reputation of over one hundred years is at the back of every sale. Our guarantee of Purity is on every jar.

There's but a small difference between the price of this jam and the poor sorts, but a great difference in quality.

It has the Flavor of the Fresh, Ripe Fruit.

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

Prospects for Oranges and Lemons

Oranges Now in Better Demand—Valencias Coming to an End
—Florida, Mexico and Jamaica Will be Sending Supplies—
Navels Later Than Last Year—The Situation in Lemons—
Malaga Grapes Arriving

With domestic lines of fruits in smaller supply more interest is being directed to imported goods. Oranges are in better demand and prices are slightly firmer.

Shipments of California Valencia oranges are drawing to a close and will probably be finished by the end of the month. Growers have been extending their orchards, so that Valencias last until much nearer the navels than they previously did. Some Florida oranges are expected along in a week or 10 days. A normal crop of good quality is reported from that state. Mexicans should arrive around the 21st of the month and are said to be of better quality than in previous years, while the same is also reported of Jamaicas, which will arrive soon and will serve as a cheap orange. Navels are not expected as early as last year, both because the season is later and because the pure food laws prevent the shipment of immature or artificially colored fruits. However, they are expected along before Dec. 1, and prospects are for as large and as good a crop as last year.

On some markets lemons are exhibiting a slightly easier tendency, although this cannot be said to be general, depending on supply and demand. One dealer reports that his information regarding the new crop is that the best quality will be shorter than last year and that the total will be slightly less than first expected. Another dealer expects first arrivals about the first of November.

"Lemons," he says, "will be well cleaned up before the arrival of new crop" That is what the larger dealers say. There is a good demand in Europe for the lower grade lemons which will probably have some effect on the general situation.

Malaga grapes are beginning to arrive on Canadian markets.

The report from the Dominion Agriculture Department set the condition of potatoes at 76.78, the same as last year, but 13.60 less than two years ago. Conditions are generally lower in Ontario than elsewhere. The Maritime Provinces and the Northwest provinces give 90 per cent. and over for potatoes. It will be remembered that two years ago, potatoes were plentiful and cheap.

MONTREAL.

Green Fruits.—Apples are coming forward freely with a good demand for export. There is a fair local trade and stocks are moving steadily. Malaga grapes are offered now in two weights, medium and heavy. The demand for California grapes and Canadians is good. Oranges are moving a little more freely. Canadian plums, peaches and pears are practically off the market.

Apples, bbl.	3 70 5 00	Limes, a box	1 25 1 50
Apples, Fameuse, bbl. 5 00		Oranges—	
Bananas, bunch. 1 50	1 75	Valencia, 4 50	5 70
Bananas, crated. 1 75	2 00	Jamaicas, bbl. ... 2 75	3 75
Cocoanuts, bags. 4 00	4 50	Sorrento, 3 25	3 50
Grape fruit, Florida, case	4 50 5 00	Mexican, 2 75	3 00
Grapes, Malaga, per keg	4 50 5 00	Peaches, California, crate,	1 25 1 50
Grapes, Canadian, has et.	0 20 0 25	Pea's, Can. box. 0 51	0 75
Grapes, Cal., box	3 00	Pears, California. 2 25	2 75
Lemons, 4 00	4 50	Pineapple—	
		Florida, case.	4 00 4 50
		Plums, California box.	1 50 2 00

Vegetables.—The vegetable market is steady, a good general trade being reported. New potatoes, tomatoes, celery, cranberries and onions are now among the leading vegetables.

Carrots, doz.	0 25	Canadian lettuce per doz.	0 45 0 50
Cabbage doz.	0 75	Onions—	
Celery, doz.	0 60 0 75	Spanish, crate.	3 75 4 25
Corn, per doz.	0 20	Canadian reds, 10 lbs.	3 00
Cranberries, Cape Cod, bbl.	9 00	Sweet potatoes.	2 00
Cranberries, N.S. 7 00	8 00	Montreal potatoe, new, bag. 1 15	1 25
Cucumbers, doz.	6 60	Tomatoes, Canadian, box.	6 60 0 75
Garlic, 2 bunches	0 25		
Green Peppers, bushel basket	1 75 2 25		
Leeks, doz.	1 50 1 75		

TORONTO.

Green Fruits.—Domestic lines of fruit are gradually disappearing from the limelight, and imported goods are again coming into the position of prominence. Many of the fruit men are already preparing to leave the summer market, denoting that the end of the domestic fruit season is not now far off. Peaches are clearing up, and although they are still of nice appearance, they are losing their flavor. Grapes are still coming along but not in as large quantities as last year. Tomatoes are not of the best quality and there are more offered than there is demand for.

Valencia oranges, the only kind on the market just now, and which we reported as firm last week, are quoted at higher prices this week. Shipments of these will soon be over, and Florida and Mexican will probably be called upon to tide the trade over until arrival of new crop navels. Florida grapefruit is now on the way and with a short crop, prices are expected to be higher than last year. One dealer said probably \$5 to \$6 according to size. Lemons are exhibiting just a slightly easier feeling.

Cape Cod Cranberries
Grape Fruit
Late Valencia Oranges
Jersey Sweet Potatoes
Canadian Chestnuts
Lemons, Nuts
New Figs,
First of the season,
Spanish and
Domestic Onions.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

TAKE

the cover off a box of
"St. Nicholas"
or
"Home Guard"

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

J. J. McCABE

AGENT

TORONTO, : : ONT.

Howev
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However, stocks are expected to be well taken up before the arrival of new crop

There is a little more interest being taken in apples. One firm quotes: Snows, No. 1, \$4; No. 2, \$3.50; Kings No. 1, \$4; No. 2, \$3.50; greenings No. 1, \$3.50; No. 2, \$3; Baldwins No. 1, \$3.50; No. 2, \$3.

Cranberries are holding firmly. Some Nova Scotian stock has been received here

Bananas.....	1 25	1 75	Canadian pears,		
Lemons—			11-qt. basket..	0 25	0 50
Verdelli.....	4 00	4 50	Grapes, small...	0 25	0 30
Limes, box.....	1 25		Grapes, Califor-		
Oranges—			nia box.....	2 00	2 25
Late valencias..	5 00	5 50	Peaches, Colo-		
Can. tomatoes,			rado, box.....	1 50	
11-qt. baskets.	0 30	0 50	Cranberries,		
Can. peaches,—			Capo Cod, brl.	8 50	9 00
Best grades.	0 85	1 00	Apples, brl....	2 25	3 00
Common flats.	0 30	0 40			
Common leno.	0 50	0 75			

Vegetables. — Trade in vegetables through the hands of the commission man is not overly large just at the present. The demand for pickling necessities is about at an end. Potatoes are unchanged from last week, but there is

Nova Scotia Cranberries

Fancy, well colored Fruit, in barrels, price \$7.50 bbl.
Fresh car due Monday.

Lemons Cheaper

We quote for next week's shipment—

MAPLE LEAF BRAND, 300s, \$3.75 a box.
DOMINION BRAND, 300s, \$4.00 a box.

Headquarters for FRUITS, FISH and OYSTERS

ORDERS SOLICITED

WHITE & COMPANY, LIMITED
TORONTO and HAMILTON

FOR -

"Green Mountains,"
"Delawares"

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

Good things for

HALLOWE'EN

Canadian Chestnuts
and Hickory Nuts

Sweet Potatoes, Cranberries,
Oranges, Lemons, Bananas

THE HOUSE OF QUALITY

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



Your Success

depends on the goods you buy.

Our Success

depends on the goods we pack.

BUSTER BROWN LEMONS are successful
because we pack them to succeed.



W. B. STRINGER, Toronto
Sales Agent

FRATELLI FOLLINA, Sicily
Growers and Packers

THE CANADIAN GROCER

considerable firmness present at the moment. Spanish onions are coming along quite freely, but prices are holding high.

Dealers are offering Canadian chestnuts at 10c per pound.

Canadian beet, per bag.....	0 75	Onions—	
Cabbage, Canadian, dozen.....	0 65 0 75	American cooking, 10-lb. bag.....	2 50
Ca. rots, bag.....	0 75	Spanish, case.....	3 50
Egg plant, bsk.....	0 25 0 30	Canadian, 75-lb. bags.....	1 65
Celery, per doz. heads.....	0 40 0 50	Potatoes, N. B. stock, bag.....	1 25
Cauliflowers, dz.....	1 25	Potatoes, Ontario, bag.....	1 15
Green peppers, basket.....	0 15 0 10	Sweet potatoes, barrel.....	4 00 4 50



Fish - Oysters



Weather Not Favorable for Fish Trade

Present Autumn Weather Not Particularly Beneficial For Fish or Oyster Business—Good Improvement, However, in Past Month—Coming of Real Winter Weather Would be Welcomed by Fish Dealers.

There is a fair trade in evidence in fish at the present time, and a substantial increase in the sales of this line has taken place in the past month. Still, the weather just at the present time is not favorable to the cause, and the approach of real cold weather would work for a good improvement. The same may also be said of oysters.

Lake trout, pickerel and pike continue in good supply, but the season for these is nearly finished. This is the close season for white fish, but there are some frozen left for the demand. Supplies will now begin to change from the fresh to the frozen.

Codfish arrivals at Halifax have been rather disappointing of late. The September catch of herring was not good, the dogfish having kept the herring out in deep water. Shipments of smoked fish from the Maritime Provinces to the West are quite heavy. Smelts are expected to be on the market in a week or so.

The price of Madeira fish in Newfoundland has been advanced 20 cents per quintal.

QUEBEC.

Montreal.—The fine autumn, or rather Indian summer, has not been particularly beneficial to the fish trade. The demand has been good, but the best part of the season has not arrived. For instance, the trade in oysters would undoubtedly be heavier with colder weather. But as it is, there is much room for improvement. Oysters will move more freely with the first approach of winter coming to stay, and even now business is good. Fresh haddock is more plentiful this week, and fresh cod and

mackerel are also coming forward. Lake trout, pickerel and pike continue in good supply, and the season for these fish is nearly finished. There is no fresh whitefish at present, it being close season, but there is some frozen whitefish left for the demand. In smoked varieties, haddies were more plentiful this week, thanks to improved weather conditions. New fillets have been limited in supply and the higher price quoted is a direct result.

Bluefish, per lb.....	0 12	Steak cod, headless, per lb.....	0 06 0 07
Dressed perch, per lb.....	2 10	Halibut, express per lb.....	0 10
Dressed bull-heads, per lb.....	0 10	Salmon, B.C., lb.....	0 17
Eels, fresh, each.....	0 25	Salmon, Gaspe.....	0 18
Flounders, per lb.....	0 08	Sea trout.....	0 10
Mackerel.....	0 12	Sea bass, per lb.....	0 12
Haddock, per lb.....	0 05 0 06	Smelts, fancy.....	0 12
Halibut, per lb.....	0 10	Lake trout, lb.....	0 10 0 12
Herring, each.....	0 03	Pike, per lb.....	0 08
		Pickerel or dore.....	0 10 0 12
Haddock.....	0 04	Round pink salmon.....	0 09
Halibut, per lb.....	0 09	Gaspe salmon.....	0 18
Pike round lb.....	0 06	Qualla salmon.....	0 10
Pike, dressed & headless, cases.....	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.....	0 07
150 lbs., per lb.....	0 05	Whitefish, large, lb.....	0 09
steak cod.....	0 05	Whitefish, small.....	0 06
Mackerel.....	0 10		
Boneless cod, in blocks or packages, per lb.....	7, 8, 10, 11 12		
Shredded cod, 2 doz. in box, per box.....	2 00		
Skinless cod, 100 lb. case.....	6 50		

New green cod, medium, per lb.....	0 04	Salmon, B.C. red, bbl.....	14 50
New Labrador herring, per bbl.....	5 50	Salmon, B.C. half bl.....	8 00
New Labrador herring, per half bbl.....	3 00	Salmon, Labrador, bl.....	15 00
Labrador sea trout, bbls.....	12 00	Salmon, Labrador, half bl.....	8 50
Labrador sea trout, half bbls.....	6 10	Salmon, Labrador, trols, 300 lbs.....	21 09
No. 1 mackerel, pail.....	2 00	Salt eels, per lb.....	0 07
No. 1 mackerel, 4 bbls.....	8 00	Salt sardines, bbls.....	6 00
Scotia herring, No. 2 bbl.....	6 00	Salt sardines, 4 bbls.....	3 50
Lake trout, half bbl.....	6 00	Sea trout, 4 bbls.....	6 50
Choice mackerel, half pail.....	2 00	Sea trout, bbls.....	12 00
		Scotch herring.....	6 00
		Scotch herring, keg.....	1 00
		Holland herring, 4 bl.....	5 50
		Holland herring, keg.....	0 75

Smoked eels, per lb.....	0 10
Bloaters, large, per box.....	1 10
Haddies.....	0 07 0 08
Herring, new smoked, per box.....	0 20
Kippers, (fancy, large) per box.....	1 25
Kippers (small).....	1 00
New fillets, per lb.....	0 11

SHELL FISH

Oysters, choice, bulk, Imp. gallon.....	1 40
Oysters, bulk, selects.....	1 60
Oysters, fancy cape, large bbls.....	9 00
Malpeque Oysters, per bbl.....	7 00 12 00
Solid meats—Standards, gal., \$1.75; selects, gal., \$2.	

ONTARIO.

Toronto.—Trade in fish is on the increase and is opening up well. Dealers are well satisfied with the volume that is in evidence at present. Ciscoes are on the market at \$1.25 per basket. Halibut is practically off the market this week. As the season advances supplies of frozen fish will increase.

FRESH CAUGHT FISH

Steak cod.....	0 07 1/2	Fresh caught whitefish.....	0 12
Fresh halibut.....	0 09 0 10	Fresh caught herring.....	0 06
Perch.....	0 06	Haddock.....	0 06 0 07
Fresh trout.....	0 10 0 11	Pickerel.....	0 10

FROZEN FISH

Gold eyes.....	0 05	Sea herring, lb.....	0 04 1/2
Pike.....	0 05	Mackerel, lb.....	0 12
New Pink sea salmon.....	0 09	Mulletts.....	0 04
Whitefish.....	0 11	Bluefish.....	0 12

SMOKED

Kippers, per box.....	1 25 1 35	Cod, Imperial.....	0 06 1/2
Bloaters, per doz.....	1 35	Quail-on-toast.....	0 07
Finnan Haddie, lb.....	0 09	Fillets of haddie.....	0 12
		Gisces, basket.....	1 25

PICKLED

Lake herring, per keg.....	4 00	Labrador herring, bbls.....	5 25
Oysters, selects, gal.....	1 15	Labrador herring, half bbls.....	3 25
Oysters, standards, gal.....	1 65		

NOVA SCOTIA.

Halifax.—The arrivals here of codfish during the past week have been somewhat disappointing, and prices are firm with a good demand for what fish shows up. The Lunenburg bankers are arriving with good fares, and the fish masters have their hands full trying to get the stock ready while the weather is fine. Several more cargoes were shipped from Lunenburg to Gloucester this week. In spite of the duties they have to pay the Gloucester merchants find it profitable to handle. For Bank cod now in course of curing at Lunenburg, it is reported that \$6 per quintal is being asked, but the final price will altogether be governed by the usual law of supply and demand.

Dealers say that the catch of herring in September was disappointing. This is attributed to the dogfish keeping the herring out in deep water. Fishermen are now looking forward to a late fall catch. The market for pickled fish is fairly firm.

Receipts of halibut on the local market are fair. Good haddock are scarce, and the demand is excellent. Dealers report the smoked fish trade good all round. Shipments to the West are quite heavy, and orders are coming along for all the fish that can be packed. It is expected that smelts will be on the market in the course of a week or so.

Fish buyers held a meeting at St. John's, Newfoundland, this week, and advanced the price of Madeira fish twenty cents per quintal in that market. It is now quoted at \$5.20 per quintal. No change was made in the other prices of fish.

HIT HARD NOW



The season of big things is on. Keep "hitting up" the fish trade and you'll see a "bump" in your bank account. It can't help "swelling," because profits are large and most satisfactory. Our lines are all winners and will make that fish department of yours a regular success.

"Canada" Brand Pure Boneless Cod Fish

Large Range Quality All Through

CANADA TABLETS, 20 1-lb. Tablets. CANADA CRATE, 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.

These are great goods. Many dealers have given them a trial, and since shown their satisfaction by ordering more. They order more because their customers order more.

Ocean Brand:-

HADDIES
 KIPPERS
 BLOATERS

Place other brands beside "Ocean" and see the difference. Ours are fat and choice.

BOUTILIER'S
 SMOKED
 FILLETS

Have a great name. You must have heard talk about them. Do as others do. Give them a trial.

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD, NEW FAT JULY SALT HERRING
 IF YOUR WHOLESALE CANNOT SUPPLY YOU, WRITE DIRECT

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

Connecticut Oyster Co.

Growers and Shippers of "Coast Sealed" Oysters

CANADIAN BRANCH

50 JARVIS STREET, TORONTO

MR. RETAIL MERCHANT,

Oct. 19, 1911

Everywhere,

DEAR SIR:—

Canada.

Among other false impressions once current regarding the handling and sale of oysters was the notion that oysters should be watersoaked. But this notion is now obsolete. These are the things you should be careful about in connection with your oyster business: That your oysters come from communities that produce oysters with the *best flavor* and that mature them sufficiently *firm to retain that flavor* for the longest time possible. That shipment is made in the *most sanitary package* obtainable. That the oysters are *refrigerated* at a low temperature, and also protected from *freezing*. And that they are displayed attractively.

Remember that the frequency with which your customers use oysters depends entirely upon the satisfaction they obtain.

We would call your attention to the fact that "Coast Sealed" Oysters are grown on the most desirable ground—ground that is famous for the flavor of its oysters; and shipped to you in the "Coast Sealed" Carrier—the acknowledged peer of all packages. If you desire it we can supply you with a Vacuum Insulated Cabinet that will protect your oysters from freezing and save at least 75 per cent. of ice. There are no hampering restrictions connected with any of our propositions.

Soliciting an early inquiry,

We remain,

Yours faithfully,

Connecticut Oyster Company

Booming the Business by Bulletin

Western Ontario General Merchant Got the Idea From Newspaper Bulletins—Superior to Blackboard He Claims — Uses White Paper and Red Ink.

Chatham, Ont., Oct. 19. (Special)—“Booming business by bulletin” is the new idea adopted by a successful general merchant. He occupies a corner store, and the idea takes concrete form in a semi-circular bulletin board posted on the corner pillar. On this bulletin board announcements of new goods or special lines are pasted.

“I got the idea when I visited Toronto a few weeks ago,” explained the merchant. “I noticed that there were always little crowds standing outside the newspaper offices, reading the news-bulletins that were posted up as the despatches came in. It struck me that the idea could be adapted to the grocery business.

New Arrivals Posted.

“Hence, I had my bulletin board made. Whenever some new line comes in, or a big shipment of something arrives, up goes a bulletin. As you will notice, I use white paper and red ink, which makes a clear and striking design. There are always people stopping to look at the bulletins. They attract more at-

tention than show cards in the window, largely, I suppose, as a result of their novelty.

“I have no regular time for changing the bulletins. Suppose a shipment of sweet potatoes arrives in mid-day; I have the clerk write out a bulletin to that effect, and paste it up forthwith. It is a helpful aid, too, in moving stock that is a little bit slow. For instance, I think this or that brand of pickles has been a little too long on my hands. Up goes a bulletin: ‘Take home a bottle of mustard pickles to stimulate your supper appetite.’ And you’d be surprised to see the people who will respond to the suggestion.

Supplements Window Display.

“Of course, the idea takes paper and paste and ink and time and effort. Then, too, the field is limited to the passers-by. It helps out the window displays, however, and attracts notice by its very novelty. The use of a blackboard for special announcements is a scheme as old as the hills; but generally the black-

board had to be placed on the sidewalk, which is something the police regulations won’t permit nowadays. In any case, the blackboard announcements did not show up as clearly as ours do, and the blackboards could hardly be used in wet weather. I started out by pasting the announcements behind the plate glass window, but this scheme necessitated frequent cleaning of the glass, and I dropped it. The bulletin board works better.

Inserts a Catchy Phrase.

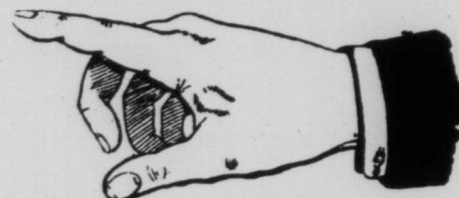
“I don’t make my bulletins just a list of prices. A catchy sentence or two—rarely more than a dozen words—is more suggestive than a mere price.”

Samples showing the general style of the announcements are the following:

“September brings oysters. Ours are fresh, just in. Try them.”

“Sugar for preserving \$6.25 cwt. Buy before the price jumps again.”

J. & J. Colman, Limited, London, Eng., have a novel post card on which appear an illustration of the first United Kingdom Aerial Post. H. M. Mail is being carried by aeroplane from London to Windsor. “No responsibility in respect of loss, damage or delay is undertaken by the Postmaster-General,” is one of the announcements.



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 Harbor, N.B.

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

WHERE DO YOU BUY?

Retail storekeepers of to-day stock pretty much the same lines.

Most of the lines are staple articles to be purchased *anywhere* at the *cheapest* price.

Other articles, however, need a closer study. A certain price may *look lower*, but on comparison of stock may be *higher*.

Oysters are amongst this latter class.

Since the laws of both United States and Canada regarding the sanitary methods of shipment have been enforced, there is not much to choose between the different dealers in regard to the style of shipment.

Oysters are artificially cultivated, and come from widely different localities.

Does it not impress you, Mr. Retailer, that the stocks, quoted at the same price per gallon, might be of *greatly different value*?

We think so.

We are spending a lot of money to bring this to your notice. We feel that we now have a grade of oysters superior to any offered in Canada.

The measure is **SOLID**. The stock is **SUPERIOR**. The price is right. Every can of oysters is received by you *exactly as scaled at the Coast*. What more could you ask?

GIVE US A TRIAL ORDER AND LET US PROVE IT

THE F. T. JAMES CO., Limited

WHOLESALE FISH AND OYSTERS

SOLE SHIPPERS OF

Beacon Brand Oysters

TORONTO

Opportunity for Sale of Condensed Milk

Consumption of Condensed Milk Steadily Increasing But Its Sale Could be Extended and Enlarged by Proper Efforts on Part of Dealers—Reasons Why It Can be Recommended—High in Quality and Purity—Its General Use.

Myriads of inventions are yearly being brought to our notice which not so long ago would have been declared impossible. Not alone are these confined to mechanical devices but in many products handled in the grocery store we have evidence of this advancement within the past half century.

Not so many years ago, if we had been told it would be possible to can milk so that it would possess all the advantages and be put to all the uses of the fresh article, we would have never believed it. Things seemingly impossible, however, have been achieved and now not only have we condensed and evaporated milk possessing all the advantages of fresh milk, but it possesses none of the disadvantages, a feature which has helped materially in its sale.

Sales Rapidly Increasing.

That the sale of this milk is increasing with great rapidity is a well-known fact. Not alone is it true in cities but in the smaller towns and even in country villages, dealers are selling more and more of it.

The many good points in its favor are responsible. Nevertheless, in spite of the increased production, there is still ample opportunity for the enlargement of its sale if the grocer puts the necessary efforts behind it.

Perhaps one of the reasons why this line has not been given the attention that it should, is that the dealer himself does not really understand the condensed and evaporated product, and the many points in its favor.

Must Overcome Prejudice.

For some reason, there has been in the minds of many a prejudice against it, founded on the belief that its quality, purity and use are not equal to the fresh article. This has kept them from recommending it as they would an article in which they had unbounded faith. This belief has been founded without proper examination.

Manufacturers realized the prejudice that would exist in the minds of the public and have kept that in view and prepared an article which overcomes that prejudice. The milk is gathered in a sanitary method, and cleanliness is the keynote of its manufacture, not alone in the factory but from the moment it leaves the cow. The milk is carefully examined by fully qualified inspectors. The most scientific methods are employ-

ed in the factory. Thus the dealer is assured, and he in turn can assure his customers, that it is as pure and good as the fresh article, and he will be surprised, as the writer was in making a study of condensed and evaporated milk, to learn the general uses to which it can be put.

Difference Between the Two.

Condensed milk is ordinary milk mixed principally with sugar 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. It is unsweetened and preserved by sterilization only.

Now with fresh milk extremely scarce in many portions of the country and the public being warned of its indiscriminate use, an excellent opportunity is presented to the grocer for the extension of the sale of this milk. Attention to it in display, advertising and personal talks are the best methods of doing this.

FEW OUTSTANDING ACCOUNTS.

They Did Not Exceed \$50—Cash Business in Vancouver.

North Vancouver, B.C., Oct. 12.—L. H. Williams, of upper Lonsdale, has disposed of his grocery business to McAllister Bros., and has left for his former home in Boston, Mass., to remain there permanently. Mr. Williams is one

of these capable men of business who have proven that right methods and close attention to business are bound to succeed. Starting business in a most modest way over two years ago, Mr. Williams steadily built up an excellent family trade, which continued to enlarge with the result that three times he found it necessary to seek enlarged premises, and a few months ago he removed into the quarters which are now occupied by the business.

Mr. Williams has always transacted business on a strictly cash basis, and is able to boast that when he sold to the present owners the total outstanding accounts did not exceed half a hundred dollars. The actual value of the goods on the shelves together with the value of the business on the basis of the monthly turn over—all the product of a little over two years' work—is such that Mr. Williams finds himself in position to return to his old home and to establish himself in a comfortable way in that city, upon a permanent basis.

CATALOGUES AND BOOKLETS.

Dominion Canners, Limited, Hamilton, Ont., have printed a pamphlet on "Valuable Hints on Storing Canned Goods," a copy of which will be sent to any reader of The Grocer on request. It deals with the methods of storing and handling canned goods, effect of frost on them, causes of leaky cans, etc.

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

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

You cannot too highly praise it—

Black Watch

The Biggest and Best
Plug Chewing Tobacco

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



HAVE YOU STARTED

to stock plug tobacco yet?

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

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

MAPLE SUGAR CHEWING TOBACCO

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

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

Why Delay?

WRITE

The Rock City Tobacco Co.
QUEBEC WINNIPEG

SUCCESSFUL

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

7-20-4 CIGAR

when fixing up your tobacco show case.

It Has Merit

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

We Don't Want

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

The Sherbrooke Cigar Co.
SHERBROOKE, QUE.

Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

THE CANADIAN GROCER

CLASSIFIED ADVERTISING

Advertisements under this heading, 20. per word for first insertion, 10. 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.

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-Pensom 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-Pensom 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.

BANKRUPT STOCK FOR SALE

TENDERS will be received until October 21st for the purchase of a stock of Groceries, Crockery and Fixtures in the Town of Wingham. The stock list can be examined on the premises at any time.

Terms of sale: 25% down and the balance in 30 days on approved security.

A. E. SMITH, Assignee.
DUDLEY HOLMES, Solicitor.

POSITION VACANT.

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

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

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.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, 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.

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

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

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

725,000 live merchants use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

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

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

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE
IN ADVANCE.

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department
143-149 University Avenue, Toronto

Diamond
1-lb. tin
1-lb. tin
1-lb. tin

Cases.
4-dozen.
8-dozen.
1-dozen.
3-dozen.
1-dozen.
4-dozen.

MA
BAK
POW
GONKAIN

or more c

RO
WHITE
White
\$8.25; 1-l
tins, \$1.2
5c. tins, 4

Bo
B

Size
Borwick's

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

BAKING

DOM
Aylmer

Strawberry
Raspberry
Black currant
Red currant

THE CANADIAN GROCER

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR.

Baking Powder
W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	\$2 00
1-lb. tins, 3 " "	1 25
1-lb. tins, 4 " "	0 75

EMPERIAL BAKING POWDER

Cases	Sizes	Per doz.
4-dozen	10c.	\$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1-dozen	2 1/2-lb.	10 50
1-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Cases	Sizes	Per doz.
6 dozen	5c.	\$0 50
4 " "	4-oz.	0 75
4 " "	6 " "	1 00
4 " "	8 " "	1 30
4 " "	12 " "	1 85
4 " "	16 " "	2 25
4 " "	2 1/2-lb.	5 00
4 " "	5-lb.	9 60
1 " "	12 " "	Per case
1 " "	16 " "	\$6 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Royal—Dime	Per Doz
1-lb.	\$1 40
6-oz.	1 95
1-lb.	2 55
12-oz.	3 55
1-lb.	4 90
3-lb.	13 60
5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

Borwick's Baking Powder

5 NEW BRANDS

Sizes	Per doz. tins
Borwick's 1-lb. tins	\$1 35
" " 1-lb. tins	2 35
" " 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

MADE IN CANADA

Cartons—Per doz	No. 12, 4-oz., 3 doz	0 70	
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 doz	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes	
No. 2, 6-oz., 6 doz	0 80	No. 13, 1-lb., 2 doz	3 00
No. 2, 6-oz., 3 doz	0 85	No. 14, 2-oz., 3 doz	1 75
No. 2, 3-oz., 4 doz	0 45	No. 15, 4-oz., 4 doz	1 10
No. 10, 12-oz., 4 doz	2 10	No. 16, 3-lb., 2 doz	7 25
No. 10, 12-oz., 2 doz	2 20	No. 17, 5-lb., 1 doz	14 00

FOREST CITY BAKING POWDER

Dozen	6 oz. tins	0 75	
12 oz. tins	1 25	18 oz. tins	1 75

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Breakfast Food, 2 doz. in case, per case \$3.00.

The King's Food, 2 doz. in case, per case \$4.80.

White Swan Barley Crisps, per doz. \$1.

White Swan Self-rising Buckwheat Flour, per dozen \$1.

White Swan Self-rising Pancake Flour, per dozen \$1.

White Swan Wheat Kernels, per doz. \$1.50

White Swan Flaked Rice, per dozen \$1.

White Swan Flaked Peas, per dozen \$1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz
Raspberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75

Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

Strawberry	0 59	0 82	14's & 30's per lb.
Black currant	0 59	0 82	0 104
Raspberry	0 59	0 82	0 104

Ontario and Quebec Prices

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16
Gillett's Mammoth, 1/2-gross box	2 00

Cocoa and Chocolate
THE COWAN CO., LIMITED

Cocoa—

Perfection, 1-lb. tins, per doz.	\$4 50
Perfection, 1-lb. tins, per doz.	2 40
Perfection, 1-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

COWAN'S PERFECTION COCOA

Supreme chocolate, 1/2, 12-lb. boxes, per lb. 0 35

Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90

Sweet Chocolate—

Queen's Dessert, 1/2 and 1/4, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, 1/2, 6 and 12-lb. boxes	0 25

COWAN'S SUPERIOR CHOCOLATE ICING CAKES

Prepared Ready for Use

ICINGS FOR CAKE

Chocolate, white, pink, lemon, orange, maple, almond, coconut cream, in 1-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

Maple nuts, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 6
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, 1/2, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 1/2, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

Agents, C. E. Colson & Son, Montreal.

In 1 and 1 1/2-lb. tins, 14-lb. boxes, per lb. 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Ferse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, 1 and 1 1/2-lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, 1/2, 1 and 5-lb. tins, 41c. lb.; German's sweet chocolate, 1 and 1 1/2-lb. cakes, 6-lb. boxes, 32c. lb.; Auto sweet chocolate, 1-lb. cakes, 3 and 5-lb. boxes, 33c. lb.; Vanilla sweet chocolate, 1-lb.

Coconut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

1-lb. packages	0 26
1-lb. packages	0 27
1-lb. packages	0 28
1 and 1-lb. packages, assorted	0 28
1 and 1-lb. packages, assorted	0 27 1/2
1-lb. packages, assorted, in 5-lb. boxes	0 28
1-lb. packages, assorted, in 5-lb. boxes	0 29
1-lb. packages, assorted, 5, 10, 15 lb. cas	0 30

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk	\$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk	2 00	0 50
Peerless Brand Evaporated Milk	3 50	0 90
Peerless Brand Evaporated Milk	4 40	1 10
Peerless Brand Evaporated Milk	3 70	1 85

FLAGRAM COFFEE

Ground or bean—

1 and 1/2	0 25	0 30
1 and 1/2	0 30	0 40
1 and 1/2	0 35	0 50

REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen) \$3 50

"Reindeer" brand, per case (4 dozen) 5 00

"Reindeer" Condensed Coffee, case, 5 00

"Reindeer" Condensed Cocoa, case, 4 80

ST. CHARLES CONDENSING COMPANY.

St. Charles Milk, family size, per case \$3 50

Baby size, per case 2 00

Dicto, hotel, 3 75

Silver Cow Milk, 4 50

Purity Milk, 4 25

Good Luck, 4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.	
Club House	0 26
Nectar	0 30
Empress	0 28
Duchess	0 27
Crushed Java and Mocha	0 18
ground	0 18 1/2

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95	dozen
Medium, cases	1 80	dozen
Large, cases	2 75	dozen
Tumblers, cases	1 35	2 dozen
25-lb. pails	0 15	lb.

WHITE SWAN SPICES AND CEREALS LTD. White Swan Blend.

MOCCA & JAVA COFFEE

1-lb. decorated tins, 32c. lb.

Mo-Ja, 1-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.99

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

Presentation (with tumblers) \$3 per doz.

FLAGRAM COFFEE

Ground or bean—

1 and 1/2	0 25	0 30
1 and 1/2	0 30	0 40
1 and 1/2	0 35	0 50

Cheese—Imperial

Large size jars, doz. 8 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

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

Canada Cream Cheese

In carbons, each 1 dozen 0 90

Large blocks, dozen 2 30

Medium blocks, dozen 1

FUSSELL'S PURE RICH THICK CREAM

"Golden Butterly" brand Cream, 8 doz. 10c. size, cases \$7.00

"Golden Butterly" brand Cream, 8 doz. 15c. size, cases \$11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto, C. O. Beauchemin & Fils, Montreal

\$2, \$3, \$5, \$10, \$15 and \$20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books, each 04

100 books and over, each 08

500 books to 1000 books, each 08

For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food

Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.

Flavoring Extracts

SHIRRIFF'S

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

Discount on application.

CRESCENT MFG. CO.

Mapleine.

2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 30c.)	6 80
8 oz. bottles (retail at \$1.50)	12 80
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	15

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.**

SHINE ?

The dealer who is going to shine in his customer's opinion is the one who is handling

BLACK KNIGHT STOVE POLISH

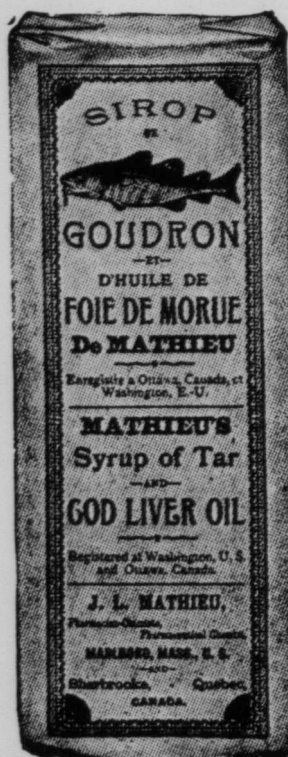


Black Knight has 'made good' with all who have used it. Gives a brilliant, silky polish with little labor, and will not soil the hands. It is economical, and a little goes a long way.

Packed in attractive boxes.
Order from Your Jobber.

The F. F. Dalley Co., Ltd.
Hamilton, Ont. - - - Buffalo, N.Y.

CURE YOUR CUSTOMERS' COUGHS



Sell them
**MATHIEU'S
SYRUP
OF TAR AND
COD LIVER OIL.**

They'll be thankful and you'll make a "little something"—and be happy also.

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

If they seem feverish, suggest **Mathieu's Nervine Powders**—the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

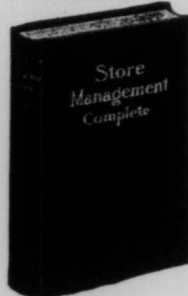
BUY

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

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:
CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED
Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

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 0
No. 3, tails, 2 doz in case 1 25
No. 6, 1 doz. in case... 4 00
No. 12, 1 doz. in case... 6 50



CHLORIDE OF LIME

(Moody's Royal)

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



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.



Mustard
COLMAN'S OR KERN'S
D.S.F., 1/2 lb. tins 1 40
" 1-lb. tins 2 50
" 1-lb. tins 5 00
F.D., 1/2 lb. tins. 0 85

Per doz. F.D., 1-lb. tins. 1 45
Per jar
1-lb. jar 0 75
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
4-bbls 0 10
Tubs, 60 lbs. 0 10
20-lb. Pails 2 08
20-lb. tins 1 98
Cases, 3's 0 10
" 5's 0 10
" 10's 0 10



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

IMPORTED PEAS "SOLEIL"
Sur Extra Fins... 11 00
Extra Fins... 15 50
Tres Fins... 14 00
Fins... 12 50
Mi-Fins... 11 00
Moyens No. 1... 10 00
Moyens No. 2... 9 50
Moyens No. 3... 8 75

MINERVA PURE OLIVE OIL.

Case—
12 litres... 6 50
12 quarts... 5 75
Tins—
5 gals., 2s... 23 00
2 gals., 6s... 29 00
1 gal., 10s... 26 00
1/2 gal., 20s... 26 00

BASSIN DE VICHY WATERS.

La Capitale, 40 qts... 5 00
La Neptune, 60 qts... 6 00
St. Nicolas, 60 qts... 7 00
La Sanitas Sparkling, 60 qts... 8 00
" 100 pts... 9 00
" 100 splits... 4 00
Vichy Lemonade Savoureuse, 50's... 7 50

CASTILE SOAP

Le Soleil, 75 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... 2 50 case
" 200 lbs., 3/4 oz. bars... 3 75 case
" La Lune, 65 per cent. Olive Oil
Case 25 lbs., 11 lb. bars... 0 07 lb.
" 12 lbs., 2 1/2 lb. bars... 0 08 lb.
" 50 lbs., 1 lb. bars... 3 25 case
" 100 lbs., 3/4 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. loose... 0 07
" 25 lbs., loose... 0 07

DUFFY & CO. BRAND.

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



BLUE, LAUNDRY (Moody's Royal)

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



DRUDGE. (Moody's Anty) Extra Fine.

Handy Sifter, top package, doz. 0 85
100 lb. Kegs... 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—
Large size, 1 1/2 lbs... 0 30
Small size, 10 oz... 0 45
Packed 3 doz. in wood box

Jam Per lb

20-lb. wood pails... 0 06 1/2
Pure assorted jam, 1-lb. glass jars, two dozen in case... 1 15

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 pkgs., 1/2 lb... 0 07
Egg noodles, cases of 10 lbs., loose... 0 06 1/2
Lasagnes, cases of 10 lbs., loose... 0 06 1/2



Jelly Powders

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



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



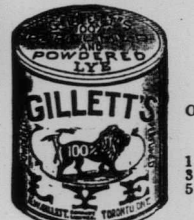
Assorted Case, Contains 2 doz. \$2 50
Chocolate (Straight) Contains 2 doz. 2 50
Vanilla (Straight) Contains 2 doz. 2 50
Strawberry (Straight) Contains 2 doz. 2 50
Lemon (Straight) Contains 2 doz. 2 50
Unflavored (Straight) Contains 2 doz. 2 50
Weight 11 lbs. to case. Fr'ght rate, 2d class.



Assorted flavors—gross 10.75.



Lye (Concentrated).



GILLETTS PERFUMED LYE Ontario and Quebec Prices.
Per case
1 case of 4 doz \$5 00
3 cases of 4 doz 3 40
5 cases or more 3 35

Marmalade.

T. UPTON & CO.
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.



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

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL. Fine.
4 lbs. box "Special"... per box 0 22
8 lbs. " " " " " " " " 0 44
5 lbs. " " " " " " " " 0 27 1/2
10 lbs. " " " " " " " " 0 55
60 lbs. cases or 75 lb. bbls... per lb. 0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) " 0 06
Globe Brand.
5 lb. box "Standard"... per box 6 30
10 lb. " " " " " " " " 0 60
25 lb. cases (loose)... per lb. 0 66
25 lb. cases, 1 lb. packages... 0 06 1/2

THE CANADIAN GROCER

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	\$10 20
Maypole soap, black, per gross	15 30
Croile soap, per gross	10 20
Florida soap, per gross	12 00
Straw hat polish, per gross	12 00



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.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:
Less than 5 cases..... \$5 00
5 to 10 cases of 100 bars..... 4 95

Starch

EDWARDSBURG STARCH CO., LIMITED		
Boxes contain	Laundry Starches	Cents per lb.
40 lbs. Canada Laundry		0 05 1/2
40 lbs. Canada white gloss, 1 lb. pkgs.		0 06
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 1/2
200 lbs. lbs., No. 1 white		0 06 1/2
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages		0 07 1/2
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, Si ver gloss, large crystals		0 06 1/2
28 lbs. Benson's satin, 1 lb. cartons, chromo label		0 07 1/2
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 45 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 (20 lb. boxes 1/2 higher)		0 05 1/2
BRANTFORD STARCH WORKS, LIMITED		
Ontario and Quebec.		
Laundry Starches—		
Canada Laundry, boxes of 40 lb.		0 06
Acme Gloss Starch—		
1-lb. cartons, boxes of 40 lb.		0 06 1/2

Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06 1/2
Barrels, 200 lb.	0 06 1/2
Kegs, 100 lb.	0 06 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 6-oz., \$5.00; 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, \$7.60;
1-lb. bulk, per 25, 50 and 250 lbs., at 15¢ per lb. Ocean blanc mange, 48 8-oz., \$4;
Ocean corn starch 48 1-lb., \$3.60.

SOUPS

CHATEAU BRAND CONCENTRATED SOUPS	
Ve etable Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato
No. 1's, 95¢ per dozen.	
Individuals, 45¢ per dozen	
Packed 4 dozen in a case.	

Soda

OOV BRAND



Case of 1-lb. containing 60 packages per box \$3.00.
Case of 1/2-lb. containing 120 packages per box \$3.00.
Case of 1-lb. and 1/2-lb containing 30 1-lb. and 60 1/2-lb packages per box \$3.00.
Case of 50. packages, containing 96 packages, per box \$3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case	
Case No. 1, 60 1-lb. packages	1 case \$2 85
" " " " " "	1 5 "
Case No. 2, 120 1/2-lb. "	1 5 "
" " " " " "	1 5 "
Case No. 3, 30 1-lb. "	1 5 "
Case No. 4, 60 1/2-lb. "	1 5 "
Case No. 5, 100 10-oz. "	1 case 2 90
" " " " " "	1 5 "

Stove Polish

JAMES DOME BLACK LEAD

8a size, gross, \$2.40. 2a size, gross, \$2.50

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 "
1/4-barrels, 175 lbs.	0 03 1/2 "
Pails, 25 lbs.	1 20 each
" " 38 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 75
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 85
5 " " " " " "	3 00
10 " " " " " "	2 90
20 " " " " " "	2 85
5, 10 and 20 lb. tins have wire handles)	
Beaver Brand Maple Syrup.	
Case 1b. tins 2 doz in case	\$3 50
5 " " " " " "	4 00
10 " " " " " "	3 95
20 " " " " " "	3 90
(5, 10 and 20 lb. tins have wire handles)	

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, 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
Per case	
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 28 1/2
100-lb. kegs	0 28 1/2
350-lb. barrels	0 28

Plug Smoking—Shamrock, 6s., plug or bar 5s

Rosebud Bars, 6s.	54
Empire, 6s and 12s.	44
Ivy, 7s.	50
Starlight, 7s.	50
Cut Smoking—Great West Ponches, 8s.	50
Regal Cube Cut, 9s.	70



Blue Label, 1's	0 21	0 26
Blue Label, 1's	0 20	0 26
Orange Label, 1's and 1/2's	0 23	0 30
Brown Label, 1's and 1/2's	0 28	0 40
Brown Label, 1's	0 30	0 40
Green Label, 1's and 1/2's	0 35	0 50
Red Label, 1's	0 40	0 60



MELAGAMA TEA	
MINTO BROS., 45 Front St. East	
We pack in 60 and 100 lb. cases. All delivered prices.	
Wholesale Retail	
Brown Label, 1 lb. or 1/2 lb.	0 25 0 30
Red " " " "	0 27 0 35
Green " " " "	0 30 0 40
Blue " " " "	0 35 0 50
Yellow " " " "	0 40 0 60
Purple " " " "	0 55 0 80
Gold " " " "	0 70 1 00



Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.	
Black Label, 1-lb., retail at 25c.	\$0 20
Black Label, 1/2-lb., retail at 25c.	0 21
Blue Label, retail at 30c.	0 24
Green Label, retail at 40c.	0 30
Red Label, retail at 50c.	0 35
Brown Label, retail at 60c.	0 42
Gold Label, retail at 80c.	0 55

Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

Per case	
Canada First Evap. Cream family size	3 60
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)

2s—3 doz. to case	\$2 85
3s—2 doz. to case	\$2 85

Sauces

FATERSON'S WORCESTER SAUCE

1-pint bottles, 3 and 6 dozen cases, doz	\$0 90
Pint bottles, 3 dozen cases doz.	1 75



H.P. Sauce, packed in cases of 3 doz. \$1 90
H.P. Pickle, packed in cases 2 doz. pts. 3 35
H.P. Pickle, packed in cases 3 doz 1/2-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 pinta, packed in 6-doz. case 2 25
Imp. 1/2 pinta, 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
Bols, 5s and 12s.	46
Bully, 6s.	46
Currency, 5s and 12s.	44
Stag, 5 1/2 to 1 lb.	38
Old Fox, 12s.	44
Pay Roll Bars, 7 1/2	56
Pay Roll, 7s.	56
War Horse, 6s.	42

Jams and Jellies

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07 1/2
7 wood pails, 6 pails in crate, per lb.	0 07 1/2
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.
"Shirriff's" (all flavors), per doz. 0 90
Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent packages	\$1 15
Gillet's Cream Yeast, 3 doz. in box	1 15

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. Shallcross, Macaulay & Co.



BRUSHES and BROOMS FOR FALL TRADE

It is worth your while to be certain that you place in the hands of your customers only goods which are absolutely reliable. You can do this if you handle the Keystone Brand, as no brush or broom is allowed to leave the factory unless perfect in every respect.

Manufactured by

Stevens-Hepner Co., Limited
PORT ELGIN ONTARIO

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

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