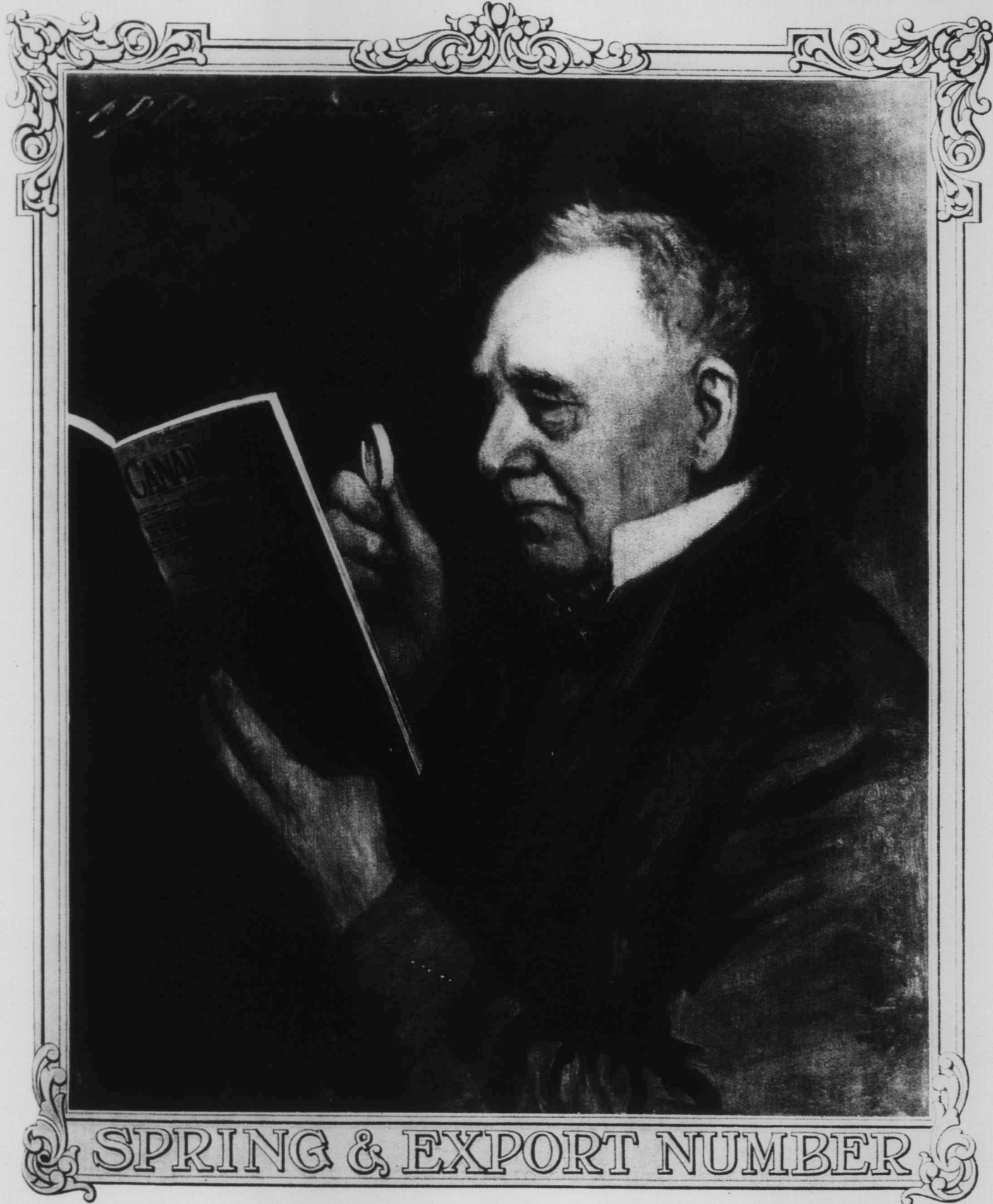


MAY 21ST. 1909.

Twenty Third Year

CANADIAN GROCER



SPRING & EXPORT NUMBER

W. T. BENSON & CO'S
CANADA
PREPARED CORN
FOR CULINARY PURPOSES.

This most delicious of all preparations for
BLANC MANGE, PUDDINGS, CUSTARDS,
INFANTS' FOOD, &c., is universally ac-
knowledged to be superior to any preparation
of a similar kind from the United States or
Great Britain; is

GUARANTEED PURE
and superior to any similar preparation ever
offered to the public; has taken First Prizes
at all Canadian Exhibitions and received the

PRIZE MEDAL
AT THE
International Exhibition, London, 1862,
AND AT THE
Centennial Exhibition, Philadelphia, 1876

Manufactured and Refined by the
EDWARDSBURG STARCH CO'Y,
CARDINAL, ONT. (LIMITED)
OFFICE:—MONTREAL, QUE.,
CANADA.

RECIPES

ICE CREAM
Put in a bowl and mix with sugar and cream.

FRUIT PIE
Mix with sugar and cream.

CAKE
Mix with sugar and cream.

BEAN CURRY
Mix with sugar and cream.

Montreal: 7

VOL. X



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CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 10 Front St. East. Winnipeg: 511 Union Bank Building. London, Eng.: 88 Fleet St. E.C.

VOL. XXIII.

PUBLICATION OFFICE: TORONTO, MAY 21, 1909.

NO. 21.



Throughout Canada, in every city, town and village, there is one brand of laundry blue the acknowledged favorite of the housekeeper—It is

Keen's Oxford Blue

—A ready seller and a trade-winner.
—Stick to Keen's Oxford Blue.

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

Agents for the Dominion of Canada

The leading Starch Factory in Canada is

Edwardsburg Starch Co., Limited

The leading brands of Laundry and Culinary Starches are

Edwardsburg "Silver Gloss" For the Laundry

Benson's "Prepared" Corn For the Kitchen

Both lines have a national reputation and bear the hall-mark of purity and the seal of superiority.
All wise grocers sell them.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

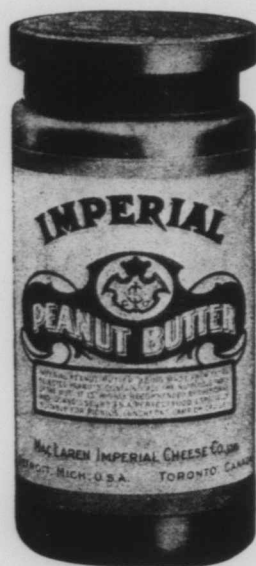
53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal, P.Q.

THE CANADIAN GROCER.

Warm Weather Foods



Imperial Peanut Butter

is an ideal warm weather food; always ready and adaptable for use in so many different ways that it may be used any day and every day. Try it yourself and then you will recommend it to your customers.

AT YOUR WHOLESALE OR FROM THE MANUFACTURERS

MacLaren Imperial Cheese Co., Ltd.
TORONTO

To Maintain and Increase Permanent Trade

We handle only articles of known worth—the tried and tested kind—articles whose intrinsic merit has raised them far above the commonplace. We do this because we like to feel that the folks who buy them are, year after year, adding permanent trade to the business of the grocer who sells the goods. From our own selfish point of view we believe the principle applies with telling force.

We Know of No Safer or Surer Way

There is a good living profit on every article we are privileged to represent—each of its kind is, to our way of thinking, a splendid example of honorable manufacture. And because of that important fact we advertise their strong features fearlessly, over our own name, in *The Canadian Grocer* and elsewhere, every week of the year.

The Best Only—Always the Best

ARTHUR P. TIPPET & CO.

7 Place Royale,
MONTREAL

84 Victoria St.,
TORONTO

Richest and Best

By Dominion Government Analyses, January 10th, 1908



SWEETENED

Reindeer Condensed Milk

is pre-eminent for its uniform
and excellent keeping quality.

For Export.—Will Keep in Any Climate.

**Largest Profit
to the Dealer**

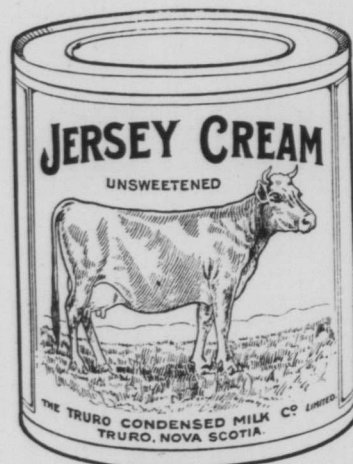


**Highest Quality
to the Consumer**

Jersey Sterilized Cream

is noted for its fine flavor
and uniform consistency.

For Export.—Will Keep in Any Climate.



UNWEETENED

The Truro Brand Milk carries a clean-cut, business-like proposition, that commends itself to the careful and discriminating buyer.

The Truro Condensed Milk Co., Limited, - Truro, Nova Scotia

Western Canada Calls for First Class Goods

In this respect the call of the West is clear and distinct. If you have a first-class line of goods it will certainly pay you to listen to the call, and place your goods with us for distribution throughout Western Canada.

We can place your goods with the retailers either direct or through the jobbing trade, as our connection with both branches is extensive and intimate.

We are handling the lines of other manufacturers and shippers with the utmost satisfaction to them—and we can do the same for you. Our facilities for placing goods on the Western market are positively unexcelled; and we maintain large track warehouses in the very heart of Winnipeg's wholesale district.

MAKE UP YOUR MIND

to these facts:

- 1.—If you have a first-class line the West will buy it.
- 2.—We are the people who can best introduce it for you.

We Solicit Your Correspondence.

RICHARDS & BROWN

Wholesale Commission Merchants

314 Ross Avenue, Winnipeg, Manitoba, Canada

ATTENTION!

We ask that you carefully look over this list.

Canned Fruits and Vegetables

Spot We have a full assortment at attractive quotations, which will be gladly furnished on application--

Futures The outlook is for increased consumption, owing to the low prices ruling—Having already made contracts we shall be glad to have your enquiry—Already we have sold thousands of cases.

Pickles

A carload of Rowat's English Pickles just arrived.

37½ oz. bottles (in bbls. of 3 doz), containing 2 doz. Mixed, ½ doz. Chow, ¼ doz. Onions, ¼ doz. Walnuts, per dozen	\$ 2.25
5 barrel lots, in one shipment	2.15
12 oz. — (casks 8 doz.), containing: 5 doz. Mixed; 1½ doz. Chow; ½ doz. Gherkins; ½ doz. Onions; ½ doz. Walnuts, per doz.	95
5 bbl lots, per doz.	90

The above is the best value yet offered in Pickles.

A full line of Crosse & Blackwell's

Octagon, pints, assorted	\$3.10	Malt Vinegar (reputed quarts)	\$2.00
Lucca Oil, ½ pints	2.00	Marmalade in glass	1.75

Valencia Raisins

A car just in—per lb.	5c	25 box lots, per lb.	4½c.
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Rangoon Rice

New Crop, per lb.	\$2.95	5 bag lots	\$2.90
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Tapioca—Medium Pearl

Single bag lots, per lb.	3¾c.	5 bag lots, per lb.	3¾c.
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Salmon

Stock is getting low.

Regal, finest Fraser Sockeye,	\$1.90	Cock o'North, talls, good red fish,	\$1.45
Cock o'North, ½'s, Flats	95	Totem (choice pinks)	87½

For first-class stock the above prices are exceptional value—

Tea How is your stock of the reliable **Maybell**, 18½c.; **Peerless**, 29c.; **Myrtle** (green Ceylon), 20c.?

We respectfully solicit your enquiries by Mail, Phone or Wire—

CANADA BROKERAGE CO., LTD.

9 Front Street East, - TORONTO

The Purity of Our Product

This is the strong talking as well as the convincing selling point in the

E. D. S. Brand of Jellies and Jams

An impartial analysis conducted by government experts has proved that this brand is the purest sold in Canada. Nature's flavor is preserved in every bottle and jar. Our guarantee goes with our goods.



AGENTS

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

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

"Chocolate Bordeaux"

The Sweet that all can Eat

There is a reason why **Bordeaux** has proved such a phenomenal seller from the time it was first shown, and there is a reason why every dealer who has handled our line has sent in repeat order after repeat order.

THE REASON IS

The distinctive quality and flavor of **Bordeaux**.

We have many imitators, but they can't copy the delicious flavor and consistency that has made **Bordeaux** the candy hit of the past 25 years.

Your stock is not complete without this specialty.

Chocolate Bordeaux will stimulate sales for you—they will repeat.

Write for samples and full particulars. Do it right now.

The MONTREAL BISCUIT CO., MONTREAL

Manufacturers of HIGH-GRADE CONFECTIONERY

Those Who Wish to Rent or Hire

stores or departments, sell or buy businesses or stocks, place or acquire accounts, obtain competent help, connect with satisfactory positions or secure aid in starting new enterprises, should not fail to use the Want Advertisement Page of **THE CANADIAN GROCER**. It is the central office of the grocery, fruit, provision, canned goods and foodstuffs trade of Canada.

THE CANADIAN GROCER.

**JUST THINK WHAT IT MEANS
TO HAVE A HIGH-CLASS COFFEE TRADE**

YOU ACTUALLY DRAW
THE VERY BEST PEOPLE TO YOUR STORE AND THEY INVARIABLY PURCHASE
THE FINEST GOODS YOU HAVE IN OTHER LINES AS WELL

WHITE SWAN COFFEE

NEVER FAILS TO BRING THE BEST RESULTS

BECAUSE

IT IS SOLD STRICTLY ON MERIT



**AND GUARANTEED UNDER OUR
TRADE MARK**

**A PERFECT BLENDING OF FINEST MOCHA AND JAVA
AND SO PROCLAIMED BY CONNOISSEURS**

EVERY POUND YOU SELL

ADVERTISES YOU AS THE GROCER WHO DEALS OUT

"QUALITY"

(PACKED TWO DOZEN ONE-POUND TINS PER CASE)

**WHITE SWAN SPICES AND CEREALS, LIMITED
TORONTO**

There was a little man
M.C.

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And Still They Come— Another New Biscuit Wonder

Here's a Novelty—a New Biscuit for the Nursery. It's better than even toys—a delight to the children as a plaything and an eatable. A remarkable achievement in Biscuit-making—

McCORMICK'S NURSERY RHYME BISCUITS

Each has a rhyme and a design—not stamped on it, but embossed—making it more realistic. This is an exclusive McCormick feature, requiring special machinery. No other Biscuit Manufacturer in America has developed a Biscuit so perfect or unique.

There will undoubtedly be a tremendous demand for this marvelous Biscuit revelation—so order your supply real early.



70
to
the
Pound

McCORMICK'S NURSERY RHYME BISCUITS

WHITTEMORE'S POLISHES

THE OLDEST AND LARGEST MANUFACTURERS OF SHOE POLISHES IN THE WORLD

FINEST IN QUALITY

LARGEST IN VARIETY



Below we mention some of our Special Brands :

"DANDY" combination for cleansing and polishing all kinds of russet or tan boots and shoes, per dozen, \$2.00. "Star" size, per dozen, 75c. Also Ox-Blood, Brown and Green combinations in same sizes at same prices.
 "ELITE" combination for restoring color and lustre to all black shoes; polish with a brush or cloth, per dozen, \$2.00. "Baby Elite" size, per dozen 85c.
 "GILT EDGE" for blacking and polishing ladies' and children's boots and shoes; *shines without rubbing*; per dozen, 2.00. "French Gloss," per dozen, 75c.
 "OILPASTE" for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains no acid to injure the leather.
 Large tin boxes, per dozen, 75c.
 "QUICK WHITE" makes dirty canvas shoes *clean and white*. In liquid form so it can be *quickly and easily* applied. No white dust. Will not rub off. A sponge in every package, so always *ready* for use. Two sizes, per dozen, \$1.75 and 75c. Also the following colors for canvas shoes: blue, pink, red, green and a dozen other shades, two sizes each color, per dozen 85c, and \$2.00.
 "SUEDEDENE" for cleaning and recoloring all kinds and colors of Suede and Ooze leather footwear, per dozen, \$1.75.
 "SUPERB" Patent Leather and "Elite" Box Calf; black, "Dandy" russet, "Peerless" Ox Blood and "Nobby" brown Pastes, each, per gross, large and medium, \$9.00 and \$5.00; ¼-lbs., per dozen, \$1.80; ½-lbs., dozen, \$3.00.
 "BOSTON" WATERPROOF POLISH, a black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Large, dozen, \$2.00; small, 85c. "STAR" RUSSET COMBINATION, 10c. size, gross, \$9.00. "Midget" Ox Blood Combination, 10c. size, gross, \$9.00. "Jewel" Brown Combination, 10c. size, gross, \$9.00. "Tiny" Green Combination, 10c. size, gross, \$9.00. "Cahill's" French Bronze, 1-oz. bottles, in cartons, dozen, \$1.25. Whittemore's "De Luxe" Bronze, 2-oz. bottles, in cartons, doz., \$2.00. Order Whittemore's Shoe Polishes if you want the BEST.

If interested, write for Canadian prices

WHITTEMORE BROS. & CO., 20-22-24-26 ALBANY STREET, CAMBRIDGE, MASS., U.S.A.

The Best Known Brands

Which have successfully stood the test of time in CANADA.

We are favored with the privilege of representing in Canada the most important Wine, Spirits and Grocery firms, manufacturing firms whose brands have a world-wide reputation and whose goods are strictly first-class and up to the sterling reputation enjoyed by these firms. Our prices deserve the attention of all careful buyers, as much as our brands, in the different lines we handle, deserve the keenest and most favorable comment from all refined consumers.

Peruse our list, make your selection and get our quotations.

Ph. Richard et Cie	Cognac	Brandy.
Mitchell Bros.	Glasgow	Scotch Whisky
Mitchell & Co.	Belfast	Irish Whisky
J. P. Wisser & Sons	Prescott	Canadian Whisky
Pollen & Zoon	Amsterdam	Gin and Liquors
G. Pims & Co.	London	Old Tom Gin.
Blandy Bros.	Madeira	Madeira Wines.
Real Companhia Vinicola	Portugal	Port Wines.
Motta et Vaz	Portugal	Port Wines.
Diez Hermanos	Jerez de la Frontera	Sherry Wines.
Garrett et Cie	Malaga	Malaga Wines.
Fenech, Artell & Co.	Tarragonne	Mass Wines.
Vigneau et Cambours	Bordeaux	Clarets et Sauternes.
Morin, Pere et Fils	Beaume	Burgundy Wines.
Frederick Krote	Coblentz	Rhine Wines.
Kunkulman et Cie.	Reims	Piper-Heidsieck Champagne.
Union Champenoise	Reims	Cardinal Champagne.
Union Champenoise	Reims	Duc d'Origny Champagne.
Fli Ferrero Ricardo	Turin	Italian Vermouth.
Cazalis et Pratts	Marseille	French Vermouth.
Adrien Sarazin et Javilliers	Dijon	Bacchus Quinquina Tonic Wine.
P. Garnier	Enghien-les-Bains	French Liquors.
Fred Miller Brewing Co.	Milwaukee	Lager High Life.
Fred Miller Brewing Co.	Milwaukee	Extract of Malt.
Daukes & Co.	London	Bass' Ales and Guinness' Stouts.
Source Neptune	Vichy	Vichy Water.
Source La Sanitas	Vichy	Vichy Water.
Societe Anonyme "Le Soleil"	Malines	Canned Fruits and Vegetables.
Duffy & Co.	Rochester	Apple Juice and Grape Juice.
Clement Obier	Perigueux	Pates de Foie Gras.
Societe Nouvelle de Roquefort	Roquefort	Roquefort Cheese.
Blanc et Fils	Valence sur Rhone	Pastes.
H. E. Boulee et Cie	Marseille	Olive Oil.
F. Tourasse	Marseille	Castille Soap, "La Vertu," "La Mouche."
F. Lecourt	Paris	Mushrooms.

For all information, write, phone or wire at our expense.

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

Canned Goods—1909 Pack

DON'T BUY NOW!

Wait a few days and see our travellers, who will quote you prices that will appeal to you as being exceedingly attractive. We have a surprise in reserve for you in all lines of Canadian packed canned goods. So don't buy now.

GREAT BARGAIN IN CANNED FISH!

We are offering to the trade 1,000 cases of red salmon, of the best quality (Osprey Brand), tall boxes, 1 lb., at prices which defy competition. We have a large assortment of canned fish, all kinds, and our prices are advantageous to buyers.

Write us and we will send you our prices for the Salmon, (Osprey Brand), which we are offering, and for all other kinds of canned fish in which you are interested.

1908 PACK CANNED GOODS.

We still have on hand a full assortment of all lines of canned goods---all the popular brands on the market---which we can quote you at prices which will interest you if you are a good buyer, because they are so low.

Our assortment of "Soleil Brand" Canned Fruits and Vegetables is most complete and the goods as satisfying as ever. They are goods we especially recommend to buyer and consumer.

TEAS

All teas of the new crop: JAPAN, GUNPOWDER, YOUNG HYSON, GREEN CEYLON, BLACK CEYLON, PEKOE, SOOCHONG, FORMOSA OOLONG, ENGLISH BREAKFAST CONGOO, are now here, and we, for our part, have received a very large and choice assortment, amply sufficient to meet all requirements of the trade. We are now, as ever, ready to recommend "Princess" and "Victoria" brands of Black and Japan Teas, the best teas on the market at the price.

WE PAY FREIGHT on all lots of teas, assorted or not, of 200 lbs. or over.

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

Laporte, Martin & Co., Ltd.

Wholesale Groceries, Wines and Liquors

MONTREAL

Sugar forms a large percentage of every grocer's business.

The season is rapidly approaching when Granulated Sugar will be in active demand with you. It will be to your interests to supply your customers with the BEST, which is the well-known

Redpath

the standard for excellence and purity.

Redpath's Granulated Sugar
is the acme of Sugar Refining. Its sale
by the grocer guarantees satisfaction to
consumer.

All wholesale grocers keep it.

MADE BY

The Canada Sugar Refining Co.

MONTREAL

LIMITED

IN STOCK—Direct from California

One Carload

“LION’S HEAD” brand

NAVEL ORANGES ALL SIZES

Prices Right — Terms Cash Less 1% or
Thirty Days Net

— ORDER AT ONCE —

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

Richards' Pure Soap
a Household Necessity
and Name for
Fifty Years.

WE CAN MAKE SOAP AND

We Can Make Soap Sell!

Quick Naptha Soap
MADE IN CANADA

The Best in the Market and
Sold at a Popular Price.



“LABELS AND PREMIUMS THAT SELL GOODS”

RICHARDS' PURE SOAP
QUICK NAPHTHA SOAP
SNOWFLAKE SOAP CHIPS
AMMONIA POWDER, LYE
ROSE TALCUM POWDER
FINE TOILET SOAPS

The Richards Pure Soap Co., Ltd.

WOODSTOCK, ONTARIO

ESTABLISHED 50 YEARS

LOOK FOR QUOTATIONS

RICHARDS' PURE SOAP
QUICK NAPHTHA SOAP
SNOWFLAKE SOAP CHIPS
AMMONIA POWDER, LYE
ROSE TALCUM POWDER
FINE TOILET SOAPS



Three Sure Winners!

These are three of our A1 lines that have been selling so well all over Canada that we are forced to build a new factory.

Are You Selling Them?
You Should Be.

Cases of 4 doz.

CHINESE STARCH

Look for the Chinaman on the package, your guarantee of quality. The finest laundry starch on the market.

A
Great
Seller
all the
Year
Round



All
Flavors
8-oz.
Packages
4 doz.
per case.

OCEAN BLANC-MANGE

A special, scientific preparation, and the finest dessert in the world. Only pure fruit oils used.

OCEAN CORN STARCH

The equal of the best. None better. For all culinary purposes it is without a peer. Made by experts who have had years of experience.



Cases of 4 doz.

All these perfect lines made only by

OCEAN MILLS, - Montreal

O. LEFEBVRE, Sole Owner

AGENTS:

TORONTO—Green & Co., 25 Front St. East. HAMILTON Norman D. McPhee. WINNIPEG—Dingle & Stewart. QUEBEC—Boivin & Grenier.

WM. C. CHRISTMAS

Commission Merchant


MONTREAL

Excellent connection of 13 years' standing with the wholesale grocery trade in Eastern and Central Canada, particularly Montreal

REPRESENTING:

UNDERDOWN & CRICHTON—
Dried Fruits and Shelled Almonds,
London, Eng., Valencia and Denia,
Spain.

HILLS BROS. & CO.—Dried Fruits
and Nuts. New York City.

GWALTNEY, BUNKLEY PEANUT
CO.—Peanuts. Brands: "Bon-Ton,"
"Sun," "Coon,"  Smith-
field, Pa.

JAS. BAKER & CO.—Dried Fruits.
Chicago, Ill.

FRESNO HOME PACKING CO.—
Dried Fruits. Fresno, Cal.

FRATELLI ALIOTTI—Sultana
Raisins. Smyrna.

LIVIERATO BROS.—Mocha Coffee.
Aden, Arabia. (For Quebec Prov.)

McCANN-KNOX MILLING CO.—
Cereals. Toronto, Ont.

HARD & RAND—Santos and Maracai-
bo Coffees. New York City and
Santos, Brazil. Spot stock.

REINACHES, NEPHEW & CO.—
Teas and Coffees. London, Eng.

THE WM. CANE & SONS CO., Ltd.
Pails, Tubs, Washboards, Clothes
Pins and other Woodenware.
Newmarket, Ont.

Also have direct connection with

J. EDGAR & CO., famous English
packers of Sprats (English sardines)

Wholesalers desiring further information in re-
gard to any of the above lines will be called upon or
promptly written.

Packers will find no broker more thoroughly in
touch with the trade and the situation, nor better
qualified to look after their interests.

Recently completed arrangements will ensure most
thorough attention to the interests of my principals.

CUT OUT THIS LIST FOR FUTURE
REFERENCE

Red Rose Tea

has been a Success:
A Very Great Success

This is not surprising—**BECAUSE**

FIRST—The quality of the tea is **good**, better than most people have been accustomed to. It has always been **worth the price** and has always merited that popular expression, “It’s good tea.”

SECOND—Retail grocers and their clerks have always taken a most friendly interest in Red Rose Tea—perhaps because I have the most friendly cordial feeling toward them and am always glad of an opportunity to express it.

What rubbish, to talk of “forcing a merchant to sell your goods.” The merchant that can be forced is not worth the name. His influence with his customers is greater than any advertising, but the right kind of advertising will help the friendly merchant toward greater success.

This has been the heart of Red Rose Tea advertising—I have tried to make it helpful to the merchant.

If you are not handling this tea, I am sure you would like to have prices, etc., and your enquiry addressed to any of my offices will have prompt reply.

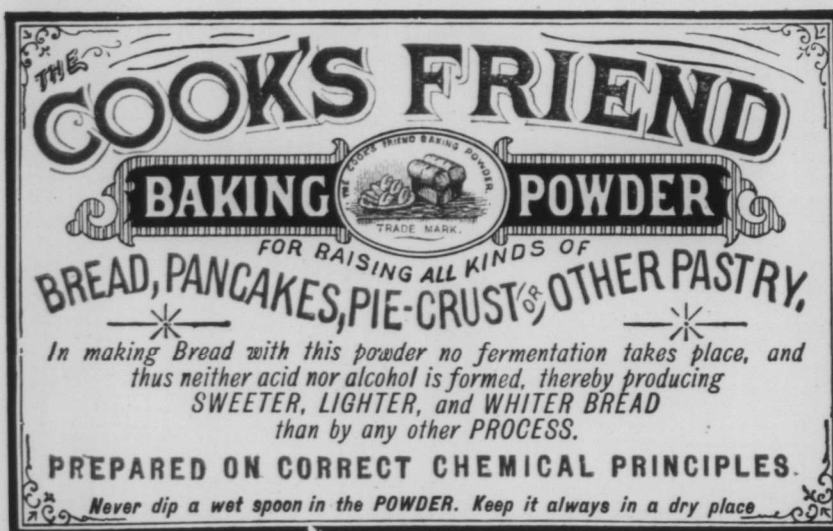
Branches { 3 Wellington St. E.
Toronto, Ont.
315 William Ave.
Winnipeg, Man.

T. H. ESTABROOKS

St. John, N.B.

A Leader For Over 50 Years

"Cook's Friend Baking Powder"



The baking powder which has stood the test for 50 years can only be one of unparalleled excellence and it is, most assuredly, the brand for all grocers to sell who desire to give their particular customers absolutely the best value.

All who have used Cook's Friend Baking Powder have learned to know that it is always reliable.

A Pure Cream of Tartar Baking Powder. Containing nothing injurious. Absolutely pure. The Baking Powder with a profit, and the one you should sell. Have you a stock now?

Read what one leading retail grocer says to his customers in his ad. :

"The Old Reliable, McLaren's Cook's Friend Baking Powder, put up in full weight 16 oz. packages, to retail at 25c. each, is worth any foreign imported baking powder at double the money. McLaren's Cook's Friend has stood the test of time—50 years of uninterrupted success. Every package reliable, and guaranteed of absolute purity.

FRASER, VIGER & CO., Montreal"

If "it is worth any foreign imported Baking Powder at double the money"
to Fraser, Viger & Co.'s customers, it is worth the same to yours.

THINK THIS OVER—IT WILL PAY YOU.
FOR SALE BY ALL WHOLESALE GROCERS.

W. D. McLAREN, Ltd., Montreal

The Home of Gingerbread Brand Molasses

THE CANADIAN GROCER.



16a

WAREHOUSES AND CANNING PLANT—DOMINION MOLASSES COMPANY, LIMITED, DARTMOUTH, N.S.
STORAGE CAPACITY, 14,000 PUNCHEONS

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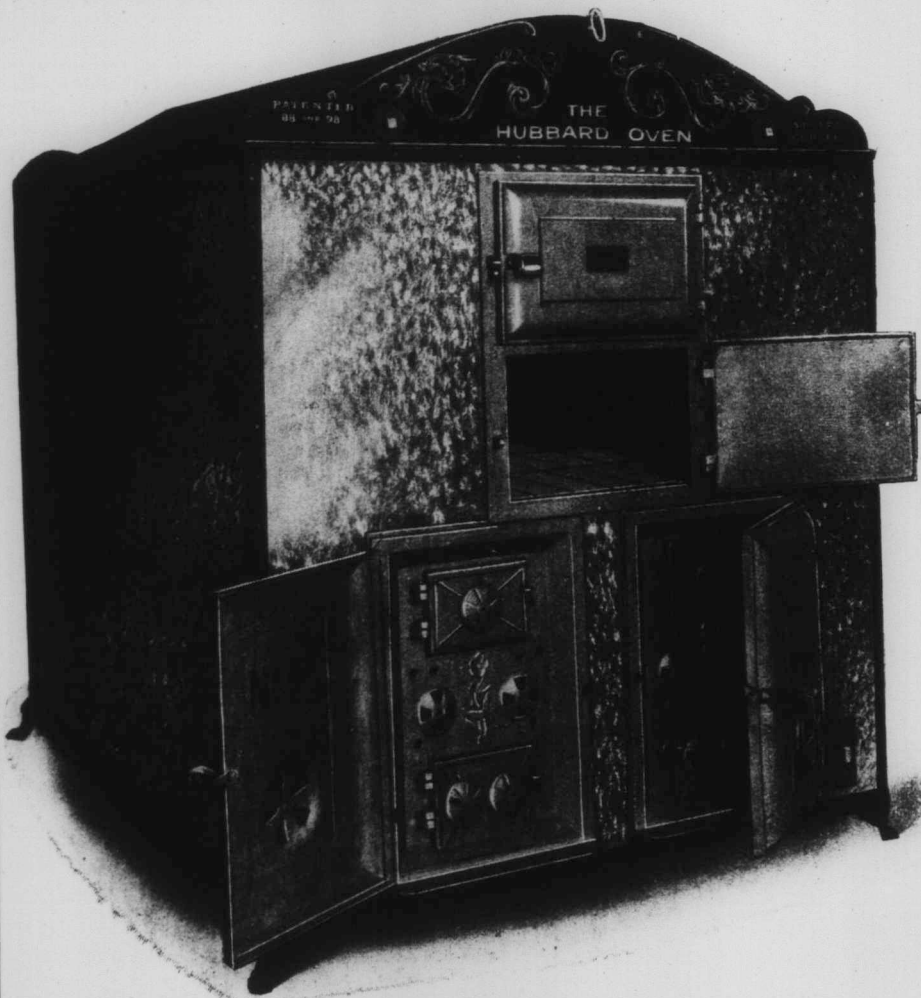
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THE HUBBARD PORTABLE BAKE OVEN

The Oven that is having the most phenomenal sale of any **portable oven ever put on the market.** Why? Because it is the **best value** for the **money invested** and **bakes to perfection** in the fullest sense of the word.



Only the best materials are used in the construction of this oven. The steel being of the finest imported grade.

The furnaces are of heavy cast iron, and are provided with feed doors and dampers, also ash-pit doors.

Each section of the oven goes complete. It is the only oven put together with stout bolts. These when cemented make an absolutely heat and steam tight oven.

All parts or sections are easily replaced, and duplicates can always be furnished.

This oven is undoubtedly the most **practical, substantial and sanitary oven built.** It burns coal, gas or wood. **It has no equal.**

There are over 125 Hubbard Ovens in use in the City of Toronto alone, and we have installed a large number throughout the West, all of which are proving as **recommended.** Our customers are highly pleased.

Write for full particulars, prices, terms, etc., to

DONNELLY, WATSON & BROWN, LIMITED

Western Agents

Calgary, - - Alberta

P.S.—The insurance rate on a building containing a Hubbard is 30c. less than on any brick oven made.

Are you properly represented in Winnipeg?



We are on the job 52 weeks in the year and can get results for you.

W. H. ESCOTT

Wholesale

Grocery Broker and Commission Merchant

Representing such firms as:

- The Quaker Oat Company, Peterborough and Chicago
- Underdown & Crichton, London, England, and Spain
- Dominion Molasses Co., Halifax, N.S.
- Hills Brothers Company, New York and Persia
- Van Camp Packing Company, Indianapolis, Ind.
- Gwaltney-Bunkley Peanut Co., Smithfield, Virginia

We have excellent track warehouse and storage accommodation, and are in close touch not only with the Winnipeg wholesale grocers and manufacturers, but also with the wholesale trade at Regina, Saskatoon, Calgary, Edmonton, and Fernie, B.C.

OFFICE AND WAREHOUSE AT 141 BANNATYNE AVE., EAST

Winnipeg,

-

-

Manitoba

CORRESPONDENCE SOLICITED

P.O.

108

TELEPHONE
P.O. BOX

JOB

GENERAL COM
BROKERAGE

Gro

BUYER

P.O. Box 1137

Phone 3576

MASON & HICKEY

Manufacturers' Agents

Agents for

E. D. Smith

Pure Fruit Jams, Jellies and Preserves

Gorman, Eckert & Co., Ltd.

Coffee, Spices and Olives

Wallaceburg Sugar Refinery

E. D. Smith

Canned Fruits and Vegetables

Borden's Eagle Brand Milk

Sarnia Salt Co.

Ingersoll Packing Company

**Standard Computing Scales
and Cheese Cutters**

Ingersoll Cream Cheese

Suchard's Cocoa and Chocolate

WRITE US FOR QUOTATIONS—WE CAN SAVE YOU MONEY

Track Warehouse—Write Us for Storage Facilities. Correspondence Invited with
Manufacturers. All Goods Carried in Stock at

108 PRINCESS STREET, - WINNIPEG, MANITOBA

TELEPHONE 35
P.O. BOX M

ESTABLISHED
1898

NORTHWEST JOBGING and COMMISSION CO., Limited

GENERAL COMMISSION and
BROKERAGE AGENTS

AGENTS
IMPERIAL OIL CO. LTD.

LETHBRIDGE, ALTA.

Wholesalers and Importers of

**Groceries, Provisions, Fresh
Fruit, Grain Bags**

BUYERS AND SHIPPERS OF GRAIN, MILL-STUFFS AND HAY.

MAIL ORDERS GIVEN SPECIAL ATTENTION

R. B. Wiseman & Co.

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

**Warehousemen, Forwarding Agents and
Wholesale Brokers**

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

Reference—Bank of Ottawa, Winnipeg



**Crocks, Churns,
Flower Pots,
Fire Brick,
Fire Clay, etc.**

Write us to-day

Belleville Pottery Company

Belleville, Ontario

Westward the Star of Trade Ever Takes its Flight

"There is land enough in Western Canada, if tilled, to feed every mouth in Europe," says J. J. Hill, the great railway magnate. The possibilities for manufacturers and shippers are equally as encouraging as the agricultural potentialities.

Your opportunity is here. Why tarry?

We are the most widely known commission merchants in the West. Our appointments are unsurpassed. We are in close touch with every centre, know its requirements, and how these are being and can be met. Our work has been successful, and our relations with our clientele satisfactory in every respect.

COMMUNICATE WITH US ABOUT THE MATTER

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG

CALGARY

EDMONTON

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



USE TRIAN GOODS

The large number of new settlers who are making their homes in our Province means increased business for the retailers. We are on the spot, and can ship your orders so they will reach you first.

CAMERON & HEAP, Ltd., Wholesale Grocers
REGINA, - SASK.

Now is the Time to Push

2 IN 1

The World's Best SHOE POLISH

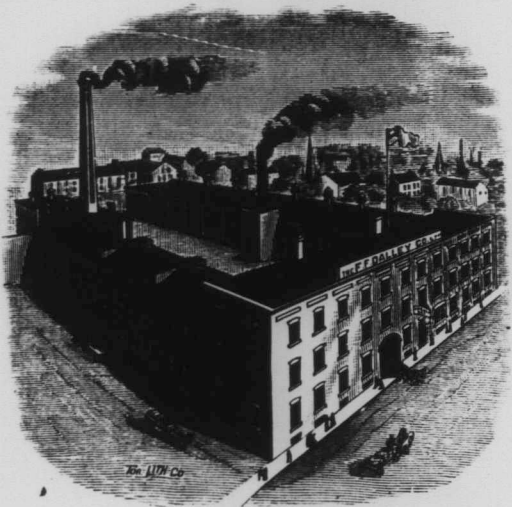
2 in 1 is, beyond all question, the fastest and steadiest selling shoe polish ever put on the market. These are the two main reasons:

1. It is a better polish than has ever before been known, giving a quicker, brighter and more durable shine than any other shoe polish.
2. It is more extensively advertised than any other shoe polish.

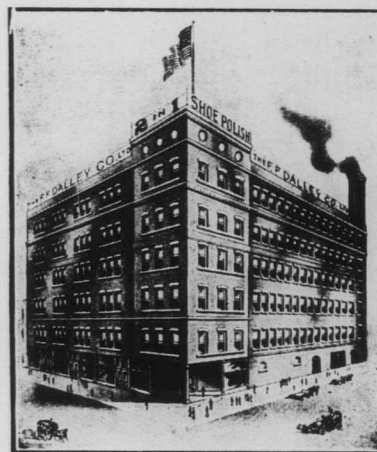
The advertising brings you the first order, and the superb quality of the polish brings in the repeat orders.

The grocer who is not handling 2 in 1 is neglecting a line that is a strong, year-'round seller all over this continent.

It does not pay to let your stock of 2 in 1 run low, as a man who has once used it will accept no substitute.



Hamilton Plant



Buffalo Plant

Order a Trial Case from your Jobber

The F. F. Dalley Co., Limited

Buffalo, U.S.A.

Hamilton, Canada



Established 1834

Canada's Oldest and Best Wholesale Grocery House !

For 75 years we have been Canada's leading wholesale distributors of foodstuffs.

During that time we have sold millions of dollars' worth of groceries, and never have we given our customers anything but the highest satisfaction.

We are direct importers of high-grade Teas, Coffees, Spices, Raisins, Currants, Sauces, etc., etc.

Quaker Canned Goods

We are sole agents for the Province of Quebec for this famous line of Canned Goods. If you want to learn what really first-class canned fruits and vegetables are like secure a trial stock of these Quaker Brand Goods.

Quaker Brand Salmon

We the proprietors of this new and extra fancy salmon, put up in tall and flat tins. It is just the salmon for those customers of yours that require the finest fish procurable. We claim Quaker Brand Salmon to be superior in quality to any fish ever offered to grocers in Canada. Only by sampling it can you appreciate it.

Not only is the fish the finest packed, but the manner in which it is put up surpasses anything heretofore attempted.

Try Our Japan Tea to retail at 35c.

It's the only tea to sell if you desire to give your customers continued satisfaction.

We are makers of Quaker Baking Powder, better than which there is none obtainable. We are also proprietors of "BEST" Coffee, justly famous wherever known. Our travellers will tell you about these goods.

Mathewson's Sons

202 McGill Street, Wholesale Grocers, Montreal
P. O. Box 2360

Eagle
Brand Condensed
Milk



The Original

Canada's Quality Leaders

Peerless
Brand Evaporated
Cream



Unsweetened

Other brands may come, attain temporary popularity, and go, but the brands that are always leaders of quality, consistently satisfactory to the housewife, and consequently first-class sellers for the jobber and the retailer alike, are :

Borden's Eagle Brand Condensed Milk AND Borden's Peerless Brand Evaporated Cream

Made ready for Canada in Tillsonburg, Ontario, from only the richest milk, thoroughly inspected, and prepared by competent experts, in the most scientific manner, under absolutely hygienic conditions.

BORDEN'S CONDENSED MILK CO.

ORIGINATORS OF CONDENSED MILK

Eastern Sales Representative :

WILLIAM H. DUNN, Toronto, Montreal, St. John, N.B.

Western Sales Representatives :

SCOTT, BATHGATE & CO., Winnipeg, Man.

SHALLCROSS, MACAULEY & CO., Vancouver and Victoria, B.C.

To the Trade:

Do You Know Why

CEYLON TEA

IS SO

Rapidly Displacing the Thin
Light Teas, Here, in America?

(Two and Three-Quarter Millions Increase in
Direct Shipments Alone in 1908 over 1907.)

- First: Because it Makes a Strong, Full-Bodied Tea
to Satisfy the Coffee-Educated Palate;
- Second: Because of Its Piquant Flavor;
- Third: Because of Its Unvarying Excellence;
- and
- Fourth: Because of Its Cheapness Regardless of Cost.

A Pound of Ceylon Tea
"Goes Twice as Far"
as the Light Thin Tea.

Almond Paste

We sell **Clarnico** Brand, acknowledged to be the
Finest Paste for Macaroons on the Canadian Market.

Xmas Crackers

We have a Complete Range of Samples and invite our cus-
tomers to inspect our display.

Santa Claus Stockings

Greater and Grander Display than ever.
Place your orders early.

Shelled Nuts

We are Headquarters for all kinds of Shelled Nuts.
"ACME" Brand Walnuts Registered.

French Fruits and Vegetables

We handle a full assortment.
Glace and Cryst. Angeliq. Cherries, Assorted Fruits, Apricots,
Pears, Greengages, Cherries in Marischino, Asparagus, Mush-
rooms, French Peas, Capers, Olive Oil, etc.

Sardines

CROSSED FISH BRAND. Guaranteed to be the Original and
Genuine Norwegian Fish, Packed in the Purest Olive Oil. This
popular brand has been Awarded a Certificate for **QUALITY**
and **MERIT** by the Incorporated Institute of Hygiene of
London, England.

H.P. Sauce H.P. Pickles

A **CAR LOAD** of these popular goods just received and sell-
ing fast.
Place an order for your requirements now.

Special Notice

Owing to our already exceptional Heavy Bookings for Import
business, we advise our friends and customers to place their
Xmas orders early to ensure prompt delivery.

W. G. PATRICK & CO.

IMPORTERS

LONDON, Eng.

MONTREAL, Can.

TORONTO, Can.

Rowat's Olives and Pickles

Have stood for all that is good for so long that now they are naturally regarded by the dealer and the consumer alike as the standards by which all others are judged.

The reputation they enjoy makes them saleable the year round; and as they are profit-makers, they are the goods the retailer can push to advantage.

Your jobber can always supply you with Rowat's, and he is ever pleased to quote you.

=====
CANADIAN AGENTS:

Ontario and Quebec—SNOWDON & EBBITT, Montreal.
Halifax—WARREN & CO. St. John—F. H. TIPPETT.
Winnipeg }
Edmonton } NICHOLSON & BAIN.
Calgary }

FOR
Picnics, Camping, Yachting
ETC.

BATGER'S

LIME JUICE CORDIAL

IS
JUST THE THING

ORDER FROM YOUR JOBBER

AGENTS:

ROSE & LAFLAMME, LIMITED
MONTREAL TORONTO

BATGER'S

Xmas Goods

BATGER'S line is unsurpassed for artistic merit and actual value. It is a line that always sells.

The range offered includes:

**XMAS CRACKERS,
XMAS STOCKINGS,
XMAS NOVELTIES,
Etc., Etc.**

also

Batger's English Confectionery

Justly famous wherever known

WAIT FOR OUR TRAVELER

Rose & Laflamme, Limited
Montreal and Toronto



Blue Ribbon Tea

The Quality Tea

Never having deviated in the degree from the original high we set for ourselves, we enable cer to guarantee Blue Ribbon his customers as of absolutely unparalleled quality.

The grocer appreciates this, as he does the fact that Blue Ribbon Tea consistently yields him an average profit of 38 per cent. and invariably satisfies his particular trade.

slightest standard the gro- Tea to

**BLUE RIBBON TEA
IS THE TEA FOR YOU TO SELL**

The Blue Ribbon Tea Co., Ltd.
266 St. Paul St. Montreal

**BANISH
"BLUE MONDAY"**

**SELL
SUNNY MONDAY**

to customers and make them **YOUR** customers.

Your stock is not complete
without our new LAUNDRY SOAP

SUNNY MONDAY

SUNNY MONDAY is made almost entirely from
vegetable oils with enough ammonia incorporated to
make it cleanse quickly and thoroughly, with less rubbing
than ordinary laundry soaps.

YOUR CUSTOMERS should try it
and avoid the aching backs which
cause "Blue Monday."

**SUNNY MONDAY
SAVES LABOR, TIME, CLOTHES
FUEL, TEMPER, MONEY**

THERE IS PROFIT IN IT FOR YOU

"SUNNY MONDAY BUBBLES WILL WASH AWAY YOUR TROUBLES."

JAPAN TEAS

JOBBERS' HEADQUARTERS:

S. T. NISHIMURA & CO.

MONTREAL AND JAPAN

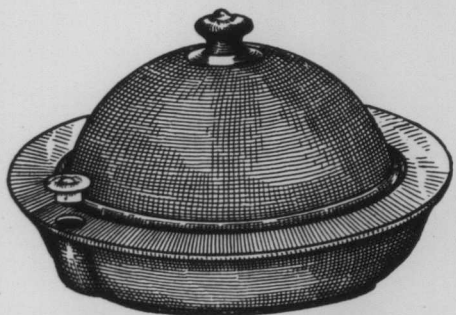
ORIGINAL LANGLEY WARE



MADE IN

ALL SIZES

FRENCH COFFEE FILTERS



**BROWN
AND
GREEN
WARE**

Made in
three Sizes:
8 inches,
9 inches,
and
10 inches.

HOT WATER MUFFIN PAN

WRITE FOR NEW ART GOODS ILLUSTRATIONS AND QUOTATIONS

British Columbia and Yukon Territory Agents
W. HARRY WILSON & CO. Vancouver

Sole Agents for Canada
CARVETH & COMPANY
600 Lindsay Building, Montreal



WE CLAIM

that about 3 pounds of
MOLASSINE MEAL

given to a horse daily in substitution
of same weight of other food will keep
him in

PERFECT HEALTH

all the year round, and prevent COLIC,
DIARRHŒA, COUGH, WORMS, and
OTHER COMPLAINTS.

THAT IT GIVES

A GLOSSY COAT

and keeps him up to his FULL
CAPACITY FOR WORK.

Sole Importer

Andrew Watson, 91 Youville
Square, **Montreal**



**McLEAN'S
HIGH-CLASS
SPECIALTIES**

White Moss Coconut, Essential Oils,
Extracts, Colorings, all kinds Shelled Nuts,
French Fruits and Pulpes, Icing Powders,
Egg Powders, Ice Cream Powders and
Marshmallow Powders.

All these goods, which are the best
of their kind, are prepared by the

CANADIAN COCOANUT CO.

107 Lagauchoetiere St. W., Montreal

Grocers, Bakers and Confectioners will do well to send in
their orders at a date as early as possible.

Telephone: Main 777.

DWIGHT'S



BAKING SODA

More
every
day
is being used—

The increase in sales of

**"Cow Brand"
Baking Soda**

is due to its purity, strength,
uniformity and absolute reliability
in all its uses—

The housekeeper's attention need
only be drawn to it once, it will be
her constant demand when she
wants baking soda—

This makes profit for you—

Are you taking advantage of it?

CHURCH & DWIGHT

Manufacturers
MONTREAL

Ewing's Always



Pure Spices

Established 1845

This trade mark is your safeguard. No matter where you see it you can always depend upon its significance—**Absolute Purity**. To be sure of what you are selling and recommending to your customers always carry these goods under the above brand:

Cream Tartar
Black Pepper
Allspice
Cloves

Baking Powder
White Pepper
Gingers
Nutmegs

Spices whole or ground. Half a century's experience as a guarantee behind every package. Also **Corks** and **Capsules** for all purposes. The dependable kind.

S. H. EWING & SONS

96-104 King Street, Montreal

Phones : Bell Main 65 and Bell Main 155

20½ Front Street East, Toronto

Phone Main 3171

PACKARD'S

"SPECIAL"

SHOE DRESSINGS

Give the Retail Grocer a

Larger Percentage of Profit

than staple lines of groceries

EVERY PACKAGE GUARANTEED

If your wholesale dealer does not keep it in stock, write us.

L. H. Packard & Co., Ltd.

PACKARD BUILDING

9 to 17 St. Antoine St.,

MONTREAL

MANUFACTURERS OF HIGH-CLASS

SHOE DRESSINGS



FRENCH GLYCERINE
A Liquid Self Polisher, Retails at 10c.



BLACK "O"
A Liquid and Paste combined
Retails at 10c. Tin.



When in Doubt

ORDER THESE BRANDS OF RAISINS

F. W. Rowley

DENIA

AND

S. Bodi

DENIA

Finest Selected

Fine Selected

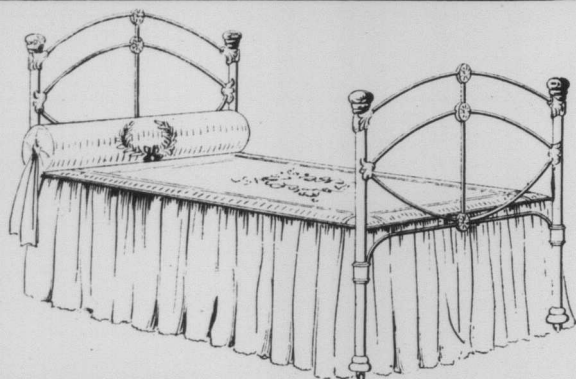
YOU are always sure of the best when ordering these famous raisins. Uniform quality and packing, unchanged for years, have given them an individuality it is impossible to equal.

Our **SHELLED ALMONDS**, in 14-lb. and 28-lb. boxes, merit your consideration at this season.
GREAT STOCK

UNDERDOWN & CRICHTON

London, Eng. Valencia, Spain Denia, Spain

Canadian Agents: Wm. C. Christmas, Montreal; E. T. Sturdee, St. John, N.B.; Grant, Oxley & Co., Halifax, N.S.; Eugene Moore, Toronto; W. H. Escott, Winnipeg; J. A. Kavanagh, Hamilton, Ont.



Say, Mr. Dealer:—

Polishing time is here

Brodie's Plate Powder for Silverware.

Brodie's Furniture Polish for highly polished woods.

Brodie's Liquid and Paste Metal Polishes for Brass, etc., are **BRITISH** and **BEST**

Any Merchant sending us a trial order of One Gross of the above lines assorted (subject to return it not as represented) we will send a White Enameled BED with Brass Trimmings absolutely **FREE**, made in two sizes, 3 ft. and 4 ft.

Write us to-day for prices

The Brodie's Manufacturing Co.

589 St. Paul Street : MONTREAL

REVERSE THE WHEEL OF FORTUNE

Turn failures into success. There is an absolutely sure and certain way that never fails. **Handle only reliable goods.**

**Paterson's
Worcester
Sauce**

is an article that gives uniform satisfaction—enough said.

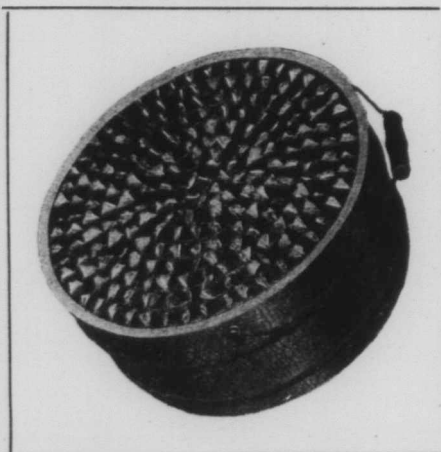
ROSE & LAFLAMME, LIMITED

Agents, Montreal and Toronto



EVERY DAY OUR BUSINESS INCREASES
WHY?

Because
of the Guarantee of
Purity which
**Diamond
Brand**
Specialties invari-
ably carry.



Because
of the continued sat-
isfaction that
**Diamond
Brand**
gives dealer and con-
sumer alike.

Assorted Cream Caramels—\$3.00 pail, 25 lbs. net.

SUGARS AND CANNERS Limited, - Montreal
RYAN BROS., Winnipeg, Agents Manitoba, Saskatchewan and Alberta.



THE A 1 SAUCE

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

*Simply A 1.
Pleases everyone.
The Public WILL have it.
Sold all over the world.*

For full particulars and prices write our Agents :

GENERAL AGENT—H. HUBBARD, 27 Common St., Montreal
THE WEIR SPECIALTY CO., 561-563 Yonge St., Toronto
J. READ, St. John, N.B.
R. T. TINN, 337 Hastings St. W., Vancouver, B.C.

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

THE CANADIAN GROCER.

The Zenith of Broom Quality



H. W. Nelson & Co., Limited, Toronto, Ont.

OUR ZINC *and* COPPER ETCHINGS

By the New Levy Acid Blast Process

are deeper and cleaner than
can possibly be produced
by any other method. They
print better on cheaper
paper and last longer with
less make-ready, and are
nearer perfection in print-
ing plates than has ever
been attained before.

LET US MAKE A PLATE FOR YOU

TORONTO ENGRAVING CO.

92-94 BAY STREET

LIMITED

SOLE LICENSEES FOR TORONTO AND SURROUNDING TERRITORY

A Good Line



Catch of the Season

SOLD AT THE FOLLOWING PRICES :

PINK LABEL,	1s and ½s	Costs you	30c. per lb.
		You sell at	40c. per lb.
GOLD LABEL,	1s and ½s	Costs you	35c. per lb.
		You sell at	50c. per lb.
LAVENDER LABEL,	1s and ½s	Costs you	42c. per lb.
		You sell at	60c. per lb.
GREEN LABEL,	1s and ¼s	Costs you	50c. per lb.
		You sell at	75c. per lb.

Canisters

GOLD TINS,	5s	Costs you	35c. per lb.—\$1.75
		You sell at	50c. per lb.—\$2.50
GOLD TINS,	3s	Costs you	35c. per lb.—\$1.05
		You sell at	50c. per lb.—\$1.50
GOLD TINS,	1s	Costs you	36c. each
		You sell at	50c. each
GOLD TINS,	½s	Costs you	18c. each—36c. per lb.
		You sell at	25c. each—50c. per lb.
RED TINS,	½s	Costs you	35c. each—70c. per lb.
		You sell at	50c. each—\$1.00 per lb.
RED TINS,	¼s	Costs you	18c. each—72c. per lb.
		You sell at	25c. each—\$1.00 per lb.

Head Office and Factory for Canada : 266 St. Paul Street, MONTREAL

GIVE US A TRIAL ORDER AND BE CONVINCED OF THE QUALITY

Yours truly,

RAM LAL'S PURE TEA CO., LIMITED

To the Grocery Trade of Canada:

DEAR SIRS:—

We would respectfully call your attention to an account of the purchasing of

"SALADA"

Tea in Colombo, Ceylon, which appears on page 92 of this issue. We think it will prove interesting and may convey to you a chapter of the Story of Tea which heretofore has been unknown to you.

Sincerely Yours,

The Salada Tea Co.

Toronto and Montreal

**QUAKER
CANNED
GOODS**

Packed by
The Bloomfield Packing Co.
at Bloomfield, Ont.

A WORD TO THE WISE

Before placing your order for 1909 pack, bear in mind that not only are

ESSEX BRAND CANNED GOODS

equal in quality and appearance to the best Brands on the market, but in selecting this Brand you have the decided advantage of getting just what you want, in the sized packages suitable for your trade.

ESSEX BRAND COMPRISES

FRUITS AND VEGETABLES of all kinds in 2's, 3's and gallon tins. CATSUP in 10, 12 and 16 oz. and quart bottles; 2 lb., gallon tins, and jugs.

JAMS of all flavors, 12, 16 oz. glass; 5, 7 and 30 lb. pails.

APPLE BUTTER in 3 and 5 lb. stone jars.

APPLE JELLY in 1 lb. glass jars.

PORK AND BEANS in 1, 1½, 2 and 3 lb. tins, plain and with Tomato Sauce.

BESIDES WE CAN FURNISH

TOMATO PULP, regular; TOMATO PULP, finished; APPLE PULP; APPLE JUICE. Packed in good oak barrels.

OUR SPLENDID ASSORTMENT ENABLES US TO SUPPLY ALL YOUR WANTS, WHETHER THEY ARE LARGE OR SMALL

We Want Protection—We Want Your Trade

THE ESSEX CANNING & PRESERVING COMPANY

ESSEX, ONTARIO

LIMITED

Mr. Grocer and Customers

HERE we are again cleared out of our last season's pack. That means you will have a chance to get more of the fresh, palatable goods packed by the Old Reliable factory at Belleville, which does its own processing, consequently you get quality every time.

Our long experience in Canning and supervising of growing the raw products, from the time the seed is sown until the goods are shipped, gives us a superior article that only can be produced by long, practical experience, combined with cleanliness and the most up-to-date process and machinery that can be procured.

Let us enumerate a few of the reasons why our goods are of a superior class and stocked by the careful grocer :

We make our own cans, only the best tin-plate that can be procured is used, consequently swells are a thing of the past, which saves a lot of profanity.

We attend to the practical side ourselves, consequently our goods are always uniform and attractive.

Our label, which has pleased our customers in the past, will be elegant this year, and with the contents inside the can, will please them much better, because they know they are canned in our own factory.

Our goods, once introduced, means you have a customer for life. Then don't disappoint him, but order early before our next year's pack is all booked.

ASK FOR QUEEN BRAND

“PEERLESS” Brand Canned Goods

are, in quality, just what the brand denotes, beyond question the finest output of any Canadian factory.

Put up by the Beamsville Preserving Co., Limited.

SOLE DISTRIBUTORS:

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

Making the Customers Come Back

That's just what

“Pride of Niagara Falls” Brand Canned Goods

have been doing this Season

They'll keep on doing it. It's all owing to the quality and methods employed in the most modern and sanitary factory in Canada. We have on hand

Select Hand Picked Tomatoes
Refugee Wax Beans

These are not cheap goods but THE BEST. Can be obtained through the following agents:

Eby-Blain, Limited, Toronto.

Frank L. Benedict & Co. Montreal

F. H. Wiley, Winnipeg, Western Agent.

Always Reliable

That's one of the distinguishing characteristics of our products. Invariably they are sure to please the most exacting palate. It's the flavor of nature, combined with purity, which makes our canned fruits and vegetables so enjoyable and appetizing.

The Old Homestead Brand

is satisfying and wholesome. The contents of each can are just right. From the garden and orchard until the goods reach the consumer no detail is neglected. You can stock our lines knowing that they are a trade building medium, advantageous alike to seller and purchaser.

Specify Old Homestead Brand
WHEN ORDERING FROM YOUR JOBBER.

The Old Homestead Canning Co.
Picton Ontario

More Profit in Canned Goods

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 of canned goods soon spreads in any locality, because, as you know, a pleased customer is a splendid advertisement.

RIVERDALE BRAND

is the Brand of Unparalleled Excellence

Our policy is to use only the highest grade of sound, properly-grown, full-flavored fruits and vegetables grown in the acknowledged garden district of Canada. Our factory is a model of up-to-the-minute completeness, containing every approved scientific appliance for the better packing and preserving of fruits and vegetables. Result, a product so good that

Every Grocer Is Protected

who is wise enough to handle it, from the loss which he might easily sustain by handling inferior goods.

ALL THE BEST JOBBERS HANDLE RIVERDALE BRAND!

The Lakeside Canning Co., Limited

Wellington, - Ontario

Did You Ever Hear the Story

of the grocer who said that people weren't
very particular as to Brand? He's dead.
But the retailer who handles

FARMER BRAND **Canned Fruits and Vegetables**

is very much alive. He's got to be. It just
keeps him on the jump supplying the
demand for these goods. This only goes
to show that QUALITY is at any time and
always the first consideration with careful
buyers. Handle the goods whose quality
counts.

Farmers' Canning Co., Limited

BLOOMFIELD,

ONTARIO

HIT UP MONTREAL!



J. Walter Snowdon

We are no knockers, but we are the hammers you are looking for to knock down a share of profitable business for you.



W. Geo. Borland

GIVE US YOUR AGENCY

Nine years' connection with the trade. A1 standing with all, particularly with the best retail grocers. Every facility for expeditious and satisfactory handling of your business in Montreal City and district if you are not presently represented here.

If your goods are the best and your proposition a fair one, we are the sales promoters you are looking for here.

We'll do the work if you say the word. Experts at introducing new lines and working up paying trade.

Two more agencies all we want—good ones. Something in the undermentioned lines preferred, but open for any legitimate grocery proposition capable of development :

PICKLES CANNED GOODS CATSUP BISCUITS

Get a line on us before we close with the other fellow.

SNOWDON & BORLAND

Manufacturers' Sales Promoters

34 GUARDIAN BUILDING

MONTREAL

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16

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TOI

"I WANT MY MONEY'S WORTH"

Of course you do, but are you getting it?

Don't think that because you have been "Held Up" in the past you will be in the future HONEST VALUE to our customers has always been our motto, and it always will be. Because other mill manufacturers make exorbitant profits on inferior goods is no reason for us to follow in their footsteps. And we DON'T intend to. Quality before quantity and a satisfied customer ALWAYS WAS, and will continue to be, our best reference and advertisement.

This mill will granulate 1½ lbs. coffee exceedingly fine in 1 minute. We underestimate its capacity rather than overestimate it. Users tell us they granulate 2 lbs. per minute. Another noteworthy feature is its simplicity, for it can be connected direct to your lamp socket. This eliminates extra expense for special wiring. Nickel-plated 2-lb. copper is part of regular equipment.



You can't beat it for compactness, neatness and stability. Length, 17 in.; width, 12 in.; height over all, 28 in.; weight, 80 lbs. You see, it takes but very little space and still fills in very attractively on account of its exquisite finish and beauty of appearance. And the price for complete machine ready to operate is \$60 for D.C. current, and \$70 for A.C. current.

Do you know that we have been manufacturing Coffee Mills for nineteen years and think we know how. Don't think that because the price is low the quality is likewise. We guarantee each machine perfect.

Coles Manufacturing Co.

1615 North Twenty-third St. - PHILADELPHIA

FOR SALE BY

CHASE & SANBORN, Montreal.
TODHUNTER, MITCHELL & CO., Toronto.

YOUNG BROS., Vancouver, B.C.
GORMAN, ECKERT & CO., London, Ont.

Famous Dayton Scales

The Scale with the Guarantee, and the Guarantee backed up
by our Canadian Factory

The scale that saves time, money and worry. The Dayton is the only scale that is fitted with an automatic thermostat, which regulates the scale in every temperature. No other scale maker can use this wonderful invention, as we have all patents on it. Remember, the Dayton Scale fitted with the automatic thermostat is always right. Hot or cold weather makes no difference with it. Other scales may change in cold weather or hot weather, but the Dayton does not.

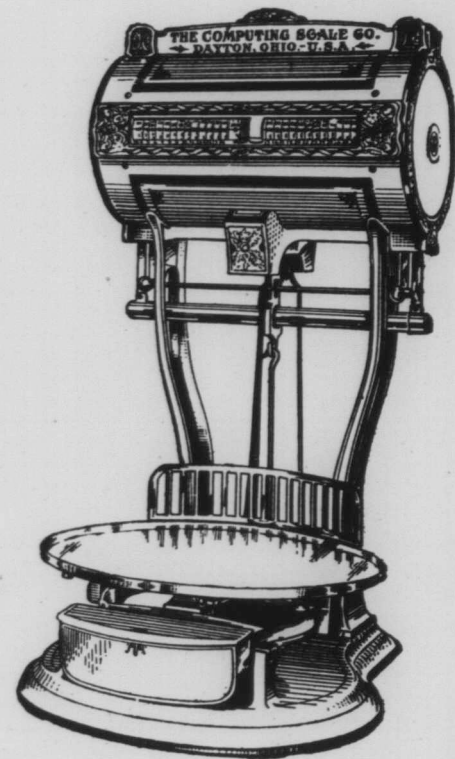
We say to the merchants of Canada : "The Dayton Scale will positively stop the giving of overweight." We can prove it to you. The thousands of merchants who have bought Dayton Scales prove this every day.

There are more Dayton Scales sold than all other computing scales combined. There is a reason for this, and the Dayton Scale is acknowledged to be the finest scale in the world.

When you buy, be sure you get the finest, and remember the Dayton costs no more than the cheaply made grade of computing scales offered on the market to-day.

Send in your card, and we will have a scale demonstrated to you. You will be under no obligation to buy it.

Do not buy the imitation. Buy the original famous Dayton Scale.



The Computing Scale Co. of Canada

Limited

164 King St. West

-

Toronto, Ont.

LONG DISTANCE TELEPHONE MAIN 2204

Book-keeping Without Books

The Up-to-date Total Forwarding System

Over 50,000 in Use in the United States

It handles your accounts
with only one writing.

It stops all forgetting to
charge goods.

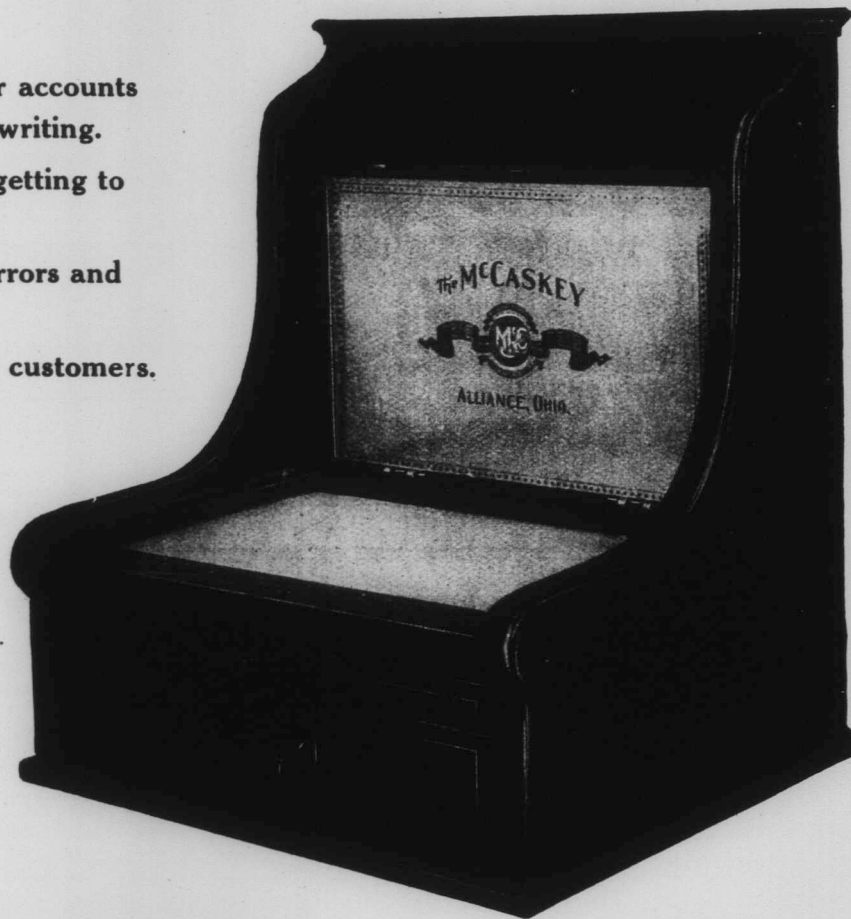
It eliminates errors and
disputes.

It pleases your customers.

It draws new
trade.

The greatest
collector ever
invented.

No night work
copying and
posting
accounts.



It takes care
of

Cash Sales,
Credit Sales,
Cash on
Account,
Produce and
Exchange
Sales,
C.O.D. Sales.

Gives you
**COMPLETE
DETAILS**
of your
business.

A Money Earner and Money Saver

MADE IN SIZES TO FIT YOUR BUSINESS

If you do a Credit Business, you should have a Credit Register

WRITE US FOR FURTHER INFORMATION

The McCaskey Register Company

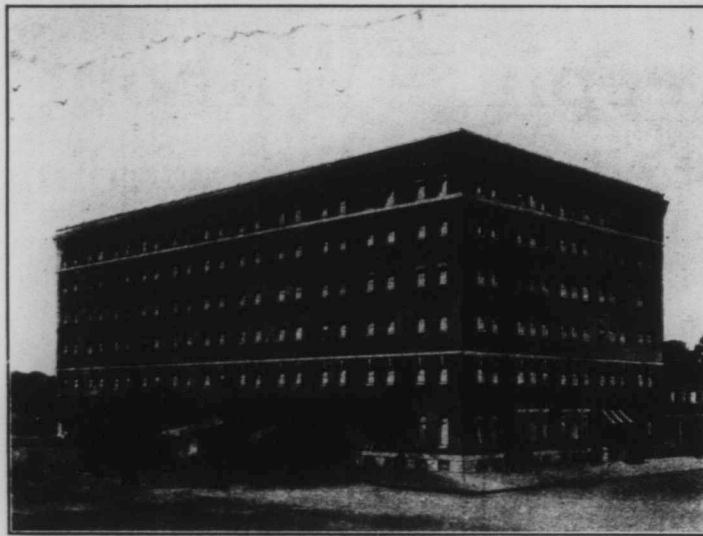
Corner Hughson and Rebecca Streets

Hamilton,

-

Canada

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S
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LOWEST INSURANCE RATE IN THE DOMINION

Bond.

Excise and Free.

Customs Brokers.

Close and Direct Connection all Railways, Inland and Ocean Navigation
Shipping Points. City Deliveries.

Terminal Warehouse and Cartage Co., Ltd.

12-13 Grey Nun Street, - - - MONTREAL



Superiority of Lamp Burners



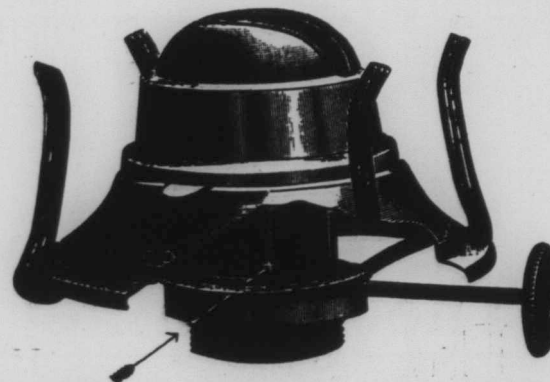
All our well-known makes of Lamp Burners, such as "ONTARIO," "CANADA," "BANNER," "CLIMAX," "HICONE," "SECURITY," and "BING," have the screwpart covered over with a cap which prevents the accumulation of dust, charred wick and matches, dead insects, etc., thus becoming saturated with oil and liable to catch fire or clog the wheels.

GUARDS are strong and substantially put on. The lower ends are securely fastened to the body of burner and are also clamped on in such a way that they cannot pivot around as they would if only held by a rivet.

RATCHETS are forced onto the shaft so they cannot become loose and do not require soldering.

MATERIAL. We use the very best quality of brass obtainable and every burner is lacquered so as to retain the bright finish.

GUARANTEE. Every burner of our manufacture is fully guaranteed.



Ontario Lantern & Lamp Company, Limited

HAMILTON, ONTARIO

"E"

"Enterprise" Economy



An Enterprising grocer, who does things *right*, uses an "Enterprise" Electrically-Driven Coffee Mill.

The right way is also the cheapest way in the end. It always *pays*. Take the experience of the Philadelphia grocer who grinds 15,000 pounds of coffee a month with an "Enterprise" Mill electrically-driven at a cost for current of \$3.00.

He bought the Mill as a great convenience—a time and labor saver, and an up-to-date attraction for his store. Its economy astonished him.

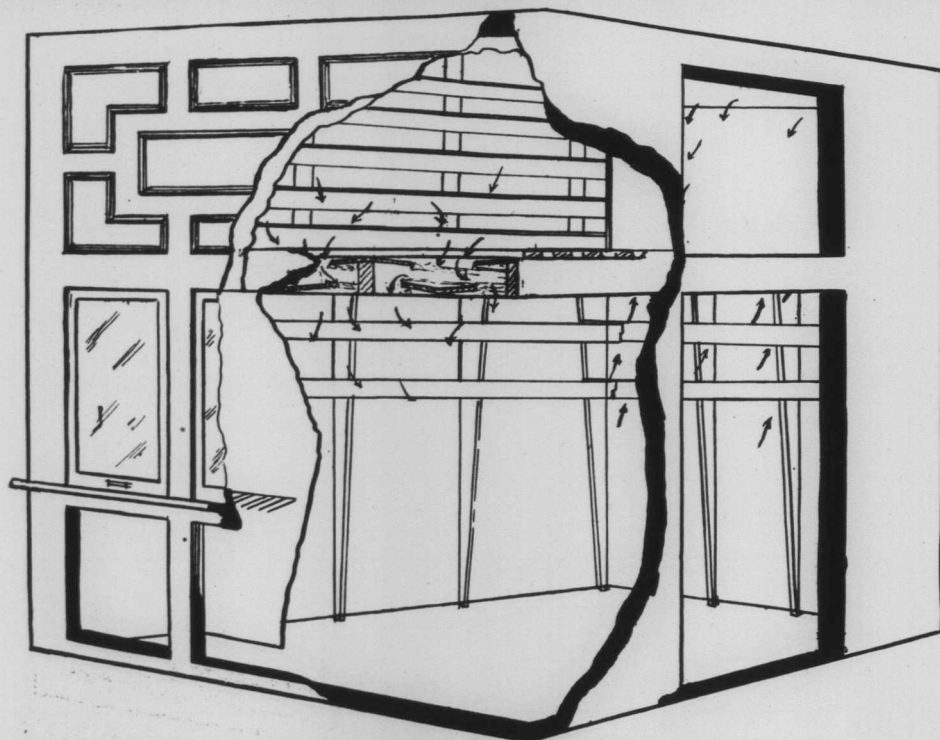
Look through our catalogue and you will find Mills of any capacity, any power required, for direct or alternating current. Your local power supply company will co-operate with advice and assistance.

The Mill illustrated here is No. 08712, fitted with $\frac{1}{2}$ horse power motor for alternating current. Capacity of each iron hopper, 6 pounds of coffee. One Mill is fitted with grinders for granulating, the other for pulverizing. Granulates 2 pounds of coffee per minute, and can be regulated for fine or coarse grinding while mill is running. If you haven't the catalogue showing all our Mills, write for a copy to-day.

The Enterprise Manufacturing Co. of Pa.
Philadelphia, U.S.A.

21 Murray Street, New York

438 Market Street, San Francisco



The ARCTIC REFRIGERATOR

for BUTCHERS and GROCERS

The Pioneer Refrigerator of Canada

The accompanying cut will give some idea of the scientific construction of the Arctic Refrigerator. There is no refrigerator on the market that will give the same results.

The circulation of air is perfect, being widely distributed over the cooling room, below the pan. A temperature as low as 34 can be obtained, which will give you some idea of the keeping qualities of the Arctic. The air is perfectly dry.

Our Grocer Refrigerators are all built on the same principle, and our assortment of styles is unequalled.

For further particulars,
write for catalogue.

MANUFACTURERS:

JOHN HILLOCK & CO., Limited
154 George St., TORONTO.

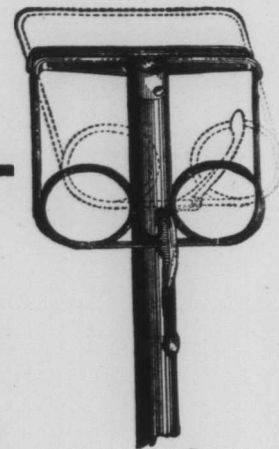
REPRESENTATIVES:

RYAN BROS.
147 Bannatyne Ave., WINNIPEG.

WOLF, SAYER & HELLER
MONTREAL, QUE.

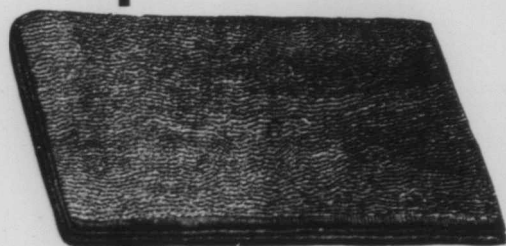
THE CANADIAN GROCER

ESTABLISHED A.D. 1840

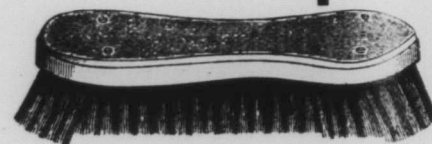


What About
**LAUNDRY and
HOUSEHOLD
REQUIREMENTS**

such as Washboards, Mops, Tubs,
Pails, Brushes, Clothes Baskets,
Soiled Linen Baskets, etc.?



There is money coming to
the man in your locality who
pushes strong on these lines
at this or any other season.

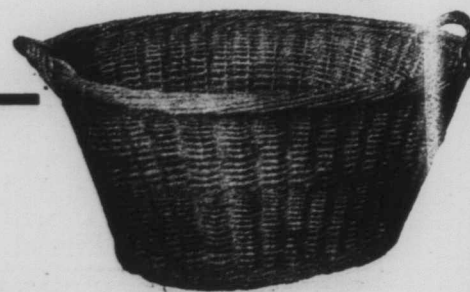
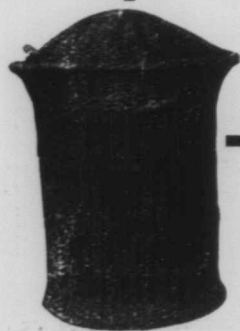


You be the man!

We can quote you some interesting prices on all these lines.

WRITE US FOR QUOTATIONS

H. W. NELSON & CO., Limited
TORONTO : : ONTARIO

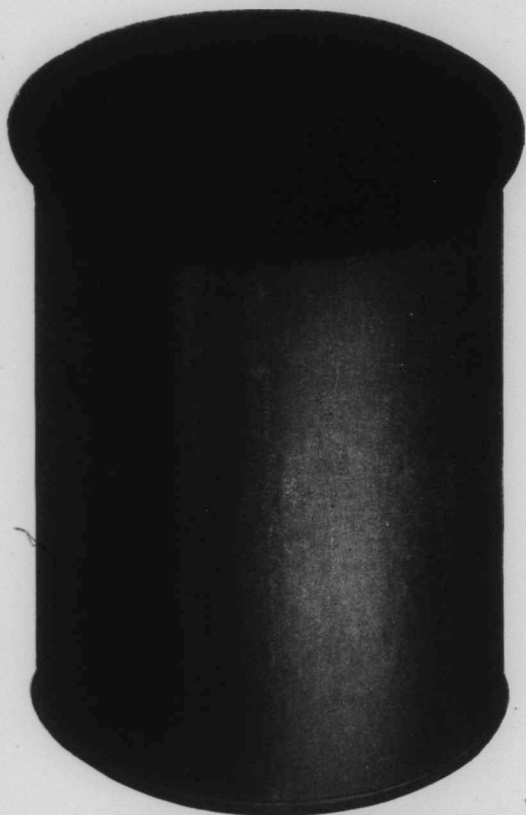


SANITARY CANS

**RAISE THE STANDARD OF QUALITY
OF ALL CANNED GOODS**

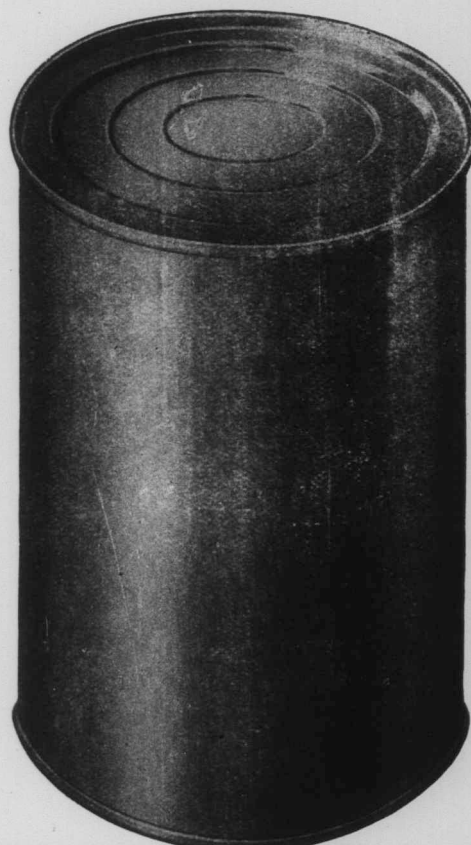
Sanitary Enamel Cans Preserve the Flavor and Color

of Strawberries, Red Raspberries, Black Raspberries,
Blackberries, Blueberries, Sour Cherries, Beets, etc.



Entire End Open for Filling.

Sanitary
Cans
Sealed
without
Solder
or
Acid



Sanitary Can Sealed—'Bottom like the Top.'

SANITARY CAN COMPANY, Limited

NIAGARA FALLS, - ONT.

Egg Nudeln—

Golden Seal Brand.

A product of Fresh Eggs and Highest Grade Flour. Superior to Macaroni. Get a Sample---Cook it---Eat it! You will then need no further urging to buy.

Matzoths—

(Unleavened Bread)

Have you tried this product with good butter and coffee, tea or chocolate? Just the thing for afternoon teas. Packed in round paper cartons.



Cremeegg—

Something New for Canadian Confectioners. The Original Egg Creme Fondant. Known throughout the States as the best aid to the Candy Trade. It mellows and preserves, besides giving that desired luscious taste so much sought by the particular.

Cones—

(Ice Cream Containers)

Small, Medium, Large

Both 1c. and 5c. sizes.

Used everywhere in parks, picnic grounds, fairs, etc. Quality and quantity guaranteed.

Marshmallow Penny Pieces.

Write for Samples.

Anger Baking Company (Distributors)
NEW YORK

Established in the Pure Food Industry over 60 Years

Build Your Trade With Quality

Experience proves beyond a doubt that people will go a long way to a store that has a reputation for quality. And hundreds of grocers have discovered that

SHIRRIFF'S GOODS



SHIRRIFF'S
ORANGE
MARMALADE

Used to-day by
best people
throughout
Canada.

Are of the Highest
Quality only



SHIRRIFF'S
JELLY
POWDERS



SHIRRIFF'S
CONCENTRATED FRUIT
ESSENCES

They are Ready,
Steady Sellers.

Prices Gladly Quoted on Request

IMPERIAL EXTRACT CO.

TORONTO, - CANADA

Harold F. Ritchie, Winnipeg
Montreal:—W. S. Silcock, 33 St. Nicholas St.

Quebec:—Albert Dunn, 67 St. Peter St.
W. H. Lyne-Usher, Halifax

**THE IMPORTANCE OF
GOOD GROCERY FIXTURES
IS SECOND ONLY TO THAT OF
A WELL-SELECTED STOCK**



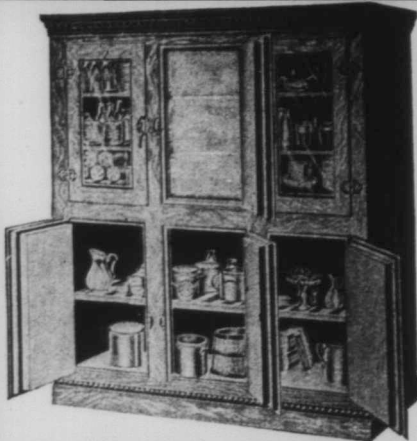
WALKER BIN FIXTURES will

**Build up a new business,
Put new life into a dead business and
Improve and make more profitable
the best grocery business in Canada.**

Write for Illustrated Catalogue: "Modern Grocery Fixtures."

The Walker Bin & Store Fixture Co., Limited
Designers and Manufacturers of
Modern Store Fixtures
Berlin, Ontario

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



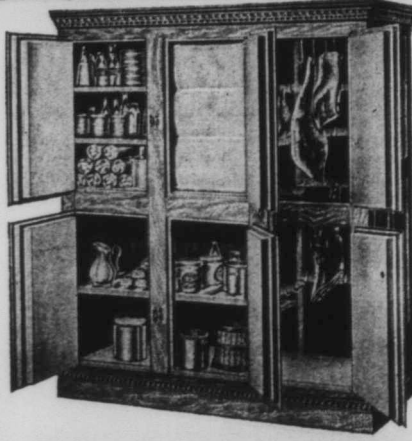
OUR GROCER REFRIGERATOR

**There's a Warmer
Time Coming**

when you will require an up-to-date refrigerator, equal to your present requirements. We have it, every part of which outside and inside from top to bottom is strictly high-grade, besides its appearance. They will give perfect results, save your ice bills, and increase your profits by keeping your perishable goods in salable condition. Write for catalogue.

"DON'T FORGET IT"

The Ham & Nott Co., Limited
BRANTFORD, CANADA



COMBINATION GROCER AND BUTCHER

**Bad Bills--Slow Collections
Something's Wrong**

When a grocer fails his reason is usually: "bad accounts," or "couldn't collect." What's the use of such talk, when there's away to prevent the trouble?

**ALLISON
Coupon Books**

Enable the grocer to keep all credit customers "under his thumb." And the best part of it is, the customers like the plan. Allison Coupon Books not only save many a dollar, but they **SAVE MANY A BUSINESS.**

How They Work

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



For Sale by the Jobbing Trade Everywhere.
Manufactured by

ALLISON COUPON CO., Indianapolis, Ind.



ABSORBINE

will reduce inflamed, swollen Joints, Bruises, Soft Bunches. Cure Boils, Fistula or any unhealthy sore quickly; pleasant to use; does not blister under bandage or remove the hair, and you can work the horse. \$2 per bottle at dealers or delivered. Horse Book 7 D free.

ABSORBINE, JR. for mankind, \$1.00 per bottle. Reduces Varicose Veins, Varicocele, Hydrocele, Gout, Wens, Strains, Bruises, stops Pain and inflammation.
W. F. YOUNG, P.D.F., 204 Temple St., Springfield, Mass.
LYMANS Ltd., Montreal, Canadian Agents.

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: **ALFRED B. LAMBE & SON, TORONTO.**
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL.

**THIS RAIN WON'T
 LAST FOREVER!**



Looks like it, but it will not. So order an awning and be prepared for the sunny days that are coming.

THOS. SONNE, Sr.
 193 Commissioners Street
 MONTREAL

—BUY—
Star Brand
 COTTON CLOTHES LINES
 —AND—
COTTON TWINE
 Cotton Lines are as cheap as Sisal or Manilla and much better.
 For Sale by All Wholesale Dealers.
 SEE THAT YOU GET THEM.

Wolverine **Show Case**




The best show case made in America for the money.
 Price, \$4.50 per foot f.o.b. Detroit
W. H. ESCOTT
 141 Bannatyne Avenue,
 Winnipeg, Selling Agent

No. 100.
 This case is finished in golden oak—Beveled plate top—Shipped K.D.—
 Made by
Michigan Show Case Co., Detroit, Mich.

The Elgin National Coffee Mills
 40 Sizes and Styles
 They are the *Fastest Grinders* *Easiest Runners*
 Ask any wholesale grocer, tea and coffee house or jobber for prices
WOODRUFF & EDWARDS CO.
 MAKERS
 ELGIN, ILLINOIS, U.S.A.





"GLOBE" with Percolator.
 This pot speaks for itself. When tea is drawn take the Percolator out and tea remains free from tannin.
 We make seven sizes of this, also The Champion Tea Pot. Send for price list.

R. CAMPBELL'S SONS
 HAMILTON POTTERY
 HAMILTON, - ONTARIO

Fisher Electric Coffee Mills

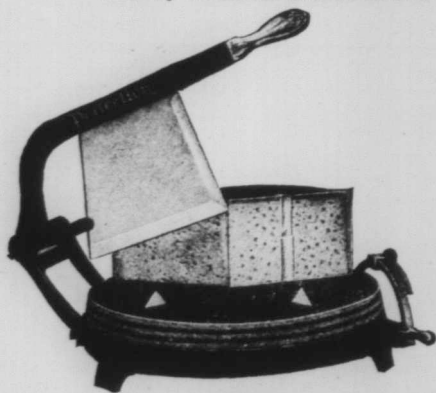


are made in Canada and are under a Canadian guarantee. They are beautiful in style and finish, simple in construction, efficient and inexpensive in operation, easy to install—and in a few words—cheaper and better than any Electric Mill on the American Continent.

Manufactured by
The A. D. Fisher Co.
 Toronto Limited

Perfection Cheese Cutter

Sold by Wholesale Grocers all over the World,



Made for
Everybody.

The
Simplest,
Safest,
Easiest.

Accurate,
Rightly Finished,
Lasts the Longest.

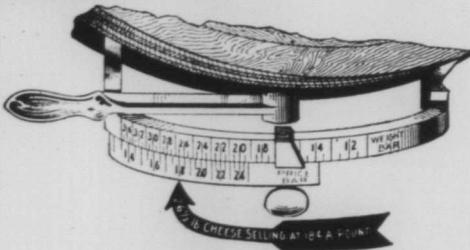
The name is on
the handle.

Price, \$17.50

Instructions

Set price mark
opposite total
weight mark.
Now every
time lever is
raised you
measure off 5
cents' worth
of cheese.

That's All.



Sole Manufacturers:

American Computing Co.
of Canada
Hamilton, Ontario

Laws Grocer's Manual

A BOOK FOR GROCERS

IF you want to understand your
Business—If you desire to know
all there is to know about the
goods you sell, **Laws Grocer's
Manual** is the book in which to
find it. There is a wealth of in-
formation for retail grocers and
their clerks between its covers—
None can afford to be without it.
New Illustrated Enlarged Edition
containing 1188 pages.

W. Clowes & Sons, Ltd.

24 Cockspur Street, London, S.W.

Buggy Egg Crate



BUGGY EGG CRATE
PATENT APPLIED FOR
MANUFACTURED BY
WALTER WOODS & CO
HAMILTON, WINNIPEG, CANADA.

Everybody Says So:

"Just the thing" "Been looking for this"

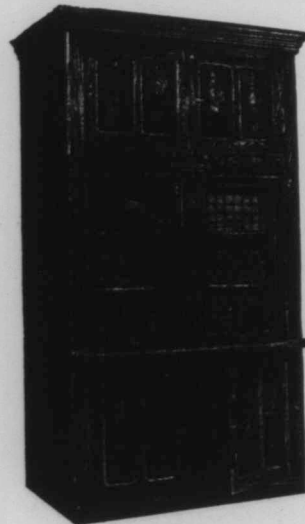
"Well, how simple" "So handy"

Every Dealer Should Have Them

Walter Woods & Co.

Hamilton and Winnipeg

EUREKA REFRIGERATOR



In order that food
stuff may be kept
properly a refrigera-
tor must have no
stagnant air. The
Eureka System is so
perfect that no stag-
nant air is possible.
Food kept where cir-
culation is imperfect
soon spoils.

Eureka Refrigera-
tors are used by lead-
ing Grocers and
Butchers in all parts
of the Dominion.

WRITE FOR CATALOGUE

EUREKA REFRIGERATOR COMPANY, LIMITED

54 and 56 NOBLE STREET, TORONTO, Canada
Near Queen Street Subway

To Wholesale Trade

We can offer Spot and Future Pack

BRITISH COLUMBIA

SALMON

All grades—at "Do-Business Prices."

GEO. A. STONE, Vancouver, B.C.

Gandy & Allison

Importers and Dealers in

SALT, FIRE BRICKS, CLAY, PORTLAND CEMENT, BUILDING MATERIALS AND GENERAL MERCHANDISE.

Maritime Agents "PETERS" Celebrated Portland Cement.

Warehouses: 16 North Wharf and 2 and 3 York Point Slip.

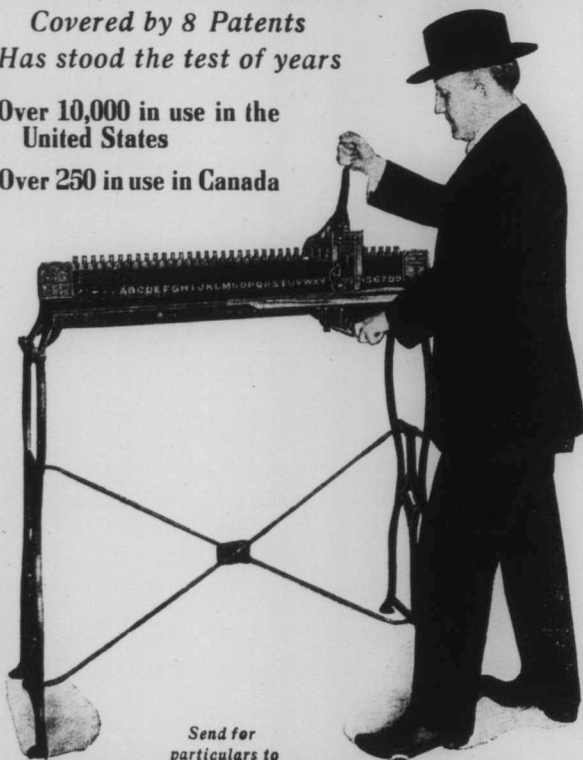
ST. JOHN, N.B.

The Bradley Stencil Machine

*Covered by 8 Patents
Has stood the test of years*

Over 10,000 in use in the United States

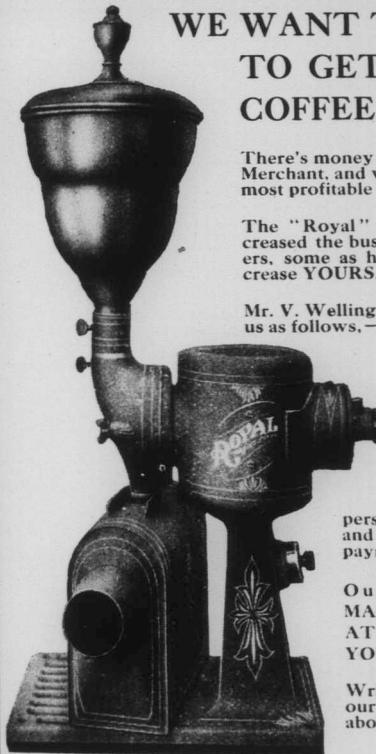
Over 250 in use in Canada



Send for particulars to

The Hamilton Stamp & Stencil Works, Ltd., Agents for the Dominion of Canada, Hamilton, Ont.

WE WANT TO HELP YOU TO GET MORE COFFEE BUSINESS



There's money in the coffee business, Mr-Merchant, and we can help you make it the most profitable department of your store.

The "Royal" electric coffee mill has increased the business of thousands of dealers, some as high as 300%, and it CAN increase YOURS.

Mr. V. Wellington, Louisville, Ky., writes us as follows,—

"I value my mill more and more every day and would not be without it. Have more than doubled my coffee business since installing the machine."

We make the largest line of electric coffee mills and electric meat choppers in the world. "Royal" mills and choppers are sold on easy payments.

Our motto is THE BEST MACHINE IN THE WORLD AT THE LEAST COST TO YOU.

Write to-day for a free copy of our latest catalog that tells all about the "Royal" line.

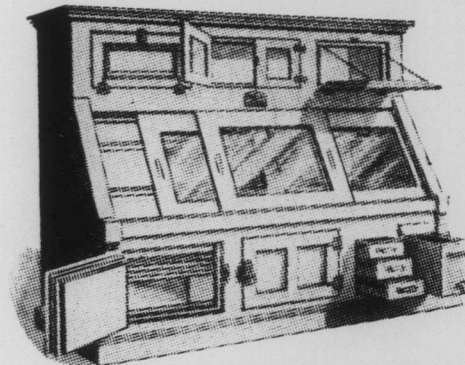
The A. J. Deer Co.

319 West Street,

Hornell, N.Y., U.S.A.

Aubin's Patent Refrigerators

GROCERS should not be without one



*Perfect Dry Air Circulation System
Highest Testimonials from Leading Grocers in Canada*

Made in 10 styles

Silver Medal, Quebec Exhibition
Diplomas—Ottawa, Montreal and Toronto

WRITE FOR CATALOGUE

C. P. FABIEN, Proprietor and Manufacturer

OFFICE AND FACTORY

SAMPLE ROOMS

31 to 51 St. Cunegonde St.
MONTREAL, CANADA

1351 Notre Dame St.
West

Branches at Ottawa, Quebec, Winnipeg and Windsor, N.B.

**A
REAL
TIME-
SAVER**

This Cut shows McGregor's Patent Bag-Holder. It is

**"THE" PAPER
BAG HOLDER**

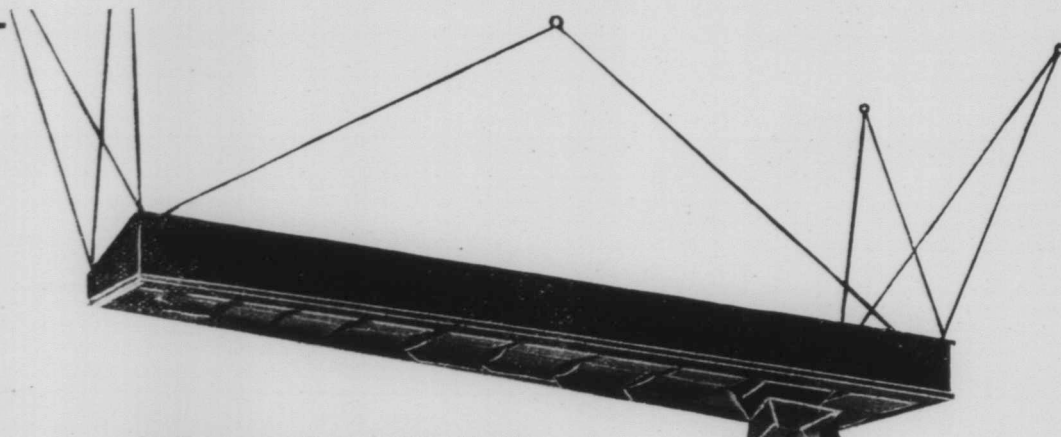
Holds every size of grocery bag from 1/4 to 10 lbs. Hangs right above your counter with every bag ready to your hand. Saves waste in bags. Saves space. And is a handsome fixture into the bargain. No up-to-date store should be without one.

WRITE FOR CIRCULAR AND PRICES

KILGOUR BROTHERS

19 Wellington Street West,

Toronto, Ont.



**Something You Can Stock
Steadily**



and sell rapidly is

SNAP
The
Hand Cleaner

It is the very best product on the market. Customers will have no cheap and inferior imitations. Snap is the only genuine and original.

ASK YOUR JOBBER.

SEE WHAT HE SAYS.

The Snap Company, Limited

Montreal, - Canada

Wonderfully Good Value!

Are you selling the kind of soap that makes housekeepers think yours is the store for good value? You can do this by selling

WONDERFUL SOAP
AND
SOAP CHIPS

Wonderful Soap is remarkably pure and hard, and will do more work to the bar than any other soap you ever handled. As for Soap Chips---their equal in efficiency and economy for large washings has yet to be discovered.

We pay Freight on Five Case Lots

Write us for quotations

THE GUELPH SOAP COMPANY
Guelph Ontario

Raking in the Dollars

THE BEST THING IN SIGHT

We have a reasonable, feasible and sensible plan of long established merit for encouraging quick cash sales and helping you fight the competition of the Mail Order Houses to a successful conclusion.

It is not in the nature of a scheme, nor is it in any way an experiment.

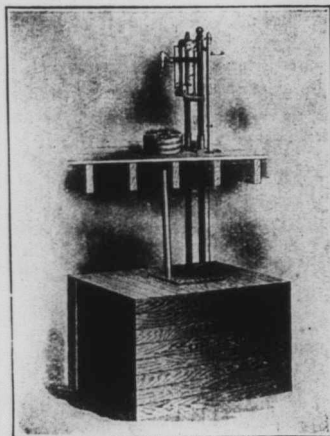
The expense is a mere bagatelle compared with the resulting benefits to your business, and all we ask is the favor of a trial.

Drop a card for full information to



The British Canadian Crockery Co., Limited
25 Melinda Street, - Toronto

Saves Money at Every Point



CUT 1
CELLAR OUTFIT

The Bowser Self-Measuring Oil Tank prevents the loss or waste of a single drop of oil—and oil is money.

The Bowser enables you to wait on customers in one-tenth the usual time—and time is money.

The Bowser eliminates almost all the labor usually required to care for the oil—and labor is money.

When you realize that you are now actually losing the money which the Bowser would save for you, can you afford to be without one?

Write us for catalog 5044. It is free.

S. F. BOWSER & CO., Inc.

66-68 FRAZER ANENUF, TORONTO

If you have an old Bowser, and want a new one, write for our Liberal Exchange Offer.

W. P. DOWNEY'S



**White Dove Brands
are always**



**A Guarantee of
Absolute Purity**

26 St. Peter St. - Montreal



Klondike, Jubilee and Sterling Brooms

Among the many brands of Brooms there are none so well known the country over as Klondike, Jubilee and Sterling. This is not the result of any extensive advertising campaign, but they have *come to the top solely upon their merits.*

For the customer who wants a good heavy Broom, made of the very finest corn and having *great staying qualities*, there is no Broom to equal the **KLONDIKE** and when once used no substitute is accepted.

For those who desire the *highest quality*, with plenty of elasticity and medium weight the **JUBILEE** never fails to please.

For the rank and file who demand a good Broom of medium price the **STERLING** has long been a favorite and will give the best of satisfaction.

All these lines are made on selected maple handles, not daubed with cheap varnish, but *highly polished*, and this point tells in our favor every time. If you have not handled these lines, try them now.

We also manufacture the famous Keystone Brand Brushes, including the only line of solid back Hair Brushes made in Canada.

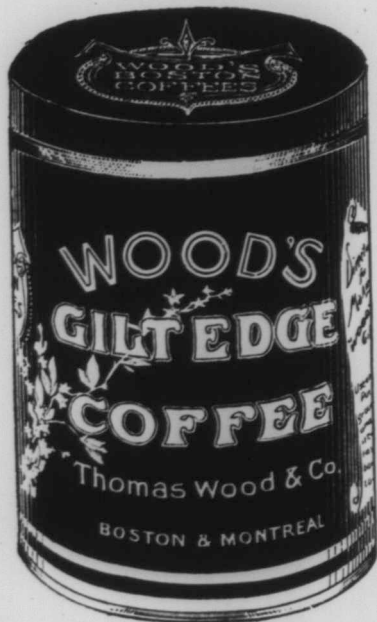
Stevens - Hepner Company, Limited
PORT ELGIN, ONTARIO, CANADA

Thomas Wood Company Limited

Importers and Jobbers

428 St. Paul Street

MONTREAL



"May Queen"
"Primrose"
"Golden Rod"
"Fleur-de-lis"

Packed only in half-pound tin cubes.

THE BEST THE WORLD AFFORDS

A Popular and Profitable Drink
is
SUNSET ORANGEADE

The BEST way to serve this refreshing beverage is from a SUNSET ORANGEADE COOLER.

A great many dealers—even those who have no Soda Fountain—are handling Sunset Orangeade from the Cooler and making a handsome profit.

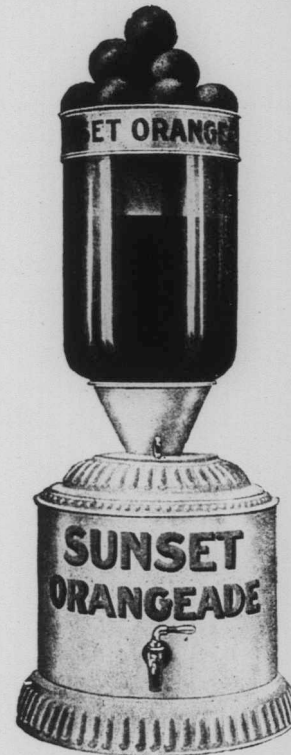
It costs one cent a glass ready to serve at five cents—the dealer makes a profit of four cents on each glass. Does this not appeal to you?

The liquid does not come in contact with the cooling ice—a block tin pipe coil runs from the neck to outlet—a very small quantity of ice is required.

The proceeds from the first gallon will pay for the Cooler.

Simple to serve, and a genuine repeater.

One gallon concentrated makes eighteen (18) gallons ready to serve.



WRITE US WITHOUT DELAY

J. J. McLAUGHLIN, LIMITED

145-155 Sherbourne Street,
204 Princess Street,

Toronto, Ontario
Winnipeg, Man.

The Pick in Pickles
among consumers is

STERLING
— BRAND —
PICKLES

The trade wisely falls in with this choice. What pleases the consumer will please the dealer. What the consumer asks for, it pays the dealer to keep.

These well-known Canadian-made pickles may be had from your jobber or direct from the manufacturers.

The T. A. Lytle Co., Limited
Sterling Road Toronto, Can.

MASON'S
O.K.
SAUCE

The one sauce possessing that piquancy of flavor and uniform quality that makes it always the same. Splendid profit for the dealer, 33 1/3%.

GEO. MASON & CO., LTD.

Sole Manufacturers, London, Eng.

Sole Canadian Agents:

S. T. Nishimura & Co.
MONTREAL

SUB-AGENTS:

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Hamilton, Ont.—James Somerville
Ottawa, Ont.—Mackenzie & Co.
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—The F. Abal Co.
Kingston, Ont.—James Craig



Counter Check Books Plic Books Shipping Tags Monthly Account Systems

—WRITE FOR SAMPLES AND PRICES—

The Carter-Crume Company, Limited
Toronto and Montreal

Please mention The Canadian Grocer when writing

CURRANTS

We are proprietors of

“AFRODITE” brand, the best AMALIAS
currant on the market.

“NARCISSUS,” fine FILIATRA currants.

“NAUSICAA,” fine FILIATRA cleaned
currants

and importers and distributors of

highest grade PATRAS and VOSTIZZA
Currants.

We aim to give the trade the best grades
of currants obtainable from season to season.

We solicit the opportunity to quote on
your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

W. H. ESCOTT, Winnipeg.

J. A. KAVANAGH, Hamilton and London.

GREEK CURRANT CO.

260 West Broadway. - NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE



Trade Mark Reg.

The Fruit Jar That Pleases Your Customers

You and your customers
well know the draw-
backs and disagreeable
features of a screw top
jar. Then buy

THE SCHRAM AUTOMATIC FRUIT JAR

Just two pieces—the
jar and the cap. No
rubber bands—no leak-
age—clear white glass
jar with wide mouth.

Clever Advertising Plans Sent
Free to Dealers. Write to-day.

THE SCHRAM AUTOMATIC
SEALER CO., OF CANADA
Limited

WATERLOO, CAN.

1565



Trade Mark Reg.

Nothing adds to **Success** like **Success**. The **Success** attained by

MELAGAMA

has been **achieved by merit**, through the **continuous high standard of quality** contained in each package.

Its popularity is becoming more evident every day. The **best is none too good** for you to handle. It costs no more. See that your lines of **MELAGAMA** are always complete, and **Success** will be yours.

MINTO BROS., - TORONTO

“DOE—NUT—INO”

A Scientific Preparation for making Doughnuts

A Sure Money-Maker For You!
Something Your Customers will Appreciate

“Doe—nut—ino”

A prepared doughnut flour, containing certain proportions of shortening, eggs, flavoring, milk, spices, etc., reduced to powder form, and scientifically blended by a new process.

Keeps Indefinitely Anywhere

Every day you have no stock you are losing some money.

Such a money, labor and time saver is appreciated by all bakers and housewives.

“Doe—nut—ino”

will make a dozen doughnuts at a cost of only 6 cents.

Only water or skimmed milk need be added.

Doughnuts possess uniform rich flavor and **ARE NOT GREASY**.

Greatest Modern Discovery

Get further particulars, prices, etc. Send for a Free Sample.

The HOWARD MANUFACTURING CO., Limited

SPECIALTIES

P.O. Box 228

Halifax, N.S.

BANNER BRAND CONDENSED MILK



The demand for
**BANNER BRAND
CONDENSED MILK**

since we made it first
shows that a real con-
densed milk was looked for.

WRITE FOR PARTICULARS

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

Good Coffee

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

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

Aurora Coffee

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

W. H. GILLARD & CO.

Wholesale Grocers Coffee Importers
HAMILTON

Branch House—Sault Ste. Marie

Thurston & Braidich

128 William Street NEW YORK CITY

Direct Importers of

VANILLA BEANS
TONKA BEANS
GUM TRAGACANTH
GUM ARABIA

Winnipeg Representative,

W. H. Escott

Wholesale Grocery Broker
141 Bannatyne Ave., East

Lines That
Will Sell Well
Right Now!

Successful Merchants
who have stocked the goods
of the Taylor & Pringle Co.,
Ltd., declare that they sell
much better than the ordi-
nary, and are thoroughly
satisfactory in every way.
Here are our leaders:

Queen Quality Pickles

Sweet, Mixed and Chow

Bulk Pickles, all sizes;
Tomato Catsup, Worcester-
shire Sauce, Pure Apple
Cider, Cider Vinegar.

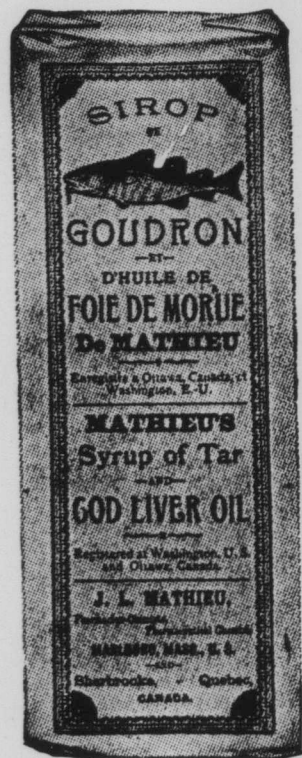


NON-ALCOHOLIC WINES IN PINTS AND QUARTS
AND IN BULK IN KEGS

German Sauer-Kraut Pickles in Brine.

RYAN & HOOPER, Toronto Agents

Taylor & Pringle Co., Ltd.
Owen Sound, Ont.



The Constantly Increasing Sale

of Mathieu's Syrup of Tar and Cod Liver Oil and Mathieu's Nervine Powders obliged us to erect this large new building. Our aim has ever been to make the best possible products. The increase in our business—the lasting success achieved by our preparations—are due to our constant efforts to satisfy our customers.

Mathieu's Syrup of Tar and Cod Liver Oil

This is a perfect combination for strengthening and building up constitutional weakness. It is particularly effective in preventing, alleviating and curing all chest and throat troubles. It not only cures the cold—but so tonifies the system as to make its return almost impossible.

MATHIEU'S NERVINE POWDERS

This is a magic cure for all headaches, nerve pains, neuralgia, etc. They contain no opium, morpine, chloral or any other dangerous narcotic or poison. Hence their safety for family use. They relieve insomnia, soothe the nerves and give restful sleep. When taken in conjunction with Mathieu's Syrup they are the quickest cure for any feverish cold.

SOLD BY ALL WHOLESALE DEALERS.

J. L. Mathieu Co., (Props.), Sherbrooke, P.Q.

BALAKLAVA BRAND SARDINES

Here, Mr. Grocer, we are offering you the highest perfection in the packer's art, in Canadian Sardines. This brand has made a tremendous hit on the market and has already gained wonderful popularity with the public who certainly show their appreciation of the excellence of this line.

These sardines are caught by our own fishermen in the waters of our famous Bay of Fundy and are packed by us in the most scientific manner for the retail trade of Canada.

The sardines are perfect in the first place; our factory is modern and highly sanitary; and we have the experience of years to go by, so we cannot but give you the finest line of sardines on the market.

Firm, fine fish, packed in the purest salad oil and put up in an attractive, sanitary tin (we make all our own tins) and every can guaranteed. The price just right to suit the public fancy and to give you a good profit.



**A Mighty
Good Proposition
FOR YOU!**

STOCK UP TO-DAY—AT ONCE

Prices and information from

THE EASTERN CANNING COMPANY

Canadian Agents: C. A. Chouillou & Cie., Montreal; Green & Co., 25 Front St. E., Toronto; D. C. Hannah, London, Ont.; Jos. Somerville, Hamilton; Boivin & Grenier, Quebec, Que.; H. M. McBride, 312 Ross Ave., Winnipeg, Man.

Sole Packers **Balaklava Brand Sea Foods**
PORT CANADA, N.B.

**Be careful
of your reputation!**

You cannot afford to risk it by selling
inferior Tea

Cooper Cooper's Teas

have been selling for over half a cen-
tury, and the enormous demand has
been created by **QUALITY ALONE**

**You must stock these Teas
if you stock the Best**

Packed in $\frac{1}{2}$ lb. (net weight) canisters
at 40 cents, 50 cents and 60 cents per lb.

Canadian Agents { Green & Co., 25 Front Street East, Toronto, Ontario
D. Stamper, P.O. Box 793, Moose Jaw, Sask.
Clawson & Co., 11-12 South Wharf, St. John, New Brunswick

HEAD OFFICE - 71 and 73 Tooley Street, London Bridge, S.E.

TRADE WINNERS

Balaklava Sardines

Balmoral Jams and Marmalades

Branson's Shereef Coffee Essence

Champion's English Pure Malt
Vinegar

Claus. Andersen's Stavanger Sardines

Chinese Starch

King Corn Starch

Nation's Blancmange Powder

Nation's Custard Powder

A. & M. Smith's Aberdeen Preserved Fish

Tilbury Brand Canned Vegetables

We are Agents for a number of well known English and Canadian Manufacturers and carry
in stock a varied line of specialities including the above.

WRITE US FOR QUOTATIONS.

WE CAN SAVE YOU MONEY.

GREEN & COMPANY

IMPORTERS AND AGENTS

25 FRONT ST. EAST, TORONTO

PHONE MAIN 7625

SYMINGTON'S COFFEE ESSENCE

ALWAYS READY!
ALWAYS PURE!
ONE STANDARD
QUALITY!

TO BE HAD OF ALL
WHOLESALEERS

UNQUESTIONABLY THE VERY BEST
THOMAS SYMINGTON & CO.

EDINBURGH

Valencia Raisins

A. MAHIQUES,
PARIS, DENIA

FOR QUALITY
AND PRICE

This is what Buyers Say of this Brand:

Nov 25th, 1908.

"It gives us great pleasure to say that the
" 'A. Mahiques, Paris,' Brand Fine Selected
" Raisins purchased from you this year have
" turned out exceedingly fine in quality.
" We have compared them with what we
" considered other first-class brands, and in
" our opinion they are superior to any Fine
" Selected we have examined this year."

Thos. Bell, Sons & Co.

AGENTS

— MONTREAL —

British Columbia Buyers

PLEASE NOTE THAT

TODHUNTER, MITCHELL & CO.
TORONTO

Can supply your wants for their
well known lines of **Coffee,**
Cocoa, Chocolate

FROM VANCOUVER

Write Our Agents

W. HARRY WILSON & CO.
VANCOUVER

ESTABLISHED OVER 200 YEARS

CHAMPION'S

LONDON, ENGLAND

IS THE BEST VINEGAR

MADE FROM FINEST MALT

Commands a Preference Over All Others.

Agents for Ontario: Green & Co., Front St., Toronto. Agents for Quebec: Snowdon & Borland, 34 Guardian Bldg. Montreal
Agent for Northwestern Provinces: W. H. Escoff, 141 Bannatyne Ave. East, Winnipeg
Agent for New Brunswick: W. S. Clawson & Co., St. John

WE ARE OPEN TO DO BUSINESS ON EASY CONSIGNMENT TERMS.

WRITE OUR AGENTS FOR PARTICULARS



Tartan
BRAND

SIGN OF PURITY

BALFOUR, SMYE & CO.

Build up your trade with the Best Goods.

TARTAN Tea pays the retailer a handsome profit.
TARTAN Coffee, Spices and Extracts are guaranteed pure.
TARTAN Canned Fruits and Vegetables have the home flavor and are recommended by connoisseurs.
TARTAN Baking Powder, Baking Soda, Syrup, Salmon and Groceries build up your business.

Send us sample orders and see the magic change.

Phone **596**—specially reserved for Long Distance Calls.

Headquarters for all Fancy and Staple Groceries
HAMILTON, ONT.

**STORAGE
IN OTTAWA**

TWO WAREHOUSES

No. 1, G.T.R.

No. 2, C.P.R.

Modern Warehouses. Fireproof. Largest Business in Ottawa Valley. Low Insurance Rates.

Direct Connection all Railways. Tracks to the Door.

Convenient to Steamers. Centrally Located.

EXCISE BOND FREE

WRITE FOR LOW RATES

Dominion Warehousing Co.

Limited

46-52 Nicholas Street, OTTAWA

J. R. ROUTH, Manager



**ROYAL
METAL
POLISH**

The Favorite and the Best

The enormous sale there is for ROYAL METAL POLISH and PASTE is a guarantee of the satisfaction given by the brand to the housewife.

These sales also demonstrate the popularity of the ROYAL brand with the wise dealer, who recognizes in it a winner, owing to the EXTRA BIG PROFIT there is for him.

*The Finest for Metals
of Every Description*

NOW IS THE TIME TO SELL ROYAL POLISHES

Royal Polishes Company

MONTREAL

AGENTS: Ottawa—General Supply Co., of Canada, Ltd. Winnipeg—H. W. Glassco & Co. Vancouver—Wm. Erichson & Son. Halifax—J. C. Calder. Sherbrooke—E. H. Bowen. And all dealers.

STILL TO THE FRONT

BLACK LEAD, THE OLD RELIABLE FORM OF STOVE POLISH

“JAMES DOME”

the best brand on the market. An article of real merit. All Lead.
No Dirt or Dust. Gives a lasting, brilliant, easy shine.

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

THE CANADIAN GROCER

MARMALADE

We carry a full stock of the best makes
in Imported and Domestic

The Davidson & Hay Ltd., Wholesale Grocers Toronto

"Canada's Best" New white soap

Enterprising dealers are finding that "Canada's Best"—the **New white** bar—sells far easier than **yellow** laundry soap and are sending in good orders.

"Canada's Best" washes clothes cleaner and whiter. Unequaled for engineers', printers' and factory employees' use. With astonishing ease it removes grease, oil, printers' ink, black lead, all kinds of factory dirt and dust.

Grocers tell us they never knew of a soap to cause such a "stir" as the **New white** bar is doing. Sales records being broken every day. Just you write for further particulars and prices.



United Soap Co.
BRANTFORD, CANADA

Brunner Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 "	Bags,	224 "
"	112 "	"	112 "
"	100 "	"	100 "

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland
Montreal

SOLE AGENTS FOR CANADA

GURD'S CALEDONIA WATER

"HAS WON ITS SPURS"



It is a select table water, a mild and safe aperient. Nature, to begin with, has produced in it a good article—every virtue of which has been brought out by expert bottling. The result is that for PURITY, APPEARANCE, TASTE and EFFICACY it is unexcelled. GURD'S CALEDONIA, like GURD'S Ginger Ale, will soon be popularly known as

"THE BEST"

CHARLES GURD & CO., Limited - MONTREAL

One Aim In Life

The Packers of the "Thistle" Brand of
Fish aim only to produce
the best there is in
Canned Fish.

Canned Where Caught

The "Thistle" Brand of Canned Haddies, Kippered Herring, and Herring and Tomato Sauce, are canned right where they are caught - at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE?

But that is not all, because Captain Austin has the unequalled skill of a life-time of experience. THERE IS NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "Thistle" Brand. BUY IT AND YOU BUY THE BEST.

"Thistle" Brand Fish

Arthur P. Tippet & Co., Agents
MONTREAL

“Canada First”

You talk of building up this Canada of ours, but how better can you do it than by
Encouraging Canadian Industries?



THE CANADIAN GROCER.

Large quantities of English Jams and Marmalades are
Brought into This Country Every Year



Large quantities of English Jams and Marmalades are
Brought into This Country Every Year

There Was a Reason for this at One Time, But To-Day
**Canadian Cannners are Turn-
ing out Jams and Marmalades**
Equal to the Best Old England Produces, and at Lower Prices

ARE YOU GIVING THE CANADIAN GOODS A FAIR SHOW?

DON'T YOU THINK YOU SHOULD DO EVERYTHING POS-
SIBLE TO ENCOURAGE CANADIAN CANNERS' GOODS?

AYLMER GUARANTEED PURE JAMS and MAR-
MALADES are made in Canada. Buy Aylmer in preference to imported.

QUALITY GUARANTEED BY
CANADIAN CANNERS, Limited



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.

FACE TO FACE BUSINESS

I am on the job all the time. Why not give me a trial?
Grocery and Confectionery Brokerage my Specialty
G. WALLACE WEESE
Manufacturers' Representative. 30-32 Main East.
Let's get close and talk it over Now **HAMILTON**

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

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

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

ROBERT ALLAN & CO.

General Commission Merchants
MONTREAL

Fish, Oils, Beans, Peas and Produce.
Agents: "Royal Crown" Skinless Codfish.
Representing Morris & Co. Chicago. Pork and Lard.

Mr. Manufacturer

You will be interested in learning that the undersigned have entered into partnership, taking over the business of J. Walter Snowdon. They are open for one or two more agencies for Montreal City and district. Address:

SNOWDON & BORLAND

34 Guardian Building
MONTREAL

J. Walter Snowdon W. George Borland

STORAGE IN OTTAWA

We offer every modern convenience. Largest warehouse in Ottawa Valley. Fireproof, low insurance rates, direct communication with all railways—tracks to the door. Centrally located.
Secure Our Low Rates.
Dominion Warehousing Co., Ltd.
52 Nicholas Street, Ottawa
J. R. Routh, Manager.

D. McL. BROPHY

414 St. Paul St. Montreal
Broker and Manufacturers' Agent.

Open to represent one more up-to-date house desirous of utilizing my excellent connection with the grocery trade.

Correspondence will receive prompt attention.

D. STAMPER

GROCERY AND FRUIT BROKER
AND MANUFACTURERS' AGENT

Goods Stored and Distributed
Warehouse, City Spur Track.
P.O. Box 793 MOOSE JAW, SASK.

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

G. C. WARREN

Box 1036, REGINA

Manufacturers' Agent and Commission Merchant. Direct Importer of all grades of pure Ceylon Teas, and Grocery and Drug Specialties. Dealer in Coffees, Spices, Mustard, etc. Established eleven years. More lines desired

CLARE, LITTLE & CO., WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited.

Phone 159 SASKATOON,
P.O. Box 257. Western Canada

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Write us for a Price on a Car of Tomatoes

Lowest Prices and Finest
Goods Packed

W. H. MILLMAN & SONS

CANADIAN AGENTS
TORONTO

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885.

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

29 Melinda Street, Toronto

MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

Wholesale Grocery Brokers and Manufacturers' Agents

Connection with Jobbing Trade of Toronto, Hamilton and London. Foreign and Domestic Agencies Solicited. Best of Storage Accommodation.

LIND BROKERAGE CO.
23 Scott Street Toronto

WINNIPEG STORAGE TRACK WAREHOUSE

Consignments solicited, stored and reshipped to order

K. J. JOHNSTON

Wholesale Commission Broker.
Box 122 Winnipeg. Reference, Bank of Commerce.

CARMAN BROKERAGE Co.

Wholesale Grocery Brokers

141 Bannatyne St. E. WINNIPEG, MAN.

We keep in close touch with the wholesale trade—Winnipeg and West—write us.

C. & J. JONES

Agents for James Robertson & Sons, Paisley. Jams and Jellies, etc.

WHOLESALE BROKERS
MANUFACTURERS' AGENTS AND
IMPORTERS.

62 Scott Block - WINNIPEG, Man.
Domestic Agencies Solicited. Good Storage Facilities.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

Mr. Eastern Township Grocer

I want to talk to you, or I wish you to await the arrival of one of my travelers.
It's in your own interest!

I am in the wholesale grocery business and *I can save you freight.*

No reason why you should pay freight on your groceries from Montreal or Quebec, when you can get the *same goods* from me and *save money.* Write and ask me how I can save you \$10 to \$25 a month.

Remember that I carry a *complete stock* and that I make a *specialty* of high-grade shelf groceries, also high-class biscuits and confectionery, tobaccos, etc.

Tell me what you want and I will quote you attractive prices

VICTOR ARCHAMBAULT

Wholesale Grocer and Importer

SHERBROOKE - QUEBEC

Mr. Manufacturer:—I am open for a good specialty for this district. Write me.

ESTABLISHED 1876
L. Z. MAGNAN
Wholesale Grocer
JOLIETTE, - - - QUE.
Prompt shipment of all orders. Prices just right. Goods Guaranteed.
Send us your orders
Correspondence invited.

ALBERT DUNN

Commission Merchant
67 St. Peter St., Quebec, P.Q.

**Provisions, Canned Goods,
Biscuits, Confectionery,
Teas and General
Groceries**

OTTAWA

OTTAWA
Manufacturers' Agent and Broker
H. B. BORBRIDGE
Calls on Grocers, Bakers and Confectioners and is open to represent two more reliable houses. Correspondence solicited.

Quebec City

We have an old established connection in the City and Province of Quebec and any prominent firms desiring representation would profit by communicating with

Alf. T. Tanguay & Co.

Commission Merchants and Brokers
18 St. James Street

We make a specialty of CORN and BEANS
We also handle Teas, Coffees and Spices

To day is the day to write us.

R. B. COLWELL

Representing in
Nova Scotia
Maritime Dairy Co.
Sussex Mineral Springs Co.
Ingersoll Packing Co.
Asepto Mfg. Co.
Ebony Polish Co.
E. D. Smith

Also Dealer in Butter, Eggs and Cheese. Consignments solicited. Highest market prices guaranteed. Quick turnover and prompt returns.

CORRESPONDENCE REQUESTED
265 Barrington St.
Halifax, N.S.

L. E. DASTOUS & CO.

Grain and General Brokers

Sherbrooke, - Que.

Correspondence Solicited
from Foreign Shippers.

Specialty—Grain and Mill Feed.

"Reduced in Price but not in Quality."

**Mason's
Number One
Sauce**

To Sell now at 15c. per Bottle

Prepared by **GEO. MASON (The Original)**
From London, Eng.

The Mason, Miller Company, Toronto, Canada

SALEABLE and SATISFACTORY

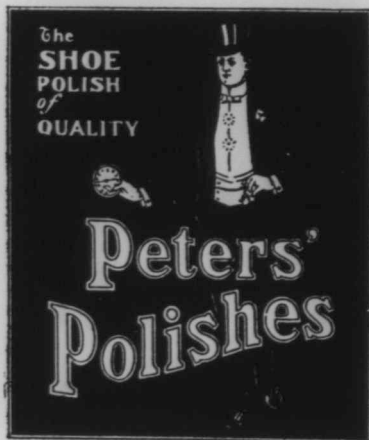
PURITY SALT

We manufacture and handle all kinds, whether
for the Table or Dairy, fine or coarse.

Our samples and prices will interest you.

THE WESTERN SALT COMPANY, Limited

MOORETOWN : : ONTARIO



**PETERS'
POLISH**

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

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

M. Peters,
617 Queen St., West
Toronto

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



**SOLD BY ALL
JOBBERs**

¼-lb. tins—3 doz. in case

Boulevard Shoe Dressing



For Ladies' and Children's Boots and Shoes

You Should Sell it Because:

- It gives a beautiful finish.
- It requires no rubbing.
- It is guaranteed not to injure the leather.
- It is neatly put up in four-ounce bottles.
- It will certainly be asked for again.
- It has never brought us a complaint.
- It can be had at all jobbers.

THE
American Dressing Co.,
LIMITED

Manufacturers of Highest Grade Shoe Polishes
and Dressings

MONTREAL

THE DEALER

who in building up a coffee trade puts in CHASE & SANBORN'S High Grades for a foundation has started on the right road to hold and increase his coffee business.

Chase & Sanborn

The Importers

MONTREAL

A MESSAGE TO THE TRADE

With this issue The Canadian Grocer again presents its annual Spring and Export Number. It is several years since the first Spring and Export Number was issued. We have tried to make each number better than the previous one and we believe that we have not failed in our purpose in the issue that



J. MEREDITH McKIM,
88 Fleet St., E.C., London, Eng.

is now before our readers. "Good enough" is never good enough for The Canadian Grocer, which strives for perfection. And as perfection is always a little ahead of us there is always an ideal for which we strive. The Canadian Grocer is now in its twenty-third year and has secured a position unique in the trade newspaper world. It covers Canada from ocean to ocean. Not only is it read regularly in the well known centres of trade and commerce in the country cross-roads stores; but it is to be found in the most remote parts of this growing Dominion, some of which are only accessible in the winter by dog teams and in the summer by canoes.

But its influence is not confined to the Dominion, great and important as that is, but it extends to Great Britain, the United States, the West Indies, India, China, Japan, Ceylon, South Africa and Australia. It is acknowledged to be the leading grocery trade newspaper in the world. "It is a puzzle to me," remarked a well known grocery trade journalist in New York, "how you get out in Canada such a magnificent trade newspaper as the Canadian Grocer.

There is nothing like it in the United States." He is not the only one who has uttered similar sentiments.

* * *

The mission of the Annual Spring and Export Number of The Canadian Grocer is two-fold. At its inception twelve years ago it was designed to assist in the upbuilding of the export trade of the Dominion. We have spent a great deal of money in furthering this idea, but by no means feel that our efforts have been in vain. Since the first Export Number was issued the export trade of the Dominion has doubled twice, and we have sufficient evidence to assure us that The Canadian Grocer has contributed something to this increase. Our proof is the connection which exporters in Canada have established with large importers in Great Britain and other parts of the world through advertising in The Canadian Grocer.

* * *

In the second place the purpose of this number is the betterment of the grocery trade of Canada. This purpose is held in view with every issue of the Canadian Grocer, but we try to make it even a little more so, if possible, in a number of this kind. At any rate we spend more money with that



J. P. SHARPE,
933-935 Moradnock Block, Chicago, Ill.

end in view, trusting that remuneration will come to us in the shape of increased circulation and a higher appreciation of our services by the trade.

Since the last issue of the Special Spring and Export Number there has been the largest increase in circulation in the history of the paper. We are persuaded that during the ensuing twelve months there will be a still greater increase in the circulation. At any rate we are making plans with



R. B. HUESTIS,
623-624 Tribune Building, New York.

that end in view. We have stationed at about twenty leading commercial centres throughout this country our own special representatives whose duty it is to build up circulation. In addition to this list there are nearly 200 subscription agents who are devoting either whole or part of their time soliciting subscriptions. There is no other trade newspaper in Canada which has such a strong circulation organization as The Canadian Grocer.

* * *

Besides the chief editorial and business offices at Montreal and Toronto we have important out-posts manned by our own men in London, Eng., New York, Chicago, Winnipeg and Vancouver. We have also agencies at Manchester, Eng.; Paris, France; Zurich, Switzerland. At these outposts, besides the business staff there are attached special writers who keep the publishing office well in touch with the outside world. Besides these and the regular editors at the office of publication, there are a number of special editors who contribute with more or less regularity to the columns of The Canadian Grocer. We have also cor-

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THE CANADIAN GROCER.

respondents who weekly send us the trade news at Halifax, St. John, Ottawa, Kingston, Belleville, Peterboro, Hamilton, London, Chatham, Fort William, Brandon, Regina, Saskatoon, Edmonton, Calgary, Victoria and other important centres. All this costs the publishers a good many thousand dollars annually, but the retail merchant can get it all for \$2 per year. It would be cheap at \$10. This fact must be patent to every one who considers that in each issue is given the latest news regarding the condition of the markets both at home and abroad, the latest ideas in window and interior arrangements, suggestions regarding advertising and store methods in general, and what retailers are doing throughout the country. Merchants and clerks who read The Canadian Grocer naturally find in it inspiration for better business methods and loftier aspirations, and all for about 3½¢ per week.

* * *

To use an old colloquialism: "The latch-string is always outside the door" at either of our head offices, or our branch offices, to manufacturers and merchants. Whether you are at home or abroad, in Canada or in Great Britain or the United States or in the vicinity of any of our offices do not hesitate to pull the latch string; and if we can be of any service to you do not hesitate to command us. Our offices are not only for the doing of business and gathering of news, but they are also intended as a place in which we can welcome our friends in the trade,



F. R. MUNRO,
511 Union Bank Building, Winnipeg,
Man.

and where they can receive mail or write letters. Inside the door will always be found a hand to shake.

J. M. McKim, chief of the London office, and European manager, is a Toronto man. Fifteen years ago he joined

the staff of the Maclean Publishing Co. He was assigned to the London office eight years ago, and has been successful in that important field.

R. B. Huestis who took charge of our New York office two years ago, was with A. B. Boak & Co., wholesalers, Halifax, N.S., for eight years,



Eastern Townships Bank Building in which the new Montreal offices are located.

subsequently covering Canada from ocean to ocean as the representative of a banking institution. He was a member of the Toronto staff before being assigned to the New York office.

J. P. Sharpe, of the Chicago office, studied law for two years in Manitoba University. Taking up general brokerage, he identified himself for seven years with the business activities of the west. About three years ago he joined our Winnipeg staff and covered all west to the Pacific Coast for circulation work. Last year he was appointed manager of our Chicago office.

A thorough training in mercantile methods through his connection with a general store in Western Ontario was the initial stage of the business equipment of F. R. Munro, manager of the Winnipeg office. In 1903 he graduated from Toronto University, and for fifteen months was engaged first in editorial work, and subsequently as advertising solicitor on The Canadian Grocer at the Montreal office. He took charge of the Winnipeg office in 1904.

* * *

With such a staff of men in addition to our correspondents in all the important centres of the Dominion from Halifax to Vancouver, The Canadian Grocer is in a position to give its read-

ers and advertisers the best possible service.

Particular attention is drawn to the cover of this issue. It represents a grocer who, although grown old in years and feeble in sight, still pins his faith to the pages of The Canadian Grocer. When all other journals have failed him, even after he has severed his connection with the trade he still adheres to his favorite paper. The original was a painting by Dickson Patterson, Esq., R.C.A., and was exhibited by the Canadian Government at the World's Fair at St. Louis. The Canadian Grocer has been enabled to reproduce it by special permission of the artist.

* * *

The Canadian Grocer is to-day the acknowledged authority in the grocery and allied trades. The market reports are taken as evidence in the law courts. This is because our editors are not only efficient but because they are uninfluenced by any ulterior motives or by any particular firm or firms. It is quite true that at times our prices may vary somewhat from those quoted by some houses, but they always represent the average obtained by inquiries among all possible sources of information. It has spent a great deal of money and time in fighting the battles of the trade. Wherever an injustice has existed it has not hesitated to seek its removal. Dominion and Provincial Governments have more than once been compelled to remove or modify anomalies which unwise legislation or



E. J. DODD.
Lieutenant to Mr. McKim in the London office.

irksome regulations had created in the trade. It believes in the grocery trade's importance and possibilities and our columns are always at the disposal of those who have a just grievance to air or a good cause to advance.

Exhaustive History of the Currant and Currant Vine

Sources of the World's Supply and Story of the Development of the Fruit and of Trade With Foreign Countries—Difficulties Met in the Cultivation—Peculiar Differences in Tastes of People in Different Lands—England the Most Generous Customer of the Producer—The Uses of the Currant in Culinary Operations.

By T. A. Burlumi.

It is with great pleasure that I accede to the courteous request of The Canadian Grocer, to write for the benefit of the Canadian grocers an article upon Currants, about which, although now of universal consumption, little is known by their users. If long connection and association with an industry can constitute a title to special knowledge, I can lay claim to such title in the matter of currants. I may say that I was born in a currant plantation, and that I have just passed the fortieth anniversary of my connection with the raising, the shipping and the distribution of currants. As an introduction to my subject I propose to give you first a short history of currants and of the currant vine.

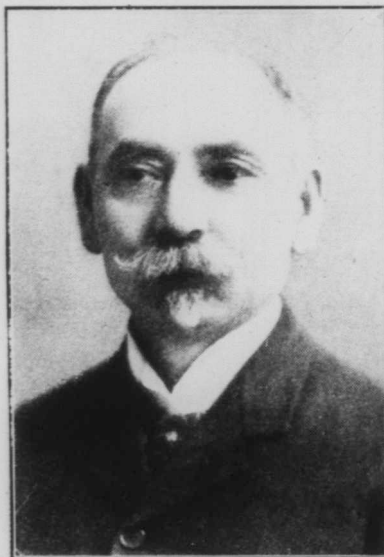
Greece, the Home of the Currant.

It is a fact that in spite of the liberal education which has been lately forced upon the general public by some benevolent institution, few of the consumers of currants are aware that this wholesome and delicious fruit can be grown only in a few districts of Greece and that all attempts to transplant the currant-vine in other lands of nearly similar climatic conditions, such as Asia Minor, Sicily, California and others have failed. In the two states of the Australian Commonwealth, Victoria and South Australia, an insignificant quantity of so called currants is produced, but it is too small to affect the position here described. In Greece itself it thrives only on a narrow strip of land, beginning at the end of the southern shore of the gulf of Corinth, by the town of that name, and continuing uninterruptedly round the coast of the Peloponnesus round to Cape Matapan in Laconia. This strip is seldom broader than five miles inland, while in many parts its breadth does not exceed one mile. It lies, in almost its whole length of about 250 miles, between the sea on its north western side and a range of high hills on its south eastern. It has been ascertained that the currant plant is a failure farther inland and that where a combination of mountain air and sea breeze is not available, the currant grape does not mature. The currant-vine thrives in four of the Ionian Islands, viz., Zante, Cephalonia, Ithaca and Lefkas (Santa Maura), but it fails in the other three, Corfu, Paxos and Cerigo. It also thrives in a narrow strip of land on the

northern shore of the gulf between Lepanto and Vonizza.

First Nursing of the Vines.

The history of currants goes back to the era of mythology. It is probable that the first wine which mankind ever tasted was made from dried grapes, such as currants. As the cradle of the vine, historians have successively mentioned the lands by the banks of the Euphrates and by the shores of the Caspian sea; the valleys of Yemen and of Arabia Felix; the plains of Mingrelia and of Georgia; of Armenia and of Tabriz; of Sennaar and of many other countries.



T. A. BURLUMI, Patras, Greece, Author of this Article on the History of the Currant.

This mass of suppositions is evidently responsible for the general belief that this precious and beautiful plant was at first reared in the temperate corner of Western Asia. It is surmised that the inhabitants of this part of the world made their wine, in prehistoric times, from grapes dried in the sun, and to the beverage thus obtained they attributed divine origin. Hence the ancient Greeks, for several centuries, gave the preference to wine made from dried to that made from fresh grapes. Theopompus says that the islanders of Chios were the first to plant the vine and to make

wine from the grape, an art which was imparted to them by Oneopoeos, the son of Bacchus, and which they afterwards taught to other mortals.

Another legend has it that Bacchus taught the art to Icarus as a reward for his hospitality to the vine-garlanded god. The nectar on the Olympian dinner table is believed to have been nothing less than a decoction made of honey and of dried-grape wine. We have this information from Ariston of Chios. Pliny, writing in the first century of the Christian era, mentions the tiny Greek grape, of fine quality and of thin skin. Be this as it may, the Greeks of the present day will hear of no other land as the mother of the currant-vine than the classic plains of Corinth, from which the product derives its Greek name, meaning "Corinthian Raisin," of which the English word "currants" is, no doubt, a slight corruption.

A Thousand Years Silent.

After Pliny, currants disappear from the pages of history for over a thousand years, but soon after the occupation of the Peloponnesus by the Franks, in the thirteenth century, they reappear and the inhabitants of countries less favored by sunshine than Greece, began to show some appreciation of the fruit which gradually became an article of commerce. Professor Thorold Rogers, in his "History of Prices" gives us the prices of currants, known then under the name of "Raisins de Corauntz," for the years 1334 to 1377 in several English markets. The average of these prices comes to about two pence three farthings per pound. Taking the relative values of money and of commodities at that time, this price would be about equal to five shillings per pound at the present time.

In the fifteenth century currants were already a recognized article of commerce in Western Europe, but it appears that in England a special licence was required for trading in currants. In the year 1448 a certain John Weldon was, according to the chronicler, condemned to a fine of three shillings and fourpence for having bought currants (byinge of Reysins Corent). In the year 1453 the weighing charge was a penny per carot or barrel (ye butte or ye barele of Reysens of Corent). In 1463 the price of a pound of "Reysonys off Corawnee" was threepence and in 1512 the Duke of Northumberland paid at twopence per pound

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for the supplies required by his household. In 1554 the Stationers' Guild procured "5 punde of Currans" for a shilling and eightpence, with the object of giving a banquet. In 1582 the traveler Hakluyt wrote: "Since we are trading with Zante the plant producing the 'coron' has been transplanted here and although it does not give perfect fruit, still what it gives us is pleasing to the eye." During the last twenty years of the sixteenth century English traders had formed close commercial relations with the Venetians in the Ionian Islands and with the Turks in the Peloponnesus. In 1581 Queen Elizabeth granted to Alderman Osborn a licence of exclusive trading with the "Great Turke." This licence was transferred in 1592 to the "Levant Company" to which the monopoly of the "small fruits called currants, being the Raysins of Corinth" was made over. This appears to be the first time that the fruit was spelt as we spell it now. Ten years earlier the Queen's Ambassador in Constantinople was for the first time received in audience by the Grand Seigneur who up to that time considered Her Majesty as only a simple princess, under the suzerainty of the French. It would appear that the Turks of the sixteenth century were not much different to their descendants of the twentieth, for Hakluyt mentions that in the year 1585 the merchants sent a petition to the Viceroy of the Morea praying that he would protect them and their servants from the depredations of the Patras Yanitzaries, and to instruct Mahmoud House, Nadir of Lepanto, to give back to them or pay the value of three hundred bags of currants which they had forcibly taken from a vessel arrived from the Morea. It appears from the answer of the Viceroy that the Nadir extorted under various pretexts rich presents called even at that time "backshish." "He is not satisfied," say the petitioners, "in collecting the King's dues on currants, but he demands from the poor money with which he buys currants at a low price and then forces the currants upon us at much higher prices, pretending that the currants belong to the King, and in this way he causes loss and injustice to the poor."

Ancient History of the Vine.

The transplantation of the currant-vine in the Ionian Islands must have occurred in the second half of the sixteenth century. John Locke, in his description of Zante in the year 1553, says: "The island can supply twenty thousand warriors, but I wonder how it can feed such a large population since its principal product is wine and all the rest quite insignificant." Later on, in 1586, the island is described by Hakluyt as producing wine and currants. At about the same time the currant-vine

must have been planted in Cephalonia, for Sandos, writing in 1610, mentions currants amongst the products of this island, while of Zante he says that its prosperity was due to currants whose export to England and Holland brought in about 150,000 zeckins per annum, in addition to the 48,000 dollars which it pays as tribute to the Republic of Saint Mark. A zeckin was a Venetian coin worth about two and one half dollars. In the year 1612 Coryatt says: "Zante is known in many parts of Europe, Asia and Africa, because it sends them wine, oil and currants."

It is evident from the foregoing that the trade in currants at the end of the sixteenth and the beginning of the seventeenth century was carried on in the islands of Zante and Cephalonia, and that the Peloponnesus from which the islands had taken it was not wholly excluded from it. Morrison writes in 1617: "The English who live in the islands of Zante and Cephalonia, under Venice, and in Patras in the gulf

making and in cookery. He mentions the following ingredients as indispensable in the production of "payn puff": pumpkin, ginger, the yellow of eggs, dates and currants. He gives recipes for succulent dishes, among which one called "haberlade" required boiled lard with vegetables, dates and currants. Another mixture was to consist of pigeons, poulardes, currants, sugar and salt. The "tartolette" ought to contain among other ingredients, pork, eggs, currants; the "fish pye" could not be perfect without turbot, haddock, codlings, dates, prunes and currants, while the "superior pye" required as a solid foundation a capon stuffed with minced steak, wild ducks, snipe, and should be spiced with nutmeg, cloves and currants. King, in his Art of Cookery, published in 1709, drops into poetry and gives us these lines:

"Our fathers most admired their
sauces sweet,



CURRENTS DRIED AND READY FOR GATHERING.

of Corinth, under the Grand Turk, are exporting currants." Weller writes in 1682: "The currants of Patras are considered the best of that district, but the quantity is quite insignificant, as Patras, Nathalingo (the present Aetolikon) and Messolonghi together produce barely a cargo per year." Of course a cargo of that time could not have been anything more than a sailing vessel holding perhaps 100 tons. Tavernier, writing in 1687 says: "Corinth exports large quantities of currants, so does Patras, but this is the only trade of these two towns." Raidolf writes in 1689: "The first currant-vines were planted on the plains of Corinth. The country round Vostizza produces wheat, wine and currants." Raidolf speaks of the productiveness of Patras, but he does not mention currants among its products.

In Culinary Operations.

According to Parkinson, writing in 1629, there was then made in England a liberal use of currants both in bread-

And often asked for sugar with
their meat,
They buttered currants on fat veal
bestowed,
And rumps of beef with virgin
honey strewed."

When the grocer, Allen, became, in 1659, Lord Mayor of London, his triumphant procession round the city included plants of cloves and of currants the products of which, together with other kinds of fruit, were scattered to the people by an Arab attendant, while an itinerant poet harangued the processionists to this effect: "Your figs come from Faro, your currants from Zante, your raisins from Malaga and from various other countries your pepper and your dates." Then he sung the same in verse:

"Your currants from Zant
When your worships want
Come flying as wood
In vessels so good,
And raisins, you know,
Come from Maligo."

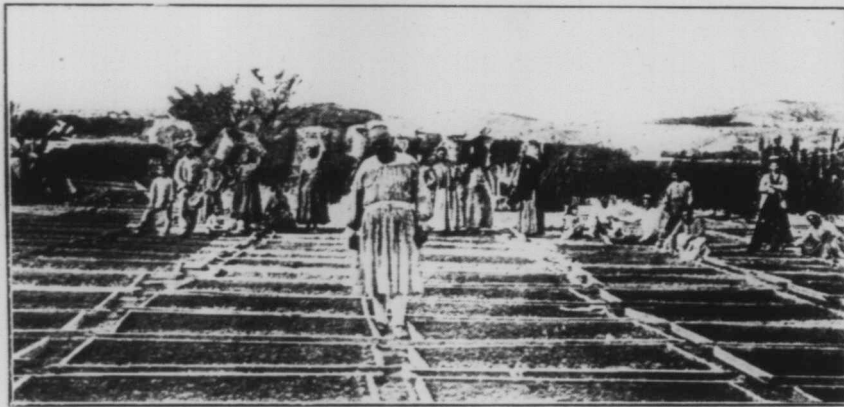
THE CANADIAN GROCER.

In the almanac of poor Robin, of 1675, the Christmas fare is described in verse:

"Then thy coyn freely bestow
For raisins sun, and Maligo,
No currants prunes nor sugar lack
Pepper, both the white and black."

How Name Was Obtained.

The first and best description of the cultivation of currants is to be found



SPREADING FRESH CURRANT BUNCHES ON THE DRYING GROUND.

in the itineraries of Spon & Weller. Dr. Spon was a French physician from Lyons and Weller a young student of the University of Oxford, to which, after his travels, he returned to continue his studies. These two travelers published their impressions and experience, each in his own language. Dr. Spon says: "Currants owe their name to the town of Corinth, and though they are not grown now in that district, it is certain that they were some time in the past. The name also indicates that the plant originated in Corinth. I made enquiries in the town and was told that not long ago currants were grown there and that even now they are grown in small quantities in the village of Vassilika, in ancient Sikyon, about six miles from Corinth. The cultivation of the plant had been neglected because the Turks do not use the fruit. Besides, since the expulsion of the Christians (he means, evidently, the Franks) the Turk has built two forts at the entrance of the Gulf of Lepanto and does not permit the passage of our ships for fear that the forts may be suddenly occupied or attacked by Maltese pirates entering the gulf on the pretext of shipping currants. Notwithstanding this prohibition currants are gathered in Lepanto and in Vostizza and from these places they are carried for shipment to Patras where they are also grown. These three districts make up the cargo of a ship of moderate capacity. Just opposite Patras, in the land of the ancient Aetotians, lies a village called Anatolikon, having 2,000

inhabitants, and built upon a marsh like Venice. The villagers grow currants, the quality of which is fine and their size twice as large as that of the Zante currants. Anatolikon and Messolonghi produce enough currants to load a large ship. When I was there, an English merchant was loading his ship. It was a pleasant sight to watch a fleet of small canoes carrying to the large vessel six or seven bags of currants each. Whenever the wind became boisterous

the canoes disappeared like a swarm of bees. The Englishman paid no duty, but he had to present the Voevoda of Anatolikon with a gift of one thousand crowns. This was profitable to the merchant, because the duty in Zante was one crown per cwt. The large island of Cephalonia, together with Ithaca, produce about seven to eight cargoes, and Zante about one-half of this quantity. One thousand pounds cost twenty-four crowns, but the first cost is only ten crowns and the rest are duties and taxes."

On the Golden Island.

The other traveler, Weller, writes: "Zante has been called 'the Golden Island,' a name which she deserves for the fertility of her soil and for the pleasure she affords to those residing on her, but above all, she deserves it because the Venetians receive from her, and from Cephalonia, sufficient gold to keep up their Armada. Zante is the first island from which we receive the currants out of which we make in England such delicious dishes. The name of currants is derived from Corinth, the famous town by the isthmus of Morea. Hence, their Latin name 'Uva Corinthiaca.'

"Currants are not now grown in Corinth, probably because there is no sale for them owing to the jealousy of the Turks who have forbidden large vessels the entrance into the Gulf. Here the price of currants is twelve dollars per thousand pounds, and as much more

has to be paid to Venice as duty. This island (Zante) produces enough for five to six cargoes, Cephalonia for three to four, and one cargo is made up by Nathalingo (Aetolikon), Messolonghi and Patras, together with what is brought there from the Gulf of Lepanto. To carry on this trade the English keep here a consul and five or six merchants; the Dutch a consul and two or three merchants, and the French one merchant, who is also the consul. The largest share of the trade goes to the English, and this is just right because the English eat six times as many currants as the French and the Dutch together. The Zantiotes have no idea of the use we make of their currants. Some of them are quite convinced that we use them as a dye and cannot imagine our Christmas cakes, our plum puddings and our other delicacies."

Advance of the Cultivation.

We are justified in concluding from the foregoing that currants were at first produced around Corinth; that their cultivation gradually extended along the whole of the Peloponnesian coast of the Gulf of Corinth and the shores of the Aetolia. That from there the raising of currants was introduced into the islands of Zante, Cephalonia and Ithaca. After the conquest of Peloponnesus by the Turks the cultivation of the currant vine was restricted, and in parts, as in Corinth, it was wholly abandoned, while in the Ionian Islands it prospered and contributed in taxes a considerable amount of money to the Venetian Republic. Beaujour, Consul of France in 1790 writes: "The plant is not indigenous to Peloponnesus, because none of those who wrote about it previous to the sixteenth century mention it, while the conclusion of my own researches points to the introduction of the plant into Peloponnesus from Naxos, about the year 1580. It is true that no such plant is now to be found in Naxos, but it is no less true that it is not found in Corinth. Yet, certain it is that it was cultivated there at the time of the Venetians."

A colleague of Beaujour, Consul of France in the Ionian Islands during the years 1787-1798, writes: "The first plants were imported into Zante from Corinth about two centuries ago. Precise accounts about the time or about the first importers are not available, but conclusions are drawn from examination of the ordinances of the Venetian Senate which regulate the customs dues.

"We have seen that currants were then subjected to heavy duties both by the Turks and the Venetians. But the duties in England, which imported once and even down to our own times, about six-sevenths of the whole crop, were not

less onerous. In the reign of James the First a merchant named Bates protested against the imposition of an additional duty of five shillings per cwt. over and above the existing tariff of half a crown. Bates brought an action against the Treasury but the judges decided against him for fear that they might offend the King. In the year 1600 the Levant Company, which had lost its privilege of exclusive trading with the east, appealed for redress to the Highest Council of Elizabeth. In their petition the company say: "We have protested against the new duty not so much on account of the amount, though this would reach four thousand pounds, which currants cannot bear, but on account of our inability to continue this trade. The Venetians are employing all possible means to oust us from that country and the loss of the Royal favor will embolden the Venetian Senate to put in our way greater obstacles." The petition of the company was of no avail, and the state council commanded the treasurer to collect forthwith the duties on currants, on raisins, and on oil, which were formerly collected by the company, on payment to the state of a lump sum.

In the year 1604 the duty was raised to seven shillings per cwt., and in 1613 it was made over for seven years, at an annual rental, to three individuals. There have been several changes up and down in the meantime until in 1794 we find the duty in England at twenty-two shillings and sixpence per cwt. In 1806 the duty was raised to twenty-eight shillings, in 1809 to thirty-seven and fourpence, and in 1813 to forty-four and fourpence. In 1834 it was reduced to just one-half, on representations from the High Commissioner of the Ionian Islands. In 1844 it was further reduced to fifteen and ninepence, to seven shillings in 1860 and to two shillings the present duty, in 1890, by the late Lord, then Mr. Goschen.

Genealogy of the Vine.

We leave now history on one side to say something about the genealogy of the currant vine. The currant vine is a variety of the ordinary grape-vine (*Vitis vinifera*). Certain authorities have even contended that it is a degenerate descendant of the grape-vine, having lost in consequence of some disease, its seed and with it the power of self-reproduction. This is a mistake. As a matter of fact, the currant, like the grape-vine, may be said to be immortal. When an old plant, which may have lived over 100 years, shows decided signs of decay, a grave is dug round its roots and the old trunk is buried into it with one or two of its latest shoots attached to it. These shoots are left to project out of the ground about five to six inches and are fed by the buried parent for two or

three years, at the end of which they become full bearing plants. Thus does the vine reproduce itself. The most appropriate soil for the plantation of the currant vine is one composed of gypsiferous or calcareous marls, because they allow of the deep penetration of the roots of the vine, which go very deep, in fact much deeper than the roots of other shrubs of the same size.

Propagation is effected by grafting on stocks of the grape-vine or by planting out in the spring the young, vigorous, and specially selected shoots obtained at the end of the previous year from full-grown currant vines. The shoots are planted about three to four feet apart on carefully prepared and well-tilled garden plots. The grafts bear full crops in four to five years, the slips in six to seven. A full-grown currant plant, when clad in all its foliage, rises about as high over the ground as the ordinary English currant shrub, but the resemblance ends there. The currant vine looks so much like the grape vine that only an expert can tell the one from the other. The shapes of the leaves are exactly alike, but the green color of those of the currant plant is a little darker than that of the leaves of the grape plant.

Cultivation Done by Hand.

Let us now enter a currant plantation and watch the course of the cultivation of the currant vine, which requires so

water of the autumnal rains as long as possible round the plant in order that its beneficial action may reach the farthest roots. Soon after, the clearing of the plant by expert gardeners is taken in hand. They cut off superfluous shoots and clear away weakly and decayed wood, leaving only two to four shoots for fruit bearing in the next season, according to the age and the vigor of the plant. These shoots or branches are cut back to the third or second bud, which is also called an eye, before digging is commenced, and the medium shoots are pruned off. In January the digging, which is the most expensive work, commences and lasts up to March. The whole farm is dug up into little conical mounts round each vine. In March the eyes begin to bud out and when the young and tender shoots are about a foot long the conical mounts are dispersed and the ground is levelled. All this while, and up to harvest time, the planter has to be very vigilant in guarding and defending the young shoots against the numerous enemies of the vine of which I will have to say something presently.

In May the flowering begins and immediately after it the ring-cutting has to be done. This is an incision round the stock going no deeper than the bark, and its object is to prevent the sap from descending to the root, but to retain it instead at the upper part of the plant, so as to feed and enlarge the size of the berries. This ring-cutting is a recent



SULPHURING THE CURRANT VINES.

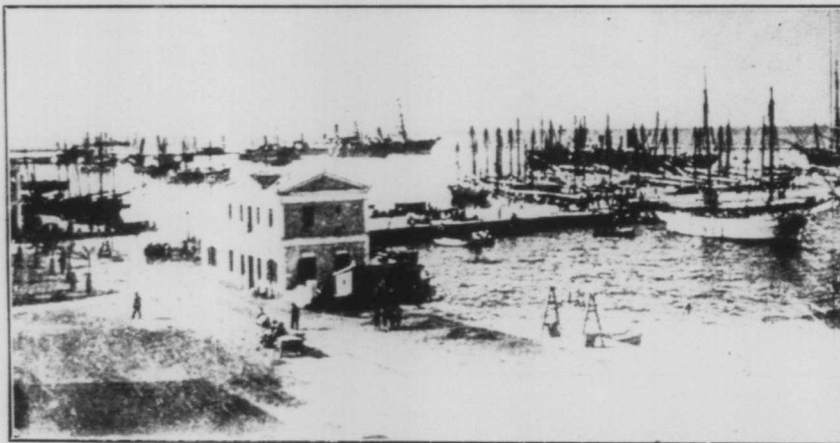
much labor and diligent attention that to adequately describe it we say, in Greece, that a currant planter enters his farm on October the first and comes out of it on September the thirtieth of the following year. I will take you rapidly through the principal operations. Please remember that all the work has to be done by hand. Almost before the fall of the leaf the planter must have a basin, about a foot deep, hoed round each plant. This is necessary to retain the

discovery, for it was unknown fifty years ago, and the currant berries were then only about half their present size. We are now at the end of May; the shoots are daily expanding. A luxuriant foliage surrounds the fruit, which is formed into clusters of bunches, and protects it against the too ardent rays of the sun. By the middle of June the foliage must be thinned and the bunches exposed to the sun, so that the ripening may not be retarded.

The long branches heavily laden with fruit, must be supported on strong wooden poles, else they fall to the ground and the fruit perishes.

An Enemy Barred From Greece.

I mentioned already the enemies of the vine. There are a good many of them and they are broadly divided into insects and vegetable parasites. Of the former the most dreaded is phylloxera vastatrix. Greece has happily escaped so far the invasion of this destructive insect. Very drastic preventive measures have been taken by the Greek Government as soon as the phylloxera made its appearance in Europe and began to ravage the rich vineyards of France and of the other viniferous countries. The importation of plants, of flowers, of green fruit and of several other products of the vegetable kingdom has been strictly prohibited. This fell enemy of the vine surrounded us on all sides. It ruined the sultana plantations of Asia



THE HARBOR OF PATRAS.

Minor, attacked the vines of Sicily, of Crete, and of several islands of the Aegean Sea, but it has been kept out of Greece. Once attacked by this terrible scourge the vine is doomed. France and the other affected countries have had to reconstitute their vineyards by the substitution of the American vine, which has proved immune to the attacks of the phylloxera. The reason of this immunity is said to be the inability of the insect to penetrate the bark of the American plant. Nurseries of this vine have been established in several parts of Europe and the young American plants are grafted with the desired variety and in two years after grafting they begin to bear fruit.

They Hunt With Torches.

Another insect which attacks the currant vine is a little black thing of the coleoptera species called carab. It commences its depredations as soon as the

vine begins to bud. The planters hunt it at night, visiting each plant with a torch in one hand while with the other they capture the insects off the buds and place them into a tube, which at the end of their hunt they empty into a blazing fire. At the flowering, if the weather is wet, another dreaded enemy, the coulure, attacks the vine and hinders the process of fertilization. There is also the pyralis, a kind of tiny butterfly, which has to be guarded against. Later on when the fruit is ripe, it is attacked by worms whose number increases rapidly, if atmospheric conditions are favorable.

Of the fungoid diseases of the vine the most destructive are the oidium and the peronospora viticola. The oidium first attacked the currant-vine in 1851, and for five consecutive years there was practically no crop. It was eventually discovered that sprinkling the vine with finely ground sulphur was an effective remedy and ever since the planter has

to watch carefully and proceed to sulphuring his vines betimes and very often. In humid temperature the sulphuring has to be repeated several times.

Like a Destroying Angel.

The peronospora is really the mildew and it is more virulent than the oidium. Given favorable atmospheric conditions it develops with great rapidity and can devastate a plantation within twenty-four hours. The crop of currants was reduced by the peronospora in 1900 from 180,000 tons to 46,000, and in the year 1906, we lost through the same cause about twenty-five per cent. of the crop. The peronospora is combatted by spraying all parts of the vine, and especially the leaves which are the first to suffer, with a solution of sulphate of copper and lime. The spraying has to be repeated as often as there is any sign of the presence of the mala-

dy. There are other diseases such as the blackrot, the anthracose, the caterpillar and others, but enough has been said in this respect to show how much the poor currant grower has to contend against before he can gather the fruit of his arduous labor.

By the end of July the fruit is partly ripe for cutting. The fresh fruit is very luscious and highly flavored, but it is so delicate that it cannot stand a long voyage and it has been found so far impossible to market it as a dessert outside Greece. The drying grounds, or wooden trays, are prepared by a special treatment to receive the fruit. The work of cutting the bunches is in a great measure done by peasant girls.

When Rain is Dreaded.

They cut only the ripe bunches by scissors and place them in baskets which when full are carried to the drying grounds. There, experienced laborers lay one by one the bunches on the trays close to one another after cutting off unripe and unsound berries. There is no chemical treatment whatever, such as is necessary in the case of raisins and sultanas which are dipped into a solution of soda, or in lye, in order to accelerate the drying process. The drying of currants is effected simply by evaporation through the action of the sun. The fruit is exposed to the sun for ten to twelve days according to the temperature. During this time the planter dreads the advent of rain. For though the fruit can be protected by stacking the trays one upon the other, or by spreading over the drying grounds tarpaulins fixed on short poles, about a foot above the fruit, the cooling of the atmosphere retards the process of desiccation. The delay causes great inconvenience and even danger, for, the grounds being full, there is no accommodation for the second and third cutting which follow each other at intervals of about ten days after the first and in the ordinary course as soon as the previous cutting has been dried and removed. Happily it is very seldom that we have rain at this time of the year in Greece and even if there is a shower, it only lasts a few minutes and it is generally succeeded by glorious sunshine which soon repairs the mischief.

Of late years a new process of drying under shade has been put into practice for the finest currants, but it is an expensive and a tedious process, as it requires more than double the time. The bunches in this case are hung up on strings and placed inside a slight wooden hut which is exposed to the sun. Currants so dried retain their fine silky texture and their blue black colour and they feel very soft to the touch. When the currants are thoroughly dried they

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are picked off their stalks and carried to the winnowing and separating machines. After going through the machines they are ready for marketing.

The World's Currantopolis.

I must now take you to the principal currant market of the world, which is the City of Patras, at the entrance to the Gulf of Corinth. Currants are sold, bought and shipped in several other Greek towns, but Patras is the chief centre of the currant export trade, and it is most aptly called Currantopolis.

The average weight of currants exported annually in the last five years is about 120,000 tons, and more than half of this was shipped at Patras. The growers, or their middlemen, send the currants to Patras by sea in small craft, or by rail, and there they are sought by the exporters at varying prices according to quality. The price obtained by the growers varies from two to four cents per pound of dried currants and when it is considered that it takes from four to five pounds of fresh fruit to make one pound of dried currants, the price cannot be considered excessive. The packing, the freight, the other intermediate charges, and the duties raise the price to the consumer considerably, but even then very good currants can be bought from the grocers in Canada at from seven to eight cents per pound. The best qualities are produced on the shores of the Corinthian Gulf and the best of the best are grown at Vostizza.

The whole crop is broadly divided by the trade into two categories—the fine qualities and the provincial qualities. The first category comprises the produce of Vostizza, Gulf, Patras and Zante. The second that of Amalias, Filiatra, Pyrgos and the other districts. The currants are cleaned once more by the exporter, sorted into sizes and the little tails cut off by special machinery.

Canadian Consumers' Taste.

Certain countries like the currants large and others prefer them small. It is strange to notice this difference of taste. I will mention two extreme cases in Germany; Cologne wants the boldest berries possible, while Dusseldorf, only about twenty miles lower down the Rhine, will have nothing but small berries. The confectioners and bakers like the smallest possible berries, known as siftings, because a pound of them goes in their trade much farther than a pound of large berries. Holland prefers the fruit of Cephalonia, because it is small sized, and America takes mostly the provincial, because it is large. Canada has a predilection for Filiatra and Amalias, with a yearly increasing appetite for the finer sorts such as

Vostizza and Panariti, the latter being the finest quality grown in the district of Corinth.

In the matter of package, there is also a divergence of tastes. England takes only quarter cases containing about 50 pounds of fruit. Germany takes cases and half cases of 120 and 60 pounds respectively. Holland takes barrels of 250 pounds each, the United States of America takes larger barrels of 350 pounds, while the Australian Colonies and Canada take the fruit mostly in half cases. The packing is done by experienced workmen and the packages are then weighed under the supervision and control of the Customs authorities and put on board the steamers.

The Amount Produced.

The statistics being very troublesome and difficult to carry in one's memory, I shall give only a few round figures. The land under currant cultivation is about 150,000 acres. It is mainly owned by small peasant proprietors numbering over 60,000, so that each proprietor owns on an average two and one-half acres. The land belonged originally to the State, but it was by law allotted to the people on easy terms. The average yield per acre may be taken at one ton, but the yield varies considerably from district to district; it is the same with the cost of production.

The production has increased by leaps and bounds in the last fifty years. In the early part of the last century and during the first years of the Greek war of independence, few currants were exported from the Peloponnesus. In 1825, the crop was barely 1,000 tons and in 1828 about 2,000 tons were smuggled away to Trieste and Malta. In 1831, just on the eve of the liberation of Greece, the whole crop of the Peloponnesus was 2,300 tons. In 1845, it was increased to 6,500 and to 27,000 tons in 1851. There were no crops from 1851 to 1856 on account of the oidium, but in 1860 the crop attained 52,000 tons including 13,000 from the Ionian Islands. In 1871, we produced 81,000 and in 1878, 101,000 tons. In 1888 the production, stimulated by the high prices paid by the French wine makers attained 160,000 tons, and by 1895, it was further increased to 177,000. The record crop was so far, that of 1903 as it gave us 183,000 tons, but that of 1908, bids fair to run it very close.

The protective tariffs of France and Russia dealt a heavy blow to the currant industry. France had become the best customer of the currant grower, in 1889, she took over 70,000 tons of his currants, about one-half of the whole crop, and turned them into wine to supplement her own vintage, largely diminished by the ravages of the phylloxera.

When her vineyards had been replanted with the American plants and her vintage increased, she legislated currants out of her territory. The same was the case later on with Russia. In 1896, that country took over 30,000 tons, but in 1897, she put on a duty of \$90 per ton, increased since to \$135 and so she has effectually shut them out of her territory. Neither France nor Russia produce currants and the heavy duties are intended to protect their wine industry, because dried currants are capable of producing excellent wine. The exclusion of currants from these two countries brought on a severe crisis which would have ruined the currant industry, had not the Greek Government come to its assistance by special legislation. The surplus currants have been diverted into industrial channels and the grower is enabled to sell his crop at a price covering at least the cost of production.

The Grower's Best Customer.

England is and has always been the best and most generous customer of the currant producer. She does not use yet so many currants per head of her population as Holland, but she takes more than any other country and she buys the best qualities and pays the highest prices. The available British statistical records go as far back as 1678 and in that year 1840 tons of currants were imported. The figures vary little in the following twenty-five years, but in 1701, 2,382 and in 1726, 2,943 tons were brought in. The figures then took a downward course until in 1757 they dropped to 1,056 tons. They rose to 1,768 tons in 1767, 2,604 in 1778 and 3,911 in 1795. In 1820, the annual consumption was 5,631 tons and the price on December 31st, 110s per cwt., with the duty at 44s 4d. In 1835, the consumption rose to 9,685 tons and the price had dropped to 68s, with the duty reduced to 22s 2d. Ten years later we find the consumption at 15,489 tons, the price at 48s, and the duty at 15s 9d. In 1860, the consumption had increased to 32,081 tons, the prices were from 25s to 34s, and the duty at 7s. In 1880, the consumption rose to 41,861 with the prices at 29s to 41s. In 1890, the duty was reduced to 2s per cwt. and the consumption jumped up from 45,039 in 1889 to 55,765 tons in 1890, with the prices at 22s to 39s.

There have been since violent fluctuations in prices but the consumption remained about stationary. The record consumption was in 1907, reaching 63,745 tons, with prices from 20s to 35s per cwt. duty paid. The country standing first in the consumption of currants is Holland with about five pounds per capita. The British Isles and New Zea-

land follow at a distance with about three pounds. The Australian Commonwealth takes nearly two pounds per head.

Canada Likes Currants.

The deliveries for home consumption in Canada were in 1908, 10,503,366 pounds, equal to about one and one-half pounds and Germany follows Canada with a little under one pound. Belgium takes just over and the United States just under half a pound per capita. Currants are used in smaller quantities all the world over, including Japan and China.

This article having grown to larger dimensions than I originally intended to give it, I refrain from saying anything about the merits of currants. I leave every reader to form his or her own conclusions from personal experience, confident that such conclusions cannot be other than very favourable to currants.

IN FINE NEW BUILDING.

Ottawa Wholesale Grocers Vacate Their Old Stand and Move Into New Establishment.

On May 1 Provost & Allard, wholesale grocers, Ottawa, vacated the premises on York Street they occupied for years, to move into their large new warehouse, 41 to 47 Clarence Street, but a block away.

The growing business of the firm made the move necessary, as the old warehouse was not nearly large enough to suit them. In the new building, which is 66 feet wide and has a depth of 200 feet, they will have at their disposal 20,000 square feet of floor space. The building runs through to Murray Street, and is up-to-date in every particular, many special alterations having been made before the purchase was accomplished. Throughout it is fireproof and the floors are all well-lighted and high-ceilinged. The offices will take up the whole ground floor front, while the rest of the warehouse will be used for storage purposes and the transaction of the firm's shipping business. There are three storeys and a splendid basement, with easy access to all by an electric hoist.

Both Mr. Provost and Mr. Allard are proud of their purchase. Both are veterans in the grocery business and in the buying of the new property they have shown that they are experienced and know quite well the needs of a modern wholesale grocery in warehouse accommodation. Two other features of the new stores to be commended are the central location of the buildings, and the considerable yard accommodation.

Advantages of Show Cards in Displaying Goods

A Simple Advertisement Used by the Few—Particularly Beneficial When Goods Are Seasonable—The Method of Manufacture of the Show Card and How it Can be Made Effective.

By J. L. Wyckoff, Manager T. A. Rowai & Co.'s Branch Store, London, Ont.

The use of signs as a method of advertising originated hundreds of years ago. In those days very few people could read or write, so the tradespeople were compelled to use some sort of a sign to mark their places of business; but as people became more educated these signs gradually disappeared until at the present day about the only signs which survive this olden-time method of advertising are the three golden balls of the pawnbroker and the red, white and blue barber pole.

The merchants of years ago realized the benefit to be derived from erecting some kind of a sign on their building to advertise their business; so must the present-day merchant realize the fact that to be able to meet the keen competition of the advanced times he must use modern methods of advertising. Two of the most up-to-date and inexpensive

changing often and keeping seasonable goods displayed. But even in these stores there is a lack of price cards. It is not necessary to mark up every article in the store, but the seasonable goods on display should be properly ticketed and especially the goods in the show window.

The grocer buys a line of goods of good quality that could be sold at a profit below the regular price. If a window display is put in with these goods and a neatly written card announcing that the goods are of high quality and the price much lower than the regular is placed in a prominent place in the display, would the goods sell? They would "sell like hot cakes" and the card is the medium which causes the sales. If the goods are displayed without a card very little would be sold. Now then, if a card sold these special



The most Particular People drink our Coffee.

Rich Creamy Delicious

An appropriate arrangement of Words and Picture.—Note.—The cards shown in this article are the work of J. L. Wyckoff.

methods are the show windows and a liberal use of show cards. The goods must be properly displayed and attached to them should be cards calling attention to the quality and price. With very few exceptions this is not usually done in grocery stores.

Cards for Seasonable Goods.

A few grocers have realized that their windows are the best advertisement they have and their sales greatly increase by

price goods, would not properly written cards sell goods at the regular price?

Show cards should not be very elaborate, but should be neatly written, so that when placed in a conspicuous place in the window they would catch the eye of every passer-by. The card should not be crowded with a lot of words; people will not stop to read a long sentence on a card, but just a few words that can be read at a glance will arrest the attention

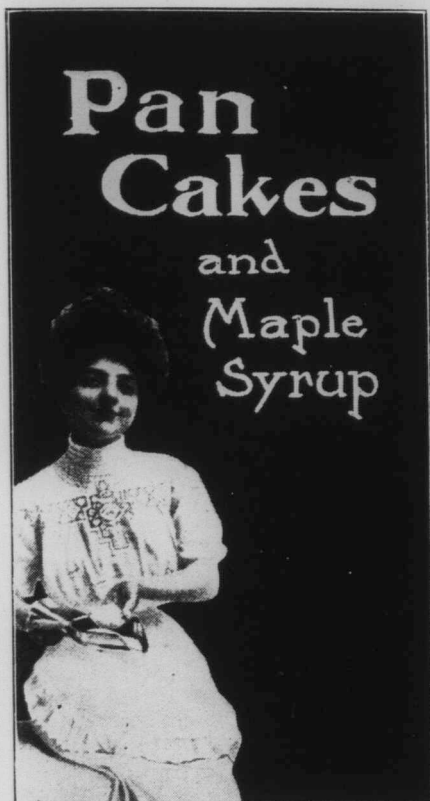
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tion every time and that is the purpose of the show card—to attract attention to the goods displayed—for when people stop to look at your show window it means a sale nearly every time. This has been my experience.

The most important part of a show card is the general layout. There should



A Show Card that appeals to the Lovers of Pancakes and Syrup.

be plenty of margin around the card and the letters correctly spaced. The card will be attractive even if the letters are not accurately drawn.

How to Make Cards.

For good, serviceable, everyday cards use dark cards with the letters in white. These will not soil very rapidly and can be used continually for some time. If a picture appropriate to the wording is pasted on the card, it will be doubly attractive; but for all ordinary cards nothing looks quite so neat as a plain white card lettered in black.

A full sheet of cardboard such as used by cardwriters is 22x28 inches in size and ten-ply in thickness; half sheets are 22x14 inches and quarter sheets are 11x14 inches and eighth sheets measure 7x11 inches. The firm which sells cardboard will cut the cardboard into the different sizes with a card-cutter's knife, making a smooth edge which cannot be done very well by hand.

Cards written with stub pens are very neat and easily read. Pens for this pur-

pose can be obtained in different widths and are excellent for writing small cards and price tickets, as they can be written very rapidly.

A card writing outfit need not be very elaborate—an assortment of stub pens, a penholder, two brushes (red sable riggers), Nos. 9 and 12 being the best sizes for good all-round work; three bottles of show card ink, red, white and black; three dishes for the ink, a straight-edge, a pencil, sponge and rubber being all that is necessary to make good show cards.

PART PLAYED BY WINDOWS.

When talking over the matter of window displays with one of New York's best known grocers, he said: "I consider it the most valuable asset of my business. It brings trade to the store



Reproduction of a Neat Card Easily Made.

that I would not otherwise get. It is the best salesman I have got." As our readers are aware we have for years been doing what we could to get the grocers of this city to take more interest in their window display and we are more than pleased to notice the missionary work we have done is surely bearing fruit. Any one who recollects the grocery windows of ten years ago and compares them with the display windows of to-day will, we think, frankly admit that there is a marked improvement and along lines that mean much to the retail grocer.—Retail Grocers' Advocate.

AS HE EXPECTED.

A grocer was converted to the way of thinking of a sect which periodically was inspired with a foreknowledge of the imminence of the day of doom and set the date, preparing for Gabriel's greeting.

The date was set and the day come. The grocer donned his white robe and went out into the fields to await the coming meeting with the celestial throng. The day passed until it was late in the afternoon, and the grocer, having arisen at the stroke of midnight on the morn of the eventful day, grew drowsy, and

throwing himself down upon a pile of hay, fell asleep at his watch.

Boys discovered him, and with the natural mischievousness of boys, they set fire to the hay. The smoke and heat soon woke the slumbering grocer, and sitting up with a start he cried with the anguish of the lost:

"Just as I expected! In hell after all!"

A LITTLE BIT GREEN.

She was newly married and did not know a little bit about either housekeeping or shopping, and was giving her first order. It was a crusher; but the grocer was a man used to all kinds of orders, and could interpret them easily.

"I want ten pounds of paralyzed sugar," she began with a business-like air.

"Yes'm. Anything else?"

"Two tins of condemned milk."

"Yes'm: anything else?"

He set down pulverized sugar and condensed milk.

"Anything more ma'am?"



An Attractive Card with a Talk That Carries Force.

"A bag of fresh salt. Be sure it is fresh."

"Yes'm. What next?"

"A pound of desecrated codfish."

He wrote glibly desiccated codfish.

"Nothing more, ma'am? We have some nice horseradish just in."

"No," she said, "it would be of no use to us. We don't keep a horse."

Buying Methods Save Hundreds of Dollars

Hard and Fast Bargains With Salesmen Wherever Possible is One of R. C. Braund's Principles—Advises Grocers Never to Allow Stocks to Run Short—Goods on the Shelf a Strong Talking Point With Travelers—Cash Discount Always Procured—Anticipates Wants of His Customers—Clerks Given Access to all Invoices and Business Books—Large Business Built up on These Foundations.

By Harry Theobald.

A business principle which Ralph C. Braund, proprietor of one of Peterboro's largest general stores, has always aimed at is to endeavor to buy at the best price from his standpoint. An advantage secured in this respect means a gain before the goods have been shipped from the warehouse. The manner in which the grocer can accomplish this stroke of business depends upon himself. There is one point, however, which Mr. Braund considers applicable to every buyer and that is, he should never allow his stock in any one line to run low. In that case, when a traveler comes along, the grocer finds that he has to accept the goods at the price demanded. He has practically no other alternative.

The average traveler is looking for all the orders he can obtain. If he receives the reply that the grocer is not short of a particular line of goods it means that there is no business for him for the time being with that grocer. For instance, if he is selling soap, he finds the grocer with a supply that is not yet run down. There are times when the traveler, being especially anxious to get an order, will say "Well now, can't I induce you to take a small lot, anyway?"

"No, I do not really need any more soap for awhile," is the answer.

After some dickering or persuasion the traveler may say: "Look here! I want your order. If you will take so many boxes I will knock off something," which amount he mentions. The traveler probably may intimate that the reduction is coming out of his own pocket, whereas the grocer considers that it is the "long way around for the shortest way home." If the grocer accepts he gets his first extra discount and he knows the goods will not suffer in his storeroom. If he is in the position to accept he may be sure that on future occasions he will be able to make as good a bargain, if not better. At any rate, he has made a gain on the soap before he receives it. Business is business. If the traveler could not offer an extra inducement he would not do so and the sharp grocer never misses an opportunity for making more profit than on past deals.

This is one point in connection with buying which Mr. Braund has found worth while attending to and soap is only an illustration for many other lines. It may be that the grocer is not in a favorable position to grasp an op-

portunity of this kind when it is presented, but as stated above this depends upon himself.

A rule Mr. Braund has rigidly adhered to has been to buy only such goods as he knew he could pay for within the specified time in which to secure the cash discount. He has always taken advantage of this regardless of the amount or the period. By this means alone he has saved hundreds of dollars which a less careful man would have lost.

Began With \$2.50.

Results obtained in business by Mr. Braund have certainly justified the soundness of his business principles. He arrived in Peterboro 15 years ago with \$2.50, representing the sum total of his financial assets. For six months he was



R. C. BRAUND,

A Peterboro Merchant With Modern Ideas in Buying Which He Uses to Advantage]

employed as night operator with the Bell Telephone Co., receiving 85 cents a night. At the end of that time he resigned this position to become a clerk in M. Carton's grocery store. After a year and a half, during which he saved a little money, he married and from that date his career as a grocer began.

He secured a house at the corner of Park and Albert Sts. and transformed a room opening on Park St. into a grocery shop, obtaining his stock from his employer. He continued to work up-

town while his wife looked after their grocery business.

At the end of another year he found it necessary to give his entire attention to his own store and resigned his clerkship with Mr. Carton. His capital had increased most satisfactorily and he was enabled to add another room. It was at this time that he added a stock of dry goods, and this department has been gradually assuming larger proportions until it is now probably the most important, although he handles general lines.

Success Due to Buying System.

Each year has been but another step up the ladder of success, and he attributes a great deal of it to his buying system. He commenced with a store 20 ft. by 12 ft. in a part of his home. So many additions have been made that the first building was only about one-eighth the present size—if indeed it was that much. His first week's business amounted to \$3.15. In six months he was doing a business of \$100 a week, and in three years he bought the house and lot. He has made seven additions to the store, which is now 86 ft. by 35 ft., two stories in height and with a large basement. His weekly business now averages \$1,500.

Practically everything is found in his extensive stock. He can completely furnish a house from the woodshed to the guest's bedroom in a manner to suit almost any taste.

Honesty in the grocery business, Mr. Braund states, is just as necessary as in any other, and a good trade cannot be built upon anything but a foundation of integrity, uprightness and straightforwardness.

Anticipates Public's Taste.

A grocer should attempt to handle large quantities of goods which turn over quickly. Mr. Braund has seldom carried over a stale stock in any line. He possesses that faculty of knowing what the public will demand. It has cost him a good deal of thought at times but by careful attention to studying the conditions and desires of his clientele he has moulded his buying principles so that as far as possible selling will follow purchasing as naturally and as smoothly as night does the day.

This is where many merchants fail. Too often they allow themselves to be

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carried away by the arguments of the salesman so that they purchase goods their customers will never call for. Of course, that is the traveler's affair and if he makes the sale all well and good for him—it shows that he possesses the qualities necessary for good salesmanship.

Every merchant, and particularly the one doing business in the suburbs of a city or town or in the village or country, has a different clientele to which to cater, from any other. It is, therefore, up to the merchant, as Mr. Braund contends, to study the class of goods he buys in order that its turn-over will be made within a reasonable time. It's the store where goods stand for years on the shelf that fails—not the one which is not only alive to its customers' desires and demands, but to what those customers should purchase at different times in the year.

If this phase of the stocking of a store is properly looked after and if the cash discount is invariably profited by, the merchant stands a splendid chance to win out in the business arena. This, together with shrewdness in buying—essential to every good business man—forms a foundation in retail merchandizing which will stand a mighty stiff depression.

Buying Open to Clerk's Inspection.

Another important consideration in Mr. Braund's opinion is the selection of clerks. He wants not the smooth and polished individual, but the one who will interest himself in every line of goods that is purchased. If goods are bought they are to be sold and his clerks are educated to that fact. He wants salesmen for his goods and not simply "waiters" on customers.

His clerks are allowed, and in fact, encouraged, to look over all invoices and books in connection with the business in order that they may thoroughly comprehend every situation and be alive to the wholesale market, as buying prices vary. In doing this he aims to give them an education that will stand them in good stead in future years.

He secures clerks in whom he can place implicit faith. He shows them that he believes in their integrity and they in turn believe in him.

Owing to the fact that Mr. Braund is located away from the city's centre he has held that it is practically useless to advertise in the paper, as he can scarcely hope to attract outside buyers to the south ward, a mile from the business section. He, however, uses them at times. He has adopted the system of advertising by means of handbills, which he distributes mostly through the district surrounding his store and also sends them out with orders.

Co-partner in Business.

One other point worth mentioning is the fact that Mr. Braund owes his success largely to the encouragement his wife gave him in their years of early struggles. He is a strong champion of marriage and is now father of six or seven children. Mr. Braund is interested in many local companies, has good real estate holdings and as a public man holds a prominent place.

In conclusion, he says there are no established rules for the grocer to follow. He must keep his eyes open use good judgment and particularly know his business in every detail.

Opportunities different from any ever experienced in the past often arise and the merchant must be always on the alert to make use of them. Whether in buying or selling, whether in venturing on new ground or surveying the old, it's the man who possesses the qualities of

have done your best, and if you are still facing toward your goal. But your failure will be a disgrace if your back is turned toward your goal.

Trust your employes and they will trust you; believe in them and they will believe in you.

Have nothing to do with people who dramatize their woes.

"Radiate a sunny self-trust, and make whatever you touch luminous."

It is grip and grit that conquer success; not alone the vigor with which one takes hold of his task but also the doggedness with which he holds on after he has taken hold.

If you are not doing good with the little you have; if you are not making the most of it, you may be sure that you are not likely to do the great good that you think you will when you get a lot of money.



The Present Premises of a General Store Business Founded on \$250 Capital.

shrewdness and foresight and who never forgets the mistakes of the past, who, in Mr. Braund's opinion, makes the success in the field of retail merchandise.

SOME THINGS TO THINK ABOUT.

If money is so slippery that you can hardly keep hold of it when you are watching it all the time, how can you expect to get some enormous return for money which you invest in some far-away scheme, which you probably never will see and which is absolutely beyond your control?

If you consider yourself as a worm of the dust you must expect people to trample on you. If you make a doormat of yourself, people are sure to wipe their feet on you.

There is no disgrace in failing, if you

After one has once felt the joy, the exhilaration, the infinite peace and satisfaction which come from the exercise of his highest faculties, he can not be satisfied ever again to grovel by the exercise of his brute faculties.

"It is the young man whom labor can not weary nor enemies scare, nor drudgery disgust; who confronts reverses with an unflinching front; who can neither be turned aside from his settled purpose by the world's dread or laugh, nor by its scorn or its frown, who makes his mark."

When a man gets religion aright his horse soon finds it out.

Some people are like a million-dollar check on a ruined bank. They look big, they promise great thing, but you can not cash them.—Success.

Advantages to Merchants of Export Development

The Greater the Home Production and Better the Demand the More Wealth Will Circulate—What the Retail Merchant Can Do to Assist Both—One of His Primary Considerations—Wonderful Development of Canada's Trade Since Confederation and What It Has Done for the Retail Business—Where Our Foreign Money Comes From.

Two hundred and eighty millions of dollars. That's the amount in round numbers of the exports of the Dominion of Canada during the year 1908.

Although at first sight it may not appear that the export trade has anything to do with the retail merchant, very little reflection will show that such is the case. The exports of Canada depend almost entirely upon the home production and on the home production depends the amount of money that will be expended among the merchants.

It is plainly visible that in order that the retail merchant should succeed, he

other merchant be interested in export trade development and methods for that development should be one of his chief considerations.

Everybody knows that a missionary address or a political speech overburdened with figures is dry. Nobody wants to listen and if the audience is large feet begin to shuffle.

Readers will therefore not be unduly imposed upon with figures but will be just presented with those absolutely necessary to demonstrate that the wheels of progress in Canada are by no means clogging up. They also demonstrate that

has been good to us. That means a five-fold increase in four decades.

Coming down to modern times reliable statistics show that in 1905, Canadian exports amounted to over \$203,000,000; in 1906, they were more than \$256,000,000; for nine months in 1907—when a change was made in the fiscal year—the amount was over \$205,000,000 and last year it was, as stated before, \$280,000,000. There has therefore been a steady advance, with an occasional lean year, ever since Confederation. Development is still on the wing and manufacturers who are succeeding now have

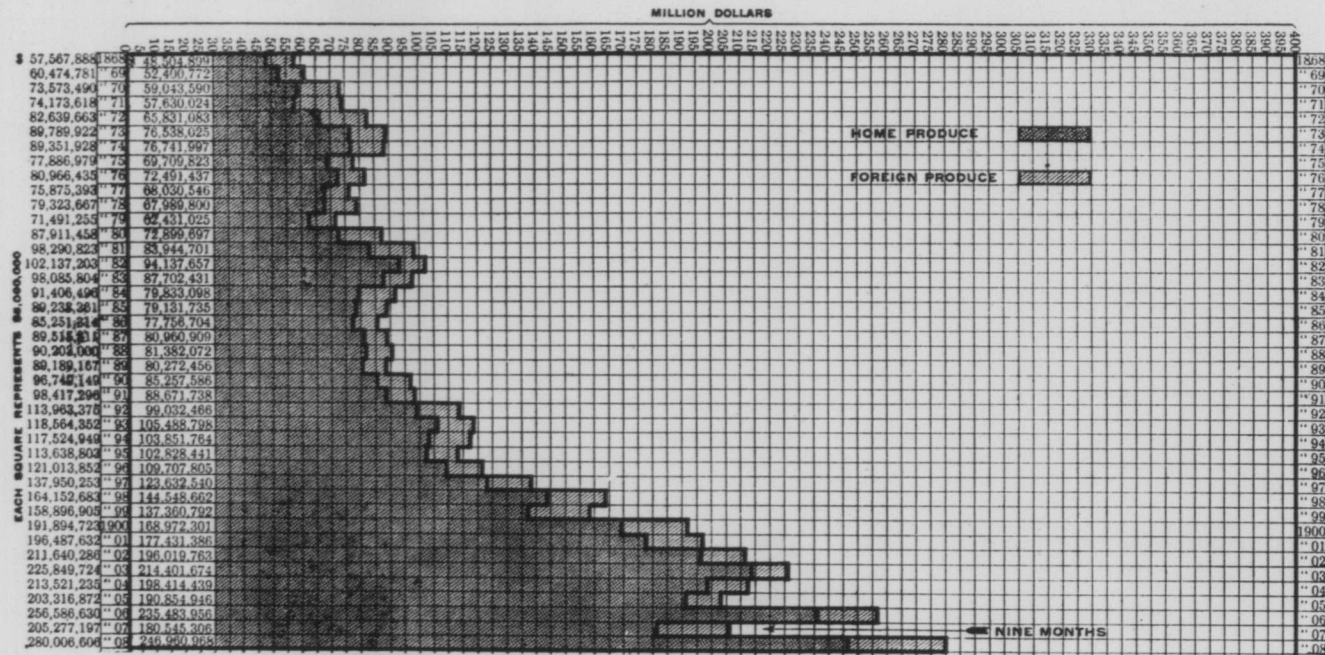


Chart Showing the Total Exports of Canada for Each Fiscal Year from 1868 to 1908.

must do business and the wealth obtained from the export trade forms a great portion of the money which circulates through him. He therefore has a direct interest in the goods that leave our shores and he should do all in his power to increase the demand for them.

It is quite within reason to assert that a fair share of that \$280,000,000 of foreign money which was distributed among the Canadian people found its way to the merchant. Above all things else man must have food to live—therefore of the retail merchants who benefited it is a safe conclusion that the grocer has fared a little better than the best. The grocer should more than any

Canada is a nation to be reckoned with among the progressive commercial nations of the globe. They show that trade in this country is on the forward march and they indicate that manufacturers who have their money invested judiciously in Canada have no need to fear any slight depression that may occur from time to time.

Five-fold Increase.

We realize by comparison. Therefore when we come to consider that in 1868—the year following Confederation—our exports amounted to some \$57,000,000 and that in 1908 they were over \$280,000,000, we reason that "Father Time"

years of plenty to which to look forward.

The accompanying charts show clearly in a nutshell where Canada is regarding her exports. The first treats with the total exports including home and foreign produce for each fiscal year since 1868; the second with Canadian merchandise exported each fiscal year to Great Britain, United States and to other countries. The figures speak for themselves by comparison; they are authentic, having been compiled by the Trade and Commerce Department of the Dominion Government.

Canada's great market is the mother country. Great Britain in 1908 took

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74,975.
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78,297.
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THE CANADIAN GROCER.

from us merchandise to the value of over \$134,000,000 which almost equals the total exports to all other countries. United States, of course, came second on the list with \$113,000,000 and our next best customers mentioned in order of importance are West Indies, South America, Newfoundland, Belgium, Australia, Germany, China and Japan, France, Holland, Italy, Spain and lastly Portugal.

Canada's great possibilities are her fisheries, agricultural and dairy products, her forests, her mines and her manufacturing. The value of her fish alone which was exported through ocean ports during the year ending March 31, 1908, was over \$9,900,000. Halifax leads with a total of over \$4,500,000 with Vancouver second with over \$2,600,000. Canned salmon, dry salted codfish, can-

ing apples, oats, wheat, flour, and cereal foods.

How the Merchants Benefit.

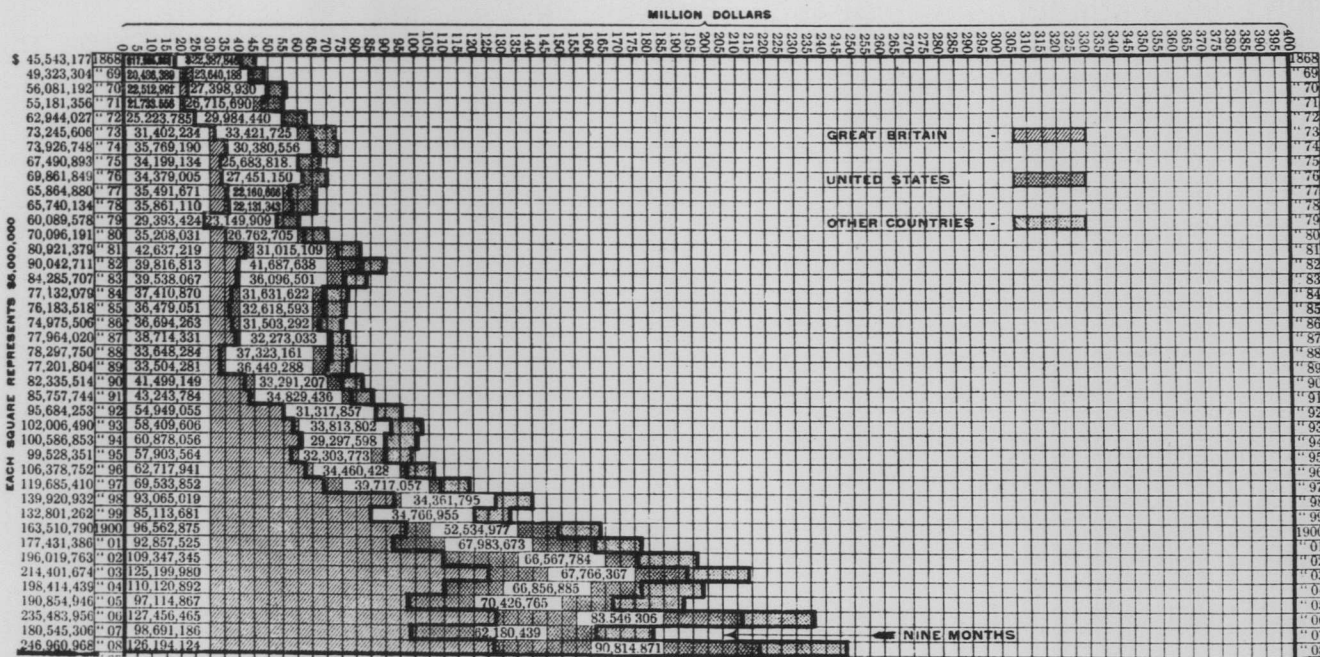
The question arises in the mind of the retail merchant in a perusal of these figures as to what benefit he will derive from the development of the export trade of the country.

He should know that the extent of his business depends greatly upon the extent of the export trade. The products of the farm, the forest, the mine and of the manufacturing establishment cannot all be utilized at home. The greater the amount of wealth each produces above the home consumption the more will there be for export purposes and the greater will be the amount of money coming from foreign countries.

This is what counts to the advantage of the merchant. If a factory in a certain town closes down one week in

increase of exports? Since the development of the farm, the dairy, the fisheries, the fruit-gardens, stock-raising and the mine means more money in the hands of the bread-earning population, it behooves every merchant to do his little share in aiding in this development.

First, he must be a public spirited merchant. This is probably his best method of imparting knowledge to those employed in the occupations intimated above. Agriculture has made rapid strides, but with Canada's vast area of arable soil there is yet room to spread. Newer and better methods in farming, dairying, etc., are coming before the public every year and with the introduction of these, better results are bound to follow. A few men in the past have taken deep interest in the propagation of agriculture and what we want are more such men to assist in the educa-



ned lobsters, and herring formed the bulk of the export trade.

In the fisheries the Dominion has an asset that has no limitations and with a special committee appointed by the Government at Ottawa to look after this industry development in the future will be more pronounced than it has been in the past. To compete with the world in fish is an easy matter if proper attention is paid to the industry, for Canada has the most extensive fisheries of any country on the face of the globe.

Value of The Farm.

Agricultural products including grains, fruits, flour, cereals, maple products, seeds and vegetables, are another link representing the vast chain of Canadian resources. For the same year as mentioned above the exports of these exceeded \$57,000,000, the chief articles be-

ing every month that means a less amount of money distributed among the employees. The result is obvious. The retail merchant sells less and gives more credit and therefore his profits decrease.

If the farmer's crops are poor he has less for sale and hence there is less for export. With the wealth coming into the country curtailed on account of crop failure or neglect, the farmers, who are heavy buyers from the retail merchants, have less money to spend.

It will thus be seen that any decrease in home production and export trade reflects adversely on the retail merchants. With the latter with less money to spend, the manufacturers are forced to curtail their export, and business is depressed.

What can merchants do to aid in the

tion of those who are responsible for our export trade. Merchants can aid if they will, not only publicly, but privately. The export trade of a country is its life, and conditions relating to its development should be a subject for consideration by all.

Establishing trade commissioners in countries from which a demand for our goods may come is one method of procedure. This is the work of the government. The commissioner must be a thorough business man with a keen observation to detect the wants of the people among whom he is living. He must watch for every opportunity to aid the export trade of the country which has placed him there. He cannot be too wide-awake, and probably more care might be taken in such government appointments to good advantage.

Building Up of Name Lists by Retail Merchants

Methods by Which the Grocer May Become Better Acquainted With the Heads of Families—Benefits of this Scheme to Merchants in Country Districts—Keep an Eye on the New Families Moving Into the Community—A Valuable Asset.

Something new to the retail grocers, or the majority of them, is the plan of building up a name list and getting better acquainted with the heads of families in the community. Thus the name list is made a valuable asset to any merchant. Merchants, of course, have different methods in obtaining the list.

The retail grocer in the country village can use such a list to as much advantage as can the largest city merchant.

It is not always easy to obtain the right class of names, especially in a small town where there is no "name broker" who makes a business of dealing in the names of the residents of the city. In small towns the merchant must usually depend upon the resources at his command to build up a suitable list of names. Several devices have recently come to our notice which show that the old saying, "Find a way or make one" is as applicable to name list building as to anything else.

Secured Names Easily.

One merchant made use of the following plan to secure a name list without leaving the store to get it: He issued several thousand calendars with his name and some advertising on them. While the calendars were not expensive they were attractive and convenient. In his newspaper ads. he invited every one to call at the store and get a calendar free. When anyone asked for a calendar he or she was asked for his or her name and address. These were taken down and preserved for future use by means of a card index. Children asking for calendars were required to give the name and address of father and mother. Thus the calendar was made to produce a serviceable name, and a list was kept which prevented many calendars going into one family. In a few weeks the merchant had a choice name list, and had made friends with a large number of people, many of whom were not regular customers. These were circularized until eventually nearly all became customers of the merchant.

One merchant who wished to secure a name list sends out one or more of his clerks during dull times to call upon the people in their own homes. These clerks drove about the surrounding country and secured the names of all adults, arranging them under the various head-

ings—Father, Mother, Young Ladies, Young Gentlemen, Boys and Girls. To these were sent circulars describing goods appropriate to all classes. If a family contained only adults, the circular describing children's goods was not sent.

Another method of collecting names is to give a voting contest of some kind, and arrange the ballots that each person voting must record upon it his name, address, and such other information which the merchant wishes to know.

Still other methods of getting good names are to get copies of the tax assessors' lists, and the poll lists of the townships in the vicinity of the merchant.

Another method by which the names may be obtained at practically no expense is to prepare cards containing five or six ruled lines, and give one of these to each of the country customers when they call at the store to trade. Request them to fill in the information asked and return the cards.

Some merchants offer no inducement more than the promise that the names go to make up a mailing list and those whose names appear on the list will always be promptly notified of any new goods or special bargains on sale at the store. Some merchants hasten the return of the cards by offering some inexpensive gift for each one brought back properly filled out.

Young Ladies Assist.

A plan practised by a merchant which enables him to get names and make sales at the same time is as follows: Two young ladies who are good talkers drove about the country calling at every farm-house. There they left advertising matter and showed samples of staples carried in stock, such as dress goods, underwear, hosiery, etc. The name of each lady called upon was taken down as well as her opinion of the goods shown and the name of her usual trading place for these goods.

These names were preserved as a mailing list, and ten days later were followed up by imitation typewritten letters calling attention to the advertising matter left and asking the reader to call at the store and look over the other bargains even if there is no immediate intention of making a purchase.

Effect of Letters.

Typewritten letters or their imitation, are always effective advertising material to send country patrons. In many cases the effect is equal to that of a private dictated letter. These letters may be written on a typewriter, or if the merchant has none, a good penman may be secured to write the original, and any number of copies may then be produced on one of the many copying machines now on the market. Forty to sixty copies may be made from one typewritten original, and seventy-five to one hundred copies from a pen written copy. Send these letters in an envelope of striking appearance with some brief message on the outside which will assist in arousing the curiosity as to the contents, and you will not be disappointed at the results. Of course much attention must be given to the contents of the letter, but as a means of advertising it is particularly effective.

When a goodly number of names have been secured they should be kept for reference on cards about three by five inches, one card to one name.

In addition to the name and address, number of people in family, and other information of this kind, the merchant should form the habit of noting on the card each bit of information about the person which may prove helpful in retaining or increasing the amount of his trade. Many people possess certain peculiarities which make them very unpleasant to deal with unless the merchant is familiar with them. As fast as these are known they should be noted on the card and the various clerks encouraged to consult the cards during idle moments to make themselves familiar with these customers so as to handle them properly when they call. The clerks should be instructed to jot down any facts of a similar nature which they have learned while selling to the various customers. These points may be discussed between the merchant and his clerks with a decided effect for good upon the sales account.

One merchant makes it a point to keep track of all new families moving into his trade district. As soon as the name and address may be obtained the merchant sends them a letter of welcome accompanied by some small gift and the request that he hopes to merit at least a portion of their patronage. He invites them to call and get his prices before going elsewhere. In this way a good impression is made and in many cases a valuable customer is secured.

These are only a few uses which the retail merchant has for a good name list. Other uses will occur constantly and the list will grow to be one of his most valuable assets.

The Course of Condensed Milk From Cow to Can

Wonderful Development Since its Discovery by Gail Borden, Scarcely Half a Century Ago—Rapid Advance in Its Consumption in Canada—Indispensable in the Mining and Lumber Camp and in the Summer Resort—Possibilities for the Future—Why it Appeals to Consumers.

Gail Borden, to whom is accredited the honor of originating the condensed milk industry, was not one of those who passed beyond the great divide within sight of the castle of his dreams. With his indomitable energy and pluck he waged his campaign against the obscurity of undiscovered regions and by walking hand-in-hand with science he was permitted to complete his life's work and leave to posterity the knowledge of an industry that has developed beyond the realm of expectations, and which knows no limitations. When one reads the life history of Gail Borden from an impoverished surveyor to the founder of an industry that has within a few years reached a huge magnitude, he perceives that his great work was culminated, not for glory's sake—that he might feel the glamor of the world—but that he might leave for humanity some-

requirements of the human system. It is absolutely necessary to the proper development of the child and its absence from the body certainly does not prolong the life of older folk. Milk is, therefore, a necessary commodity and when it cannot be procured direct from the old-fashioned cow its place is filled and admirably filled by the condensed milk factory.

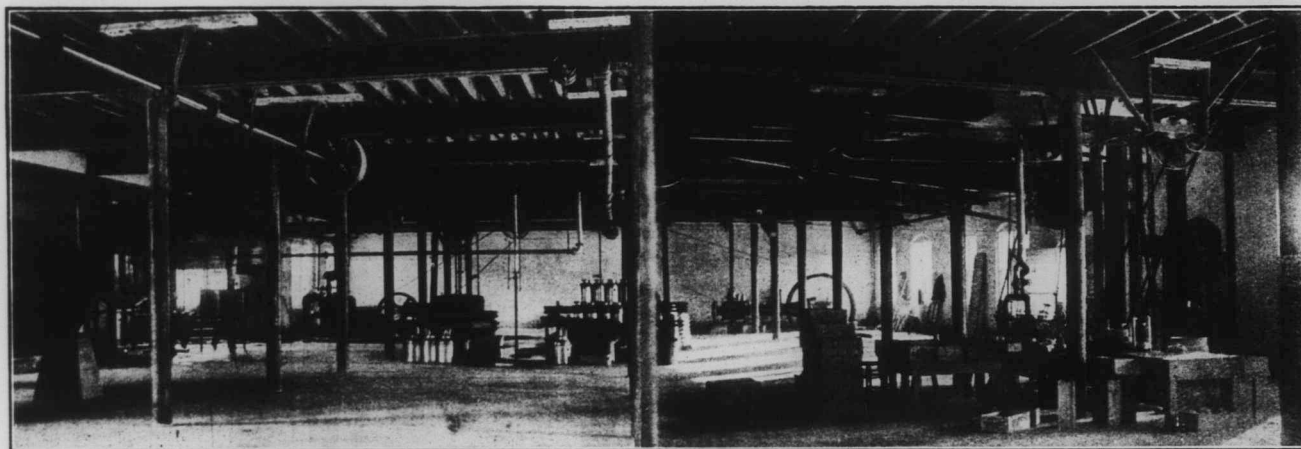
Success Follows Persistency.

To go back for a moment to Gail Borden. He was born during the first year of the nineteenth century—a hundred and eight years ago. His birthplace was New York State and for twenty-six years of his life he lived there. In 1827 he wandered to Galveston, Texas, and aided in extinguishing a band of pirates—invaders from the Gulf Stream. But his business was a surveyor, and

at the first world's exhibition in London. Unfortunately for him, however, it did not prove a commercial success and he was compelled to direct his talent and energy elsewhere.

Granting of the Patent.

About the year 1849 he had begun to make experiments in the condensing of milk, but before his work reached a successful culmination he was destined to surmount some huge obstacles. It is human nature to lie secure within the certainties of the present that have been safely molded from the events and experiences of the past and to place little faith in the new and untried. So others could not see beyond the horizon of their present with the same light as could Gail Borden, and it was with sheer perseverance that he prevailed against the jibes of his friends and against his own



Interior View of a Modern Condensed Milk Establishment (Borden Factory at Tillsonburg).

thing substantial and real, something that would aid in the prolonging of existence between the cradle and the grave.

Even the majority of us who have passed the first score of years in the three and ten can look back upon the past to the time when condensed milk was unheard of. And when we reflect upon the wonderful development in Canada alone we wonder how our ancestors as pioneers braved the unexplored depths of our primeval forests without its aid. To-day mining centres, construction camps, summer resorts and even towns and cities find it indispensable. Milk is claimed to be the only substance known to science which contains all the foods necessary to fill the

shortly after his brief military experiences he surveyed the town site of the Port of Galveston, where he had been appointed the first collector.

Evolved the Meat Biscuit.

Having been born with an inventive strain in his veins he was given plenty of opportunity in his toilsome journeys up and down the desolate plains of the southern states. Nourishing food was needed and needed badly for such a life. A "meat biscuit" was his first attempt and this was made from the juice of beef combined with bread. Believing that he had struck a profitable vein, he invested what money he had to develop it. This "meat biscuit" in 1851 was successful in taking the highest award

weaknesses and won the victory. On August 19, 1856, he was granted the patent for "producing concentrated sweet milk by evaporation in vacuo."

In the last half century and particularly in the last decade, the condensed milk and evaporated cream industry has advanced by huge strides. As intimated above it was practically unheard of in Canada a score of years ago but it can truly be said it is here to stay and to develop.

Factories are now located in various parts of the Dominion and it was the privilege a short time ago for a representative of The Grocer to visit one of these and get a closer view of the manner in which the milk is prepared for use. As an indication of the rapidity with

which the business of this plant had grown, the company was employing 125 men although in operation only eighteen months. It is a fact known to all that the strictest cleanliness must prevail in every factory. But the companies go further to make assurance doubly sure and see that the sources of the milk supply and the condition of the stables and surroundings are in the soundest sanitary conditions.

The Force of Cleanliness.

It is this phase of the business that appeals to customers. They perceive the care exercised by manufacturers in providing for them a food which must necessarily tend towards the building of a sound body and a sound mind. It makes them more confident in using the article and often is a favorable contrast to the slovenly manner in which some milk vendors attend to the wants of their customers.

From the factory visited—and it is to be presumed that the others have similar arrangements—two men are constantly visiting the stables and herds of the dairymen who supply them to see that their regulations are adhered to. Some of the requirements are that all stables must be whitewashed and cleaned twice every day. Similar care must be given to the milking utensils. The milk must be removed as soon as possible from the stables so that no odors will be absorbed. The farmers are supplied with a modern aerator and cooler, over which the milk passes to remove the animal heat. It is then kept in a milk-house in cans placed in ice cold water. The herds are inspected several times every year with a view to determine and stamp out any disease that might have found its way among them. The water and food supplies are also looked after, and the herds fed principally on corn, the farmers not being allowed to give their animals turnips or any other root that is in the least objectionable.

From Cow to Can.

When the milk arrives at the factory it is subjected to a severe test to see that it is rich in solids and butter fats—free from contamination—and in as perfect condition as modern appliances and scientific precautions can make it. The contents of the cans, after being weighed go into the receiving tanks and all the cans are thoroughly cleaned and sterilized in the factory before being returned to the dairy.

After this extreme care has been exercised it would be supposed that the fresh milk was all that could be desired, but it is now an acknowledged fact that

all milk even if produced with the precautions already described is alive with bacteria. Before being put on the market, therefore, evaporated cream and condensed milk go through a thorough sterilizing process to render them free from all bacteria.

From the receiving room the milk passes into the huge sanitary tanks of the cooling and purifying department. There it is held until ready to pass into the condensing department where by the most modern sanitary machinery, it is greatly reduced in consistency by evaporation in vacuo. From here the milk goes into the filling department where automatically every can is filled, each containing the same quantity. The cans, after being hermetically sealed by special machinery, are next conveyed to the sterilizing department where they go through a secret process which renders the milk entirely free from germ life and puts it in a more digestible condition than fresh milk by greatly softening the casein. The milk is then held in the factory from thirty to sixty days to ensure it being in perfect condition before it is placed on the market. This in brief, is how the milk is transferred from the cow to the can in such a clean and sanitary manner, and is never touched by hand.

Free From Germs.

Evaporated cream is richer in butter fat and phosphate properties than ordinary cream because all the solids are retained. It is completely free from germs, all harmful bacteria being destroyed. Another surprising fact is that two-thirds of the time in the factory is taken up in cleaning and sterilizing the tanks and machinery. No machine is driven by belts; electricity and gas producer power being employed.

The water supply of the company is obtained from constantly flowing artesian wells six miles from the factory and conducted by gravitation to a concrete reservoir in front of the building capable of holding 300,000 gallons. The water is used for cooling purposes in the factory, and also for cleaning the plant. In the latter process no soaps or acids are used, only pure clean water and steam.

Typhoid Outbreaks.

In the introduction of any new, convenient and improved product there are naturally barriers of prejudice and hurdles of distrust. These, however, have been overcome long ago with respect to evaporated cream, and the product is now much more popular than ordinary cream, not to speak of its numerous other advantages. The typhoid outbreaks, which occurred some time ago in Montreal and Chicago, were shown to be directly traceable to an impure

milk supply. In the City of New York to-day there is as much condensed cream consumed as there is of ordinary fresh milk or cream, and in other cities this sanitary preparation is rapidly supplanting deleterious and tainted supplies from dairies.

Evaporated cream can and is being used in all climes and constitutes a perfect food for hunters, miners, lumbermen, explorers and fishermen, as well as for the ordinary household. Both evaporated cream and condensed milk are treated in a similar manner, only that the latter is preserved by the addition of granulated sugar.

A Market in China.

Canned milk is in demand all over the world and there appears to be a bright future for the industry. Even China has become an important consumer of this product and the consumption of it among the Chinese is on the increase; many of the stores now handling these prepared milks report that large quantities of the various brands are being taken by the Chinese. The Chinese have never used any great quantities of milk, as they usually allow the calf to take all the milk for its nourishment, in order to later have another animal, and fearing that the calf will die if deprived of any of the milk. No dairy farms exist except in the various foreign settlements and colonies. In fact, among the Chinese fresh milk is practically never used, owing to its scarcity. There is every indication, however, that the Chinese are beginning to realize the value of milk as a food, and when once the use of it becomes general the manufacturers of the canned product should find a large market in this country.

The business in canned milk in China is one of considerable size. During 1906 there was imported into that country 225,559 dozen of tins of milk, valued at \$248,887, which increased to 257,300 dozens, valued at \$262,575, in 1907. From Canada there was exported in 1907 to China 12,140 tins.

Among the companies in Canada now manufacturing this product are: Borden's Condensed Milk Co., Tillsonburg, Ont.; the Aylmer Condensed Milk Co., Aylmer, Ont.; St. Charles Condensing Co., Ingersoll, Ont.; the Truro Condensed Milk Co., Truro, N.S.; Sweet Milk Condensing Co., St. Lin, Que.; Charlotte-town Condensed Milk Co., Charlotte-town, P.E.I.; the Canada Milk Condensing Co., Antigonish, N.S.; Jno. Malcolm & Son, St. George, Ont.; Canadian Condensing Co., Chesterville, Ont., and others.

Magnitude of Poultry Industry Around Smith's Falls

Some Years Ago the Poultry Raised by Farmers There was Disposed of at a Big Fair—Wagon Loads Were Then Seen on the Main Street—Time Brought About Changes and Buyers Now Invade Territory of the Farmers — Annual Production Valued at Thousands of Dollars.

By Jessie V. Dayton.

The town of Smith's Falls is a rapidly growing, prosperous business town of about 6,000 population, situated 125 miles from Montreal. It is an important divisional point on the main line of the C.P.R. between Toronto and Montreal, and is also on the short line running between Brockville and Ottawa. It is surrounded by a good farming country, and populated by an intelligent enterprising class of farmers. It has excellent facilities as a shipping point.

Smith's Falls has for many years been an important market for poultry

sleigh or wagon loads of poultry, many of them accompanied by their wives and daughters; and Beckwith Street, the principal business street of the town was lined on each side with farmers' sleighs and the pavements thronged with the women-folk who had accompanied them. Buyers from Boston, New York and Ogdensburgh for the United States market were the principal shippers.

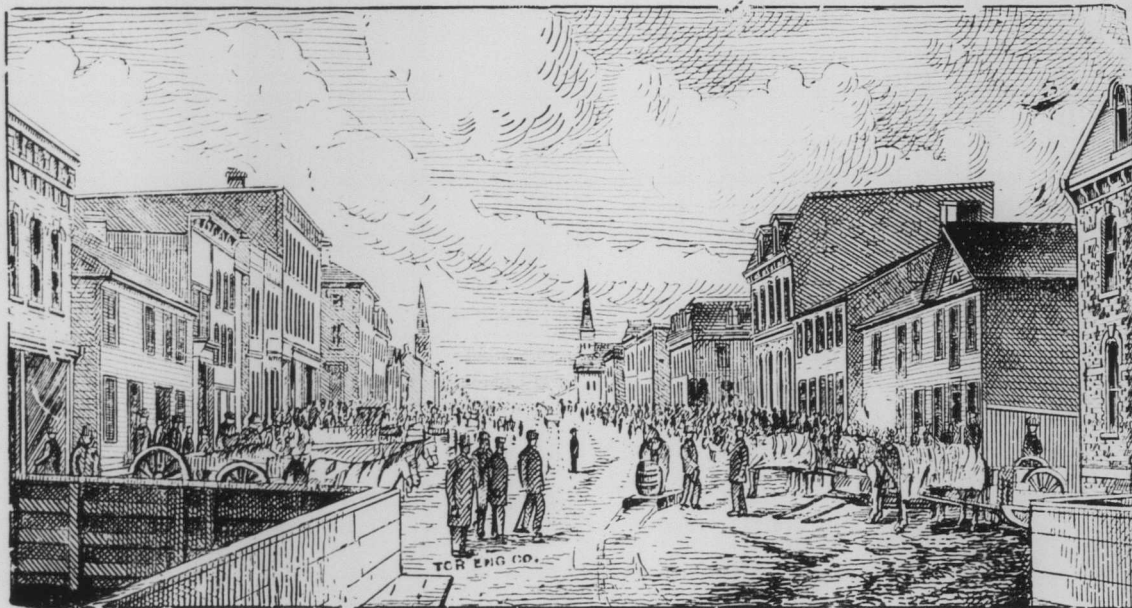
In 1891 a new market was opened when a Mr. Beach came from Winnipeg for the purpose of buying for the west-

The old days of the turkey fair when the merchants of Smith's Falls engaged extra salesmen and the milliners supplied the farmers' daughters for miles around with hats purchased with the money received from the summer's work in raising poultry have now passed and the more modern method of selling to buyers who visit the homes of the farmers and purchase the fowl to be delivered on a certain date at the nearest shipping point has taken the place of the old time fair.

In 1899 the McKinley bill completely cut off the United States as a market for Canadian poultry. Nevens & Soles of Irish Creek, a small village on the C.P.R. six miles from Smith's Falls, in one season shipped 52 tons of poultry to the Northwest for which they paid \$65,000.

Decrease is Noticeable.

It is difficult to obtain records of shipments made after the abolition of the turkey fair, as the dealers from the



View of Beckwith Street, Smith's Falls Ont., on a Poultry "Fair Day" of Some Years Ago.

and for years an annual poultry fair used to be held there which to the merchants of the town and the farming community was one of the important events of the year. The fair was advertised throughout the country, over a radius of twenty miles by large and attractive posters. At that time neither the Brockville and Westport railway nor the short line running from Prescott and Kemptville to Ottawa had been built and Smith's Falls was the only railway centre within a radius of many miles.

Wagon Loads of Poultry.

On the days appointed for the fair, farmers drove to the town, many of them arriving at daylight with their

tern and British Columbia markets. Through M. K. Evertts, one of the influential poultry buyers in Eastern Ontario and a resident of Smith's Falls, Mr. Beach bought that year over five car loads of poultry, the value of the shipments amounting to \$17,000, the prices averaging as follows: turkeys, 10 to 14 cents; chickens 5 to 7 cents; geese and ducks, 6 to 7 cents.

Forty Tons in a Year.

In 1892 about 40 tons of poultry were shipped from Smith's Falls. Some local buyers also shipped many hundred weight. From ten to eighteen cents for turkeys; six to ten for chickens and seven to ten for geese were the average prices paid.

West, Toronto, Montreal and other centres, drove through the country and bought up all the poultry for sale and it was shipped from various points from Smith's Falls. It has been an unfortunate thing for the poultry raisers that the regular poultry fairs of the past have been abolished as there has been a marked decrease in the amount of poultry raised. There has been no deterioration in the quality, however, as for some reason the buyers claim that there is a marked improvement in the quality and flavor of the poultry during the past few years in the country surrounding Smith's Falls.

Last Season's Results.

During the autumn of 1908 small fairs were held at different villages near

THE CANADIAN GROCER.

Smith's Falls, viz.: Irish Creek, Merrickville, Kemptville, Westport, Elgin and Athens. Six carloads of poultry were in that year shipped to Winnipeg to be distributed to various points in the Northwest. The prices ranged as follows: turkeys, 14 cents; chickens, 10 cents; geese and ducks, 11 cents, and the value of the shipment was \$20,000.

The past year saw a great shortage and many orders for thousands of pounds were not filled owing to the scarcity of grain for feeding. The poul-

try market offers a great opportunity for large profits as the supply has been and continues far short of the demands.

An Important Industry.

A return to the old turkey fair days might be advisable as many of the poultry raisers claim that under the present system the uncertainty of the date of the buyers coming is a drawback. However, whether there is a poultry fair or not the raising of poultry for the autumn market is something which no modern and successful farmer in this vicinity can afford to ignore.

Auctioning of Tea in the Capital of Ceylon.

Some 2,000 Parcels go in a Few Hours—All Sold by Sample—Auction Sale Every Week—The Four Great Tea Drinking Countries of the World—How the Bidding is Done.

It will probably be of considerable interest to many of the readers of The Canadian Grocer to know something of the history of Ceylon tea between the time of its manufacture to the time it

en miles away over hilly country but excellent roads.

A Tea Auction Every Week.

The railway performs its part in the marketing of tea by bringing it to



TEA IN COLOMBO AWAITING SHIPMENT.

is ready for shipment by boat, as shown in the accompanying illustration. After the manufacture of the tea on a garden, samples are mailed to the agents in Colombo. The tea is then packed in chests and held until a sufficient number of packages accumulate to make a consignment practicable. A few days later—the length of time largely depending on the size and capacity of the garden—a caravan of bullock carts is put into commission to carry the chests to the nearest railway station—perhaps a doz-

Colombo where it is warehoused awaiting the result of the auction, which may send it to Great Britain, Australia, Russia, or North America—the four great tea drinking countries of the world.

Several days before each of the weekly auctions, the would-be-buyer sends to different garden agents for samples of their teas listed to be in the next sale. These he draws carefully and decides which he wants, and what he can afford to pay for them for his trade. On the morning of the auction the buyers are

in their places in the auction room. At eleven o'clock the auctioneer commences offering the various "parcels"—as the lines of tea are called—the larger ones first. A buyer, as a line comes up that he wants to get, will put in a bid fractionally lower than he is willing to pay. Another man may raise him to such an extent that he will allow it to go, or he may determine that it is worth a still further slight advance in price.

Sales Made in a Hurry.

To a visitor strange to a tea auction pandemonium seems to reign. The auctioneer in a few short words is able to name each parcel, no description being necessary as all the purchasers have previously seen samples, and sharp excited bids come from the contending buyers. Only a few seconds are spent over each lot, and one can well understand this when it is known that between 1,500 and 2,000 lots have usually to be auctioned within a few hours.

As various parcels are knocked down to buyers a clerk enters the sale, and later invoices are sent out. The buyer sends a cheque, and gets in return an order for the tea. The remainder of his work consists of arranging for shipment, insurance, and Custom formalities.

As previously stated, the illustration shows the last stage and the staff that has been responsible for the valuing, buying, etc., of one of the large shipments of Salada tea. This goes on week after week every month in the year in Colombo, and has always been the pride of the country that Ceylon with its equitable climate is able to produce fine teas all the time. This obviates the necessity of the distributor stocking up as protection against the bad season, which in some other countries gives them only a few months of tea producing weather.

BILL INSIDE.

Bill Smith is a Bucks County storekeeper, and last Spring he came down to Philadelphia to purchase his stock of goods for the Summer trade. The goods were shipped immediately, and reached his store before he did. Among the lot of cases and packages was a box shaped something like a coffin. When Bill's wife saw this one she uttered a scream and called for a hammer. The drayman hearing her shrill cries, rushed in to see what the trouble was. The wife, pale and faint, pointed to the following inscription on the box:

"Bill inside."—Philadelphia Ledger.

Village Merchants Can Kill the Mail Order Habit

Business Men in Small Places Should Watch Competitors in Surrounding Cities and in Mail Order Houses, Instead of Neighbors Across the Street—Carefulness in Selecting Stock and Up-to-date Methods are Other Counterbalancing Forces—Other Troubles Experienced by the Village Merchant—Farmers' Lack of Financial Ability a Drawback—Story of the Development of the Business of A. F. Choate, a Warsaw General Merchant and Methods he Follows—Advantages of Securing Exclusive Agencies—A Village Store Equipment.

By H. Garnet.

From calico to codfish via pitchforks and pianos certainly seems quite a range and suggests the city departmental store; but is it not descriptive of the stock of the up-to-date country store?

The time has come when, with numerous mail order houses pushing to the country with agents, catalogues and newspaper advertising, the village merchant has to rise to the occasion and supply the local demands, and, yea, luxuries. Is there any reason why he cannot sell as cheaply or even more cheaply than the mail order house?

True, he cannot enjoy the advantage of buying in such large quantities, nor of such a variety, but expense is at a minimum, unless he be so situated that the item of cartage from a railway station is to be considered, and even then, what is that in comparison to taxes, rents, light, heating, not to mention compulsory advertising and the hundred and one other extras that go in the expense account of his competitor—the city merchant?

Counteracting Mail Ordering Customs.

The sending of mail orders is in most cases a habit and is contagious. A catalogue reaches a family, one of the members is attracted by one of the "extra specials" and probably sends an order. If this gives satisfaction, a second is sent, and so on, until the "extra specials" are lost sight of and the habit, thoughtlessly acquired, has spread through the family and been contracted by friends.

Once the habit is formed, considerable difficulty will be found in breaking it off, but by careful management in selecting stocks, keeping in touch with new styles and being generally up-to-date, though he may have to show new goods some time in advance of their reception in the country, the village merchant may hold his general trade, and, in addition, make considerable profit on these extras.

Difficulty in Dealing With Farmers.

It has been said that the average farmer stands fourth from the bottom of the list for business ability; those having less than he being musicians, artists and poets. The three latter, however, knowing their disability, very

seldom attempt business transactions, and so may not be considered.

The great grievance of the farmer is his impression that he cannot dictate as to prices. When he wishes to buy he must pay the price asked, and when he has anything to sell he must take the price offered. There is no consideration taken of the law of supply and demand. This feeling of being much abused is the cause of a great deal of the difficulty in dealing with farmers.

Then, how many farmers are there who fully understand a financial obligation? It is on this point that the merchant dependent on country trade, loses his temper and in many cases his courage.

The one redeeming feature of the credit business in the country is that while farmers are very tardy in closing accounts and extremely sensitive in regard to monthly statements and accrued interest, there are comparatively few losses through uncollectable accounts. It is simply a case of following the old adage, "Learn to labor and to wait."

The growing tendency, however, is in the direction of the cash business, though it is difficult to say, whether it is the natural inclination of the people or the local education applied by the merchants who, no doubt, can do a very great deal in this line, if they choose to co-operate.

Watching the Wrong Competitor.

In every village there is a large amount of energy and money going to waste through the inability of the merchants in locating their real competitors. Especially is this the case with the firm new in business in the small place.

A merchant, aroused by some action on the part of his competitor across the street, such as cutting the price on tobacco or raising the price of eggs one-half cent, immediately proceeds to "squash" his "opponent," and slashes legitimate prices right and left, regardless of any of the first principles of business. This is kept up more or less continuously, and all the while the trade that really needs watching is going unmolested to the nearby town, city or mail order house.

While honest competition is the life of trade, spasmodic opposition will put

a business in the hands of an assignee by the rapid-transit route. Let the local competitor alone to a large extent and all join hands in reaching for the trade that is passing the door and going to enlarge the city business.

The following description of a store in a small village, surrounded by a good farming community, shows what may be accomplished by earnest effort in the way of uplifting the country store to a higher basis than is generally recorded of it.

It was early in the spring 'way back in the year 1836 that the late Thomas Choate, of Port Hope, accepted the contract from the Hon. Zacheus Burnham, to build a saw and flour mill on the Indian river, and the snow was deep on the ground when the strenuous undertaking of making the trip was commenced.

The party spent the night at Peterboro, then known as Scott's Mills, a hamlet consisting of five houses or shacks and a flour mill.

Development of Village Trade.

The site chosen by Mr. Choate for the mills is the same as is now used by the Warsaw Milling Co., and the picturesque village, under the shadow of surrounding hills, is on the west and south.

With the establishment of the mills that same year came a rapid influx of settlers, and the question of supplies being an important one, Mr. Choate decided to open a store. In 1842 a post office was established, and the settlement given the name it continues to bear. It was in 1856, however, that Mr. Choate gave up the milling business and erected a large building on the site of the present store, where he put in an extensive stock. This building served its purpose until 1906, when the present owner, A. F. Choate, son of the founder of the business, and who succeeded his father in 1880, finding that the business had outgrown the building, had a new section added and the whole remodelled. This practically new building, planned from the knowledge of experience, is most convenient in interior arrangement.

The Interior Equipment.

The basement, 25x36 feet in size, and at one end of which is the coal furnace, with which the building is heated, is

used to some extent as a storeroom for reserve stock.

It is here that a coal oil tank of 250-gallon capacity is located. Other oils, such as linseed, machine, castor and turpentine and gasoline are also kept here. The basement has both exterior and interior entrances.

The ground floor, which gives something over 2,000 square feet floor space, is covered by the main section of the store, the millinery department and a stock room. In the latter, convenient to the entrance, is the oil pump, connected with the tank in the basement, and a sink for catching any overflow there may be. Other things kept in this room are the wall paper stock, a large refrigerator for butter, etc., and general reserve stock.

Two handsome plate glass windows, one on either side of the doorway, grace the store front. On the two sides are the shelves and counters extending the entire length of the building, and displaying the goods of the different departments all distinctly separated. While the location of some of the departments is changed for the sake of variety, the general situation is—on the right; groceries, confectionery, patent medicines, stationery, hardware, and on the left, dry goods, fancy goods, gentlemen's furnishings, and china and glassware. Down the centre are tables, flat for clothing, underwear, etc., and double-decked for china and glassware. Against the rear wall in the centre are the private office and public telephone cabinet. The former is used for general office work, and it is here that the telephone exchange switchboard is located.

Post Office Arrangement.

Mr. Choate has apparently solved the difficult problem with which every village postmaster-storekeeper is confronted, viz., a private and convenient place for the post office. In this store it is a department entirely separate from the business, and yet, occupying, as it does, a central position in the rear, with aisles on all sides, it can be easily reached by the public on the exterior or any of the clerks, who distribute the mail. The front of the office is circular in shape, with general delivery wicket in the centre, while on one side are lock and call boxes and money order wicket; the opposite side is taken up with newspaper boxes and sorting table. The exterior is finished in ash and standing about seven feet high, and with fancy spindle work about the top, it presents an attractive appearance and one a very great deal more up-to-date than the usual post office-on-the-counter affair seen in so many country stores.

In these days of electricity and numberless lighting systems, one would imagine there would be no difficulty in the

way of illuminating a store. There being no electric light plant in Warsaw, the luxury and advantage of such is denied the merchants, who must choose one of the systems. Mr. Choate has, after many experiments, installed one which, in his estimation, cannot be beaten for quality and quantity of light at small cost. The lamps are similar in appearance to the round-wick hanging lamp, and burn coal oil, though in much smaller quantity, and are fitted with a mantle, with the result that the light given out is pure white and perfectly steady.

When Mr. Choate remodelled his store he decided to have it well ventilated, and to this end had transoms put in over each of the four windows at front and rear. These are made in one sash, with hinge in the centre, and may be opened to any degree.

Exclusive Agencies Desirable.

There is a class of dealer that is forever working the plunder game on the merchant who takes the initiative, and when the latter has, by his reputation and labor, worked up a good trade for an article or agency, the former finds a means of getting the goods, or a substitute, and parasitically plies his trade. This custom, while being perfectly legitimate, does not suggest progressive business methods.

Mr. Choate has secured himself to a large degree by insisting on exclusive agencies, and has a long list of reliable firms, the names of which he sets forth on his calendar when opportunity affords. Among these are: Telephone agency, laundry and dye works, stoves and ranges, paints and oils, fashions and patterns, barn door hangers, roofing, stock food, pianos and organs, made-to-measure clothing and coal.

The dressmaking and millinery work-rooms are situated upstairs and on this floor there is also a large room that is used as a place of meeting by several societies.

In a community with a business such as this, conducted by the same people for so many years, and in which the Golden Rule has ever been the motto, where does the necessity or opportunity of the mail order house become apparent?

THE LOCUSTS.

"Lord save us from the Locusts," should be every merchant's prayer. For "Mendicancy" unabashed is stalking everywhere. From every rural hamlet doth the begging letter come, With such shameless importunity as strikes the victim dumb. Such dodges and devices, such pleas and such pretences,

By Clubs and by Committees, by Societies and Sects, For getting other people's coin, was surely never known—

Why they beat old Barnum hollow, and outvie "The Devil's Own!"

The Rifle or the Racing Club, a big drum for the Band,

An Address to Snooks the Mayor, all afford a new demand,

A Town Hall Clock, the Chapel Bell, Oh, anything at all,

Is counted good enough to make another Sydney call.

By every mail, twelve times a week, from Tenterfield to Bourke,

"Dear sir, the ladies here have organised a Sale of Work,

And as my dear wife's mother is presiding o'er a stall,

We depend on you to stock it. Yours truly"—that is all.

Then the local show must get a prize, and eke the annual race,

Where "brumby" vies with "brumby" round the course with flying pace,

And the annual grocers' picnic, where perspiring lovers meet,

Without your contribution would be sadly incomplete.

The brawny football "forward" begs a trifle for his club,

And the lad who "wields the willow" is "upon" you for a "sub.,"

And the maids, and wives, and widows, till " 'e don't know where 'e are,"

Are upon "the eternal bustle," for some local church bazaar.

Because we've always dealt with you, you must give they will say,

Or—Because we never bought your goods, but if you give we may;

If you don't give, why you needn't sell, is another tack they try.

You must "ante up" or close accounts, we'll from some other buy.

If the little Bethel roof should leak, they pass the empty plate

For the Sydney merchant's off'ring, to provide the needful slate.

Then the "traveller" is buttonholed, presented with a list,

"A trifle for the Children's Treat! Come, come, it won't be missed!"

"Cast thy burden on the Lord," 'tis writ, "and He will thee sustain."

"Cast it on the Sydney Merchant," is the N.S.W. refrain.

"No doubt a "cheerful giver" is "well pleasing to the Lord,"

But to give to every local scheme one really can't afford,

Hence this poor unstudied protest, which is made with bated breath,

For we're trapped, and bled, and blistered, till we're nearly "done to death."

—From Sydney N.S.W. Storekeeper.

Winnipeg Grocer Prescribes Service for Success

"No grocer who cherishes the highest ideals for his business can afford to overlook the matter of kind treatment of customers and choice quality of goods."

These are the sentiments expressed by A. Hendry, who has made a remarkable success of the trade in Winnipeg.

It is so often the case in every vocation of life, that the man who makes a paramount success of his life's work was once a poor boy who made the best use of his circumstances, that we have almost come to expect it.

Mr. Hendry has probably made a greater success from the standpoint of money than any other grocer in the city, without sacrificing any of those principles which make life as a whole one grand success.

Two Decades in Business.

From the first day that he entered business life, over twenty-one years ago, his one great ambition was to cater to the finest trade and build up a first-class business at any cost.

Those who know the trade thoroughly will understand that to do this necessitates considerable sacrifice. To cater to the high-class trade means a choice of the best goods on the market and that means high prices paid, and high prices for which they must be retailed.

When he entered into business for himself on a small scale about one year after his arrival in the city he had to compete with stores which had not the same mottoes as he, and they could afford to undersell him in many lines—simply because, as he claims, they had the inferior article.

A Study of Salesmanship.

Mr. Hendry adhered rigidly to his early set-up standard of excellence, however, buying carefully and making use of the best tactics in salesmanship until he could better afford to increase his stock of finer lines and make a more attractive display. And so the business grew slowly and steadily until "the boy without a dollar" became the proprietor of one of the finest grocery stores in Winnipeg.

Mr. Hendry occupies the third store which he has owned since he began the business. Each move was occasioned by increased trade and lack of accommodation for his clientele.

He first began on Main St., where he succeeded in inviting the best custom; later he moved a few blocks west toward the residential section occupied by those whom he depended upon for the maintenance of his trade; and again, only

This, Combined With Quality of Goods, is his Fundamental Business Principle—Twenty Years of Steady Growth from a Youth Without a Dollar—How he Chooses and Handles his Clerks—Believer in Daily Window Dressing and a Bright Store.

By L. C. HARKNESS.

three years ago, he moved to the present site on Portage Ave., which is destined to be Winnipeg's leading business street.

His Wisdom Justified.

Each move which Mr. Hendry made practically doubled his business. Seven years ago he was netting about \$5,000 per year; to-day his business is almost double that, and it is substantially on the rise. It may not be long before another move will be made, and if so it will be to Fort Rouge, to the very door



A. HENDRY,

Successful Winnipeg Grocer Who Began Business Twenty-one Years Ago Without a Dollar.

of the best residential section in the city.

His present place of business is scarcely large enough for the fast accumulating trade. It is 75 feet long by 22 feet wide, and every inch of space is well utilized.

Behind the counter there are three

telephones, over which the majority of orders come, and next week a fourth will be installed. The opposite side of the store is piled high with goods, as may be seen in the accompanying illustration.

Observant Society Lady.

The window in this store is always a catchy feature. A few days ago a leading society lady and hostess was passing by when she was attracted by the fresh goods in the window. She entered the store and paid a flattering compliment to Mr. Hendry for presenting such a beautiful window and left an order for some of the green vegetables on display. This window is made an exceedingly important part of the business and is in charge of Clerk Simpson, who changes it daily.

Mr. Hendry has always given his business personal attention. For years he has had in his employ a "head clerk," but he himself is the mainspring of the business behind the counter. At present there are fifteen in his employ, ten clerks, four drivers, and one book-keeper. He has had great difficulty in the past in acquiring proper help because his patrons were leading citizens with whom courtesy counts very largely, and he found out that the only way to get the best out of the clerks was to "show them how." He is naturally kind and genial, and notwithstanding his large frame he is well able to please and hustle.

Teaches His Clerks.

Every grocer knows the value of a first-class clerk and he also knows how an inferior clerk can damage the trade. Mr. Hendry knows what is wanted of a clerk, and he is rigid in those demands. He is, however, kind and considerate to all under him and he is also willing to pay well for the best, and by so doing he is successful in retaining the best that can be had.

A stranger entering the store to-day would note at once the polished business-like air of all employed and the smoothness with which the business is done.

Mr. Hendry has paid dearly for his business accomplishments. He insists on having the best goods, the best clerks and the best store and he also believes in making use of the best tactics which belong to the craft. It means something must be sacrificed to get these, but he has achieved that to which he has set his heart and he is repaid by his present-day enviable business.

Little Things That Count in the Store

Loss of Custom Often Caused by Neglect in Minor Details—The Broken Latch Forgotten—Watch the Dust, Dirt and Dead Flies in the Display Window—A Merchant's Method in Greeting Every Customer—His Consideration for His Clerks—What Personal and Store Appearance Stand For—Persist in Showing the Prospective Customer the Goods You Have for Sale.

By Chas. W. Mantony.

The would-be purchaser on the outside pressed and squeezed and jerked at the latch-lock of the door. He paused, stared at it a while, sized it up carefully, and made a more scientific attack. The scientific attack had no effect on the door; but the would-be purchaser tugged till he grew red in the face.

"Wonder what's up," he muttered, suspiciously.

He glanced around for the bailiff's ill scrawled notice, the usual token of a distress for rent. None was in sight. People were inside the store, and business seemed to be going on as usual.

Just then the door was opened from the inside, and a cheerful clerk remarked:

"Lock's out of order. Awfully sorry. Get it fixed right away. What can we do for you?"

As a matter of fact, the lock had been out of order for nearly a week. People who were not acquainted with the peculiar knack of making it work properly when it didn't want to, had tugged vainly till the cheerful clerk came—or till they tired of the job, and went elsewhere.

Just how much passing business the merchant lost through that defective lock he never knew. How many sensitive people who had grown red faced with the foolish but natural conviction that the entire street was watching their futile efforts, is a matter for guess work; suffice that a fair proportion, whether they ultimately broke in or not felt like shunning that place forever afterward.

Of course, people should not be sensitive. This, doubtless, is a truism. There are very few people who are not sensitive, however, and some of these belong to the dead beat class, which, like the poor, we have always with us. So, after all, instead of trying to persuade people that it is foolish to be sensitive about a little thing, it is usually cheaper and quicker for Mr. Merchant the minute he finds his lock out of order, to telephone the locksmith.

Just One of Many.

The defective lock is frequently met with in stores in towns and small cities—particularly in the stores of merchants who are apt to procrastinate or forget. Incredible as it may seem, a merchant

has been known to leave his door for a couple of months in such a condition that it is a genuine torture for a sensitive person to get out or in. It is a little thing. It is one of many little things which may bulk big in bad results.

It is very nearly related to the door that gets swollen with melted snow and won't shut or open except under almost hydraulic pressure; or the door that, the moment the customer enters, flies shut with a terrific and nerve racking bang; or the sidewalk that in winter is left covered with slippery ice, which often forcibly reminds the passerby that eternal trick balancing is the only price of safety and that carelessness goeth before a fall—and that leaves in him, too, whether he falls or not, a deep rooted dislike to Mr. Jones, the only merchant in the block who left his sidewalk as slippery as he found it.

Of course, this is May. But December is coming. Paste this over your desk, if you happen to be Mr. Jones, and next time you see ice on your sidewalk, have your clerk, first thing in the morning, in the quiet spell right after 8 o'clock, sprinkle a little sand where it will do most good.

In the Show Window.

This eternal watchfulness, this careful, microscopic attention to the little things of business, may be tedious to the man who has never practiced it—but it pays. In time it becomes a habit. The merchant becomes careful, watchful, attentive to little things, as a matter of course. No effort is required. The clerks get a good example, which, often, is a great deal better than a good "dressing down." And, after all, the employer's example counts a lot with the clerk.

For instance, your show window is intended for one purpose—to draw trade. The hot weather is here. Will that wilted lettuce, those shrunken cucumbers with the lines of drouth about them, those peaches and tomatoes with the obstreperous and outspoken bad spots—will they draw trade? Those glass sealers that have been piled into the window with the obvious dust still upon them because you were "rushed"—will they prove as attractive to the woman

who joys in housecleaning, in comparison with the sealers carefully polished off by the man across the street? Are people going to be magnetized into coming in and buying when the white paper which carpets the bottom of your show window is black with the fly specks which have accumulated in the weeks that you have been too busy—or too careless—to change it? Will those dead flies in the odd corners emphasize the purity of your sugar and spice?

Show windows there are which naturally and inevitably inspire just such questions. People are touchy, especially about what they eat; and, even before cheap goods, the average housewife insists on clean, fresh, uncontaminated goods. So see that your fresh vegetables in season are kept fresh, that the dead flies are removed as they accumulate, and that your display is clean, even in preference to being artistic. Put yourself in the buyer's place. Then common sense will do the rest.

Little Things Inside the Store.

I know a grocer who makes it a point to speak to every customer who enters the store, right after his entrance. He may be waiting on an earlier customer at the time, but he will say, "Excuse me a moment," while he gives the newcomer a word of greeting and sees that a clerk looks after his wants. This grocer has developed the habit of doing this in what one might call the twinkling of an eye, so that, while the little diversion can hardly offend the first customer, it has inevitably a certain flattering effect upon the second. Frequently, even when he himself is not busy, the grocer will after the first word or two of greeting, turn the customer over to a clerk. He does this purposely.

"I believe in giving my clerks work to do," he says. "In some stores there is never a clerk will move unless the proprietor is busy. No—I don't think it's laziness, in most cases, but natural deference to what the clerk, rightly or wrongly, considers superior salesmanship; allowing such a practice isn't giving a clerk a fair chance to make good. Furthermore, it is educating a lot of customers to ask for the proprietor, and refuse to be waited upon by anyone else. When I call a clerk to

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wait upon a customer, I show my confidence in that clerk. I think it is good business."

As for his practice of dropping everything to greet each newcomer, he calls it "my fad." It may be good business for some merchants, bad business for others. He is satisfied with the scheme.

But, whether so extreme an idea is going too far or not, it is much better business than keeping customers waiting while a clerk marches all the way from the back of the store, or while the proprietor concludes a half hour conversation with a bosom friend on some topic which has nothing to do with his business.

The customer merits the merchant's first attention, and that of his clerks. It should be prompt attention. Many merchants make it a rule to instantly drop private conversations the moment a customer comes in, and wait on the customer before resuming the thread of the narrative.

At the same time, it is not a bad idea when time is not pressing, to indulge in a little chat with a customer, regarding some topic of interest to the latter. You should be pretty sure beforehand, however, that the customer is not in a hurry to get away; and you should never linger to talk when there are others in the waiting line.

Other Little Things.

A man's personal appearance is doubtless his own affair. Nevertheless, it pays the grocer to dress well. A week's growth of incipient beard or a mop of hair that hasn't been combed or an old suit with patches and grease stains—these, really, are not prepossessing items in a merchant's make up. Neither are they in a clerk's.

It pays to have the paint brush used on the store front now and then. Usually there is very little woodwork about a modern store front, so that the expense of an annual retouching is scarcely worth mentioning. And it brightens things up immensely.

There are little sections of the windows that careless clerks persistently neglect to clean properly when they are at work with the mop. You may never have noticed them. Just take a look, and, if there are any little, dusty nooks or corners, have them swabbed out. Then take another look, and note the marked improvement in the general effect.

You use price cards in connection with your window displays. See that names are properly spelled. See that prices are distinctly marked. Strange as it may seem, the funny spellings which adorn price cards are legion. A missing letter, a "3" that looks like a "5" or

a "5" that looks like an "8"—these are little things. But they count.

Let People See the Goods.

Keep your goods in view. This doesn't mean exposing perishables to sun and flies, but it does mean displaying stuff where it will be a continual reminder to the customer of something he wants and would not have bought if he had not seen it. Change these displays in window and on counter frequently. It may seem like unnecessary work to move a lot of unsold stuff back to the shelves and move a lot of other stuff out to the counter—but I've met many a merchant who credits a good share of his sales to the persistent habit of putting things where people can see them, and changing often.

And, above all, cultivate the faculty of looking out for the little things, of doing the little things that will help you to success, and of leaving undone the little things that are bound to militate against you.

BUSINESS POINTERS.

People like to do business with a man who is prompt. Be there when you say you will. Punctuality is the courtesy of kings.

Like master, like man. Many a good clerk has been spoiled by the wrong sort of employer, while many a poor clerk has made good under the right kind of instruction and example.

Some merchants treat traveling men as if they were all thieves. Those same merchants get mad if their customers treat them that way.

An ungainly, home-made word is "Sticktoitiveness," but it spells success in advertising more than in anything else. Don't be a quitter.

It's easy to begin well. A new broom always sweeps clean, but it is in the home stretch that races are won.

Treat your clerks like honest men, but don't tempt them with loose cash handling methods. Even honesty has its limitations.

Special sales are all right. Advertising is a necessity. Window displays are valuable, but the first rule in the book is to have the goods.

Every window display should be so made that each observer will go away with one idea in mind that will do you good.

The merchant who isn't generous soon gets the name of being stingy. Who ever heard of a stingy merchant being successful?

When you say to a customer, "What else would you like, Mr. Smith?" aren't you more likely to make him stir his

mind for something else that he wants than if you say, "That's all, I suppose?"

Be merciful to the man with the subscription paper. He doesn't like his job and he isn't after money for himself. He will remember your courteous treatment.

Don't tie so much red tape around your parcel-wrapping and change-making methods that your customers will go to the other fellow's store when they are in a hurry.

In advertising follow the line of least resistance. Push hardest where competition is weakest until you are as strong as your competition.

Quality is the best talking point. Cut prices only attract the bargain hunters. They will leave you the next day. Customers who like the quality of your goods will continue to trade with you.

Do not sell goods that are regularly slashed by the price-cutters. The biggest cutter in your community sooner or later will make the biggest assignment for the benefit of his creditors.

Neatness in a grocery store pays well. Bread tasting of kerosene is not desirable and the patrons will go elsewhere for the next loaf. See that clerks have ample facilities for washing their hands, but above all, see that they use them. Some customers are very notional about such things.

There are thousands of people in the great failure army to-day who might have been successes but for losing their grip through discouragement, caused by constant fault-finding and suppression. It is not every youth that has the stamina to hold up his head, no matter how much he is repressed. Some tender natures, very finely and superbly organized, succumb to such treatment, and never develop, just as some delicate buds will not open their petals and fling out their fragrance in a cold atmosphere.

THE HOGS WERE WISE.

The sages of the general store were discussing the veracity of old Si Perkins when Uncle Bill Abbott ambled in.

"What do you think about it, Uncle Bill?" they asked him. "Would you call Si Perkins a liar?"

"Wall," answered Uncle Bill slowly, as he thoughtfully studied the ceiling, "I don't know as I'd go so far as to call him a liar exactly, but I do know this much; when feedin' time comes, in order to get any response from his hogs, he has to get somebody else to call 'em for him."—Everybody's Magazine.

Value of Window Displays in Selling

Concrete Examples of How Humble Articles in the Grocery Store Were used to Advantage—Blending of Colors an Important Adjunct—How to Construct Foundations for Display Windows—The Benefits of Show Cards Illustrated—Advance of This System of Advertisement in Recent Years.

By H. A. Somerville.

As is the case in many other fields of human endeavor, window-dressers are born, not created. This may at first seem to preclude from this profession the large majority of people, but it is found on close inspection, that such, however, is not the case. There are, relatively speaking, a large number of people with good taste, and this propensity or quality manifests itself in their personal appearance, or in a multitude of other ways. Granted that a person pos-

itioner is easy. Without, however, the absolutely necessary essential of taste, the field will always remain a sealed book, to those who aspire to enter. By dint of hard work perhaps, a certain amount of success may reward the effort, but the person who so attains it will always find himself in a false and artificial position.

At first thought it might be assumed that the field was limited by well defined lines, but such, however is not the

and point out their connection with this art.

Necessary Qualifications.

Most women and men in this world are ladies and gentlemen, or want to be. To the first class, good taste appeals immediately, to the second-class it appeals also because they consider it necessary that it should, and what is most remarkable, a large percentage of these people are astute enough to know when to admire. Now, to the as-



"Rock-of-Ages" Easter Window. Dressed by Harry Young, of Carne's Grocery. Victoria, B.C.

sess this most coveted quality, plus some ingenuity and a dash of simple mechanical principles, the evolution of a window-

case. It may be well to start a dissertation on window-dressing, with a few general observations on life in general,

piring window-dresser, if he or she wishes to climb to the greatest heights, it will be necessary to become familiar

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with the fundamental principle of colors, their combinations and also design. It should be thoroughly understood that it is a heinous offence to associate two colors which are not in harmony. The effect on the mind of well-ordered individuals is disastrous to the best results of the trade of the store.

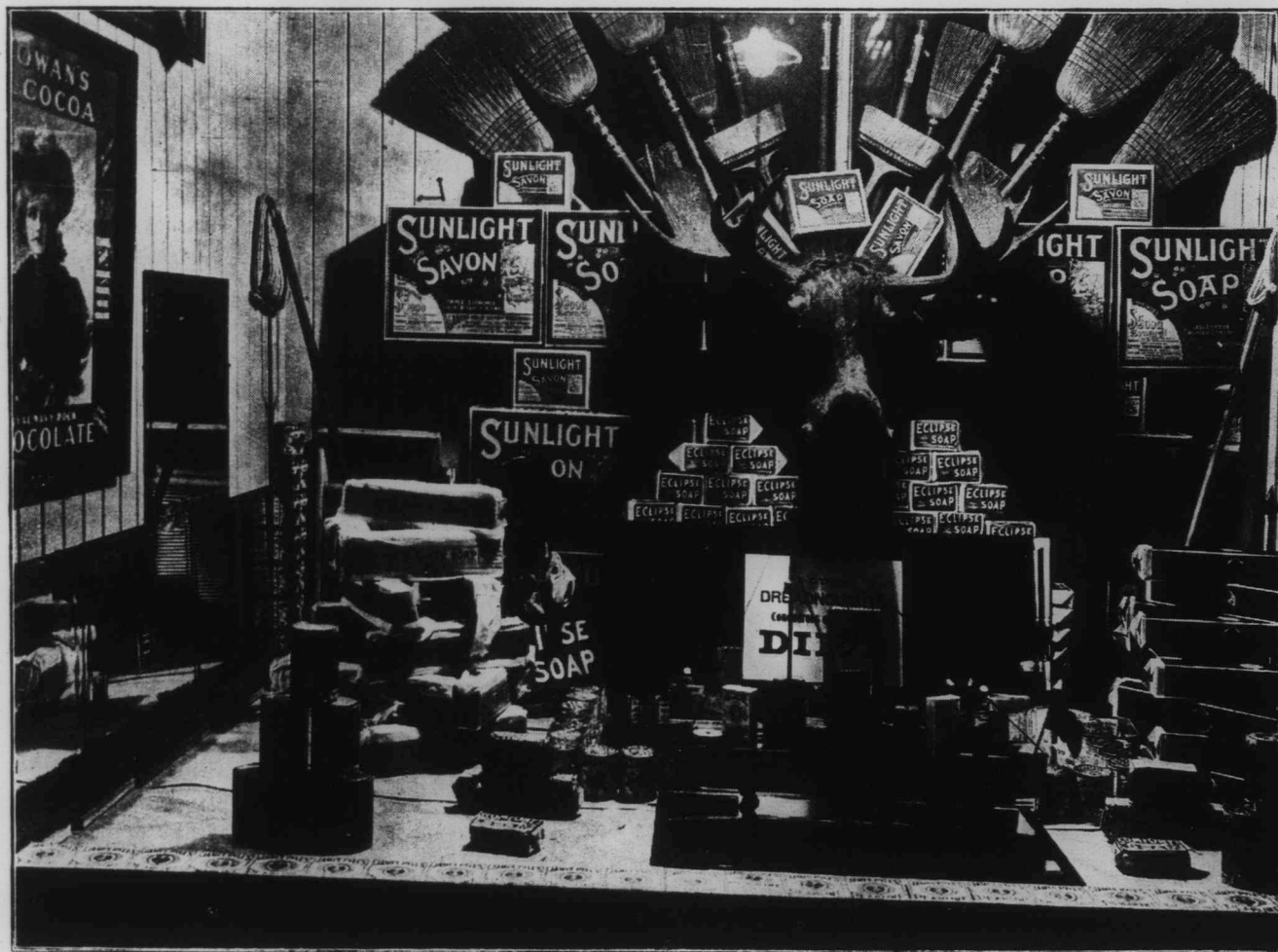
It should also never be forgotten that the object of window-dressing is to attract customers and is, therefore, commercial in its purpose. The simplest things are the most artistic. There are some people who imagine that disorder is art but this is a pure fallacy.

it is here that the individual of genius presents the goods which show their every quality to the greatest advantage and at the same time in the most artistic picture.

The best way to avoid disgruntling displays is to avoid complicated and elaborate designs.

So great an art has window-dressing become that all of the large stores keep a trained corps for this purpose. This, however, is impossible for the small corner grocer, but if he is a man of discernment, he will find someone in his employ who has a taste for this sort

regular nothing further should be done, but if not the irregularities should, as far as possible, be corrected. In the more modern stores, the window-floors are fitted with tile, and these can be washed, with a hose. It will be necessary to construct a few pyramids of different shapes and sizes. These may be made of wood, and the best way to finish them is with enamel, white being preferable. The whole window should be finished in the same way, as this color conveys an idea of cleanliness, and dirt is more easily detected on it than other colors.



A "Conqueror of the Enemy, Dirt" Window Display Shown Recently by Hutchison Bros., Bracebridge, Ont.

A great authority has said that the art displayed in the Puritan keeping-room or kitchen was superior to that of the Petite Trianon of Paris. Simplicity, quiet elegance, harmony of color and clear design, which also shows the goods to the best advantage, are the essentials of successful window dressing. Plainly then, the duty of the window-trimmer is to display the goods to best advantage, and secondly to render that display as pleasing and artistic as possible. To first create a pretty picture, and then display the goods as a secondary consideration, is wrong; but

of thing, and then all that is necessary is to encourage this taste.

From the Grocer's Standpoint.

The problem for a grocer is a more difficult one to solve than for most of those engaged in other lines of business. The first thing to do is to prepare the window. The greatest essential is cleanliness, because, owing to the spread of dietetic knowledge and the greater demand for sanitary and hygienic methods, the public requires greater care in the handling of foodstuffs.

If the window is proportional and

The most striking displays are frequently made with a single line of goods, and a uniformity is imparted which is always pleasing. It is well for the small grocer to adhere to this plan with occasional displays of a mixed character, which relieve any monotony which might otherwise arise.

Sometimes during the execution of a design, new ideas will occur to the dresser, but it is unwise to depart too far from the original plan unless it is necessary to change the entire nature of the display. It is generally in small

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matters of detail that changes are possible and desirable to make.

Simple Goods Sometimes Desirable.

Nothing in the grocery store is too humble to be displayed in the window, and frequently it is these everyday old-fashioned products that make a hit when displayed in the right way. Of course, seasonable displays are always advantageous.

Some time ago a grocer procured a few tall glass jars ranging from two to four or five inches in calibre, and from

Another grocer received a shipment of extra fine potatoes. He carefully selected about a bushel of three different varieties, thoroughly washed them, arranging them in three neat heaps in his window, and placing a card on each describing the qualities of each variety. He stated that this was somewhat of an adventure, but that the business which had resulted therefrom had shown him that simple window displays were of value. There are many instances, too numerous to mention, where just such displays as

which these may be made and a little practice will achieve surprising results.

The average man is not much of an authority on color combination, but a man's wife or lady friends may give him a little advice along this line and with the exercise of a little taste and common sense, the otherwise neglected window may become a wonderful trade attractor.

CHANGE IN COMMISSIONERS.

W. A. MacKinnon, Acting-Canadian



A Western Easter Window Dressed by McDowell & Kinnis, Vancouver, B.C. One Feature is the Liberal Use of Price Cards.

two to three feet in height. These urns had fancy glass stoppers to prevent any extraneous matter reaching the contents. Into them he put West India molasses and arranged them in a semi-circle, in the centre of which he placed some ginger bread, ginger snaps fruit cake and butter-scotch. On the central bottle there was a neatly printed straw board with these words: "Freshly imported Barbadoes molasses. This molasses will make delicious ginger bread, ginger snaps or butter-scotch."

the one described have accomplished their purpose.

Effect of Show Cards.

There is one point which should not be omitted and which has not been previously touched upon, and that is the necessity for neat and attractive display cards. Frequently an otherwise beautiful window is spoiled by untidy and distasteful display cards. It is easy nowadays to get apparatus with

Trade Commissioner, at Bristol, Eng., has been transferred to the Trade Commissionership for the Midlands and Wales and his address is now Central House, New St., Birmingham.

The newly appointed Trade Commissioner for Bristol and the West of England, E. D. Arnaud, (late of St. John's, Newfoundland,) has taken charge of the Bristol office, and to him correspondence relating to Canadian trade should be addressed.

The Importance of Selling Properties in Display

**Examples of Good Window Dressing by Canadian Grocers—
Impressive Easter Display From Victoria, B. C.— Two
Bracebridge Windows Seasonable for Spring Time — Price
Cards Shown to Advantage by a Vancouver Trimmer.**

For a number of years The Canadian Grocer has advocated that attention should be carefully paid to the art of window dressing in every grocery store. It has aimed to awaken in all window trimmers a sense of the importance of this art to the advertising scheme of the retailer. That it is advantageous in developing trade is undisputed. A pretty window is always admired and if the artist has the necessary qualifications to produce a "selling" window as well, he has pretty well solved the problem.

The "Rock of Ages" window shown on another page is one which appeared in the Carne grocery store in Victoria,

semi-circle was cut out of the blind and the hole covered with red paper. At night a light was placed behind it producing a beautiful moon-light scene. A cross was erected at the water's edge with an electric light in each arm and kneeling at the bottom of it is a doll dressed in white silk. The "Rock of Ages" effect is splendidly illustrated. The front portion of the window consists of oranges, bananas, apples, eggs dyed in several colors and fancy candy appropriate to Easter times. The floor is covered with cotton batting sprinkled with ground glass. The sign "Easter Greetings" is placed in a frame of gold

window of Hutchison Bros., Bracebridge, Ont., is an appropriate inscription. The display was exhibited a couple of weeks ago and it proved to be a good seller. The seasonableness of the goods is what strikes one forcibly. White-wash brushes, brooms, wash-boards, mops, soap and lye make a splendid combination and especially in the spring time of the year when the housewives vie with one-another in their house cleaning operations.

Up in Muskoka forests big game is common but the sight of a moose head in a town is something not so usual. However, it is becoming to the place the same as the "dirt conquerors" are to the season and no doubt the window-trimmers had this in view when they planned the display. It is one of those windows which a person can "take in" at a glance. Too many articles only serve to distract the attention, confuse the eye, and destroy the attention-com-



Kirk Bros., Bracebridge, Ont., Showed This Splendid "Castle" Seed Display Window This Spring Which Brought Good Results.

B.C., It was trimmed by Harry Young, whose work is by no means unknown to Grocer readers.

The background is simply an old window blind with a sky scene painted on the upper half and water on the lower. To secure the setting moon effect a

with an electric light above. Mr. Young has certainly shown thought in the nature of this display for Easter, and good judgment in working it out.

A Dreadnought Window.

"Our dreadnoughts conquer the enemy—dirt"—the card shown in the

selling effect which is made possible by an attractive arrangement of one or more lines of especially interesting goods.

The window of Hutchison Bros., although containing a variety of articles does not lose in effect because of its

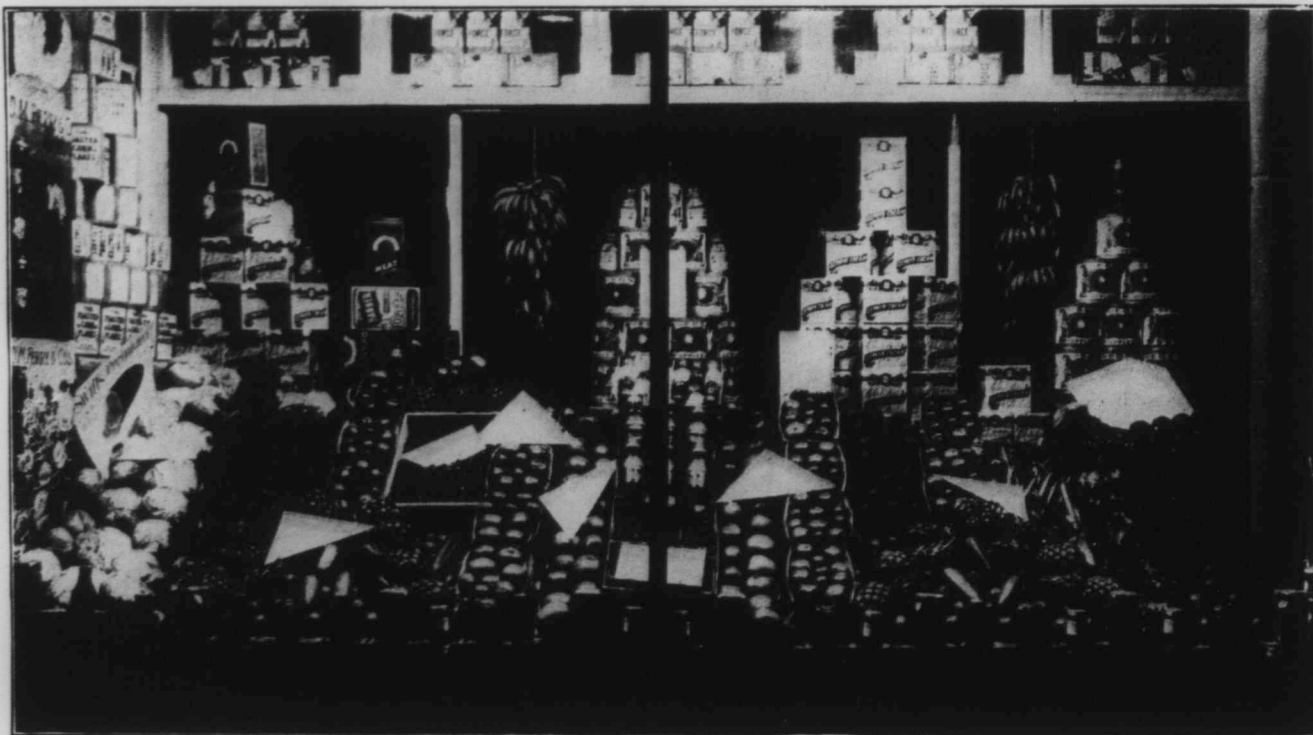
THE CANADIAN GROCER.

connection with the other in producing the central thought.

Another Seasonable Display.

During the last few years grocers have been handling large quantities of vegetables, grains and flower seeds. This spring a large amount of business was transacted in these and many "seed" window displays were used to advance the sales.

The illustration showing the seed-window of Kirk Bros., also of Bracebridge, represents a display "with some class." One of the requisites of a good window is attractiveness and Kirk Bros. whose windows have been shown before in *The Grocer* are not unknown to *The Grocer* readers seem to be past-masters in the art in that respect.



A Recent Attractive Fruit Display Appearing in the Window of Hendry's Store, Winnipeg.

In originality the seed window stands high. Good samples of Canadian wheat, oats and rye are shown in the sheaf with a view to illustrating the quality of seeds sold by Kirk Bros. That alone produces a tendency to buy.

The thought that comes to the mind at a glance at the display is that of a castle. It is constructed from packages of varieties of vegetable seeds and surrounded by a rampart of beet seed packages with an outer wall protecting the flanks of the castle. The sheaves stand as sentinels and flags float from the castle wall—the whole conveying the idea of the strength of the seeds sold by this grocery store.

Additional selling power is given to

the window from the fact that neat display cards are used giving the special names of some of the seeds. A few price cards added might not have been amiss from a selling standpoint.

Advantages of Price Cards.

The Vancouver window shown by McDowell and Kinnis is undoubtedly an inviting one. It was dressed for the Easter time which explains the featuring of poultry, fresh vegetables and eggs. Although little originality is used, the display is exceedingly attractive and its selling properties are splendid.

The open front—seldom seen in retail stores of Eastern Canada at the Easter time—and the neat arrangement of goods suggests a freshness and wholesomeness about the place which is indeed commendable.

CATALOGUES AND BOOKLETS.

Manufacturers and wholesalers are requested to send catalogues, booklets, etc., to *The Grocer* in order that it may be announced to the retail trade that they have been issued. Retailers in sending for catalogues referred to, should mention this paper to show they are in the trade and they should be read thoroughly by them on account of their educative value. Often they may be able to secure new ideas.

Coles Manufacturing Co.—In a neat circular sent out by Coles Manufacturing Co., of Philadelphia, they refer to their new electrically driven coffee mills, the new models of which have recently been completed. The booklet describes the changes and improvements made on their old styles and is nicely illustrated with a cut of the mill, the prices and qualifications of which are given. The new mill is the result of eighteen years' experience by the manufacturers.

A selling window wherever possible should contain price cards and in this respect McDowell and Kinnis show good judgment by a liberal use of them. There are, of course, occasions when price cards might not be advisable, but these are few.

WANT EASILY SUPPLIED.

What is it, madam?" asked the man behind the desk in an intelligence office.

"I want a cook," explained the lady, patting the director's knot on the back of her head, "and I want her bad."

"Quite simple, madam," the clerk assured her. "We have no other kind."

PLEASED WITH THE PROSPECTS

W. G. Patrick, of W. G. Patrick & Co., importers, Toronto, returned home last week, after spending some six weeks in the West visiting Winnipeg, Calgary, Vancouver, Victoria, Seattle, and Portland. This being Mr. Patrick's first visit through the West, he was greatly impressed at the vastness of this great country, and much pleased with the business prospects in the different cities which he visited. While in Winnipeg he appointed W. H. Escott, wholesale grocery broker, to look after his interests in the West. Among the lines to be handled are shelled nuts of all kinds, French fruit and vegetables in cans and bottles.

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What Can be Considered Good-Will of a Business

A Difficult Problem To Solve—Depends To a Large Extent On The Purchaser—Various Cases Cited As Illustrations.

By G. W. Brock.

Good-will, which is described as the custom of any trade or business, may be such an evanescent, intangible, uncollateral thing that in a sense it is like prospects, opportunities or ambition, which may or may not be realized.

It cannot be weighed and must, therefore, remain to a certain extent an unknown and unget-at-able quantity. It is vastly different from a stock in trade of which an inventory will carefully record every article and its value while the bank books and ledger of a business will afford a purchaser a definite idea of the turnover, the width and worth of the constituency served, the probable number of customers, etc. Invoices and price lists will furnish a buyer with some conception of the class of goods which are mostly called for and turned over frequently but, in the sale or transfer of a business, the one thing which must remain unknown to the purchaser to a greater or less extent, is the good-will.

On this some men place a very high value while others view the matter in a different light and proclaim that the good-will except in rare instances is worth little or nothing in itself. Of course, if there is no opposition to the particular business and the man who runs a grocery, a dry goods store or a hardware establishment has very few or weak competitors, the good will of his business may be very valuable but, if the rivalry is strong and aggressive, then what? The whole matter assumes a totally different aspect and the worth of the good-will has to be largely determined by circumstance, the growth and prosperity of a town or district and the wealth, requirements and thrift of the community.

Little To Work On.

But cases which can of themselves be regulated and sized up accurately in such a matter as a good-will are few. Take an average retail business in an average town doing a fair turnover and what is the good-will worth then? Supposing there are about as many competitors as the town will stand and a dealer for some good reason—ill health, family affliction, or other interests which he has in hand, desires to dispose of his stock, or perhaps it may be that he has made enough money on which to retire—what is the good-will under these normal conditions worth?

This question has occasionally been discussed by merchants. One man who

has made a success in the management of his business has said that the good-will should represent the amount of stock ordinarily carried; that is, a business with a \$20,000 stock should have a good-will equally as valuable. Another asserted that the good-will of a retail store was worth ten times the net annual profit which means that, if the enterprise was clearing \$1,500 a year, the good-will might be estimated at \$15,000.

It must be understood, in the discussion of this subject that no such thing as a franchise or monopoly is being considered, or a business which has grown so strong by long years of establishment and progressive methods in its particular line that it has developed such proportions as to be practically unassailable. In such an event it is generally conceded that the good-will would be as valuable as the stock or plant itself or even more. Ordinary conditions and an ordinary business in an ordinary town are under review at the present time.

Changes in a Year.

It would be preposterous to say that the good-will of a retail store was worth the amount of stock carried in a case like this. A grocer recently told of selling his business at 105 cents on the dollar and retiring to a farm. In a year he took the business back at 75 cents on the dollar, a depreciation in value of thirty per cent. The year before he had sold he had a cash turnover of \$45,000, with book debts amounting to \$17,000 more as a legacy of several years' business. His successor let the business run down to \$18,000 total business in his year, and the former proprietor, acquiring the store again, a year ago, has managed to increase this by \$17,000, making it \$35,000. And recently this retailer bought out his opposition at 100 cents on the dollar, the opposition's clerk immediately opening another store.

Depends on the Purchaser.

Then does not the good-will of a business resolve itself into the fact that its valuation depends largely on the purchaser, his fitness, experience, methods, system, foresight, aptitude and vigilance? If he has not these qualities to such a degree as the man whose interests he purchased, then the good-will, if he pays anything for it, is really a loss to him and is as invaluable as a non-dividend paying stock—in fact a great deal worse, for the stock in an industrial concern,

which is not now earning anything on the investment, may do so some day, but a good-will is not an asset, unless there are brains, energy, concentration and ability behind it. In other words, the value of a good-will in a retail store appears to depend to a great extent on the qualification of the buyer, his grasp of the situation, his talent to satisfactorily meet the wants of his customers, and his foresight in ministering to and anticipating their needs.

One man succeeds in a certain store or locality, where, perhaps, a dozen others have failed, and so it is with a good-will; the dollars and cents represented by it depends very much on the purchaser himself and not so much on business, its connection and clientele as one might at first glance suppose.

From Another Viewpoint.

Take another case. A shrewd, smart and active stranger comes into a town and goes to a dealer who desires to sell. The negotiations progress satisfactorily so far as the rate on the dollar and the value of the stock are concerned. This is all agreed upon, but the seller then says: "I have been in business here so many years and I have the best trade of the town. It is practically all cash and the profits last year amounted to \$3,000." Would the good-will of the business be worth \$30,000? The purchaser, when asked this amount for the intangible and uncertain asset called "good-will" balks and says: "I will not pay you a cent for it." Or he agrees to allow the seller very little, and the deal is declared off. The intending buyer then calmly sizes up the situation and says: "I have the necessary capital and experience to start business right here and, after looking over the field, I think it presents a fair prospect of success." He leases a store in the vicinity of the man from whom he was going to buy and commences business with a well selected and representative stock. His premises are bright and attractive, he advertises judiciously and thoroughly, and his goods are clean and reliable and his system excellent. He is content with a moderate profit; he keeps all promises and deceives no one. His method of doing business is aggressive and progressive; he wins new customers every day and holds their trade. In a year or two he has corralled a fair share of public patronage in his own particular line and is making money. What is the good-will of his competitor, whose stock he thought of buying, then worth? Nothing at all.

It would seem, therefore, that the value of a good-will of an ordinary retail business depends more on the powers, insight and capacity of a purchaser than on the business itself.

Effective Advertising for Retail Grocers

Mistakes Too Often Made By The Improper Use Of Display Type And Copy Without Ideas Or Information—Persistency a Necessary Requisite To Good Results—How To Prepare Copy—A Knowledge Of The Goods To Be Advertised and of the English Language Essential—Some Good and Poor Advertisements.

By W. F. Ralph.

Advertising does bring results, but sometimes the results are on the wrong side of the ledger. The right kind of advertising pay, but all advertising is not the right kind.

The two most important factors of resultful advertising are right mediums and right copy.

In the first place, to be effective, your advertising must be seen. That involves the question of mediums and display.

Then it must excite and hold interest, convince and lead to favorable action, that brings up the matter of the copy itself.—
Extract from an address by

advertise." That is a most unfortunate position to be taken by any retailer whose business is adequately capitalized. As a matter of fact, the retailer who is in business with the object of getting any more than a hand-to-mouth living out of it, cannot afford to refrain from advertising. This fact is borne out by the huge successes which have been evolved in all spheres of business largely by the aid of advertising, and by the spectacle of failures innumerable traceable to the lack of advertising.

As Mr. McGregor says in the above paragraph—good advertising does pay.

However, the merchant who disclaims belief in all advertising is as rare as snow in August. With most people the

Some merchants hold the view that a "good stand" and careful attention to quality and service is the best form of advertising for a grocer. This is partly true. Without the latter, no grocer can attain real success. The matter of a "good stand" is of secondary importance nowadays. With increasing frequency, instances are coming to light which show beyond a doubt that good newspaper advertising combined with careful attention to quality and service can greatly minimize the disadvantage of an inferior location.

This fact however, is no argument against the importance of selecting the best location available it merely goes to show that consistent publicity in the

SPECIALS FOR THE LENTEN SEASON.

Fish

Fish will bulk very large on the bill of fare for the next six weeks, and it is well that it is so, for a change from a meat diet is certainly very beneficial.

We can offer you such variety that you need scarcely have the same fish two days during Lent.

Shore Cod

Very choice, thick and white, suitable for anything that requires salt cod.

7c a pound.

SHREDDED CODFISH

For fish cakes etc. 10c a pkg.

Herring

Fine, fat, Newfoundland herring, of good size and excellent flavor.

Try soaking them until nearly fresh, and drying and broiling them. They are very tasty.

30c a dozen.

Mackerel

Large, white and fat. Nothing nicer for a fish dinner, and very tasty also for breakfast or supper.

10c a pound.

Tongues and Sounds

We would like to impress upon our patrons what a fine fish food tongues and sounds are, so easily prepared, so nutritious, so luscious either. Try them next fish day.

2 pounds 25c.

Haddies

Can you imagine anything more delicious than the flavor of a properly cured and well cooked herring haddie? It is something to linger in the memory.

7c a pound.

Bloaters

The Englishman likes the bloaters and no wonder, for they have a delightful flavor and taste quite unlike any other fish. We have some good ones.

20c per dozen.

Digby Chickens

A tasty bite for breakfast or supper.

20c a box.

Sardines

Too well known to need any recommendation by us.

Common Brand 5c
Norwegian 15c

CANNED VEGETABLES

There will be a big demand for canned vegetables during Lent, and to start at the ball rolling (in our direction) we offer for one week only and for SPOT CASH the following:

3 TINS TOMATOES	25c
3 " PEAS	25c
3 " CORN	25c
3 " STRING BEANS	25c

Don't Forget One Week Only and

SPOT CASH

Canned Fruits

Plums	per tin	10c
Pineapple	"	10c
Strawberries	"	20c
Peaches, 1 1/2 lb.	"	20c
Peaches, 2 "	"	25c

Dried Fruits

Apples	per lb.	10c
Pears	"	15c
Peaches	"	15c
Apricots	"	16c
Prunes	"	5c

Jams

Hartley's Irish Jams, all kinds.
Per 1 lb. stone crock 20c.

Cheese

Fine, mild September cheese rich and of good flavor.

Per lb. 18c.

MEADOW SWEET

CREAM CHEESE.
A very delicious article.

Per pkg. 12c.

Pettijohn's Breakfast Food

Made from Pacific white wheat. Easily cooked, easily digested, easily bought.

10c buys a 25c package.

Kipped Herring

An old country method of preparing herring.

Place one of these fish over the hot coals for a few minutes and the odors that will emanate from it will make your mouth water.

30c a dozen.

Scallops

Scallops make a very nice stew and can be cooked in a variety of other ways. They deserve to be much better known.

20c a tin.

Salmon

Although so well known is not half appreciated. When you consider that for 12 1/2 or 15c a tin you can get delicious fish already cooked, every ounce of which is edible, it is certainly worth considering.

12 1/2 and 15c a tin.

Clams

The humble clam is beginning to assert itself, and claim its rightful place, and no wonder, for the delightful stews, soups and chowders that can be concocted from him entitles him to an important place.

12c a tin for "Blue Point"

Oysters

It don't matter whether there is an "R" in the mouth or not the canned oyster is always. An oyster stew for supper on a cold night is something not to be despised.

15 and 20c a tin.

Canned Mackerel

This is a nice article of diet particularly when the fresh article is not to be had.

10c a tin.

Kipped Halibut

This is something new in the fish line. You had better try it.

15c a tin.

Tinned Haddie

It is really remarkable what a fine art the canning of meat and fish is. Tinned Haddie tastes as if it were just "new drawn from the sea."

Per tin 12c.

Tinned Kiprd. Herring

is also a good illustration of the canner's art, so need to be without fresh fish now.

Per tin 12c.

FORSYTH JR., The man who makes good his ads.

A Splendid Advertisement Written by Forsyth, Jr., of Dartmouth, N.S., and Reduced From Newspaper Half-page.

T. D. McGregor before the American Institute of Banking.

An advertisement solicitor is frequently met with this reply when calling upon retail grocers: "I can't afford to

fact that advertising is a good thing—an indispensable thing—to a business man is admitted without question. Where merchants chiefly differ is in the method of advertising.

columns of a newspaper is the all-important thing in modern merchandizing.

Persistency Necessary.

The trick in grocery advertising is to be seasonable and persistent in every

form of advertising that is within command. Don't despise any form of publicity that has the elements of sanity, but be careful in selection. If a number of methods present themselves use ordinary logic in selection; and in the majority of cases, where a newspaper is available, it will be found that logic leads you to the use of newspaper space. Whether a newspaper is available or not logic will lead you to the absolute necessity of effective window display, convenient store arrangement, and to the necessity of a high standard in quality and service.

Apart from good window display and careful attention to quality and service, the newspaper is unquestionably the best medium of publicity. In its columns you can reach people who seldom pass your store. You can induce people to trade with you, by a persistent offer of extra good values, that cannot be induced to enter your store in any other way. By newspaper publicity you can build for yourself a reputation that will make your name and business household words throughout your community. No other out-of-store advertising is comparable in effectiveness to that of persistent newspaper publicity.

Just as an automobile is a desirable form of conveyance, but is dependent upon the supply of gasoline for its actual motion, so is the newspaper the most desirable means of publicity, but dependent upon the supply of "copy" for its actual effects.

The Right Kind of Copy.

"Copy" is the technical name given to the contents of a piece of advertising space. Upon its composition and display depends the effect of the advertisement. It naturally follows that if an advertiser is content to fill his space with a trite announcement of his name and business he cannot expect his space to effect any great rush of customers into his store. Neither can the advertiser who fills his space with a confused mass of disconnected phrases displayed in a confusing array of big type, expect to accomplish much more than the confusion of his readers. And the advertiser who tries to be "funny" to the accompaniment of grotesque "stock" illustrations need expect to accomplish very little in the way of impressing the reader with the dignity of his store and the importance of his values.

The right way to make newspaper advertising pay is to conceive of your space as the threshold of your readers' homes.

If you were standing upon the doorstep of a prospective customer's residence with the lady of the house inquiring your business, what would you

How to Make a Good Dinner Better

Simply add to the menu a GOOD sauce or relish. The human system needs something to "tone up" the digestive organs at this season of the year. Recognizing this fact the following should interest you.

Worcestershire Sauce

(Special) A genuine imported English sauce—full of snap and character—extra large sized bottle at... **15c**

Tomato Catsup

(Here's a bargain.) Put up in 2 lb. tins, 4 **25c** tins.....

Indian Relish

One of the "57" Heinz products—guaranteed to please you. Large bottles usually sold for **30c** 35c, now.....

Lee & Perrin's

Worcestershire sauce has satisfied PARTICULAR PEOPLE for over 70 years --it will satisfy you, **35c** reputed pint bottles

These Will Also Help

- French Mustard
- Salad Dressing
- Pickles
- Olive
- Calery Salt
- Olive Oil, etc.

Plenty of variety and the best of each kind at

Robson's

Pure Food Store

Reproduction of a Commendable Grocery Ad. Written by a Lindsay Grocer for the Lindsay Warder.

do? Would you merely state your name and place of business, then turn on your heel? Would you shout—"The Great Bargain House," "Immense Slaughter of Canned Goods," "We Lead, Others Follow," or such-like phrases, in a voice loud enough to be heard in the next block? Would you say "Break it Gently," while at the same time throwing a brick through the parlor window, as an introduction to the information that you were offering fresh eggs at 22 cents?

No, dear reader, you would no more think of doing any of these things than you would think of trying to cross the Atlantic Ocean in a gasoline launch. If you did any of these things you would be considered by all people as an object of pity; and by some you would be considered a promising candidate for the insane asylum.

Example of a Poor Ad.

Yet the "copy" one quite often observes is really little better than one or other of these things. Take the ad. marked Fig. 1 and headed "Our Lines are Corkers" as an example. This is an actual ad, with the name erased, taken from an Eastern Canada newspaper. Do you suppose any advertiser would have the temerity to ring anyone's doorbell, and, upon the appearance of the good housewife shout, in stentorian tones,—"Our Lines Are Corkers" followed in a more moderate shout with a long list of bottled goods, ending up with a shrill shriek to "Order Now." Then why utilize the white-space entry to a buyer's home in such a manner?

"Copy" should be in reality "printed salesmanship." It should leave the same impression on the reader as would be made by a polished and skilful salesman calling upon housekeepers. It should contain offerings, values and suggestions worded and set up in a forceful, convincing and pleasant manner. Pleasant and attractive to eye and mind convincing in argument.

The requisites for the production of good copy are a knowledge of what to advertise and when to advertise it; the use of plain English; with, if possible, a knack of composing strong, brief, attractive catchlines; together with an appreciation of the value of contrast in the matter of type display.

It may be assumed that most readers of this paper know what to advertise in their own line of business, and when to advertise it; and also that they possess an adequate knowledge of English composition. The ability to compose strong, brief, telling headlines is more or less of a natural gift, but is a knack that is capable of cultivation by a person who gives it some study. It is merely "boiled down" expression. Take a thought

or a proposition of value that can be expressed in a short sentence—and boil it down.

Take this thought, for instance:—“There are indications that the price of lemons will soon rise considerably and people who buy at our present prices will save money.” Now, to make a telling catch-line of this thought requires that the meaning shall be given in condensed, but unmistakable language. We might put it this way: **Indications Point to a Rise** (in heavy type) in the price of lemons and you will save money by ordering now at our present prices (in smaller type). Or: **“Lemons Are Ris-**

ing becomes monotonous, and the expressions upon which he means to lay the greatest stress dwindle in force because too much energy has been spent on his minor thoughts.

So in the construction of an ad.—the more lines you display in heavy type the weaker each line becomes, merely for lack of contrast. Concentrate your emphasis at one or two points and rely upon the fluency and interest of your language to carry the reader along. And it is an axiom among professional ad-writers that the grouping of type areas so as to leave plenty of white space results in a strength of contrast

striking one. A little heavy at the top, perhaps, but the size of the ad. with its body of neat paragraphs relieves the weight. A trifle more of strength might have been obtained by using type a few points smaller in the two sub-head lines. “Select Your Easter Delicacies from the largest and best stock in the Twin Cities.” If this had been done the line—“Some Easter Specials” in the rule box would have gained considerably by contrast. The copy in this ad. is especially good. Every paragraph is crisp and suggestive.

From among a number of excellent ads. sent in by Forsyth, Jr., of Dart-

“You Economical Home Keeper”

Your reputation for a cook is safe when you get KIRKUP AND WILKIE to supply the food for the table MORNING NOON OR NIGHT



Select Your **EASTER DELICACIES** from the Largest and Best Stock in the Twin Cities

SOME EASTER SPECIALS

<p>Strawberries Red, ripe and juicy will arrive on Saturday morning at per box 25</p>	<p>Pineapples Direct from Florida, ripe and extra large, at each of 25 and 30</p>	<p>Bananas The large yellow tarty kind per dozen 40</p>	<p>Grape Fruit Sold for their medicinal value, never were better our prices as for at 2 for 25 1 for 15</p>	<p>Oranges California navels, smooth and thin skinned, all sizes, at 20, 15, 10, 5 and 00</p>	<p>Lemons Fancy Kassels, large, smooth and juicy, at per dozen 30</p>
<p>Ripe Tomatoes No. 1 quality, red, ripe and firm, at per lb. 10</p>	<p>Lettuce Fresh, crisp and tender, in the large boxes at 10 3 for 1</p>	<p>Celery Crisp, tender and juicy, at per bunch 10 and 15</p>	<p>Cucumbers For the salad, extra large and firm, each 25</p>	<p>Parsley You will need some of this for garnishing, per bunch 5 and 10</p>	<p>Green Onions Fresh and good, just the thing to give you an appetite, at 10 or 2 for 10</p>
<p>Radish Crisp and tender at 10 or 2 for 10</p>	<p>New Cabbage Just the kind you like, sold at 2 for 10</p>	<p>Pickles Everybody should eat pickles at this time of the year. We have the best at right prices.</p>	<p>Catsups Made from red, ripe tomatoes, guaranteed pure and good, Heinz, Pender and Van Camp.</p>	<p>Worcestershire Sauce Healthful and appetizing, we have Lea & Perrins and Pictor's at each 15 25 and 30</p>	<p>Borse Radish Historically appreciated and Wids Fragma - Just like the home made kind, sells at 10 and 25</p>
<p>Olives If you don't eat Olives you are missing something Spanish, Queen and extra colles at 15, 25, 35, 50 and 1 10</p>	<p>Salad Dressing Something you will all need we have Heinz and Royal, per 25</p>	<p>Relish Try a bottle of Gillard's relish and you will be delighted.</p>	<p>French Peas Put up in cans and bottles, the very best to sell at, 20 and 40</p>	<p>Mixed Vegetables In glass bottles, the best French brand "Bibbets" 40</p>	<p>French Fruits In Marasquin We are direct importers of these goods and can give you right prices.</p>
<p>Cheese Mild September Casu Marzu, English Cheddar, Brie, Camembert, Swiss and M. Cheese.</p>	<p>Apples Better than the kind that Adam ate and they were tempting, enough Northern apples.</p>	<p>Mushrooms The very finest just up for our trade at Boston, France.</p>	<p>Asparagus In glasses and cans, each 25 and 50</p>	<p>Caviar Russian We have just received a shipment of the delivery.</p>	<p>Cherries In Marasquin We have them in three sizes at 20, 30 and 1 00</p>
<p>Nuts Peanuts, Walnuts, Almonds, Filberts at 2 for 25</p>	<p>Dates We claim to have the sweetest, choicest, finest dates in town at 2 for 25</p>	<p>Raisins New Large Layer Raisins, the very best at per lb. 20</p>	<p>Biscuits We have just opened up a large stock of Huntley & Palmers' also Crisp and Chocline.</p>	<p>Coffee Try our special blend of Mocha and Java Bean Coffee and you will be satisfied, 10c per lb. 40</p>	

You can always get "What You Want When You Want It" from us

PHONE US IF YOU CANNOT COME YOURSELF **KIRKUP & WILKIE** THE LEADING GROCERS Victoria Ave. Phone 199

An Attractive and Informative Advertisement for Kirkup & Wilkie, Fort William, Grocers, Who Are Consistent Users of Newspaper Space.

ing—Buy Now” or: “Buy Your Lemons Now—Prices Rising.” This is a simple example the principle of which may be applied to any thought in the preparation of an attractive catch line.

Wherein Lies Strength.

It is in the matter of type contrast that many retail advertisers go astray from the path of effective display. Yet the matter is a very simple one and may be summed up about like this: Don't over-emphasize. Setting up an advertisement may be compared to an orator making a speech. If the orator hammers the table and shouts every other sentence at the top of his voice the

that makes the ad. more attractive to the wandering eye of the reader and the easier to read when the eye has been attracted.

That is a very neat and effective ad. of Robson's Pure Food Store, from the Lindsay Warder. Though full of suggestive items the ad. does not appear crowded. The copy is brightly written and displayed to the best advantage. You will observe that the same style of type has been used in all display lines—a fact which rarely fails to produce a pleasing effect. Many an otherwise good ad. is more or less spoiled by mixing type styles.

The ad. of Kirkup & Wilkie is a

mouth, N.S., we have selected just one for reproduction. The paragraphs in this ad. are extraordinarily crisp and interesting. The pen of Forsyth, Jr., is indeed a lively and effective instrument. Take the “Clam” paragraph as an instance. It is a splendid combination of fun and suggestion. And the “Kipped Herring” paragraph. If there is a more attractive way of expressing the method of cooking a kippered herring it hasn't yet crossed our line of vision. It just shows how interesting the most commonplace articles of food can be made by a man who understands the nature of the articles and who possesses a good flow of language.

Attractive Store Front Aid to Business

Value of an Artistic and Imposing Exterior in Impressing the Public and Drawing Custom—The Views of an Architect—Ground Floor Plans of a Cape Breton Grocery and Men's Furnishings Store—Unique Fixtures Utilized.

By Chas. P. Band.

What the frame is to the picture so is a store front of unique and striking design to the art of window-dressing and the display of goods.

This is true in all lines of business. A handsome and impressive exterior will not alone draw custom, but when conjoined with appropriate window trimming, the effect is lasting because it is both inviting and pleasing. The



Handsome Store Front of A. D. Ingraham's Store, Sydney, C. B.

impression is retained in the mind, and memory is invariably drawn to that store when a particular line of business is mentioned. A tasty and artistic exterior does not, as many erroneously suppose, mean one of glass and nothing but glass. It is time this idea was shattered and a proper conception realized of what constitutes an up-to-date business front, one designed to arrest attention, draw trade and advertise a store.

On various occasions I have found merchants who, in erecting stores, wanted the expense cut down as much as possible and particularly the expense of the front. I always took exception to this and urged upon them that a larger expenditure on the front from a business point of view is advisable. In some cases my advice has been taken and I know that those clients have many times been complimented by their constantly increasing number of customers on the enterprise exhibited in having unique stores which are advertising the business more than can as yet be estimated.

Lack of Judgment.

It has always been a puzzle to me why our shop-keepers who are looked

upon as keen business men, can rarely ever be prevailed upon to spend money on the fronts of their stores. I can only attribute this lack of judgment to the fact that stock in trade and window-dressing have been, and still are, to a very large extent, the only occupants of the store man's mind as a medium to attract the public eye, but let me tell these people that here lies a huge mistake. Only a short time ago I tried to persuade a prospective client to erect a good front; but he said all he wanted was glass and lots of it to show his goods. I could not argue him out of it. I pointed out that he might show all the goods in his store in the windows and while gazed at they would no doubt create a good impression, but where is the memory of that impression a block or so farther on when other nice things have been seen and admired?—all forgotten, so far as my experience is concerned. Block after block has the eye been feasted until the mind is incapable of remembering one special store. On the other hand,

This applies to any class of business, but in my opinion one that has been neglected a great deal up to the present time is the grocery store. With few exception our groceries, and especially those in the outskirts of a town or city, are dingy and far from inviting. Just notice how the bars and restaurants and other places which cater to the animal nature have brushed up their premises and compare them with groceries which cater to all classes of people. The contrast is quite startling. Why should not the latter wake up to the fact that if only from a business point of view a change in the present condition would repay well in dollars and cents the pioneer who ventures out of the apparent rut into which some grocery stores have fallen? When any change is made the cry seems to be plate glass and plenty of it. That is the storekeeper appears to be the height of beauty but to my mind, plate glass has no beauty in itself, but depends entirely on its setting. Take the human eye, for instance. With the many different settings it has there are as many expressions; but cover up these settings and show the eye only, and you have a hard glazed expressionless surface—very uninteresting. So with plate glass. Glass to my mind is firstly a

OUR LINES ARE CORKERS

VIZ:

Ginger Beer	Vino	Raspberry Soda
Ye Old English.	Ironbrew	Strawberry Soda
Ginger Ale	Peach Mellow	Lime Juice
Lemonade	Orange Cider	Regal
Sarsaparilla	Root Beer	Aranac
Cream Soda	Ontario and	Beefola
Champagne Cider	Annapolis Apple	Catawba Champagne
Klub Soda	Ciders	Vanilla Cream
Orange Phosphates	Drake's Orange	Beefola Wine
Fruit Syrups	Cider	A medicine not a beverage
Lime Juice Soda	Coco-Cola	

CIDER — VINEGARS — WH TE WINE
GRAPE — MALT

Wholesalers also of Cut and Plug Tobacco. Order Now.

Fig. 1.

erect a front which commands attention and the memory of that store and its owner's name will be carried constantly in the mind of the public as well as of the private individual and will be looked upon as a sort of landmark when one is in its vicinity.

useful article for the purpose of getting light, and secondly artistic only when it takes a subordinate place with other materials.

If two grocery stores be within a block of each other and one owner improves his premises, see how quickly the

THE CANADIAN GROCER.

competitor alters his. Why? Just because he is afraid the other chap will attract the public and so gain an advantage. This, almost everyone can remember seeing done, which bears out my contention that attractive fronts mean better business.

But bear in mind I don't refer to the flashy article. It has its place, certainly, but for the grocery we want something quiet, artistic and inviting, making one feel a desire to know what lies behind.

Interior Arrangement.

Next to the attractive front comes the interior arrangement, which in grocery stores, to be really successful, should be quiet in design and unpretentious, showing thought for the comfort of the customers and so arranged that they can quietly move about among the counters and show cases. The attendants, while always within call,

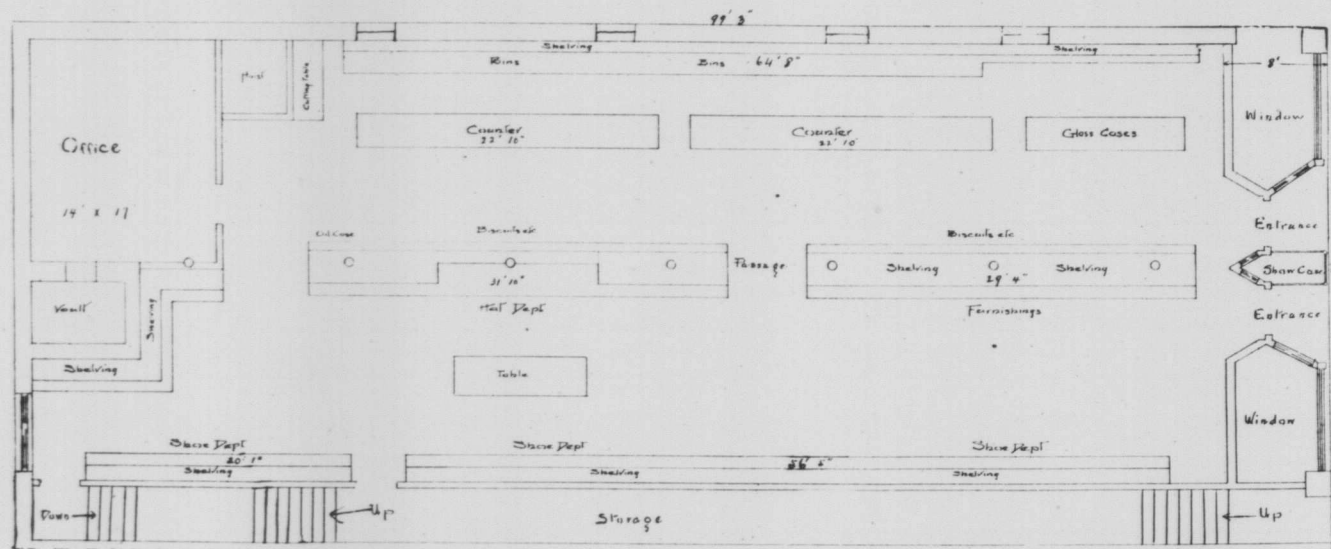
entrance. In fact, there are two entrances with a handsome shoe show-case separating them, and two large well-lighted display windows with glass prisms at the top for distributing the light to all parts of the interior. The second storey is fitted out into offices, the entrance to them being located to the left of the display window on the left. The whole building is 99 ft. 3 in. by 40 ft.

A glance at the plan of the interior shows that there is one general division down the centre. In the grocery department on the right are glass cases, and counters with shelving and bins behind for canned goods, cartons, etc. The counters are different from the ordinary variety. Stationary seats are arranged in front of them and they are so constructed to allow a person's knees to go underneath. There is also a railing for the feet to rest upon and a place

for men and women. The circles marked down the centre represent columns extending to the ceiling and which can be seen above the partition containing biscuits, etc., on the one side and men's furnishings on the other. In fact, the whole store is recognized as one of the best equipped of its kind in Cape Breton and the expense in constructing is said to have since been fully justified by results. The cost of the erection of the entire store and fitting it up with all the fixtures in preparation for the stock was in the neighborhood of \$20,000. The architect was Chas. P. Band, formerly of Sydney, but now of Toronto.

DON'TS FOR CLERKS.

Don't fail to get address of customer when possible. Don't fail to memorize the ads. of your store. Don't let your interest lag. Don't hide from a poorly



Plan of the Interior of Ingraham's Store, Sydney, C.B., Showing Arrangement of the Equipment and Various Dimensions.

should never be constantly at one's elbow.

I trust these few words will be of benefit to some and cause a change which I am sure will increase business and at the same time increase the pride in the business.

[Editorial note].—The store front pictured in connection with the above article is that of A. D. Ingraham's store in Sydney, Cape Breton and the plan shown is that of the ground floor of the same building erected a few years ago. The interior is laid out for groceries, boots and shoes and gentlemen's furnishings, the one-half being used for groceries entirely and the other for the rest.

Looking at the store front we have the fine appearance referred to by Mr. Band, of a three-storey building. Different from most other such stores is the

to put them below if desired. There are two counters each 22 ft. 10 in. long. Behind them and below are drawers for groceries. The shelves are movable, built so that they can be adjusted on pegs and therefore readily made any distance apart to fit the goods placed upon them. On the opposite side are the biscuit bins, the glass doors of which slide backwards over the next bin when opened. To the rear is the cutting table for meats, etc., the hoist to storerooms above, the refrigerator, and the proprietor's office.

Altogether there are three passage ways from the grocery department to that of the men's furnishings and boots and shoes. The plan of this is easily followed, showing the shelving for furnishings, the hat department—the hats are shown in a large glass case—a display table and shoe sections separate

dressed customer. Don't converse with other clerks while serving trade. Don't forget that if you want promotion you must merit it. Don't forget that the more you know the more you are worth. Don't get angry if the other fellow gets a raise—just hustle. Don't fail to be honest with your employer and customers. Don't be a "knocker." Don't growl when asked to do a little extra work. Don't forget that a lot of small sales are as good as big ones. Don't think by watching the clock that the store will close any sooner. Don't fail to impress customers so they will ask for you next time. Don't lose patience with a hard customer. Don't forget to induce some other article to customers besides that which they bought. Don't fail to try and make as many extra sales as possible.

Discarding Measures for the Weighing Scales

Hamilton Grocer Threw Away The Former Years Ago And Pins His Faith To The Latter—Never Sells Small Fish by The Dozen—He Wants To Give All His Customers a Square Deal, He says—Advocates a Seventy-five Pound Potato Bag As a Government Standard—Disadvantages of Present System.

"The grocer who can keep out of trouble is the grocer who sells by the pound."

That at any rate is the contention of Adam Ballantyne, a Hamilton grocer, who has spent the past thirty-five years in the trade in the Mountain City.

Adam Ballantyne is a grocer of the old school so far as years are concerned but he does not stick to conservative customs. He has been for some time and is yet a strong advocate of the weigh scales for selling goods. He claims that this is the only method of treating his customers alike.

"Why, I haven't a dry measure about the place," he said, "and what's more I threw them all away years ago."

In business since 1874, in the City of Hamilton, Mr. Ballantyne claims—and his claims seems just—that he knows something about the grocery business. He has worked his way up from a penniless youth and he says that "if he doesn't live too long he guesses he will quit successful."

Some Radical Ideas.

Discussing the scale question, he recently said: "I never sell those fish (referring to cisco herring) by the dozen, they go by weight. I was fooled for a long time by women who used to pick out a dozen of the biggest ciscoes in the box at the door, place them on top and then come in to tell me she wanted a dozen herring.

"In those times we did sell by the dozen because we scarcely realized that there was any other method, but when I came to see the injustice of it to some of my customers I changed my plans."

A few years ago therefore Mr. Ballantyne adopted the new method and claims that the satisfactory results obtained have entirely justified his action. During the past fish season no fish left his store without being weighed.

"And let me tell you," he added, "I want to know how many pounds I buy; we keep track of everything that comes in the store to see that we get what we pay for."

In this way there is no loss resulting from short-weight. If the latter occurs, as occasionally it does, the wholesalers are only too willing to investigate and make matters right.

No potatoes, carrots, turnips, etc., are

ever sold by Mr. Ballantyne or his clerks by measure. They as well as fish are weighed, and in this he claims that he is one of the few Ontario grocers who adheres to such principles so common in the west.

"Guessing always leaves trouble; but no man can find fault when he sees you going to the scale."

A 75-Pound Potato Bag.

For some years Mr. Ballantyne has been advocating a standard bag of potatoes for Canada and that the standard weight should be 75 pounds.

"At present there is no government standard," he says, "outside of Quebec—there the weight is 80 lbs.

"In most cities and towns in Ontario, the municipality fixes the weight at 90 lbs. and a whole lot of trouble it causes."

He argues that since boys and old men are usually given the task of looking after potatoes 90 lbs. to a bag is too much. Most grocers have young delivery boys working for them and they are not able to handle with any degree of facility the bushel and a half bag.

When Mr. Ballantyne wants potatoes he orders them from the farmers in 75 lb. bags and gets them that way.

"A 100-lb. sugar bag just nicely holds 75 lbs. of potatoes but farmers are compelled when they go to market to use good, clean cotton bags for dirty potatoes and to discard the sugar bags.

"Ninety pounds is too much for men or boys to handle, while a seventy-five pound bag is easy. My brother-in-law brought me in a load the other day and unloaded them in a hurry."

To the purchaser there is not much difference whether he receives the large or smaller bag as the rate is no higher. Very often the smaller and therefore cheaper bag is found by Mr. Ballantyne to be preferable and especially among the middle and poorer classes who predominate in the buying field.

Not only has he cut down the weight of potatoes but the Ballantyne store handles no barrels of salt. They were excluded some time ago on account of their awkwardness to handle and now only the bags containing half-barrels are kept in stock.

Wants Government Standard.

On several occasions Mr. Ballantyne has advocated publicly the necessity in

his opinion for a change and he has hopes of going into the matter more deeply, probably by visiting Ottawa and presenting his views to the members of the House. He contends that the conditions as they exist to-day are unfair to the producer, the merchant and the consumer.

He cited cases where farmers had come to market with their potatoes and because there weren't 90 lbs. in bags that wouldn't hold that much they were fined even though they measured correctly. Merchants sell potatoes by the bag and consumers do not all fare alike as regards the weight. If there was a government standard, this, he contends, would be eliminated, as it is in the case of farmers dealing with millers where the standard bushel is used.

"In selling wheat it doesn't matter whether the bag holds ninety, a hundred or a hundred and twenty pounds or whether or not the farmer measured out exactly two bushels—he gets paid by the weight and not by the bag."

All potatoes do not weigh alike and that's why Mr. Ballantyne contends the peck or bushel measures are of little or no value. That's why he threw them away years ago and now when a customer wants a peck of potatoes he gets no more nor less than 15 pounds.

Methods Used to Advantage.

Apart from these problems to which Mr. Ballantyne has given considerable thought and attention, his methods in business during his lengthy career have proved successful. He is one of those grocers who began at the foot of the ladder and has climbed steadily upward.

In 1866, he was working for the meagre salary of \$5 per month, but after two years as a grocery clerk he succeeded in getting a raise of a dollar a month.

He spent some time in the wholesale grocery conducted by D. Murphy & Co., and in August of 1874, purchased a small business in Hamilton for himself. In those days education was not systematized and to secure enough knowledge to aid him in his grocery work he had to go to night school where he mastered spelling and arithmetic sufficiently well to carry him through.

He attributes his success to this early training which showed that he had to rest upon his own energies if he wished to succeed. Consequently by "straight hard work," he emerged from the status of an ordinary clerk to an influential grocer. He attends to his business carefully but nevertheless never forgets that a holiday once a year does not make a man any poorer. A deer hunt in the autumn is his delight and seldom a season passes but he spends a fortnight among the haunts of the antlered monarch of the forest.

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Profits in Handling China, Crockery, Etc.

Guelph Grocers Tell of Proper Business Methods to be Utilized in Carrying Such Goods—Careful Attention, Proper Display and Salesmanship Required—Benson Bros.' Store and its Modern Equipment—A Motto Firmly Adhered to.

Grocers, do you sell china, crockery and cut glass ware?

No money in it? Listen to what Benson Bros., Guelph grocers, have to say and read about their methods.

"Our business consists of high class groceries, fruits, confectionery and china ware. We devote about thirty-five feet of open shelving on the left to the display of dinner, tea and toilet sets and a closed-in case at the front for fancy china, rich cut-glass, and Crown Derby pieces. We

quires an aggressive salesman to sell cut glass and fancy china ware. The Benson Bros. have the store to show handsome and costly goods, they have the proper display conveniences and they have above all the spirit of aggressiveness so essential to the salesman who desires to become a little better than the best.

A Business Born in 1858.

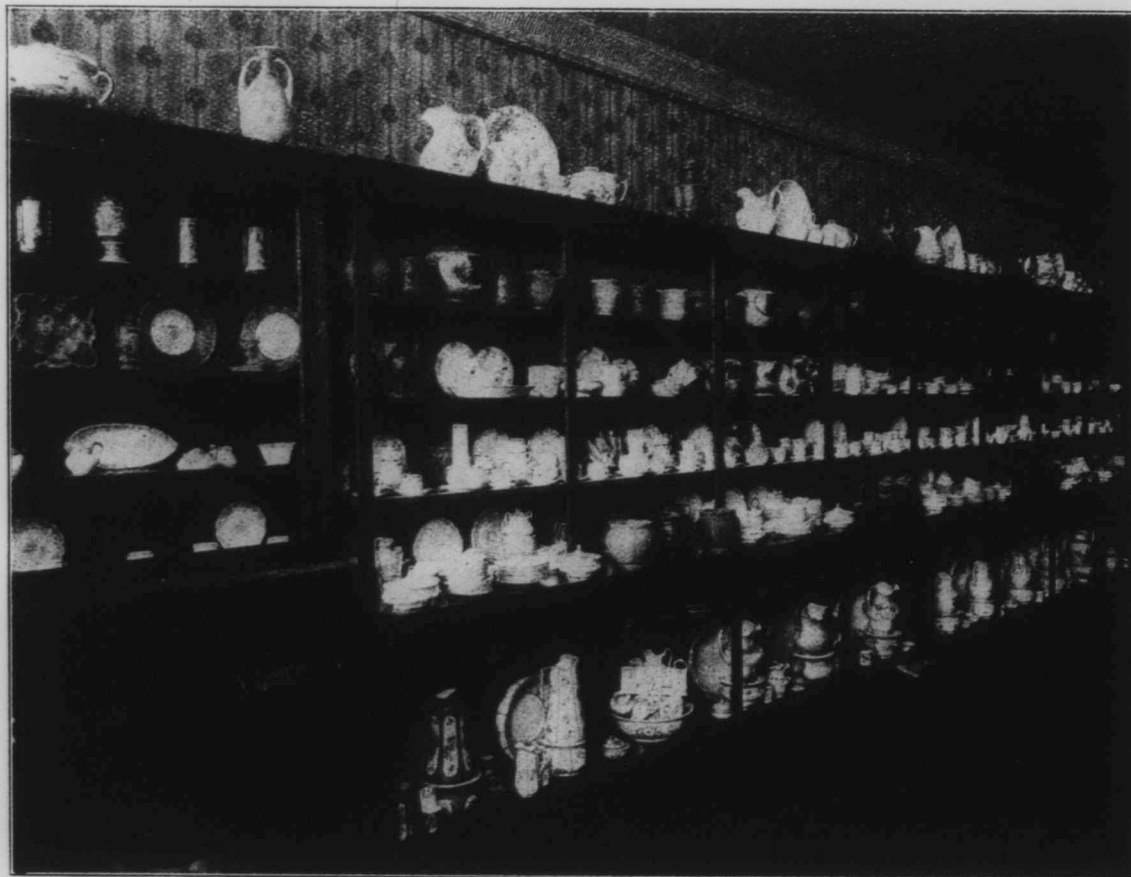
The business now conducted in the Royal city by Benson Bros. is one with a history covering the last half century.

proprietor until June, 1906. Next came the Benson Bros. who have now a business surpassed by few for up-to-the-minute methods and store equipment—and they are both young men yet.

Their Qualifications.

Wellington County, near Drayton, was their birth place. Wm. C. Benson was once a miller so that he had a good knowledge of flour, at least. He spent several years in Glencoe at the milling trade before joining his brother to take over their present business.

Jas. A. Benson went to Guelph in 1891 and was fortunate in securing a course in the Business College there. As a foundation to becoming a grocer



China Department of the Grocery Store of Benson Bros., Guelph, Ont. (From Canadian Pottery and Glass Gazette).

find the china and crockery business pleasant to carry on and a profitable addition to our grocery. A nice display of pretty china is always admired and it brightens and improves the appearance of a store besides helping to attract attention."

What is necessary to make a success of selling crockery, etc., is attention and salesmanship. Bread, butter and the general groceries are necessities and sell according to the demand but it re-

quires an aggressive salesman to sell cut glass and fancy china ware. The Benson Bros. have the store to show handsome and costly goods, they have the proper display conveniences and they have above all the spirit of aggressiveness so essential to the salesman who desires to become a little better than the best. It is one showing growth and expansion from its inception in 1858 by a Mr. Crawford. The first proprietor conducted it for one year only, when it was taken over by Jno. A. Wood, his clerk. His business connection with the store was of twenty years duration. He carried on a profitable trade and is yet well remembered by many of the older customers of Benson Bros. He was succeeded by Robert Mitchell, at present the Guelph postmaster, who was the

he started as a clerk with Geo. Williams where for 13 years—a lucky number in this case—he got into close touch with the trade and the proper methods in the running of a grocery store.

For this year and for the past two years Benson Bros. have had the contract for supplying the Ontario Agricultural College and the Macdonald Hall and Institute. This is one of the largest government contracts and in order

THE CANADIAN GROCER.

to fill it satisfactorily a grocer has to be "on to his job."

The Motto They Follow.

A grocery firm with a motto and which sticks to it through thick and thin has the better opportunity to win. "Do Right" is the one Benson Bros. adhere to and although it is short so far as words are concerned it embodies a great deal.

This is one of the principal reasons of the success of these young men in the grocery and crockery business. They have endeavored to deal with their customers as they would be done by and thus have upheld the principles of the Golden Rule.

Their assortment and arrangement of china and glassware as shown by the accompanying illustration is attractive, suggests cleanliness, care and attention and no wonder they have profited by it. The under part of the case showing the display consists of packets for oranges, lemons, etc. They also have a large apartment about 35 feet x 17 feet upstairs as a china-ware display room.

Just a year ago their store was remodelled by changing the front door from the side to the centre thus providing two display winnows instead of one. This re-arrangement resulted in windows more easily dressed on account of them being smaller.

"It took almost half a day to dress the big one," remarked Jas. A. Benson, "consequently it was not changed very often but with the new windows we can dress them every morning or every other morning at the least. A few articles are sufficient to make a nice display and everything can be taken in at a glance by the passer-by."

They use one window for groceries and the other for china-ware, etc. A large prism of glass extends across the top about three feet in width and they raised the window about three and one half feet higher than it was. For this they were criticized by many but they believe the results obtained have justified their action.

Attractive Store Necessary.

To show that the Benson Bros. want the best, they have a handsome cream-colored metallic ceiling in their store which with the assistance of the prism, light is diffused throughout the store in the best possible manner. Walker-Bin fixtures have been installed and silent salesmen are utilized. At the rear of the store is an archway and a stairway to the left of this leading up to the china department. To the right is a passageway to the warehouse. Opposite the archway is the refrigerator and a section of shelving on which are displayed canned goods and cereals.

In the store room there have just been

installed large, deep shelves on which are stored delivery boxes, flour, salt, sugar, and other heavy goods. This spring the Benson Bros. have placed on the road three newly painted and nicely lettered delivery waggons. They believe that a clean, attractive delivery outfit with good horses is an advertisement for a business and one that should be consistently considered.

The Benson Bros. therefore in handling crockery, china and glassware show their fellow merchants how these goods can be made profitable. What is necessary is a bright store, modern equipments, proper display windows and salesmanship.

LAPORTE, MARTIN & CO.

Laporte, Martin & Co., Montreal, are advertising a list of their agencies which include a large number of European and American firms as well as Canadian companies. They are advising the trade to wait for their travelers before closing any business for canned goods of the present season. They are also drawing attention to the Soleil brand of imported canned goods for which they are agents. They have on hand a varied assortment of canned goods of the 1908 pack which may be obtained at very advantageous prices.

Just at this time when the market is bare it is interesting to know that they are advertising a full line of teas of all kinds and grades.—Advt.

FIRST ILLNESS IN 28 YEARS.

Some three months ago, J. H. Devaney, a representative of Warren Bros. & Co., wholesale grocers, Toronto, was taken ill in Sudbury and for two months afterwards was confined to his bed. This was the first illness Mr. Devaney experienced in the 28 years he has been traveling for Warren Bros. and two other houses. About June 1st he expects to resume his trips to the north where, no doubt, his friends will be glad to welcome him again. He is one of the old brigade of "knights of the grip" and when he began to travel the C.T.A. had a membership of some 2,600. Today it has reached the 8,800 mark.

G. Wallace Weese, manufacturers' representative, Hamilton, Ont., has recently changed his offices from Myles' storage warehouse, corner Main and Hughson Streets, to larger premises at 30-32 Main Street East, Hamilton. A new agency recently added by Mr. Weese is that of the Montreal Biscuit Co.

PUT YOUR HEART INTO YOUR WORK.

By Jerome F. Feishman.

The man who succeeds in any line of endeavor is he who has worked wholeheartedly, whole-souledly, whole-sclfedly for success.

For this thing called Success is simply the realization of ideals we have formed, and striven to materialize.

Don't have a "grouch" against the firm that supplies your bread and butter. Better work for ten dollars a week and work than be employed at twenty-five dollars a week and shirk.

Coming down to the office in the morning with a desire to make the day pass as quickly as possible, and with as little real work performed as is absolutely necessary, is a dead-sure way to oblivion.

There's no exhilaration that can equal the feeling a man senses after a particularly hard job has been got out of the way, and got out of the way by being done right.

The difference between enthusiasm and half-heartedness is the difference between a big, fat envelope on pay day and a salary that gets smaller in the eyes of the man who is always looking for, but never working for a raise.

Enthusiasm! That's the thing that builds bridges and tunnels through mountains. One enthusiastic employe in an organization is worth an army of wishers for six o'clock and Saturday afternoon.

And there can be no enthusiasm unless you are heart, head, and hand in league with your work.

The man who views his daily work as part of his daily self is the man who accomplishes things. The man who performs his duties in a spirit of let's-get-rid-of-these-pesky matters is the man you never hear of as making progress.

Put your heart into your work!

How Fort William Merchants Watch Deadbeats.

Agency Institutes a Protective System There Somewhat Similar to the One in Guelph—About Two Hundred of a Membership—Fee of \$10 Paid Annually—Duties of the Members—No Collecting Done.

By J. R. Lumby.

The Sovereign Accounting Agency, of Fort William, is an off-shoot or development from the Sovereign Collecting Agency, which was originally simply devoted to the collection of accounts for the local merchants. After about a year's experience in this work, W. M. Rae, the manager, noticed that the same names recurred over and over again in their books, as owing sums small and large to a number of different merchants in the city. Many of these accounts were practically uncollectable, and were only a source of annoyance to the creditor and of use'less work on the part of the collectors. It struck Mr. Rae that a system could be devised that would protect the merchants against the continual loss from these persistent defaulters, and at the same time prove a source of income to the agency. It was thus that the Sovereign Accounting Agency was established, and brought into being a plan which is to-day receiving the hearty endorsement of the retailers.

The Regulations Adopted.

The membership fee paid in to the agency is \$10 per year, and the methods of doing business will be more readily understood by a study of the following conditions of membership, which are printed on the official certificate issued to each merchant upon his joining the agency:

- (1) Each member is to furnish the bureau with a list of all accounts that he is having trouble with in the transaction of his business.
- (2) We expect the members to include all persons who are hard to do business with, regardless of prestige, in this list.
- (3) If a delinquent should make good within a reasonable time after being listed, it will be the duty of the member to notify the bureau at once of such.
- (4) If a member has trouble with new business during the year, it will be his duty to notify the bureau at once, furnishing proper name and address.
- (5) The books will be open for inspection by all members only at the office of the bureau, or information will be given by phone or through the mails. We reserve the privilege of not giving information by phone if we think the party inquiring is not a member or his clerk or agent.

(6) It is the desire of the bureau to include all men in all kinds of legitimate business as members, as the experience of one helps the other.

We expect the assistance and co-operation of all members at all times in furnishing information promptly in regard to delinquents.

(7) It will be the duty of each and every member to notify the bureau at once if he has a customer who leaves him owing a balance, and it will also be the duty of each member to make inquiries at the bureau office in regard to any party or parties asking for credit, who cannot show a clear receipt from the parties with whom they traded last.

(8) No one will be admitted as a member unless he is a bona fide business man of the City of Fort William.

(9) Any member who divulges any information received through the bureau to any party or parties not members, and it can be proven against him, he will forfeit his membership for the balance of the year, and for ever after.

The agency conducts a retailers' information bureau, and prints an alphabetical list of delinquent customers, partly compiled from the records of the collection branch, and partly from the reports furnished by members. This list is issued in full annually, and monthly supplements are issued which include the names of any persons who have been reported as poor pay for each month. These are graded by a private code into classes ranging from slow to dead-beat, while a special notation is attached to any who have had the misfortune of being sued and against whom judgment has been issued in the courts.

Acceptable to Merchants.

It will thus be seen that, while the agency itself can accomplish certain good results, the fullest satisfaction will only be obtained by the active co-operation of the retail merchants, in carrying out to the letter the conditions of membership given above. So far the books of the agency show that the merchants are availing themselves very readily of the benefits of this plan for self-protection, the membership being approximately two hundred, and most of these reporting fairly regularly.

The agency has worked into a business system a scheme which has been

tried in many other forms elsewhere. In some towns and cities the same results are attempted by the retailers associations, which meet occasionally and discuss the black-listing of delinquent customers, but this being everybody's business, it often degenerates into being nobody's business, and under these circumstances cannot be as carefully systematized as when it is in the hands of a single capable firm. In the City of Vancouver the Retailers' Association employs a man on salary to do the work and pays the cost of printing and distributing the lists, and it is possible that in a city of that size, such would prove a satisfactory way of arriving at the same results, but in a city the size of Fort William it is probably better in the hands of an energetic firm which will do the work on the basis of a fixed annual fee, as in the present instance.

How the Scheme Benefits.

The opinion of many of the retail grocers of Fort William was asked regarding the work of the agency and information bureau, and without exception they endorsed its methods and testified to the value which it had been to them. One merchant intimated that the agency had saved him several times the price of membership in a few weeks, and that he regarded the fee as being extremely moderate, while another of the grocers said that he found it a very great help to him in the case of new customers asking for credit.

One instance was found in which the value of the system was proved in a negative manner. A new merchant opening in the grocery business paid his membership fee and secured the list founded upon the experience of others. A month or two later he called at the office of the agency complaining that certain customers, to whom he had given credit, were apparently in the no-pay schedule. Mr. Rae referred him to the list, where the names mentioned appeared as not worthy of credit, and asked him why he had not allowed himself to be guided by the information he had paid for. The merchant urged as an excuse that they had commenced by paying cash and had slipped into the credit line by degrees. The obvious reply to this was that it was for exactly this class of customer that the list was compiled, and that it is usually safer to profit by the actual experience of one's predecessors in misfortune than to find out by personal loss that what they testify to is true.

In short, under the management of an energetic and capable man a service is being given which the retail merchants as a body find entirely adequate, and is worth to them every dollar that is cost-

A Cash System Founded on Novel Principles

Success Above all Anticipations has Followed—Once Formed Regulations Never Were Broken—Credit Refused Regina City and Even the Government of Saskatchewan—Operation of a Deposit Account System—Customers Pay Their Money in Advance—Cash on Delivery on Goods Taken Back—Enormous Increase in the Business.

By W. McInnis.

"Would it be advisable for me to adopt the cash system?" is a question which at some time or other confronts every merchant, especially in Western Canada, and the merits of the business run on the cash basis, as compared with those of the business done on the credit system, are constantly under review. With many the question never seems settled, as there are advantages to be cited in either system. But so far as one of the leading mercantile establishments of Regina is concerned, the question is settled once and for all. The store referred to has reduced the cash system to a science, and to-day the richest man in Canada could not secure goods there without the cash. How the system is worked out, is, of course, the interesting point and one which will bear explanation here.

At the outset, it may be stated that the store referred to, the Regina Trading Company, Limited, does the largest business of any store, not only in Regina, but in the Province of Saskatchewan. Its trade has been spread throughout the length and breadth of this province, and in Regina the store carries a stock that can only be duplicated at Winnipeg, Toronto, or other large cities. The reason for all this is found in the cash system, which was introduced three years ago.

With the commencement of 1909, the Regina Trading Company entered the fourth year of business under the cash system, and the manager sums up his success in figures which sound almost too large to be true, and in words which are glowing tributes to the pay-as-you-go plan in operation there. During the two years of operation under the cash system the business has grown by leaps and bounds, and the store that started on a modest scale is to-day a busy hive of commerce, its spacious departments thronged with people from morning till night, and hustling clerks handling their trade, taking in the money for each transaction, and every sale making an addition to the cash receipts, which, in the evening, will be totalled up. Two cash girls are required to handle the business, and even during dull times such as have been experienced throughout the West during the winter months, they have been taxed to capacity.

The Regina Trading Company introduced the cash system at a time when

affairs had reached such a stage that there was need of a move of some kind or other along a new line. Three years ago the management felt that some change must be made, and it was decided to give cash discount of five per cent. off the marked prices. Goods were all plainly marked and those taking credit were charged full price, while those desiring to pay cash could secure five per cent. discount. It was thought that by the introduction of this scheme the number of book accounts could be greatly reduced. But what was the result? That it was not satisfactory can be judged



J. F. BOLE.

Originator of Unique Cash System in the Store of the Regina Trading Co.

because after a year of this system another change was made. The experience of the management with the five per cent. cash discount scheme was that those customers who would pay cash anyway, took advantage of the discount, while those who were in the habit of running book accounts took the credit and paid for their goods at regular prices, apparently thinking that little was to be gained by endeavoring to pay cash and getting the discount.

But under this cash discount system business was growing rapidly just the same. The city and the province were

advancing, and large numbers of new people were coming into the district. It was easy to see that to continue to do a credit business would be to get more on the books than they would be able to carry with the banks.

Could Afford to Lose Money.

In November, 1905, it was estimated that the firm had book accounts to the amount of \$60,000, and this was steadily increasing, for every day someone asked for credit, and every day a new account was opened, and some days there were a good many new ones. It was estimated that they could afford to lose \$40,000 off the annual turn-over, and still make as much money under the cash system as could be made under the credit method of doing business. It was a bold step to take, and one which required a great deal of courage, but after due consideration, the management decided that on and after January 1, 1906, the business would be conducted on a strictly cash basis.

Everyone Knew of It

Means were taken to make everyone acquainted with the change proposed and through advertisements in the Regina papers the announcement was made that there would be no credit after January 1. Every customer whose name was on the books of the company received a circular informing him of the change, and requesting that the balance standing against his name be cleared up. Through the medium of the daily and weekly press of Regina the announcement was also made.

New Rule in Force.

The new rule was strict. All goods had to be paid for at the counter or on delivery, and a system of c.o.d.'s was introduced. This was reduced to the simplest scheme possible, and is found to work exceedingly well. However, the management knew the convenience of the charge system, and decided that there must be some substitute for the straight monthly account—some means devised by which people could telephone in orders and pay for their goods monthly. After many suggestions and much consideration they adopted the plan of demanding the cash in advance from the customers who desired their goods without payment at the counter. This at first appeared to be a most ex-

THE CANADIAN GROCER.

traordinary request for any merchant to make, but as it has worked out it will be seen that it is proving quite satisfactory to all who have adopted it. Customers who desired their goods charged up were required to make deposits at the first of each month, a credit entry being made for the amount, and four per cent. per annum added to the daily balance. When the customer with such a deposit account desires goods he places the order with the clerk, the counter check is sent through, marked paid by the cash girl, and returned to the clerk to have the order filled.

At the first introduction of this system some customers kicked. There were those who had always been good patrons of the store who got on their dignity at a demand for cash, and said they had always been able to get credit, and could get it elsewhere if the Trading Company would not give it. The management had expected that there would be some customers take this view, and al-

up just as is done in dealing with the bank. Lists are posted in the different departments showing the names of those who have deposit accounts, and from this list each clerk takes his instructions in the main. When a customer having a deposit account makes a purchase, the clerk makes out a bill in the counter check book, this being sent in over the cash carriers to the girl in the cash desk. If the depositor still has a balance to credit, the girl stamps the bill "paid" and sends it back to the clerk. After this procedure is gone through the clerk puts up the goods, but he is not allowed to do so until the cash girl has placed her stamp on the bill. In this way the responsibility for seeing that customers do not overdraw their accounts is placed upon the cash girls, and their part in the deposit account system is no small one, requiring as it does accuracy and integrity.

When the bill for the goods is stamped "paid" by the cash girl, she imme-

diately enters in the debit column of the deposit account book the date and the total of the bill. The duplicate part of the bill goes to the office, and there lady clerks enter on the ledger account the purchases, item by item. A loose leaf system is employed for this purpose, and at the end of each month the depositor is sent a statement showing the goods purchased with each bill, and the balance, if there be any, to his credit. A statement of the total of each bill of goods is also sent. The deposit book is returned with the statement, and the customer thereby has the means of checking off the items and assuring himself of the accuracy of the charges made against his deposit account. By the use of carbon a copy of the pass-book is also kept on file at the office.

deposit account. Their goods are delivered to them with c.o.d. slips attached, and the delivery man collects or brings back the goods. Each delivery man is given \$10 in change, which he carries at all times. When a clerk takes an order over the telephone or at the counter for c.o.d., the duplicate of the bill goes into the cash desk and is filed on what is known at the "C.O.D. File." The clerks are furnished with large red stickers marked "c.o.d.", on which there is space for the address and the amount of the bill to be collected, the bill of the goods always being attached to the parcel to ensure no mistake being made. The duplicate bill, which was sent to the cash desk by the clerk, is taken from there to the office, and the bunch of these is separated into districts, one district for the route of each driver. In the morning each delivery man is required to cash in the amount of his previous day's collections, and some times these men carry



An Exterior View of the Regina Trading Co.'s Store, Which has Made a Wonderful Success of the Cash System.

though it was pretty discouraging to see one after another good customer refused credit and withdraw his trade, they never gave in to anyone. The first refusal of credit was to the City of Regina. The rule was made to fit everyone, and when the corporation applied for credit, it could not be secured. They went elsewhere. The next large customer refused was the Government of the Province of Saskatchewan, for even that institution could not secure a line of credit at this store. It is to this feature of the system that special credit for its success is attributed: favors were granted to no one and no one could get goods on time.

Deposit Account System.

Further explanation of the deposit account system will not be out of place here. A book is kept in the cash desk for each depositor, run after the fashion of an ordinary bank pass book. When a deposit is made the amount is entered

diately enters in the debit column of the deposit account book the date and the total of the bill. The duplicate part of the bill goes to the office, and there lady clerks enter on the ledger account the purchases, item by item. A loose leaf system is employed for this purpose, and at the end of each month the depositor is sent a statement showing the goods purchased with each bill, and the balance, if there be any, to his credit. A statement of the total of each bill of goods is also sent. The deposit book is returned with the statement, and the customer thereby has the means of checking off the items and assuring himself of the accuracy of the charges made against his deposit account. By the use of carbon a copy of the pass-book is also kept on file at the office.

Cash on Delivery System.

The c.o.d. system is handled in this way: There are customers who telephone orders, but who do not keep any

over night as much as \$40 or \$50, or even more. To secure men who can be held responsible for this work, the store must pay top wages, but it is found that in the end this pays, and the Regina Trading Company has never yet lost through an absconding clerk.

Result of System.

The result of the introduction of this very complete system has been most satisfactory. After two years' trial it is found that instead of losing \$40,000 in volume of trade—which it was figured could be dropped without losing profit—during the first year the cash system was in operation, 1906, the business showed an increase in volume of \$80,000 over the previous year. During the year 1907, it showed an increase of \$100,000 over 1906, or \$180,000 over 1905, the last year the credit system was in force, and the year during which the five per cent. cash discount was allowed. Another most remarkable fea-

ture of the business of the Regina Trading Company is that during 1906 there was never a month that did not show an increase in business over the corresponding month of the year previous, and during the year 1907 there was never a month that did not show another increase over the corresponding month of 1906. When one considers the times of financial depression through which the country passed during the closing months of 1907, this statement is the more remarkable.

The Man Behind.

The man who has accomplished things as set forth in the foregoing is J. F. Bole, M.L.A., manager of the business of the Regina Trading Company. It is not without some degree of pride that he looks back over the past two years and views the success which he introduced with the cash system, and he has not the slightest hesitation in recommending to other merchants the adoption of a similar style of business. The details, he said, must of course be worked out to suit the needs of the community in which business is being done, but the principle is always the same, and he believes that what the Regina Trading Company has done, other stores can do. He remarked that the great secret of his success has been that he gave in to no one. Had he granted any favors and given credit to individuals, the first effect would have been to demoralize the staff of the store, and if the manager started to do such a thing, the clerks would be tempted to do the same. The very people to whom the favor of credit might be granted would be the first to lose confidence, and sooner or later others would learn that such favors were being granted, and they, too, would lose confidence. By refusing the requests of everyone, the management at first lost customers for the store, but the greater part of these have since recognized the value of the monthly deposit system or of paying cash, and they have nearly all returned with their trade, admitting the rule adopted to be the best one. Had the old credit system been continued, Mr. Bole says, instead of having no accounts on the books now, there would be \$100,000 or more, and this would be more than the store could carry. Making people thoroughly acquainted with the new system of business was an important factor in the success of the undertaking, and another feature which helped along the business was that the store was able to and did sell cheaper than competitors were selling. They could afford to do this because there were no bad debts, and they knew that every time the carriers came to the cash

desk they contained money and not additional bills to be charged on long monthly accounts.

Great Help in Financing.

There is another feature of the business which will be of great interest to merchants. The deposit account system, bringing in as it does large sums of money each month, provides a great assistance to financing. The depositor bringing in a deposit of \$100 on the first day of the month is credited with \$100, plus four per cent. per annum for the 30 days, or total of \$100.33. On the day the depositor makes this payment of \$100, the store probably has a bill of goods for \$100 coming due. To pay this bill promptly would be to save the trade discount of five per cent. and with the depositor's \$100 the store pays the bill of goods, securing five per cent. discount. In this way the depositor secured \$100.33 for his even \$100, and the wholesaler secured \$95 in settlement of the \$100 bill of goods. The store, on the other hand, having paid 33 cents for the use of the customer's \$100 for the month, saves \$5 by paying the bill due, and makes a net profit of \$4.67 on the transaction, in addition to securing payment in advance for the goods sold out of the store and doing away with endless bookkeeping entailed by the credit system.

This is a feature which is well worth the careful consideration of every merchant, for by it he is enabled to finance almost without the assistance of the banks, and to carry stock varied in quality as well as in quantity, which he could not handle under the monthly account system.

THE PRICE OF BORDER.

Losses Recently Sustained by Manufacturers Will Likely Produce Better Prices.

Following the recent formation of the American Wall Paper Manufacturers' Association in New York, of which practically all the United States manufacturers are members, and which was formed for mutual interests in regard to freight rates, credits, and the general discussion of wall paper conditions, one of the most vital subjects of interest to the entire wall paper trade came to the surface, i.e., the border question.

It seemed obvious that few, if any, manufacturers had held their own since the flattening of the border price eight years ago, while 32 manufacturers have gone to the wall on account of the loss

sustained in consequence. It is doubtful even now if any one of these men actually realized what his borders really cost him to make in proportion to hanging, until S. S. Boxer, of the Watson, Foster Company, Montreal, who was known to have made a series of comparative tests extending over entire seasons, was asked by one of the American trade journals to give his experience in the matter. His demonstration was so conclusive and reasonable that the subject is now a very lively one, and all the American trade journals are inviting opinions from the dealers throughout the United States and practically all are favorable to a special border price.

Mr. Boxer showed by actual tests, based on his figures and experience, that the average roll of border, one and two-band, costs three times more than its hanging to produce. It would seem that even the man in the street can understand that the cost of the first roll of wall, border or ceiling of any pattern, being practically the same, the cost of the entire run of the border must be proportionately more than that of the hanging, the run of which is five times greater with practically no more expense. All people in the trade understand this, but have never realized what a tremendous loss it has been to the factories, who were never able to stiffen the price of their hangings in order to average up.

But it is not the manufacturer only who is interested in this; in fact, the retail dealer is more concerned in the reestablishment of the border price. He will sell, and the people will buy, as much as ever—more, because the dealer will then have some interest in pushing wall paper, which at present is not very remunerative.

There is probably no other industry which does not base its selling price on the cost of production of any article. The wall paper people seem to be waking up to the necessity of doing this.

In view of the unanimity of the makers, jobbers and dealers in the United States it is safe to say that the flat border price will go down and out when the new season's lines appear, and it is likely that Canadian houses will follow suit.

A TRUTHFUL M.D.

"Do you drink coffee?" asked the doctor of an aged patient.

"Yes," was the reply.

"Coffee," continued the M.D., "is a slow poison."

"Yes, very slow," replied the old man. "I have taken it daily for nearly eighty years."

Workings of Collection System in Guelph

Methods Used by the Collector and Monthly Statements He Issues for Benefit of the Merchants—How the Assessment is Made on Those Who Receive the Benefits of the System—Merchants' Share in Providing the Collector With Necessary Information and the Method by Which Money Received is Divided Among the Different Creditors.

By this time retail merchants in every city and town in Canada have become acquainted with the fact that in Guelph there is a collection system in vogue which under no consideration would be

New Accounts for Collection

<i>Mr Smith</i>	<i>15 Water Street</i>

relinquished by those it has protected from the unprofitable delinquent during the past year. The benefits of the system have been recorded on various occasions by The Canadian Grocer; but the purpose of this article is to illustrate the workings of the unique scheme, the promoters of which have been extolled by fellow merchants in the city of Guelph hundreds of times.

Unsatisfactory collections have for ages past been worrying the retail merchants where the cash system has not been adopted. In some cases it is considered unwise to adopt the plan of selling for cash only, and there's where the rub comes in. Since Guelph has been courageous enough to come to the front with a successful system for not only the collection of bad debts but for the prevention of them, other cities and towns are anxious to follow suit. In fact one city—Brantford—has just recently organized a system similar to the one established in Guelph; Chatham seems also to have caught the contagion; Berlin is making inquiries and Cornwall in the eastern portion of the province is alive to its own interests and in all probability will fall in line as soon as its merchants become apprised of the complete operation of the scheme.

Qualifications of Collector.

Once the merchants of any town or city have decided to establish a collection system and have completed their organization plans, the remainder lies with the collector. It is therefore essential that a man be procured who knows his ground, who understands something about the differences in human nature, one who is energetic, strict

but tactful, and one who always does as he says.

From the statements of the officers of the Retail Merchants' Association of Guelph, they seem to have secured pretty nearly the ideal man for the occasion in D. A. Scroggie, a former grocer in the Royal City. From a personal conversation with him the writer was easily convinced of the good fortune of the merchants. Mr. Scroggie is in love with his work, as the results which have followed his labors will testify. He follows up every "slow pay" in the city until he gets his money and during the 10 months, ending May 1st, 1909, collected for the men he serves \$2,146.38. This, in the estimation of the merchants themselves, only represents a small portion of his services. Many delinquents rather than have the collector call once a week or once every two weeks at their homes, pay the merchants they owe and avoid the gossiping of their

Following Have Been Handed me for Collection for the month of and Amounts opposite the names have been paid on account

<i>J. Jones, 240 King St</i>	<i>\$2.00</i>

neighbors. It is safe to say that double that amount has been received directly due to the fact that the collector was appointed.

But the main advantage lies in the protection again the "dead-beats" who are continually seeking for goods for which they do not want to pay. Therein lies the secret of the success of the system in Guelph and the reason why the beneficiaries are maintaining it so strongly.

Details of the Work.

As intimated above the collector is practically the whole system. All that the merchants themselves are required to do is to hand to him the accounts they desire collected. These accounts are made out in the ordinary way and are just the same as those the merchants themselves would send to their debtors. They may differ in one particular—they are not itemized. Some merchants, of course, do not itemize their accounts. If the debtor refuses to accept the total as shown on the ac-

count as correct, the collector is then obliged to go back to the merchant to secure the detailed account. This, however, seldom occurs.

The first stage is therefore simple. The merchant doesn't even have to mail the various accounts to the collector. He calls in every store regularly and they are simply handed over to him.

What Collector's Books Consist of.

Every month the collector prepares four different sheets for his own and for the merchants' benefit.

When he receives the accounts from the merchants he prepares a list of "New accounts for collection" as shown in the first illustration on this page. Only the name and address are given with this and if any one desires to know whom these people owe and the amount, all he has to do is to 'phone the collector at his office and he has his queries answered. Remember, the names appearing on this list have never appeared on any before as delinquents. Every merchant enjoying the advantages of the system gets a copy of this sheet—which in Guelph, as well as the other towns are typewritten—once a month. It is easily made out by the collector from the names of those sent in who have hitherto been paying cash, who have come from another town or city or who are beginning to be slow pays.

In this way every merchant knows just when anyone begins to get credit. He knows the amount each has gotten and if he does not consider them good pay they don't get an opportunity to deal

The following have paid their Accounts in full. Please mark off the month of of Sheets.

<i>McAllen</i>	<i>30 Elizabeth Street</i>

with him. He uses his own judgment.

This sheet, as well as the others which will be described, are kept in the merchant's store and a glance will show where the would-be honest or dishonest debtor stands financially.

Accounts to be Collected.

Another monthly sheet prepared by the collector and sent to every merchant

is the one showing the list of accounts given to him for collection with the amount each debtor has paid on them.

This sheet is headed: "Following have been handed me for collection for the month of— and the amounts opposite the names have been paid on account." As the accompanying illustration indicates, the names, addresses and the amounts paid on accounts are given.

The merchant can scan this sheet in a few moments and determine who are the slow pays and who are not. He can tell from it whether one of his long-credit customers has been cashing up and therefore whether he is getting his money even before his cheque comes in. The collector usually delays sending a merchant a cheque until an amount worth while has been collected from different debtors.

Paid in Full.

A third sheet prepared by the collector monthly is one headed like this: "The following have paid their accounts in full. Please mark off the month of —sheets." Beneath is given the name and street address of those who are no longer debtors to their merchants. This provides more information. It shows that some are paying up and that generally speaking these are the

Small Accounts Handed in for Collection and paid in full for the month of.....

NAME	ADDRESS

parties who can be trusted. Since every merchant has this list he knows what to do when one whose name is on it asks for credit. If he wishes to find out how large the account was and to whom it was owed he gets his information from the secretary.

When this list of names has been received the merchant red-inks or blue pencils the same names on the sheet previously explained. The remainder, he knows, are still debtors.

Every month there are a large number of small accounts, ranging from 50c. to say \$1.50, and these are kept separate by the collector. Statements showing that these have been paid are also given monthly to the merchants. It reads as follows: "Small accounts handed in for collection and paid in full for the month of—." The name, address and amount is placed below.

Circulated Quarterly.

In order that the merchants may know exactly where they are at, they are provided quarterly with statements showing the total amounts collected for each man in the association and paid over to him by the collector.

These statements are headed: "The following moneys have been collected and paid to the different merchants, members of the association as follows:"

In the list that follows it the merchants are classified, according to their occupation, such as grocers, hardwaremen, dry goods merchants, butchers, druggists, etc.

How Merchants are Paid.

The only other books the collector needs are cheque book, ledger and cash book. The former is used in paying the merchants, as all moneys when collected are placed in the bank. On the back of each cheque are written by the collector the names of the merchant's debtors who have helped to make up total shown on the face of it. The amount each debtor has contributed is placed opposite his or her name. The bank returns to the collector every cheque presented so that if at any time a merchant should dispute the receipt of money from any debtor the disagreement can be easily decided.

The ledger is used by the collector for entering up all accounts as soon as they come in from the merchants.

When cash comes in each merchant is credited in the cash book with his share. The ledger and cash book are kept up to date every night, the collector attending to this after tea.

No "Pro Rata" Used.

A point that naturally arises in the distribution of the cash collected among merchants who have the same people owing them, is the share that each should receive. This is not done by the pro rata plan in Guelph; and it doesn't matter how old an account is—it is always new in the eyes of the collector.

In collecting Mr. Scroggie usually determines how much a debtor will be able to pay each week or every two, three or four weeks, on account.

Supporting a party owes four merchants twenty dollars altogether—one two dollars, the second three, the third five and the fourth ten, and that the party agrees to pay him two dollars each week until the account is cleared away. The merchant who is owed the ten dollars gets but a quarter share of the two dollars each week—that is, fifty cents—the same as the other three. Of course at the end of the fourth week the merchant with the two dollar account has been paid and the collector the fifth week has two dollars to divide evenly among the remaining three. Eventually the three and five dollar accounts are paid and the man with the ten dollar account gets the whole two dollars.

This plan has been found to work satisfactorily and it saves considerable work to the collector.

Only two more explanations are re-

quired. The share that each merchant contributes to the expense of maintaining the collection system and the method of paying the collector's salary must be worked out satisfactorily before it is instituted.

In Guelph the merchants paid either \$10 or \$15 each, according to their location. Those on the main street, generally speaking, were assessed the latter amount while those off the main street paid the smaller sum and many now are willing to expend \$25 for the protection. The collector was paid by salary which amounted to \$800. This amount came out of the general fund to which all merchants who received the benefits of the system subscribed. In the establishing of this method it is a wise precaution to see that all merchants pay their share in advance so that there will be no difficulty experienced in furnishing the collector's salary.

Some Results Obtained.

The above represents pretty fully the establishment and operation of the col-

The following momes have been collected and paid to the different merchants. Members of the Association as follows:

GROCERS	
NAME	AMOUNT
<i>Total</i>	
HARDWARE MERCHANTS	
<i>Total</i>	
DRY GOODS MERCHANTS	

lection system in Guelph. A year ago when the system was instituted it was all a gamble as to the success it would be and as to the ultimate results. Today Guelph merchants pronounce it a providential plan. It has unearthed the professional dead-beat and shown him in his true light. It has found out those who purchase beyond their means intending to remunerate and those who are slow-pays. All these facts the merchant has before him and he has only to use his best judgment in dealing with the various cases.

Grocers have been found to be the most charitable class of merchant in Guelph. Out of the \$2,146.38 bad debts which Mr. Scroggie collected in 10 months grocers received \$484.27. Furniture men came second with \$384.41, closely followed by hardware merchants and dry goods men. Foodstuffs are ab-

olutely necessary, which explains why grocers carry the greatest credit accounts.

Sensitiveness in some people in Guelph, lest the collector should suddenly appear at their doors, causes them to send by mail the amounts they promised to the collector. Mr. Scroggie gets on an average of \$25 per week in this manner. Others go direct to the merchant and pay their accounts. If for any reason however, they should miss the mail on the day appointed or fail in calling on the merchant they owe at the specified time, the collector bobs up at their doors the following day to discover the reason why.

If a family not accustomed to paying regularly move from one part of the city to another the collector knows it and the merchants there are advised of the fact. To escape is impossible.

Brantford Grocers Organized.

Some time ago the Retail Grocers' and Butchers' Association decided to take up the question, having become acquainted with its success in Guelph. They secured H. Occomore, vice-president of the Merchants' Association at Guelph, and a man who was one of the principal promoters, to address them from the organizing standpoint. Later they invited Mr. Scroggie over to tell them of the work of the collector and with his assistance secured 112 merchants willing to venture the scheme in Brantford. The assessment is fixed there at \$10 each so that the 112 merchants represent already \$1,120.

Mr. Scroggie has also been to Chatham where 23 merchants agreed to make the test. The fixed rate of \$10 will also prevail there if the scheme goes through.

Mr. Scroggie contends there are at least twenty-five towns and cities in Ontario who could be benefitted by a collection system similar to the one Guelph enjoys.

A Wide-awake Executive.

No doubt a great deal of the success that has attended the efforts of the Guelph merchants has been due to progressive men in the association. The executive meets once a month—and almost invariably eight out of the nine members are present. They have a little supper at one of the hotels and afterwards talk over plans to be presented at the general meeting of the association which is held one week later. In this way they always have something substantial for the monthly meeting and thus they get the members to attend.

Inconsistencies of the Credit System

Cultivation of Bad Habits Cause a Great Deal of Trouble—Merchants Give Credit While Other Business Men Get the Ready Money—What Uncollectable Debts Might do for the Retailer—Grounds of Defence of the Credit System.

By G. B. Van Blaricom.

There is one ideal system in business and that is to buy and sell for cash.

How happy, how pleasant, how satisfactory things would be if every purchaser paid spot cash. What a vast amount of expense would the merchant save—no bookkeeping outlay, no collecting department, no bad debts, no book accounts whatever—in short, no losses. He would know exactly at all times just where he stood and what he could reasonably undertake—or in other words, how far he could launch out. How many disappointments, how much worry and anxiety, how much loss of time he would escape if every person paid as he went. It would enable the grocer to take advantage of all cash discounts, which means that he would be in a position to sell goods cheaper. His best patrons would thus save money as well as himself.

Apparently nothing, whereas he thinks the fellow who pays cash is directly or indirectly handing over a certain amount for Mr. Slow Pay and Mr. No Pay. The buyer on credit generally gets his goods at the same figure as the cash customer and, where that system prevails, some naturally inquire what use, advantage or benefit is it for the cash customer to hand over his good hard coin? What does he gain over the credit buyer? the cheese factory." Do you read of that he might as well have had the use

of his collateral several months. But this is another phase of the whole matter and the cash system is being dealt with more from the storekeeper's standpoint than that of the consumer.

Uncollectable Book Debts.

Mr. Grocer, you perhaps have done a credit business for years. Why do you not introduce the cash system? How many thousands of dollars have you on your books that is not collectable, the parties having moved away, disaster overtaken them or some other unforeseen cause intervened? Do you not wish you had that money gathered in? But it is useless to express such a desire, as you know it is next to impossible to get bank notes out of some men. Many, who have the money won't pay, and others who would pay have not the wherewithal.

Two grocers from different towns were heard recently in an animated discussion on this point.

"My!" exclaimed one, "I have \$9000 book debts, and if I could get this money how many new lines of business I could go into. I would add a large stock of confectionery and would lay in a quantity of crockery. I would also add about twenty feet to my store, as my premises are terribly crowded. I would reduce stock in certain slow-going lines to make room for the rapidly moving

ones. If I had that cash * * * * but there is that if—"

"That's it," replied his friend. "I am clear of all your worries. I do not grant credit at all and, as a result, I always have a little spare money in the bank to avail myself of 'snaps' whenever I see a favorable opening."

There may, in certain localities, be cash system should not prevail in the special or sporadic reasons why the grocery trade, the same as there are exceptions to every rule, but generally speaking conditions are the same. It is upon the general state of affairs and not isolated examples that the experiences, results and benefits of the cash system in this article will be based.

Credit System Defended.

Occasionally you hear a man defend the credit system and he talks along this line: "I lose very little, if any, money through the credit business—in fact, I prefer it to the cash if I know a man is good pay. I hold the trade of a man who buys on credit whereas with the casual cash customer—well! he is here one day and with some one else the next. You are never sure of his patronage and a cash customer frequently thinks that he should buy at his own price simply because he is paying out money then and there. The cash customer is generally a kicker, and is not willing in many

instances to allow a retailer a fair living profit."

The observations may be true to a very limited extent but nine out of every ten merchants who are doing a cash business, will refute these statements as unworthy imputations cast upon honest, square-dealing, careful buying farmers, contractors, tradesmen and citizens.

As pointed out, there may be local or individual reasons applicable in general why you cannot do a strictly cash trade, but with fully ninety per cent. of grocers throughout Ontario, there is no real, valid or substantial reason why they cannot do a cash business—so far at any rate as general groceries are concerned.

Where, then, is the fault? It is with the dealer himself. He is presumably afraid of losing life-long customers, fearful that the other fellow will spirit them away or else he lacks decision and backbone—cannot say "no" firmly and politely; in other words he is kinder to the public than to himself.

The hardest word in the English lexicon to pronounce, paradoxical though it may seem, is that little monosyllabic "NO."

Pay Cash for These.

Did you ever hear of a man who thought that he could get theatre tickets and pay for them just when he pleased? Do you ever ask the railway ticket agent to let you have a ticket on time and remark: "I will pay you as soon as I sell my wheat or receive my money from the cheese factory." Do you read of any individual's getting postage stamps, street car tickets, express parcels, meals at hotels, trips on boats, shaves or shoe shines without paying the price then and there for the privilege and service. Why then should persons, well able to settle for goods, get sugar, bread, tea, fruits, vegetables, fish, etc., on credit? No reason whatever if the dealer makes up his mind that he is not going to allow an ancient, time-worn, obsolete system to go on any longer.

A frequent excuse given by dealers against changing from credit to cash is that farmers cannot pay every time when getting goods. The fact is that they can pay better than any other class. Did any dealer ever know of farmers selling their grain, hay, horses, cattle, chickens or anything else on six months' time? And yet, if you permit it, farmers will ask you to sell them your goods (which represent cash, labor and raw material, just as much as their produce does) on credit, to be paid for when they feel like it. It is not a fair division of burden, and dealers who give credit carry the heavy end.

Presents For Wrong Parties.

An absurd practice quite common among retailers is "carrying" the farm-

ers from spring until fall, and when Mr. Farmer "pays up" make him a present. He has not done the retailers any favor, but rather the retailer should receive the tribute for carrying the account without interest for six months. A "good" collector will impress upon the customer in a nice way so as to cause no offence that the customer is the favored one, and make him so appreciate it that he will continue trading there. If any one is to have gifts it is the cash customers. Some retailers buy good quality of goods for the farmers and their wives, to give out when they "pay up" in the fall, thus paying a premium in the fall for carrying the account without interest to show how carrying the account is appreciated, instead of the farmer showing his appreciation for having the account "carried" and for favors extended.

Credit business or cash business is but a matter of education. If a farmer has been taught he can buy goods on long time he will continue to ask for credit, even with money in the bank or in his pocket. And this same man who has been educated to credit will not pay for his purchases until forced to do so. On the other hand, if a dealer has established a reputation for selling only for cash, no one asks him to extend credit. Men who want goods always manage to have the necessary amount of cash, or are willing to give a bankable note when purchases are made. A credit giving grocer is asked to sell goods as close as competing cash stores and mail-order houses. Customers who want credit in most cases demand cash prices.

Working Gradually.

Referring to the cash system, W. Hanna, of W. Hanna & Co., general merchants, Port Carling, Ont., says: We have been trying to cut out a lot of our credit business and do more cash but it is far from all cash yet. We may say that our plan has worked very well and that our credit sales for the past year have decreased and our cash sales increased in a good ratio. But there is still room for improvement. We are hardly sanguine enough to think that we could do an entirely cash trade in this village. The conditions are different to most villages of the same size. The tourist trade here is the harvest and, like the people in the West, the people here depend on the harvest to pay their debts. However, conditions are improving as the people get more educated to the cash system, and we believe any merchant can greatly improve the condition of his business by being firm and holding out for cash. At any rate he will be better off in the end by doing less business and more of it cash.

Great Hindrance To Trade.

Conversing with a business man the other day on this subject of credit and cash, in the course of his talk he made these remarks: "People who usually pay promptly are not doing so now. This condition hampers trade greatly and causes unnecessary worry. There is a remedy. Hundreds of people have money in the banks or out on interest who are owing tradesmen and merchants. To a man not in business this seems a matter that need not be referred to, but to business men who carry on business at great expense with weekly outlay for wages, stock, horses, freight, and other demands that must be paid, it becomes a very serious problem. The remedy we propose is that every man and woman who owes a business a dollar or more and can pay said account, do so at the very earliest chance.

"Keep money moving. This is the best remedy for dull times. This is how it works. One thousand persons, for some reason unknown to us, have failed to pay a dollar each which they owe a merchant. Let these 1,000 persons this week send in their dollar so that the merchant will have a thousand dollars at the end of the week. Inside of 24 hours he will pay the money—every dollar of it—to his creditors. They in turn will pay it to their creditors, and so the money will keep on circulating, relieving the pressure, giving peace of mind, restoring cheerfulness and confidence and so this old world will have added charm for the business man who is sad and gloomy from the weight of debts he cannot pay because a hundred persons who can pay if they choose do not do it. This world would be much more like heaven if everybody 'owed no man aught but love.'"

MAKE SURE OF IT.

"Smith," said the grocer, severely, "did you charge Mr. Jay for that basket of peaches?"

"Yes, sir," the clerk replied; "I think I did, sir."

"Well, charge him again," said the other. "You can't be too sure of a thing of that kind."

The vital study for the employe is to learn everything touching his position quickly and thoroughly, to adapt himself as nearly as is in his power to the demands made on him, to catch the pace of the workers about him, be it fast or slow, and to accommodate himself in every thought and action to the standards of the department as he finds it.

A Traveller's Experience in Trade Evolution

Improvements Some Grocers Have Made During the Past Twenty-eight Years—Advance of Early Closing in the Country Districts—How a Better Knowledge of Business Brings Better Profits—Benefits of Present Transportation Facilities.

By C. H. Parsons.

It is quite natural for one to suppose that in the passing of the last 28 years, trade conditions among the retail merchants in Ontario have greatly changed their complexion. During that period of time I came in contact with hundreds of merchants, in view of the vocation I followed, which was—as our friends are pleased to call it—that of a knight of the grip.

For twenty-eight years I traveled for a wholesale grocery firm chiefly in the northern section of Ontario, and when I look back on the time I first took my samples out and consider the intermediate years, I realize how evolution with its imperceptible regularity has improved transportation facilities and the manner in which trade is carried on generally. When I think about the old buckboard in which we travelers used to cross country and contrast it with the fine, soft-seated, rubber-tired vehicles that the liverymen provide us with now, I wonder what time will bring forth in the next twenty-eight years.

The general improvements in the trade throughout the country can only be appreciated by those who have rubbed up against the men who have been and are connected with it. While, I believe, there is yet plenty of room for progress in a great many cases, there have been vast changes towards better conditions.

Advance of Early Closing.

Among the many changes I recall, probably the most noticeable is that which has occurred in the closing of the country store.

A couple of decades ago places of business were open until all hours of the night, and we travelers used to, on some occasions, transact our business in rickety old offices by the light of the old oil lamps. But times have changed. The merchant is beginning to realize that a life of continual slavery is not what he is living for. He wants an hour or two of the day for himself or for his wife and family. Hitherto all his waking hours were passed in the store where he was so wrapped up in business that he almost forgot sometimes to go to bed.

Nowadays in many villages and towns, it is just as impossible to get into a grocery store after six o'clock as it is to attempt to walk upon the water.

Not only do the grocers themselves reap the benefit, but all their employes get a few hours of recreation—and they deserve it after a long day's labor, if they do their work faithfully.

Systematic Arrangements.

Years ago it was a common sight on entering a general store to see a jumble of boots and shoes, dry goods, hardware and groceries behind a single counter. Very often the clerk employed had to look after both the buying and selling and it used to puzzle me often to know how his employer made any profits. Store equipment and facilities were never thought of. The merchant simply depended upon the consumer getting hungry occasionally and he knew when such a condition of affairs existed his services would be required to supply some bread, tea and sugar.

I scarcely need to refer to the present conditions in this regard. Merchants now vie with one another to see who can produce the more inviting store front, window and interior. In the general store of to-day the boots and shoes are not mixed up with the groceries, nor dry goods with hardware—each has its own department, attended to by its own salesman.

Instead of boxes, barrels and benches used as counters we to-day see handsome oaken structures, some with marble tops, show-cases, glass-front bins, adjustable shelves, refrigerators, coffee grinders and modern weigh scales.

The grocery clerk has his up-to-date methods. He is held responsible for the payment of his department, and everything that comes under his management. Sometimes he is even allowed to share in the profits—an unheard of thing a quarter of a century ago.

Systematic store arrangement and store equipment is, I consider, an essential to a successful business. Changes of this nature attract the attention of the traveler more than anything else. It, of course, means that the merchant is beginning to realize the necessity of keeping apace with the times and that he is prospering.

Tendency Towards Cash.

The retail merchant, and especially these doing business in country districts,

have been troubled for years with the long credit terms they were forced to give to farmers.

In olden times when a retailer sold a farmer a parcel of goods he knew right well that he would not see the money until after the next threshing, and, indeed, he was often lucky if he received it within a year. The trend of the times is to the cash system and many are found to be adopting it.

But, apart from the change to cash business the merchants are training themselves wonderfully in the art of bookkeeping. The systems are in the main the same, but differing in minor details. They nevertheless have greatly improved their work as well as aided the traveler. Customers now get their accounts monthly instead of half-yearly, and the money circulates more frequently—all of which has been a wonderful aid to business.

Years ago almost every merchant's books were in such a promiscuous state that he scarcely knew where he was at the end of the year, and he was lucky if he knew just who were his debtors. I believe that hundreds of dollars have been lost through carelessness in having an unsatisfactory bookkeeping system. This has now been eliminated and they all know how much they are owed even if they cannot get it all.

Telephone Convenience.

A great improvement observed in my travels is the telephone convenience. Every up-to-date grocer has his telephone. He takes the orders from his customers, sitting at his desk in the office, and saves time. The convenience experienced now is so great that merchants wonder how their predecessors in former years ever got along without it.

The telephone is also used extensively in giving orders to wholesale houses in the large centres. It saves many a long delay and prevents many outbursts of temper from the lack of patience in anxious customers. Nowadays it is also quite a common thing to see a merchant at his desk writing advertisements for the local paper when such a thing a score of years ago was considered unprofitable and wholly unnecessary.

Better Transportation

The trend that trade has taken during the past twenty-eight years can be gauged by the advance in transportation facilities, probably as well as by anything else. The development of these from the merchant's, as well as the tra-

Traveler's Idea of Why Retail Merchants Fail

In Grabbing After Business They Secure Much That is Undesirable—New Merchants Forget to Figure on Cost of Maintaining Their Stores—Fewer Failures in the Trade Than During Past Years, But Not Many Grocers Retire.

"There is too much of that greedy grab after business," declared a grocery traveler of twenty-two years experience the other day as he mentally recalled a few of the many experiences he has had to substantiate his claim.

His contention was that through idiotic practices merchants have rushed in to give credit to any party who turns the knob of the store door.

This traveler expressed his appreciation of the collecting system in Guelph which was doing excellent work.

"If there were more like them in Canada the retail merchants would today be a great deal better off," he said.

Recently he was told of a case in Guelph which showed that the delinquent was entirely at the mercy of the merchants.

A buyer went into a store to obtain some goods and didn't have the cash to pay for them. He promised faithfully to meet a draft at the end of the month and although he was promptly drawn on he was unable to pay. That, of course, was the last credit he secured there. Believing that he could obtain time if he went elsewhere he tried the other end of the city. The merchant on learning his place of abode became suspicious and called up his friend in that section, who was a member of the Association benefited by the collection scheme. He learned something about his financial condition and refused him credit.

On learning the cause of the refusal, the purchaser was very indignant and expressed his indignation in none too complimentary terms when he next saw his first benefactor. But he was emphatically assured that he had only himself to blame.

Other People's Debts.

"The cash system is the thing; cash buyers pay the same price as others and therefore help to pay other people's debts," was the traveler's way of sizing up the situation.

Grocers, he maintained were not loyal enough to their own interests. If they would form an association and stand by it, each member taking an active interest in it, they would derive many advantages. The giving of credit and failure to get the money was the cause of the most of the trouble. That's why, the traveler declared, that there were some idiotic retail grocers alive—they

didn't demand cash or give to the safe credit buyer.

"There are grocers who actually don't know how to run a business; some of them who have been in the harness only three months know more about goods than travelers who have been on the road for twenty-five years."

He claimed that many do not realize that it costs something to do business. They believe that if they can put an article in their store for ten dollars and sell it at \$9.99 they are in a cent. Rent, heat light, and store-maintaining are forgotten by the "green" man in business. He neglects to study methods and the first thing he knows his store and stock are turned over to the assignee.

Fewer Failures.

"I have been 22 years on the road and in spite of what statements I have already made, I must say that business methods among the grocers as a whole are improving. I find better methods, better store equipment and a better knowledge of bookkeeping.

"Fewer failures are occurring now, but on the other hand there are very few grocers retiring. That goes to show that generally they are just making enough profit to provide them a living but they haven't laid by any great amounts for the years when they are not able to work."

Merchants needed, he believed, to study their present conditions; to look back upon their mistakes of the past and join together for their own best interests in the future. When this can be brought about they would be on a fair way to success with less obstacles to surmount.

THE ROMANCE OF BUSINESS.

If a young man does not find romance in his business, it is not the fault of the business but the fault of the young man.

Business is not all dollars. These are but the shell—the kernel lies within and is to be enjoyed later, as the higher faculties of the business man, so constantly called into play, develop and mature.—Andrew Carnegie.

Thos. Reynolds, the western traveling representative of the Quaker Oats Co., of Peterborough, was in Winnipeg last week calling on the trade. W. H. Es-cott, is the Winnipeg representative.

veler's, standpoint has been a great boon to business.

The old-fashioned cadge-teams that used to be so frequently seen about our country roads are being superseded by railway and boat, and merchants are able to provide a much better and quicker service than before. It has meant dollars to them, as well as time and money, to the traveler.

As intimated above, I can recollect the times when we used to ride across the country in the old-fashioned buckboard. That was our chief mode of transportation if we wanted to visit a small town, or village aside from a railway station—and the latter were few in those days. This buckboard was a four-wheeled vehicle with slats reaching from back to front axle and the only springs for providing protection from the stony road were under the seat. Our feet, of course, used to rattle on the slats, and our sample-cases would be shaken so badly that at our destinations the sugar samples would be all rolled up into lumps like marbles and not very inviting to an intending purchaser. The motive power between the shafts of the buckboard was usually an old "plug" of a horse well mated to the conveyance.

Time, however, has brought about changes. Competition has forced not only liverymen to supply us with better transportation, but it has forced merchants to keep better goods and to maintain better equipped stores, all of which has the tendency to produce a greater volume of business for producer, manufacturer, wholesaler, traveler and retailer.

HIS BLACK LIST.

A man entered a grocery store and drew a slip of paper from his pocket. A clerk, with pencil and order pad, stepped up in anticipation. The man adjusted a pair of glasses on his nose and looked over the list.

"Do you keep Bopo Soap Powder?" he asked.

"Bopo? No, sir; we have several other soap powders, but no Bopo," answered the clerk.

"Paradise Creamery butter?" inquired the man.

"No, sir, we don't carry Paradise," replied the clerk.

"Well, how about Queen Lill sweet Corn? Do you carry the Queen Lill line of goods?"

"Sorry, sir, but we don't," said the clerk.

"All right, then, I guess I'll trade here, said the man. "Those are the brands on which I've been stung."—**Paek.**

Relation of the Modern Grocery Clerk to Employer

Education of the Clerk the Work of the Grocer—Interests of Both Are Mutual — Should Merchants Tell Their Business Secrets to Their Employes?—Every Clerk Has Capital Invested in Store in Which He Gets His Training—Requisites for Good Employes.

(By Delmere D. Butler.)

Every man who establishes a grocery business of his own is largely dependent upon his employes for his prosperity; to get the best service from them depends largely upon himself.

The employer strikes the keynote of the establishment. If he is cheerful, courteous, and acts as though he holds his employes as human beings, capable of filling the position in which they are placed, he may expect good service, and he will get it. A hasty, quick-tempered person whose habit is a word and oath, cannot keep good help; clerks who are worth their wages have too much self-respect to endure such indignity long; they may have to remain for a time until other employment is secured, but their loyalty is gone, they no longer serve happily or willingly—they lose interest in their work and do their duties perfunctorily.

I believe that the interests of the clerk and employer are mutual and that the success of one helps to make the success of the other; more and more are employers beginning to realize how much the success of their store depends on their clerks. They sell your goods—or not; they please and extend your custom—or they turn it away; they boom your reputation—or cloud it; they swell your profit sheet—or they become a tax to you.

How to Educate Clerks.

From all parts of Canada you hear the merchants complain because it is so hard to secure competent clerks. They declare that the right kind of material is not any too plentiful, yet none will say—"what can I do to improve my clerks?" This is the age of technical books and public libraries, most of which contain a number of books that would be instructive and helpful, or if they have not them and the attention of the proper authorities is called to the subject, they will no doubt be glad to give the matter due consideration.

As a rule any library board would rather buy technical books than fiction, and there are also a number of good books that a merchant or clerk could buy at very reasonable prices. Would it not pay better to develop the clerks you have than to be forever scolding, changing, or "firing" them? This way out of the present difficulty may seem a difficult way for both employer and em-

ploye—"Lead your help, don't drive them." I believe the keynote is co-operation throughout the store, and an interest in responsibility extending beyond the pay-envelope expectations.

Tell Clerks the Business Secrets.

I believe that employers would have little difficulty if they would try to create in their clerks a desire to know not only the price, but also the merits and practical value of every article in the store. They would not find it as difficult as they imagine. Results count, and knowledge of this kind is power; it fits the clerk to sell goods intelligently, easily and profitably. Such intimate



DELMERE D. BUTLER.

Clerk in the Cash Bargain Grocery, Brantford, Ont.

knowledge of everything in the store, from cellar to garret, gives him a bearing that makes friends of all your patrons, who naturally will turn to him because, "he knows his business." Such intimate knowledge of your store and its contents makes him a sure business-getter, and business builder, as well as a cheerful worker and he also becomes a strong factor in the prosperity of the business.

Such knowledge makes him conscious of the power it gives him over every purchaser; it will develop in him the

spirit of trust, energy and high purpose, and his services will grow in value daily. But remember this, "there is no short cut to success." It means hours of study outside of the working hours, yet the clerks would be willing if they thought it was for their advancement, the essential quality being that the clerk possesses and cultivates a willingness to work hard all the time. The successful clerk to-day finds that it is a great help to him if he not only knows his goods but also knows the various uses they may be put to and their relation to other lines in the market.

Service, the Clerk's Capital.

A common mistake that many clerks make is concluding that money is the only capital that can be invested; and if you were to ask one of them how his investment in the store was coming on he would answer, "I haven't any, and I only get about ten or twelve dollars per week, and it takes all I can make to live on."

Every clerk has a capital of his own, and when he goes to work he invests it. His capital is "service," and while it is not handed in to the cashier in coin or bills, it is for all of that possible to be turned into money. That is just what the employer has figured on; his impression was that the clerk would be worth money to him, or he would not have hired him; whether he knows it or not, the clerk has invested his capital and the next thing for him to consider is whether his investment is as large as it should be.

Yet how many clerks try to reduce their services to a minimum. They are singularly apt in discovering ways and means for making their services as worthless as possible; but this is poor financing and after making his investment in the best scheme for enriching himself, he will find he is the loser in the end.

The Wrong Measurement.

There are clerks who measure service by hours. When they spend a certain length of time in the store, listlessly doing as they are told to do, they feel aggrieved when they do not receive the reward of the man who has put in no more time, but who has exerted his faculties to the utmost to make his investment pay.

Neatness of appearance counts; there is a psychological value in the clerks being dressed in white coats during the summer season. Anything you can do in order to suggest coolness to the customer is going to help sell your goods.

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THE CANADIAN GROCER

It is better that the cleanliness of your store go unnoticed than that anyone may have occasion to remark upon the presence of dirt and cobwebs.

Matters to Think About.

I will here enumerate a few more things that will tend to make your investment of more value to your employer. Do not sell goods that are not in stock; do not make a practice of being late every morning; remember always to be polite, cheerful and loyal to your employer, give correct weight, not over-weight, or short weight but give sixteen ounces to the pound; be attentive and show earnestness in the goods you are showing; write the orders plainly and make your

figures distinct, always remembering that small sales mean small profits.

A Trade to be Proud of.

All grocers and clerks should take proper pride in their trade, and they may justly encourage that pride. For what trade can possibly be of more ancient date than the trade in the articles of food, the first necessities of life? The grocer must continue to be in request in an increasing degree, to supply the want of our ever growing population, and more and more as the years go by will the community clearly see the importance of the grocer and his industry—so intimately associated with the lives and well-being of the people.

Some Original Methods Used in Training Clerks

Montreal Grocer Has a System of His Own—Graduates From His School Become Successful Merchants — Accuracy, Neatness, Promptness and Courtesy Are Qualifications All His Employees Are Taught to Possess.

In reply to an inquiry regarding his methods of handling his employes and otherwise conducting a grocery store, N. Chartrand, corner of St. Antoine St. and Greene Ave., Montreal, said: "When I get a new boy, I ask him to do nothing the first week but watch the others work to familiarize himself with the layout of the store and the places where each variety of stock is kept. The second week he must occupy his time chiefly weighing butter, lard and tea, and other of the more common products kept in a grocery store. In this, I insist on absolute accuracy. At this point in his education, I teach him that accuracy in these things are essential in order to be honest, both with his customer and with his employer. I instil into him the necessity of giving to the customer just what he pays for, no less and no more.

"By this time I will know whether or not his manners require any polishing, and if they do I point out to him the value of politeness, dignity and courtesy. Sometimes a clerk will possess these qualities owing to a careful home training or natural instincts, and will not be prompt. I try then to correct this fault and show him the difficulties which a lack of promptness will lead to. In the first year, the beginner is employed, chiefly following the head clerk, and learning from his example. During this time he is instructed in putting up orders, packing them and in other ways making them ready to go out on the delivery waggon.

"I keep a man who does nothing but attend to the delivery waggon and the horses. He does all the delivery work, so the clerks are not called on to do this variety of work. My delivery man must keep his harnesses in good condition, also the horses and waggons, and he must never take too large a load.

Steps up the Ladder.

"During the second year the clerk begins to enter into some of the more responsible work in the conduct of the store. By this time I start him in on window decoration and interior displays. This work consists of decorating the windows and displaying goods to the best advantage inside. I insist on displaying only one line at a time inside the store, and generally follow this rule with regard to the windows. For instance, if I build a pyramid of pickles at one end of my counter, I use the stock of one firm exclusively to do this. This display is left on the counter until the customers are tolerably familiar with it, then it is replaced by another. I believe that this is the best way to display goods.

"I watch a new man's work very closely and if he shows evidence of ability in this work I encourage him, and in this way I get the best out of him. Once a week I take one of the clerks to market and teach them how to buy stock. When a clerk becomes the head clerk he does most of the buying, subject always to my approval.

"After the second year, I believe a clerk is prepared to go out into the world, and run a store for himself. Not only do I teach my clerks department, but they also learn how to lay out a store, and the proper way to take care of food stuffs.

Interior Equipment.

"I keep my bread in a side cupboard on glass shelves with a glass door. In this way it is kept in a partially shaded spot, free from dust and dirt of all kinds. Much of my shelf room is covered with glass doors, and in this way everything retains a wonderful freshness that it would not otherwise have. One silent salesman is kept for chocolates and candies alone, where they always appear fresh and clean. I have one place for a certain line of goods and never under any consideration whatever do I allow it to be put anywhere else. This is an inflexible rule.

"One place near the side door is reserved for orders which have been put to be delivered. My cream, milk and butter, and other things of this nature are kept in a refrigerator room at the back of the store. The greatest care is taken of this room to keep it thoroughly hygienic and sanitary. Downstairs, the cellar is divided like the upper store into departments, and everything is kept in its own special department. The wine cellar is quite divided from the other part of the cellar and no one but the head clerk and myself have keys to this room. Each barrel is plainly labelled with the name of the wine or spirit and the price. I had my little office placed in the centre of the store, so that I can see all over it. The telephone is here so it is convenient for both the customer and the clerks."

Built up a Good Business.

Such was the explanation given to a representative of The Canadian Grocer of the methods which go to make a successful grocer, by Mr. Chartrand, and it may be said that if there is anybody in the city of Montreal who has earned the privilege of giving advice, he is the one. He has conducted a successful grocery business since he was a young man, and is thoroughly familiar with every phase of the work.

People who trade with him are sure of courteous treatment, promptness, cleanliness and honesty. It is a pleasure to enter this man's store, and see the clerks all carefully groomed with their clean, white aprons every morning. It is certainly no wonder that a large number of successful grocers have graduated from this man's school who teaches his pupils that they are handling the things that people eat.

Bettering the Conditions of the Retail Grocer

Is He Getting a Fair Show?—His Standing in Society as Compared With Professional and Other Business Men—Unselfishness, the Principal Quality Necessary to Reform Matters—What an Association Can do.

By M. Moyer.

The farmers get better prices for their produce, the mechanics get higher wages for their skill, the laborers get better pay for their work, the school teachers are well paid, the clerks in offices are all drawing increased pay, the preachers are getting fat salaries, but where is the increase in the profits of the retailer? Is he getting a fair show?

The Government assists the farmers and protects the manufacturers, the general public strongly support the idea that labor should be well paid, but where do you hear that the man who stands behind the counter should have better pay? Is he getting a fair show?

The doctors make healthy charges, lawyers are taxing their clients to the top notch, the politicians are mutually agreeing almost from year to year to increase their stipends, the Government officials are receiving more pay, and all this is taken as a matter of fact without a kick. But let the retailers for their long plodding hours, ask for better profit and their custom will fade away like the melting snow. Is he getting a fair show?

The doctors, lawyers, teachers, preachers, dentists, bankers, etc., are commanding the highest respect from the general public, and are looked upon as ornaments in society, but the man who stands behind the counter and gives his best service, is only a storekeeper and everybody has a perfect right, and a happy privilege to cut down his income as small as possible. Is he getting a fair show?

The Grocer a Necessity.

The doctor might cease to practise and few would suffer; the lawyers might quit their profession without being missed in the least; the banks might close their doors, but let the grocers put up their shutters and in a few days starvation would follow. Why, then, are they not entitled to respect and fair play? Are they getting a fair show?

The laboring people receive the sympathy of the people in their demand for shorter hours; the bankers are to be pitied for having to work from 10 to 3 o'clock; the school teachers are overworked; the lawyers must have their summer vacations, but whoever thinks or cares for the storekeeper who works 16 hours a day? Does he get a fair show?

Mechanics, clerks, etc., who give their services to an employer usually receive now and then some recognition of their good services. But the storekeeper who gives his service to the general public receives no recognition, but on the other hand is expected to make a Christmas present to every one of his customers, because he was allowed to give them his best service for a little less pay than anyone else. Is he getting a fair show?

The people require the convenience of the retail stores and expect them to be kept open all hours of the day and nearly all hours of the night, so that they can get things at a moment's notice, and often on credit. But they never think that it is unfair for them to spend the bulk of their cash in large stores away



M. MOYER.

from home. Is the merchant getting a fair show?

The Pedlar Nuisance.

The pedlars carry their stores along the streets, and rake up a lot of the cash, and for the privilege to do this they pay \$10 rent per year, when the storekeepers pay four or five times that per month. Are they getting a fair show?

If he is not getting a fair show, who is responsible, and who can furnish the remedy?

There is no class of people engaged in any profession or industry who enjoy fair privileges which they secured through any other means than through united effort, and as long as retailers will stand behind their counters, without realizing the fact that they belong to a great army of retailers who are all

interested in one common cause, and feel it their duty to assist in elevating the general tone of the trade, they can never expect to get a fair show, and to gain the sympathy and respect to which the trade is entitled. Scores of retail grocers never attend a meeting to discuss matters of importance, never contribute a cent and not even read the trade paper in order to familiarize themselves with the work that is being done by others who are endeavoring to improve the conditions common to them all.

Retailers are Too Selfish.

So long as such selfishness exists among themselves they cannot expect to get a fair show. A man in the retail business has opportunities to become better informed, gain a better understanding of what is right and fair between man and man, and consequently be a greater power for good than any one engaged in any other occupation. But while he has this opportunity, the very nature of the business may also lead him to be selfish, mean and small. We have, therefore, two extremes engaged in the same business—the one generous, liberal, active and public-spirited and the other small, narrow, selfish and ignorant. The men who keep the trade healthy are proud of the business, and take sound, healthy satisfaction out of the fact that they can serve the people well and at the same time assist their fellow retailers in improving trade conditions.

The men who are small have never a good word to say of anybody and everybody else is wrong. They are disgusted with the business and do not know what is the matter with themselves. Although they never contribute a cent, they expect others to spend their time and money to make business go better for themselves. They are behind the times. Their trade is falling off and they blame everybody but themselves. They are a hindrance to the trade; they belittle the retailers and impress the people with the idea that only a low class of men are engaged in the retail trade.

These are the men who have to account for the fact that retailers are not commanding the respect they should, and that they are not getting a fair show. Wake up, stop your meanness, be men, and you will get a fair show.

Stop your grumbling about so many being in business who do not understand the grocery trade. Raise your standard through better and more intelligent service, so that it requires qualification to compete with you. Secure legislation that will give you a fair chance to stand on the same level with others and all this can only be done by acting wisely and unitedly and you will get a fair show.

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Two Years' Experience in Handling of Flowers

White & Gillespie, Peterboro Grocers, Consider Them a Valuable As Well As An Attractive Adjunct To Their Business—Grocery Store The Natural Place To Catch The Eye Of The Feminine Purchaser.

By Harry Theobald.

The grocery business has many sidelines and the average grocer is generally eager to delve into some extra issue providing it is profitable and does not interfere with his main concern. On looking over the field of additional lines and upon careful consideration of the whole subject, it is not very probable that the handling of pot flowers would present itself without some suggestion in that regard from outside. It is a business that for many years seemed so utterly foreign to a grocery establishment that the oversight may be easily understood. There is however, a connection and it has remained for White & Gillespie, of Peterboro, to practically demonstrate that during the greater part of the year flowers can be handled successfully and, what is of more importance, profitably, and they practically take care of themselves.

This may appear to be a rather broad statement upon casual observation but Porter White has explained to The Grocer the manner in which the firm has been able to satisfactorily handle flowers.

Two Seasons' Experience.

Their first experience was in the Spring of 1908. They made arrangements with A. Blade & Son, florists, to take a certain number of their potted plants and flowers. Blade & Son were at somewhat of a disadvantage from the fact that they had no down town store to compete with those florists who had display shops and windows on the main street. They agreed to give White & Gillespie a fresh supply of flowers every Monday, as many as they could handle, and to replenish the stock during the week if necessary. This would mean that White & Gillespie would always have a fine display of flowers and would provide against any of them becoming unsightly or without bloom. It also meant that the grocery firm would meet with no loss in the carrying of the flowers.

Last Spring the agreement came into effect and White & Gillespie handled flowers until late in the autumn when the florists' supply was practically entirely sold out. About a month ago the same plan was entered upon and as was the experience last year the idea is proving a good one to all parties concerned.

The stock includes ordinary house plants many of which can be transplanted to an outdoor flower bed. At this time of the year plants are in great demand and will continue so until late in the summer. They invariably catch the eye of the customer, and being an article that everybody buys they are easy sellers. As Mr. White stated "they sell themselves with but little effort on our part."

Continuing he said: "When a woman has made nearly all her grocery purchases and is about to leave the store her eye catches the flowers and she asks the price of this geranium or that something else and as there is always room for another flower in every home and the price being reasonable she will ask to have one or more sent along with her order. As the plants are fresh every week they are always in bloom and therefore most attractive. We have a particular place for them in the store and often display them in the window. The only attention they require is to be watered every morning which can be done in ten minutes. They make a catchy display window and give a bright and cheery appearance to the interior.

Losses Impossible.

"The chief points in the handling of these flowers is the fact that there is a clear and assured profit. They appeal to every woman. The price is within the range of the slenderest or strongest purse. They are easily cared for and no extra trouble is experienced in their delivery as they go out with the rest of orders. Moreover the average woman will go to a florists for plants and flowers about once a year, in the spring-time, at least she intends to go. When she finds them in the grocery store at as fair a price as she can get in any florist's she buys them then and there, and they are sent out with her order of groceries.

"There is nothing objectionable to the flowers from the grocer's standpoint. They are not only attractive and clean but they premeate the shop with a delicate fragrance that is appreciated by the customer as soon as he or she enters the store."

In conclusion Mr. White stated that they sold a great many last year and

already have disposed of a large number this spring, thereby demonstrating beyond a doubt that they are a profitable adjunct to a grocery business when suitable arrangements can be made with a florist.

THE PEDDLING EVIL.

Retailer Desires Stricter Law Against the "Transient Traveler"—What a Union of Merchants Would Do.

(By a Muskoka Grocer.)

We hear a good deal these days about building up a cash business and inducing the people to spend their money at home. One great difficulty in the way of both these desirable movements is want of a better law governing peddlers and the transient traveler. In this part of the country every spring there are a number of travelers from Toronto tea and spice dealers, who go through the district, calling on every house, taking orders. The people order freely from these outside firms, with the idea of building up other than home industries we suppose, and the orders for each place are all shipped together to a local man. These shipments sometimes amount to a ton or two. These travelers pay neither license fee, taxes or anything else to help that part of the country, and take away a lot of money from people who at the same time are owing the local merchants large accounts, and who will go to these same merchants and ask to buy other goods on credit.

Nor is it only the retailers who send out their travelers in this way; but we are sorry to say there are wholesalers who do the same. Certain Toronto grocery houses, and other establishments, so called wholesalers, send out their travelers and have them call on all hotels, boarding houses and even on farmers who keep two or three boarders, taking their orders at wholesale rates, and even in some cases, we are told, making them freight allowances that they do not give to the trade.

We contend there should be a strict law making all such travelers pay a good big license fee for selling to other than the retail trade. If this did not stop the practice, the local municipality would at least get some return for the money sent out of the district.

In regard to the so called wholesale houses we believe we retailers have a weapon in our own hands if we would only use it. That is, just put these houses on a list and let every retailer refuse to buy from them. This would soon bring them to time. If the wholesalers desire the support of the retailers they should put a stop to this practice, which tends to strain the relations not only between these two branches of the trade, but between the retailer and the consumer as well.

The Canadian Grocer

Established 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN PRESIDENT

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

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IMITATION OF BRANDS.

Every year, in fact nearly every month, large publicity and advertising campaigns are started in Canada by manufacturers of foreign countries. This is all right, and so long as the Canadian tariff is sufficiently high to make them manufacture here, that is, if such a course is possible, it is good for Canada. The more business the Canadian market attracts, the better for the Canadian people.

But there is a phase of this foreign invasion which reflects seriously on the enterprise and ingenuity of the Canadian people. Most flagrant examples of this are evident in businesses connected with the sale of food products. A foreign firm comes over here and puts on the market a new breakfast food, candy or something else. This product is sold in a special box with a special design and under a special name. Suddenly their product is for sale everywhere, and immediately hosts of imitators are in the market, thinking that in their case too the field will prove equally profitable.

Now, the regrettable feature of this is the fact that the later arrivals copy as nearly as possible their predecessors, in the style of package and the name of the produce. As an example, a certain manufacturer enters the field with a specially formed chocolate confection, and packs these in boxes of exceptional design and under a cleverly devised name. If this product meets with popular favour, immediately there are hosts of imitators in the field with lines which are as near as the law will permit.

It is remarkable but nevertheless true, that in only rare cases do these later producers eclipse in all round superiority those whom they have imitated. Some may make good profits but their position is always a false and insecure one, and at any moment they are liable to overstep the line and find themselves the defendants in a suit for infringement.

In view of these facts, the commercial side of the question is the chief aspect to consider. It is impossible to sell even an imitation without a certain amount of advertising and appropriating money in other ways to promote sales. This certainly looks strangely like building one's house on a foundation of sand. Why would it not be better to place on the market something which is of original conception, and which represents initial brain expense rather than a close imitation of someone else's creation? There is nothing in the realm of food-stuffs which is so monumental in its execution that it cannot be equalled and even surpassed.

From this, then, it appears that it would be far better to be a leader rather than a follower. With the wonderful advance in the printing and engraving business, the possibilities of pretty and attractive packages are almost endless.

When one man sees another making a good thing out of something, there is a natural desire to get into the field, and get a little of the money which seems to be coming his way. The surest and easiest means of doing this, seems to be imitation of the other, but it would be much better to exploit something having individuality of its own, and in this way, building up, perhaps slowly at first but surely in any case a prosperous future. Longfellow's words, in the Psalm of Life are strangely applicable here:

"Be not like dumb driven cattle,
Be a hero in the strife."

A SERIOUS SITUATION.

Word has been received this week from the Lower Provinces, that a serious difference exists at the present time between lobster packers and the fishermen. Owing to the drop in the price of the canned article since last year, the packers have been obliged to reduce the price of the fish in order to leave them a profit. On the other hand, the fishermen in many leading districts have formed a combine not to fish under a certain price, which means that at present market prices of canned lobster, the packer must either pack at a loss or else not pack at all.

Needless to say, many of them are not packing, and this is bound to be felt later on, if the demand improves. It is

further pointed out that most factories that are running to-day, are simply using up old gear that they had on hand from last year, as they could not afford, at to-day's market prices, to fit out new, and unless the prices improve before another year, the majority, it is declared, will be forced out of the business.

WATCHING THE WRONG COMPETITOR.

Many merchants, and particularly those doing business in country districts not fortunate in having a newspaper as an advertising medium between themselves and their natural consumers, are often greatly worried by the inroads of mail order houses. They find that the very people whose accounts they carry for one, six, and sometimes twelve months, send cash to the mail order houses, and there purchase half their goods. They know that they can sell just as cheaply and often cheaper, under the prices named in the catalogues of the big houses.

This is a problem which has puzzled many of them and they find it difficult to get at the root of the trouble.

In nine cases out of ten the cause lies in the lack of energy and diplomacy on the part of the merchants. They get into a rut and stay there. They do not utilize their faculties to advantage in overcoming this disadvantage and much too frequently do they watch the wrong competitor. They believe if they can sell as cheaply as the opposition across the street or on the next concession line, cut prices when he does, pay the farmers' wives a cent more for eggs than other merchants, they are on the fair road to success and are going to attract a greater share of the trade than their local competitors.

These wrong ideas have been the cause for many a downfall when success might have been achieved. Instead of booming their own businesses by impressing upon their natural customers the quality of their goods and the values they are getting for their money, they keep their eyes fixed on what the merchant on the next corner is doing.

The outcome of this is that a price on a certain article is cut by one of the number and the rest follow in his footsteps to the detriment of the manufacturer of that article and their own profits. The time soon comes when it is discovered a profit cannot be made; they either purchase a substitute or give up handling it. The manufacturer loses business and the merchant loses profits. The effect is far-reaching.

An essential accompaniment to the success of a country town or village is enterprise among the merchants. They have got to do the booming if they want

to secure business and the securing of business means the building up of a place more attractive to the farmers and with greater prestige in the commercial arena. Where merchants judiciously advertise their goods in their home town there will be found few vacant stores and empty houses. They have to be alive to not only their own interests, but to the interests of the whole community. They must see that the money earned in their own district is spent in their home town and to do this there must exist good-fellowship and good-will among them.

Cutting each others' throats at the expense of allowing the money to go to the mail order houses is undoubtedly poor policy, and if carried on to excess spells failure for those who practise it.

A GREAT MENACE.

There is probably not a city, town, or village in Canada into which the T. Eaton Company does not send more merchandise than is sold by any local merchant; and yet it does not pay one cent of local taxes.

Unlike the pedlar it cannot be taxed for invading the local territory and yet it is a competitor of a serious description.

Nothing can be said against the T. Eaton Company for its enterprise. It is rather to be commended. Not only do its catalogues and literature of various kinds go to the towns and villages but even the farmers in back parts of the country are in receipt regularly of its catalogues, while in the newspapers it is a regular and persistent advertiser.

But because the company are enterprising it does not follow that they should receive favored treatment from either federal or provincial governments, and yet attempts have been made by Parliament to put through measures which in the final analysis would be detrimental to the ordinary retailer and advantageous to the big department store. The amendment which the Government a year or two ago proposed to make to the parcel post regulations, and which was only prevented from becoming law by the agitation which was started by The Canadian Grocer was a case in point. The Government did not see "the nigger in the fence" until The Canadian Grocer exposed him.

Nothing, however, has ever been attempted or done by federal or provincial governments which has placed such a powerful weapon in the hands of the T. Eaton Company as the school book contract recently awarded that company by the Ontario Government. The more it is contemplated the more manifest does its dangerous character become.

Every child as soon as it comes of school age will be practically taught to

lisp the name of the big Toronto department store, and will become imbued with the idea that it is not only the source of supply for books but for merchandise of all kinds as well.

By the time the contract expires ten years hence it is beyond the comprehension of man to estimate the number of children throughout Ontario who will have been taught that it is practically the one and only place in which to secure the various kinds of merchandise.

In view of this is it any wonder that the general merchant should stir up his representative in the Ontario Legislature? Some relief must be offered if great injury to the retail trade is to be prevented.

SUCCESS IN DULL TIMES.

There is a great deal of difference between success in good times and success in bad times. In the one case unless the merchant deliberately kills the goose that lays the golden egg, all that he has to do is to look after, and to exact the fullest measure of profit from the demand that the consuming wants of the country have created. To a great extent good times take care of themselves. But when times are dull, and consumers apathetic, it is then that the dealer is in need of all his business acumen and salesmanship. He has to create a demand, and that is a hard task.

It is not the man who sleeps during the dull periods of the year, and only wakes up when trade comes knocking at the door, who makes the most success of his business. It is the man who fights and schemes to turn the bad times into good who gets ahead of the game.

It is in the power of every dealer to create trade, be the times what they may. The appetite of the consumer may be dormant, but it can be tickled into activity. This can only be done by unceasing perseverance, unceasing vigilance, and an intelligent appreciation of what will best attract the consumer. The merchant who continually offers up attractive bait, and induces the consumer to bite when he does not want to, whose windows are always original and smart in design, and whose store seems to be always busy, is the man who converts bad times into good. Undoubtedly there is a great amount of truth in the statement that the trade which naturally comes to a merchant pays the expenses of the business, but the trade that is attracted pays the real profits.

LESSONS LEARNED BY REVERSES

At a recent gathering of grocers in a Western Ontario city a leading member of the trade made the rather startling statement that, in his opinion, a grocer, who had started business and failed, should not be allowed to begin again.

No reason was advanced for the strange conclusion but, nevertheless, the remark will bear analysis.

If such a regulation were in force and applied to every line of trade, there would be only about five per cent. of the people in business that there are to-day. Statistics show that, taking into consideration all commercial enterprises, ninety persons out of every hundred have met with a reverse at some time or other in their career. That is they have had to ask for an extension of time, to effect a compromise or make an assignment. A man, who has been in business continuously for a quarter of a century or more and has not at some stage or other, to use a colloquial expression, been "up against it" is as rare as a politician who has not met with a defeat at the polls or a capitalist who has never made an unprofitable speculation or investment. We are all prone to error and yet, because of one mistake or set-back, we would, according to this dogma, have to stay down and out for all time if we did not at first succeed. The greatest school in life is that of experience and insight. The wisest man is not he who has always avoided mistakes but rather the one, who never makes the same mistake a second time.

If a grocer is not too egotistical, conceited or blind to his best interests he may find that he has failed in business through granting too much credit, buying too heavily, paying too large a rent, locating in an unsuitable stand, not having sufficient capital, lacking experience, lacking promptness in his collections, being too independent with patrons, neglecting to anticipate the wants of his customers, indulging in ruinous price cutting, and many other reasons.

He will then, if he is level headed, sit down and calmly review the whole situation, seek to profit by what he has learned—it may have been at considerable cost—and resolve not to make the same blunder or oversight in the future. He will try to create of his misfortune a stepping stone to success in his next venture, which drawback, if he is willing to be taught, should prove one of the strongest supports in the structure that he is seeking to rear anew. It is by such firm resolves, by an honest disposition to do better, by being open to conviction, by refusing to yield when once thrown, by having the requisite pluck, courage and perseverance that such men press often forward to greater achievements.

"Show me the man who states he has never made a mistake or a failure," declared an eminent merchant prince, "and I will show you one who has neglected to make the most of his opportunities and has traveled in one rut all his life."

INCORPORATING A BUSINESS.

Some of the advantages of joint stock companies with limited liability over the individual, the ordinary partnership or the partnership with silent partner, are given below by Fred. C. Lariviere, Montreal, in answer to a question asked at the Retail Hardware convention at Hamilton in February:

Bankers and business men prefer dealing with a joint stock company as the paid-up capital (if all the stock subscribed is fully paid) cannot be withdrawn or decreased, although it may be impaired by loss. They are better secured in case of death, sickness, disability, or even bad conduct of one of the principals, for such a man may be dismissed and cannot force the refund of his shares from the other shareholders.

In an ordinary partnership a member may ask, on giving due notice, the dissolution of the firm, although the withdrawal of this partner may greatly affect the credit standing of the firm, and, in some cases, absolutely ruin it. In a joint stock company a member can only sell his shares to another and the capital stock remains unchanged. The same principles apply in the case of death.

In ordinary partnership the whole of a merchant's wealth is liable, not only for the liabilities of his firm in regular business transactions, but for all accidents which may be caused by the carelessness of one of your employes to himself or your customers such as an elevator accident, touching electric wires or in the handling of cases of goods or the runaway of your horse. He is also unguarded against errors of judgment in agreements or contracts, either through haste, inexperience or inadvertence made by himself or partners or employes.

In joint stock companies a man is only responsible for the amount of the shares he has subscribed for and if, paid up, he has nothing more to lose.

Joint stock companies facilitate the management of a business. If more capital is required, the directors can issue new stock and sell the necessary amount of shares without admitting a new partner or partners as with regular partnership agreements.

If a merchant thinks he has too much interest at stake, with joint stock companies he needs nobody's consent to sell his stock. Ordinary partnership requires mutual consent of partners and a new agreement.

If you wish to interest your son in your business, in a joint stock company, you can transfer a few shares to him without asking permission. In a partnership consent of your partners must be obtained.

In a joint stock company you insure all your property, not invested in your regular business, against all liabilities connected with the company's debts.

If you have shares in a joint stock company and wish to borrow money you transfer your shares as collateral security and effect the loan. In ordinary partnership you cannot use your partnership interest to borrow money.

By incorporation you double your borrowing powers without affecting your individual credit. You can also interest your best employes with the object of keeping them satisfied to remain with you.

In case of death your interest in joint stock companies will be much more valuable to your estate or family than it would be in ordinary partnership, for in these when dissolution occurs you lose all the value of the good-will of the business to which you may have contributed very largely, and the value of good-will is shown by the large prices paid when large corporations amalgamate.

Incorporation is the newest and safest method of doing business.

A TRADE PAPER'S DUTY.

Some one has said that the trade paper holds a brief for its readers and is published in their interests. That as the Paint, Oil and Drug Review points out, is the difference between the trade paper and the house organ—the latter holds a brief for the house that prints it. Publishing a trade paper looks like a simple matter, but it is not as easy as it looks. Anybody with a font of type and a printing press can print a paper, dedicate it to the trade and thus become a publisher, but he will still be a long way from success. Nothing but the work of years will put his publication in a position where he can say of it, this is the representative journal of the trade. It takes more than printer's ink to make a trade paper.

The first duty of a trade paper is to its readers—to the trade which it represents. Why? Because the readers pay all the bills. They pay as subscriptions about the actual cost of the white paper, but they also pay all the cost of the advertisements and more, for no advertiser can continue in business unless he makes a profit on his advertising. The readers of the trade paper, therefore, support not only the paper but, in a sense, its advertisers as well.

The trade paper which best serves its readers is the best medium for advertising, for the very reasons above stated; and, indirectly, the buyer profits also, for through the columns of the trade paper he learns where he can buy the best goods for the least money. The largest manufacturers are the most per-

sistent advertisers. Their goods are the best for the money because they can be produced cheaper in large quantities, and are of the best quality because it does not pay to advertise inferior goods, only the best commanding a steady sale. Thus both advertiser and subscriber profit by the trade paper, which puts them into communication with one another, to their mutual advantage.

JUST A REMINDER.

A gentleman with many years' experience in the advertising field remarked recently that Canadians, when writing to firms in reply to advertisements seldom make reference to the publication in which they had seen them.

We do not know how far this applies to the readers of The Canadian Grocer. Some, at least, do mention this paper when they are answering advertisements; possibly there are some who do not.

There is not a trade newspaper in Canada that has either more readers or more friends than The Canadian Grocer, and the publishers would appreciate it very much if when writing to firms about merchandise advertised in the columns of this paper they would kindly give it credit.

The advertisers would appreciate it, and The Canadian Grocer certainly would, for such things add to its prestige.

One of the main purposes of The Canadian Grocer is the furtherance of the interests of the grocery and general trades in Canada. One good turn deserves another, and our readers will be doing their good turn if, when writing in reply to advertisements, they mention The Canadian Grocer.

Try it with this issue.

A SIGN OF WEAKNESS.

To cut prices in order to get the business is a sign of weakness. He who has to resort to this method is incapable of building up a business on businesslike and up-to-date methods.

It is one thing to reduce the price of an article which has been so long in stock so as to cut off the profits, but it is another thing to take a staple line of goods and deliberately cut the price in order to try and attract customers to the store or warehouse.

Enterprise is at the root of every successful business. To employ methods which disorganize trade can scarcely be termed enterprising. Foolishness is rather a better term.

Knowledge of business, good live, selling methods, courteous treatment of customers, and judicious advertising are much better business-getting factors than cutting prices. The one builds up business, the other undermines it.

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Canadian General Markets and Market Notes

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

QUEBEC MARKETS

POINTERS—

Molasses—declined.
Beans and Peas—firm.
Teas—Japans, firm.
Evaporated Apples—decline.

Montreal, May 20, 1909.

The excess of rain which has fallen has checked business in the country. Seeding operations are very backward and the pastures are suffering. A traveler who has been out in the country stated that he believed that the people there were greater victims of weather conditions than in the city. In cities inclement weather does not make a very great difference in the state of trade but in the country it produces its effect immediately. People don't have pavements on which to travel and the muddy roads look too formidable.

Locally wholesale houses report a fair volume of business but retail men are not ordering far ahead. The chief incidents of the week have been the decline in molasses and advance in rolled oats. Beans and peas are firm and Austrian stock has made its appearance in the market. Other lines have not undergone any appreciable change during the week. Collections are reported to be only fair.

SUGAR—The market has been quiet during the week. A few small lots of Scotch sugar have come to hand by the first steamers. Buyers are not taking more than will supply immediate wants.

Granulated, bags	4 55
20-lb. bags	4 65
Imperial	4 20
Beaver	4 21
Paris lump, boxes, 100 lbs	5 45
50 lbs	5 55
35 lbs	5 75
Red Seal, boxes	0 35
Crystal diamonds, bbls	5 75
100 lb. boxes	5 85
50 lb.	5 95
25 lb.	6 15
5 lb. cartons	0 40
Extra ground, bbls	5 07
50-lb. boxes	5 20
25-lb. boxes	5 40
Powdered, bbls	5 01
60-lb. boxes	5 01
Phoenix	4 55
Bright coffee	4 50
No. 2 yellow	4 40
No. 3	4 31
No. 1	4 15

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

SYRUPS AND MOLASSES—The molasses situation has eased off slightly this week, especially in fancy lines. The Wholesale Grocers' Guild made a reduction of 1/2 to 2c per gallon according to package and they are now selling in the city. A lot of 100 puncheons of fancy was sold a few days ago at 33c, while sales of 400 puncheons were made at 31c. The import price is nominal at 31c to 32c for fancy and 36c to 37c for choice.

Barbadoes, in puncheons, choice and fancy	0 38	0 41
in barrels	0 41	0 45
in half-barrels	0 43	0 48
New Orleans	0 22	0 35
Antigua	0 27	0 41
Porto Rico	0 40	
Corn syrups, bbls	0 08	0 08
1-bbls	0 08	0 08
2-bbls	0 02	0 02
3-lb pails	1 75	
3-lb cans	1 35	
Cases, 2 lb tins, 2 doz per case	2 40	
1-lb. " 1 doz.	2 75	
10-lb. " 1 doz.	2 65	
20-lb. " 1 doz.	2 60	

MAPLE PRODUCTS—There is a fair local demand at unchanged prices.

Compound maple syrup, per lb.	0 04	0 05
Pure Townships sugar, per lb.	0 07	0 08
Pure syrup, 2 1/2 lb tins	0 60	0 65
1 1/2 lb tins	0 70	0 75

TEA—The market in Japan for early teas is the same as last year at the same time. The trade is bare of Japans. The demand for blacks is good for mediums to fancy lines. The cheaper lines are badly wanted but there are none on the market. Prices have not changed since last quotation.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 31	0 35
Medium	0 25	0 28
Good common	0 22	0 25
Common	0 20	0 22
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 20
Ceylon greens—Young Hysons	0 20	0 25
Hysons	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pinguay gunpowder, low grade	0 14	0 18
pea leaf	0 21	0 30
pinhead	0 30	0 50

COFFEE—“As steady as clock-work,” is the way one large wholesale house here described the coffee trade. “I don't believe our business shows a 100 lbs. difference in any month,” he stated. This describes the condition of the market very well indeed. No changes in prices have taken place during the week.

Mocha	0 18	0 25
Rio, No. 7	0 09	0 11
Santos	0 12	0 15

DRIED FRUITS—The stocks of currants are small and a strong feeling prevails in this market. The market in Greece is slightly higher according to cable despatches. Valencia raisins are quiet with prices showing some signs of weakening. Persian dates are meeting with a fair spring demand. The markets is gradually getting bare of figs. Prices for this line remain firm.

Figs—Tappets	0 03	0 05
Siemes	0 08	0 14
Dates—Halloweas, per lb	0 05	0 06
Sais, per lb	0 05	0 05
Malaga Raisins—London layers	2 25	
Connoisseur Clusters	2 50	0 75
Royal Buckingham Clusters, 1/2 boxes	1 30	
boxes	4 75	
Excelsior Windsor Clusters	5 75	1 60
Australian raisin	0 07	0 08
California Raisins—Fancy seeded, 1-lb. pkgs	0 18	0 09
Choice seeded, 1-lb. pkgs	0 17	0 08
Loose muscatels 3 crown	0 08	0 09
California Evaporated Fruit—Apricots, per lb.	0 12	0 14
Peaches	0 11	0 14
Pears	0 13	0 13
Prunes—Prunes 25-lb. boxes, 30-40s.	0 10	0 12
40-50s.	0 09	0 10
50-60s.	0 08	0 10
60-70s.	0 03	0 05
90-100s.	0 06	0 07
Currants, fine filiatras	0 06	0 07
atras	0 08	0 08
Vostizias	0 08	0 09

SPICES—The spice market is quiet and featureless. A fair trade in all lines is passing. No changes in quotations are recorded during the week.

Peppers, black	Per lb.	0 14	0 20
white	0 20	0 27	
Ginger, whole	0 15	0 20	
Cochin	0 17	0 20	
Cloves, whole	0 18	0 30	
Cloves, ground	0 20	0 25	

Cream of tartar	0 23	0 32
Allspice	0 13	0 18
Nutmegs	0 30	0 60
Cinnamon, ground	0 15	0 19
whole	0 14	0 15

RICE AND TAPIOCA—“The demand for rice is first class, but there is nothing doing in the tapioca.” So stated one jobber and all the others seem to agree with this opinion.

Rice, grade B, bags 250 pounds	2 95	
100 "	2 95	
50 "	2 95	
pockets 25 pounds	3 05	
1/2 pockets, 12 1/2 pounds	3 15	
grade c.c., 250 pounds	2 85	
10 "	2 85	
50 "	2 85	
pockets 25 pounds	2 95	
1/2 pockets, 12 1/2 pounds	3 05	
Tapioca, medium pearl	0 04	0 15

BEANS AND PEAS—A local jobber stated that he was importing Austrian beans as the native stock was so hard to get. The stock arriving from Austria is of excellent quality and will probably relieve the situation somewhat. Peas are high and scarce and in good demand.

Ontario, pickers	2 25
Peas, boning	1 50

EVAPORATED APPLES—In spite of scarcity and fair demand the price of dried apples has declined slightly.

Evaporated apples, new	0 07
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ONTARIO MARKETS

POINTERS—

Beans—Advance in Prices.
Sugar—Market stronger.
Evaporated Apples—Stocks getting low.
Maple Syrup—Prices advanced.
Rice—Advance in primary market.
Dried Fruits—Good demand.

Toronto, May 20, 1909.

Dull weather is, according to many wholesalers and brokers, responsible for the somewhat quiet business conditions prevailing. Trade is no receding any, but on the other hand, is gradually increasing, but not so rapidly as was anticipated. Warmer weather must soon prevail and we may look for keen, active business in a short time.

“The backward weather seems to worry many when there is really no cause,” remarked one optimistic wholesaler, “and trade will come all right. We are expecting an unusually good season and the general outlook looks good to me.”

Collections are better than they were a few weeks ago and this is another splendid sign.

The market features during the week were few. Beans are getting scarcer rapidly and prices have advanced. Stocks are vanishing “on the double-quick” and it is believed will soon be out of sight until the new crops are harvested.

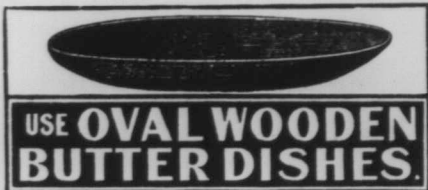
Sugar shows a change from last week, the prices being firmer, but the demand is still as disappointing as ever.

Dried fruits remain good sellers and

We Believe
IN
EASIFIRST



WE HAVE THE
BEST SHORTENING
ON THE MARKET
OUR CUSTOMERS SAY SO TOO!
IF YOU HAVE NOT USED IT
ORDER NOW!!
AND BEGIN TO SAVE MONEY
MADE UNDER GOVERNMENT INSPECTION
GUNNS Limited PACKERS
TORONTO



We have everything in woodenware but at present wish you to notice our oval wood dish for butter, lard, jam, honey, pickles, meat and many other things. There is a straight face on the edge of the dish so that a neat, safe parcel is made by using one to hold the contents, another to cover it, then wrapped with paper.

They are without corners or seams to hold dust or dirt and when emptied by the consumer can be scraped entirely clean without any trouble.

The slight curve outward on the edge of the dish makes it strong, and as it is sharp it clears the material from the spade or ladle very easily.

Made of selected Canadian hardwood, they are entirely free from taint and are clean and sweet.

WRITE US FOR PRICES.

Thomas Bros.
St. Thomas Ontario

**ICE CREAM
SALT**

A very useful article at this season of the year. That which we are selling is mined from the rock and lasts a great deal longer than salt pumped from the well and then evaporated.

F. W. Fearman Co.
LIMITED
HAMILTON

YOU ARE NOT

Gambling

When you order our

Hams

Rolls

Backs

Breakfast Bacon

They bring repeat orders

The Wm. Ryan Co.
LIMITED

70-72 Front St. East Toronto

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Produce and Provision Situation of the World

Price of Hogs Advances Again—Pork Packing Factories Closing From Lack of Supply and High Prices — Fresh Grass Brings Abundance of Butter.

Almost beyond the expectations, and certainly beyond the hopes of provision dealers, hogs are again about 25c a hundred higher this week, having reached the uncommonly high figure of \$7.55 for live hogs at country points, and \$10.75 to \$11.00 for dressed in the city.

It is not only the high prices of hogs that pinch the packers, but to keep their plants going with full force of workmen and only be able to get one-tenth the quantity of hogs they could handle, brings the cost of manufacturing per lb. so high that they are practically working at a loss. It is certainly a serious matter when already six or seven packing houses have shut down, and those which are still running cannot make any money. If the high price of cured meats will reduce the quantity consumed, and the high price of hogs induce farmers to raise more hogs the situation will soon right itself.

In a very short time the pasture will be at its best, and the largest flow of milk of the year will take place and consequently the largest make of butter will be put on the market which is usually followed by lower prices. Owing to the fresh grass and the effect of the sudden change in the feed will produce a quality of butter which is never desirable, and this also will have a tendency to weaken the market. With the unusually heavy rains good pastures for some time are assured, which means a good yield of both butter and cheese.

Cable reports from England say there is a scarcity at one end and an abundance at the other. The home make is very slow in putting in its appearance. The supplies from Denmark are arriving slowly, but there is no cause for alarm in this fact as other sources of supply are intact. The new Siberian make is coming into the market freely and showing good quality. Increased supplies are arriving from Ireland. It is thought that the Danes are holding back a lot of stock for better prices but this will soon come into the market otherwise they will have the home output to deal with. From all reports the situation is by no means clear and the future is indeed in the lap of the gods, as it all depends on whether the continent falls off in export, whether we have another upward splurge or prices go still lower. At present things are pretty quiet and prices are if anything the turn lower than last week. Provincial markets are more cheerful than London, and there is a firmness about Manchester, Liverpool, and Cardiff which forebodes a rise next week. No Canadian anywhere.

Reports from England state that there is a wonderful quietness over the cheese market there. Old cheese holders are confident, and prices of white are advancing near the figures paid for colored. It is expected that before the new make arrives there will be a further advance in prices. The ideas of shippers do not, however, meet with general approval over there. Buyers are

hanging off as they think shippers are asking too much. This fact has somewhat strained business. It is hoped that an adjustment can be arranged so the consumption of cheese will not be curtailed just at the start of the season. It seems however, since this report was despatched a more agreeable basis has been reached and stock is going forward freely from Canada.

MONTREAL.

PROVISIONS—According to cable advices all the leading markets for Canadian bacon have been strong during the week, and prices show a further advance. The local market is without any new feature, trade being quiet and prices steady. Abattoir fresh killed dressed hogs, are selling in a jobbing way at \$11.25 to \$11.50 per 100 lbs.

Compound Lard—	
Tierces, 375 lbs.	0 09
Parchment lined boxes, 50 lbs.	0 09½
Tubs, 50 lbs.	0 09½
Wood pails, 20 lbs. net.	0 09½
Tin pails, in cases.	0 09
Heavy Canada short cut mess pork, in bbls.	23 00 23 50
Selected heavy Canada short cut clear boneless pork	24 00 24 50
Very heavy clear pork	25 50
Plate beef, 100-lb. bbls.	7 75
" 200 "	15 00
" 300 "	22 00
Pure Lard—	
Tierces, 375 lbs.	0 13½
Boxes, 50 lbs., grained.	0 13½
Tubs, 50 lbs.	0 13½
Pails, wood, 20 lbs., parchment lined.	0 13½
Tin pails, 20 lbs., gross.	0 13½
Cases, tins, 10 lbs., each.	0 13½
" 5 "	0 14
" 3 "	0 14
Dressed hogs, fresh killed.	10 50 10 75
" Manitoba.	10 00 10 25
Country dressed.	9 00 9 50

BUTTER—Butter advanced ½ cent at the boards. The quality is mixed yet as the snow was so long in going away the cows are not getting a good chance in the pastures. Receipts of butter for the season of 1909 since May 1 have been 10,818 packages against 4,118 packages for the same period of last year.

Fresh creamery prints.	0 23
Fresh creamery, solids, lb.	0 22½
Dairy, tubs, lb.	0 14 0 15
Fresh large roll.	0 16 0 17

CHEESE—New stock is arriving in fairly good supply. Local dealers are sending forward a fair amount to the Old Country. Prices are the same as quoted last week under a fair local demand. Receipts of cheese for the season of 1909 since May 1 have been 31,969 boxes, against 36,798 boxes for the same period of last year.

New cheese, large.	0 21 0 12½
twins.	0 12½ 0 13
Old cheese, large.	0 15½ 0 16
twins.	0 15½ 0 16
small.	0 15½ 0 16

EGGS—The market is lower in the country; 16½ to 17c to stores is the average price. Production is large and packers are not keen to put away stock at the present high quotations. The local market is steady and consumption continues fair.

New laid.	0 19 0 19½
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HONEY—The honey market is featureless.

White clover comb honey.	0 13 0 15
Buckwheat, extracted.	0 08 0 09
Clover, strained, bulk, 80 lb. tins.	0 10 0 11

TORONTO.

PROVISIONS—Still higher and higher with another advance of about 25c per 100 lbs. in hogs. Where will it end? Cured meats are following. Will the people continue to use the quantities or will consumption fall off? This seems to be the question. Some lines of cured meats are listed ½ cent higher.

Long clear bacon, per lb.	0 13 0 13½
Smoked breakfast bacon, per lb.	0 15½ 0 16
Bell bacon, per lb.	0 11½ 0 12
Light hams, per lb.	0 15 0 15½
Medium hams, per lb.	0 15 0 15½
Large hams, per lb.	0 13 0 13½
Shoulder hams, per lb.	0 11 0 11½
Backs, plain, per lb.	0 16½ 0 17
" pea meal.	0 17 0 17½
Heavy mess pork, per bbl.	21 00 21 50
Short cut, per bbl.	24 50 25 00
Lard, tierces, per lb.	0 13½
" tubs "	0 13½
" pails "	0 14
" compounds, per lb.	0 08½ 0 11
Dressed hogs.	10 50 10 75
Live hog, f.o.b.	7 50 7 75

BUTTER—The butter market is rather oversupplied and as this is the time when the fresh grass butter begins to come in, all dealers are anxious to keep as little on hand as possible. Fodder fed butter will not be wanted as soon as good grass butter comes in, and as the first grass butter is never good, dealers are willing to accept less than the regular prices in order to get rid of it. On the whole butter is from 1 to 2c lower.

Fresh creamery prints.	0 23	0 24
Farmers' separator butter.	0 23	0 24
Dairy prints, choice.	0 19	0 20
Large rolls.	0 17	0 18
Baking butter.	0 13	0 15

CHEESE—The cheese market is irregular with rather an unsettled feeling. With the favorable weather for pasture, the yield will naturally be large, and a more settled state of affairs will soon be arrived at.

Cheese large, prime.	0 14 0 14½
" twins.	0 14 0 14½
" new.	13 0 14

EGGS—Eggs are about 1c a dozen lower this week, but are not any too plentiful to meet the demands for immediate use and for packing for next winter. Eggs put down now, will keep much better than those that will be gathered during the hot summer months and therefore prices are likely to rule firm until a good supply is provided for.

Fresh eggs.	0 19
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POULTRY—To one who has had his early experience and training on the farm, and had the idea impressed upon his mind, that certain things were in season and others out of season, cannot help but feel a sort of a pity when he sees laying-hens and young chickens weighing only 1 to 1½ lbs. killed for the market. To kill laying hens for food was not only considered wicked, but the meat was not supposed to be in a fit condition to eat, and to kill a delicate little chick was absolutely sinful. Might it not be fair and reasonable and in the interests of the general public if chickens were not allowed to be killed under certain conditions, and during certain seasons of the year.

Early spring chicken, alive per b.	0 40 0 50
Young chicken, dressed, per lb.	0 15 0 20
alive, per lb.	0 14 0 17
Hens, per lb., dressed.	0 13 0 14
Turkeys, per lb., large.	0 20 0 25
medium young.	0 25 0 30

MAPLE SYRUP—There is very little call for maple syrup. Very few orders have been repeated, and retailers, as a rule, have not sold as much as they expected. This proves the fact, that the quality this year was not up to the standard.

System and Economy Taught in Pork Packing Factory

Arrangement of Details a Powerful Aid in the Manufacture of the Hog Products—The Value of Saving Time and Money Illustrated—Lessons for the Retail Merchant—History of the Hog from Stock-shed to Refrigerator Car — Some Valuable Pointers for the Grocer Who Handles Meats.

Everything made use of but the squeal of the hog—is a phrase commonly heard in reference to a pork-packing establishment; and it is literally true. In a recent trip through one of these establishments a representative of The Grocer saw for himself the wonderful chain of links in the preparation of the famous Canadian cured hams and bacon from the ordinary, stubborn, inoffensive hog that walks about the farmer's barn yard. The various stages of slaughtering, cutting and trimming, curing, smoking, sausage-making, lard rendering, etc.,

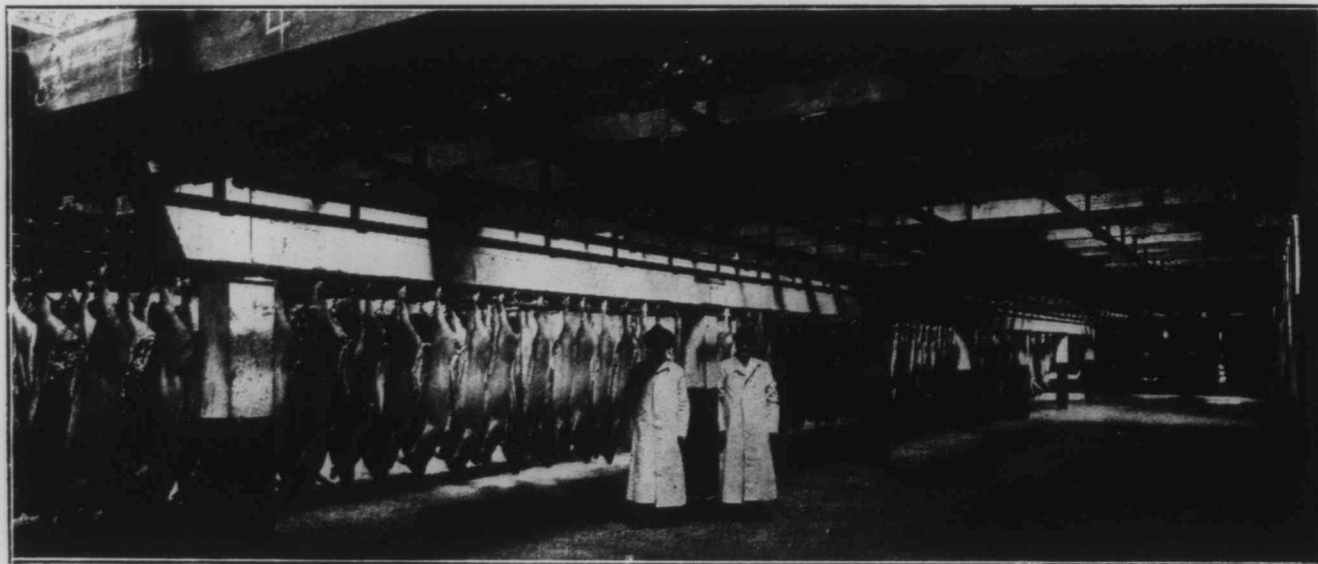
say that nothing is allowed to escape from the factory unused but the squeal of the hog. Hair, hoofs, blood and all other offal play their part in returning to the packer his money invested.

But apart from this, the systematic arrangement of all interior apparatus is a revelation to one unaccustomed to the modern conveniences of such a factory. This characteristic many of our retail stores lack and they certainly could find no more fitting model than the interior of the pork-packing establishment. The manual labor saved is

shackle attached to a large revolving wooden wheel. An automatic arrangement drops them off the wheel onto an inclined bar known as the "sticking rail," which carries them to the "bleeding pen" where experienced men perform the "sticking" operation.

With such a system in the plant referred to 250 to 300 hogs are killed in an hour making more than 2,500 in a working day of ten hours. After being bled they are dropped into the "scalding vat" to loosen the hair which must come off.

To get the hog from this tank of scalding water might seem a great difficulty but it is not so in this factory. By means of an automatic "throw-out"—somewhat the shape of the inverted teeth of a hay rake—the dead animal is



Hanging Room in a Pork Packing Factory Where Carcasses are Allowed to Cool Gradually Before Going Into The Chilling Room.

are all carried on under the eyes of two veterinary surgeons appointed as inspectors of that particular factory, by the Dominion Government.

But cured meats, lard and sausage do not constitute the whole hog. The offals including the internal organs, blood, etc., are not burned or thrown away. They are manufactured into a powder which constitutes a valuable fertilizer for land and which retails for some

A Lesson on System.

System is the predominating feature in the running of a pork-packing establishment. One would think it were used to excess if such could be possible. In this there are some pointers in economy for the retail merchant who hungers after new ideas. It may sound more like fiction than fact to many merchants to

wonderful; the hog has scarcely to be touched from the time it leaves the pen in the stock-sheds until it is brought into the cutting room to be carved into the various cuts.

How Hogs are Slaughtered.

Let us start at the beginning of the process as it is carried out in the factory.

Stretching between the stock-pens and the fourth storey of the establishment proper is an inclined covered runway—a sort of a tunnel through the air—through which the hogs are driven to the slaughter house. On leaving this runaway and entering the building they are driven into what is called the "shakling pen" where they are caught up by the hind leg by means of a chain

picked up and tossed gently over on a platform in front of the "scraper."

A Time-saver is the Scraper.

Unlike the mode of scraping off the hair with a butcher-knife still in use by the farmer, in the pork packing establishment the hog is run through a funnel-shaped "scraper" with knives fastened on stout springs which adjust themselves according to the size of the animal. These oval-edged knives are so fastened that they form the small end of the funnel and are placed in such a way that they pass over every square inch of the body of the hog as it is drawn through them.

Above the knives is a water-pipe through which water continually pours forced by a pump and plays upon the knives and hog, thus washing the car-

Quality Always Wins!

That "Gillett's Goods" are the best is the general verdict of the housekeepers of Canada. They have stood the test of time—the true test of quality.

Only the purest ingredients are used in the manufacture of

Magic Baking Powder

Gillett's Perfumed Lye

Gillett's Cream Tartar

Royal Yeast Cakes

Etc.



ESTABLISHED 1852.

Food products that are produced in clean factories are best.

CLARK'S CORNED BEEF

This and the following weeks housekeepers from Coast to Coast will read in the daily press about the excellence, goodness, and economy of CLARK'S CORNED BEEF, OX TONGUE, PORK & BEANS and POTTED MEATS.

Your co-operation with this extensive publicity campaign will result in profits to you. Remember every tin sold is extra trade which might otherwise go to the dealers in fresh meats.

Let us help you in making your stocks complete.

WM. CLARK

Manufacturer

MONTREAL

REMEMBER

BOVRIL

is invaluable in the kitchen
in the summer

It saves time, labor and fuel and also provides many nourishing and appetising dishes.

A one pound bottle is a nice addition to an order and a timely suggestion will often secure it. **Bovril** is especially useful in the country house, the camp, picnics, etc.

In order to ensure ample supplies of prime beef for our needs we have just acquired 9,261,400 acres of pasture land in the northern territory of South and Western Australia and 438,076 acres in the Argentine Republic. We have now over 200,000 head of horned cattle on these estates and that number will be largely increased.

The estates are more than half the size of Nova Scotia.

BOVRIL LTD.

27 St. Peter St.,

MONTREAL

THE CANADIAN GROCER

cass and carrying off all the hair beneath just as soon as it is scraped off.

When the scraping degree has been passed the hog by means of an endless chain carrier is landed out on a clean zinc-bottomed bench where any small patches of hair that might be left by the scraping machine are removed with bell-shaped hand scrapers.

At the end of this bench are men ready with the "gambrel"—a short wooden stick which is passed through the sinews at the back of the hog's hind legs. It is hung up with this on a trolley and run off on a track which conveys it to the men who perform the operation of opening the carcass and removing the entrails.

Singeing of Export Hogs.

This is the finish of the slaughter house work so far as hogs for home

Experience has taught packers that the hog should not be placed in the chill room immediately after it is killed. It must be gradually chilled off—and that is the purpose of the hanging room. After a sojourn there for some hours it is railed into the chill rooms—all of this work requires absolutely no lifting, the system being perfect in every respect.

Duties of Inspectors.

As intimated above two inspectors watch continually the work in the factory. These inspectors are not placed in any pork-packing establishment which does not export its products. Their duty is to see that all pork, beef or mutton sent out from the establishment must be wholesome and free from disease. If there is a suspicion in the mind of the inspector that there is any-

iron pipes are used to allow more ammonia to pass through it.

In the top-storey of the building are located huge fans which force chilled air down through pipes into the numerous beef and hog chill rooms. Openings at the ceiling on the opposite side of the chill room exhaust the heated air and cause a continuous circulation, thus making the air always fresh and wholesome. One of these chill rooms will hold as many as eight hundred carcasses of hogs.

Trade Terms for Cuts.

From the chill rooms the hog is railed out at the opposite end at which it entered into the "cutting" room where it is cut up into hams, backs, breakfast bacon, rolls and shoulders and sent to the cellars for curing. The principal export cuts are known as Wiltshires, long ribs, Cumberlands, and long cut hams. The cutting room and in fact the slaughter and hanging rooms are particularly well lighted, having 25 foot ceilings with skylights and ventilators in addition to ordinary windows. They are also kept in excellent sanitary condition.

For curing purposes, the cuts are put through a special process in the curing rooms, one of which is in the basement and the other on the first floor.

Smoke-house Economy.

The smoke-houses are one of the interesting features of the plant and here again economy is plainly visible. Altogether there are 16 smoke-houses, erected vertically in 4 rows with 4 houses in each section. This arrangement only necessitates four fires in the basement.

The hams, bacon, etc., to be smoked after being cured in the cellar are hung on what are known as "ham trees" elevated on the elevator to any of the four storeys, railed off the elevator into the smoke-houses with no manual labor whatever.

These houses are cut off from the rest of the building by fire-proof walls and doors. In fact fire-proof walls and doors separate every department and it would be practically impossible for two sections of the building to burn at one time. The elevators are shut off automatically by fire shutters controlled by fusible links.

In the Lard Refinery.

Some of the finest machinery in the plant is to be found in the lard room where the refining takes place. To obtain the lard from the fat it is first placed in the big rendering tanks and from there drawn off into huge kettles and treated by various processes. One of these iron tanks is 14 feet deep, and holds 30,000 lbs. of lard, or a car load. One process of refining is putting the

(Continued on page 168).



Room In Which Hams and Bacon are Hung After Emerging From the Smoke Houses.

consumption are concerned. But hogs intended for export bacon go through a further treatment. The English trade demands that the hog must be singed and this is accomplished by running the animal over a track into the singeing room. From there it is carried by means of an endless chain up through a circular chimney like a great furnace from the sides of which flames shoot out and envelop the hog. After passing through the flame it is carried by the chain to a chute and by means of an automatic trip is dropped into a vat of cold water, while the chain still moves along passing through cold water to cool it off before it again starts on its climb up through the "fiery furnace." The singeing gives the skin of the hog a yellow tinge which the old countryman desires. After passing through the singer the hog is sent on to the "opening" rail.

On the internal organs being removed the hog is railed from the slaughter house out into a nice, clear, airy "hanging" room.

thing wrong with the animal he places a "held" tag on it as it passes through the slaughter house to hanging room. If upon a later inspection his suspicions are corroborated by facts the "condemned" card goes on and it is "tank-ed" in the fertilizer department.

Principle of Cold Storage.

What the refrigerator is to the grocer who carries perishable goods, the cold storage is to the packer of pork and beef. Cold storage is usually, however, a little more complicated but nevertheless easily understood. The absence of heat in the mechanically cooled rooms is due to the expansion of ammonia liquid pumped into the rooms, into a gas, when it absorbs the heat. The circulation of ammonia is a continuous one. It is compressed from a gas into a liquid by means of powerful machines called compressors and forced through iron pipes to the various cold storage apartments. Its expansion to a gas absorbs the heat and the lower the temperature desired in a room the more

TH

Flour
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"MEATS THAT SATISFY"

Have you looked into your Smoked Meat supply?

LAING'S CELEBRATED HAMS and BACON

will give you entire satisfaction.

The care exercised in the selecting and curing have placed Laing's Hams and Bacon in a class by themselves.

You will consult your best interests by supplying your trade with Laing's goods.

FREE

Lists mailed monthly on application, giving full line and prices

The Laing Packing & Provision Co., Ltd.
 Mill St. Montreal

**Flour, Pork, Grain,
Smoked Meats**

AND

General Provisions

ALSO

Hay and Oats

GEO. TANGUAY,

Lower Town,

QUEBEC

BARRELS

For Flour, Butter or packing any kind of merchandise, manufactured and for sale by

H. CARGILL & SON
 CARGILL, ONTARIO

SALT

Car lots of Fine, Medium or Coarse, in Barrels, Sacks or Bulk.
TORONTO SALT WORKS
 125 Adelaide Street E., Toronto

QUAKER

PUFFED RICE

For Breakfast or Dessert

WRITE

W. H. ESCOTT
 (Wholesale Grocery)
BROKER

Winnipeg

Canada

R. F. CREAM & CO.

General Brokers and
 Commission Merchants

**Flour, Grain, Provisions,
Teas and General
Groceries**

75 Dalhousie St., Quebec, P.Q.

The **GRAY, YOUNG & SPARLING CO., Limited**

**SALT
MANUFACTURERS**

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

OPEN TO BUY

From 5 to 10 Cars Choice Cooking Peas

Clean and White

Quebec's leading Flour and Grain House.

C. A. PARADIS, Dalhousie St., Quebec

PROF. VINK'S

Celebrated

**Horse and Cattle
Preparations**

Always in demand. Yield good profit. Secure catalogue and full information from

The Joliette Chemical Co., Limited
 Joliette, Que.

EUGENE PICHER & CO.

Buyers and Sellers of
BUTTER EGGS CHEESE

LARD and DAIRY SUPPLIES
 GRAIN and HAY

Grain Dealers Please Write
 87 DALHOUSIE STREET, QUEBEC

**The Condensed Ads. in The
Canadian Grocer bring results**

CHEVALIER, POULIOT & CIE.

Wholesale Grocers

Proprietors famous "Congo" Brand
 Guaranteed Goods.
 Correspondence Solicited. Address us at
JOLIETTE, QUE.

The Essentials to Success in Carrying Candy

Confectionery Counter a Paying Department in Chatham's Oldest Grocery Because Proper Attention Is Paid To It—One Window Always Given To Candy Display—Daily Advertising Adhered To—Best Quality Of Goods Only Are Handled—How It Was Made To Pay Against Stiff Opposition.

"To make a success of the candy department, a grocer must be prepared to handle it in a thoroughly businesslike way. He must give it the same attention as he would give to any other department of his business, or even more; must be ready to devote time and money to building it up; and, finally, must be willing to wait two or three years for financial returns from his labor. In short, he must treat this department of his business in just the same careful, conscientious and businesslike way as he would any other."

This is the dictum of H. H. Malcolmson, manager of the Hugh Malcolmson grocery at Chatham, a concern which has made the candy department not only a prominent feature but a pronounced success.

Mr. Malcolmson's statement is coupled with the frank avowal that the field for such a department in the average town or small city is limited—an opinion strongly supported by the fact that while there is scarcely a Chatham grocer who does not handle confectionery to a greater or less extent, the Malcolmson store is the only grocery possessing a candy department of such extensive proportions.

Chatham's Oldest Grocery.

Just a word regarding the Malcolmson grocery.

It is the oldest grocery in Chatham, having been carried on continuously under the Malcolmson management since the year 1862—a period of 47 years. The building in which the business is housed, a substantial and handsome four storey structure, was erected in 1842. It was then Chatham's masterpiece of business building; and, truth to confess, from the business standpoint it holds the same rank to-day. The grocery is one of the largest, brightest and cleanest in the city. It occupies a central location, on the main street. The wide front provides not only an excellent and commodious entrance between two large show windows, given ample opportunity for tasty and attractive display. Nor is this opportunity neglected. The windows are always drawing cards for business, and their effect is emphasized by the brightness and cleanness of the spacious interior.

The business, founded by Hugh Malcolmson, who is also president of the Kent Canning Company, Limited, is un-

der the more especial direction of his son, H. H. Malcolmson. Everything about the management smacks essentially of modern business methods. The entire store is departmentized, careful track being kept of the returns from each of the various sections into which the business is divided. The tasty window displays are changed at regular intervals. Mr. Malcolmson is a good advertiser, and knows how to use display space in the newspapers to excellent advantage.

The Candy Counter.

The candy department occupies a section of the store all its own, and it is well to the front, too, being given the space immediately to the left of the entrance. The candy showcase and the candy counter are attractively arranged.

The show window immediately adjoining the counter is always given to a confectionery display, and these displays, changed at frequent intervals, are invariably carefully and attractively designed and are often very artistic.

The candy department is entirely separate from the various other departments of the business. A lady has complete charge of the counters, the displays and the selling. This is one of the features of the department to which much importance is attached.

"To make the candy counter really worth while," says Mr. Malcolmson, "the grocer must be prepared to put specially in charge of it some person who understand the business. It is not sufficient to fill a show case with candy, and leave the candy to do all the selling. The department must have its own salesman or saleswoman."

Quality is Essential.

High grade candy is featured. From the very outset, Mr. Malcolmson has given particular attention to the quality of the goods. Business has been done only with those firms whose standing gave unbounded assurance of the quality of the goods. Cheap candies are, of course, handled—candies as cheap as 10c a pound can be had—but even at this price, "quality" is the watchword, and the aim has been to give the customer who buys at this price the best 10c candy that can be had.

But, throughout, quality rather than price has been looked to. The steady aim has been to build up in the minds

of the public the belief that the purchaser of candy at the Malcolmson candy counter is getting candy whose quality cannot for one moment be questioned. Candy must be perfectly pure. Even the cheapest grades handled must be made of thoroughly pure and reliable materials.

"I have been asked," remarked Mr. Malcolmson, "what I considered the one essential in such a department, and my reply always is; 'Giving the customer candy that is absolutely pure and which represents the best possible value for his money.'"

As one result, this department secures a large share of the better class of trade—the trade of particular people, who want the best and are in a position to pay for it.

As previously stated, one of the two window displays is always given to candy. This circumstance in itself shows the importance attached by Mr. Malcolmson to giving the department his proper share of publicity. In all displays, price tags are prominently placed.

In addition, the department receives a considerable proportion of the firm's advertising space.

"The reason we do that is a professional secret," adds Mr. Malcolmson, with a quiet smile. "We do it because it pays."

The firm's advertising is essentially scientific and businesslike. A six-inch single column space is used. The advertising copy is changed every day. Though each day's copy is to a certain extent divergent, nevertheless there are four items in practically every advertisement.

The first is a striking catchline in prominent display type.

The second is a brief and confidential business talk regarding some seasonable product.

The third is the price, followed by a few other appropriate prices.

The fourth is the firm name, again in display type.

The advertisement occupies exactly the same section of the paper every day.

In Operation 15 Years.

Malcolmson's candy counter has ceased to be a novelty in Chatham, and has become a household word. It has been in existence now for between 12 and 15 years. During all that time it has received the same careful, consistent and businesslike attention.

Last year it was put to a test that might fairly be called severe. In the first place, 1908 was generally admitted to be an "off" year for business. In such a year, a candy department would, in view of the prevailing fashion of looking on candy as a luxury, be pretty

(Continued on page 145.)

Christie's
Biscuits

mean

lasting

prosperity

to the

Grocers

of Canada

because

they

pull

and

hold

the

paying

trade.

Your Reputation and Profit

YOUR reputation and profit alike demand that you stock Christie's Biscuits in preference to all others, because the particular housewives of Canada positively know that Christie's Biscuits are the best biscuits baked.

Christie's Biscuits come from the brightest, cleanest, and most modern biscuit factory on the continent.

Christie Quality is the direct result of unusual care and the knowing how. We blend the best flours milled, then sift and test our blend until it is excellent enough to sustain or better the Christie reputation.

Fresh, pure and wholesome raw material, combined with Christie's scientific way of baking. This is the real secret of those dainty, crisp, appetite-provoking delicacies called Christie's Biscuits.

We bake biscuits better than our competitors, but we do not stop there. To insure *lasting* goodness, we have reduced packing to an exact and simple science. Every box and package is dust and damp proof.

N.B.— Christie's Biscuits sell more than Biscuits.

Christie, Brown & Co., Ltd.

Cowan's *"Perfection"* Cocoa

has been for years a "staple" with almost every grocer who carries high-class goods. People all over Canada prefer Cowan's "Perfection" Cocoa because of its uniformly delicious flavor and its absolute purity. Cowan's gives genuine satisfaction to dealer and customer alike, and the demand for it is steadily growing.

Are you supplying this demand?

About the daintiest, most delicious and most popular chocolate confections in Canada are Cowan's "Maple Buds." As with other big sellers, they are being imitated.

We wish to inform the trade that both the name "Maple Buds" and the design are patented and registered, and to warn them that all infringers of our patent and registered rights will be prosecuted.

THE
COWAN CO.
Limited
TORONTO

Cowan's Maple Buds



**Home-bakers
should be
encouraged
to use
Purity Flour**

You should encourage home-bakers to use Purity Flour, because Purity will give them better satisfaction, for it is the highest quality in the world. : :

PURITY FLOUR

consists of only the highest-grade constituents of the Manitoba hard wheat berry. And the process of milling and purifying this brand is the most perfect on this continent.

Just tell the home-bakers that Purity Flour makes the finest flavored, most beautifully white bread—that while a little higher in first cost it is in reality more economical as it makes

“More Bread and Better Bread”

The home-bakers will certainly thank you for introducing Purity Flour to them.

Western Canada Flour Mills Co., Limited

Toronto Montreal St. John, N.B. Winnipeg Brandon



The name

“DIGNARD”

Stands for Quality every time

YOUR CUSTOMERS ALL KNOW THIS

Stock Dignard's Village Biscuit

A SURE SELLER AND A MONEY MAKER

We guarantee our biscuits. Our large, new factory is bright, clean and sanitary. Our machinery and ovens are of the latest pattern, while our help is expert. As we use only the very best raw materials, it is not surprising that our biscuit is the best on the market.

DIGNARD, LIMITED

MONTREAL

QUEBEC



SOFT MINTS—5c. boxes.

ACME PELLETS—5-lb. tins.

M. & R. WAFERS—5c. bags.

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

Hard and Soft Licorice Specialties

Appropriate for the confectionery, grocery and drug trades.

Price Lists and Illustrated Catalogue on request.

AGENTS

ONTARIO, R. S. McIndoe, 54 Wellington St. E., Toronto
 PROVINCE OF QUEBEC and MARITIME PROVINCES
 W. H. Dunn, 394 St. Paul St., Montreal
 MANITOBA, E. W. Ashley, 123 Bannatyne Ave., Winnipeg
 VANCOUVER, J. F. Mowat & Co., 354 Water St.



Family trade is more desirable than transient custom. In handling

CARR & CO.'S BISCUIITS

you are assuring yourself of the confidence of your best trade. These biscuits are unapproachable in every respect of superior quality.

ASK OUR AGENTS FOR THEM.

CARR & CO., CARLISLE, ENGLAND

AGENTS:

Wm. H. Dunn, Hamblin & Brereton, L. T. Mewburn & Co., Ltd. The Standard Brokerage Co., Ltd.	Montreal and Toronto, Winnipeg, Vancouver, B.C., St. John's,	Eastern Provinces Port Arthur to Alberta Province of Alberta British Columbia Newfoundland
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Make Our Goodwill Work For You

A MILLION DOLLARS' WORTH OF CONFIDENCE FOR A TWO-CENT STAMP

BY THE WAY, what is *your* greatest asset? Is it your stock of goods, or that fat bank account, or what is it? It's your *good customers*, isn't it? Isn't it your customers?

¶ If, somehow, all your trade were annihilated at one fell swoop, your stock of goods, even though all paid for, *would not be worth 50c. on the dollar*—would it now? For what's the use of anything when nobody wants it.

¶ Your trade—that's what you call "my goodwill." What's it worth to *you*, this asset of public confidence, your goodwill? A thousand, two, ten, twenty thousands? Don't answer *us*, answer *yourself*. If it means so much, what would not a *million dollars' worth of confidence* accomplish in your business?

¶ That's what we offer you in FIVE ROSES sales—*your* share of a million. Amongst our realizable assets you would find an item of almost one million, and it reads—"goodwill, trade marks, etc." This is our *common* asset, *yours and ours*, for if we make FIVE ROSES flour *you* sell it.

¶ True goodwill implies a contract between maker and user *always* to deliver the *same* flour quality under the same name. We appreciate our debt to you and *your trade*, viz: *Because FIVE ROSES has a wider circulation, because it is better known, a higher standard must be maintained and we must not allow FIVE ROSES to deteriorate in any way.* A million dollars' worth of public confidence has been built up on FIVE ROSES excellence, and it *must* live up to that excellence—and *it will!*

¶ Remember this: when you sell flour you are also selling *reputation*, the true basis of confidence. And the only reputation worth while is that of quality based on reliability and "value received." Adopt the FIVE ROSES slogan—"A square deal on both sides of the counter."

¶ What is it that is keeping *your* flour trade down to peanut proportions? You need FIVE ROSES and we need your trade. Don't you want *your* share of that million? If FIVE ROSES will make you money to-morrow, it will make you money *to-day*, right here NOW.

Lake of The Woods Milling Company, Limited

Montreal, Toronto, St. John N.B., Ottawa, London, Winnipeg



FIVE ROSES FLOUR

STAYNER FLOUR MILLS

MANUFACTURERS OF

High-Grade Flours

DEALERS IN

FEED and GRAIN of all kinds

FLOUR BRANDS

"GREAT WEST" A Manitoba Hard Wheat Patent.

"PRIDE OF CANADA" Manitoba and Ontario Blend.

"UPPER TEN" Winter Wheat Patent.

Situated on G.T.R. in splendid winter wheat district.

JOSEPH KNOX & CO.

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

Right--Always Right--

It has never been anything else since we first turned out the goods (over 25 years ago).

MOTT'S

"DIAMOND" and "ELITE"
brands of

Chocolate

Are for this very best of reasons the most satisfactory brands to handle.

At Every Jobber's

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

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

By Royal



Letters Patent

NELSON'S

POWDERED GELATINE

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

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

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

McCANN-KNOX MILLING CO., Limited

TORONTO CANADA

The most complete and most modern cereal mill in Canada

Our Products Tell **EUREKA BRAND** Rolled Oats
EUREKA BRAND Flaked Wheat

Granulated Oatmeal
Standard Oatmeal
Graham Flour
Buckwheat Flour

Granulated Wheat
Wheatlets
Hominy Grits
Gold Dust Cornmeal

Family Cornmeal
White Corn Flour
Pot Barley
Pearl Barley

Split Peas
Eureka Cattle Food
Arabian Horse Food
Crushed Oats

ALL KINDS OF FEED

AGENTS: MONTREAL—Wm. C. CHRISTMAS
OTTAWA—Jas. N. McIntosh
QUEBEC—Albert Dunn
HALIFAX—J. W. Gorham & Co.
HAMILTON—McFarlane & Field

SUCCESS IN CARRYING CANDY.

(Continued from page 137.)

sure to suffer a decline in returns. In the second place, two 5-10-15 cent stores were started in Chatham last spring, each equipped with and giving prominent place to confectionery retailing at prices ranging up to 20c a pound.

In spite of both these circumstances, the Malcolmson candy counter, in place of showing the decline which the casual observer would have doubtless anticipated, increased its receipts. This fact is striking. Neither hard times nor "cheap" competition affected it.

Is Not a Joke.

At the same time, Mr. Malcolmson sounds a note of warning. No grocer, he declares, should think of tackling the candy business with a view to making it "worth while" in a large sense unless he is fully prepared to sink money in it, and devote to it a fair share of his time and attention. The building up of a candy department is no child's play.

It takes real work, and a great deal of thought.

Furthermore, the field is limited, and the money and attention required are such that a grocer desiring to go into the candy business on a substantial scale should first assure himself that he will be filling "a long felt want," that, in fact, there is prospective patronage enough to justify him in taking the plunge. It is a business which must be nursed and developed gradually.

"That, at least, seems to be the case in Ontario. I daresay the successful candy departments between Toronto and Windsor could be counted on the fingers of one hand. In Winnipeg and the Northwest," he added, "I understand that things are different. That is due to the large number of newly arrived Britishers in the country. The English are a great candy-eating people, and buy the sweet stuff in large quantities. But Canadians are different. They look upon candy rather as a luxury, and have not been educated yet to take the English view of it."

Nutritive Qualities of Chocolate and Cocoa

A Traveler's Reason Why Grocers Should Handle These Goods—A Hundred Per Cent. Profit On Some Milk Chocolates—Value Of Silent Salesmen in Displaying Confectionery—Many Grocers Becoming Interested.

By E. W. Pyke.

The salesmen should know the value of the goods he sells. I mean by this not so much the money value but the value they will be to the consumer who uses them. When he knows this, he has a strong talking point to use when his customers come to purchase. Grocers, I maintain, should handle chocolate, cocoa, etc., because when their merits are known they become easy sellers.

All foods fall under the head of tissue builders and heat producers. Cocoa contains twenty per cent. of its own weight of nitrogenous or tissue building foods and for this reason its nutritive value is great. A celebrated surgeon has placed himself on record as advocating pure cocoa with the fat removed as a substitute for mother's milk. It is a fact that nine-tenths of the cocoa-bean is composed of matter that is retained and assimilated by digestive organs. Cocoa, too, is one of the cheapest foods we can use.

Manufacturing Methods.

In the selling of milk chocolate, grocers who understand its composition and nutritive qualities should have little difficulty. The manufacture of it is a large and rapidly growing branch of the

chocolate business. Milk chocolate is both delicious and nourishing confection and a highly recommended nutritive food. It is made simply from pure chocolate with additional cocoa-butter added and fresh dairy milk that has first been reduced to a solid state by evaporation. In some factories the product is not touched by hand during the whole course of manufacture and the utmost care and precaution is taken everywhere to secure absolute cleanliness and wholesomeness.

The food value of milk chocolate is shown by the fact that it is classed among the regular rations of the English army and that during the late South African war many thousands of pounds were personally sent by the late Queen Victoria to the army in the field. Throughout Europe it is largely used in hospitals and in England wealthy people buy as much as \$300 worth for a single social function. It consists approximately of 60 per cent. milk, and 40 per cent. chocolate, the latter having previously been enriched by the addition of about 14 per cent. of cocoa-butter. Its stimulating action upon the body makes it a favorite food with athletes.

The cocoa bean is the raw material



Value for Value

When your customer buys a box of

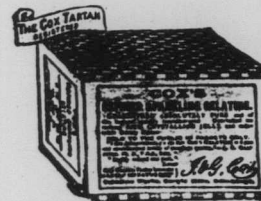
Mooney's Perfection Cream Sodas

you have given him or her a fair, honest return for the money invested.

These biscuits all spell quality of the highest standard. There's merit in them which creates permanent patronage and gives assurance of satisfactory relations all around.

Mooney Biscuit and Candy Co., Limited

Stratford Canada



COX'S GELATINE

The Leading Gelatine for more than SIXTY YEARS. Foremost in PURITY and MANUFACTURED by Messrs. Cox as well as PACKED by them

PURITY GUARANTEED

Canadian Agents
C. E. Colson & Son, Montreal
D. Manson & Co., "
A.P. Tippet & Co., "

J. & G. Cox, Ltd.
Gordie Mills
EDINBURGH.

Flour, Cereals and Confectionery Department

Cereal Products Moving Well and Prices are Firm—Advances in Some Cases—No Changes in Flour Prices.

from which cocoa and chocolate is made, the process of manufacture being identical until the bean is ground and flows from the mill a thin oily paste. If cocoa is being made most of, the oil is pressed out and becomes the cocoa-butter of commerce. Chocolate whether for confection or beverage purposes is the ground cocoa bean with all the oil left in and sometimes more is added with the thickening sweetening and flavoring materials thoroughly mixed in with the cocoa-mass. The main difference then between the cocoa and chocolate is the extraction or retention of the oil.

Large Profits Made.

During a recent trip through the province, I noticed that the up-to-date grocer has recognized the fact that in order to supply the wants of his customers he has to carry a large stock of cocoa and milk chocolate. He is finding the demand to be continually on the increase and it is not now unusual to find many grocery stores equipped with large and handsome silent salesmen for aiding in the display of high-class confectionery. The wonder is that many more have not taken up the selling of milk chocolate as well as others. It adds considerably to the financial returns as in many lines the profits are 100 per cent. This should induce retailers to stock up in milk chocolates and use their best talking points in order to push the sales. There are few lines which take so little room for display and which give such good returns for the amount of capital invested.

I may say that to my mind there is nothing that adds so much to the appearance of a well furnished grocery stores as a silent salesman well stocked with a high-class line of confectionery. I believe that to-day the grocer is alive to the fact that in order to hold all the trade he has and capture more he must be right up to the minute both in stock and smart store appearance and he must be able to give customers all that they call for in the line of chocolate and cocoa.

(Editorial Note).—Mr. Pyke is a traveler representing the Cadbury Company.

TRADE NOTES.

D. D. Munro, grocer, Montreal, has sold to S. J. Geddes.

H. G. Hughson, grocer, Hamilton, has assigned to Chester Walters.

Frances A. Galloway, grocer, Toronto, has sold to Annie Burke.

J. B. Turgeon, general merchant, St. Isidore, Que., has compromised.

L. Dallaire & Fils, general merchants, Chambord, Que., advertise their assets for sale.

At the present time the market in cereal goods is firm and in some places advances have been made. The cause is attributed to high prices of wheat and oats and it would not be a surprise to some if cereal products were to go higher. The demand is active and more so than anticipated at this season of the year.

Grocers are handling more cereal goods every year as they are becoming more and more popular at the breakfast table.

MONTREAL.

FLOUR—The flour market is in a more settled condition this week, as the big millers are nearer together in quotations. Owing to the scarcity of Ontario winter wheat a firm feeling prevails in the local situation for these lines. Reports state that large shipments have gone forward to Africa.

Winter wheat patents.....	5 50
Straight rollers.....	4 70 4 80
Extra.....	4 00 4 10
Royal Household.....	6 50
Clare.....	6 00
Manitoba spring wheat patents.....	6 30
" strong bakers.....	5 80
Five Roses.....	6 30
Harvest Queen.....	5 80

ROLLED OATS—Rolled oats are much stronger, having advanced from 20 to 35c. This turn of the market is due to the strong condition of the market for the raw material. Trade passing is decidedly small.

Fine oatmeal, bags.....	3 00
Standard oatmeal, bags.....	3 00
Granulated ".....	3 00
Gold dust cornmeal, 96-lb bags.....	2 10
White cornmeal.....	2 00 2 05
Rolled oats bags.....	2 75
" ".....	5 70

FEED—There has been an exceptional demand for bran both from the country and the city for some months now, but during the week this demand fell off very appreciably. Supplies of Ontario bran offering are small as the mills in the west are grinding very little. Shorts are free in supply but the demand for them is not very large. Other lines are unchanged.

Ontario bran.....	22 00 23 00
Ontario shorts.....	25 00
Manitoba shorts.....	25 00
" ".....	25 00
Mouille, milled.....	25 00 27 00
" " straight grained.....	23 00
Feed flour.....	1 85 1 85

TORONTO.

FLOUR—Although wheat is being quoted the same as last week, millers are quietly paying 5c a bushel more, and are glad to get it, to enable them to fill their orders. The market is very strong and wheat, especially fall wheat, is very hard to get. As far as can be ascertained there is very little Ontario wheat left in the country. Flour is also firm with an upward feeling.

Manitoba Wheat.	
1st Patent.....	6 10 6 30
2nd Patent.....	5 00
Strong bakers.....	5 80
Winter Wheat.	
Straight roller.....	5 90
Patents.....	6 30
Mouille.....	6 00

CEREALS—The demand is keen and active and millers find difficulty in filling their orders on account of the scarcity of wheat. Prices are high, but may still go higher. This may be spoilt for some, but it is decidedly something else to a great many others.

Rolled wheat, car load.....	3 10
" " ".....	2 40
Oatmeal, car load.....	2 85
Rolled wheat in barrels, 100 lbs.....	3 25
" " " in bags, per bag 90 lbs.....	2 60
Oatmeal, standard and granulated, in bags 96 lbs.....	2 85

A GOOD BUTTER STORY.

A rather good story is making the rounds of the grocery trade in Peterboro just now.

A well-known farmer's wife, whose butter is celebrated for its excellent quality, came into a certain grocery with 10 pounds of butter and asked the merchant to exchange it for her.

"I want to be honest about this," she said. "A rat ran through the creamery and got into this milk, but it was taken out at once, and I don't think it would do the butter any harm. However, what the eye doesn't see the heart won't grieve over."

The grocer was non-plussed for a moment, but he took the butter and went down cellar with it, and having the material at hand, he quickly did it over into a little different shape and returned it to her.

When she came in again a week later she said, "That was excellent butter you gave me. Who made it?" The grocer hadn't prepared for this predicament, but he was equal to it. "It was yours, Mrs. Blank," he said, "but you know 'what the eye doesn't see the heart won't grieve over.'"

THE CIRCULAR OUTCOME.

Many of the retail grocers of Toronto are putting up a strong fight against the action of the Wholesale Fruit, Produce and Provision Association. At a meeting of the Butchers' and Grocers' sections of the Retail Merchants' Association held on Monday night it was decided to prosecute the wholesalers, alleging that they are a combine contrary to law. Steps are now being taken and it is stated that H. Dewart has been retained as counsel. The wholesalers look upon the matter in another light. For years they have been troubled with the grocer who "was here to-day and gone to-morrow" and they claim that these are the men against whom they want to protect themselves.



BY ROYAL WARRANT

Millers to H.R.H. The Prince of Wales.

"ROYAL HOUSEHOLD" CEREALS

Best in the world.

OGILVIE OATS

Choice Rolled Oats.

PEARL BARLEY

Royal Breakfast Food

WHEAT MARROW

Special household quality

PEARL HOMINY

Prepared Soup Corn

GOLDEN MEAL

Fine Granulated Cornmeal

These high grade Cereals are specially prepared for family use. They are put up in attractive packages, and all retail grocers should carry them in stock. Also

"ROYAL HOUSEHOLD" FLOUR

In packages of all sizes



The **Ogilvie Flour Mills Co., Ltd.**

MONTREAL

WINNIPEG

FORT WILLIAM



BUDA FLOUR

MILLED IN ONTARIO

The Best Value in High-grade Blended Flour
in Canada

Quality and Price Equal

Ask for it. All buyers repeat orders after first order.
Shipped to the buyer direct from the
mills at MILL PRICE.

**IT IS A GOOD BREAD
AND PASTRY FLOUR**

Sold in car lots, with assorted brands if required.
In packages from one-eighth printed sack, to dust-proof,
lined barrels.

J. B. HARTY,

The Millers' Sales Manager in Maritime Provinces and
Newfoundland

PICTOU, - - N.S.

FLICK'S

GENUINE
DUTCH

Pure, Soluble
Right Prices

COCOA

In 1/4, 1/2 and 1 lb. tins. 12-lb. boxes

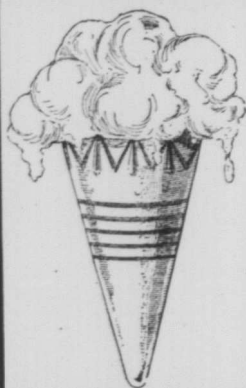
This Genuine Dutch Cocoa
shows a better profit than
any other imported Cocoas.

Order through
your Jobber, or

EDEN BROTHERS

Manufacturers' Agents and Importers

27 1/2 Front St. East, **Toronto**



In CORNETS and
ICE CREAM SPECIALTIES

We are ready to fill your
orders promptly.

The DOMINION WAFER CO.

Importers from the largest factories in
the world.

42 St. Vincent St., **Montreal**
Tel. Bell, Main 1310



**CAPSTAN BRAND
PURE MINCE MEAT**

Package Mince Meat
Put up in 1/4 gross cases

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

25-lb. Pails and 75-lb. Tubs.

Capacity one ton per hour.
Sold by all wholesale dealers.

The CAPSTAN MFG. CO., - Toronto, Ont.

"LUCERNA"

IMPORTED

Swiss Milk Chocolates

will surely please your customers.

To buying agents for certain districts special terms
are offered.

Write us for samples, prices, etc.

**LUCERNA ANGLO SWISS MILK
CHOCOLATE CO.**

214 Princess Street, - - **Winnipeg**



Talking to the Point

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

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

TRY A CONDENSED AD IN
THE CANADIAN GROCER.

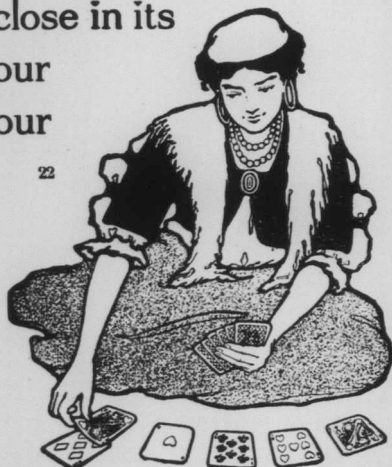


your fortune

Your business, for a long time to come, looks good to us.

There'll be a lot of money coming to you if you buy **Anchor Brand Flour.**

Good Luck follows close in its wake. Lighten your cares and make your fortune.



Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Manitoba.

Canadian Manufacturers, Importers and Exporters
If you want to get the best information re Irish trade, send for a sample copy of
THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES' JOURNAL
PUBLISHED EVERY WEEK
This paper circulates throughout Ireland, and is the recognized organ of the grocery, fruit, produce, provision and food stuff trade.
10, Garfield Chambers, Belfast, Ireland

CIE FRANCAISE des PATES ALIMENTAIRES
Macaroni, Vermicelli, etc.
Strictly French Manufacture Guaranteed
Manufactured at
92 Beaudry Street MONTREAL

EPPS'S

GRATEFUL AND COMFORTING

IN ¼-LB. LABELLED TINS. 14-LB. BOXES

Special Agents for the entire Dominion, C. E. COLSON & SON, Montreal
In Nova Scotia, E. B. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg

NUTRITIOUS AND ECONOMICAL

COCOA

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER, No. 38 Front Street, NEW YORK

52 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered,
U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited
Established 1780, Dorchester, Mass.
Branch House, 86 St. Peter St.
MONTREAL, CANADA

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.

C. O. Genest & Fils

We have a desirable connection in the Province of Quebec and especially in Eastern Townships. We represent large firms in our own and foreign countries requiring commissions in

GRAIN AND FLOUR
also
**SEED GRAINS,
TIMOTHY, CLOVER,
OATS, BARLEY.**

In addition we have a large connection with the best trade, being WHOLESALE GROCERS, and are known as THE LEADING HOUSE OF THE TOWNSHIPS. REFERENCES.

We assure you that all orders accorded us will receive prompt attention.

ADDRESS US AT:

Sherbrooke, - Que.

Canadian Fruit, Vegetable and Fish Markets

Plenty of Fruit on the Market—Auction Sale in Montreal—
Potato Situation Easier—Scarcity in Fresh Fish.

MONTREAL.

GREEN FRUITS—At the fruit auction of the cargo of Francesco Campa choice Palermo lemons sold at \$1.40 to \$1.75 per box, second choice at \$1.00 to \$1.45 and out of condition lower figures. The Maiori lemons sold at from \$1.60 to \$3.00 a box as to quality and condition and the Sorrento lemons brought 75c to \$1.90 per box as to quality and condition. First choice Catania oranges sold at \$1.25 to \$1.55 per box and 1/2 boxes at 80c to \$1.20 as to size and condition. Sorrento oranges in good condition went at \$1.30 to \$1.60 per box; seconds at \$1.10 to \$1.35, and some out of condition sold at from 70c to \$1.10 per box. Half boxes of Sorrento oranges brought from 80c to \$1.25.

California navel, 15, 2.0, 288 size	2 97
150, 17, 20, 216 size	3 25
Cuban oranges	2 25 2 50
Valencia oranges, 420 size	4 50 5 00
Cal blood oranges, 15, to 216 size	4 25
Grape fruit	3 25 6 00
Lemons, choice, 300 size	2 25 2 75
Bananas crated	1 75 2 25
Pineapples, extra fancy, 24 size	2 40 3 50
Cranberries, per box	4 50
Spice, XXX	7 50
Ben Davis, XXX	6 00
Strawberries	0 30 0 45
Cocanuts, bag	4 10

VEGETABLES—There are a number of changes in the vegetable market. Prices have on the whole declined owing to better arrivals from the south and the advancing season. French cauliflowers are off the market. Tomatoes are higher by about a \$1. Parsley is arriving by the dozen, instead of the box. Radishes are higher and new potatoes are worth 5c a pound this week. Demand from country points is good.

Mushrooms, lb	0 75
Cucumbers, dozen	0 60 1 00
New carrots, doz. n.	1 00
Tomatoes, crate	3 25 3 50
Leeks, dozen	1 25
Parsnips, bag	1 00
Green peas, basket	4 50
Asparagus, doz	3 50 4 00
Cauliflowers, doz	4 00
Parsley, doz	0 75
Sage, per doz	0 60
Savoy, per doz	0 50
Celery, doz	1 25 1 50
Water cress, large bunches, per bunch doz	0 75
Spinach, barrel	2 50 3 00
Green peppers, crate	3 50
Beets, bag	1 00
Carrots, bag	1 25
Lettuce, early, box	0 40
Lettuce, Boston, box	3 00
Radishes, doz	0 60
Horse radish, per lb	0 15
Montreal potatoes, bag	1 10
New Brunswick potatoes	1 25
New potatoes	0 05
Onions, large bag, lb	0 34
" Egyptian	0 32
Turnips, bag	0 60 0 70
String beans, basket	3 50
New cabbage, crate	1 50 1 75
Shallots, doz. bunches	0 05 0 10

FISH—Haddock is plentiful and demand good which has sent the price up a little. Brook trout are quoted 3 cents higher owing to unfavorable weather in the country and they are arriving very slowly. The close season for pickerel or dore is over, but not much is expected this week. Bullheads are in fair supply. Other lines are unchanged.

FRESH	
Haddock, per lb	0 04 0 06
" fancy shore, per lb	0 05 0 06
Steak cod, per lb	0 06
Grass pike, round	0 08
Hallbut, per lb	0 09
Round perch, per lb	0 06
Dressed bu heads (Barbotte), per lb	0 08 0 10
Bluefish, per lb	0 16 0 18

Sea bass, per lb	0 16
Striped bass, per lb	0 14
B.C. salmon, new, per lb	0 18 0 20
Roe shad, each	0 20
Buck shad, each	0 50
Shad herring, large, each	0 02
Brook trout	0 25
Flounders	0 09 0 10

SMOKED

Haddies 15 lb. bxs., per lb	0 07 0 07 1/2
Ripped herring, per box	1 00
Large bloaters, per box	1 10
Smoked herring, small boxes	0 08
Smoked salmon, u.s., cured, per lb	0 25

SHELL FISH

Select bulk oysters, per gal	1 50
" SeaShip" oysters, per gal	1 90
Live lobsters, per lb	0 15
Bolled lobsters, per lb	0 17

FROZEN

Market cod, per lb	0 03
Steak cod, per lb	0 05
Hallbut, per lb	0 09
B.C. salmon, red, per lb	0 09
Quality salmon, per lb	0 08
Quail salmon, ps lb	0 07
Grass pike, dressed, per lb	0 05
Dore, round, winter caught, per lb	0 08
Large whitefish, per lb	0 09
Small "	0 06
Lake trout, per lb	0 10
Mackerel, round per lb	0 10
Large frozen herring, per 100	1 50

(Weigh 55 to 60 lbs. per 100 fish).

SALTED AND PICKLED

Labrador herrings, barrel	5 50
Labrador salmon half bris	9 00
B.C. salmon half bris	9 00
No. 1 mackerel tails	1 75
Small green cod, per lb	0 02
Large "	0 03
Labrador sea trout, bris	12 50
Skinless cod, 100 lb. cases	5 25
Boneless cod, in blocks, 5%, 6, 8, 9 cents per lb	

TORONTO.

GREEN FRUITS—The market is well supplied with all kinds of fruit. Apples are scarce, but still very choice qualities are offered, which change hands at prices as high as \$7.50 a barrel. California navel oranges, although drawing near the close of the season, are still here in abundance. Pineapples are at their height. Large quantities are arriving; the demand is good; prices are firm, with an advance of 10c a case. A car of Alabama strawberries has arrived which will sell at about 17 to 18c a quart box. California cherries have made their appearance and are sold at \$3.00 to \$3.50 a box. In spite of the war declared between the city retailers and wholesalers, business seems to be going on as usual.

Apples, Spies	6 50 7 50
" Russets	3 00 4 10
" Baldwins	4 00 5 00
" Greenings	4 00 5 00
Oranges, Valencia, 420, ordinary	5 10
" 420, large	6 00
" 714	5 00
California navel	3 00 3 50
Mexican	2 75
Palermo bloods, half cases	2 25
Lemons, Messina	2 75 3 25
Bananas	1 75 2 25
Grape Fruit, Florida, box	5 50 6 00
Pineapples, Florida, crate	2 25 2 75
Strawberries, Tennessee	1 18
Cherries, Cal	3 00 3 25

VEGETABLES—The potato market is easier although the jobbers are still asking the same price for stock they have on hand. At the same time they would not pay the price they paid last week. With no export demand in sight, and a large quantity still in the hands of the farmers, the chances are that potatoes will be cheaper. As hogs are very high and potatoes a good food for

Fruits
and
Vegetables



25-27 CHURCH ST. - TORONTO

The public are now looking for new Vegetables. We always have full stock on hand, such as Tomatoes, New Potatoes, Cabbage, Cucumbers, Asparagus, Beans, Green and Wax, Beets and Carrots. Also fresh arrival of

Strawberries daily.

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Franc Tracuzzi
MESSINA,
ITALY

Franc Tracuzzi advises
that he is back at
Messina again

and **St. Nicholas** will be
Home Guard

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in possibly the largest and
most up-to-date Packing
House in Sicily.

AGENT:
J. J. McCabe
TORONTO

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CANNED APPLES
DRIED APPLES**

We are buyers and sellers of above. Car lots or smaller quantities. Correspondence solicited.

**O. E. ROBINSON & CO.
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Golden Key Lobsters

are two brands that represent the highest quality in this famous, delicious eatable.

For years we have taken particular pride in turning out in these brands lobsters that we felt we were justified in backing—every individual tin.

We guarantee each package to-day. Our tin contains selected lobster only.

The sizes are suitable to all the demands of your trade.

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We are the sole packers.

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A stock always on hand
**Fresh Lobsters Tinned
Salt Codfish**

All grades and Sizes

**Salmon Pickled and Tinned
Cod Liver Oil Medicinal
Cod Oil, Cod Roes
Herrings, Fox Berries,
Etc., etc.**

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Smith's Wharf Limited
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Our specialty the year round

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29 and 31 YOVILLE SQUARE - MONTREAL

SEEDED RAISINS

There are no better sellers in Seeded Raisins than Purple and Gold (fancy 16 oz.), and Red and Gold (choice 16 oz.)

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FOWLER, CALIFORNIA

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These facts mean a lot to you, Mr. Retail Grocer.

They mean that if you order your Fruit, Fish and Produce supplies from us, you can be sure of getting the best quality of goods in first-class condition; and that your orders will be filled correctly and promptly.

And to you, Mr. Produce Shipper, we offer an unequalled service for disposing of your goods at the highest market prices, and with satisfactory speed.

Send us a trial order—our service will convince you.

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Peaches, Oranges, Grapes, Figs, Lemons, Bananas, Nuts, Cranberries, Onions, Pineapples, Sweet Potatoes, Dates, Grape Fruit, all kinds of Dried Fruit, and all Local Fruits in season.

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Long Island Native Oysters, Trout, White Fish, Halibut, Sea Salmon, Herrings, Bloaters, Ciscoes, Haddock, Cod, Smelts, all kinds of Smoked, Salted and Pickled Fish.

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Butter, Eggs, Cheese, Lard, Honey, Maple Syrup, Maple Sugar, Marmalade, Poultry, Wild Game, etc.

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Canada Leads in Value of her Fisheries

Immense Coast Line and Inland Lakes and Rivers Responsible for This Honor—Improvement in Regulations Desirable—Work Requires Employment of an Army of Men—How Sea Fish are Caught off Coast of Nova Scotia—Vast Oyster Beds in the East—Salmon Makes Important the Pacific Coast Province.

"The most important in the world," is the phrase which now must be used to designate the fisheries of the Dominion of Canada. This is only another evidence of the wonderful resources of the land in which we live and when we come to consider the meaning of it all we are astonished that a country but a little over four hundred years of age should lead the world in the matter of any particular industry. Yet it is an undisputed fact that Canada stands first in her fisheries. Besides extending over an immense sea-coast line they are alike important in the vast areas of fresh water provided by our Great Lakes and rivers. They give employment to an army of men but are yet only in their early development stages. There is plenty of room for extension and the government of Canada has every reason to look after them with an interested eye.

Among the great consumers of Canadian fish is Canada herself. Within the past few years the demand for fish has rapidly increased at home and the figures that represent our exports have also gone up. However during the season of 1907-08—the last for which we have statistics—the catch fell off from what it was the previous year. This evidently demonstrates the need for the special committee by the Dominion Government to look into the fishing industry and to mould its progress.

Markets for Western Fish.

The annual report of the Marine and Fisheries Department which was presented to Parliament a few months ago showed that last year's catch of fish including fish products, seals, etc., was valued at \$25,500,000 of which the exports to foreign countries, chiefly to the United States and Great Britain, amounted to \$13,906,567. This catch showed a decrease of \$750,000 from the return of the preceding year. There were, however, handsome increases in New Brunswick, Prince Edward Island and Ontario.

The falling off in the inland western provinces was more pronounced than last year, and the question of facilities for reaching profitable markets for fish in the great west is a very important factor to the producer.

Thousands of Men Employed.

During the season of 1907-08 over seventy-one thousand men were engaged

in the fisheries of Canada, not including the thousands of persons employed in the lobster canning industry. The aggregate capital employed was nearly fifteen million dollars. The lobster plants alone are valued at over one million five hundred thousand dollars, comprising all the equipment of nearly seven hundred canneries. This industry marketed nearly nine million cans of this preserved crustacean, besides about a million pounds disposed of alive or in a fresh state, mostly in the United States, aggregating together a value exceeding four million dollars.

The salmon-canning industry in British Columbia comprises seventy-five canneries, valued at nearly two million dollars and produced over twenty-five million pounds of the preserved article, besides nearly as many pounds disposed of fresh or salted.

For Better Regulations.

The report observes that substantial progress has marked the exploitation of the fisheries of Canada: "It cannot however, be denied that the protection and development of the great resources of the waters of the Dominion would be facilitated were the present divided authority and overlapping administration, federal and provincial, merged in one central system. The disadvantage to the fisheries arising, at present, from such causes, is intensified by the division of international interests and administrative policies along the border waters of Canada. There are no uniform concurrent regulations of an international character, and no injurious rivalry in the capture of fish, and a prevalent feeling of dissatisfaction at existing lax or unfair fishery regulations in the same waters tend to demoralize the industry and endanger its future prosperity. Were the fisheries of the Dominion under one authority, with one ample and effective staff of officials; still more, were a system of common fishery laws enforced on both sides of the international boundary the beneficial results to all concerned would be rapidly apparent." The report refers to the international commission which has been appointed to secure uniformity in protective, regulative and preservative measure in the waters which Canada shares with the neighboring republic.

A Shortage in Salmon.

In the relative values of the principal kinds of commercial fishes for 1907, the salmon leads with \$5,014,446, a decrease of \$842,314. Lobsters are a close second with \$4,084,122, an increase of \$661,195; cod, \$3,619,818, an increase of \$148,632; herring, \$2,073,756 a decrease of \$388,222. The fur seal skins secured by the British Columbia pelagic scalers during 1907 amounted to \$108,152, being a decrease of over \$200,000.

Nova Scotia in the Lead.

Of all the provinces of the Dominion, Nova Scotia takes first place in the value of the salt fisheries. This is probably due to her peninsular shape and hence her extensive coast line.

For 50 years Nova Scotia has carried on a valuable export trade in fish with the West Indies and South American countries. The United States, despite the heavy catches of the Gloucester and New England fleets, feel obliged to take about two-fifths of the production of the maritime provinces. Great Britain and France are taking an increased quantity every year, while other foreign countries such as Italy, Germany, Portugal, Norway and Sweden are becoming good customers.

How the Fish are Caught.

The bank fisheries are carried on in schooners of about 105 tons. They are fine able vessels, and the bulk of the codfish is caught by them. The fishermen set trawls by means of a dory some 15 feet long on the bottom, each manned by two men, and a vessel will have from six to ten of these dories for her complement. Each dory will set about 4,000 hooks, so that a schooner with ten dories on board will set about 40,000 hooks. The inshore fishing is in smaller craft, from 60 to 75 feet over all and manned by from 10 to 20 men. Some of them employ the dory and trawl and the handline. Mackerel and herring are caught in nets moored not very far from shore.

It is said that some of the finest natural oyster beds are to be found on the coast of Nova Scotia. The claim is even set forth that the province has a greater area of oyster beds for cultivation than even the State of Maryland which in the year 1880 produced 10,569,102 bushels. The oyster fisheries of Prince Edward Island are also great. It is claimed that if the industry was given its proper attention there it would produce much larger returns in proportion to capital invested than

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THE CANADIAN GROCER.

could be obtained out of any agricultural pursuit.

British Columbia on the Pacific Coast is a strong rival of Nova Scotia in the value of its fisheries. There, of course it is the river salmon that contributes chiefly to the grand total which two

years ago was estimated at \$8,000,000.

It, therefore, does not take a very lengthy perusal of the facts chronicled above to understand that Canada has a valuable asset in her fisheries which have a future before them too vast to forecast.

a very large amount to be taken in one place, and, moreover, herring is not the only fish product marketed at Nanaimo. The Government report for the year 1907-08 shows the total output to have been 8,494,000 pounds of dried salmon; 42,000 pounds of smoked salmon; 224,000 pounds of fresh salmon; 133,400 pounds of fresh halibut; 233,000 pounds of cod; 48,400 gallons of fish oil; 145,000 pounds of mixed fish, many pounds of trout, oolichans, hair seals, crabs, clams, oysters, etc. The total value is placed at \$237,000. During the year mentioned which is the last for which there are official figures available, 341 men were engaged in the catch, with 112 boats and vessels. An idea of the value of the industry may be secured when it is remembered that apart from

Development of Herring Industry in Nanaimo, B.C.

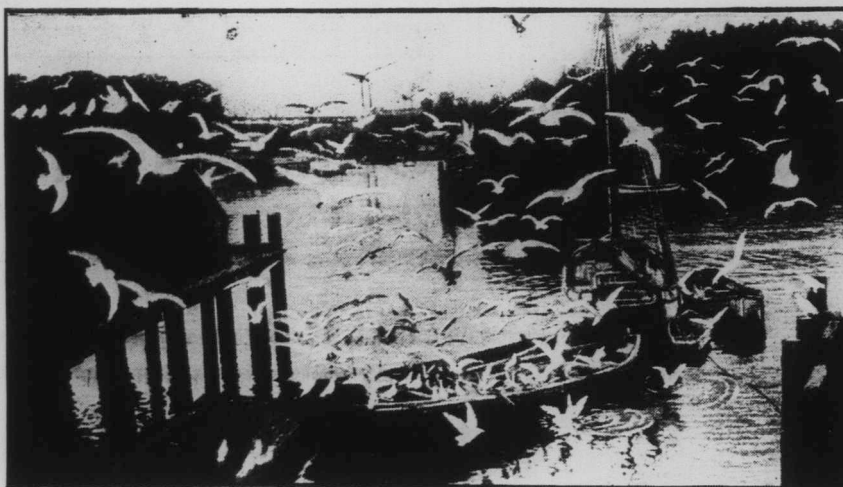
This Fish is Used for Bait in the Catching of the Halibut—Good Market in the Orient—Many Japanese Engaged in the Industry—Past Season a Splendid One—Gulls Feeding on the Herring Look Like Snow.

By R. Bruce Bennett.

It is doubtful if any other fishing industry in Canadian waters has more unique features than the catching of herring at Nanaimo, B.C., particularly in the days immediately preceding the close of the season on March 1st. Then it is that the herring comes in in large quantities, and it is no unusual thing to see them pile up high on the shore, where thousands of gulls feed upon them. When the close season draws to a close, and the run continues, the last day or two is marked by the incessant operations of the fishermen who catch all they can, and after March 1st devote themselves to packing. While the fishing close season is specified to begin on March 1st, it may start before in the discretion of the inspector. This year it began on February 13th, as it had been noticed that the herring had begun to spawn.

The herring fishing industry has developed rapidly during the past four or five years. It meant very little a few

years ago, but last year approximately 19,000,000 pounds were taken off Nanaimo, and it is expected when the figures



Sea Gulls Feeding on Herring in the Nanaimo Harbor.

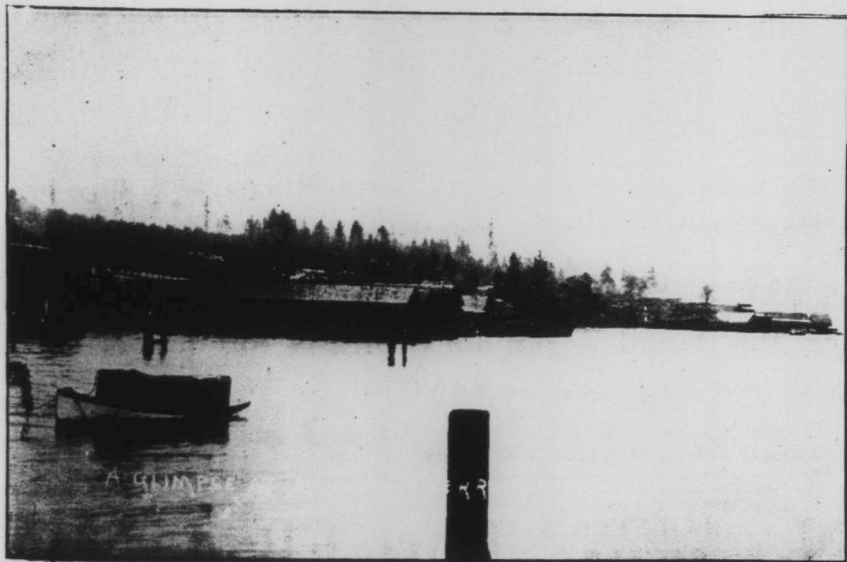
for this year are to hand that this amount will be nearly doubled. That is

the supplies required for this number of men, there is the salt used, the lumber for packing boxes, the transportation and the general business that accrues.

Herring As Bait.

The Nanaimo herring is largely used as bait in the halibut fisheries, while considerable quantities are shipped to the Orient, where dry salt herring is a great delicacy. The prices of to-day are not as good as during the war between Japan and Russia, when the business was very profitable, and when business connections were first made. Since such a good market exists in the Orient, the trade there will be developed, and the prospect is that even a larger quantity of herring will be marketed in future years.

Naturally, with the market on the other side of the Pacific, many Japanese are engaged, both in the catching and in the shipping. The season just closed



The Herring Fisheries at Nanaimo.

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Country Produce of all Kinds

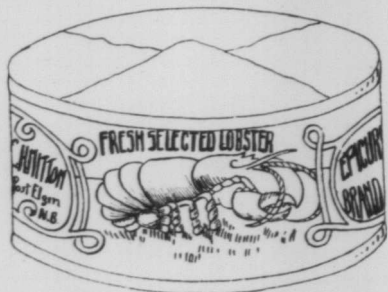
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BRAND LOBSTERS**

represent the highest quality in this delectable fish.

The choicest lobsters only are used by us, and are packed in modern, sanitary factories, situate right at the fishing grounds.

We guarantee the consistent excellence of “EPICURE” Brand.

As the name implies, this brand is put up expressly for dealers who have a particular and exacting trade to cater to.

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Connors' High Class Sea Foods!



Our Famous Leader
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Sardines in Oil.

Just look over your stock,
Mr. Grocer, and see what
"CONNORS" lines you are
short. Then order.

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- 1/4 OIL SARDINES
- 3/4 MUSTARD SARDINES
- KIPPERED HERRING
- HERRING IN TOMATO SAUCE
- FINNAN HADDIES, (both oval and round tins)
- CLAMS
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Up-to-date grocers everywhere sell our lines because
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Our Sea Foods possess a reputation for unvarying excellence,
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tin that we know how to make, and in consequence—WE HAVE
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All along we have co-
operated with the wholesale
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BLACK'S HARBOR, N.B.

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

THE CANADIAN GROCER.

was marked for the agitation carried on by the white fishermen against the encroachment of the Japs, who closely watch any opportunity to enter any industry wherein their labor is of value. The Japs engage mostly in the seine fishing, which is a close-meshed net, and all sizes of fish are taken, whereas the white fishermen use the gill which is not only of a larger mesh, but lies deeper in the water. The white fishermen held several mass meetings, and their affairs are well handled by an organization committee. They have interviewed the fishery officials and the local member of Parliament several times, and have secured concessions which will put them on a more even basis with the Orientals. As a result of the agitation carried on

is not thought that this will seriously diminish the quantity.

Piled Two Feet Deep.

The catches of herring in the season just closed are represented as the largest on record. Not that there have not been big runs in the past. Two or three years ago, schools came in with such a rush, the presumption being that they were chased by whales and other large sea fish that prey on the smaller ones, that the herring were piled two feet deep along the edge of Departure Bay, and the stench as they decayed tainted the air for miles around. This may seem somewhat of a "fish story" by those unacquainted with the fishing, but photographs are undisputable corroborants.



Store-room Interior Showing 150 Tons of Herring Belonging to North Pacific Fish Co.

this season, it is likely that several important changes will be made in the regulations, so that the competition with the Japs will not be so much in their favor. This might mean that not as many fish will be taken next year, but the white men declare it will mean that better fish will be caught, and that it will tend for the perpetuation of the herring. The Japs now catch the fish and what is not good for shipping is used for guano, oil, etc., the sole idea being to make money in the present.

On the American side of the line, pursuant with the policy to make as much as possible out of natural resources, there is no close season for herring. As bait is required for the halibut fisheries, a concession has been granted to Vancouver companies that provide bait to fish during the prohibited months. It

Gulls Look Like Snow.

It is no uncommon thing when the run is good, to see a boat so filled with herring, in tow of a launch, turn turtle on account of the heavy load. The first thing that a stranger in Nanaimo will notice during the fishing season is the thousands of gulls that are attracted there by the prospect of gorging on the fish. Looking from the Nanaimo waterfront across to Protection and Newcastle Islands, the harbor water is covered with so many sea gulls and the air so filled with them that the sight can be compared to nothing else but a snow-storm. This is absolutely literal. Oft-times during the season has it happened that boats laden with fish left alongside wharves have been robbed of half their cargoes by the voracious birds. Not infrequently has it occurred that the

gulls will eat off one side of a cargo and the weight of the fish remaining on the other side has carried the boat over, upsetting all into the water. If the gulls are given the opportunity they will so gorge themselves that they are unable to fly. Many a fisherman who has left his boat for a while has had, on his return, to lift the gulls overboard and set them in the water as they have been unable to get away themselves. The declaration is made that one gull will eat a bucket of herring, though this is perhaps just a trifle too much. On the 11th of February, as the steamer attached to the fisheries office at Nanaimo was proceeding across Departure Bay she had to slow down to mere headway to allow several hundred gulls and ducks that had eaten so many fish that they were unable to take to wing, swim slowly out of the steamer's path. Although there are many fish-curing plants on the water's edge in the neighborhood of Nanaimo, there is no refuse left thanks to the gulls.

Cod and Salmon Follow.

The industry has its picturesque aspects. It is a pretty sight to see a couple of hundred small fishing boats dotting the harbor, each with its quota of fishermen setting their nets or hauling them in heavily laden. It is a very busy time and the men are going day and night.

Following the herring come the cod and spring salmon, but the fishing for these does not hold the small army of Japs and white men who assemble for the herring. Still, numbers remain. Each year is seeing greatly increased development, and in another season the results will be so large that it will be wondered how so important an industry was hardly taken notice of less than six years ago.

LEMONS ON THE INCREASE.

A Los Angeles despatch says that shipments of oranges and lemons from there on Saturday and Sunday, May 8 and 9, were: 294 carloads of oranges and 40 carloads of lemons. The total to date was 23,545 carloads, of which 2,938 were lemons, as compared with last year's figures of 20,874 carloads, of which 2,354 were lemons.

There is a rumor afloat in Montreal to the effect that the Lake of Woods Milling Co. have bought the Corn Exchange Building there for \$50,000. The company will occupy the upper storeys and will rent the remainder of the building for offices. No confirmation of the deal could be obtained.

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GROCERS and PROVISION MERCHANTS
NORTH BAY and SUDBURY, ONT.

We carry a large and well assorted stock and cater to the trade in
New Ontario. Write, Wire or Phone us. We can serve you well.

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RIGHT PRICES

PROMPT SHIPMENT


SAUER

Now contract for 1909 pack in
barrels or tins. Write for
prices to the

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ONTARIO SEED CO.
Canning Dept.

242 King St., Waterloo, Ont.



“**Mephisto**”

BRAND
Lobster

Our sole attention is given to the production of a choice canned lobster. We have no other business. If we cannot give you the regular quality you require, no other packer can. 1909 prices now out for Europe and America.

Fred Magee
PRODUCER
Port Elgin, N.B., and
Pictou, N.S. Canada

Brands That Count



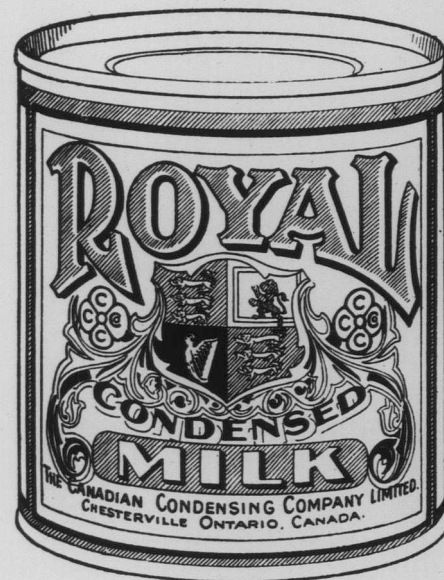
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Always satisfactory
Large percentage of butter fat
Very popular
Especially in "particular" households
A neat package

Housewives' Favorites

Royal Condensed Milk

From same modern factory
Same sanitary tin
Same high quality
Right price, for
Good profit to dealer
Satisfaction to housewife



The Canadian Condensing Company

Chesterville, Ontario

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CANADA FIRST BRAND



is kept perfectly pure

Canada First Evaporated Cream—Unsweetened
AND
Canada First Condensed Milk—Sweetened

ARE MANUFACTURED
AND GUARANTEED

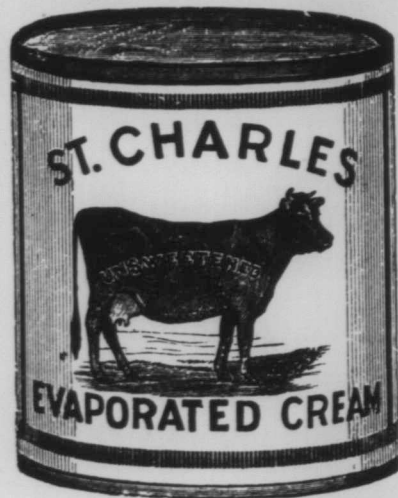
BY CANADIANS

IT PAYS TO ENCOURAGE
HOME INDUSTRIES

Write for Special Advertising Proposition to the

AYLMER CONDENSED MILK COMPANY, Limited

Sales Office and Factory; AYLMEER, ONTARIO, CANADA



Three famous brands well known in Canada as the

Purest and Best for All Purposes

Made in Ingersoll, Ontario, and sold by all progressive Grocers. No trouble. No loss. Always ready and never fails. **EVERY CAN GUARANTEED.**

THE ST. CHARLES CONDENSING CO.

FACTORIES : Ingersoll, Canada.

St. Charles and Chemung, Illinois, U.S.A.

BETTER BE SAFE THAN SORRY

Paper bags?

Say, are you as old fashioned as that?
Lucky if you don't have a dozen broken
for every case delivered!

Pasteboard boxes?

Almost as bad—average one broken for
for every 3 dozen delivered. Better use

Star Egg Carriers and Trays

Then you're safe.

Star Egg Carriers and Trays

are always ready.

No setting up;

No re-counting;

No broken eggs;

Every egg accounted for—no mistakes.

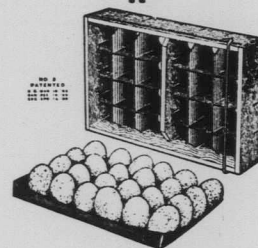
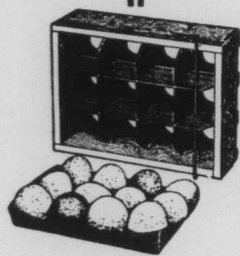
The "Carriers" last a life time—The

"Trays" are so inexpensive that you leave
them with the order.

Customers like it.

Star Egg Carriers

win Trade and Keep it.



**STAR EGG CARRIER and
TRAY MFG. CO.**

Rochester, N.Y.

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED, - TORONTO
Canadian Selling Agents.

What Ontario Tobacco Culture Means to Grocers

Larger Population From Which To Draw Patronage—More Money Left In The Country—Variety Of Crops Assures Success Even If Some Are Failures—Changes In Recent Years Which Tend To Produce These Results.

By Victor Lauriston.

What does the tobacco industry in Kent and Essex mean for the retail grocers in Ontario?

Directly—in the sense of making a profit from the sale of the home grown weed—it means very little. The farmers grow it. The buyers purchase it. The manufacturers convert it into chewing tobacco, and in that shape it comes back to its first direct acquaintance with the retailer. Latterly, too, experiments are being made in the direction of manufacturing cigars from the Canadian weed. These, doubtless, the grocer will also

to the States or Cuba in payment for raw material.

This, practically, is one meaning of the tobacco industry in southwestern Ontario. It means something to the grocer, as to other merchants, but that something comes to him more or less indirectly. In proportion as the Government experiments now being conducted teach the farmers and growers to produce better and more salable tobacco and to cure the product more effectively, thereby enhancing the price, the grocer will also benefit.

grade cheese and butter; in another the orchard displaced the wheat field, and instead of grain the agriculturist harvested apples or peaches.

Then there is the fruit growing industry of Essex, famous for its early peaches; the tobacco industry, already referred to; the sugar beet industry, which, however, gives promise of far wider extension; the growing of broom corn, still largely in an experimental stage; and, especially in the vicinity of Leamington, the growing of garden truck. The peninsula, especially Essex, is fairly punctuated by canning factories, thanks to the exceptional facilities for providing raw materials. The recent location in Leamington of the Heinz Pickling Co. is an indication of the general recognition of this fact. Essex grows early vegetables for Detroit tables; Essex and Kent grow sugar beets for Michigan sugar factories. And, from



A Tobacco Field Near Chatham, Ont., Owned by O'Brien Bros.

handle, and on these, when manufactured, he will make a profit more or less slender. Furthermore, he may speculate in tobacco as a side line; may buy cheap from the grower with a view to selling to the manufacturer or buyer at a higher price when the market conditions take on a more favorable tone. This, however, is always a side line. It does not come within the scope of his business as a retailer.

Again, a good tobacco crop and good prices mean money in the farmer's pockets; and when the farmer is flush of cash, the grocer is among the first to benefit, just as, when the farmer has to sell his tobacco at three cents a pound, the grocer is among the first to be hit by the financial stringency which ensues. Further, in so far as the home grown weed displaces the foreign weed, it means the keeping of money in Canada which would, in the other event, be sent

There is a Deeper Aspect.

There is, however, a deeper and more important aspect still to the tobacco question. Not as a source of immediate profit, so much as an indication of the modern trend in farming, is the extension of this comparatively new agricultural industry important.

In the beginning the one great crop of Canada is wheat. What the prairie provinces are to-day, Ontario once was. The time is still within the memory of men now living when wheat, oats, and cereals were practically the sole farm products of this province. But, gradually, coincident with the growth of cities and helped largely by Government experiment, assistance and legislation, new industries sprang up, to some extent displacing the old farming, which confined its attention to wheat, oats, barley, etc. In one section dairying came into vogue, with its products of high

time to time, the list of industries peculiar to this section is being added to. And all this benefits the merchant.

It has been a difficult matter to divorce the farmer from his wheat and oats. The introduction of sugar beets, one of our most profitable crops, was attended with difficulties which only those who fought the good fight can know and appreciate. Nevertheless, the undercurrent is steadily sweeping the farmer toward a day that will be indeed momentous for this section especially, and, in all likelihood, for all Canada. It is the day when a farmer, instead of making a bare living from 100 or 150 acres, will make a good living from 50, 25, 15, 10 or even 5 acres and be able to lay aside money for a rainy day.

Intensive vs. Extensive Farming

Hitherto, if the farmer wished to secure larger returns, he saw only one

THE OLD RELIABLE

ROYAL



**BAKING
POWDER**

Absolutely Pure.

***No Grocer can afford to be without a
full stock of ROYAL BAKING POWDER***

THERE IS NO SUBSTITUTE

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

IF NOT—WHY NOT ?

“Tuckett’s Special”

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from Imported Leaf Exclusively

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

THE MANUFACTURERS’ NAME

“S. C. CO.”

STAMPED ON EVERY

“7-20-4”

10 CENT CIGAR

IS THE SMOKER’S PROTECTION

It is our latest product and excels anything we ever before attempted—**FINEST HAVANA FILLED.**

We made a success of **HOGEN-MOGEN** and **ROYAL SPORT** on a **QUALITY** basis, and it is just the same with all our lines. **THE QUALITY** is remembered long after the **PRICE** is forgotten.

Write to-day for a trial order of “7-20-4.” There’s money in it for you.

Sherbrooke Cigar Co., Sherbrooke, Que.

OUR TRAVELLERS COVER THE DOMINION.

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way—the acquiring of more land. To the 50 acres with which he started, he gradually added 50 more, 100, even 150. Often the burden proved one under which he staggered, and reeled, and sometimes fell. He became a drudge; his wife became a drudge; the hired man became a drudge; the children were valued chiefly for the assistance they could give. The farmer amassed wealth, and went on working, because he had learned the habit of drudgery and could not let go. Or—the proposition proved too big for him, and the land was sold under the hammer. The scarcity of hired help, caused largely by the exodus of the young men to the Northwest, proving the last straw, is giving a great though usually unnoticed impetus to the movement in the direction of the new farming.

Farmer of the Future.

The farmer of the past with 50 acres looked forward to the day when he could buy 50 acres more, and thereby double his profits.

The farmer of the future, when he wishes to double his profits, instead of buying 50 acres more of land, will aim to make his first 50 acres doubly productive.

One way is by scientific care of the land, rotation of crops, fertilizing, and all the means which have in Europe been brought to so high a state of perfection. The other way is by raising crops which will give as large returns from one acre as the old-time cereals gave from three or four. When this has been fully accomplished the merchant is bound to be benefitted.

A Few Contrasts.

Just a few contrasts. A good average yield of wheat is 25 bushels to the acre. At 90c a bushel—a good average price—this would yield a gross return of \$22.50 an acre, against which must be set the farmer's labor, interest on investment in land and implements, depreciation, and similar incidentals. Sugar beets in Kent yield—on an average over 10 tons to the acre, with an average sugar per cent of 15, yielding a gross return of approximately \$50. In fact, farmers testified before the Dominion Tariff Commission that their net returns, after allowing for labor, interest, etc., in many cases were \$50 an acre.

The tobacco yield in Kent and Essex per acre, according to Government statistics, averages 1,200 pounds, which, even at the low average price of 7 cts. a pound, gives a gross return of \$84 an acre. Last year the marshlands in the vicinity of Leamington grew onions yielding, it is stated, 400 bushels an acre. At 75c a bushel, quoted as a good

average price, this would give a gross return of \$300 an acre. Higher returns have been realized than this.

Yet this is not scientifically intensive farming; it is mere experiment, carried on more or less blindly. The Government is now encouraging the tobacco industry by the establishment of an experimental curing station at Harrow—and curing has been hitherto one of the great difficulties. Scientific curing stands to enhance the price. Similarly, Government assistance along the experimental line, and Government assistance to cold storage projects, would enhance the quality, and consequently the returns, from many products now grown; and Government experiment could and should lead to the introduction of new farm products from foreign lands, capable of being raised in Canada, but hitherto deemed unsuited only because no one has ever thought of experimenting with them.

What it Means to the Grocer.

What does all this mean to the grocer?

Directly, it may mean very little. Indirectly, it certainly means a great deal.

First, it means a larger population from which to draw patronage. Towns and cities cannot have a healthy growth unless there is a good, substantial, prosperous farming community surrounding them. Only a limited number of 100-acre and 200-acre farms can be had in the southwestern counties. The young men, as they grow up, can do one of two things: seek new homes in the Northwest, till the land there is itself exhausted, or drift into the cities to fill them with poverty and unemployment. A prosperous farmer on his own farm ten miles away is worth more to the city merchant than half a dozen

Tell Your Customers That :

**SHAMROCK
BIG PLUG
SMOKING TOBACCO**

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

CLAY PIPES

None Equal. Insist upon McDougall's. There IS a difference.

D. McDOUGALL & CO., Glasgow Scotland

ASK FOR THE CELEBRATED BISCUITS

G. N. Pichet

For sale by all Leading Grocers

JOS. COTE Wholesale Tobacconist
186-188 Rue St. Paul Importer
EXCLUSIVE SOLE AGENT

Tel. Up 2076 Tel. East 5964
YOUNG'S PATENT PIPE
in Seven Shapes
W. J. GRANT
Sole Agent for Canada
506 Lindsay Building, MONTREAL.

BLACK WATCH

**The Big Black Plug
Chewing Tobacco.**

Already a Big Seller

Sold by all the Wholesale Trade



THE CANADIAN GROCER.

unemployed men crowded with their families into a tenement on the next street, running accounts with him which they can never pay; men who will drift to the next city which offers an opening and leave their bills behind them. With intensive farming, four, eight or ten men will be able to make a living on the 100-acre farm that once sufficed for only one. With the growth of the country, the city will experience a sound, healthy growth, and the merchant will share in this prosperity.

Second, the growing of a wide variety of crops lessens the danger of hard times following a failure of the harvest. In 1902 Kent county was deluged with incessant rains. The cereal crops, once the sole reliance of most farmers, were almost completely ruined. The newly introduced sugar beets, yielding in many cases \$50 an acre, saved the day for many a farmer. With a wide variety of products being raised, the danger of a complete failure of crops, and the consequent paralysis of business, becomes practically nil.

Third, the grocer will share not only in the money which the farmers receive for their products, but he will share also in the profits from the handling of new commodities, grown on the farm.

Fourth, it will mean more money in the country. Money now sent abroad for agricultural products will remain at home, will go from the consumer to the farmer, from the farmer to the merchant; or on the other hand, from the consumer to the merchant, and from the merchant to the farmer.

SYSTEM IN PORK PACKING FACTORY.

(Continued from page 136)

lard through the filter press for removing all impurities that may have been left in it.

Following the filter press the next stage is the "chilling roll." The lard is pumped through pipes from the tanks onto a pan from which it is picked up by a revolving cylinder filled with brine at zero temperature and carried around to the opposite side where it is cut off by a long knife, a whiter and better lard. The final process is agitation in a large tank in which the lard is moved about by paddles attached to a central rod. From there it is forced down through a pipe which passes it on to the lard room where it is drawn off into tubs, pails and tins ready for shipment.

The sausage and cook-room which is situated on the top floor is a clean, bright, sanitary apartment containing the chopping, grinding and mixing machines for sausage-manufacture and large iron kettles for cooking hams and other prepared meats. Everything there

comes under the eye of the inspectors and must be kept according to the regulations.

Use of the Remnants.

As before stated, nothing tangible is wasted in a pork-packing establishment. The remnants are used for the manufacture of a valuable fertilizer which finds a ready sale particularly in the United States. The residue that remains after the lard and grease is run off in the refinery is called tankage and is subjected to hydraulic presses to extract all remaining grease. The tankage is then dried in the "dryer" into a powder which is bagged ready for shipment as a fertilizer. The blood is caught, cooked, pressed and converted into a fertilizer and put up in bags also.

Cattle hoofs, horns, skin, bones, etc., are valuable for manufactures of various bone articles, and find a ready market in France.

The cellar of the slaughter-house section, which is separated from the main building from top to bottom by thick fire-proof walls, is used for the storage of hides.

The various compartments already referred to, together with the office and local and export shipping rooms, form the links in the chain of procedure from slaughter-house to refrigerator car.

Candling of Eggs.

In addition to the manufacture of hog products there are the beef and mutton products which are also prepared in the factory and in addition to this a large produce business is conducted. The egg candling was a very interesting feature of the trip. An expert at this work can candle as many as 1,500 to 2,000 dozen eggs in a day.

Proper fire equipment is a necessary adjunct to a pork-packing factory and during its career is at one time or another worth its weight in gold.

In addition to the care taken in the erection of fire-walls and fire-doors the whole factory is protected by an automatic sprinkler system supplemented by standpipes, hose, etc., and tanks containing fire buckets always filled with

water are conveniently placed throughout the plant. These are available at all times to quench a fire before it has made any headway.

The whole establishment is one illustrating the benefits of systematic arrangement and the value of economy, and it certainly has the qualifications for providing a lasting lesson for all retail merchants who desire to conduct a business on a systematic and economical basis.

The establishment referred to in the foregoing paragraphs is that of Gunns, Limited, West Toronto, the cuts shown being from photographs of the various departments.—Editor.

ROCK CITY TOBACCO CO.

LIMITED

QUEBEC AND WINNIPEG

HIGH-GRADE

Cut and Plug
Tobaccos,
Cigars
and Cigarettes



WILSON'S FLY PADS

Demand constantly growing, output for March and April nearly double that of any previous season.

ADVERTISED THROUGHOUT CANADA

Sap's running —the carpets are up

and the smell of the ubiquitous moth ball greets one's nostrils. 'Nuther words, 'tis Spring. And so it behooves all faithful grocers to push wall paper for all there is in it. There's a lot in it, too - that is, if you are lucky enough to be handling

STAUNTON Wall Paper

Spring means other things, too, such as finding how your stock stands and giving us an opportunity to help you sort up with decorative needfuls. Send us a post card asking for free samples from which to make necessary selections for additions to stock. Uptotheminute service on rush orders.

STAUNTONS LIMITED

Manufacturers of Fine Wall Paper

929 Yonge Street, TORONTO, ONTARIO

Are you on the free list for the monthly receipt of our wall paper magazine, "Gilt and Glimmer"?

P. POULIN & CO.

Poultry

Feathers

Montreal's largest poultry and game house. Finest turkeys, geese, chickens, etc., in seasons when the dependable kind are required. We buy in large quantity and can sell at attractive prices. Also can fill your everyday wants.

Buyers and sellers of
clean feathers of all kinds

Bonsecours Market, MONTREAL

"A Rose by any other name
may smell as sweet"



may be all right in poetry but if you didn't call it a **rose** you couldn't get the price.

So With Imitation Sardines.

The Famous
"KING
OSCAR"

Brand

By Special royal permission.
Norwegian Sardines has established the reputation as the purest, sweetest, finest and best packed Sardine on the market.

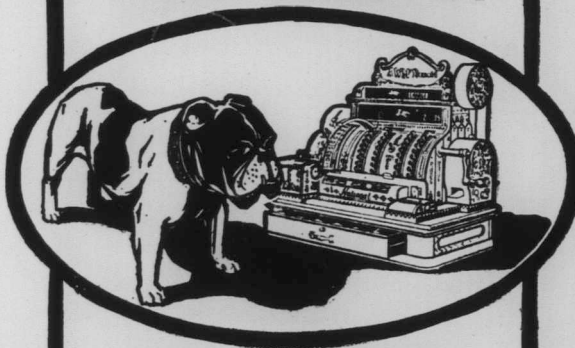
That is all, but it's enough to make them sell.
STOCK "KING OSCAR" SARDINES

J. W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, HAMILTON, ON6.

JUST YOU GET
A NATIONAL
CASH REGISTER



AND WHAT
YOU HAVE
YOU'LL HOLD!

NATIONAL CASH REGISTER CO. 285 Yonge St., TORONTO
Write for Literature. F. E. MUTTON, Canadian Mgr.

THE CANADIAN GROCER.

A STEADY TRADE SYSTEM.

One Device That Brings Customers On First Three Days Of The Week—Strictly Cash Business.

If a grocer can evenly distribute his trade over the entire week it naturally follows that he can conduct his business at considerably less expense than if he has to keep a large staff to meet the demand on certain days and has not enough for his clerks to do at other times. An ideal store is one that is

gives a customer a check from the cash register, telling the amount of the sale. When a patron has \$25 worth of these tickets or coupons they are good for one dollar's worth of anything in the store. This allows every customer about four per cent. interest on his or her purchase. Many grocers allow this rebate but here is where the advantage comes in in Mr. Elmes' case. These tickets are good only when presented on a Monday, Tuesday or Wednesday and will not be honored on the three last days of the week. As a conse-

quence this brings purchasers and holders of the coupons in during the first part of the week and distributes trade equally.

quence this brings purchasers and holders of the coupons in during the first part of the week and distributes trade equally.

"I have found in the grocery business," remarked Mr. Elmes, "that the largest portion of the week's sales are made during Thursday, Friday and Saturday as the majority of mechanics and working people are paid on these days. By the new rebate system and its conditions, which I started recently, a large number of persons do their shopping early in the week and we find

that we are on the move all the while now. It makes every day a busy one with us."

Mr. Elmes also has a special sale of certain lines of goods every Saturday. He has dodgers printed and distributed in his district. These contain the announcement of several snaps which people are eager to take advantage of and save on their grocery bill. These prices embrace one kind of goods one Saturday and an altogether different line the next Saturday and, by this means, the interest is kept up. Mr.

Elmes does a strictly cash business and calls his establishment the "Elmes Cash Grocery."

J. A. Deschenes, general merchant, St. Emile de Montcalm, Que., has assigned. The Osborne Cheese and Butter Factory, Lambton, has obtained a charter. H. Matchett, general merchant, Caledon, Ont., sustained loss by fire recently.

Fook Lee Yuen, general merchant, Grand Forks, B.C., has sold to Lam Hin.



An Interior View of Hendry's Store in Winnipeg.

busy all the time, not rushed to the limit on certain days and then quiet the rest of the week. Many a grocer has tried to hit upon a plan so that trade would be more uniformly dispensed, by offering bargains on certain days, pushing special lines at other times, etc.

Chas. M. Elmes, a grocer of College street, Toronto, has inaugurated a system of his own which works admirably and keeps him and his clerks on the move every day. It is known as the rebate system. With every cash purchase, no matter how small, Mr. Elmes

THE CANADIAN GROCER.

HOLBROOK'S

WORCESTERSHIRE

SAUCE

is Made in the
Largest Sauce Factory
in the World



NOT FOR AN AGE
BUT FOR ALL TIME.

Its Reputation Built the
Factory

Sole Proprietors and Manufacturers :

HOLBROOKS LIMITED

Canadian-American Offices :

40 Scott St., Toronto, Manager, H. Gilbert Nobbs

Head Office and Works : Birmingham, England

Breweries : Stourport, Worcestershire, England

Export Offices : 64 Leadenhall Street, London, England

“Cement Coated Pail Clasps”



The only Pail Fastener that holds the cover securely.
Ask your shipper for his opinion. Sample order will demonstrate their superiority.

Made in two sizes, $2\frac{1}{4}$ and $2\frac{3}{4}$ long.

Packed in boxes of 25, 50, 100 lbs. each.

For shippers of lard, preserves, jellies, fruit, butter, tobacco, candy and cheese, this is the best device ever put on the market.

J. N. WARMINTON

43 Scott St., Toronto

207 St. James St., Montreal

There is nothing better on the Canadian market to-day for PRESERVING FRUIT than

CRYSTAL SUGARS

They will please your customers, and at the same time
save you money

MANUFACTURED BY

The Wallaceburg Sugar Company, Ltd.

WALLACEBURG - ONTARIO

REPRESENTATIVES:

Mason & Hickey
Winnipeg and Port Arthur

H. M. Flock & Co.
Vancouver

W. I. Story
Montreal

Medland Bros.
Toronto

Cyrus King
Hamilton

Geo. Wood
London

J. C. Richardson
Sault Ste. Marie

MR. GROCER

Reserve Your Order for

**New Season's Jams
and Sealed Fruits**

for

WAGSTAFFE LIMITED

All our last year's pack will be cleaned up by
the time our spring cars are out, so will have

**No Old Stock to Sell Next
Season**

Insist on having

The Best—Wagstaffe's

MADE BY

WAGSTAFFE LIMITED, PURE FRUIT PRESERVERS HAMILTON, CAN.

From Top to Bottom

of this list, each and every article is benefitted by a liberal use of BON AMI, the cleaner and polisher at one operation.

These articles are to be found in every home, which shows the wide field of utility of BON AMI.

Therefore you run no risk in ordering BON AMI. It is bound to sell because every one wants it.

CAN BE HAD FROM ANY WHOLESALER
FROM OCEAN TO OCEAN

**Cases of 3 doz. \$1.19 per doz.,
or \$14.28 per gross**

F.O.B. wholesaler's shipping point.

Lots of 5 gross, \$13.40 per gross

Delivered to any railway station from Halifax
to Vancouver.

Terms: Net 30 days:

Agents in Canada

HUDON, HEBERT & CO.

LIMITED

Montreal

The most liberally managed
firm in Canada.



GLASS and PORCELAIN

- Windows
- Mirrors
- Show Cases
- Lamp Shades
- Chimneys

METALS

- Brass
- Nickel
- Copper
- Tin
- Silver
- Gold

CELLULOID

MARBLE

WORK

WOOD

WORK

OILCLOTH

PAINTED

SURFACES



NOTE THE REVISED PRICES

ALEX. CAIRNS & SONS'

(PAISLEY, SCOTLAND)

JAMS, JELLIES, MARMALADES

THE GOODS WITH THE HIGH REPUTATION

Such goods as these win your trade. Put up in the finest factory in Scotland in the most scientific manner. Every pot a jar of delight for your customers, and a source of profit for you. Canada's largest wholesale grocery house stands behind each package, guaranteeing its quality.

JAMS

1-lb. Patent Glass Jars,
Cases, 2 doz.

Strawberry	\$1.90
Raspberry	1.90
Black Currant	1.90
Red Currant	1.90
Plum	1.80
Apricot	1.80
Green Gage	1.80
Assorted	1.80
Strawberry, cases, 12 7-lb tins	9.00
Raspberry, cases, 12 7-lb. tins	9.00
Black Currant, cases, 12 7- lb. tins	9.00
Assorted, cases, 12 7-lb. tins	9.00

JELLIES

1-lb. Patent Glass Jars,
Cases, 2 doz.

Black Currant	\$2.50
Red Currant	2.50
Gooseberry	2.50
Bramble	2.50

PURE CALVES FEET TABLE JELLY

1-lb. Square Glass
Patent Air-tight Caps.

Orange	1.80
Lemon	1.80
Vanilla	1.80
Plain	1.80
Champagne	2.00
Cognac	2.00
Madeira	2.00
Port	2.00
Sherry	2.00

2-lb. Square Glass
Patent Air-tight Caps

Orange	3.00
Lemon	3.00
Vanilla	3.00
Plain	3.00

MARMALADES

1-lb. Patent Glass Jars,
Cases, 2 doz.

Scotch Orange	\$1.50
Home-made Orange	2.00
Tangerine Orange	2.00
Apricot	2.00
Fig and Lemon	2.25
Ginger	2.25
Ginger and Pineapple	2.25
Green Fig	2.25
Green Fig and Ginger	2.25
Pineapple	2.25
Scotch Orange, in 7-lb. tins, 12 tins in case	7.20

Send in your Order

Remember the Name

Net within 30 days.

No discount.

AGENTS FOR CANADA:

HUDON, HEBERT & CO.

MONTREAL LIMITED

The Most Liberally Managed Firm in Canada

For Spring Cleaning

We recommend the goods of the

United Alkali Company

London, - England

WAREHOUSE AND FACTORY AT LIVERPOOL

Greenbank Lye, (Solid) 1 lb.

Red Heart Lye, (Powder) $\frac{1}{2}$ lb., 1 lb. and 10 lb. boxes

Caustic Potash, 20 lb. boxes.

Chloride of Lime, (the best disinfectant)

boxes $\frac{1}{4}$ lb., $\frac{1}{2}$ lb., 1 lb. and 25 lbs.

These goods are put up in hermetically sealed tin boxes.

The Purest Powder

The Strongest Powder

The Best Powder

For sale by all Grocers, Druggists and Hardwaremen.

SAMPLES AND PRICES FURNISHED WITH PLEASURE.

THE LARGEST MANUFACTURERS

L. CHAPUT, FILS & CIE

IMPORTERS

MONTREAL

DISTRIBUTORS

ESTABLISHED 1842

STANT (OFFER & SURE) MILLS
W. SCHWARTZ & SONS

THE CANADIAN GROCER.

H.P. SAUCE

—good for Customers—good for You!!

H.P. Sauce is such capital value and we spare no pains to acquaint the public with this fact.

It is in big and constantly growing demand.

And offers you a generous profit—That's why it is certainly

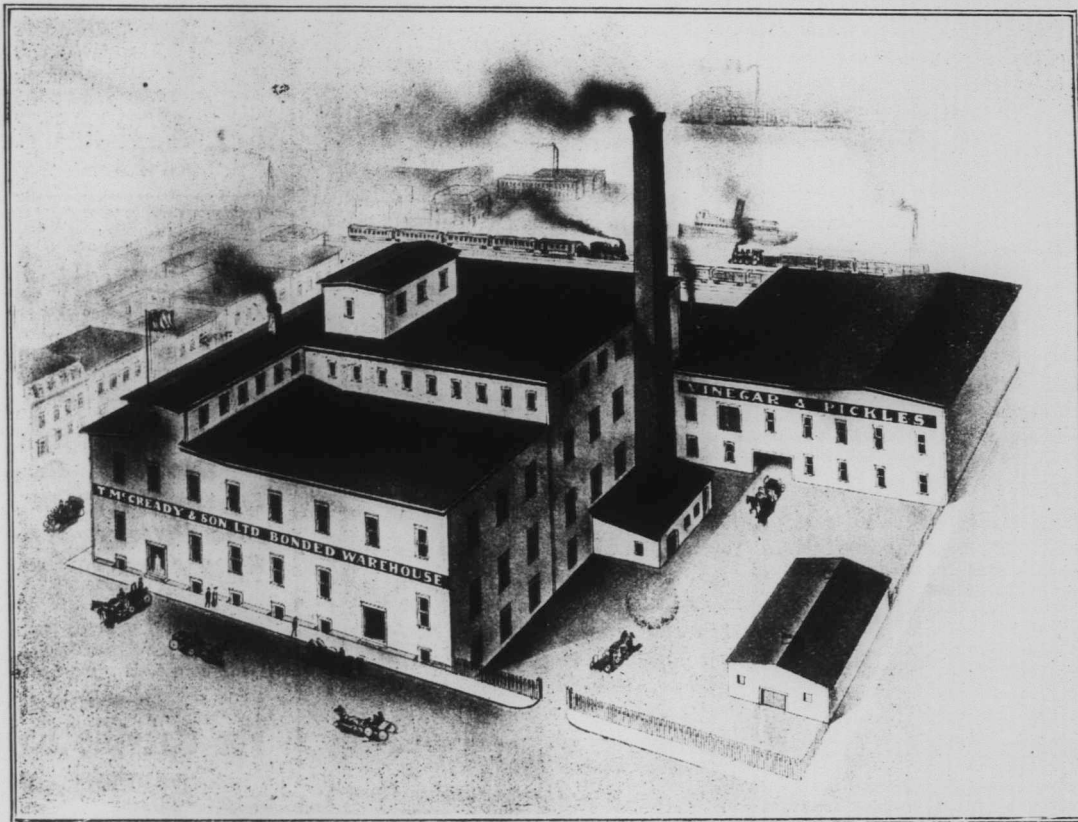
THE SAUCE FOR YOU

W. G. Patrick & Co., Toronto and Montreal.
Codville, Smith & Co., Ltd., Calgary, Alberta.

R. B. Seaton & Co., Halifax, N.S.
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MIDLAND VINEGAR CO., Ltd.

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PURE SPICES

In these days of adulterated spices you run every risk when buying unless you stock a brand known and recognized as

ABSOLUTELY PURE

PEERLESS BRAND

Spices have stood the test for 68 years.

PACKERS ALSO OF

"Gold Standard" Java and Mocha Coffees

Your Mail Order will Receive Special Attention

W. H. SCHWARTZ & SONS

HALIFAX, N.S.

THE FRUIT OUTLOOK.

Shortage Expected in Pears—Good Prospects for Other Fruits.

White & Co., Toronto, have received the following information from the California Fruit Distributors regarding the prospects for the California fruit crops dated May 11th:

CHERRIES—The first carload of cherries was shipped from California on Saturday the 8th instant and was followed by the second car yesterday. Cherries are improving in quality and the last car was of good average quality. We expect a material improvement in this fruit from this time on. The movement of cherries will be about normal. The crop is not a heavy one in the earlier districts but it promises to be much better in the later districts. The weather has been warm and pleasant and should it continue the same we expect that the season will be as early on other fruits as last year.

APRICOTS—There has been no change in the condition of this fruit since our last letter. The fruit is going to be of very good size and will be clean and of good shipping quality.

PLUMS AND PRUNES—The plum crop will not be as heavy as last year but as the fruit promises to be of very good size we expect shipments will approximate perhaps 75 per cent. of those of last year. This will be true of nearly all kinds. While there will be a scarcity of some special varieties the general average of the most desirable shipping sorts will closely approximate the figures given. Some small shipments of plums will probably be made during the next two weeks.

PEACHES—There is a very good crop of all shipping varieties from the earliest up to Salways, which variety will probably be considerably shorter than last year. It is expected that peaches will begin moving out in a limited way in about ten days. The condition of the crop is very good and we expect to ship as fine fruit of this variety as has ever gone out of the State. There will be no difficulty in supplying the demands of all markets for this popular fruit.

BARTLETT PEARS—Of this fruit the crop will not be nearly as large as last season when it was unusually heavy. The fruit will be large and clean, there being no development of fungus or scab up to the present time.

GRAPES—The grape crop continues in the same promising condition as at our last writing. The vines are now beginning to bloom and there is every promise of an abundant crop. This is true of all shipping varieties. In the Vacaville section the crop will undoubtedly be considerably larger than last

year and we expect that this condition will be duplicated in the later districts.

Mixed carloads of peaches, plums and apricots will go forward toward the last of the month and beginning with the first of June we expect to have a free movement of these varieties ample to supply the market as in previous years.

The season is so far advanced that we do not believe it possible that any material change will be made in the outlook. We, therefore, feel that we are justified in looking forward to a very prosperous season which should prove profitable alike to the California grower and the eastern dealer as well.

THE LAW OF OBEDIENCE.

By Elbert Hubbard.

The first item in the common-sense creed is Obedience.

Do your work with a whole heart! Revolt is sometimes necessary, but the man who mixes revolt and obedience is doomed to disappoint himself and everybody with whom he has any dealing. To flavor work with protest is to fail absolutely.

When you revolt, why, revolt—climb, get out, hike, defy—tell everybody and everything to go to limbo! That disposes of the case. You thus separate yourself entirely from those you have served—no one misunderstands you—you have declared yourself.

But to pretend to obey, and yet carry in your heart the spirit of revolt, is to do half-hearted and slipshod work.

If revolt and obedience are equal your engine will stop on the centre and you benefit nobody, not even yourself.

The spirit of Obedience is the controlling impulse of the receptive mind and the hospitable heart.

There are boats that mind the helm and boats that don't. Those that don't, get holes knocked in them sooner or later.

To keep off the rocks obey the rudder.

Obedience is not to lavishly obey this man, nor that, but it is that cheerful mental condition which responds to the necessity of the case, and does the thing.

Obedience to the institution—loyalty! The man who has not learned to obey has trouble ahead of him every step of the way—the world has it in for him because he has it in for the world.

The man who does not know how to receive orders is not fit to issue them, but he who knows how to execute orders is preparing the way to give them, and better still—to have them obeyed.

Jos. Lebarge and Tyne Bros., general merchants, Chelmsford, Ont., were burnt out recently.

**SPECIALIZE ON —
TEAS and COFFEES**

Every successful grocer must be a tea and coffee specialist these days. There is money in teas, coffees and spices if you know how to buy and where to buy right. It cost

FIVE THOUSAND DOLLARS

to send the editor of *The Tea and Coffee Trade Journal* around the world, to visit all the principal tea, coffee and spice producing countries. It will cost you

\$1.25 A YEAR

to get the benefits of this trip and much other valuable information on teas, coffees and spices, to say nothing of the helpful departments devoted to "System in the Tea and Coffee Business," "Store Management and Window Dressing," "Profitable Advertising" and "Premiums and Novelties."

This is the only paper published anywhere on the round earth that specializes on teas, coffees and spices. Some of its enthusiastic subscribers have called it "The little schoolmaster of the trade." Its keynote is service.

The Subscription is \$1.25 a year, postage prepaid

The Tea and Coffee Trade Journal
91-93 Wall Street, New York

BASKETS

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

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

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

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

**THE PEOPLE OF
JAMAICA**

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

**KINGSTON
"GLENER"**

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax



Premiums

couldn't make a poor soap good, nor make Fels-Naptha any better, so we never used them. Fels-Naptha soap stands on its merit as a soap, and the only premium that goes with it is "satisfaction." Keep it well stocked.

LET US COLLECT YOUR OVERDUE ACCOUNTS

During the year we've been in business we've collected a heap of money for our clients. Send us your slow collections; and we'll make your slow-paying customers hustle to pay-up.

Send Them In To-day!

The Beardwood Agency

313 New York Life Building - MONTREAL

A. Boake, Roberts & Co., Limited

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For:—

**Vinegar and
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**Essential Oils
Essences
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**Acid Phosphate &
Phosphate Lime
Precip.**

**Harmless
Colorings**

Herbs, Roots, etc.

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WM. BERRY LTD.
MANCHESTER and LONDON, ENG.

**Wax-Waterproof
Shoe Polishes**

Dominion Agent

SIDNEY LEAR, 77 York St., TORONTO



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

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

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



is without a peer in the Canadian market.

No tea is more extensively advertised or better known.

Good tea is a magnet which always draws trade.

Ridgway's Tea will be a trade winner for your store.

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

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

ESTABLISHED 1849

BRADSTREET'S

Capital and Surplus, \$1,500,000

Offices Throughout the Civilized World

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

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

Subscriptions are based on the service furnished, and are available only by reputable wholesale jobbing and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations. Specific terms may be obtained by addressing the Company at any of its offices. Correspondence invited.

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THOS. IRVING, General Manager
Western Canada, Toronto

THE CANADIAN GROCER.

Classified Advertising

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

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

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

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

Yearly Contract Rates.

100 words each insertion, 1 year.....	\$30 00
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PERIODICALS.

ADVERTISING writers and business men interested in good printing should subscribe to Canada's only printing trade paper, **THE PRINTER AND PUBLISHER**. Subscription price \$2 per annum. Address, 10 Front Street East, Toronto.

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

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

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

THE market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price is \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

SITUATION VACANT.

WANTED—Grocery clerk to take charge of advertising, window trimming and show card writing. Only first class man need apply. State age, experience and salary. W. Dowling & Co., 730 Rosser Ave., Brandon, Man. (21p)

AGENCIES WANTED.

AUG. DUBRU, Rotterdam, Holland, dried fruit commission agent, wants relations with first-class packers and shippers of Canadian dried apples and other dried fruits. (26p)

WANTED—A first class grocer, married man preferred, one who is able to dress windows to perfection. Must be first class. Apply McCammon, Moose Jaw, Sask. (22)

ADDING MACHINE.

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

COUNTER CHECK BOOKS.

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

FOR SALE.

CASH REGISTER, high grade, nickel plated: registers one cent to twenty dollars. Perfect condition guaranteed; half price, \$55. The R. V. Smith Co., Orillia, Ont. (24p)

FOR SALE—Grocery, bakery and ice cream business in live town, good fixtures, modern rent. Good stand for live man. Ill health cause for selling. Box 311, CANADIAN GROCER. (22p)

FOR SALE—Grocery business in the town of North Bay. Good clean stock and well established trade. Would consider partnership with responsible party who would invest about three thousand and take management of the business. Address Box 308, CANADIAN GROCER, Toronto. (21)

IN TRURO, Nova Scotia, a double store 58 x 65 feet, four stories. Lot large, with plenty of room for extension. One store fitted as up-to-date grocery; the other as wholesale gents' furnishings, hats, caps, etc. Also suitable for wholesale dry goods departmental store, or for manufacturing purposes. Building fitted with steam heating, elevators, plumbing, etc. Price about two-thirds actual cost. Grocery business of long standing and in healthy condition, could be sold with property if desired. For further particulars apply to P. O. Box 326, Truro, N.S. (24p)

TORONTO GROCERY FOR SALE—Owner of old established corner grocery is retiring. Would sell stock and building. First class location. Apply Box 310, CANADIAN GROCER. (22p)

BOOKS FOR THE GROCER.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include special sales, getting holiday business, co-operative advertising, money-making ideas, contests, etc. Price, \$2.50 postpaid. MacLean Publishing Co., Technical Book Dept., 10 Front St. E., Toronto.

TEA BLENDING as a fine art, by J. M. Walsh. This work is especially designed for the use and instruction of those engaged in the tea and grocery business, containing formulae for the scientific and judicious combination of the different varieties and grades of tea. Price, \$2.00 postpaid. MacLean Publishing Co., Technical Book Dept., 10 Front St. E., Toronto.

THE GROCERS' MANUAL—New edition, enlarged and illustrated, 1188 pages. All about Groceries, Provisions, Fruits, Spices, Drysalteries, and Chandlery, their sources, varieties, manufacture, adulteration, &c. Specimen pages free. W. Clowes & Sons, Ltd., 23 Cockspur St., London, S.W.

WANTED.

WANTED in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The MacLean Publishing Company, Limited, Toronto.

MISCELLANEOUS.

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

AUSTRALIA CANADIAN MANUFACTURERS and Exporters—An experienced Canadian salesman of exceptional ability, about to locate in the commercial centre of Australia, will handle and introduce manufacturers' and exporters' products on their own terms. What have you to offer? Address Salesman, care CANADIAN GROCER, Toronto. (12p)

GOOD ADVERTISING will sell more groceries. Attractive layouts, coupled with order-pulling copy, is what you absolutely require. If you want more business, send me a dollar bill and data for two ads. F. Homer Moore, Adv. Expert, Little Britain, Ont. (21p)

HIGH CLASS COLOR WORK—Commercial stationery, posters. The Hough Lithographing Co., Limited, Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods.

IF YOU are looking for a side line to add to your business, there is none better than COLUMBIAGRAPHOPHONES, Double Disc Records (which means two records for a single price) and Indestructible Records (that will not break or wear out no matter how much you abuse them). The Columbia Phonograph Company is the only firm that manufactures both Disc and Cylinder Machines and Records, therefore, a Columbia dealer has the advantage over all others, as he can furnish his customers with what they want while his competitor has to sell them what he has or lose the sale, which he generally does where there is a Columbia dealer. Are Columbia goods sold in your town? If not, why not? Do you want the exclusive agency? (remember exclusive). You had better write to-day or some one else in your town will read this advertisement and beat you to it. A postal will bring catalogues and full information free. Write to-day. Do it now. TORONTO PHONOGRAPH CO., Limited, Exclusive Columbia Jobbers, 40 Melinda St., Toronto, Canada.

KEEP AN ACCURATE ACCOUNT of your employees' time. The Bundy Autograph Time Recorder is the ideal Time Recorder for retail merchants. It is the only machine where one employee cannot register for another, as each employee signs his name and the employer knows the signatures of his men. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for illustrated catalog. International Time Recording Co. of Canada, Limited, Office and Factory, 9 Alice Street, Toronto.

\$60,000,000.00—Shrewd merchants all over the world have paid \$60,000,000.00 for 850,000 National Cash Registers. They've saved more than that. The National Cash Register Co., F. E. Mutton, Canadian Manager, corner Yonge St. and Wilton Ave., Toronto, Ont.

NOTICE—Users of Pitner Gasoline Lamps are warned against being induced to purchase parts of other makes of lamps to be used on the Pitner. The most vital part of any lamp is its generator, and the Pitner generator has been granted a patent in Canada, the United States and other countries, on the principle of its improved method of generating gasoline vapour. Supplies and parts for the Pitner Lamps can be received by return mail by applying to our representatives or direct to the Pitner Lighting Co., Limited 36-38 Lombard St., Toronto, Ont.

SPANISH, Portuguese correspondence, also Italian, by young gentleman. Could open up new business. Few hours daily or weekly. Fluent in French and English. Box 69, CANADIAN GROCER, Montreal. (21p)

THE WALES VISIBLE ADDING AND LISTING MACHINE is superior to any other machine for these reasons, among others:—Visible Printing, Flexible Keyboard, Column Space Bar, Automatic Clear Signal, Adjustment for Carbon Copies, Eliminating Keys, enabling the operator by the mere pressure of a key to add without listing or list without adding. 30 days free trial to responsible people. Write us for free illustrated catalogue. Adder Machine Company, Wilkesbarre, Pa.

YOUR CHEQUE CAN'T BE RAISED to any amount above that which you intend it to cover if you use the PROTECTOGRAPH. This device stamps a line such as "Not over ten dollars, \$10," with acid proof, indelible ink which penetrates right through the fibre of the paper. This device is being used by 90% of the Banks of Canada and the United States, as well as the treasuries of both countries. Write for full particulars and price. W. E. Parker & Co., Sole Canadian Agents, 37 Yonge Arcade, Toronto, Ontario. (28)

EXPORT TRADE DEPARTMENT.

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

DAVID SCOTT & CO.

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

Free Trip to "Toronto National Exhibition"

and Return, with Six Admission Tickets thrown in for Good Measure.

To anyone, living in Canada, who sends us new, full-year, paid-in-advance subscriptions as per schedule below, will be furnished Free First-Class Railway, or Steamship, Transportation (as preferred) to Toronto and Return, over any Canadian Railway, or Steam oat Line, together with Six Regular Admission Tickets to the Toronto National Exhibition this fall. Tickets good during the Exhibition, subject to the regulations of the transportation company issuing them.

Begin now, and see how easy it is to earn this outing. Subscriptions may be sent in any time before July 15th next, but not later, as the remaining time before the fair is required to complete arrangements for traveling accommodation for those who respond to this offer.

There is no competition, or other element of chance or risk about this offer. The distance you reside from Toronto regulates the number of subscriptions you must send. When you have sent that number you may rest assured that our undertaking will be carried out to the letter. The regular railway time-tables will be used to determine the distance, which is to be calculated by the shortest passenger route. By consulting your railway time-table you will get this information, or we will supply it. Should you fail to secure the full number of subscriptions required, proper remuneration will be made by sending you, in lieu of the tickets, their pro rata equivalent in cash.

Notify us early of your intention to accept this offer; for convenience you may use the form below. This offer is open to ANYONE, whether a subscriber or not.

THE BUSY MAN'S MAGAZINE,
10 Front St. East.
Toronto, Ont.

Gentlemen:

I hereby accept your offer of "Free, First-Class Transportation to the Toronto National Exhibition and Return; together with Six Regular Admission Tickets to the Fair-Grounds," in consideration of which I will undertake to send you the number of new, full-year, paid-in-advance subscriptions to The Busy Man's Magazine, indicated by my X, on the schedule below. I reside no further from the city of Toronto than is indicated in the schedule opposite my X.

Miles from Toronto.		Number of subs.	Mark X
25 to	50	3	
51	100	5	
101	150	7	
151	200	9	
201	250	11	
251	300	13	
301	350	15	
351	400	17	
401	450	19	
451	500	21	
501	600	23	
601	700	25	
701	800	28	
801	900	31	
901	1000	34	
1001	1100	37	
1101	1200	40	
1201	1300	43	
1301	1400	47	
1401	1500	50	
1501	1600	53	
1601	1700	56	
1701	1800	59	
1801	1900	63	
1901	2000	66	
2001	2250	72	
2251	2500	80	
2501	2750	89	
2751	3 00	97	

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My Ticket to be Via : _____

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Write plainly; this will insure immediate acknowledgment of your communications and safe and prompt delivery of your tickets.

Saving the Grocers' Perishable Goods

What Refrigeration is and What the Refrigerator Has Done For Merchants—Its Development From the Hole in the Cellar to a Handsome and Modern Piece of Store Furniture—The Effect of Refrigeration and Cold Storage on the Exports of Canada.

What is refrigeration?

Refrigeration is the operation of cooling substances by artificial means. Natural ice forms the greatest source of refrigeration and with the present mode of life existing ice and the refrigerator have become domestic and commercial necessities.

Yet the extended use of ice in various fields is of comparatively recent origin. Nero had constructed ice houses in ancient Rome, and ice houses for storing the natural ice have been used for ages past, but the refrigerator, and particularly as it now is presented from the factory, is a construction of modern minds. Refrigerator cars that speed across the continent bearing foodstuffs for man from foreign climes are even of more recent origin. But the work is ever progressing along the lines of art and science and evolution brings about the inevitable changes.

Not many years ago the refrigerator was unknown to the grocer. To-day it is indispensable to the merchant who professes to deal in perishable goods. The evolution of the modern refrigerator is interesting. We often read of the merchants of olden times keeping goods in a hole dug in the darkest corner of the cellar. Wines and liquors, butter and meats, were stored there to protect them from the destroying influence of the summer heat.

The Old-Fashioned Bucket.

In later years came the pail or tub of water replenished every little while, and this evolved itself into the ice water. Next we saw the box roughly molded by the inexperienced hand of the grocery man, which held a block of ice an hour or two. It was, however, the foundation for the present handsomely finished modern refrigerator, with its up-to-date apparatus employed to reduce the temperature of perishable goods.

Even at the present time the mistake is made by grocers in having their carpenter fashion them a refrigerator. When they decide to secure one, it is always desirable to get what they consider the best, taking, of course, the cost into consideration.

A Lesson Learned.

"I made the mistake in having my local carpenter build me a refrigerator,

thinking that by doing so I was saving money, but soon found my mistake," were the remarks made the other day by a grocer. He was disgusted with the sweating of the sides and the tainting of the goods he wanted to preserve.

Refrigerators are now so constructed that they form handsome pieces of furniture in the stores. While it might be better to have them hidden from view—which is not always possible—they do not detract from the appearance of the store interior. They have come to stay in the grocery store and now are used by the majority of up-to-date members of the trade, who aim at supplying the various wants of their customers in the best possible manner.

The refrigerator is to the grocer what the secluded ivy-covered milk-house is to the farmer's wife. The latter presents to her the best means of keeping tasty and fresh the fruit, cream and pastry of which the farmer is so fond during the warm weather.

Brought Home to the Butchers.

Frequently butchers console themselves with the idea that a home-made ice box or refrigerator saves them money, but this apparent saving is really a loss. In a refrigerator that is not properly and scientifically constructed the meat soon becomes clammy and spoiled and there is a direct loss. There is an even greater loss from the fact that meat so kept does not please the customers, and they naturally go elsewhere for their supplies.

The importance of the store refrigerator to the merchant is just as great as is the cold storage and car refrigerating systems to the exporters of perishable goods from any country. The introduction of the latter has been an untold benefit to trade.

Becomes a World Problem.

The transportation and preservation of perishable produce has become one of the most serious problems which can engage the attention of engineers and others interested in the efficacious and rapid dispatch of foodstuffs from one part of the world to the other. Statistics and statements from high authorities go to show that the transport and preservation of perishable produce is an enormous and growing business, and likely in the fu-

ture to be one of the most important in the world.

In the annual report of the British Board of Agriculture the following reference to the dead meat imports into the United Kingdom is made: "To the development of this trade the resources of science and the ingenuity of inventors have greatly contributed, and the capital employed in it is now very great. It appears highly probable that the dead meat trade will continue in the future to increase year by year with the ever-growing requirements of our population, while the oversea transit of live animals may be expected to diminish and eventually to disappear as a relic of an age of imperfect economic development."

In spite of the careful fostering of home industries intended to provide the food supply of the United Kingdom, the imports of provisions are regularly increasing. Instead of drawing on nearby countries, the English people are looking more and more to their colonies in distant parts of the world for these supplies. This is made possible by the present methods of refrigeration.

Benefit to British Colonies.

There are 358 ships engaged in the trade of the United Kingdom that are fitted in part or throughout with a total refrigerating capacity of 36,266,000 cubic feet. Of this number, 71 ships, with a capacity of 3,341,000 cubic feet for perishable produce, bring supplies from the United States; from Australia and New Zealand, 92 ships, with 15,514,000 cubic feet cold storage capacity, bring chiefly beef, mutton, and butter; from Canada come 47 ships, with 1,829,000 cubic feet capacity, chiefly with meats and dairy products. The ships coming from South America carrying refrigerated cargoes have a capacity for this class of goods of 7,611,000 cubic feet.

The port of London is at the head of the list in the number of vessels and their carrying capacity, and takes most of the Australian and New Zealand cargoes, while Liverpool is second and takes most of the North and South American cargoes. However, the shorter trips of the Liverpool steamers bring the yearly sailing and capacity as high or higher than those of London.

Cold Storage in Seaports.

As the large quantities of foodstuffs arriving in England cannot be distributed direct to consumers, cold storage warehouses have increased at the various seaports, in large centres of population



How a Well-Known Encyclopedia Roasts Spring Scales

The New International Encyclopedia, Vol. 16, Page 109, says:

"THE FORCE OF THE SPRING VARIES WITH THE TEMPERATURE, WHICH ALTERS THE LENGTH AND ELASTICITY OF THE WIRE AND RENDERS IMPOSSIBLE PRECISE MEASUREMENTS."

Thus one of the world's greatest authorities has investigated and found unreliable all spring scales. Can you afford, therefore, to use a spring scale which is generally known as an unreliable weighing machine, a scale so unreliable as to make the weighing of your goods (your money) guesswork?

The Toledo "Springless" Automatic Scale

is always exact and accurate. It has no springs. The Toledo is the only Automatic Springless Cylinder Computing Scale in the world, and the most durable and reliable weighing machine.

NOTE:—We invite comparative demonstrations, in your store, with any other scale on the market.

Toledo Computing Scale Co., 335 Yonge St.,
TORONTO, ONT.

MAKERS OF HONEST SCALES

Offices:

MONTREAL, Q., Cor. St. Gabriel and Notre Dame Sts.
VANCOUVER, B.C., 524 Leymus St. CALGARY, Alta., Herald Block.
EDMONTON, Alta., 620 First St



ANOTHER GUARANTEE OF FAIR DEALING

This store has installed the Springless Toledo Scales, which guarantees honest weight to all.

THE CANADIAN GROCER.

and at the principal distributing markets.

A fact and figures analagous to and resulting from refrigeration will not here be amiss.

The value of butter imports into the United Kingdom increased from \$38,920,417 in 1887 to \$108,951,120 in 1907. In meats the value increased from \$188,160,046 in 1903 to \$202,651,818 in 1907. The average annual value of imported fruits, apples, apricots, peaches, oranges, pears, plums, lemons and bananas for five years into Great Britain from 1900 to 1904, was \$38,086,016, while for the imports of 1907 the value was \$45,257,228,

There is and has been for the past few years a great activity displayed by the British colonies to encourage the export of dairy products. In Canada, factories are encouraged and assisted to instal small refrigerating plants so that the manufacture of the article may be carried out under the best conditions, and such produce can be delivered to the railways in a cool and firm condition. The railroad companies are paid a small subsidy under an agreement to provide an adequate number of properly iced cars, and to run these on scheduled time.

Used on the Steamboats.

Steamship companies are encouraged to provide cold storage and air-cooled space, and inspectors are employed to see that the produce is properly attended to, and that the transit arrangements receive the necessary attention. It is contended that by virtue of this complete cold storage chain and the elimination of all factors likely to injure the quality of the marketed article that the Canadians have secured a large portion of the dairy produce trade. The New Zealand Government, too, has taken charge of the dairy produce exports and is insisting on everything from the cattle to the ship being in proper order. While the Australian States are not so far advanced, they are moving on the same lines.

Thus it will be seen that the principle of the refrigerator is being worked out to wonderful success, not only in the retail store, but in the store house and in the rapidly-moving ocean steamships and railway cars.

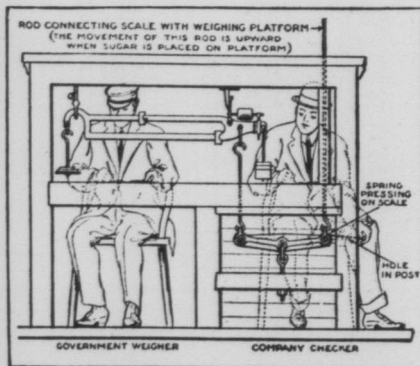
DEFRAUDING THE GOVERNMENT.

Method By Which American Sugar Refining Co. Made Millions By Unlawful Practices.

A few weeks ago the case against the American Sugar Refining Company of New York, ended with the huge fine of \$2,269,897 imposed upon that company.

This amount goes to the Government authorities in lieu of the fraudulent practices in weighing by which the sugar company made large profits. The state is likely to prosecute the individuals who have been responsible for the perpetration of these frauds.

Writing in the Outlook of May 1st, Harold Howland explains how these remarkable frauds were achieved. He says in part: "As the sugar comes over the side of the ship it is weighed by the customs officers, and to that end there are seventeen big Fairbanks scales placed at intervals along the docks. Each scale has a platform eight or ten feet square, its surface flush with the surface of the dock, like the scales that you have seen so often outside a coal-dealer's or a feed-store. The brass bar of the scale, where the weight is read, is within a little house fronted with glass, so that the weigher can see the platform and what is on it as he adjusts the poise.



Drawing Showing How The U.S. Government Was Defrauded Out Of Millions By Incorrect Sugar Weights.

These scales, it should be remembered, belong to the company, and its representatives keep the keys of the scale-houses, and are supposed to lock them every night.

"A few weeks ago I stood upon the platform of one of these scales, looking through the glass side of the scale-house. Behind the registering-bar, facing me, two men sat, each with a small blank-book on the ledge before him. The man on my left pushed the poise along the beam till it balanced, and read off my weight, '170 pounds.' Both men recorded the figures in their books. Then the other man leaned over to the left and dropt his hand into the dark corner under the ledge. Once more the weigher adjusted the poise—but now the beam balanced at 162 pounds. In two minutes I had, without knowing how, been robbed of 8 pounds of weight. . . .

"Stepping from the scale platform, I went around into the scale house. Taking the seat in the corner, I ran my hand down where my companion's had been a

moment before. As I sat where a company checker had sat every day for years, just by my left knee was a thick post supporting one end of the shelf beneath the scale bar. Under the shelf was a system of levers and joints which formed the connection between the registering-beam and the rod leading to the platform outside. Between the post and the end wall of the scale-house was a space perhaps a foot wide, as dark as a pocket. Running my hand down the post, I touched a thin strip of iron protruding from the post, its outer end bent into a ring. The strip worked loosely in a hole in the post, and as I pushed it through, its inner end ran over a joint of the scale mechanism. It was easy to see how the spring of the steel would exert force upon the levers and make the registering-beam drop.

"'We've found,' said my companion, 'that a pressure of one ounce just at that point is good for a loss of forty-eight ounces on the platform outside. You see now where those eight pounds went that you lost so miraculously.'"

This little masquerade, in which Mr. Howland represented a truck bearing bags of raw sugar, tells the whole story. The man on his left impersonated the Government weigher, while the man on his right represented the company's checker. The other sixteen scales on the docks were similarly equipped with pierced posts, the holes in some cases being more worn than in others."

Korkill & Scott, general merchants, Dominion City, Man., are succeeded by H. Wellband.

Clerks who never "stir their stumps" are not desirable business building timber.

Clerks who are diligent in business are serving their own as well as their employer's interest.

Vinegar is all right in the barrel but it is a bad place to have it in the merchant's countenance.

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

Buyers or Sellers

Communicate with the leading firm in

**Butter, Cheese,
Eggs, Pork, Hams
and Bacon**

IT WILL PAY YOU

EMOND & COTE

22 St. Peter Street, Quebec

Too Big for the Old Place

Our business has grown so during the past few years that we are forced to seek larger quarters.

On May 1 we moved to our large, new premises

41 to 47 Clarence St.

where we will have

**20,000 Square Feet of
Floor Space**

for our stock of high class groceries. We will be better able than ever to look after our customers' wants.

Good goods, prompt deliveries and square treatment have given us the reputation of being the **MOST RELIABLE** house in the **Ottawa Valley**.

Order through our salesmen

Or by Phones 3 and 2324

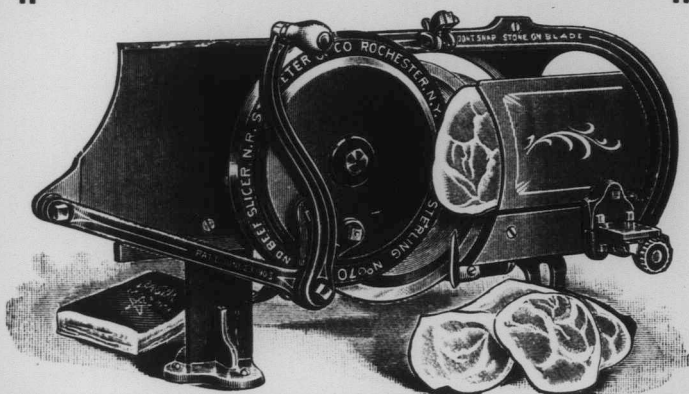
Provost & Allard

Wholesale Grocers
and Importers

Wholesale distributors for Salada Tea

OTTAWA - - ONTARIO

THE STERLING SLICER



SLICES PERFECTLY
COOKED HAM, BACON
and all boneless meats

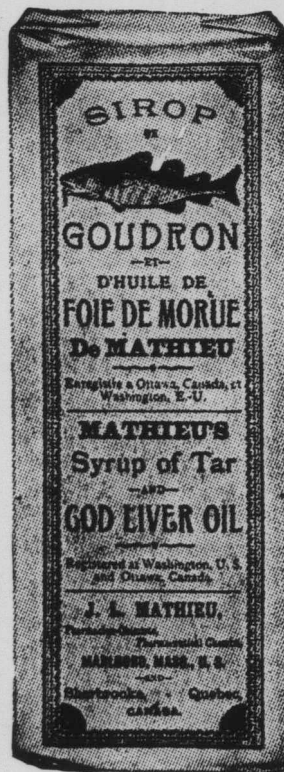
The only machine that cuts the ends. Over 500 sold in Canada last year. Every grocer and butcher should have one. The price is low. Sold on monthly payments.

Write us for illustrated booklet of testimonials.

HOWARD BROS.

Canadian Agents

Brantford, Canada



WHY YOU SHOULD SELL MATHIEU'S SYRUP

of Tar and Cod Liver Oil

REASON NO. 2

It gives you a decent margin of profit. This profit is all profit. There is nothing to be subtracted from it at the end of the season. No bad or unsalable stock. No time and trouble spent in persuading people to have it. Mathieu's Syrup sells all the year round. It is always on the move from off your shelves into your customer's hands.

Mathieu's Nervine Powder is another good Seller. Both are necessities in your business.

MAIL THAT ORDER TO-DAY

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

Sold by wholesale trade everywhere
Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

A Great Educational Force in Business

BY A. B. LEVER

EDUCATION is necessary before anything can be accomplished. The only difference is one of degree.

Even the hog has to undergo a little education before he can accomplish what nature has designed him to accomplish.

Most of this he gets by example, but it is education, just the same.

Education is necessary in business, and the most important kind is not that which is obtained at universities.

A man might attend a university till doomsday and still not be a master of business affairs.

Factories may make, or a certain warehouse may have in stock, the best kind of goods in its class in the world and yet the business men to whom they desire to sell may be in total ignorance of the fact.

If they have travelers some educational work can be done through them, but, necessary as travelers are, they can only do the work of a traveler.

The greatest educational force in business is publicity, and the greatest factor which manufacturers or wholesalers can employ in giving publicity to their wares or to the character of their house is the trade newspaper.

A good advertisement in a good trade newspaper touches the right spot because the trade newspaper goes direct to the spot the wholesaler or manufacturer desires to touch, and where it touches it educates.

Every reader of the specialized trade newspaper is a possible buyer. Consequently the advertisements which it carries educate the reader and thus prepare his mind for the advent of the traveler with his samples.

The trade newspaper sows the seed and the traveler comes along and reaps the crop.

SALT

Ample Stocks

Prompt Attention to
Orders

Best Value

VERRET, STEWART & CO.

LIMITED

MONTREAL

Canned Fruits

The quality of

**WETHEY'S
LAUREL
BRAND**

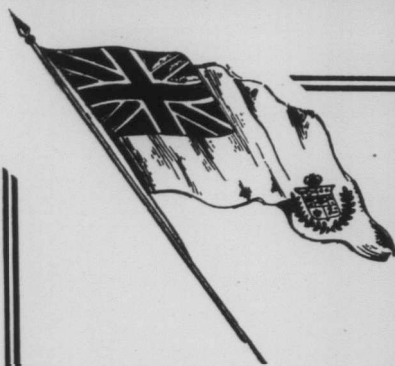
speaks for itself.

Do not buy without consulting us.

Get our prices.

J. H. Wethey, Ltd.

ST. CATHARINES, ONT.



Empire Brand

Delays are Dangerous

By quick shipping we avoid
delays. We guarantee the
quality of all goods we ship.

**4
Free Phones**

Use them freely

SPECIALS—a lot of them.

See our travellers, or
let us hear from you.

GEO. E. BRISTOL & CO.

Wholesale Grocers

Hamilton,

Ontario



FRIENDS, NOT GROWLERS. RISING SUN Stove Polish in Cakes never comes back to you with growls from the house-keeper. It is always made up to the same high standard, maintained for forty years and it is always just right. That's why we have the thousands upon thousands of grocers pushing it everywhere.

Grocers don't wish to run the risk of losing a good customer by passing out an inferior stove polish, which is wrong more often than it is right.

RISING SUN makes friends for you and for us in every household where you put it.

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

HOTEL DIRECTORY.

WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNICOLL, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stalling, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

HALIFAX HOTEL

HALIFAX, N. S.

WINTER RESORT—QUEEN'S PARK HOTEL
PORT OF SPAIN TRINIDAD, B.W.I.

JOHN McEWEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co. 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietress. HAMILTON, BERMUDA
Opposite Victoria Park and Cedar Ave. Private Board \$12 to \$14 per week.
Open Now. Closes on May 1.

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto
465 Temple Building, Montreal.

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo. A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - \$1,400,000.00
ASSETS - - - - - 2,162,753.85
LOSSES PAID SINCE ORGANIZATION, 29,833,820.98

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - - \$3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

Oakey's 'WELLINGTON' KNIFE POLISH

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters

JOHN Oakey & Sons, Limited
Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Agent:
JOHN FORMAN, - 644 Craig Street
MONTREAL.

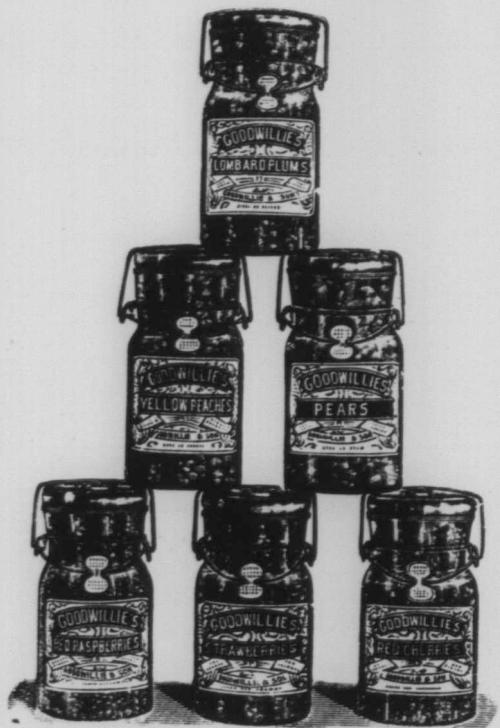
Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

IS YOUR GUN LOADED?



GOODWILLIE'S PURE FRUITS IN GLASS

Have YOU a well assorted stock of GOODWILLIE'S FRUITS IN GLASS to take care of the popular demand that results from their delicious Fresh Fruit Flavor.

The OTHER FELLOW'S gun is loaded and it is poor policy on your part to send custom to his store when you can easily retain it by stocking the goods asked for.

Look Carefully into the Matter

Agents: Rose & Laflamme, Limited
Montreal and Toronto

50-lb. wood pails..... Per 100
Pure assorted jam, 1-lb. glass jars, 2 doz. in case..... 1 75

Jelly Powders
IMPERIAL DESSERT JELLY



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



Assorted Case, Contains 4 doz. \$3.60
Assorted Case, Contains 2 doz. \$1.80
Lemon (Straight) Contains 2 doz. \$1.80
Orange (Straight) Contains 2 doz. \$1.80
Raspberry (Straight) Contains 2 doz. \$1.80
Strawberry (Straight) Contains 2 doz. \$1.80
Chocolate (Straight) Contains 2 doz. \$1.80
Cherry (Straight) Contains 2 doz. \$1.80
Peach (Straight) Contains 2 doz. \$1.80
Weight 7 lbs. to case. Freight rate, 3d class.

Soap
The GENUINE. Packed 100 Bars to case.



Prices—Ontario and Quebec:
Less than 5 cases..... 5 25
Five cases or over..... 5 15



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

THE ROBERT GREIG COMPANY
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



J.B.G.

N. K. FAIRBANK CO. BOARS HEAD LARD COMPOUND.

Tierces... \$0 10
4-bbls. 0 10
Tubs, 60 lbs. 0 10
20-lb. Pails. 2 20
20-lb. tins.. 2 10
Cases 2-lb. 0 11
" 5-lb. 0 10
" 10-lb. 0 10



F.O.B. Montreal.



List price

NATIONAL LIQORICE CO.
5-lb. boxes, wood or paper... per lb. \$0 40
Fancy boxes (25 or 50 sticks)... per box 1 25
" Ringed " 5-lb. boxes... per lb. 0 45
" Acme " pellets, 5-lb. cans... per can \$ 00
" (fancy boxes 60) per box 1 50
Tar licorice and Tolu wafers, 5-lb. cans... per can \$ 00

Licorice lozenges, 1-lb. glass jars... 1 75
" " 20 5-lb. cans... 1 50
" " Licorice 10 sticks... 1 40
" " Licorice 100 sticks... 0 75
" " Licorice 100 sticks 100 in box... 0 75

Lye (Concentrated)

GILLET'S PERFUMED. Per case
1 case of 4 dozen..... \$3 50
3 cases of 4 dozen..... 3 50
2 cases of 10 doz..... 3 40

Marmalade.

T. UPTON & CO.
12-oz. glass jars, 2 doz. case... per doz \$1 00
16-oz. glass jars, 2 doz. in case " 1 40
In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07
Pint Sealers (24 oz.), 1 doz in case, per dozen..... 2 00

SHIRRIFF BRAND

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



THOMAS J. LIPTON
Prices on application



SPRATT'S PRICE LIST

Mixed Bird Seeds, 1-lb. pkts., 3 dozen cases per box \$0 95
Parrot Food, 1-lb. pkts., 1 doz cartons 1 45
Parrot Food, 2-lb. pkts. 0 35
Bird Cage Sand, about 1 1/2-lb. bags, 1-gross cases..... 0 20
Bird Cage Grit, about 1 1/2-lb. bags, 1-gross cases 0 30

Mince Meat

Wetley's condensed, per gross net... \$12 00
" " per case of 5 doz. net... 3 50



ST. CHARLES CONDENSING CO.

PRICES:

St. Charles Cream-family size, per case..... \$1.70
Ditto, hotel. 4.90
Silver Cow Milk 5.00
Purity Milk.... 4.70
Good Luck.... 4.00

Mustard

COLMAN'S OR KEEN'S
D.S.F., 1-lb. tins..... per doz. \$ 1 40
" 1-lb. tins..... 2 50
" 1-lb. tins..... 5 00
Durham 4-lb. jar..... per jar 0 75
" 1-lb. jar..... 0 25
F.D. 1-lb. tins..... per doz. 0 85
" 1-lb. tins..... 1 45

Olive Oil

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

Sauces

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

THOMAS J. LIPTON
Prices on application

Soda
COW BRAND

Case of 1-lb. containing 60 packages, per box, \$3 00
Case of 1-lb. containing 120 pkgs. per box, \$3.00
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. pk s, per box \$3.00
Case of 50. pkgs. containing 96 pkgs. per box, \$3.00

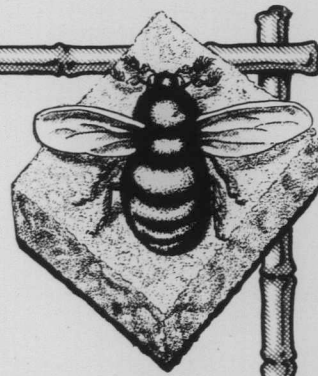
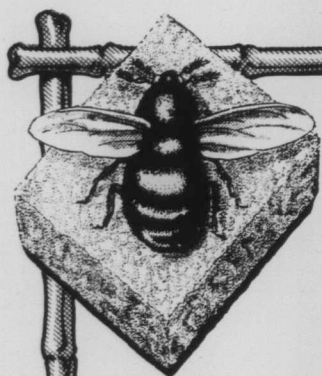
MAGIC BRAND Per case
No. 1, cases 60 1-lb. packages..... \$ 2 75
No. 2, " 120 1-lb. " 2 75
No. 3, " 60 1-lb. " 2 75
No. 5 Magic soda—cases 100—10-oz. pkg 1 case 2 75
5 cases 2 75

THE CANADIAN GROCER

INDEX TO ADVERTISERS

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Connors Bros.	157	McCormick Mfg. Co.	9	Truro Condensed Milk Co.	4
Constant, H.	137	McCready & Son	177	Tuckett, Geo. E., & Son Co.	166
Cooper, Cooper Co.	63	McDonald, Gordon Co.	180	U	
Cote, Jos.	167	McDougall, D. & Co.	167	Underdown & Crichton	31
Cowan Co.	140	McLaughlin, J. J.	57	United Soap Co.	66
Cox, J. & G.	145	McWilliam & Everist	150	V	
Cream, R. F.	137	Magee, Fred	160	Verret, Stewart & Co.	187
D		Magnan, L. Z.	71	W	
Dalley, F. F. Co.	21	Magor, Frank	1	Wagstaffe, Limited	173
Dastous, L. E.	71	Malcom, John & Son	60	Walker, Bin & Store Fixture Co.	50
Davidson & Hay	66	Mason, Geo. & Co.	57	Walker, Hugh & Son	151
Dawson Commission Co.	156	Mason & Hickey	19	Wallaceburg Sugar Co.	172
Deer, A. J. Co.	53	Mason, Miller & Co.	72	Warren Bros.	38
Dignar, Ltd.	142	Mathewson's Sons	22	Warren, G. C.	70
Dominion Molasses Co.	17a	Mathieu, J. L. & Co.	61-185	Warmington, J. N.	172
Dominion Warehousing Co.	65-70	Michigan Show Case Co.	51	Watson, Andrew	29
Donnelly, Watson & Brown, Ltd.	17	Midland Vinegar Co.	177	Watson & Truesdale	70
Downey, W. P.	55	Millman, W. H. & Son	70	Weese, G. Wallace	70
Dunn, Albert	71	Minto Bros.	59	Western Assurance Co.	188
E		Mitton, G. H.	156	Western Canada Flour Mills Co.	141
Eastern Canning Co.	62	Mollins Food Co.	148	Western Salt Co.	72
Eby Blain, Limited	13	Montreal Biscuit Co.	7	Wethey, J. H.	187
Eden Bros.	148	Mooney Biscuit & Candy Co.	145	White & Co.	153
Edwardsburgh Starch Co. Inside front cover		Morse Bros.	188	White Swan Spices & Cereals Limited	8
Edmond & Cote	47	Mott, John P. & Co.	144	Whittemore Bros.	9
Enterprise Mfg. Co.	149	N		Wilson, Archdale	168
Epps, Jas., & Co.	149	National Cash Register Co.	169	Winn & Holland	66
Escott, W. H.	18-137	National Licorice Co.	144	Wiseman, R. B. & Co.	19
Essex Canning Co.	36	Nelson, Dale & Co.	144	Wood, Thomas & Co.	56
Estabrooks, T. H.	15	Nelson, H. W., & Co.	48-48a	Woodruff & Edwards	51
Eureka Refrigerator Co.	52	Niagara Falls Canning Co.	38	Woods, Walter & Co.,	52
Ewing, S. H. & Sons	30	Nicholson & Bain	20	Y	
		Nickel Plate Stove Polish	72	Young, W. F.	50
		Nishimura, S. T. & Co.	28	Young, A. J.	159



Analysis
of
ST. LAWRENCE
EXTRA
GRANULATED SUGAR
The Standard of Purity

Laboratory of Provincial Government Analyst.

Montreal, 22nd February, 1909.

I Hereby Certify that I have drawn by my own hand ten samples of The St. Lawrence Sugar Refining Co.'s EXTRA STANDARD GRANULATED SUGAR, indiscriminately taken from four lots of about 150 barrels each, and six lots of about 450 bags each. I have analyzed same and find them uniformly to contain 99-99/100 to 100 per cent. of pure cane sugar, with no impurities whatever.

*(Sgd.) MILTON L. HERSEY, M.Sc., LL.D.
Provincial Government Analyst.*

The St. Lawrence Sugar Refining Company,
Montreal LIMITED

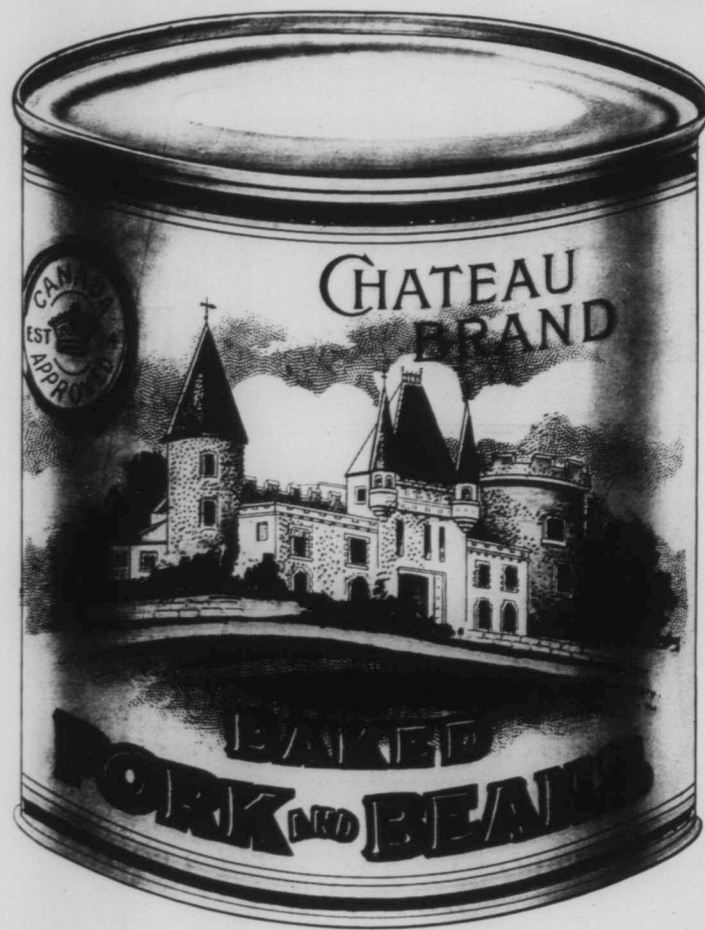
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Goods.
in



A
Quality
Package

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THAT CAN BE HAD & THE PROCESS OF
PREPARATION PERFECT.

— PREPARED BY —

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