

# CANADIAN GROCER

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

Montreal: 701-702 Eastern Tewaships Bank Bldg.  
London, Eng.: 88 Fleet St., E.C.

Toronto: 143-149 University Ave.  
New York: 115 Broadway

Winnipeg: 34 Royal Bank Building

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No. 37



Toronto Office:  
30 Church St.

## For Years in the Lead

## — Still Leading

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



### COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality—In square tins.

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

### MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

## One of Your Customers has an Invalid in the Family

We do not know which customer it is—but you know. You might just suggest sometime that the wholesomeness of

## Benson's Prepared Corn

and the ease with which it is assimilated makes it much more desirable than flour in dishes prepared for the convalescent.

Benson's Prepared Corn is also good for the very old and very young.

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



## The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

## UPTON'S Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world--Canadian Fruits--selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the "Upton" line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling "Upton's" specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring "Upton's"?  
If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

**The T. Upton Co., Limited**  
Hamilton, Ont.



## THE SILENT SALESMAN

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

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

### Codou's Macaroni

Genuine French

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

### Griffin & Skelley's Canned Fruits

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

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

### Griffin & Skelley's Dried Fruits

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

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

Look for the "Griffin" trade mark before you buy.

You know what you get when you buy these.

All warranted by the shippers.

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

MONTREAL

TORONTO

# WHAT'S IN A NAME?

EVERYTHING when it means  
PORK AND BEANS

- ☐ CLARK'S has a meaning of its own.
- ☐ CLARK'S conveys to your customers an assurance of perfection.

## CLARK'S

create a longing for Pork and Beans and when people have Pork and Bean hunger they get CLARK'S.

- ☐ CLARK'S BEANS are selected, screened and hand-picked.
- ☐ CLARK'S PORK is the best Canadian Fed.

## CLARK'S

saucers are made with the greatest care, from the finest of selected materials.

CLARK'S PORK AND BEANS with Plain Sauce, Chili Sauce, and Tomato Sauce, are absolutely perfect and their popularity is proved by the tremendous demand.

All These Truths are Embodied in a  
Name. Notice It.

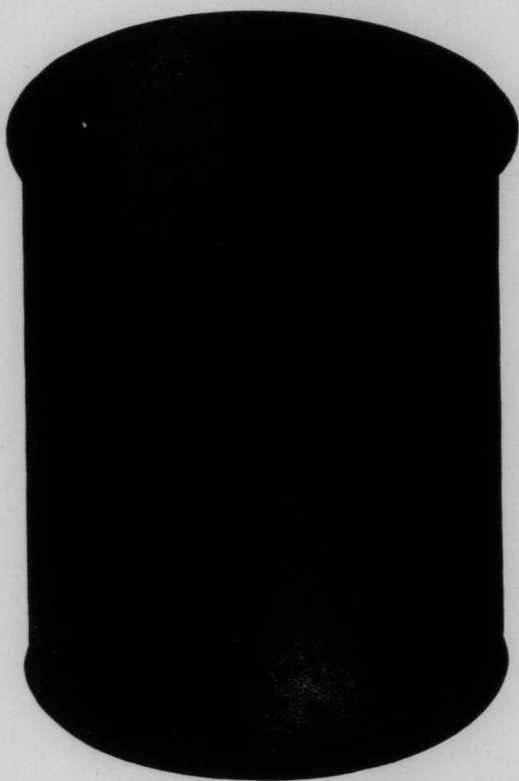


**WM. CLARK, Montreal**

MANUFACTURER OF HIGH-GRADE  
FOOD SPECIALTIES







# SANITARY CANS

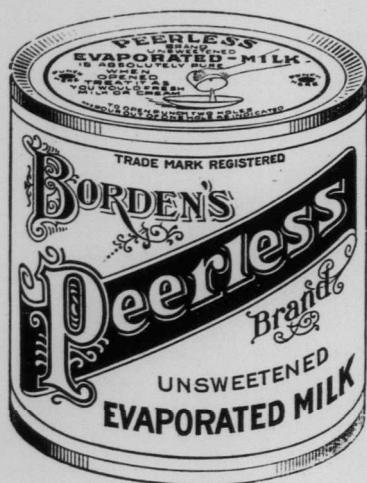
FOR

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

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

Niagara Falls, Ont.

**BORDEN'S  
EVAP-  
ORATED  
MILK  
PEERLESS BRAND**



**Makes  
Your  
Customers  
Satisfied**

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

Sales Offices and Agencies:—  
MONTREAL TORONTO WINNIPEG  
and VANCOUVER

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

**Montreal, Toronto and Vancouver**

By Special  
Appointment



to His Majesty  
King George V.

Established 1817.

# Macfarlane Lang & Co's

## "Granola Digestive"

(Regd.)

## Biscuits

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

SAMPLES AND FULL PARTICULARS FROM

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

Please do not suppose  
that

## "Granola Digestive" Biscuits

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

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

# Macfarlane Lang & Co's

Biscuit Manufacturers,  
Glasgow and London.





# Reciprocity and Baked Beans

## Will White Beans Go Lower or Higher? WHAT'S YOUR IDEA?

White Beans are now selling at \$2.40 per bushel. They should cost \$1.50 per bushel on the basis of present prices for Baked Beans.

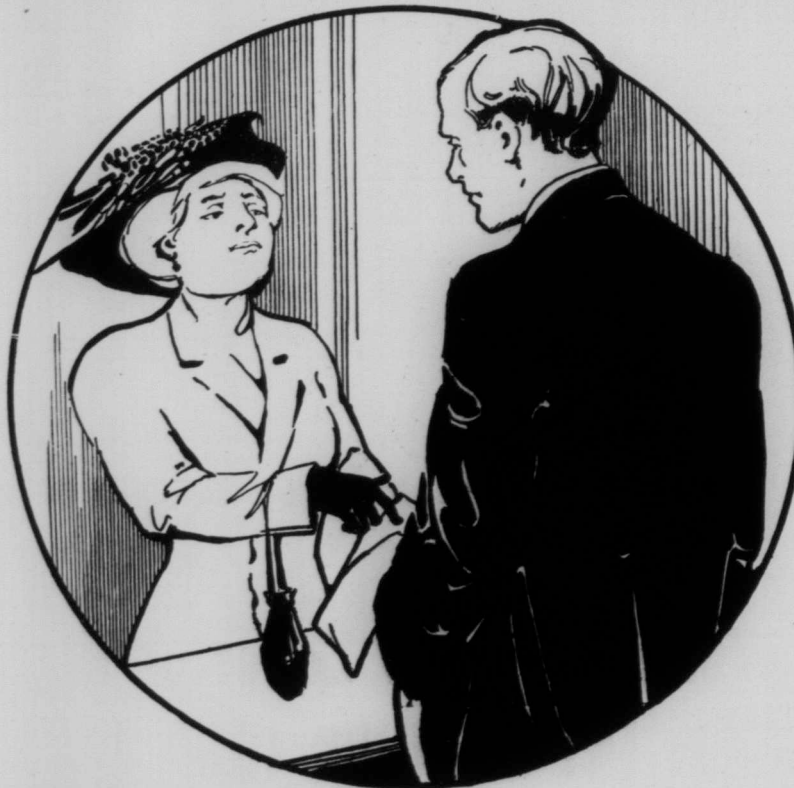
In the meantime, get out your pencil and figure

## “SIMCOE” Baked Beans

are a mighty good buy at present prices, reciprocity or no reciprocity.

Have you seen the new style package?—“Simcoe” 3's Family size—a larger tin at a lower price. A nourishing meal for an entire family for 10 cents.

**Dominion Canners, Limited**  
**Hamilton** **Canada**



“I paid that already!”

“Sorry, madam, but we have no record of it!”

“I don't care, I paid it”

“Well——?”

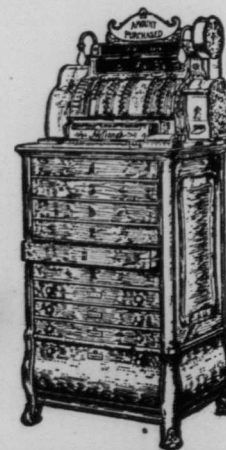
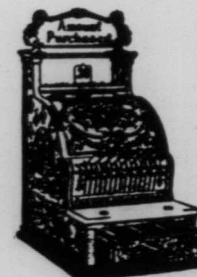
What's to be done? Will the customer pay again? Or will the merchant cancel the charge, satisfied he's a loser? Or will they both profit by the lesson and insist that a receipt be given with every transaction? Successful merchants put a receipt in every parcel. National Cash Registers provide the quickest and safest method of issuing receipts. Remember that!

FOR FREE BOOKLET AND PRICE LIST WRITE

## THE NATIONAL CASH REGISTER CO.

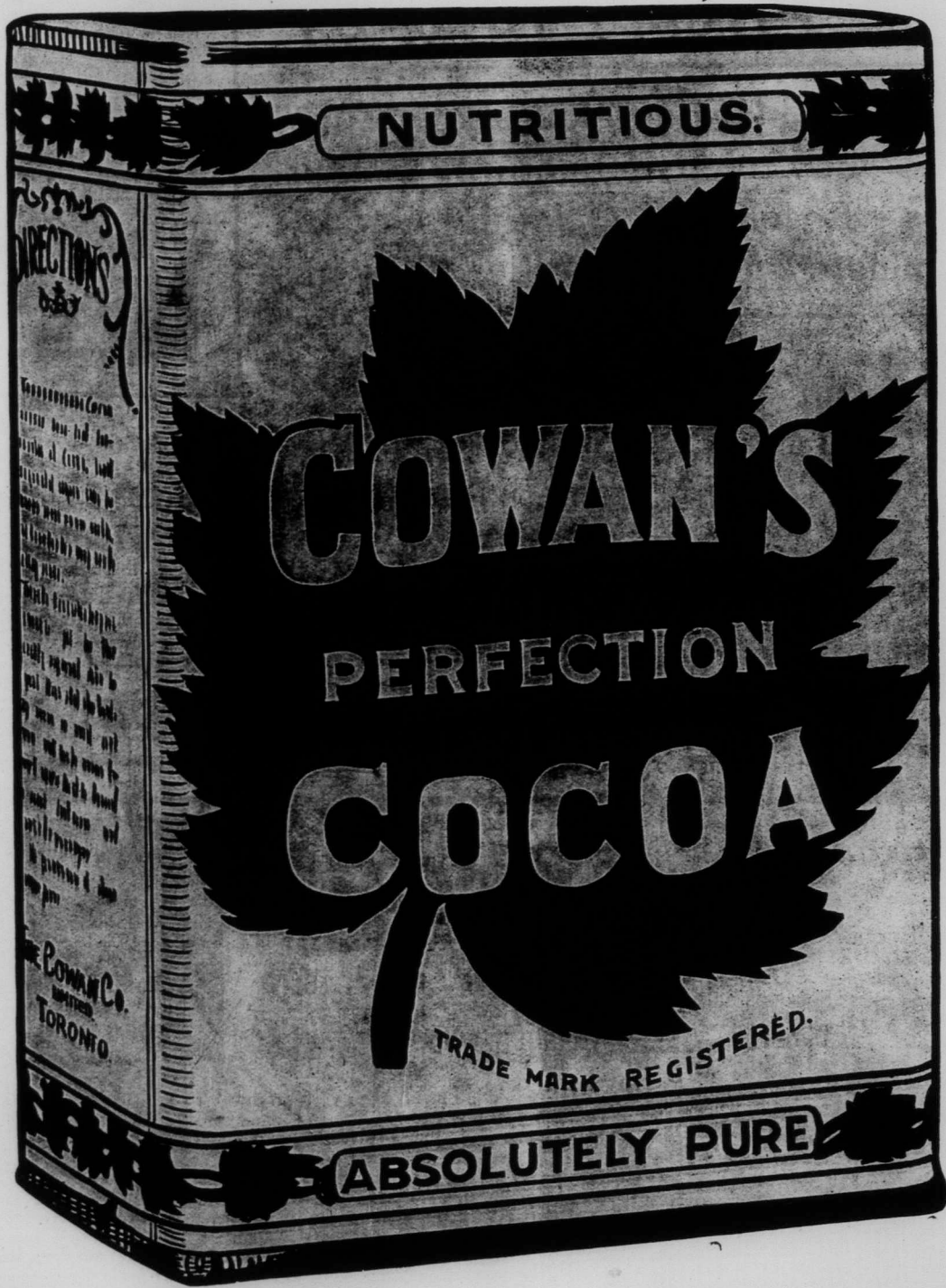
Head Office for Canada and Canadian Factory, TORONTO

F. E. MUTTON, Manager in Canada



We manufacture Cash Registers in various styles and prices to suit every pocket and every business from \$13 to \$870. We guarantee to supply a better Cash Register for less money than any other concern in the world.





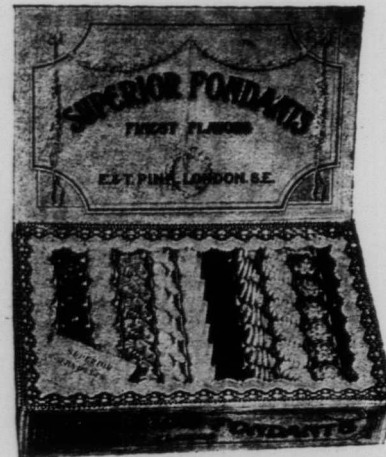
Every grocer knows that Cowan's Perfection Cocoa is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc.,  
Cowan's Perfection Cocoa is unsurpassed.

**THE COWAN CO., LTD., TORONTO, ONT.**

## PURE CONFECTIONERY

Our perfect plant and long experience enable us to manufacture Boiled Goods, Lozenges, Gelatine Goods, Caramels, Fondants, Toffie, Turkish Delight, etc., of the highest quality.



Ask for a Price List of our Sole Canadian Distributors

### THE MANUFACTURERS' AGENCY CO.

MONTREAL	J. W. WINDSOR	22 St. John St.
ST. JOHN, N.B.	S. CECIL IRVINE	48 Princess St.
HALIFAX, N.S.	C. E. CREIGHTON	Bedford Chambers
BOSTON, U.S.A.	GEN. SALES OFFICE	24 Milk St.

**E. & T. Pink, London, Eng.**



## STOP

LETTING GOOD MONEY SLIP  
THROUGH YOUR FINGERS!

Of course, you don't mean to let your profits leak away, but why don't you STOP IT?

If you let an item of \$1.00 each week slip by without being charged that means a loss of \$52.00 for the year.

If you let \$1.00 each week SLIP THROUGH YOUR FINGERS in settling DISPUTED ACCOUNTS that means you must sell \$260.00 worth of goods to make up for it.

If you are using some drop-leaf SLIP system where several accounts are exposed at the same time and lose slips (representing money) get accounts mixed, bring forward wrong past accounts and possibly to cap the climax lose all your accounts in a

fire, you may not be able to estimate your loss,—but why bother then—it's too late.

**CUT IT OUT—NOW!!**

**BUY A 1911 MODEL KEITH ACCOUNT SYSTEM.**

It will stop FORGOTTEN CHARGES on account of the NUMBERING FEATURE. No other system has this feature.

It will absolutely prevent disputes—ask us why.

It will positively prevent losing of slips, mixing of accounts, and manipulation of charges.

It will protect your accounts against fire.

The price is right—the terms are reasonable—write now for full information.

## THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE  
1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.  
Sydney McKeever, Box 843, Brockville, Ont





# MCCORMICK'S JERSEY CREAM SODA BISCUITS



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

At Your Grocers 31

For Large Families Try a Tin or Cardboard Package  
 Sizes, 25c. to 35c.

For Small Families Try our Fancy Soda  
 Packages, 5c. and 10c.

### Reproduction of 4-col. Newspaper Advertisement

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

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

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

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



# Millar's Jams

Where Purity is the First Demand Millar's Jams Excel

The keynote of the immense success and popularity of this brand of Jams is the notable purity of its manufacture. Every ingredient which goes into it is of the "first water;" every utensil or article used in its production is the essence of cleanliness, and the strictest supervision is kept over it during the process from the picking of the ripe fruit until it is packed. **ORDER A SAMPLE LOT** of Millar's Jams. They will bring you trade.

Millar's Jams are real Irish make, and are noted throughout Great Britain and Ireland. They are very popular in Canada where introduced.

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

## SNOWDON & EBBITT

MONTREAL, QUE.

WHOLESALE AGENTS FOR CANADA

### There is One Reason Only

Why you are not interested in a COLES.

You don't need an Electric Mill.



But when you do—remember the

### COLES

and we can't emphasize this too strongly.

Our line of hand and electric mills is sure to include a mill for your needs, and at a reasonable price.

COLES MFG. CO.,

PHILA., PA.

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



### LEADS WHEN QUALITY COUNTS

Competition in food products is so keen these days and the demand for pure food so insistent that only the firm that produces the purest goods will get the trade.

Your customers will appreciate your recommendation of Sterling Brand pickles, sauces, etc. Stock up to-day.

**THE T. A. LYTTLE CO.**  
Limited

Sterling Road - Toronto





# FARROW'S 'A-1' MUSTARD

**THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS**

In every market of the world FARROW'S "A-1" has forced its way. Write your nearest agent for a sample tin. Compare the get up, the quality and the price—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

## "Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

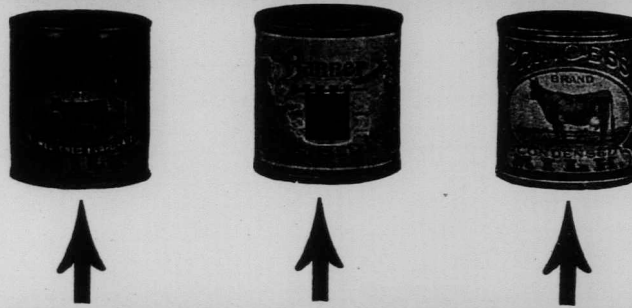
We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

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

When applying give references and state your qualifications for the appointment.

**THE CANADIAN GROCER**  
TORONTO, CANADA



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

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

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

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

**J. MALCOLM & SON**

ST. GEORGE

ONT.

—Reciprocity?—Why not?—

## Cook's Friend Baking Powder

is made in Canada from the purest of Grape Cream Tartar and is equal to the best imported and sells at half the price.

**There's no alum in it.**

# THE RIGHT THING!

SHOWS A  
GOOD PROFIT



TAKE NO  
SUBSTITUTE

are packed under official inspection in guaranteed pure Olive Oil.

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

## “Eskimo” Brand Sardines

OR WRITE FOR PARTICULARS TO:

MONTREAL, J. W. Windsor

QUEBEC, Albert Dunn

HALIFAX, A. B. Mitchell

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

TORONTO, A. E. Richards & Co.

HAMILTON, A. E. Richards & Co.

LONDON, ONT., Geo. H. Gillespie

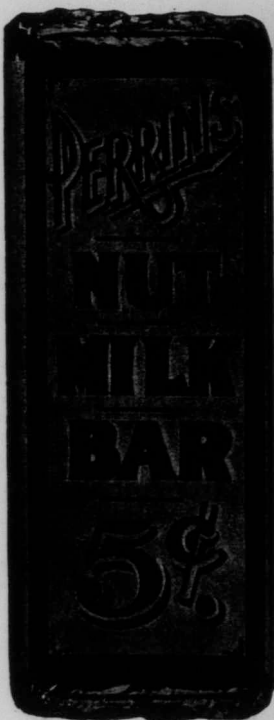
WINNIPEG, W. H. Escott Co.

CALGARY, H. Donkin & Co.

EDMONTON, Dominion Brokerage Co.

VANCOUVER, H. Donkin & Co.

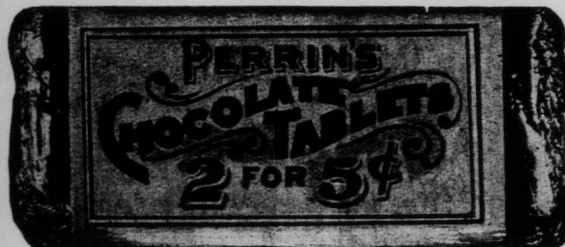




30 Bars to Box \$1.00



30 Bars to Box \$1.00



60 Bars to Box \$1.00

## Quality and Profit

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

Manufactured by

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

# CENTURY SALT

## SALT THAT'S ALL SALT

Salt that's pure is our slogan. Every grain of Century Salt you buy is absolutely pure and not only pure but is all salt.

There are absolutely no adulterants used in its manufacture. You cannot afford to substitute when your customers ask for Century. Keep your stock up for Fall.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.



ALL GROCERS SHOULD STOCK

## Borwick's BAKING POWDER

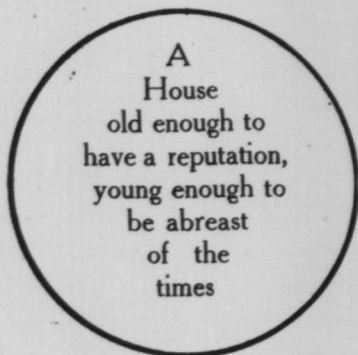
The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country. Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.  
Economical and Reliable.

**George Borwick & Sons**  
Limited

LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333  
Cristine Building, MONTREAL



# Packer's Celebrated Chocolates

**NEW IDEAS — NEW BOXES — NEW CENTRES**

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

**H. J. Packer & Co., Ltd.,** Chocolate Manufacturers **Bristol,**  
England

## A REMARKABLE OFFER

25 1-lb. boxes for \$2.10

### **"Orsenigo" Brand Macaroni**

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

**Profit. Repeat Orders. Quality.**

Three guarantees associated with all of our goods

WRITE  
IMMEDIATELY

*The Charles*  
**Cicero**  
*Company* **LIMITED**

TORONTO

SPECIALISTS IN ITALIAN PRODUCTS

MONTREAL



**Pure Goods Bring Increased Custom**

**Give Your Customers**

*Redpath*

**Extra Granulated Sugar**

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

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

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

Established in 1854 by John Redpath

**This Mark on Every Box**

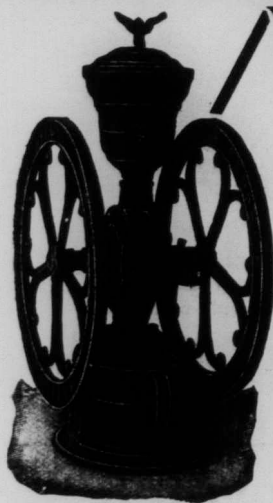


**Means Quality  
Dried Fruits**

**The Highest Type of Packing  
The Finest Fruits**

Place Order Now for Fall Delivery

All First-Class Jobbers Handle.



**Built on Merit**

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

**ELGIN  
National Coffee Mill**

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

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

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

MADE BY

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

By Royal



Letters Patent.

**NELSON'S**  
*Gelatine and Liquorice*  
**LOZENGES**

Should be in your confectionery department.

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

**Tartan**  
**BRAND**

THE SIGN OF PURITY

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

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

**Imperial** Vinegar.

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

Phone 3595. Exchange to all departments.

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



THE  
"WALKER BIN"  
SYSTEM



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

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

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

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

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

REPRESENTATIVES:—

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

Berlin, Ontario

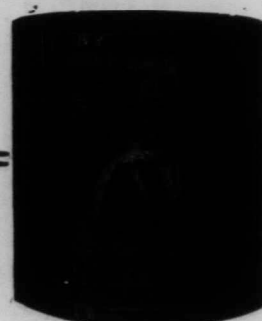
**Canada**  
**First**

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely

**The Aylmer Condensed Milk Company, Limited,** - **Aylmer, Ontario**

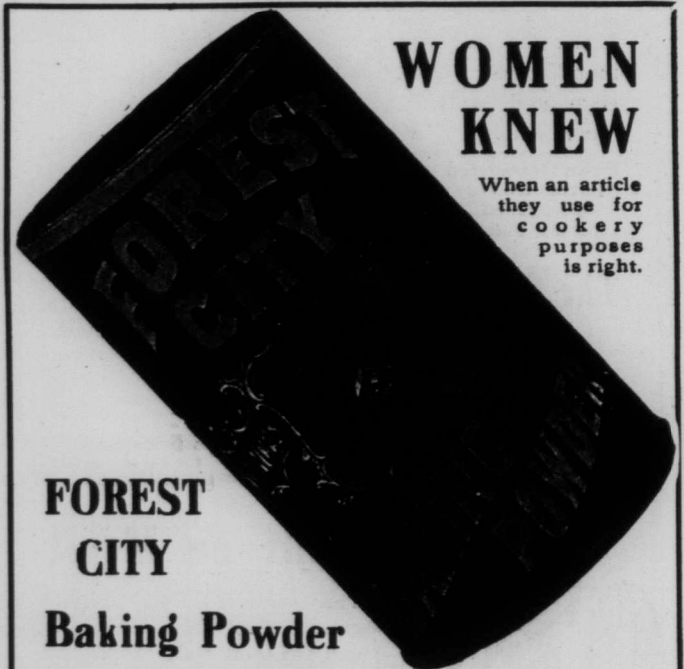
Head Offices: Hamilton, Ontario



**Evaporated**  
**Milk**

and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.



**WOMEN**  
**KNEW**

When an article they use for cookery purposes is right.

**FOREST**  
**CITY**

**Baking Powder**

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

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

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

LONDON, Ont.

WINNIPEG, Man.



# Ko-Ko-But The Perfect Cooking Butter

## WHAT IT DOES

KO-KO-BUT makes cooking better, cleaner, more digestible, more nutritious, and more wholesome.

For Frying, KO-KO-BUT is excellent. It cooks the food to a nicety and does not spatter in the pan.

Cakes—bakings of all kinds made with KO-KO-BUT keep fresh longer.

KO-KO-BUT does not make the baking soggy, nor ooze out.

KO-KO-BUT does not evaporate, it keeps fresh longer than any animal product, and never turns rancid.

KO-KO-BUT saves money—less KO-KO-BUT used than butter or any other shortening.

REMEMBER KO-KO-BUT is 100 per cent. pure, there is no water, no waste. 1 lb. goes as far as 1½ lbs. butter or other shortening. (Butter contains as high as 20 per cent. water—KO-KO-BUT none.) This is KO-KO-BUT economy. Cooking is cleaner and altogether better. This is KO-KO-BUT satisfaction.

*Send us a list of names and addresses of your customers and we will mail each of them a useful book of KO-KO-BUT recipes. If you place a trial order with us we will notify each one on list that you are stocking same.*

**Dominion Cocoanut Butters, Limited**  
MONTREAL, QUEBEC



### DO YOU NOTICE

this pleasant look, Mr. Grocer? She has evidently prepared a meal for her family and is pleased with the way things have turned out.

### "L'ETOILE" BRAND

**MACARONI VERMICELLI SPAGHETTI**

always give satisfaction. No housewife can tell you that the quality is inferior, nor can she say that the imported goods are any better.

#### We Can Honestly Guarantee

our manufactures. Why then sell imported goods at a higher price and why lay out more money on them?

#### The Customs Duty

will stay in your cash box if you use L'Etoile.

WRITE

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

Get Ready For



Big Fall Trade

## "GLOBE" MACARONI

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

PURITY AND QUALITY  
REASONABLE PRICES GOOD PROFITS

Send us a Trial Order

**D. SPINELLI & CO.**

MONTREAL REGISTERED QUEBEC

THE CANADIAN GROCER

# JAPAN TEAS

are entirely free from the art of the chemist. They are absolutely Pure, Wholesome and Delicious.

JOBBERs take note that we are receiving shipments per every "Empress" steamer.

ASK OUR AGENTS FOR SAMPLES

## FURUYA & NISHIMURA

NEW YORK

CHICAGO

MONTREAL

JAPAN

"For Old Acquaintance Sake"

is all right sometimes

**BUT NOT IN BUSINESS**

"FOR PROFIT SAKE"

WILL SUIT YOU BETTER

### WHITE SWAN LYE

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

and is

**Guaranteed Absolutely Pure**

Sold from Ocean to Ocean

**ON MERIT**

SELL  
GINGERBREAD  
BRAND  
MOLASSES!  
It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins—2's, 3's, 5's, 10's and 20's,  
Pails—1's, 2's, 3's and 5's gals. and in barrels  
and 1/2 barrels.

The  
**Dominion Molasses Co.,**  
LIMITED  
HALIFAX, NOVA SCOTIA



### "DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

Possess an alluring daintiness, delicacy and delicious flavor, making them a temptation and delight.

A particularly profitable line for you to handle.

RETAILING AT 10c. A TIN

Very popular among every class of trade, and allowing you a good profit on every sale.

CANADIAN AGENTS

**J. W. Bickle & Greening,** HAMILTON  
(J. A. Henderson) ONTARIO



THE CANADIAN GROCER

**PROGRESS** means keeping abreast of the times.  
The demand to-day for original package goods is growing.

# St. Lawrence Granulated

CAN NOW BE HAD IN

## 25 Pound Cotton Bags

Packed in a Jute Bag, each containing 4/25s. This is a new package worth trying and when known to the consumer becomes a good seller. Order some to-day.

### The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

**You'll Never  
On McLean's**



**Lose Money  
"White Moss"**

**Cocoanut of Quality**

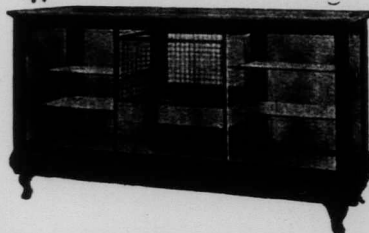
Always greatly in demand for its exceptional flavor, pure white long shreds and full weight package.

**Canadian Cocoanut Co., Sole Makers, Montreal**

#### Silent Salesman Refrigerator One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details  
**John Hillock & Co.**  
Limited  
Toronto, Ontario

## HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.  
Send for Booklet, "Hints on Brewing."

**NEWBALL & MASON**  
NOTTINGHAM, ENGLAND.

**GOOD!  
IT'S  
MASON'S**

## Tea Lead

(Best Incorrodible)

### "Pride of the Island"

Manufactured by **BRAND**  
**ISLAND LEAD MILLS, LIMITED**

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

## THE TEST OF TIME

has both proved the value and reliability of

# JAMES DOME BLACK LEAD

The finest article of stove polish in the world. If you want the same high-class polish in paste form, just ask for

## DOMELINE

This is simply Dome Lead in paste form, put up in a big tin to sell at

**FIVE CENTS**

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



## A Good Profit Assured

Satisfaction Warranted

in the sale of the well-known long shredded brand, the

## WHITE DOVE COCOANUT

Once carried in stock always carried and readily sold at a fair profit and to the entire satisfaction of the consumer  
Write for particulars to

**W. P. Downey**  
MONTREAL

## MOP-STICKS

OF DURABILITY  
are the "TARBOX BRAND"

No. 8 Plain Cloth Holder.

No. 10 Combination Brush

Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by

TARBOX BROS., - Toronto, Ontario

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

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

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

A Post Card will bring you price list and full information

Don't forget to mention this paper

## 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



*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.

The GRAY, YOUNG & SPARLING CO., Limited

## SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

## SUCHARD'S COCOA

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

## SAUERKRAUT

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

Write for particulars to

**A. F. MACLAGAN**

409 St. Nicholas Building Montreal  
Telephone Main 1663

## O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario  
ESTABLISHED 1886

## WINDSOR SALT

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

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

# Pickling Spices

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

## Prince of Wales Brand

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

Mint

Thyme

Sage

Savory

Marjoram

All herbs in ¼-lb. open face Cartons.

**S. H. Ewing & Sons**  
MONTREAL, Branch TORONTO



## CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME

GET PRICES

OCEAN MILLS  
MONTREAL



# THE NAME "FAIRBANK" MEANS SOAP SURETY

## GOLD DUST



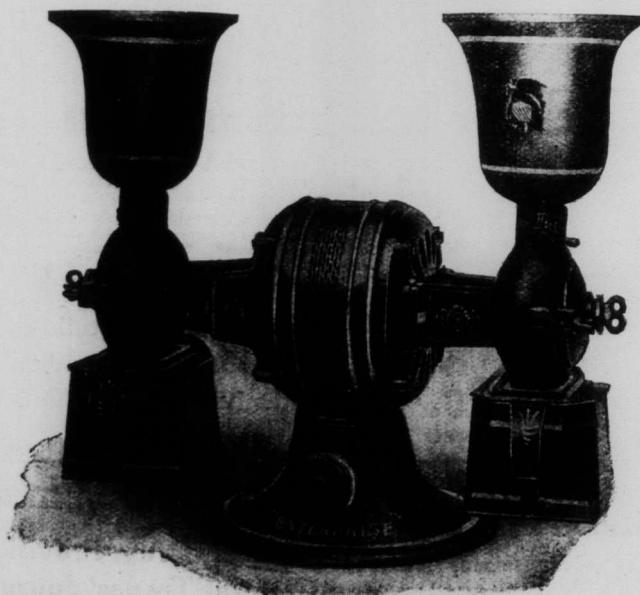
saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

## "ENTERPRISE"

**MR.** Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

**The Enterprise Mfg. Co. of Pa.**  
PATENTED HARDWARE SPECIALTIES  
Philadelphia, Pa., U. S. A.

21 Murray Street, New York      544 Van Ness Avenue, San Francisco

# Manufacturers' Agents and Brokers' Directory

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

**WESTERN PROVINCES**

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

Wholesale  
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING  
Manitoba and Saskatchewan  
CORRESPONDENCE SOLICITED

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents.

**WINNIPEG, MAN.**

Domestic and Foreign Agencies Solicited.

**— WINNIPEG —**

**H. G. SPURGEON**

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

236 Chambers of Commerce. P.O. Box 1812

**WINNIPEG  
TOMLINSON, SEMMENS & CO.**

WHOLESALE GROCERY BROKERS  
Office and Track Warehouse, - 92 Alexander St. E.  
Correspondence solicited on domestic and  
foreign lines. P.O. Box, 1502

**WESTERN DISTRIBUTORS LIMITED**

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

**SASKATOON, - WESTERN CANADA**

**— MOOSE JAW —**

**WHITLOCK & MARLATT**

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

**G. C. WARREN**

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

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

**DISTRIBUTORS, LIMITED**

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.

Track connection with all Railroad.

**— TORONTO —**

HEADQUARTERS FOR

**Evaporated  
Apples**

**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
TORONTO

**W. G. PATRICK & CO.**

Manufacturers' Agents  
and  
Importers

77 York Street, Toronto

**W. G. A. LAMBE & CO.**

TORONTO

Grocery Brokers and Agents.

Established 1885

**MacLaren Imperial Cheese Co.**  
Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

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

**Lind Brokerage Co.**

73 Front St. East - TORONTO

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

**— MONTREAL —**

**FOR SALE**

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

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

Customs Brokers  
and Warehousemen

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

**— MARITIME PROVINCES —**

**J. W. GORHAM & CO.**

Manufacturers' Agents and Grocery  
Brokers

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

**J. A. TILTON**

**WHOLESALE GROCERY BROKER**  
ST. JOHN, N.B.

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

**W. S. CLAWSON & CO.**

Manufacturers' Agents and Grocery  
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

**— NEWFOUNDLAND —**

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

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

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

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

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



## New Customers

For You

Nothing like getting and KEEPING new trade, and you can do both by handling

### Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca.

Nothing like it—absolutely the purest tapioca made.

*Your jobber has it.*

**MINUTE TAPIOCA CO.**

ORANGE MASS

Canadian Representatives:

Canadian Specialty Co., Toronto

R. B. Hall & Son, Montreal

W. S. Clawson & Co.,

St. John, N.B.



## Stop and Consider

what it means to have lines which will make customers! Stock

# Rowat's Pickles

AND

## Paterson's

## Sauce

and you will materially strengthen your hold on your trade.

## Rowat & Co.

Canadian Distributors

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



TO THE WHOLESALE TRADE

## West India Co., Limited

305 St. Nicholas Building  
MONTREAL

THE CANADIAN HOUSE OF:

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

# SUGARS MOLASSES

and all West Indian Produce

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

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

**West India Co., Limited**

Settle your customers' Coffee problem by recommending Chase & Sanborn's brands, and you will make yourself popular—a popularity you can reckon in dollars and cents. Chase & Sanborn's High-Grade Coffees are guaranteed to satisfy.

---

---

CHASE & SANBORN  
MONTREAL

## 22 Men Average \$24.50 a Week

This is the record of twenty-two circulation representatives of the MacLean Publishing Company for one week.

Do you realize that the most competent business man of today is the one who has had experience in selling, who has attained the qualities of a salesman?

No work affords such possibilities for this training as does circulation work.

The MacLean Publishing Co. have a number of attractive positions open for men to represent their thirteen publications. The work could be handled during spare hours.

The record stated above of 22 of our representatives, illustrates the possibilities. You have an equal chance.

Write for particulars to

**MacLEAN PUBLISHING CO.**  
149 University Ave. Toronto





ABOUT  
110  
TO THE LB.



ABOUT  
110  
TO THE LB.


# PERRIN'S OPERA FINGERS

Our latest Biscuit  
delicacy



TRADE MARK REGISTERED

Dainty design, unique  
and rich in flavor



**'CAMP' pays  
Buyer and Seller alike!**

No better Coffee Essence can be bought—or sold—since no better can be made.

'CAMP' pleases your customers — ALWAYS 'CAMP' shows you a good profit. You do the 'summing up'—then ask your Wholesale House about supplies.

*R. Paterson & Sons, Coffee Specialists, Glasgow*

# CAMP

## COFFEE



## Dirt Must Give Way To Wonderful Soap

It can't withstand the attack of this wonderful cleansing medium. Wonderful Soap gets to the bottom and frees the dirt, then removes it without leaving the finest fabric injured or discolored in the slightest degree. Please your customers and profit yourself by selling this satisfactory soap.

THE GUELPH SOAP COMPANY  
GUELPH, ONTARIO

# WESTON'S FANCY MARSHMALLOW BISCUITS

**ARE ABSOLUTELY UNEQUALLED FOR QUALITY AND APPEARANCE**

Our process of manufacture and the high-grade material used enables us to give our trade the best article on the market to-day.

---

**WRITE FOR PRICES AND SAMPLES**

---

***George Weston, Limited***  
**TORONTO**



WE HAVE A SNAP IN MOLASSES

**"MAPLE LEAF" Brand Molasses in 2-lb. tins**

QUALITY GUARANTEED      CASES, 2 DOZ.,      90c. PER DOZ.

FREIGHT ALLOWANCE ON 5-CASE LOTS.

**"QUEEN MAUD" Smoked Norwegian Sardines**

THE FINEST FISH IN THE FINEST QUALITY OF OLIVE OIL.

A POPULAR LINE FOR 2 FOR 25c.      NOTHING BETTER.

**PICKLES - - - - - In 5-Gallon Pails**

MIXED—SOUR and SWEET and CHOW.      GET OUR PRICES.

**EBY-BLAIN, LIMITED**

Wholesale Grocers.

TORONTO

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# A Merchant's Remarkable Statement

His Loss and Gain Account Presented for Criticism—Net Profit of  $11\frac{1}{4}$  Per Cent. on Sales and Cost of Doing Business is 6.63 Per Cent.—Hugh Blain's Rule for Computing Margins Commended.

\*By Henry Johnson, Jr.

Here is a statement which looks almost too good to be true. In fact, I should like to have more details, as it seems to me that something must have been left out. At any rate, it sheds a lot of light on the simplicity of the problems of the dealer in the country town as compared with those the solution of which vexes the city grocer.

September 1, 1911.

Store Management Editor,  
Canadian Grocer;—

Dear Sir:—We herewith enclose statement of our Loss & Gain account for your criticism.

Telephone charges, \$	57.70	
Rent, 1 Year,	150.00	
Expense,	1,896.00	\$2,104.03
Profit on Mdse.,	5,575.80	
Discount,	121.60	5,697.40
Net Profit	3,591.37	
		(\$3,593.37)

Sales for 1 Year, \$31,865.00  
Inventory of Stock, 6,200.00  
Less Depreciation 500.00

Net Stock on hand, 5,700.00

Our gross Profit on Sales,  $17\frac{1}{2}$ % (17.88 % plus)

Our net profit on Sales,  $11\frac{1}{4}$ %.

Everyone working in the store is under a salary; namely, a manager and one clerk; and another clerk for about four months.

This is a little country town of about 100 people; but our trade is all with the farmers. Competition is keen. We charge all freight direct to merchandise. Our discount account is really larger than what appears, possibly near \$200, but many bills are not entered on books, but as soon as checked are paid for less discount, and merchandise charged with the actual amount of the check. Do you think that the gross profit shows up large enough? We intend to get a fair price on all our goods, but cannot see where we could get a larger margin. We handle a general merchandise line, such as groceries, shoes, dry goods, also flour and feed.

You can answer through your paper, keeping name confidential. If any other

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

information necessary, will be promptly given.

Yours very truly,  
C.M.S.

## Expenses seem low.

There are slight errors in the figures, or maybe the writer has cut certain fractions to make "round numbers." The net profit item figures \$3,593.37—\$2 more than he shows; and the gross profit figures out to a percentage of a little over 17.88, instead of  $17\frac{1}{2}$ %, as he has it. But the almost incredible item in his expense of just about 6.63%. That is almost 5% less than I have ever seen or heard of; as is also the net profit of  $11\frac{1}{4}$ %, 6% more than the average good grocer makes net. Making all due allowance for the conditions which may prevail in shoes and dry goods, I yet cannot understand how such a business can be handled by two people regularly and only three at rush times.

## A Merchant to be Admired.

In any case, he seems to have mastered all local problems; the keen competition he mentions would seem to have no terrors for him. And it might be said right here that profit, like riches, is relative, not arbitrary; and the man who can clean up  $11\frac{1}{4}$ % net profit on a gross percentage of  $17\frac{1}{8}$ %, is strictly all right. He is better off than the man, supposing such a man can be found—for I have not yet found him—who might make a net of  $11\frac{1}{4}$ % on a gross of 22%, or any higher percentage, for he certainly has less worry, less help to bother with, less details to watch. Think of being relieved of the delivery problem alone! That one feature is worth 1% on any man's net profit, just to be rid of the vexation and care of it.

As to whether the gross profit is large enough, I say "let well alone" for surely you are to-day entrenched safely beyond the reach of the most active competition and you are realizing a net profit such as very few merchants anywhere, in any line of merchandising, are able to earn.

## Wants Fuller Information.

Now, if my correspondent will send me his balance sheets, showing all the details and just how he has arrived at all these figures, I shall go into all questions further. I want to know just how that item of "Expense" is made up. I want to have the total investment;

amount put into fixtures and other equipment—give full details of this item; what stock on hand was at previous inventory; whether there are any book accounts, and how much previous inventory and this one.

It is right to charge freight and any other cost of getting supplies into your store, to merchandise account, as part of the cost of goods, since your cost must lay the goods into the store. It is right to discount your bills and credit these discounts to a special account. Merchandise must be charged with full face of the invoice and the credit against that charge must be divided between Discount and Cash, to balance. Now, if I can have the further information I ask for, I shall be able to go into fuller details.

## Rule for Computing Margins on the Selling End.

I am deeply indebted to Hugh Blain, wholesale grocer, Toronto, who, in The Canadian Grocer for August 11, reviews one of my talks on the correct figuring of profits. This is not only because he approves of my method—for he does that—but because he gives us the Rule which I did not give for the excellent reason that I did not know it! But now let us add it to our meagre collection of basic principles, for future guidance and that we may further scientize this business of ours. Here it is; cut it out and file it for daily use until you have assimilated it so that you use it with unconscious mechanical precision:

### The Rule.

Subtract the percentage required from 100; multiply the cost by 100; divide the result by the sum obtained from the first subtraction. **Example:** To make 25% margin on the selling price of an article which costs \$3.75. Subtract 25 from 100 and you have 75; multiply \$3.75 by 100; divide by 75; result, \$5. To prove this: 25% of \$5 is \$1.25; subtract \$1.25 from \$5 and you have \$3.75—your cost.

For all ordinary purposes you can use  $\frac{1}{4}$ ,  $\frac{1}{2}$ , 1-3, etc. To make 20% on the selling price, divide cost by 4, giving you  $\frac{1}{4}$  of the cost; add result to cost and you have a gross margin of 20%. **Example:** Cost 12c; divide by 4 and you have 3c; add 3 to 12 and you have 15c, which gives you a gross margin of 20%.

(Continued on page 56.)



## Begin Fall Housecleaning Campaign Now

**It is Business Suicide to Wait for Demand—Extra Efforts Will be Well Repaid as There is a Splendid Business Passing—Articles That Will Sell Well—Methods for Making Sales.**

Grocers should now be preparing for the fall housecleaning season. The trade throughout the country have the opportunity of annexing some of this business during the next six weeks while the housewife is putting her house in order before winter sets in.

There are numerous reasons for this repetition of the spring campaign and the fundamental cause is the fact that the average woman is never satisfied un-

of many weeks has filtered through unseen openings to settle on furniture, carpets and hangings. This must be removed during the fall for the winter siege will soon be upon us.

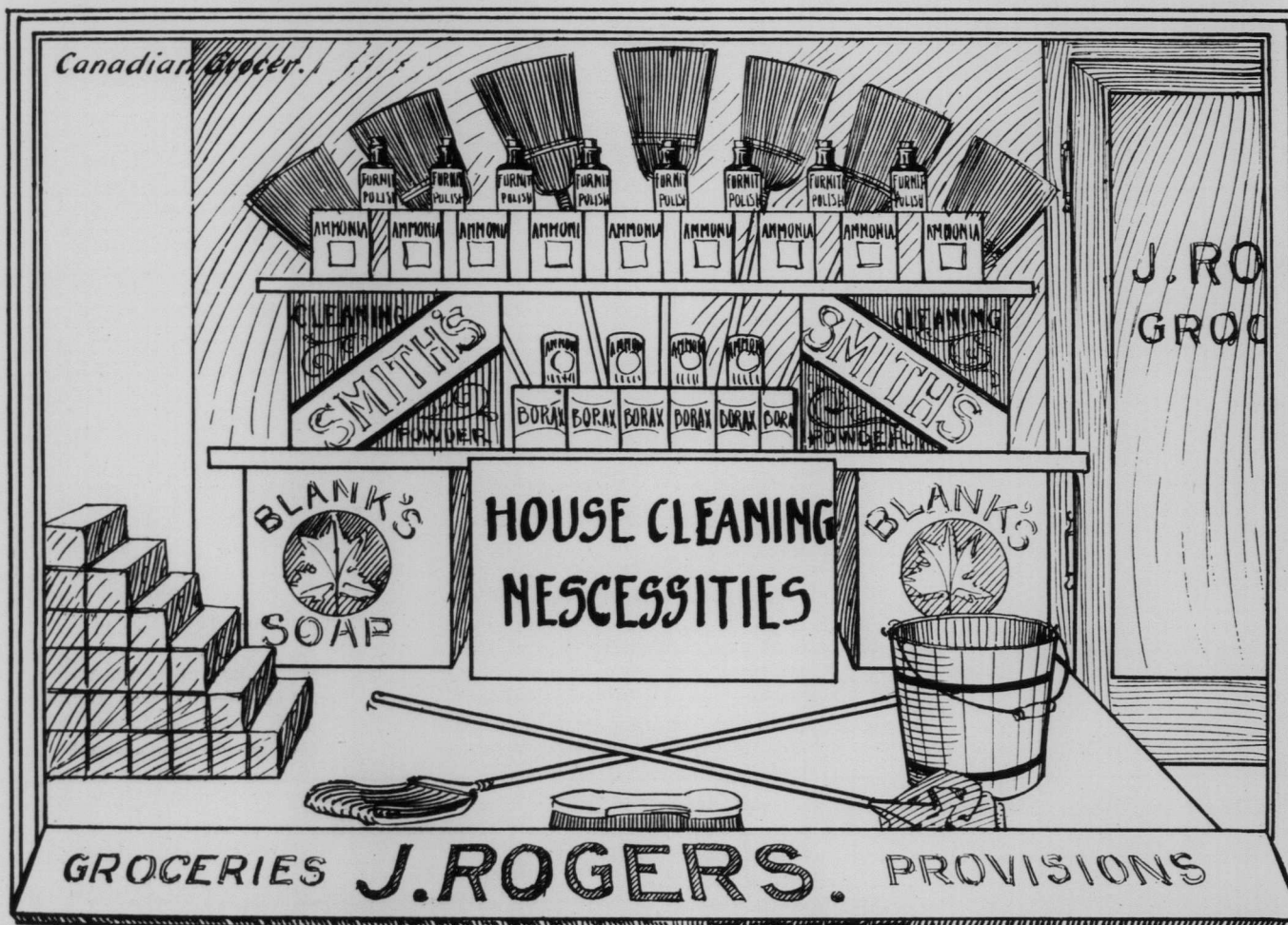
### The Thing That Will Sell.

There should be a good demand for brooms. Women want only new brooms for their best carpets and the average house will need a new one.

Carpet beaters, dust collectors used on

plays, newspaper advertising, and the usual combinations of the outside and inside salesmen while they are performing their regular work of selling staples.

Suggest to the housewife in your advertising, window displays and personal conversation that housecleaning should be attended to before the cool weather sets in. It is remarkable what little effort is necessary at most times to influence the mind of the woman. If you even call her attention to the fact that housecleaning is general she will nine times out of ten realize that she ought to be doing something as well as others to brighten up the home. And so she should.



Suggestion for Arranging a Fall Housecleaning Window. A Good Window Display is Bound to Sell Goods Which Otherwise Would Not be Asked for.

less she is moving things about the house, and of course a regular top-to-bottom campaign affords a great opportunity.

### The Demand Exists.

There is no doubt of the fall demand for articles used in housecleaning. Dealers are already beginning to receive orders that indicate the opening of the season. People are returning from the summer resorts. Their houses have been closed during the past few months and require attention. Those who have remained in the city know that the dust

the floor before sweeping, cleansing powders and preparations for polishing brass, silver, window panes, furniture, powders used in cleaning floors and ceilings, washboards, scrubbing brushes, ammonia powder and liquid, etc., all these articles will be asked for, and the grocer who unites with the demand should attract more than the normal share of trade to his store.

### The Best Means.

The methods of securing this fall trade while it lasts are known to the most grocers. Window displays, interior dis-

A window card such as "Fall Housecleaning Season Is On," will go a long way to make sales, particularly if the dealer follows up the matter with a neat, attractive window display, and in his personal talks after serving customers with what they ask for.

### To Wait is Business Suicide.

A good business is undoubtedly passing. To wait for it is business suicide. To simply supply demand will never make a merchant rich. He must create demand himself, and this he undoubtedly can do with some extra efforts.



# THE CANADIAN GROCER

Established - - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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## TENSE SITUATION IN SUGAR.

Since our last issue, sugar quotations have again been increased, this time by 20 cents, which places it higher than it has been in 22 years.

It also makes a total upward movement of \$1.25 since Europe first commenced to send out unfavorable reports regarding the beet crop.

The situation is tense, the market at the moment strong and further upward movements in price would not be a surprise. They may not come, but on the other hand they may. Just what the outcome is going to be would be welcome information by all connected with the grocery trade. While there is nothing in sight at the moment to break the market, there are what conservative dealers regard as dangerous spots. Conditions are abnormal and if any weak spots become apparent, speculators would probably attempt to take their profits.

Russia has a large surplus of sugar which in case of necessity can be exported to convention countries by a vote of the Brussel Commission, and should prices advance to extreme limits and be warranted by actual shortage, it is natural to expect the Brussels Convention will relieve the situation.

With the definite shortage in Europe unknown, although considerable, the American beet and Louisiana cane crops about to come forward, the possibility of Russia affording relief, the uncertainty of the Cuban crop which comes in in January and the approach of the post-preserving season, the future of the sugar market is certainly problematic.

About all that can be said is that the market is abnormal, in control of speculators, and at the moment no apparent weakness at hand.

## RICE UP 50c IN A MONTH.

Twenty-five cents per cwt. has been added to rice quotations this week, making a total upward movement of 50 cents within a month—an unusual occurrence.

Conditions responsible for the rise are unusual also. In India a period of great drought has brought about an almost complete failure of the crop and reports say there is not enough rice in India this year to supply the home demand. Crops in other rice-producing countries are also short, floods having caused damage in Korea and China.

As these adverse reports continued to come forward increasing the estimated shortage, prices began to move upward, bringing about a total rise of 50 cents. Under the apparent shortage the market, even at the advance, is strong.

## WESTERN CROP SITUATION.

Cold weather accompanied by frequent showers continued to interrupt the successful harvest of the Canadian West, but in spite of this drawback, great progress is being made. Several shipments of new wheat have been received, the first cargo leaving Port Arthur at the head of the Lakes last week. The majority of wheat received so far has been graded from No. 1 to No. 3 Northern, No. 2 comprising the largest quantity. It is expected that the majority of the early wheat will be graded fairly well, but the later wheat is expected to fall down to lower grades.

Cutting is by no means over in some of the late districts, and as frost has prevailed in many sections a lot of this grain has been caught.

Winnipeg papers of good standing are advertising the cutting and threshing of every bushel of grain as it is stated that there is likely to be a serious shortage of crops in other wheat-growing countries of the world and consequently high prices are expected to prevail.

## STUDY EXHIBITION EXHIBITS.

In this issue will be observed the photographic reproductions of many foodstuffs and store equipment articles and others closely allied to the grocery trade, exhibited this year at the great Canadian National Exhibition.

Dealers are advised to study these carefully. They provide an opportunity for the merchant who was not in a position to attend the Exposition of seeing a portion of the exhibits in which he is interested; they illustrate what manufacturers are doing to interest the public in goods the retailer sells; they provide subjects for window dressing; but, of greater importance, they give to the salesman the chief talking points for increasing the sales of the articles exhibited.

This latter phase is the most important because the dealer who understands his goods thoroughly, who knows they are of a quality he can safely recommend, can undoubtedly create demand for them on his own account—and if a dealer cannot create demand himself he is not long for this world as a retailer. His success in these days of competition is directly proportionate to the quantity of goods he sells over and above the actual demand, providing, of course, he does not give them away.

Study the exhibits. They mean money to you.

## ROLLED OATS ADVANCE ANOTHER 30c.

This week a further advance in rolled oats of 30 cents per barrel is recorded making a total upward movement of 50 cents per barrel in the past three weeks.

This advance has been brought about by the higher prices for the raw material attributed to the world's condition in this cereal, while the big shortage in this year's crop of oats in the United States is no doubt having considerable influence on prices. Then, again, the fall demand for cereals is beginning to make itself felt, while the export demand for oats is good.

Western Canada will produce a much larger amount of oats this year than last, around 223 million bushels being the estimated yield. With the big shortage in the



## THE CANADIAN GROCER

United States and the demand from other foreign countries, it is a question just how much this enormous yield will affect prices.

However, just now the market is firm, with an improvement in demand being felt.

### VALUABLE COURSE IN CARD WRITING.

Many dealers and clerks are taking advantage of our course in Show-Card Writing, written by a member of our staff, J. C. Edwards. This course consists of 20 complete lessons, three of which have been given in past issues, and they cost the subscriber nothing.

The Canadian Grocer has always contended that show-cards are necessary in the grocery store and there are few now in the trade who believe otherwise.

Mr. Edwards is giving a superior course on this subject. Begin now and follow up carefully. If, however, you have not the opportunity just at present be sure to save all copies of The Grocer containing the lessons so they may be followed up at any time.

### EXCELLENT CANNED CORN.

A report has just been issued by the Dominion Analyst on 146 samples of canned corn inspected, all of which were found to be in excellent condition of preservation. There was a great uniformity in the weight as well as the contents of the cans, which naturally leads to the inference that the work of preparing canned corn is carefully and systematically conducted.

The actual weight of the contents varied from 20 to 22 ounces. In many samples acid sulphite of lime, doubtless added for bleaching effect, was found while a non-sugar sweetener (usually saccharin) was noted in many samples.

In his report, the chief analyst says that the question of the use of sulphurous acid (the acid present in sulphites) in foods is a very important one. In the last five years, a great deal of investigation has been carried on; and a good deal of legislation has resulted. Much of this has been proved to be hasty, in the sense of having been undertaken without full knowledge of the matters treated, and has had to be amended or has remained inoperative.

That sulphurous acid is a poison, is perfectly well ascertained; but that it acts deleteriously on the human system in the minute quantity present in corn, has not been demonstrated. Much of the sulphite introduced as a bleaching agent is oxidized to sulphate, and thus rendered harmless. Free sulphurous acid is further got rid of in the process of cooking the corn, and it is certain that only very minute traces can remain in the article as served at the table. While he did not think we are in possession of incontrovertible evidence to justify legislative interference in the matter of the employment of sulphites in food, he believed the question to be of such consequence as to demand further, and careful investigation; and in the meantime recommend that, in all cases where acid sulphites, or sulphurous acid has been used in the preparation of food products, a declaration of such fact should appear on the label.

The question of the employment of saccharin (or a similar article) to give sweetness to the product, is another moot point. In this case also, he was unable to regard the evidence in the matter as conclusively proving danger to the health of the consumer. Germany has forbidden the use of saccharin, but this is evidently a matter of fiscal policy, rather than a declaration of the dang-

erous character of the article. The United States has declared against the use of saccharin in foods, basing its action upon the report of a Board of Consulting Scientific Experts. This decision was to have come into force on July 1, 1911; but an inhibiting decree was issued on May 23, postponing the operation of the decision against saccharin, until July 1, 1912.

The Chief Analyst considered it desirable that manufacturers employing saccharin in food products should be required to announce the presence of the article; since while the evidence available is not such as to justify the condemnation of saccharin, there exists among physicians and other qualified judges, a conviction that, in some cases, it is capable of doing harm.

### CONDENSED MILK GOES UP.

As intimated by The Grocer two weeks ago, most firms have advanced prices on condensed milk. Higher prices for the ingredients used in its manufacture, especially sugar, is the cause of the advance.

Condensing companies have entered into an agreement designed to eliminate price-cutting among wholesale houses on this line. In the future, every case of milk is to be sold at the price listed.

Manufacturers state that the consumption of canned milk shows a steady increase.

### HOW TO VIEW YOUR STORE.

It is policy for the merchant to frequently take a look at his store from the standpoint of an ordinary buyer to ascertain, if possible, in just what regard its appearance could be improved. Being in and around it all the time, he has become accustomed to its defects and does not see its inferior qualities as a stranger or a customer would. He should try if possible to shake the familiarity off and view it as he would another store on which he was asked to pass judgment.

Stand at the front of your store and ask yourself if you were a buyer would you be attracted or repelled by its appearance.

Note if the windows are trimmed in such a manner that you, a customer, would stop to look and remain to buy. Step just inside and cast your eye around. Is the interior attractive? Are the goods shown up to the best advantage or is there any manner in which they might be re-arranged so as to be presented to the buyer in a better way?

It is indeed well for the merchant to view his store thus at intervals. He will most likely find many improvements that are necessary which could be easily made.

### EDITORIAL NOTES.

Lack of ambition is responsible for more failures than lack of opportunity.

When you employ a new clerk tell him at once what his duties and responsibilities are, and leave nothing to be guessed at. It is easier and pleasanter to prevent errors than it is to correct them.

The Grocer again wishes to remind its readers of the importance of our page on "Wide-Awake-Methods in Retailing." For good, practical items for this page we shall pay any dealer or clerk liberally. Many are already taking advantage of this offer. Let us hear from you.



## Wide Awake Methods of Retail Grocers

**How a St. John Merchant Handles Confectionery — An Unusual Ad. Used by Saskatchewan Grocer—The Value of a Good Memory to the Merchant—Good London Vinegar and Pickling Spice Display.**

### How He Handles Confectionery.

St. John, N. B., Sept. 14.—“I have tried to be quite methodical in my confectionery department since I installed that new silent salesman, and I have found that it pays me well to do so, because while for a long time I regarded candy as a rather dead sideline, I now look upon it as an established feature of my trade, and a regular fixture in stock.”

This was the statement made this week by a local grocer who has given some study to practical methods of doing business, and who has established a name for his store and himself through the stock of candy which he carries and the way he features it. In addition to having a silent salesman to keep his better class of goods in, he has two glass shelves above the case suspended from the ceiling, on which he places his attractive lines of boxed candies and chocolates. Besides this, in order to withstand the losses incurred by customers ‘nibbling’ or picking at his goods, sampling them, as it were, he has placed a slanting glass sheet along the upper front edge of the showcase, sloping backward, and meeting at the top with another glass strip not so wide. In speaking of this he said: “Some people might be inclined to stamp a man as being of a mean disposition because he took such precautions against persons sampling his goods, but it is no little amount that is lost in this way by customers while waiting for their orders testing the different lines of candies on your counter. It is not much in a day, but let me tell you it amounts up in a week.”

### Value of a Good Memory.

Perth, Ont., Sept. 14.—“A good memory is something to be desired by a man in business,” says a local grocer, “and those who do not possess one should try to cultivate this important addition to a man’s ability. Besides the many ways in which it is useful in keeping tab on prices, orders and business generally, a good memory for faces and names is of great value. How much better it is to be able to recognize a customer at once and call her by name, as the customer is naturally flattered by the fact that you remember her.

“Then there is another way in which a good memory is of value, and that is in remembering the class of goods that a customer uses. For instance, when one

sends you an order, it is desirable that you know the kind and price of tea she uses or the brand of soap she likes, etc. In this way a merchant will escape many mistakes and a great deal of trouble with customers from this same cause.”

### Unusual Ad. on Envelopes.

Carlyle, Sask., Sept. 14.—J. J. Stevens of this town uses an advertisement on his envelopes that is certainly unusual. He mourns for those customers who have lost the opportunity of trading with him in the past. The advertisement he uses is produced below:

**DIED**

**I am not in mourning for any customers that I have lost, but for customers that have lost the OPPORTUNITY of trading with me in the past.**

**Begin now !!**

**J. J. Stevens**  
**“The Grocer”**  
**Carlyle, Sask.**

### An Automobile Delivery in London.

London, Ont., Sept. 14.—(Special).—Cohoon & Patterson are the first grocers here to invest in an automobile delivery. They use it for taking meat orders and delivering hurry-up or long distance orders, and find it works splendidly. It covers a lot of ground in a remarkably short time.

It is a two-seated runabout with a box on behind which is removable, making it convenient to use for a pleasure car for evenings or Sundays. The driver who looked after the horses now runs the car.

### Deliveryman as a Factor in Service.

Fort William, Ont., Sept. 14.—The store’s responsibility does not end when the clerk has taken the order. There is another portion of the store’s service that needs to be perfect. “The deliveryman,” says a local grocer, “is an

important factor in giving perfect service to the customers. We had an instance of this a short time ago. A new customer came in and gave an order. The taking and wrapping up of the order was well done by the clerk in charge. It would seem that the customer should be well pleased, and we were anxious to get her as a regular patron. However, we had neglected to consider the delivery end. The customer did not receive the goods at the time she wished. They had been delivered, but by some mistake to the wrong house. The result was that we made a bad start in our effort to secure this customer’s trade simply because we had not reckoned on the important part that delivering takes in the service, good or bad, rendered by the store.”

### A Vinegar Display.

London, Ont., Sept. 7.—A seasonable display, and one suited to a small or medium sized window, is that which W. G. Elliott, manager of the T. A. Rowat grocery store at 250 Dundas street, has selling vinegar for him. Almost all the varieties of vinegar for sale in the store are represented by generous samples in large glass display jars such as druggists use. Two grades of cider vinegar, differing greatly in color, are shown, with XX and XXX White Wine, malt vinegar, special pickling and all the rest of them, each one priced and named on a neat card. Space about the feet of the glass receptacles is used for samples of bulk and package spices.

The display cost nothing but the work of cleaning up the glasses, and Mr. Elliott’s time in arranging the window. Even the vinegar is just as drawn from the barrels, and its perfect clearness is a tribute to its quality.

“It is increasing our vinegar sales,” is Mr. Elliott’s opinion. “It appeals to people who always buy the best; of articles at two prices they take the higher-priced every time.”

### WHAT THE SALESMAN SHOULD KNOW.

That meat or butter should not be placed on the scales without paper.

That the lids on canisters should be closed down tightly each time after use.

That a scoop should never be left in a bin or drawer.

That in answering a phone call, he should mention the firm’s name instead of saying “Hello.”

That a bag should not be opened by putting the hand inside, but by a quick jerk.

That instead of enquiring “Anything else?” he should say “What next, please?”





A new view of the Canadian National Exhibition grounds, taken especially for The Canadian Grocer. Lake Ontario is seen above the crowds.

## Big Exposition Again Surpasses Itself

Canadian National Nearly Reached a Million in Attendance—Many Additions Contemplated for Next Year—Manufacturers Want More Space — National Scope of Exhibition Again Well Illustrated—Many Attractive Foodstuff Displays.

Staff Correspondence.

Toronto, Sept. 11.—With an increase of more than 87,000 over last year, and a total attendance of 926,500, the Canadian National Exhibition of 1911 has passed into history. These figures would have been greatly exceeded, had the weather been on its best behavior during the two weeks the exhibition was open. Next year there is every prospect of a larger attendance, and with satisfactory atmospheric conditions, the exposition of 1912 will more than reach the million mark—the heart's desire of the directors for so many years.

The Canadian National Exhibition is known all over the world; it is probably the greatest annual exhibition held anywhere.

### Paved Streets Appreciated.

Many improvements have been made since 1910, among the most important of which were paved streets—a great convenience to the thousands who attended, and more particularly to those who were present on the two or three rainy days experienced. One of the important additions to the exhibition grounds' scenery was the Goodenham Fountain, standing among the Manufacturers', the Administration and the Horticultural Buildings.

This was admired by all eyes. A large new building was also erected, known as the Manufacturers' Annex and the Women's Building. Of course, everyone knows that the location of the grounds is ideal, being pleasantly situated on one of the most beautiful sections of the northern shore of Lake Ontario.

### Its National Scope.

Probably the greatest feature in connection with the Canadian National Exhibition is its national scope. This was particularly evidenced in the Manufacturers' and Industrial Buildings, where goods sold all over Canada were exhibited; and in the Horticultural and Railway Buildings where products from the farm and garden from every province of the Dominion were shown. British Columbia was there in miniature with its splendid display of fruit; Alberta, Saskatchewan and Manitoba, with their wheat and other grains; Ontario and Quebec, with the products of their farms gardens and mines, and the provinces down-by-the-Sea also sent their exhibits and people to complete the national importance of this great annual event. Public spirited citizens have good rea-

son to be proud of the splendid culmination of the exhibition.

For next year, many improvements are already talked of. Manufacturers want more room and they will likely get it. With the expansion of the Exhibition more restaurants are needed; there should be more attention given to aquatic sports, and there will no doubt be more permanent pavements. A new police station, a new fire hall, and a building for provincial exhibits are being talked of, but probably the greatest change will be found in a new eastern entrance, with electric cars running into the grounds. The directors are working with a view to improving everything needed, and there is every reason to anticipate a great future for this exposition.

### Products of West Indies.

The British West Indies were again represented, as usual, with two exhibits. One of these showed the products from the Islands, including St. Vincent, Jamaica, Antigua, etc., in charge of Mr. Pickford, of Pickford & Black, Halifax, N.S., and another, in charge of the British West India League, showed the products of the Bermudas. These exhibits

were admired by thousands, and will do much to bring the West Indies into closer touch with the Dominion of Canada.

In the pages following will be noticed the exhibits of a number of important Canadian, British and United States manufacturers. These were arranged with great care and forethought, and should be given every possible attention by the retail grocer. In them he will find many points to assist him in arranging window displays, and in explaining the importance and quality of the goods to his customers. The retail dealer is a salesman who can create a demand himself, and the higher the point attained in salesmanship, the greater will be the profits from his business.

#### THE COWAN CO.

When the "Canadian Grocer" man was "doing" the Ex. he ran into a crowd in the Manufacturers' Building that threatened to crush out his young life—albeit in a friendly way. You who were there will remember the crowd—a happy smiling crowd, jostling each other this way and that to get the good things, the people were getting up in front.

Now the "Canadian Grocer" man had certain plans for the future, and other things that had to be attended to (we believe he had tickets for the grandstand). In any case he did not care to be snuffed out even in a friendly way, and then the stuff smelled good to him. So he stayed.

While working his way up to the coun-

ter, he used his eyes and this thinker to this effect:—

Here was a Canadian cocoa and chocolate company—The Cowan Company—making new customers for grocers all over Canada. People were there getting a taste—a delicious taste—of pure cocoa. Some had never tasted a good cup of cocoa before—some used to drink it and had half forgotten how delicious it was. Some had the idea that it was just a cold weather drink and found it refreshing on the warmest days.

Back home they are going to buy some of Cowan's Cocoa.

The whole thing was in line with the Cowan advertising policy. The cards displayed in the booth were the very cards and hangers used in the stores of



CANADIAN NATIONAL EXHIBITION —The Cowan Co.'s exhibit.



grocers all over Canada; the idea being to connect up the Exhibition advertising with that done in the stores where the goods are sold. And right here, we would advise you to have some of those cards hanging around. They will remind your customers of the delicious cup of cocoa served at the Ex. and will make sales for you.

In thousands of homes souvenirs of the Cowan exhibit are rejoicing the hearts of the younger generation. Cut-out animals bearing the Cowan advertisements were distributed in enormous quantities. The small Maple Bud stick-pin, which looks like a "sure enough" maple bud, was very much sought after, and we believe it will result in larger sales of that already strong seller—Maple Buds.

A good many people learned for the first time of the completeness of the Cowan line of Chocolate products. The exhibit served to connect up in a forcible manner, all their chocolate products. The company realizes that there are people buying Maple Buds who should use Cowan's Cocoa and that the same applies to the whole list of choice chocolate confections and icing powders. The high standard of all the Cowan products is calculated to make a permanent customer of every one who tries them.

For those who are not familiar with our Canadian manufacturers, we may say that the Cowan Company are the oldest and largest cocoa and chocolate manufacturers in Canada. Their ever-extending business is due to the high quality of their products—a quality maintained by the use of only the best cocoa beans and the most modern chocolate machinery.

The exhibit was in charge of Mr. C. Dimmock, to whose good judgment in effective stock arrangement its success was largely due.

#### SYMINGTON'S SOUPS.

One of the new exhibits at the National Exhibition this year which deeply interested the crowds of visitors was that of Symington's Soups in the Manufacturers' Building.

Symington's Soups are put up in concentrated form in nine different varieties. A package makes a full quart of delicious soup and the cost is only ten cents. Another point which especially appeals to the housewife and which is a strong talking point for the dealer is the fact that they are so easily prepared.

Grocers are beginning to realize that Symington's Soups are a good line for

them to handle because they show a large margin of profit and invariably bring repeat business. Another point that will find favor with the grocer is that the goods are packed in tin lined cases, thus guaranteeing delivery to the dealer in the same condition as they leave the factory. Their packages are very attractive both in regard to color, design and size of package and these are all points which count in boosting its sale.

Messrs. W. Symington & Co., are an exceedingly progressive firm, and give special attention to all the points which go to make their lines a phenomenal success wherever they are introduced. The company are extensive advertisers, more especially in specific advertising, thus assuring to the dealers who will co-operate with them, a large sale. The firm are at all times ready to give special as-

sistance in advertising to any merchant who will make a special feature of Symington's Soups.

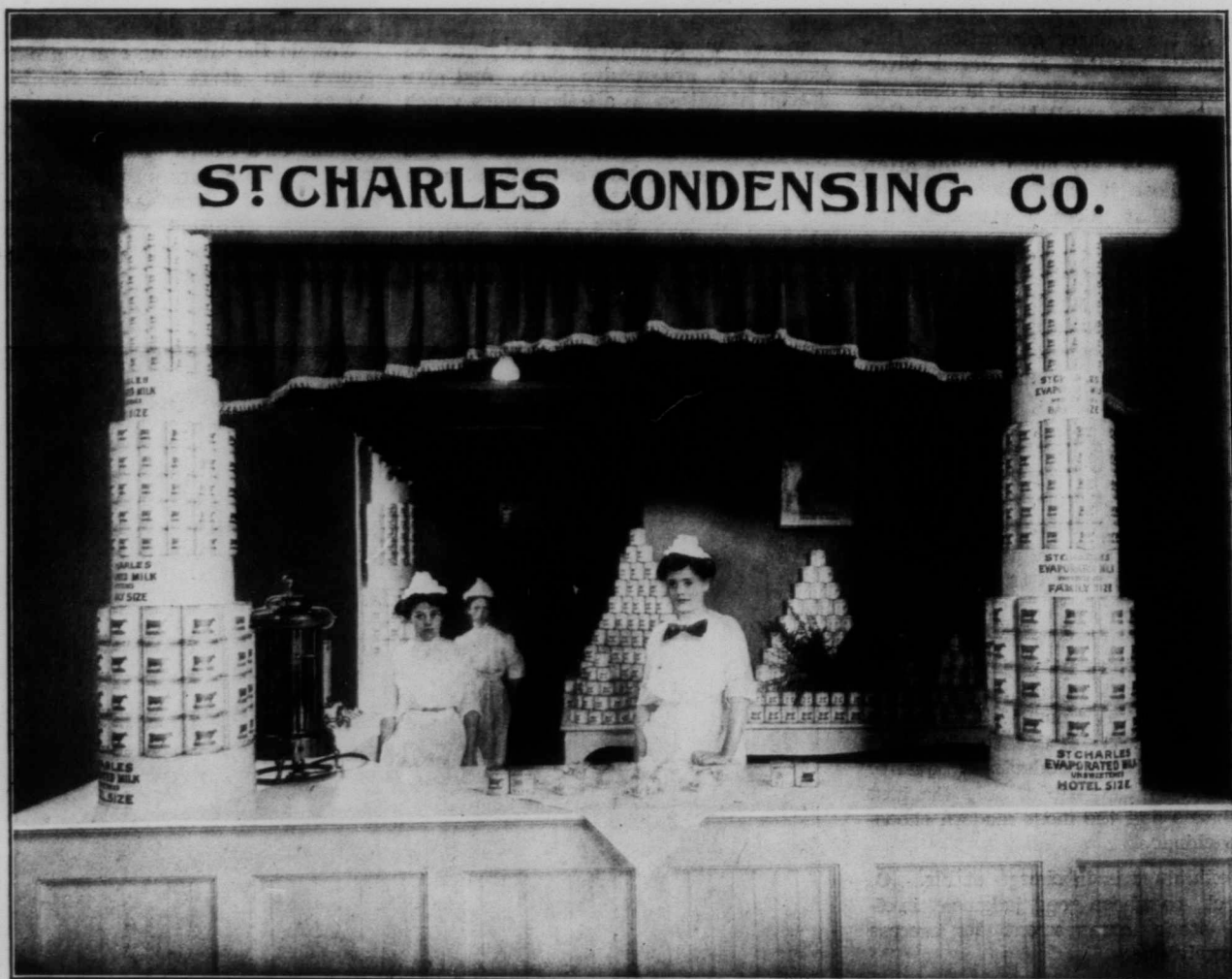
At the National Exhibition this year their attractive booth was visited by large numbers. The manager stated that they had served 4,300 dishes of Symington's Soup to visitors, a surprisingly big percentage of whom left orders. They were impressed with the quality, the feature of the soups which brings return trade to the grocer.

Now is the time for every progressive grocer to start selling Symington's Soups. The season for soups is just starting. Whether you intend handling Symington's Soups or not, mail a post card to the agents, Frederick E. Robson & Co., 25 Front St. East, Toronto, and they will send you a 10c package free. You will be delighted with it—and so would your customers.



CANADIAN NATIONAL EXHIBITION—The Symington Soup Display.

# Always in the Lead



Our booth at the Exhibition led in point of attendance and interest to the **926,000** people who attended the Fair.

**WHY?** Because our brands always lead in high uniform quality.

The trade in **St. Charles Evaporated Milk** is ever increasing. Are you getting your proportion of this increased business?



**SEALSHIPT OYSTERS.**

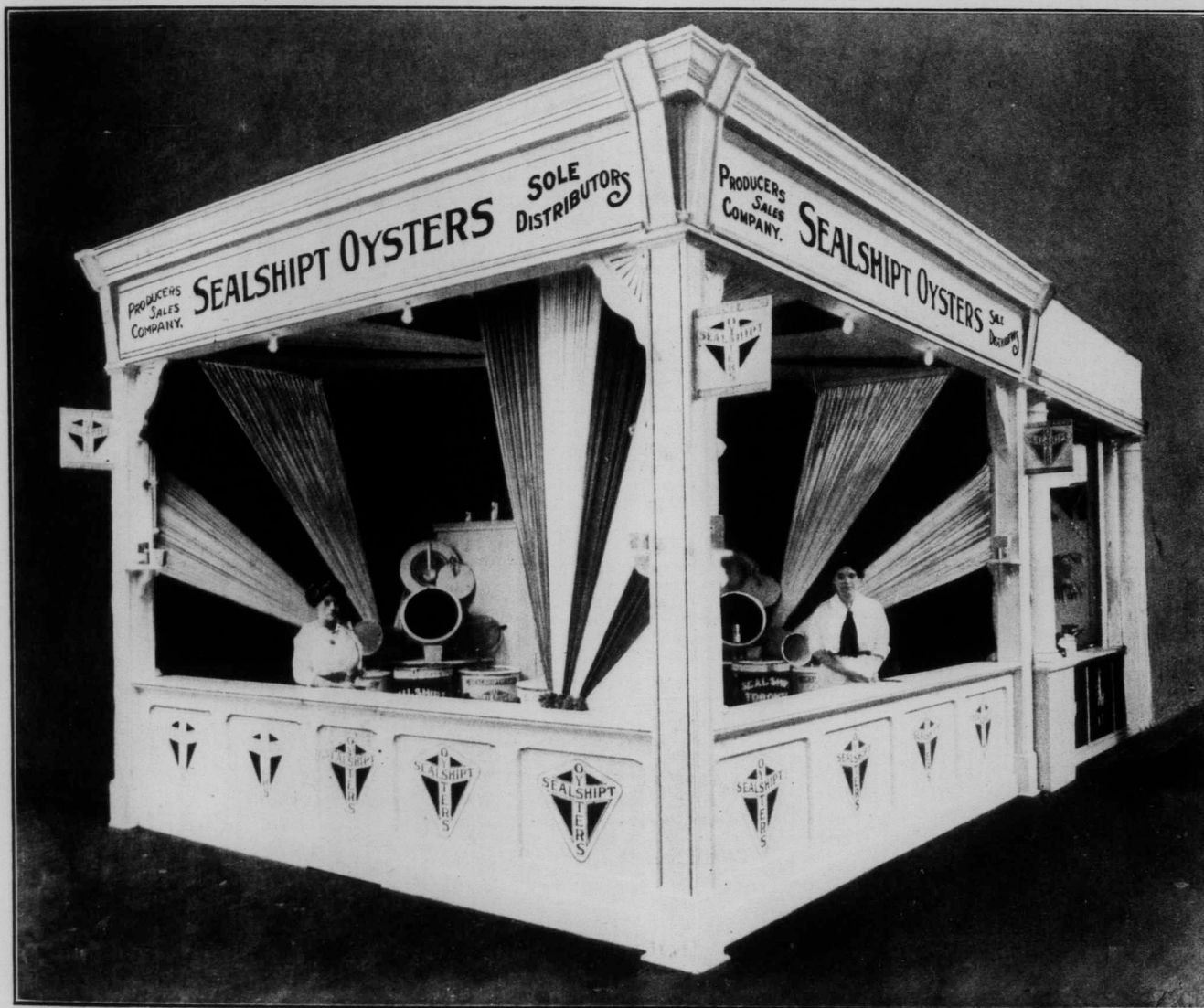
Months that have the letter "R" in their names, are, believers in signs will say, the proper months in which to eat oysters. But there are many oyster lovers who are anxious to eat this delicate food at other times, if they can get the right brand. This was clearly shown in the manufacturers' building, where was the display of the Sealshipt Oyster System.

patent sealing refrigerators, was given by those in charge.

But in a moment or two little could be said of this wonderful system which guarantees the oyster reaching the consumer absolutely unadulterated. Little could be said of the thirty thousand acres of producing Blue Point Oysters which have recently come into the possession of the Sealshipt System. That nearly the entire production and sale of

shipt System guarantees the oyster's absolute purity. That educational work must be done by the dealer who handles the goods.

He should know something of the system which supplies affiliated packers with "sealshiptors" under conditions which compel them to follow the methods of the company which insure absolute cleanliness and freedom from adulteration or addition of water. He



CANADIAN NATIONAL EXHIBITION—Exhibit of Sealshipt Oyster System.

From early morning until late at night men and women of all ages eagerly gathered here, and consumed with relish the oyster cocktails which were dispensed. To many the Sealshipt Oyster was an old friend, to some a new acquaintance, but one which will be cultivated.

There were oysters everywhere in the exhibit, and to the many who asked some explanation of the way in which this delicacy is secured, and shipped in

Blue Point Oysters will be handled by the Sealshipt System could not be explained, nor could it be stated that the system controls the output of all the beds from Narragansett clear down to Chesapeake bay—one of the finest oyster beds in the world.

But least of all could the demonstration give the passing crowd more than an idea of the way in which the Seal-

should know that the company has gone so far as to have the water in which its beds lie analyzed regularly, to prove its purity. He should know of the cleanliness of the packing plants, where the materials of a corrosive character are used.

The plants of the Sealshipt System are models of sanitary efficiency, and the many dealers who handle this line should bring the fact home to their customers.

**GORMAN, ECKERT & CO.**

Ten years ago the olive was practically unknown in Canada. To-day it is used in well nigh every place from coast to coast. But that people may still more come to realize its value, as a delicacy and a preventative medicine, Gorman, Eckert & Company devoted all their space in the manufacturers' building to display olives of various kinds, and olive oil.

Nothing could have been more tasty

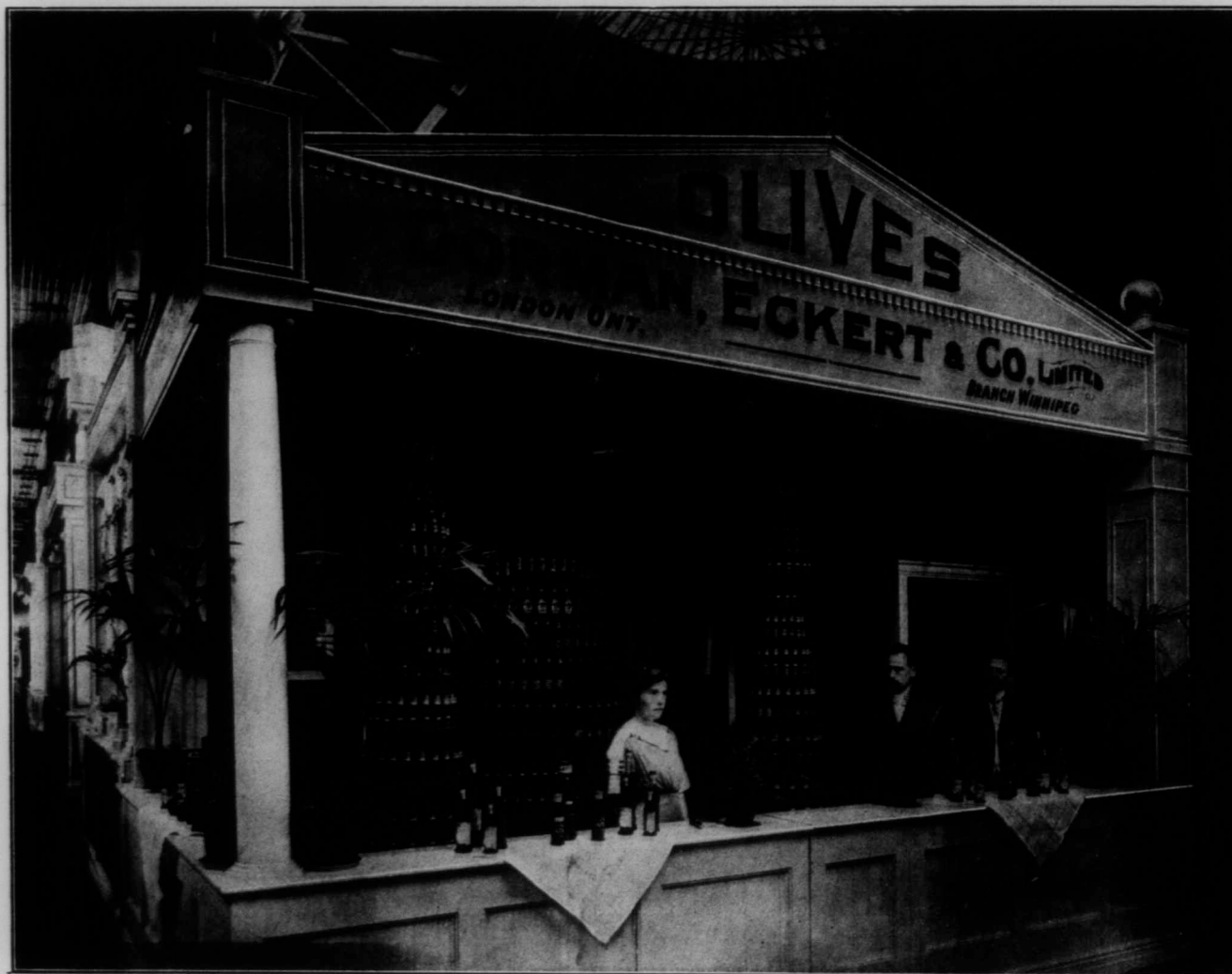
tion. The Gorman, Eckert concern was the Canadian pioneer with the olive, and it now purposes to make olive oil as popular, and as increasingly popular, as it has made the original product. To do this the "Club House" brand has been placed upon the market, and was prominently displayed in the fair exhibit.

In the "Club House" brand of olives Gorman, Eckert use only the best selected Spanish product. As the people come to realize this the sales of the company

pressure, and are, in many cases, cheapened with other inferior oils which leave a greasy and unpalatable taste and give many a consumer a distaste for oil.

Not so the "Club House" brand. Being made from the first pressure it is light, natural, pure and tasty. It is of such oil that doctors speak when they urge its use as nature's great assistant in warding off disease, and as an invaluable article of diet during convalescence.

R. G. Bowie, who was in charge of the



CANADIAN NATIONAL EXHIBITION—Olive exhibit of Gorman, Eckert & Co.

than that exhibit. On the walls hung pictures—pictures showing the olive as it grows about Seville in Spain, pictures showing men picking the crop and other men bottling and extracting the oil. On the floor stood three tall pyramids—olives, nothing but olives and olive oil. Then on the counter were more olives, and more bottles of the fine oil. The display fairly made one hungry.

It is the olive oil to which the company wished especially to draw atten-

tion. The same careful selection is made of the olives to be used for oil and from the time the fruit is gathered until it is finally ready for use under the "Club House" label, the utmost watchfulness and care is exercised that it shall retain its virgin purity and natural delicacy of flavor. Only first pressure oil is used in the "Club House" brand, and there lies the great difference between the products of Gorman, Eckert & Co., and many other brands, which are often second or third

exhibit, and his assistants, were kept busy answering questions about olives. The ladies were especially interested in the display, and they eagerly took the little booklet called "Olive facts." This, as well as giving a brief history of the olive, and a summary of its food and medicinal values, contained a number of recipes, salads, tomato toast, stuffed eggs and other delicacies being described. In every case it was shown that olives or olive oil should be employed to ensure the finest flavor.



**SALADA TEA.**

The "SALADA" Tea Co.'s booth in the Manufacturers' Building proved to be one of the most attractive in the Exhibition. Designed and decorated in Eastern fashion, it presented a unique and unusual appearance, the Oriental effect being enhanced by images of the God Buddha and the Goddess Shiva which produced an effect which did not

fail to arrest the attention of the passerby. In the centre of the booth a herd of fourteen ebony elephants ranging from a height of two inches to two feet, accurately showed the growth in the sales of "SALADA" Tea from 1892 to 1911.

It is questionable whether the record of "SALADA" Tea has ever been surpassed in any business. Founded in

1892 the company commenced business in Toronto, and in spite of strong opposition established itself firmly in the public confidence. By maintaining the splendid quality of the tea and by good management and salesmanship, it now does a business of twenty-five million packets per year.

The company offers "SALADA" Tea to the public in sealed lead packets



CANADIAN NATIONAL EXHIBITION—Salada Tea exhibit.

only, thus assuring perfect freshness and freedom from dirt and dust or any other contamination.

The tea itself is grown in Ceylon and is cultivated with the greatest care and is not handled by human hands from the time it is plucked from the plant until it reaches the teapot. From Ceylon it is shipped in bulk to the company's packing plants in Toronto and Montreal where it is blended by tea experts and packed by machinery in the well-known lead packets bearing the "SAL-ADA" name. It is then shipped all

er. Fifty thousand samples were carried away by visitors to the Fair, from all parts of the Dominion.

In observing closely the merits of Tiger, as shown by a demonstrator, at the booth, men and women of all callings in life, went away simply astonished at what Tiger will do as a hand cleaner, when put to a severe test. Tiger is different to all other cleaners, from the fact that it is free from grit, and can be used with the same ease as the choicest toilet soap. It is this fact, coupled with its high standard of clean-

During Exhibition week orders were received for two carloads. One carload to go to the Lower Provinces, and the other to Winnipeg, for distribution in Manitoba, Saskatchewan and Alberta. Also a shipment for British Columbia, a hundred gross for Montreal, and other large orders for points in Ontario. Tiger being a thoroughly domesticated article with merit, and largely advertised, is fast gaining the popularity it deserves.

Tiger is also being demonstrated at London, Ottawa, Quebec, St. John, and



CANADIAN NATIONAL EXHIBITION—Where Tiger Hand Cleaner was shown

over Canada and the U.S., ultimately reaching thousands of families who are devotees of the "cup that cheers."

There were few visitors to the Exhibition who did not admire the "SAL-ADA" display and many grocers were made welcome by the firm's representatives in charge.

#### TIGER HAND CLEANER EXHIBIT.

Needless to say no exhibit on the ground drew a larger crowd than did Tiger, the new domesticated hand clean-

ing qualities, that makes Tiger most popular with the ladies, for removing fruit and kitchen stains, as well as drivers of autos., motor boats, mechanics, printers, painters, farmers, and in fact everybody engaged in daily toil. Tiger being a vegetable product, is perfectly harmless to the most delicate skin.

Tiger is made by a practical chemist of long experience, and while it was only put on the market at the beginning of this year, it is now being sold by the principal jobbers and retailers from coast to coast.

Halifax Exhibitions. Tiger can be purchased from the jobbers or through the following brokers:—

M. E. Wherry, 501 Eastern Townships Bank Bldg., Montreal, Que., agent for Montreal and Lower Provioces.

H. D. Marshall, 197 Sparks St., Ottawa, agent for Ottawa and Hull.

P. A. O. Sonkey, 26 Empire Bldg., Vancouver, B.C.

Walter Jackson, Mfg. Agent, Winnipeg, Man., agent for Manitoba, Saskatchewan, and Alberta, or The Tiger Mfg. Co., Walkerville, Ont.



**WAGSTAFFE LIMITED.**

Window dressers paused long before the exhibit of Wagstaffe, Limited, Hamilton, Ontario, and well they might, for this was undoubtedly one of the most attractive and tasteful displays in the Manufacturers' Building. The effect was secured with the company's output of jellies, jams and preserves. Nothing more was needed.

Other large glasses showed the high-grade fruit before being sent to the preserving room. There was the raw material and the finished product. It was a beautiful exhibit and attracted grocers as well as fruit lovers, and lovers of an artistic display.

Grocers who have a high class trade have to handle Wagstaffe's goods now. The people are demanding them. So at the Fair many dealers booked their orders for their fall supply.

at all are employed, only the best fruits and sugars.

While the company's exhibit could not show all the care taken in manufacture, the fine arrangement of the raw fruits and the finished product clearly suggested this. If dealers handling this line could arrange some such display in their stores they would get even greater results than in the past. Many people in every district want preserved fruits upon which they can absolutely rely. All



CANADIAN NATIONAL EXHIBITION—The attractive exhibit of Wagstaffe Limited.

Some time had been spent preparing that exhibit. The front of the booth was arranged like a display case in a high class grocery store; and there, behind the glass, were the jams, the preserves, the jellies, the ginger and the marmalade—big bottles and small bottles. There were huge glasses filled with preserved pears. It would seem almost sacrilege to eat those pears, they looked so artistic, yet it would be a great treat.

Purity is the company's motto. To attain this every care is taken. In the first place only the best fruits are used, the best cherries, the best peaches, pears and oranges. And from the time the fruit is once picked, until it reaches the consumer, it does not touch a human hand. All the work is done by sterilized and sanitary machinery.

But the company safeguards the purchasers of its goods in still another way. A chemist is employed who tests all the fruit secured, and only that which he adjudges fit is used in making the jams and preserves. No compounds

that is needed for a grocer to secure their custom is for him to show that he handles high class Wagstaffe goods.

Among the preserves were shown samples of prepared mincemeat—mince meat full of promises of the coming Thanksgiving season. Anticipating the demand there will be for this many grocers calling at the exhibit gave large orders. The mince meat can be supplied in any quantities, but so much difficulty has been experienced this year in securing the proper quality of fruit that only those who place their order early will be able to be supplied with some lines.

**HOLBROOKS LIMITED.**

Fresh in the mind of every visitor to the Exhibition this year is the very striking and novel exhibit of Holbrooks Limited, in the Manufacturers' Building. This was one of the most unique exhibits which has yet appeared at our Toronto Exhibition for the purpose of displaying fancy groceries and did full justice to the splendid array of high grade

products, Cape Town, Sydney, etc., gave one some idea of the world-wide distribution of their products.

Their leading line, Holbrooks Worcestershire Sauce, which is so extensively advertised and distributed in this country, was of course the main feature of their exhibit and reminded one of the slogan which they have adopted, "Imported Absolutely!!" which has re-

Sauce, which is a delicious thick sweet sauce made from the finest spices and fruits and perfectly blended into a delicious relish.

Holbrooks Pickles, of course, also had a prominent place and were much admired. Pure Malt Vinegar, for which they claim to have the largest trade in the Dominion of Canada, Pure Olive Oil, Custard Powders, and the famous "Hick-



CANADIAN NATIONAL EXHIBITION—Holbrooks Limited attractive display.

products manufactured by this progressive and enterprising English house.

The appearance of the booth, which was built to represent an old English house, was in good keeping with the age of the firm which appeared above the front entrance (business founded 1798) and the names of the various cities where they have distributing branches, London, Eng., Toronto, Montreal, Chi-

cago, Cape Town, Sydney, etc., recently become the feature of all their advertising. This reminds us also that it was only a few weeks ago that Holbrooks Limited were commanded to supply their famous product to the English House of Lords and House of Commons, a signal honor coveted by all manufacturers and gained by few.

Among the other lines which were prominently displayed was their Punch

brook Brand" of sardines, which have been attracting so much favorable attention from the trade during the past year, were also prominently shown. We could keep on enumerating their various lines for Holbrooks Limited since they have been located in this country have not failed to keep abreast with the times and are continually putting new lines on the market.



**CAVERHILL'S BARLEY FLAKES.**

One of the new exhibits at the National Exhibition this year was that of Caverhill's Malted Barley Flakes, a new cereal that is bound to win its way to popularity, because it possessed those qualities that appeal to customers' palates.

For years, those engaged in the cereal business have been endeavoring to place barley upon the market in a palatable form, but it was for Mr. Caverhill to perfect a process of manufacture for this food. Barley stands high as a food because it contains a very high percentage of nutritive and tonic elements. This is the reason that millers were trying to give it to the public in a palatable form, and also the reason that will help, along with its splendid flavor, in making it "the food of the twentieth century."

Barley has long been used by the chemist in producing the many malt extracts that are so universally used for

strengthening delicate people, while scores of the tonics in daily use have some portion of barley in their composition. Barley is characterized by its richness in mineral matter and stands at the head of the list of all other grains in this respect. These are all strong talking points in its favor that the grocer may make use of in pushing its sale.

Their booth in the Manufacturers' Building was particularly attractive and the excellent manner in which this line was demonstrated should be productive of good results. Tables were provided at which crowds of visitors were served daily with "Caverhill's Malted Barley Flakes." On the tables were samples of the raw materials, while heads of barley decorated the booth, thus all was in keeping with the line demonstrated.

Another feature of Barley Flakes which will assist in its sale is the easiness with which it can be cooked, ten minutes only being required. It is a pure cereal, no chemicals or sweetening agents being used; only the choicest

barley, scientifically treated, enters into it.

Caverhill's Barley Flakes are put up in a very attractive package, which adds materially to their sale. It retails at 10 cents per package, and is also put up in six pound sacks which retail at 35 cents and in 15 pound sacks which retail at 75 cents.

The grocer would do well to stock this line, because it has so many points in its favor that its sale will no doubt increase immensely. That it is a nutritive food is a fact beyond all doubt. That it possesses a delicate and pleasing flavor, all those who have tried it will testify. It is put up in an attractive package, and shows the grocer a good margin of profit. These are all points which should cause the grocer to stock it.

Caverhill's Malted Barley Flakes may be secured from the wholesaler or from the manufacturers, The Brackman-Ker Milling Co., Calgary, Alta. The Toronto agents are Messrs. Frederick E. Robson & Co., 25 Front Street East.



CANADIAN NATIONAL EXHIBITION—Exhibit of Caverhill's Barley Flakes.

**IMPERIAL PRODUCTS.  
"NOTHING BETTER."**

These are the words which adorn the booth of the McLaren Imperial Cheese Co., Ltd., in the Manufacturers' Building at the Toronto Exhibition.

Experts say it pays to advertise. We agree with them, if the goods are of the same high standard as "IMPERIAL PRODUCTS." If not, it is money wasted, as the public are not to be misled

with inferior goods, even if they are extensively advertised.

"IMPERIAL CHEESE" does not require advertising. It is known the world over, and as thousands remarked on sampling it "Oh, we always use Imperial Cheese;" this is sufficient guarantee as to its quality, but many remarked that they were not aware that the McLaren Imperial Cheese Co. put up Canada Cream Cheese in Packets, Imperial Dessert Jelly, Imperial Peanut

Butter, Imperial Prepared Mustard, and are also large packers of all kinds of olives.

The above comprise "IMPERIAL PRODUCTS," which the McLaren Imperial Cheese Co. intend to become as popular as Imperial Cheese, and that is why they believe in advertising "IMPERIAL PRODUCTS" in every street-car in the Dominion, thereby creating a demand for these goods through the grocer. Even if only a portion of those who sampled "IMPERIAL PRODUCTS" act on the



CANADIAN NATIONAL EXHIBITION—Exhibit of the Imperial Products.



recipes which our lady demonstrators suggested to them, there should certainly be a great demand for MacLaren's Canada Cream Cheese, Imperial Peanut Butter, Imperial Dessert Jelly, Imperial Prepared Mustard and Imperial Olives from the retailers. And this we already feel assured of, on account of the number of orders taken by our demonstrators through the grocers for all parts of the Dominion and the U.S.A., which goes to show that the public require "IMPERIAL PRODUCTS."

If you are not handling them, ask our travelers to show them to you. It will pay you to stock goods with the same reputation as "IMPERIAL CHEESE."

#### MAPLE TREE PRODUCERS' ASSOCIATION.

An exhibit in the Industrial Building that aroused a great deal of interest,

Montreal, Que., a firm that has long stood as leaders of quality and purity in maple syrup and sugar.

The exhibit in itself was particularly attractive. Besides a neat display of the maple syrup, a painted background of a maple woods, showing the sap being gathered, was well in keeping with the line shown. This realistic scene appealed at once to the visitor and they were soon acquainted with "Pride of Canada" syrup, the product of this firm.

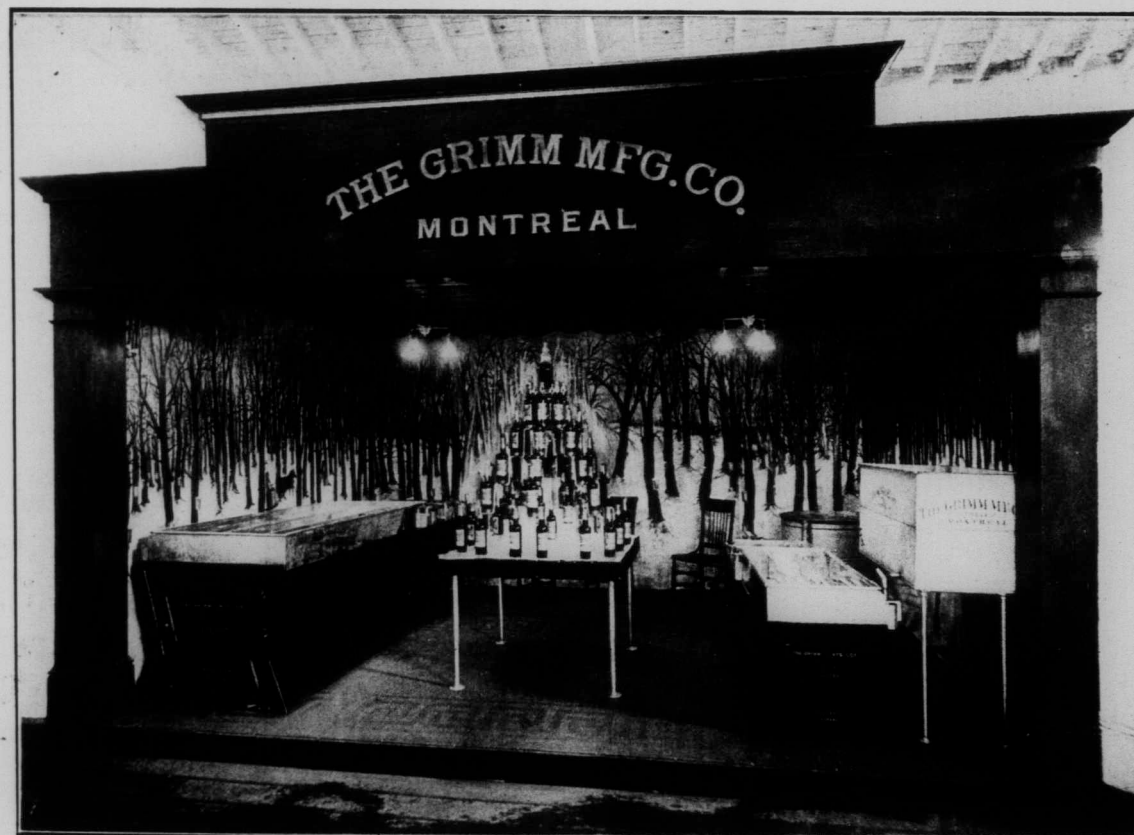
The fact that this company's work for over ten years, under the determined efforts of J. H. Grimm, president, has been the means of generally improving the quality of maple syrup and sugar in the producing districts has served to secure the confidence of both the jobbing and retail trade. This confidence has worked for a tremendous trade in their products during past years, for being ab-

This year, with a shortage of general canned goods, there will be an even larger demand for maple syrup. The dealer, if he wishes for a continuance of trade in this line, must give his customers pure syrup and this he can be sure of when he buys it from the Maple Tree Producers' Association.

Maple syrup is something a dealer can use in making an attractive window display. If he follows the design shown in the accompanying illustration he can undoubtedly make many sales. The name "Pure Maple Syrup" goes a long way in selling this article, but when "Pride of Canada" is on the label it is much easier.

This brand comes from the Quebec forests—the finest in Canada—and bears a reputation of the highest character.

J. H. Grimm, who is president of this company, also occupies the same position in the Grimm Manufacturing Co.



CANADIAN NATIONAL EXHIBITION—Maple syrup exhibit of the Maple Tree Producers' Association.

most especially of the grocers and merchants, was that of the Maple Tree Producers' Association, 58 Wellington St.,

solutely pure and fully guaranteed, the grocer can confidently recommend them to his customers.

and to him much credit is due in the work of securing absolutely pure maple syrup and sugar.

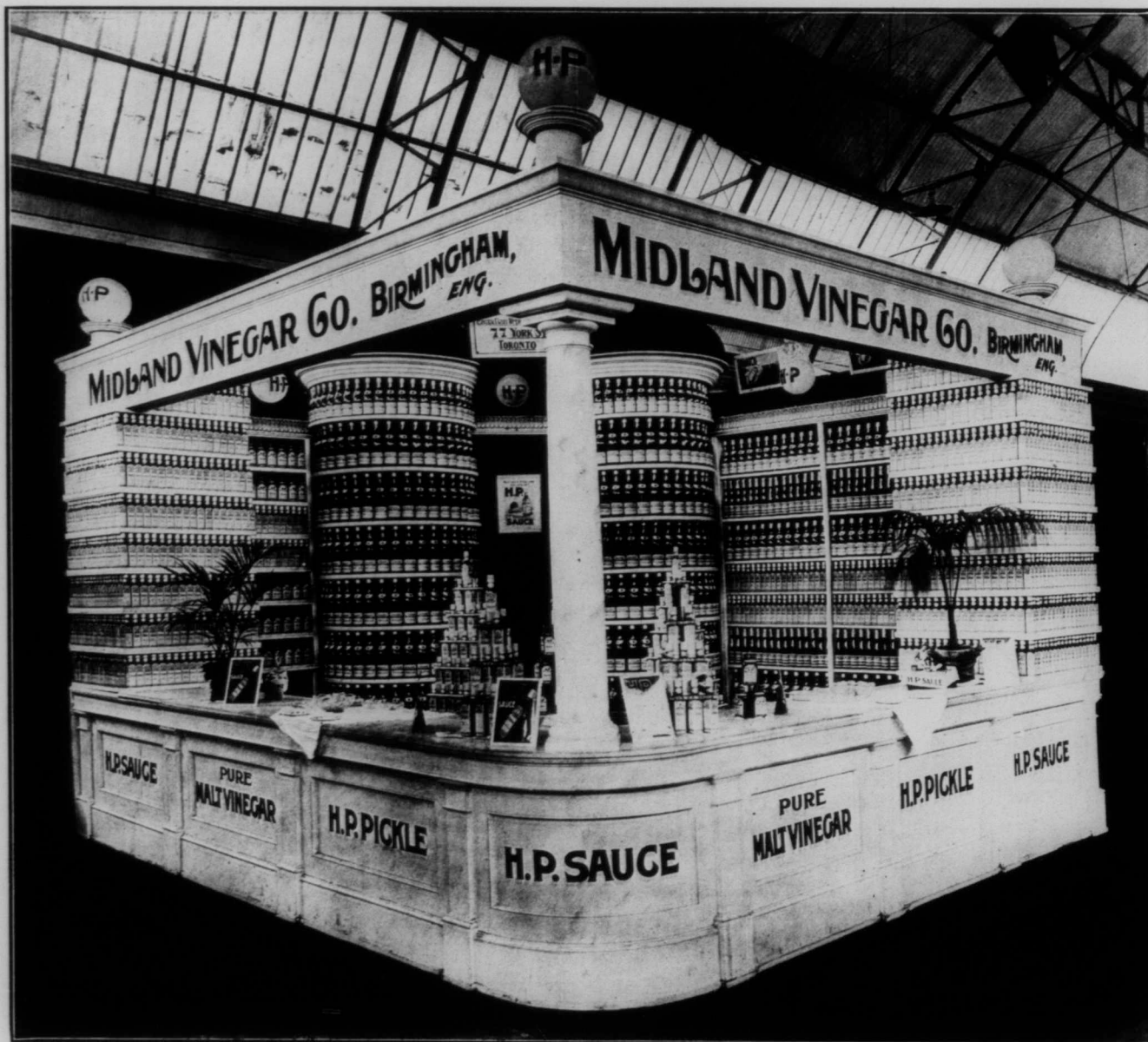
**H. P. SAUCE.**

The Midland Vinegar Co., was again to the front at the Canadian National Exhibition, with their well-known products, H. P. Malt Vinegar, the celebrated H. P. Sauce, the latter taking premier place with the public, and H. P. Pickles.

The popularity and ever increasing demand attained by this product must be

dining tables of both the Canadian and British Houses of Parliament. Hence the title H.P. But it is not the name that has brought this sauce into favor with the consuming public. It is appetizing flavor, secured by proper blending, that has made it an article that once tasted is always used. It is a high-class sauce, possessing great digestive properties and the grocer can readily recommend it to his customers.

peal to the grocer who sells it, as well as the customers who use it. This company are the largest brewers of English Malt Vinegar in the world. Over two million gallons of their vinegar is kept stored in Birmingham, and not a gallon leaves the factory until it is twelve months old. This insures a uniform quality, and adds a mellowness that is an essential of the best vinegar. One proof of the superiority of this vinegar



CANADIAN NATIONAL EXHIBITION—Fine exhibit of H. P. Sauce and Midland Vinegar.

gratifying indeed to the manufacturers and agents. H.P. is quite a household word in Canada, and it is amusing to hear the various titles given to it by the public in their endeavor to solve the meaning of the two letters. This celebrated sauce is used continually on the

Comment is needless regarding the purity and mature age of the Midland Pure Malt Vinegar when you know that it is used in the manufacture of both the sauce and pickle. Purity and strength are two of the properties of this vinegar that should especially ap-

is the fact that this company holds the contract for the British Admiralty, the allotting of which was based on analysis as to quality.

The H. P. Pickle, as all who have used it can testify, is a delicious and delightful appetizer. It is prepared from



the choicest ingredients, blended in perfect manner with the celebrated H. P. Sauce.

The booth of the Midland Vinegar Co. at the Exhibition was a particularly attractive one, the three lines being shown up to good advantage. The different lines were demonstrated in an excellent manner, which should result in greatly increased demand for these lines throughout the Dominion. Thousands of visitors to the booth were served with the pickle and sauce, and all were most favorably impressed. Close on 30,000 sample bottles of H.P. sauce were distributed from the booth.

W. G. Patrick & Co., 77 York St., Toronto, are the Canadian agents of the Midland Vinegar Co. The exhibit at the Exhibition was in charge of Mr. Murray.

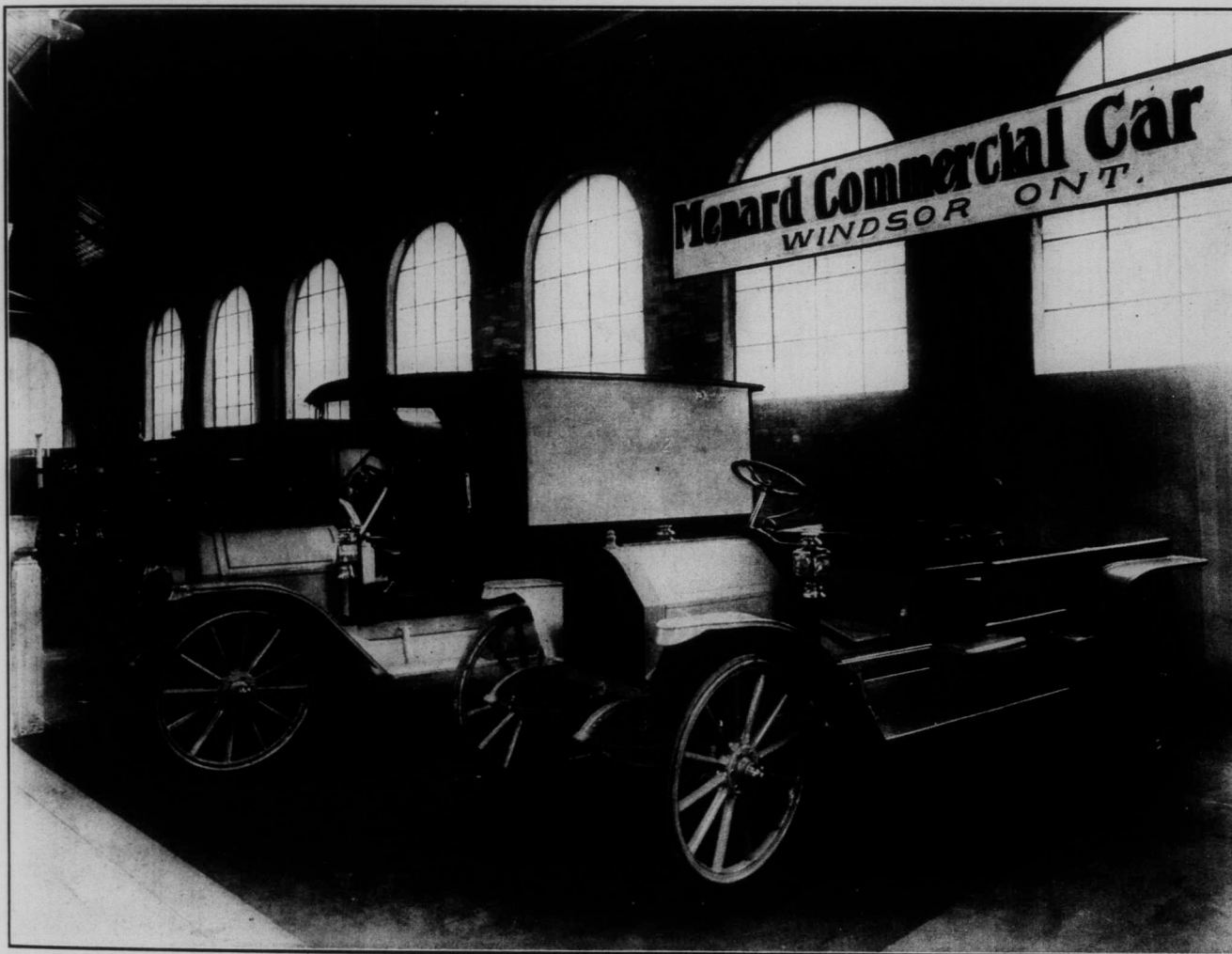
#### MENARD COMMERCIAL MOTOR CARS.

Service is one of the main features which determines a merchant's patronage with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery because it brings them more business and because it is cheaper than any other method.

easily maintained commercial car that can be obtained.

This car shown with two different bodies in the accompanying photograph has been designed to meet the demand for a quiet running car of great reliability, reasonable speed, a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1200 pounds weight. It is built with a small hard tire, removing the possibility of skidding and it has been proven that it can travel on roads over which the wider tire cars find it impossible to go.

One reason that has kept many mer-



CANADIAN NATIONAL EXHIBITION—Auto Deliveries, shown by Menard Commercial Motor Car Co.

No matter whether for table use or pickling purposes the grocer can recommend this company's malt vinegar. In pickling, the purity of the vinegar is a prime essential, hence the desirability of stocking this line. H.P. Sauce has proven its merits to the grocery trade as a valuable article to carry, while H. P. Pickles have those qualities that quickly bring them into popularity.

At the National Exhibition was shown the celebrated Menard delivery car, manufactured at Windsor, Ont., and the interest being taken in this method of delivery was plainly evidenced by the crowds of merchants in all lines of business who made enquiries regarding it. More especially was this so because the Menard car has secured the reputation of being the best and most

chanted from investing in a delivery car is the cost of maintaining tires. In the Menard car this problem has been solved, for the expenses of tires is reduced to a nominal sum. It develops over 25 horse power, more than ample for all requirements and is of the four cylinder design. The floor level of the car is low in order to facilitate loading and unloading. These are all points which will impress

upon the merchant the superiority of this car above all others.

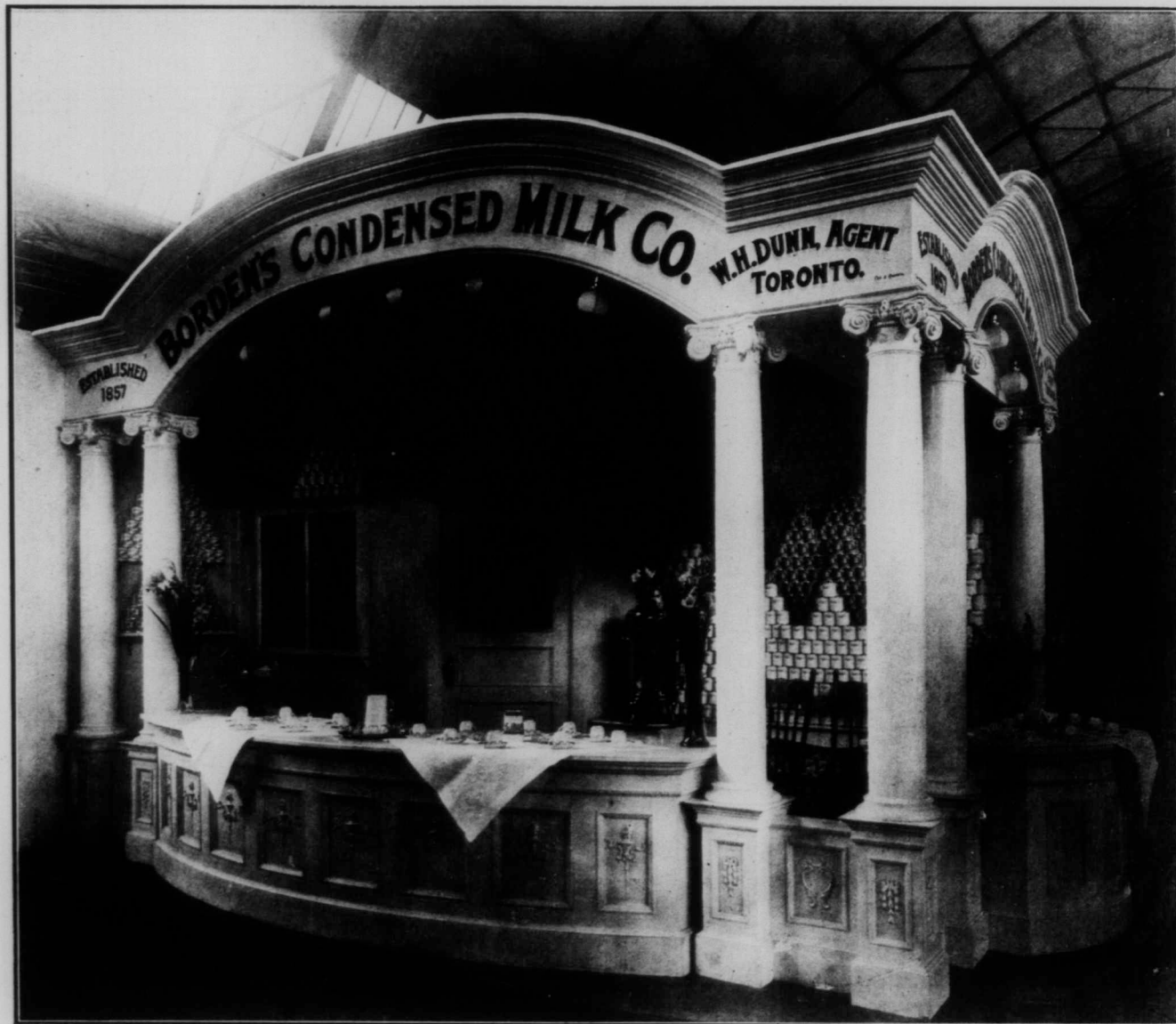
The dimensions of the covered delivery car is 68 inches long inside behind seat, 41½ wide and 52 high. The open car is 68 inches long from back of seat by 41 wide. This gives plenty of room for to care for any merchant's delivery. Special bodies to meet special requirements can be secured. The open car is sold at \$1,300 and the closed one at \$1,350, and

points regarding the Menard car that merchants should at once write to the Menard Motor Car Co., Windsor, Ont., about it. Agents for this car are wanted in every town.

**BORDEN'S CONDENSED MILK.**

One of the problems with which the housewife has had to contend for many years is the purity of the family milk

the leader of quality has no equal for purity, richness and flavor. If there is a dealer any place in the Dominion who is not selling this brand of condensed milk, he is certainly losing a great deal of custom that would otherwise be his. The warnings that have been issued against the indiscriminate use of dairy milk has served to turn the attention of the public to the canned article and the public was not long in finding out the



CANADIAN NATIONAL EXHIBITION—Exhibit of Borden's Condensed Milk.

when a merchant considers the saving in delivery expenses and the extra amount of trade secured through better delivery, he will most certainly agree that it is a good investment.

There are so many points in favor of automobile delivery and so many good

supply. However, many have solved the problem by using Borden's Condensed Milk, the standard of purity, and the superiority of which is recognized throughout the length and breadth of the land by both grocer and consumer.

Borden's Eagle Brand Condensed Milk,

every point upon which it could be one that towered above all others in judged. Borden's was found to be the best and it is for this reason that once used it is always asked for.

As a result of its excellent flavor, unequalled richness and guaranteed purity,



the increase in the sales of this line in the past few years has been enormous. The repeat orders which are secured only by an article of the best quality have been one of the chief means of securing the present wide distribution of this article. Another point which should favorably impress the grocer is that it is an assured fact the demand will continue to develop more and more for this unexcelled condensed milk.

Borden's Eagle Brand condensed milk along with Challenge and Gold Seal, the two other brands handled by this firm were displayed in an attractive manner at the National Exhibition again this year. Their booth showing as it did in such an impressive manner the different products of the company was visited daily by immense crowds of visitors who were served with a cup of coffee and condensed milk. The general use which can be made of this milk was impressed upon the visitor as well as the fact that it has been recommended by prominent physicians as an ideal infant food.

Borden's Peerless Evaporated Milk, manufactured by this firm, was also demonstrated to the myriad of visitors. This article is simply the pure fresh milk as received from the cow, evaporated and without anything whatever added and possesses, as all those who have used it know, all the advantages of fresh fluid milk but none of its disadvantages. It is pure, rich dairy milk, gathered in a sanitary method and evaporated to a creamy consistency by Borden's superior process. It is altogether unsweetened and is preserved by sterilization only. It can be put to all the uses of fluid milk when diluted as required and another fact that has done much toward its immense sale is the fact that it is the only tinned milk that can be whipped and used for all the purposes of ordinary cream.

Borden's products are acknowledged on every hand to be the highest standard available, and to the dealer who handles them there are so many exceedingly strong points with which to impress customers that his sales in these lines should be large. The universal use of these lines is a point of special stress, demonstrating beyond all doubt their superior qualities. That they are pure is

sure. That they are unequalled for richness, flavor and general use is a well known fact.

Cleanliness is the key note in the manufacture of Borden's products, not alone in their factory but from the moment it leaves the cow. Every batch of milk is carefully examined by fully qualified inspectors as it enters the factory and after inspection it is not touched by the human hand until the can is opened by the purchaser.

Thus the grocer can recommend Borden's products on the two strong points of quality and purity. Their reputation and the present large distribution have been founded on merits; their quality is

fectionery he must give his customers the highest quality goods. This he is assured of if he handles "Huyler's" for that name stands for perfection in this line. "Huyler's" candies, cocoa and chocolate are preferred by connoisseurs the world over for purity, quality and flavor.

At the National Exhibition this year the company had an attractive exhibit of their different lines in the Manufacturers' Building. One feature of the exhibit was the word "Huyler's" shown by an electric device and undoubtedly scores of new customers were made for this line.

Truly it can be said that "a man is known by the candy he sends" and just



CANADIAN NATIONAL EXHIBITION—Huyler's Chocolates.

undisputed and the grocer can stock these lines, knowing that he is giving his customers the best that can be obtained.

The Borden booth at the exhibition was in charge of Jos. Irving, special salesman for the Borden products in Canada. Wm. H. Dunn, 27 Front St. East, Toronto, is the general sales agent for the company.

#### HUYLER'S CHOCOLATES.

Every grocer recognizes the fact that if he wishes to build up a trade in con-

as truly that the grocer can recommend "Huyler's," knowing that he is giving his customers the best obtainable. Huyler's cocoa is also becoming well-known throughout the Dominion because it has that excellent flavor that appeals to the customer's taste.

"Huyler's" goods for Canada are manufactured in their establishment on Yonge St., Toronto, where is also situated their Canadian headquarters and where they have one of their finest retail stores. Every grocer should handle "Huyler's."

**MELAGAMA TEA AND COFFEE.**

Minto Bros., of Toronto, had their usual attractive exhibit of Melagama tea and coffee in the Manufacturers' Building this year and many more customers for these well-known beverages were added to the already large number of users.

Melagama tea and coffee is already stocked by all the leading grocers throughout the Dominion and its sale is increasing by leaps and bounds. There must certainly be some reason for this immense development, and it is found in the fact that this tea possesses all those qualities that bring a tea into favor with the consuming public.

Melagama tea is now so well and

favorably known among housewives everywhere that it is scarcely necessary to dwell upon the delectable flavor and exquisite aroma possessed by these popular brands, unless it is to add that grocers in every section of the Dominion are more and more coming to recognize this fact, and are recommending it to their customers.

Melagama tea and coffee are put up in attractive packages and this is a point that the grocer should remember, for the appearance of a package has a great deal to do with its sale. These brands are also extensively advertised to the consuming public which assists wonderfully in introducing them to customers. This firm is also doing their utmost to co-operate with the retailer, so that his sales may be substantial, as well as a fair profit derived.

The display at the Canadian National Exhibition was visited by large numbers of grocers who were courteously received. The large number of dealers who are already handling these lines are all well pleased with results and every dealer who wishes to hold the coffee and tea trade of his customers should stock these lines.

As an evidence of the high quality of Melagama tea and coffee, Minto Bros. received the highest medal at the Quebec Exhibition this year for their demonstration. Among the visitors served at this Exhibition were Earl and Lady Grey, who were so pleased with Melagama tea that they purchased a substantial quantity before leaving Quebec.

Minto Bros. are situated at 45 Front St. East, Toronto.



CANADIAN NATIONAL EXHIBITION—Melagama Tea and Coffee exhibit.



**THE NUGGET POLISHES.**

Nugget Polishes, celebrated for their waterproof qualities, were exhibited with splendid effect in the Process Building at the Canadian National Exhibition. The booth itself attractively exhibited the polishes, while the demonstration was carried on so well that it attracted a continuous crowd of interested visitors.

The demonstration was carried on in such a manner as to prove beyond all doubt that Nugget polish is absolutely waterproof. This was accomplished by polishing a shoe until the shine showed the splendid qualities of the polish, and then dipping in a basin of water. When the water was wiped off with a cloth, the shine still remained. The cloth itself showed no signs of blacking so that the polishes do no harm to clothing.

"If the tongues of these shoes could speak they would say 'Nugget for mine,'" read one show card, which is no doubt true. Nugget polishes are extensively advertised and are known the world over. Their commendable qualities bring returned trade to every grocer who handles them.

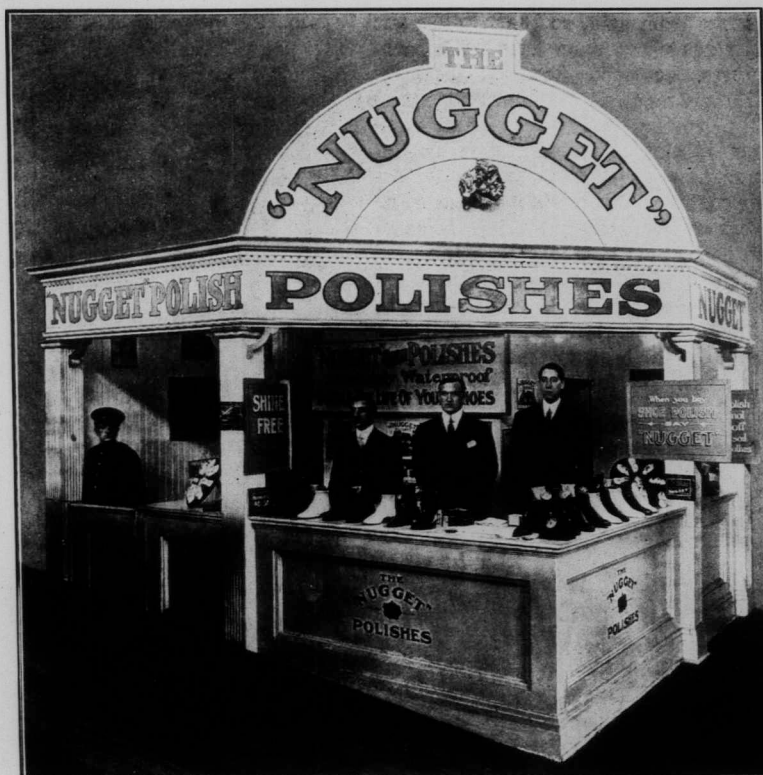
Another important feature of Nugget polishes is that they are frost proof and besides will not dry out when in stock. The company sell Nugget Black, Tan and White Polishes, Creams, Harness Polish and Nugget Furniture Paste, all of which allow the dealer an attractive basis of profit.

The booth was in charge of W. F. McNeil, manager, and L. R. Howard.

**PUTZ CREAM METAL POLISH.**

"Putz Cream Metal Polish will demonstrate its own worth." So the American Metal Polish Company, of West Somerville, Mass., declares in its circulars, and at its fine exhibit in the Process Building it backed up the declaration by giving away samples of this Cream, and also of Silver Putz, the famous silver polish. Both men and women crowded about the booth; some to tell Mr. B. A. Burke, who has traveled for the company during the past fifteen years, that they had tried and proved the goods; others to get the samples that they might see the effect the use of them would have upon their silver and their brass.

Putz Cream makes any metal look like new. It gives a quick, lasting polish,



CANADIAN NATIONAL EXHIBITION—The Nugget Polish exhibit.



CANADIAN NATIONAL EXHIBITION—The American Metal Polish Co's display of Putz Cream Metal Polish.

and is free from acid, so that its use has no injurious effect upon auto or harness trimmings, or upon household brasses. Like Putz Cream, Silver Putz has been steadily growing in favor. Small wonder, for by simply rubbing it on and off silver regains its original bright, lustrous appearance. Silver Putz is the same this year as ever, coming with the same guarantee of purity, and still being put up in the same attractive form.

The interest in this exhibit—people continually crowded about it—explained the large and high class trade which the American Metal Polish Company has built up.

#### RED ROSE TEA.

The thousands who annually attend the Canadian National Exhibition are becoming better acquainted each year with the unique method originated by the Red Rose Tea Company, in the operation of their exhibit. This booth was

again the most talked-of in the Manufacturers' Building. The tea room was, as usual, attractive, and the numbers who visited it were greater than ever; every day saw crowds of people waiting their turn to sample the delicious tea so daintily served. The fact that there was in evidence a better class of people visiting this exhibit, bears ample testimony to the importance of Red Rose Tea and its popularity among the Canadian people.

Each day some of the travelers were in attendance to welcome grocers and their friends, and the booth itself was, as usual, most inviting. The snowy linen, fine china and attentive, courteous young ladies, each wearing a red rose, with the most careful attention given to detail in every particular, made it especially attractive.

The method used in serving sample cups to Exhibition visitors is undoubtedly to be commended from the Cana-

dian retail dealers' standpoint, as it insures them the sales of many thousand pounds of Red Rose.

As last year, 5 cents was charged for a cup of tea, which was given back to the visitor as a ticket, good for 5 cents anywhere when buying a package of Red Rose. The grocer who gets these tickets has them redeemed for 5 cents each by the company. The value of this advertising to the retail dealer is apparent, since his demand for Red Rose Tea is greatly increased at no expense or trouble to himself or to his customers.

The quality of Red Rose Tea is unsurpassed and the high standard set for it has won it favor from one end of Canada to the other, and at the same time has gained for Mr. Estabrooks an enviable position in the tea trade of the Dominion, as well as the confidence and respect of his thousands of customers—the retailers of Canada.



CANADIAN NATIONAL EXHIBITION—The Red Rose Tea exhibit.





Exhibit of The Richards Pure Soap Co., Limited.

## Laundry Soap Price List Ontario and Quebec

RICHARDS PURE SOAP 100 Cakes  
 RICHARDS QUICK NAPHTHA SOAP 100 Cakes  
 RICHARDS SNOW FLAKE SOAP CHIPS 100 Pkgs.

QUANTITY	PER CASE	PREMIUM
1 Case	4.15 Collect	
5 Case Lot	4.15 Freight Paid	and 20 Bars Quick Naptha Soap
10 Case Lot	4.05 " "	and 40 Bars Quick Naptha Soap
25 Case Lot	4.05 " "	and 150 Bars Quick Naptha Soap or Richards Pure Soap

TERMS NET THIRTY DAYS: Subject to Change Without Notice.

## The Richards Pure Soap Company, Limited

Established 1860

WOODSTOCK, ONT.

Sold to retail at 5c.  
per cake straight

APPLY DIRECT OR THROUGH ANY WHOLESALE HOUSE

**CLARK'S CREAM CUSTARD AND EIFFEL TOWER LEMONADE.**

The Harry Horne Co., grocery brokers, of Toronto, conducted a very interesting demonstration of Foster Clark's Cream Custard and the Eiffel Tower Lemonade and Specialties. They demonstrated, too, and attracted a very large crowd from 9 a.m. to 9 p.m. for twelve successive days, and thoroughly explained to the consuming public from all parts of Canada and the United States the merits and superior qualities of the Foster Clark Cream Custard and Eiffel Tower Specialties.

Every woman who tasted the cream custard was so highly pleased with it, that she declared she would insist upon

woman considered it the most convenient and daintiest desert that has ever been offered to the consuming public. Ten thousand neat, attractive, cream custard display advertisements were distributed.

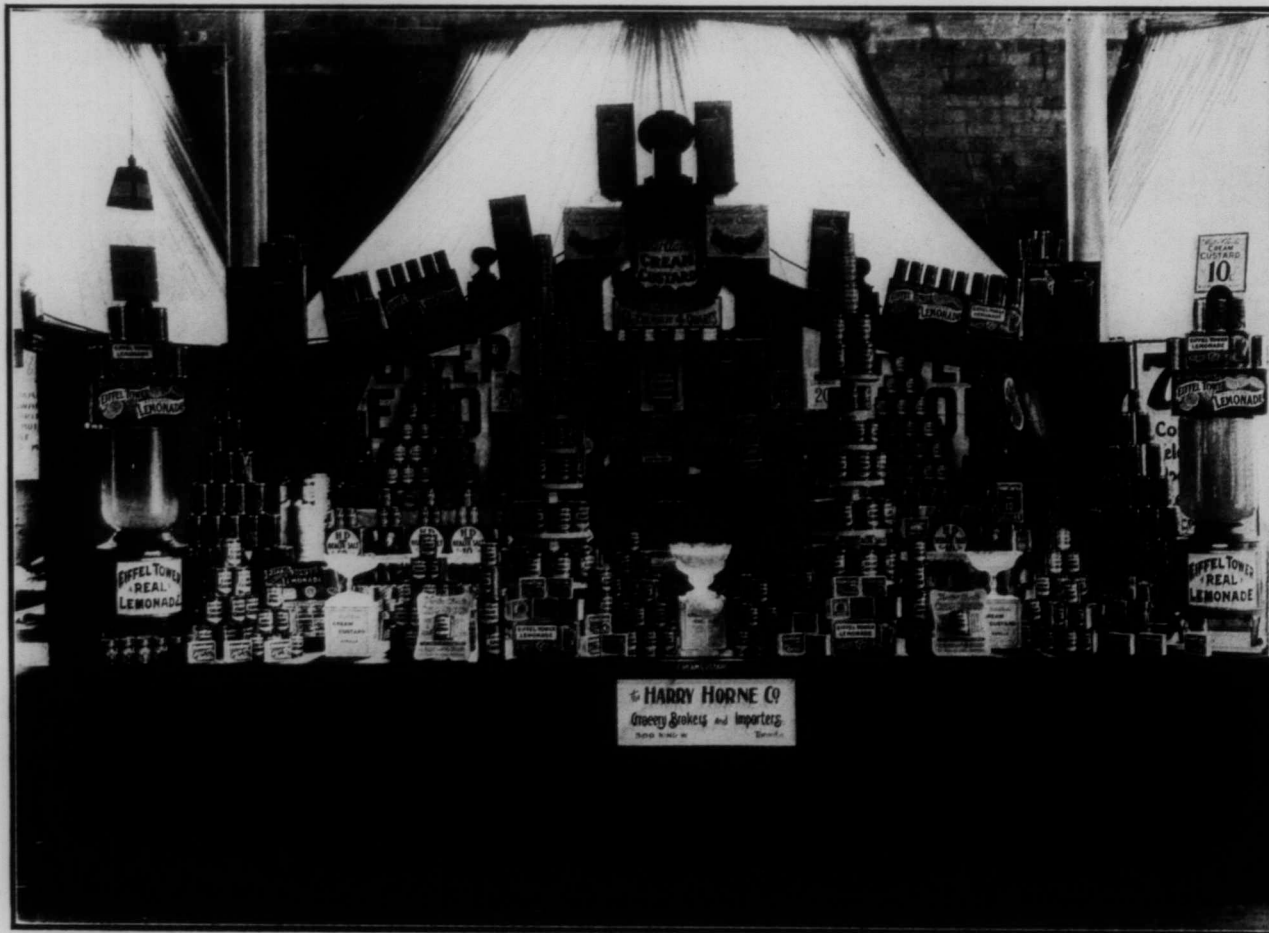
The Eiffel Tower Lemonade, which is known in all parts of the world for its purity and superior quality, was greatly appreciated by the many thousands of people who visited the booth at the Exhibition.

Among the other exhibits this year of interest to the grocery trade and which attracted crowds were the following:—Brand & Co., London, Eng.;

H. J. Heinz & Co., Pittsburg, Pa.; Jno. Hillock & Co., Toronto; Maclure & Langley, Toronto; National Cash Register, Toronto; Pure Gold Mfg. Co., Toronto; E. D. Smith, Winona, Ont.; So-clean, Ltd., Toronto; Snap Co., Limited, Toronto and Montreal; Toledo Computing Scale Co., Toronto, and Wonder-shine, Toronto.

**KELLOGG'S TOASTED CORN FLAKES.**

One of the best selling articles in the Canadian grocery store of to-day is Kellogg's Toasted Corn Flakes. The great reason is because they bring more satisfactory results to the dealer than almost any other article he carries.



CANADIAN NATIONAL EXHIBITION—Display made by the Harry Horne Co., Toronto.

her grocer supplying her with it in preference to anything else. The Cream Custard is certainly a very dainty and economical desert, and when you consider that a 10c tin makes four quarts of Cream Custard, a 15c tin makes 7 quarts, and a 25c tin makes 12 quarts, by simply adding milk and sugar in addition to the Cream Powder and can be made ready to serve in ten minutes, there is no possible wonder that every

Boeckh Bros., Toronto; S. F. Bowser & Co., Toronto; The Computing Scale Co., of Canada, Toronto; Canadian Shredded Wheat Co., Niagara Falls, Ont.; Cornille, David & Co., London, Eng.; Christie, Brown & Co., Ltd, Toronto; Chisholm Milling Co., Toronto; Canadian Tungsten Lamp Co., Hamilton, Ont.; Eureka Refrigerator Co., Toronto; W. A. Freeman Co., Ltd., Hamilton, Ont.; Genesee Pure Food Co., Le Roy, N.Y.;

This year, again, Kellogg's had a very attractive display at the Canadian National Exhibition. The demonstrations which were daily held attracted thousands, who once more had the privilege of tasting this greatest of all breakfast foods. The company, from its establishment recognized that the grocer would be in a large measure responsible for the total number of sales. The con-



confidence of the retail trade was won by the square deal policy which was extended to it. Retailers were quickly impressed with the fact that they were securing a good profit by handling Kellogg's Toasted Corn Flakes, and with the company's policy in adopting such measures as would insure protection to the small grocer throughout the country.

The small retailer is treated in the same business-like, and courteous manner as the larger. They both purchase through recognized jobbers, and there is

no quantity price to worry the smaller man.

The modern and progressive methods adopted by this company were brought to the Exhibition, where it was emphasized to the consuming public that Kellogg's Toasted Corn Flakes bore the particular merits and good qualities which had made them a household word in practically every home in the Dominion.

Among the slogans that were seen about the booth were, "Sweetheart of the Corn;" "Won Its Favor Through Its

Flavor;" and "The Largest Sale of Any Cereal in the World." These attracted a great deal of attention and impressed the thousands who saw the exhibit during the two weeks of the Exhibition.

With each case of Corn Flakes the grocer receives a coupon which he may redeem at the end of the year, thus securing a substantial rebate. The company is always willing to send to any grocer material for a window display, and will welcome any inquiries. T. M. Sibbald, 20½ Front St. East, is the Toronto agent, and was in charge of the exhibit.



CANADIAN NATIONAL EXHIBITION—Exhibit of Kellogg's Toasted Corn Flakes.

### THE STIMPSON COMPUTING SCALE CO.

Every grocer is, or at least should be, acquainted with the superiority of the computing scale over the ordinary kind, and merchants in every portion of the country are fast realizing that when it comes to computing scales, that the Stimpson towers far above all others on every point on which a scale should be judged.

At the National Exhibition this year the Stimpson Computing Scale Com-

This company manufacture the only automatic counter scale with 100 lbs. capacity and it is this scale of which they are making a specialty and which is meeting with a most favorable reception from merchants in all lines of business. A feature of this scale is that the computing chart is located always directly in front of the user so there is no chance of mistake in computing as on some styles of chart scales. This is a feature every merchant should consider in buying a computing scale. The Stimpson is fully guaranteed and com-



CANADIAN NATIONAL EXHIBITION —Display of Stimpson computing scales

pany had an attractive booth in the Industrial Building, where the good points were plainly demonstrated to hundreds of visiting grocers and a great many orders secured.

Thousands of merchants are already using the Stimpson scales, and their words of praise demonstrate beyond all doubt the value of this scale to the merchant. An important question for every merchant is:—"Do you give overweight?" A fact that should most especially impress the grocer is that overweight cannot be given on a Stimpson Automatic Scale.

plies in every particular with the Weights and Measures Laws of the Dominion.

There are many reasons why the merchant should use only the Stimpson scale. They prevent overweight, allow quick weighing, and are a money saver which should especially appeal to the grocer. Money invested in a Stimpson scale returns a most handsome dividend to the user. Every grocer should write at once for full particulars.

A. L. Dent, Woodstock, Ont., is the general sales manager for Ontario. The head office is at Detroit, Mich.

### A MERCHANT'S REMARKABLE STATEMENT.

(Concluded from page 28).

**Example II:** Cost 15c; divide by 2 and you have 7½c; add 7½ to 15 and you have selling price 22½c, which shows you gross margin of 33 1-3% of selling price. **Example III:** Cost 30c; divide by 3, giving 10; add 10 to 30 and you have 40c, showing you gross margin of 25% on your selling price.

### A Puzzle for Many.

It is not so difficult for most of us to learn and then fully grasp the truths that 1-5 of our cost is 1-6 of our selling price; that is that 20% of our cost is 16 2-3% of our selling price. Also that ¼ of our cost is 20%—1-5—of our selling price; 1-3 cost is ¼ of selling price, etc. But what puzzles most of us is the fact that we may more than double our cost without making 100%.

**Example:** Cost 15; selling price 45; margin 66 2-3%. Why? Because 2-3 of what we receive is margin; and 2-3 of anything is 66 2-3 of that thing. This shows one good reason why we must always apply 100% to the total amount for which any article is **SOLD**. In this case, your expenses of all kinds will be figured against the 45—not the 15; hence, your margin must be computed on the 45, not on the 15.

### The Danger of Straddling.

You cannot stand with one foot on the pier and the other in the boat without danger of being "spilled into the drink." In other words, straddling is dangerous; and computing margins on cost while figuring expenses on sales is straddling two problems.

The more you think of all this the simpler, more reasonable, more logical and more obvious it will become; and soon it will become mechanical to you—a sort of "unconscious cerebration." Work at it until it becomes an instinct to figure always on the selling price and you will avoid the most dangerous pitfall on your mercantile journey.

But work it all on Mr. Blain's Rule, making sure as you go on, by proving and re-checking your figures; and you will become so expert after a short time that you will not have to "figger" at all, but will read the solution of most of your problems as soon as you see them.

Over 10,000 paper butterflies were seen, pinned onto the visitors at the Canadian National Exhibition. They were worded thus: "Fussell's Pure Rich Thick Cream, Golden Butterfly Brand." Mr. Reader,—Ask your grocery traveler what is Fussell's Pure Rich Thick Cream.—Advt.



# Sugar and Rice Continue to Advance

Both Have Moved Upward Again in the Past Week—Same Strengthening Conditions in Evidence—Sugar Highest in 22 Years—Short Crops in Rice-producing Countries in East—Lines Kindred to Sugar are Strengthened—Grocery Lines are Generally Steady—Trade Favorable, With Prospects for Good Fall Business.

See also Provisions, Cereals and Fruit Pages Following.

## QUEBEC MARKETS.

### POINTERS—

Sugar—Now \$5.85, in bags.

Rice—Advanced again.

Molasses—Some expect advance.

Montreal, Sept. 14.—The same note of satisfaction is heard among the trade. Business is good, collections are causing no complaint, the fall season shows an improvement over the summer trade, prosperity is smiling upon the country, and why should the grocer go out of his way for imaginings?

In the general situation this is about the way the jobbers sum up the present conditions which during the past few weeks have not been changing to any marked degree. With sugar on a rampage, even the consumer has heard about the high prices they will have to pay for some time unless the predictions of those who follow the market come to naught. But it is safe to say that there are few consumers throughout the country who know exactly why prices have advanced. In fact a prominent retail grocer told a newspaper representative that he had not been following the market closely, but if others had advanced prices he would have to follow suit. When prices go up, the retailer generally gets the entire blame. The consumer does not look past the counter to see what the producer has had to do with the goods and the grocer is put down as the responsible party. Hence it was with a feeling of gratification that one read an explanation of the rise in sugar as given by another retailer who had followed the markets.

Sugar.—What can be said of sugar? Granulated in bags is now \$5.85, with the conditions that have caused the recent advances still unchanged. The situation is tense, and there is just as much likelihood that recent advances will be duplicated as not. They may not come, but on the other hand they may. Just what will happen is a knowledge that would be well worth possessing, as it would have been six weeks past. "With the European beet crop almost a failure, with a poor Cuban crop, a fair West Indies and with the United States beet crop only ordinary, speculators cornered the market at a time when the demand

is heavier than any other season," said one jobber, and it will be six months before any appreciable relief can be expected. "I look for higher prices than even those quoted to-day," he said, and further intimated that he could see nothing that suggested a weakening of the present situation.

The sugar market has certainly surprised the trade. Not only are retailers lamenting the fact that they did not stock up six weeks ago but brokers, jobbers and others have the same disappointment. Of course such a state of affairs was unexpected for the continent seemed to promise a good beet crop. The first advances were regarded, generally, without much suspicion.

Willett & Gray recently stated that from a New York standpoint present prices were exceeded in 1889 when granulated was quoted at \$9 net cash. This covers a period of twenty-two years.

Granulated, bags	5 85
" 25-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" 50 lbs.	6 65
" 25 lbs.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" 100 lb. boxes	6 65
" 50 lb. "	6 75
" 25 lb. "	6 95
" 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
Extra ground, bbls.	6 30
" 100 lb. boxes	6 20
" 50-lb. boxes	6 70
" 25-lb. boxes	6 10
Powdered, bbls.	6 30
Phoenix 50-lb. boxes	5 85
Bright coffee	5 40
No. 2 yellow	5 60
No. 1 "	5 60
No. 2 bags	5 45
Bbls granulated and yellow may be had at 5c above bag prices	

Molasses.—In sympathy with the sugar market it would be expected that molasses would be firm. There has been no actual advance, although jobbers and others claim that prices should be higher, and that it might not be long before they would be higher. These are simply opinions of others that are in the business. Molasses is not as easily handled as sugar and there is no speculation behind it just now. If one house advanced their prices the others might not follow, but if speculators get it on the present ground and "start something" then holders of molasses will of course naturally follow. It has been said that the best grades of molasses should be quoted higher than they are. Whether there will be any changes remains to be seen. It is not likely that a reduction will be made and under the circum-

stances it might be well to cover requirements at the present figures. The demand for corn syrup is steady and prices remain unchanged.

Molasses, to arrive, car load cts.	0 28	0 29
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 28	0 31
" " " barrels	0 31	0 34
" " " half-barrels	0 33	0 36
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls	0 03 1/2	0 03 1/2
" 4-bbls	0 03 1/2	0 03 1/2
" 25-lb. pails	1 75	1 75
" 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
" 5-lb. " 1 doz.	2 75	2 75
" 10-lb. " 1 doz.	2 65	2 65
" 20-lb. " 1 doz.	2 60	2 60

Dried Fruits.—The first fruit steamer leaving Denia, Spain, with goods for the Canadian trade, is about due to cast her moorings on the 15th of this month, and to arrive here about the middle of October. There may be some fruit brought in specially by a more rapid route but it will only be in limited quantities. There is nothing particularly new in this market.

The currant crop will not come up to expectations. It is now stated that about 100,000 tons are all that is likely to be forthcoming which is practically the world's yearly consumption. Definite information from Greece has been meagre of late. The market is said to show an upward tendency due partly to unfavorable drying conditions. Local buyers appear to be temporarily supplied with dried fruits.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14 1/2	0 16
Evaporated peaches	0 17 1/2	0 18
Currants, fine filletas, per lb., not cleaned	0 07 1/2	0 07
" " " cleaned	0 07 1/2	0 08
" 1-lb. packages, fine filletas, cleaned	0 08	0 08 1/2
" Patras, per lb.	0 08 1/2	0 08
" Vostizza, per lb.	0 08	0 10
Dates, 1-lb. packages	0 06 1/2	0 7 1/2
Dates, Hallowee, loose	0 04 1/2	0 05
Figs	0 11	0 11
Figs, 3 crown	0 08	0 08 1/2
Figs, 4 crown	0 09	0 09
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 9 crown	0 13	0 14
Prunes—		
30-40	0 17 1/2	0 17 1/2
40-50	0 15 1/2	0 16
50-60	0 15	0 15
60-70	0 14 1/2	0 14 1/2
70-80	0 14	0 14
80-90	0 13 1/2	0 13 1/2
90-100	0 13	0 13
Raisins—		
Choice seeded raisins	0 10 1/2	0 11
" fancy seeded, 1-lb. pkgs.	0 09 1/2	0 10
" loose muscatels, 3-crown, per lb.	0 08	0 08 1/2
" " " 4-crown, per lb.	0 08 1/2	0 09 1/2
Select raisins, 7-lb. box, per box	0 63	0 63
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 07	0 07 1/2
" select, per lb.	0 08	0 08 1/2
" 4-crown layers, per lb.	0 08	0 09

Teas.—The market is steady and firm. With regard to quality of Indian teas some reports showed that recent shipments were above the average, Japans are firm and are moving briskly.



THE CANADIAN GROCER

Japanes—		
Choicest	0 46	0 50
Choice	0 36	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—		
Broken Orange Pekoe	0 21	0 24
Pekoe	0 20	0 22
Pekoe Souchong	0 20	0 22
India—Pekoe Souchong	0 19	0 20
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 19	0 25
Gumpowder	0 19	0 25
China greens—Pingsuey gunpowder, low grade	0 14	0 18
“ “ “ “ pea leaf	0 20	0 30
“ “ “ “ pinhead	0 30	0 50

Coffee.—The market has been firmer of late due to primary market reports.

Mocha	0 22	0 30	Santos	0 19	0 22
Rio, No. 7	0 19	0 21	Maracibo	0 21	0 25
Mexican	0 22	0 30			

Nuts.—There is only a steadiness in the nut market. Jobbers report no new features. Preparations are being made for the fall and holiday season.

In shell—		
Brasils	0 164	0 17
Filberts, Sicily, per lb.	0 114	0 134
“ Barcelona, per lb.	0 10	0 10
Tarragon Almonds, per lb.	0 13	0 15
Walnuts, Grenoble, per lb.	0 17	0 18
“ Marbots, per lb.	0 15	0 16
“ Cornes, per lb.	0 10	0 114

Shelled—		
Almonds, 4-crown selected, per lb.	0 26	0 37
“ 3-crown “ “	0 23	0 33
“ “ “ “	0 21	0 31
“ (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17

Peanuts—		
American—		
Coon, roasted	0 09	0 094
Coon green	0 08	0 084
Diamond G, roasted	0 10	0 104
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 124	0 134
Bon Ton, green	0 11	0 114
Sun, roasted	0 11	0 11
Sun, green	0 10	0 10
Spanish, No. 1	0 12	0 13
Virginia, No. 1	0 11	0 12
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 12	0 13

Walnuts—		
Bordeaux halves	0 35	0 37
Broken	0 30	0 33

Rice.—Following the advance quoted just a week ago, rice was again advanced 25 cents per cwt. this week.

Reports seem to be well established that the drouth in India has been so widespread that the government has to buy rice for its own people. This refers to the districts where the trouble has been the worst. The recent floods in China, covering a large area, likewise enter the proposition, but it is not known what has been the real extent, if any, of the losses. Everyone refers to the strength of the market, some say that rice is a good “buy” and that prices are going higher, but the latter is a question that the individual must decide for himself. As one man remarked it largely depends upon the supplies at the mills. If the conditions in the rice producing countries become more acute further developments are practically certain.

Rice, grade B, bags, 250 pounds	3 40
“ “ “ “ 100 “	3 40
“ “ “ “ 50 “	3 40
“ “ “ “ pockets 25 pounds	3 50
“ “ “ “ pockets 12 1/2 pounds	3 50
“ “ “ “ grade a.c., 250 pounds	3 30
“ “ “ “ 100 “	3 30
“ “ “ “ 50 “	3 30
“ “ “ “ pockets, 25 pounds	3 40
“ “ “ “ pockets, 12 1/2 pounds	3 45
Velvet head Carolina rice, per lb.	0 094
Brown sage	0 05
Parico, medium pearl	0 07
See 1	0 064

Canned Goods.

Toronto.—No particularly new features have developed in the canned goods

situation. Some new pack tomatoes and corn are now on the market, with quotations unchanged. Cannery are now busy with tomatoes and it is expected that prices on these and other late fruits and vegetables will be named towards the end of the month. From all appearances the pack of late fruits will be considerable. Cannery have sent out notice that they will deliver 75 per cent. of beans made up of 53 per cent. of wax and 22 per cent. of refugees.

Recent reports from Norway regarding sardines say that the fish this year are large but of good quality. It is probable that the new catch coming into Canada will run 16 to 20 to the can. The run so far has been fairly good, but the fishing will not be completed for about six weeks. Indications are, however, that there will not be the same dearth of fish as last year. Prices, however, are bound to be high, and indeed one firm quotes prices nearly 10 per cent. higher than last year. The main reason for this is the prevailing high price for olive oil in which the foreign sardines are packed as well as the somewhat higher price of tin plate.

VEGETABLES

2s—Asparagus tips	1 00	1 25
2s—Beans, crystal wax	1 00	1 25
2s—Beans, golden wax, midget, Auto brand	1 00	1 25
2s—Beans, golden wax	1 00	1 25
2s—Beans, golden wax	1 37 1/2	1 40
Gal—Beans, golden wax	4 02 1/2	4 05
2s—Beans, refugee or valentine (green)	1 00	1 25
2s—Beans, refugee (green)	1 37 1/2	1 40
2s—Bean, refugee midget, Auto brand	1 00	1 25
2s—Peas, extra fine sifted size 1	1 75	1 77 1/2
2s—Peas, sweet wrinkle, size 2	1 35 1/2	1 37 1/2
2s—Peas, early June, size 3	1 30	1 30
2s—Peas, standard, size 4	1 25	1 25
2s—Spinach, table	1 30	1 30
3s—Spinach, table	1 77 1/2	1 80
Gal—Spinach, table	5 31	5 32 1/2

FRUITS

2s—Cherries, black, pitted, heavy syrup	1 92 1/2	1 95
2s—Cherries, black, not pitted, heavy syrup	1 52 1/2	1 55
2s—Cherries, red, pitted, heavy syrup	1 92 1/2	1 95
2s—Cherries, red, not pitted, heavy syrup	1 52 1/2	1 55
Gal—Cherries, red, pitted	8 52 1/2	8 55
2s—Cherries, white, pitted, heavy syrup	2 02 1/2	2 05
2s—Cherries, white, not pitted, heavy syrup	1 62 1/2	1 65
2s—Currants, black, heavy syrup	1 97 1/2	2 00
2s—Currants, black preserved	2 27 1/2	2 30
Gal—Currants, black, standard	5 27 1/2	5 30
Gal—Currants, black, solid pack	8 27 1/2	8 30
2s—Currants, red, heavy syrup	1 97 1/2	2 00
2s—Currants, red, preserved	2 27 1/2	2 30
Gal—Currants, red, standard	5 27 1/2	5 30
Gal—Currants, red, solid pack	8 27 1/2	8 30
2s—Gooseberries, heavy syrup	2 25	2 27 1/2
Gal—Gooseberries, standard	7 70	7 72 1/2
2s—Lawtonberries (blackberries), h. syrup	1 77 1/2	1 80
2s—Lawtonberries, preserved	1 77 1/2	1 80
Gal—Lawtonberries, standard	7 02 1/2	7 05
2s—Pineapple, sliced, heavy syrup	1 77 1/2	1 80
2s—Pineapple, grated, heavy syrup	1 77 1/2	1 80
2s—Pineapple, whole, heavy syrup	1 77 1/2	1 80
2s—Pineapple, whole, heavy syrup	2 32 1/2	2 35
2s—Raspberries, black, heavy syrup	2 00	2 02 1/2
Gal—Raspberries, black, standard	7 25	7 27 1/2
Gal—Raspberries, black, solid pack	9 50	9 52 1/2
2s—Raspberries, red, heavy syrup	2 25	2 27 1/2
Gal—Raspberries, red, preserved	2 25	2 27 1/2
Gal—Raspberries, red, standard	7 25	7 27 1/2
2s—Raspberries, red, solid pack	9 50	9 52 1/2
2s—Rhubarb, preserved	1 52 1/2	1 55
Gal—Rhubarb, standard	2 27 1/2	2 30
2s—Strawberries, heavy syrup	1 80	2 00
2s—Strawberries, preserved	3 02 1/2	3 05
Gal—Strawberries, standard	7 25	7 27 1/2
Gal—Strawberries, solid pack	9 50	9 52 1/2

VEGETABLES

Beets, sliced, blood red, 2s	0 97 1/2	1 00
“ whole, blood red, 2s	0 97 1/2	1 00
“ sliced, blood red, 2s	1 32 1/2	1 35
“ whole, blood red, 2s	1 37 1/2	1 40
“ whole, Rosebud, 2s	1 30	1 30
Cabbage, 2s	1 00	1 00
Carrots, 2s	0 97 1/2	1 00
Corn, 2s	1 10	1 10
“ fancy, 2s	1 10	1 15
“ on cob, gal	4 77 1/2	4 77 1/2
Pumpkin, 2s	0 97 1/2	1 00
Tomatoes, 2s	1 05	1 05
“ 2s	1 60	1 07 1/2
“ gals	3 75	4 02 1/2
Turnips, 2s	1 12 1/2	1 15

FRUIT

Apples, standard, 2s	1 20
“ gal	3 75
Blueberries, standard, 2s	1 37 1/2
“ gal	5 27 1/2
Peaches, 2s, white, heavy syrup	1 37 1/2
“ 2s, yellow, heavy syrup	1 37 1/2
Clover Leaf and Horseshoe brands salmon:	
1-lb. talls, dozen	2 45
1-lb. flats, doz.	1 55
1-lb. flats, dozen	2 50
Other salmon prices are:	
Humpbacks, doz	1 35
Pinks	1 35
Northern River Sockeyes	4 00
Ducks	4 00
Coboes, per doz.	1 90
Red Spring, doz.	2 10
LOBSTERS, HALVES, per dozen	2 60
LOBSTERS, QUARTERS, per dozen	1 60
Soup, 2s	1 9
Soup, 1s	1 40

Montreal.—There is nothing particularly new in canned goods to report. Spot tomatoes sell from about \$1.50 to \$1.60, and \$1.75 has been named. The bulk of the goods have been imported so it is said, and jobbers are looking for early shipments of the new pack to meet the spot demand.

In regard to tomatoes and corn there is no new feature. The general opinion is that if no damage is done by frost there should be a fairly large pack. As to the probability of prices, different views are held and the trade will simply have to wait until the cannery have an idea of the full extent of their pack. In regard to the late fruits it seems evident that the pack will be satisfactory judging from the reports that have been received here. Spot canned goods are all held firmly.

VEGETABLES

2s—Asparagus, tips	1 00	1 25
2s—Beans, crystal wax	1 00	1 25
2s—Beans, golden wax	1 00	1 25
2s—Beans, golden wax	1 37 1/2	1 40
Gal—Beans, golden wax	4 02 1/2	4 05
2s—Beans, refugee	1 00	1 25
2s—Beans, refugee, midget	1 37 1/2	1 40
2s—Peas, extra fine sifted, size No. 1	1 75	1 77 1/2
2s—Peas, sweet wrinkle, size No. 2	1 35 1/2	1 37 1/2
2s—Peas, early June, size No. 3	1 30	1 30
2s—Peas, standard, size No. 4	1 25	1 25
Gal—No. 4 standard	5 31	5 32 1/2
2s—Spinach, table	1 30	1 30
3s—Spinach, table	1 77 1/2	1 80
Gal—Spinach, table	5 31	5 32 1/2
Spot tomatoes	1 40	1 45

Fruits—

2s—Cherries, black, pitted, heavy syrup	1 92 1/2	1 95
2s—Cherries, black, not pitted, heavy syrup	1 52 1/2	1 55
2s—Cherries, red, pitted, heavy syrup	1 92 1/2	1 95
2s—Cherries, red, not pitted, heavy syrup	1 52 1/2	1 55
Gal—Cherries, red, pitted	8 52 1/2	8 55
Gal—Cherries, red, not pitted	8 52 1/2	8 55
2s—Cherries, white, pitted, heavy syrup	2 02 1/2	2 05
2s—Cherries, white, not pitted, heavy syrup	1 62 1/2	1 65
2s—Currants, black, heavy syrup	1 97 1/2	2 00
2s—Currants, black, preserved	2 27 1/2	2 30
Gal—Currants, black, standard	5 27 1/2	5 30
Gal—Currants, black, solid pack	8 27 1/2	8 30
2s—Gooseberries, heavy syrup	2 25	2 27 1/2
Gal—Gooseberries, standard	7 70	7 72 1/2
2s—Lawtonberries (blackberries), h. syrup	1 77 1/2	1 80
2s—Lawtonberries, preserved	1 77 1/2	1 80
Gal—Lawtonberries, standard	7 02 1/2	7 05
2s—Pineapple, sliced, heavy syrup	1 77 1/2	1 80
2s—Pineapple, grated, heavy syrup	1 77 1/2	1 80
2s—Pineapple, whole, heavy syrup	1 77 1/2	1 80
2s—Pineapple, whole, heavy syrup	2 32 1/2	2 35
2s—Raspberries, black, heavy syrup	2 00	2 02 1/2
Gal—Raspberries, black, standard	7 25	7 27 1/2
Gal—Raspberries, black, solid pack	9 50	9 52 1/2
2s—Raspberries, red, heavy syrup	2 25	2 27 1/2
Gal—Raspberries, red, preserved	2 25	2 27 1/2
Gal—Raspberries, red, standard	7 25	7 27 1/2
2s—Raspberries, red, solid pack	9 50	9 52 1/2
2s—Rhubarb, preserved	1 52 1/2	1 55
Gal—Rhubarb, standard	2 27 1/2	2 30
2s—Strawberries, heavy syrup	1 80	2 00
2s—Strawberries, preserved	3 02 1/2	3 05
Gal—Strawberries, standard	7 25	7 27 1/2
Gal—Strawberries, solid pack	9 50	9 52 1/2

Clover Leaf and Horseshoe brands salmon—  
1-lb. talls, per dozen ..... 2 45  
1-lb. flats, per dozen ..... 1 55  
1-lb. flats, per dozen ..... 2 50  
After December 1st prices advance 1/2 cents per dozen.  
Other salmon—all talls—  
Red Sockeye, per case ..... 9 00







## THE CANADIAN GROCER

crop, combined with floods in Korea and China, has resulted in much higher raw markets with sellers in many cases having withdrawn. Even with the late advance the market is strong.

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

Beans.—There are no new features to note. Stocks are low while conditions for the growing crop continue unchanged.

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

Olive Oil.—For the finest grade oils prices are well maintained as the supply available is decidedly short. So far indications for the new crop are good but dealers state that it is not far enough advanced to be certain as yet regarding the outturn as there are many obstacles which might yet interfere before harvest.

### MANITOBA MARKETS.

#### POINTERS—

Sugar—Advanced 20c.

Salmon—Scarce.

Coffee—Advancing.

Beans—Advanced 20c.

Winnipeg, Sept. 14.—Business in all lines continues to be extremely active and the harvesting of the new crop has brought about an appreciable increase in the sales, for which cash payments are being made by many of the country merchants. Fall notes are beginning to fall due and it is expected that the majority of these will be met with considerable ease. Very few failures, if any at all, are looked for, as in spite of the cold and wet weather that has been prevailing, harvesting has been going on apace. It is now realized that the early crops will all grade high, but the later sown crops will invariably show the effects of being caught by frost. Cold weather prevailed last week, and it is expected that several of the late fields will be damaged badly.

As stated above, however, in spite of this, the trade shows no falling off, but the reverse and larger expectations are looked for. The West while busy discussing Reciprocity, is still aware of the fact that it is more important to harvest its crop before bothering its head about politics.

Sugar continues on its upward flight this week, and great consternation was caused when reports from the South indicated that the market had advanced another 20c.

Other lines are just as strong, Salmon, presenting perhaps the next greatest feature of the week's trade. The

catch in British Columbia this year was disappointing particularly in Sockeyes. Other grades are scarce, and it is expected that higher prices will be prevailing before long.

The coffee market has been advancing steadily, and it looks as if there would be no more cheap coffee for at least another year. Reports from California also indicate that the dried fruit situation is just as tense, and that those who desire these luxuries this winter will have to pay high prices. Beans are also moving upwards, and an advance of 20c per bushel is reported.

Sugar.—As stated above, sugar continued skywards by advancing 20c. This line has been advancing steadily during the past month; the cause is attributed to short crops in the countries which form the source of supply. Trade in sugar on the local market has been brisk, and wholesalers claim that it has been hard to keep up stocks on account of the increased demand, as many retail merchants have been stocking heavily on the chance of further advances. Those who have done this have certainly reaped a reward and some jobbers who were very heavily stocked at the beginning of the season have added materially to their holdings. New prices are as follows:

Montreal and B.C. granulated, in bbls.....	6 35
"    "    in sacks.....	6 30
"    "    yellow, in bbls.....	5 25
"    "    "    in sacks.....	5 90
Icing sugar, in bbls.....	6 70
"    "    in boxes (25 lbs.).....	6 95
Powdered sugar, in bbls.....	6 50
"    "    in boxes.....	6 50
"    "    in small quantities.....	7 25
Lump, hard, in bbls.....	7 20
"    "    in 4-bbls.....	7 30
"    "    in 100-lb. cases.....	7 20

Syrup and Molasses.—The market is quiet in this line, and prices remain unchanged from last week.

Syrups—	
24 2-lb. tins, per case.....	2 23
12 5-lb. tins, per case.....	2 88
4 10-lb. tins, per case.....	2 46
3 20-lb. tins, per case.....	2 47
Half barrels, per cwt.....	2 00
Barbadoes molasses, in half barrels, per gallon.....	0 62
New Orleans molasses, half barrels, per gallon.....	0 45
New Orleans molasses, per barrel, per gallon.....	0 47

Dried Fruits.—The dried fruit market is soaring and at the present time lists are being quoted on futures. Prunes are reported to be firm but pretty high. Apricots which have been quoted at prices above the reach of the trade, show a weakening tendency on California markets as wholesalers and jobbers refused to buy. No local prices have been quoted as yet and no orders have been placed. Valencia raisins are strong and new prices are quoted below:

New prunes.....	Per lb.	Valencia raisins.....	
90-100s, 25, s.p.....	0 08	Fine on stocks, 28s, s.p., per box.....	1 75
80-100s, 10s, s.p.....	0 09	Fine selected, 28s, s.p., per box.....	1 85
80-90s, 25s, s.p.....	0 08 1/2	4 crown layers, 28s, s.p., per box.....	1 95
80-90s, 10s, s.p.....	0 09 1/2	4 crown layers, 14s, s.p., per box.....	1 00
70-80s, 25s, s.p.....	0 09	4 crown layers, 7s, s.p., per box.....	0 55
70-80s, 10s, s.p.....	0 10	Ne plus ultra, 28s, s.p., per box.....	2 30
60-70s, 25s, s.p.....	0 09 1/2		
50-60s, 25s, s.p.....	0 10		
40-50s, 25s, s.p.....	0 11		

Evaporated Apples.—This line is going to run high this winter on account of

drought in Ontario. Prices quoted at the present time are 12 1/2c per lb. on new stock. Quotations at this time last year were out at 6 1/2c. Prices prevailing at the end of the season on the bare market this spring were around 10c. From these figures a relative idea of the situation can be gained. At the beginning of this season new stocks are quoted at almost double the price of last year, and only 6 1/2c per lb. below the record price established last year. That prices will go higher there is little doubt as it is a question already of getting supplies. A new record might even be established this year.

Salmon.—As stated above the run was very disappointing and very small catches of high grade have been secured. At the present time 25 per cent. of the orders being received are for Sockeyes. Pinks are light and are expected to show some advance before long. Prices will be noted as below:

Sockeyes, clover leaf brand, tall, 48 x 1s, per case.....	9 35
"    "    horseshoe brand, tall, 48 x 1s, per case.....	9 35
"    "    "    flat, 96 x 1s, per case.....	12 50
Cohoos, tall, 48 x 1s, per case.....	7 35
Pinks, tall, 48 x 1s, per case.....	5 00
"    "    flat, 48 x 1s, per case.....	5 00
"    "    flat, 96 x 1s, per case.....	7 00

Coffee.—Southern markets continue to advance in coffee and the local market is expected to advance prices next week. The demand continues strong and an increased fall trade is expected.

Coffee, standard Rio, 0 15.....	0 15
Coffee, choice.....	0 17
Coffee, extra choice.....	0 17

Beans and Peas.—A strenuous race appears to be in existence between beans and sugar as to which will make the greatest advance this season. This line followed the advance in sugar by going up 20c per bushel, and wholesalers state that they expect to see higher prices on account of the conditions in the east.

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

### NOVA SCOTIA MARKETS.

Halifax, Sept. 14.—The price of sugar continues to advance, and the grocery trade is wondering when it is going to stop. For several weeks past sugar has been marked up 10c per hundred lbs. on all grades. This week the advance was 20c per hundred lbs. This last advance makes a total of \$1.10 per 100 lbs. since January last, and it is the greatest increase that sugars have had for some years. Standard granulated is now quoted at \$5.90 per 100 lbs.; United Empire \$5.80; bright yellow \$5.70; No. 1 yellow \$5.40, and unbranded \$5.25.

There is little butter coming to hand at the present time, and prices are firmer. Creamery prints are quoted at 27c, creamery in boxes 25c to 26c, and in tubs 22c. The receipts of fresh laid eggs are unusually small for the season of the year. Fortunately the demand is light. They are quoted at 23c. There is a marked scarcity of onions on the



local market. They are quoted at 3 1/2c per pound.

The flour markets are slightly firmer. Manitoba patents are \$6.15 to \$6.25, and Ontario blends \$5.10 to \$5.20. Rolled oats in barrels are \$5.60 to \$5.70, and in bags \$2.70 to \$2.75.

Hams and bacon are firm. Stocks are light, and some advances have been made. Fresh hogs are now coming on the market and it is expected that in the course of a few weeks prices will ease off again.

The fruit business continues active. Nova Scotia plums are about over, and some of the local dealers are importing stock from Ontario. Apples are now coming on the market in good supply. Gravensteins are in good demand, and the price is holding well, despite the enormous crop in the Annapolis valley. No. 1 are quoted at \$2.50 to \$3; No. 2's \$1.75, and No. 3's (drops) \$1.25 to \$1.50. So far the shipments from the province are light. Only small quantities of the early varieties of Nova Scotia apples are exported. Shippers here are unable to say as yet what effect the closing of the British auction rooms will have on Nova Scotia fruit.

NEW BRUNSWICK.

St. John, Sept. 14.—The prediction made some months ago by a local dealer that before long sugar would have reached the \$6 mark, has at last come true, although many scouted the suggestion when he gave his opinion. An advance of 20 cents in the past week, has brought it to \$6, and this is the highest price demanded for this commodity in St. John in fifteen years. In fact it is ten cents higher than it has been in fifteen years, for the highest price asked in that period was \$5.90. Local dealers are wondering when the upward trend will cease, but the expectations of the "wiser heads" are that the price will go still higher.

A grocer said this week that many of the poorer families would not be able to pay for granulated if it went much higher, and he looked for a run on molasses or brown as substitutes. Because of brown sugar also being high, he was of the opinion that molasses would be in brisk demand, replacing sugar for use in many cases where families could not afford to purchase that article. In sympathy with sugar, molasses advanced again this week, another cent more being asked.

An abundant harvest prevails throughout the province in all kinds of farm produce, and local grocers are experiencing no difficulty in keeping well supplied, now when their customers are thinking of laying in their winter stock of these commodities, such as potatoes, carrots,

turnips, and other vegetables which the careful housewife provides in the fall in anticipation of the advance in prices as the winter progresses. The weather conditions have been encouraging to the farmers, and of course the large crop of vegetables not only means prosperity to them, but livelier business for the grocer.

Bacon.....	0 16	0 18	Eggs, henney	0 28	0 30
Beans, hand			Eggs, case	0 24	0 25
picked, bus	2 50	2 55	Fin. Haddies	4 40	4 50
Beans, yellow			Fish, cod, dry	6 00	6 10
eye, bus	2 60	2 65	Flour, Manitoba	6 25	6 35
Butter, dairy			Ontario	5 45	5 55
lb.	0 21	0 22	Ham		0 16
Butter, cream			Lard, compound		
ery, lb.	0 24	0 25	lb.	0 10 1/2	0 11
Buckwheat			Lard, pure, lb.	0 12 1/2	0 12 3/4
west, grey, bag	2 65	2 70	Lemons, Mess-		
Cheese, new, lb.	0 14 1/2	0 15	na, per box	4 50	5 00
Currants, 1's, lb.	0 08 1/2	0 09	Molasses, foy		
Canned goods—			Barbados, gal	0 32	0 33
Beans, baked	1 15	1 25	Oatmeal, rolled		5 50
Beans, string	1 05	1 10	Oatmeal, std.		6 00
Corn, doz.	1 10	1 15	Pork, domestic		
Peas, No. 4		1 20	mess	21 50	23 50
"    No. 2		1 25	Pork, Ameri-		
"    No. 1		1 30	can clear	21 50	23 00
Peaches, Pa,		1 80	Potatoes, bbl.	2 25	2 40
dozen	1 95	2 00	Raisins, Cal.,		
Peaches, Pa,			seeded	0 10 1/2	0 11
dozen	3 00	3 05	Rice, lb	0 03 1/2	0 03 3/4
Raspberries,			Salmon, case—		
dozen	2 05	2 10	Red spring	7 50	8 00
Strawberries	1 85	1 90	Cohoos	6 75	7 00
Tomatoes	1 85	1 90	Sugar—		
Oats	4 00	4 25	Standard gran.	5 90	6 00
Cornmeal, gran.	4 75		Austrian	5 80	5 90
Cornmeal, bags	1 60		Bright yellow	5 70	5 80
"    bbls.	3 35	3 40	No. 1 yellow	5 40	5 50
			Paris lumps	6 60	6 75

Rest Room for Farmers' Wives and Daughters

Zealandia, Sask., Sept. 14.—(Special.) A writing and rest room for ladies is a feature of J. W. Haltby's store in Zealandia, Sask. Zealandia has a population of about 500, and it is not often one finds the customers studied in such an attractive manner; particularly in so small a town.

This feature is proving quite a drawing card for the store, and has proved so successful that Mr. Haltby has decided to keep it permanently.

There is nothing elaborate about the "rest room." It is simply a space curtained off from the store, with a few easy chairs and a table and writing utensils, but it is appreciated by the farmers' wives and daughters, who often have to drive many miles to town for their supplies, and are naturally tired after a rough ride over the prairie.

INVESTS \$800 IN CABBAGES.

London, Ont., Sept. 14.—(Special.)—Thirty thousand cabbages grown on a London East lot of 3 1/2 acres have been purchased by W. T. Mullins, grocer. He paid \$800 for the lot and expects to double his money. The cabbage is known as the "Danish bald-head," and each weighs from 8 to 14 lbs. The entire weight of the crop is estimated at 200 tons.

The sea of heads covering the 3 1/2 acres is striking in appearance and has been the subject of much comment by those who have seen them.

WHAT TO SAY IN YOUR ADVERTISING.

Delicious Olive Oil—Delicate in Flavor and Absolutely Pure.

Ox tongue is one of the most tempting luncheon meats—uniformly tender—appetizing—packed under sanitary conditions.

Absolutely Pure—of Great Strength—and the true vanilla flavor.

Grape Juice—Delightfully Rich, with the True Fragrance of the Grape.

Ginger Ale—the Ideal Temperance beverage. Exhilarating flavor—sparkling—pure.

FRUIT NOTES.

According to advices from the coast the promise is for a good-sized crop of oranges.

P. W. Hodgetts, secretary of the Ontario Fruit Growers, says that the apple crop in Ontario will be 50 per cent. more than last year, which brings it nearly to an average. Nova Scotia's crop will run over a million barrels.

In the Winona-Grimsby section of the Niagara district, government inspectors have marked some thousand of peach trees as having Yellows and Little Peach, for immediate destruction.

TRADE NOTES.

R. Simpson & Co., Hamilton, Ont., have purchased the old Taylor & Mulveney warehouse at 29 and 31 Charles St., the amount involved being in the neighborhood of \$25,000.

E. B. Holbrooke, Elko, B.C., has erected a new general store at that place.

The Anderson, Baker Co., of Philadelphia, Pa., is considering erecting a canning factory in St. John, N.B. If the project is realized tropical fruits will be imported for canning purposes.

Arthur Nelson, manager the Standard Brokerage Co., Vancouver, B.C., was a visitor at the Canadian National Exhibition, Toronto.

GET HIM NEXT TIME.

"You know that traveler for ——— pickles, the fellow that's always comin' up an' thumpin' ye on th' chest and yellin', 'How's business this mornin'?' I'll bet he's smashed twenty cigars for me—some of them clear Havanas—but I'll get even with him now. How will I do it? I'll tell ye. He always hits me over the vest pocket, where I carry my cigars. He'll hit me there just once more. He's in town again to-day. There's no cigars in me pocket this mornin'. Instead of it, there's a stick of dynamite, d'ye mind?"



## How to Build Up the Provision Trade

Grocers Should Push This Line and Not Leave it to Care for Itself—Methods That May be Used—The Value of Proper Display in Selling Meats—Suggestion for a Provision Window.

By A. H. Harvey.

While there are some grocers who attempt to work their provision trade up to an appreciable volume, there are also a great many content to allow this branch of the trade to look after itself.

Such should not be the case. When provisions are being handled they should be pushed to the utmost, for, aside from the direct greater profit derived from a larger trade, the fact that it is done in conjunction with the remainder of the business allows it to be handled at a lower cost and with less leaks.

There is also another manner in which the trade should be regarded. When people come to the store for provisions, an opportunity is presented to introduce other lines of groceries to them.

### Changed His Methods.

One dealer I know of kept his stock of provisions in the refrigerator waiting for customers to enquire about it. The result was, he had really no trade in this line; but he suddenly awoke to its possibilities. He had a counter at the rear of the store about six feet long which had been used for piling the goods on in readiness to deliver. This he transformed into a provision counter, covering it with white oilcloth so as to give it a cleanly appearance. On the front of it he placed some hams, rolls and breakfast bacon, while behind he made squares of print butter and lard.

Trade for these lines soon began to pick up and now a good substantial trade is done over that counter which before was of comparatively small value.

### Good Provision Trade in Sight.

Now is the time for the grocer to get behind this department with a deter-

mination to work an extension. The weather is becoming cooler and more favorable for the handling of this line, while at this time of the year there should be a good demand for pork products.

### The Display Refrigerator.

For a while yet until the weather gets still cooler, it will be necessary to use the refrigerator in which to keep meats. A display refrigerator, that is, one with the glass front showing the contents well to customers, is a valuable fixture. However, they should be shown in some manner, for trade cannot be expected to be maintained unless the public are reminded that you carry those goods.

Meats, especially when cut, can be shown to good advantage. Hams and rolls show up well when shown with lettuce and other green goods.

"I try," said the merchant, in speaking of this line, "to display each line so that it will make a customer's mouth fairly water for a meal of that particular piece. I try to appeal to their palates and appetites. Now, a whole ham or roll is not itself particularly attractive or tempting, so I generally take a roll, cut it in two, and display it on a meat platter, decorated with greens, which makes it look much better than the plain roll."

### Use of the Telephone.

Has the grocer ever stopped to think how valuable the telephone might be made in soliciting orders for meats and provisions? It would be well to acquaint customers who live a distance from the store with this method of ordering, for they will often give an order over the

phone when they would not think of going to your store. They would most likely call at the first store that handled provisions. Let the dealer make this method of selling goods of as much value to him as possible. Ring a number of your customers up some morning and tell them the different lines of meats which you have to offer and watch results.

Do not forget, either, to draw your customer's attention to your provision counter when selling other lines. Window display is also another important manner of selling this line. Considering how tempting a window of provisions can be made, and the good results it brings, it is surprising how few grocers use this method.

### Meat, Lard and Egg Window.

An idea for a good window, combining with it the kindred lines, lard and eggs, is here given. At the rear, some distance from the window, is placed a rod, from which is suspended backs and breakfast bacon. Immediately below in the centre is placed a tub of lard on its side, the mouth of course, facing the front. On either side is built up a pyramid of prints of lard, or pails on their side may be substituted. In front of the tub of lard is placed two half-sides of long clear and on each side in a bed of lettuce or other green goods, a couple of hams and rolls. In front of this is a border of eggs, followed by a border of green goods next the glass. Along either side may be built a wall of lard in three-pound pails or bricks.

It would be well for the trimmer to picture this out on paper before beginning it. The result should be an effective display.

### DON'T WORRY.

If you worry over the criticisms of the world—if you fear your competitors—if you allow business depression to affect your nervous system—you will will never be successful.

## SILENCE

No Pistol-Like Report

when you go into a dark room to light the gas and strike a

## DOMINION MATCH

The silence is not broken and the air filled with sulphurous fumes. Dominion matches are noiseless, odorless, and the stems do not break. They are the kind that pay you to keep on hand.

**THE DOMINION MATCH CO., LIMITED**

DESERONTO, ONT.

Or Canada Brokerage Company, Limited, Toronto





# DRIED FRUITS

Currants are extremely scarce on spot and will be until the new fruit arrives in about four weeks. In the meantime we can supply our well-known brands, packed from selected parcels of old crop, quality of which is just as good as the new, at the following prices.

Half-cases Pantry Brand,  $7\frac{5}{8}$

Half-cases Victor Brand, 8

Half-cases Monarch Brand,  $8\frac{3}{4}$

## Seeded Raisins

We offer (1910 crop) Fancy Seeded California Raisins  
16-oz. cartons

Floresca Brand at  $8\frac{3}{4}$

This is just one and one-half cents a pound under the market

## Dates

Finest quality Hallowee Dates in Boxes, 60 lbs., at  $5\frac{1}{4}$ .

## Sugar

Barbadoes Muscovada Grocery Sugar in 100 lb. cotton lined bags at  $4\frac{5}{8}$ .

# H. P. ECKARDT & CO.

Wholesale Grocers

Cor. Front and Scott Streets :: TORONTO

THE CANADIAN GROCER

# Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

## W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade  
Coffees.

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

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

Mail orders promptly attended to.

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

The Condensed Ads. in this  
Paper will bring good results

## VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-  
class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

## TO Brokers and Man- ufacturers' Agents

Your business card on this page will keep  
your name and field of operations before  
Manufacturers, Importers and others  
looking for responsible representatives.  
It costs you little and means much to you  
if you are looking for agencies.

Write for particulars to

The Canadian Grocer  
Montreal Toronto Winnipeg

"We will never be buried  
with the unknown dead---  
we ADVERTISE. There's  
the whole thing in a nutshell  
--- we ADVERTISE; and,  
therefore, we CANNOT be  
unknown."

## McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission  
Agents

144 WATER ST., VANCOUVER, B.C.

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



Are you handling the above splendid new  
line put up by Chr. Bjelland & Co., for 27  
years the largest canners in Norway?

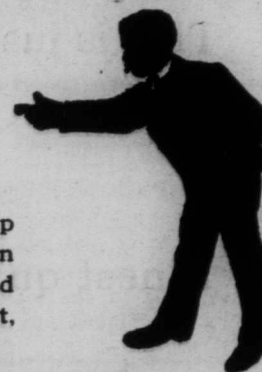
These herrings are all selected, small,  
summer-caught fish, and are canned under  
the most perfect sanitary conditions a few  
hours after being taken from the water.

Retail at 10 cents a tin and leave a most  
satisfactory margin for the retailer. Ask  
your wholesaler for this brand.

**John W. Bickle & Greening**  
(J. A. HENDERSON)

Canadian Agents, Hamilton.

## Where Are You At ?



Have you solved the Soap  
problem to the satisfaction  
of your customers and  
yourself? If you have not,  
we can solve it for you in

## Canada's Best ...SOAP...

It is a superior quality soap at a low price—  
the most liberal value you have ever offered  
your customers. Think what this means. Let  
us send you a sample case to-day.

Write for special quotations on "direct-to-office"  
orders. They will interest you.

**United Soap Company**

OF CANADA, LIMITED

MONTREAL



# ROYAL SHIELD BRAND SALMON



We have only been able to secure about 50% of our requirements of this well-known brand of high grade Sockeye Salmon. Order early.

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

## Campbell Bros. & Wilson, Limited

Campbell, Wilson & Horne, Limited  
Saskatoon

WINNIPEG

Campbell, Wilson & Horne, Limited  
Calgary

Campbell, Wilson & Horne, Limited  
Lethbridge

Campbell, Wilson & Smith, Limited  
Regina

## WE WANT DISCONTENTED MEN

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

### HERE IS THE CHANCE

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

### ARE YOU PREPARED?

THE MACLEAN PUBLISHING COMPANY

143-149 University Avenue

TORONTO, CAN.

## A Plea for the Retail Association

Secretary Lethbridge (Alta.) Business Men's Protective Association Points Out Why Co-operation is Profitable—The Dead-Beat Analyzed and How to Combat His Tactics.

By B. L. Cope.

How many merchants realize that far more can be accomplished by co-operation than by competition? How many realize that an exchange of ideas would be beneficial to all? How many realize that information about their prospective customers handled through a recognized medium is the essence of co-operation and saves, and has been saving for years, hundreds of dollars which would otherwise have been charged to profit and loss account on their books, which if placed in its proper column would read "DEAD BEATS."

Every retailer knows that hundreds of dollars are lost, absolutely lost annually by the operation of these parasites called in the vernacular "Dead Beats," but how many realize what it means. They say "We would not give them any credit if we knew they were no good but how are we sure they are no good till we give them a trial? The husband is earning a good wage or drawing a good salary and they should be able to pay."

### The Important Question.

Yes, they should be able to pay, but will they? That is the question. In days gone by our grandfathers used candles for light, our fathers used the coal oil lamp, but to-day we have gas and electricity. Why? In days gone by the ocean was traveled by the old sailing craft, to-day we have the greyhound propelled by steam. Why? Advanced civilization has given us better ideas,

and by putting these ideas into practice they have proved successful. Why not have new and up-to-date ideas replace the old ones among the retailers of our province, ideas that have also stood the test of time.

Why should our merchants lose a good percentage of their hard-earned profits by continuing along the same lines that their grandfathers and fathers pursued when more recent methods, methods that have been in use in other parts of this continent for ten years, show that it is not necessary.

### Opportunity at the Door.

And these methods that would save the retailers hundreds of dollars annually are knocking at your door, asking admission so that they may shed their benign protection around your store. Are you, as a retail merchant, going to open your door and welcome an idea that means more profits and less losses? Are you going to co-operate with your fellow merchant for the good of all or are you going to still continue along the same old rut? You are too apt to say: "He stuck me and I hope he goes across the street and sticks my opposition too." This rule works both ways remember. You have all had some dealings with the transient "Dead-Beat," the two legged animal that talks, that comes into your store with a hard luck story, or boldly, and asks for credit to keep his family alive, because, if the truth were known, he is too lazy to

earn enough to buy what they require. There was no intention in the brain of that depraved existence when getting the goods from you on time, to pay you if it was at all possible to escape doing so. Quite often he sends his wife because he thinks she can "work" you better than he could, you will be more ready to believe her.

### A String of Unpaid Bills.

Why do the retail merchants permit of this practice when they have such a powerful weapon at hand to stop such an outrage. I know from experience that the transient "Dead-Beat" can be stopped from living on your goods. I have seen cases where one of these degraded beings has "done up" merchants in five or six cities along the line till he happened to cross the trail of a merchant who had opened his door to this method, this twentieth century idea, and who by the prompt use of this method found out the reputation of his prospective customer, which showed him a string of unpaid bills as long as the railway along which his prospect travelled.

And what is this method which is so effective and so saving? you ask. Organize a merchants' association. By the aid of a merchants' association in every town or city of reasonable size all in such district who do not promptly meet their obligations will be known to every merchant in that district. By the aid of a provincial association all who have branded themselves unworthy will be known all over the province and by affiliation with like associations in the neighboring provinces the net of protection will spread till it covers the whole country. Shall we or shall we not have a provincial association? Retail merchants, it's up to you.

## Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

# WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

**J. H. Wethey, Limited**  
ST. CATHARINES, ONTARIO

## CHIVERS'

# Malt Vinegar

is the vinegar par excellence for any pickling. There is no use selling your customers a low grade article for this purpose, as it will prove unsatisfactory and you will be blamed.

### Push Quality Goods

and you will come out on the right side always.

## CHIVERS

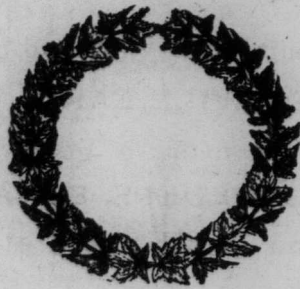
is the name. Remember it.

**S. CHIVERS & CO., Limited**  
CARDIFF WALES

CANADA:  
112 St. Francois Xavier St., Montreal



**BUILD UP YOUR  
WESTERN SALES**



The most rapidly developing market in all the world is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

*Write to-day*

**NICHOLSON & BAIN**

Wholesale Commission Merchants, Etc.  
HEAD OFFICE - WINNIPEG, MAN.  
Winnipeg, Regina, Saskatoon, Edmonton, Calgary.



Contractors To The Admiralty  
**British - Made Pickles  
Sauces and Vinegars**

are making a stand for first place the world over. They are recognized the standard by which others are judged.

**PURNELL'S**

are the favorite British-made goods and are first in point of purity, flavor and quality.

We are large contractors to the admiralty, which should be a good selling point with discriminating customers.

You will find quick sale for Purnell's goods. Order now.

**Our Canadian Agents**

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Harman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

**PURNELL & PANTER, LIMITED**  
Bristol, Eng. - - - Est. 1750



**SPECIAL PRICE**  
ON  
**Breakfast Bacon**  
(New Cure)  
AND  
**Cottage Hams**  
*Quality unexcelled. Order to-day.*

**GUNNS** PORK & BEEF PACKERS  
TORONTO, ONT.  
LIMITED. CANADA

# HAMS

## Are Very Scarce

and probabilities are they will be higher  
SO WILL LARD.

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

**F. W. Fearman Co.**  
HAMILTON  
LIMITED

## Two Good Reliable Articles to Feature for the Hunting Season

The REINDEER-JERSEY Brand  
Evaporated Milk, Unsweetened.

REINDEER CONDENSED  
COFFEE, having the Coffee, Milk  
and Sugar combined, a cup of de-  
licious Coffee is prepared by simply  
adding water.

The only manufacturers in North  
America of prepared Coffee which  
contains Milk and Sugar.



TRURO, NOVA SCOTIA

# Roll Bacon

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

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

## THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses  
FERGUS

70-72 Front St. East  
TORONTO



## Provisions Less Firm Under Lower Hogs

In Sympathy With the Reduced Values of Live Hogs—English Bacon Market Quiet at Recent Decline—Butter Market is Marking Time—Eggs are Generally Firm—Cheese Prices Continue to Advance.

The general situation in provisions this week is less firm, in sympathy with the lower quotations for live hogs which have been reduced considerably during the past two weeks. The English bacon market, which dropped back last week, is quiet at the decline. The lower prices will no doubt for the moment curtail the delivery of hogs. Business on the whole is firm, with smoked meats still in appreciable demand.

The butter market generally maintains a steady position with a good home demand. The English market is, however, less firm, while production is quite large. Eggs are somewhat firmer, especially for the best quality of new laid. Production at some centres is not quite so large, while a good demand at present exists.

Cheese prices still continue to climb and prices have again been generally advanced, putting prices extremely high for this time of year. Besides the ordinary conditions contributing to strength, a reduced production in England has assisted in the rise in values. There was a reduction of over 100,000 boxes in store in Canada on September 1, as compared with the same time last year. The English market is firm, with holders making no concessions. The steady upward movement in prices since early June has been a most unusual occurrence.

### MONTREAL.

Provisions—While no change has been reported here during the week, it is expected that prices will be lower in some lines next week. This applies particularly to lard, which has been weak. Business on the whole is fair, with the demand appreciable.

<b>Pure Lard—</b>	
Boxes, 50 lbs., per lb.	0 11 1/2
Cases, tins, each 10 lbs., per lb.	0 11 1/2
" " " " " "	0 11 1/2
" " " " " "	0 12
Pails wood, 30 lbs. net, per lb.	0 11 1/2
Pails, tin, 30 lbs. gross, per lb.	0 11 1/2
Tubs, 50 lbs. net, per lb.	0 11 1/2
Tierces, 3 1/2 lbs., per lb.	0 11 1/2
One pound bricks	0 12 1/2
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 09 1/2
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09 1/2
" " " " " "	0 09 1/2
" " " " " "	0 10
Pails, wood, 30 lbs. net, per lb.	0 09
Pails, tin, 30 lbs. gross, per lb.	0 09 1/2
Tubs, 50 lbs. net, per lb.	0 09 1/2
Tierces, 3 1/2 lbs., per lb.	0 09
One pound bricks	0 10 1/2
<b>Pork—</b>	
Heavy Canada short out mess, bbl. 25-45 pieces	22 50
Bean pork	16 50
Canada short out back pork, bbl. 45-55 pieces	23 00
Clean fat backs	22 50
Heavy flank pork, bbl.	22 00
Plate beef, 100 lb. bbl.	7 10
" " " "	14 50
" " " "	21 50
Boiled ham, small, skinned, boneless	3 00

<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 09 1/2
Long clear bacon, light, lb.	0 11 1/2
<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 13
Large sizes, 18 to 25 lbs., per lb.	0 13 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 13 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 18
Short out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " " " " " " " " " " "	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 14
Hogs, live, per cwt.	7 50
" " " " " "	7 75
" " " " " "	10 50
" " " " " "	11 00

Butter—The market is steady, with prices unchanged. No particular change is looked for just at present, but there is the possibility that before long a movement may be noticed. The market seems to be marking time.

Creamery	0 26 1/2	0 27
Dairy, tubs, lb.	0 22	0 23

Eggs—Prices are steady and unchanged, although it is expected that there will be an advance in quotations for new-laid before the week passes. Supplies are fairly plentiful and the demand is good.

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

Cheese—The market has undergone another advance during the past week, and is quite firm. The price is very high for this season of the year, and is explained by the heavy export demand. Dry weather in the Old Country resulted in the home production of cheese being lower than usual. Other conditions have been contributing to the situation. The Canadian farmers should certainly benefit by present prices.

Quebec, large	0 14 1/2
Western, large	0 14 1/2
" " " " " "	0 14 1/2
" " " " " "	0 14 1/2
" " " " " "	0 14 1/2
Old cheese, large	0 13
" " " " " "	0 16

### TORONTO.

Provisions.—The strength in lard to which we called attention last week has resulted in a general advance of 1/4 cent per pound. Demand with the cooler weather is larger than during the summer months.

Following last week's decline of 30 cents in live hogs, another slump similar in amount occurred this week bringing them at country points down to a \$7.10 basis. Demand for pork products is satisfactory in volume. The English market is quiet at the recent decline. With the total drop of 60 cents in the past two weeks, the steadiness in the provision market is less marked.

<b>Smoked meats—</b>	
Light hams, per lb.	0 17 1/2
Medium hams, per lb.	0 17
Large hams, per lb.	0 16 1/2

Backs, plain, per lb.	0 19	0 20
" " " " " "	0 20	0 20
Breakfast bacon, per lb.	0 16	0 18
Roll bacon, per lb.	0 11 1/2	0 12
Shoulders	0 11	0 11 1/2
<b>Pickled meats—1 cent less than smoked.</b>		
Long clear bacon, per lb.	0 11 1/2	0 12 1/2
Heavy mess pork, per bbl.	19 00	20 00
Short out, per bbl.	21 00	22 00
Cooked hams	0 28	0 28
Lard, tierces, per lb.	0 10 1/2	0 11 1/2
" " " " " "	0 10 1/2	0 11 1/2
" " " " " "	0 11	0 11 1/2
" " " " " "	0 09	0 09 1/2
Live hogs, at country points	7 40	
Live hogs, local	10 00	10 50
Dressed hogs	10 00	10 50

Butter.—Prices are steady, under limited offerings and a good demand. Otherwise there are no features to the market.

<b>Fresh creamery print</b>	
Creamery solids	0 24
Farmers separator butter	0 23
Dairy prints, choice	0 22
No. 1 tubs or boxes	0 18
No. 2 tubs or boxes	0 15

Eggs.—There is a good demand for eggs, especially the better grade. Receipts are limited and the market is accordingly steady. Strictly new laid are in some cases bringing higher prices.

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

Cheese.—Cheese quotations continue to move steadily upward and 14 1/4 cents is being asked for new. English buyers are still keen for stocks while the London market at the present is firm with holders making no concessions.

New cheese—		New twins	0 15
Large	0 14 1/2	Old Stiltons	0 15
Old cheese	0 16		0 17

Poultry.—Considerable poultry is coming along. The market is less steady or at least is not firm.

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

Honey.—Prices are unchanged but well maintained. Trade is only normal.

Clover honey, strained, 60-lb. tins	0 11 1/2	0 12
Clover honey, No. 1 comb, doz.	2 25	2 50

### WINNIPEG.

Provisions.—There is little new in provisions, this week's trade remaining practically the same as last. Cured meat and dried salt meat continue to move in large quantities as harvesting is at its height and large quantities are being used by the workers. Receipts of live stock continue to be small, and as high as \$9 per cwt. is being paid for choice hogs at the present time. Best steers on the market brought \$5.25 per cwt., which shows a slight increase over last week. Prices quoted are as follows:—

Hams, large	0 16 1/2	Tomato sausage	
Hams, medium	0 19 1/2	per lb.	0 10
Breakfast bacon		Pork sausage	0 09
backs	0 20 1/2	Beef sausage	0 08
Breakfast bacon		Lard, in tierces	
bellies	0 19 1/2	per lb.	0 11 1/2
Shoulders	0 14 1/2	50-lb. tubs	5 75
Short rolls	0 16 1/2	20-lb. pails, cases	7 20
Long, clear sides		10-lb. pails, cases	7 30
per lb.	0 12	5-lb. pails, cases	7 35
Boneless backs	0 15 1/2	3-lb. pails, cases	7 35
per lb.	0 15 1/2	Compound, 20-lb	
Mess pork, bbl.	24 00	pails	2 10
Mess pork, 1/2-bbl	12 50	Steers, heifers,	
		abattoir killed	0 08

Butter.—Creamery butter continues to advance with the approach of fall, and Manitoba fresh made creamery bricks are quoted at 26c., while Manitoba fresh made boxes at 25c. This is an increase

of 2c per lb. over prices quoted last week. The advance is due to the small amount of supplies received in the city, and it is likely that higher prices will be seen later. Dairy butter remains unchanged either in quantity or quality. Prices quoted are: 17c per lb. for strictly No. 1 delivered Winnipeg, 12c to 14c for No. 2, 7c to 9c for No. 3.

Eggs.—No change is noticed in the price offered for eggs, although receipts continue to be extremely small. 21c to

22c are the prices quoted by jobbers to shippers for Manitoba fresh, but guaranteed strictly fresh are being sold in the retail trade at 35c per doz. From all information procurable it would appear that prices on a par with last winter may be expected this year..

Cheese.—There is little new in cheese, prices remain unchanged from last week while receipts show but slight improvement over last week. Present quotation 11½c per lb.

**MONEY SAVED BY TAKING PAINS.**

Editor Canadian Grocer.—On reading your recent article "Losing Money on Orange Sales," I just thought of the amount of money that is lost every year through bad oranges. For instance, some merchants will receive say ten cases and will make a fine display of them and sell direct from the case. This may be all right where a speedy sale is the result but if there are six bad ones in one case and it remains in the store for a week or so you will find at the end of that period twenty to thirty bad ones.

The remedy is a simple one, spend one hour as soon as the fruit comes in looking it over and counting it and you will not, I venture to say, find an easier way of saving a dollar. Some merchants say they don't find time to do this. Well, if they lose two dozen oranges at say 40 cents a dozen for the sake of one hour's work it shows bad management and will prove disastrous in the long run.

J. ASPINALL.

Almonte, Ont.

**SECURING EFFICIENT CLERKS A BIG PROBLEM**

**The Good or Poor Clerk is Reflected in Many Cases in the Dealer—Why the Proprietor Who Does Not Instruct His Salesmen Properly is Not a Good Merchant Himself.**

Montreal, Sept. 14 (Special).—"One of the greatest problems I have to contend with," said a prominent grocer recently, "is the securing of good, efficient clerks."

This complaint is heard not only in Montreal, but in Toronto, Winnipeg, in fact throughout the entire Dominion. Ordinary clerks are none too plentiful, and those of special capability are all too few. Now, this is a general reference to existing conditions, for it is not to be denied that there are among the Canadian trade many bright young clerks who will be the future grocers in the country; but they are occupying fairly good positions, and in the meantime preparing themselves for to-morrow.

**Where the Blame Lies.**

Now if there is a scarcity of good clerks several reasons are suggested for this state of affairs. In the first place, the grocers from whom they obtained their first training could not have been efficient. If they were efficient, then they willfully neglected to instruct the clerks in all the details of the business with which they should be familiar. In the latter case, however, the grocer could not be acclaimed competent for it was to his own interest that he should teach his clerk practically all he knew (considering the individual grocer), and urge him to apply himself with a view to enhancing his ability and improving his general knowledge of the business.

**Good Grocers Have Good Clerks.**

"The efficient grocer has efficient clerks." This is an axiom of the trade and applies everywhere except in instances where the employer is unable to secure better, or where those in his employ have not the natural talent or am-

bition to make their way in the business.

Hence we come back to the statement that the inefficient clerk is the product, in practically all cases, of the store conducted by the inefficient grocer.

**CARTOON TALKS ON SERVICE**



The up-to-date salesman is particular about maintaining his physical equilibrium when serving a customer. The sleepy, disinterested clerk drives away trade.





**Grocers:** The reputation of this Company has been built up by the production of goods of the highest quality. Nothing but the highest grade materials are used. All of the goods manufactured by us bear our name and are never packed under private brands. Gillett's goods are acknowledged as the Standard of Canada.



# MAGIC BAKING POWDER

The No Alum Kind



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



WINNIPEG

MONTREAL

## Queen Quality Pickles

never fail to bring satisfaction to your customers and profit to yourself, because they are a line that always reaches you in perfect condition.

Feature this rapid selling line. The demand for it is largely increasing.



Choicest selected vegetables and other pure ingredients alone find their way into "Queen" Quality Pickles and the entire manufacture is marked by unusual skill, care and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

Try our PURE TOMATO CATSUP.  
Send to-day for discounts and prices.

**Taylor & Pringle Co., Ltd.,** OWEN SOUND, ONT.

## NATION'S CUSTARD POWDER & Egg Powder

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

### AGENTS:

Ayre & Sons, Ltd.,  
St. John's, Newfoundland  
F. Coward, Toronto  
(For Ontario)  
The W. H. Escott Co.,  
Winnipeg, Man.  
McKelvie, Cardell, Ltd.,  
Calgary, Alta.  
Distributors, Ltd.,  
Edmonton, Alta.  
W. H. Malkin, Ltd.,  
Vancouver, B.C.

5-CENT PACKETS  
HALF-POUND TINS  
ONE-POUND TINS

Sample free by post.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

# "Elite"

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

## Diamond

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

Ask your jobber.

### John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

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

# BISCUITS

## from the Old Country

Notice to Grocers and Stores in Canada

### M<sup>C</sup>VITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **M<sup>C</sup>VITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:  
**RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG**



## Have No Hesitation

in recommending to your best customer


# 'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS  
SMITH & PROCTOR, - HALIFAX, N.S.

## SMITH AND PROCTOR

SOLE PACKERS  
Halifax, - N.S.



## LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

**Lynch's Limited—Sydney, N.S.** Manufacturers of Biscuits, Bread and Confectionery



## Rolled Oats Advance 30 Cents a Barrel

Result of Considerable Higher Prices for Raw Material—Market is Still Strong—Flour at the Moment is Firm Under Higher Wheat—How the Canadian Wheat Crop Compares With Other Years.

Under the substantial gains in the price of the raw material, rolled oats advanced 30c per barrel on Monday of this week. The general world's condition in oats, backed by the short crop in the United States, has worked for considerable higher prices, which the milled product could not withstand. While Ontario's oat crop will be considerably shorter than last year, the production in the west will show an increase. There is some improvement in the rolled oats trade, the annual fall briskness now beginning to make itself felt.

Flour at the present time exhibits considerable strength under higher wheat quotations, and there has been some talk among millers in favor of higher flour quotations. Any further strengthening in wheat prices will probably result in an advance.

While the flour market at the present is firm, there are many inclined to believe that as Canada has an immense crop of wheat this year that when shipments start to come out that the market will feel the effects. One dealer pointed this out, comparing the estimated crop in the Canadian West this year of 180 million bushels with 149 millions in 1910, 166 million in 1909, 112 million in 1908 and 93 million in 1907.

This is no doubt a factor that has to be considered and one which will have a considerable bearing on prices. Still Canada is not such an important factor in determining values as some believe. It must be remembered that she produces only 180 million bushels as compared with the world's total of over 3,500 million.

Reciprocity will have a considerable bearing on wheat prices in Canada, as it also will on oats. Canadian markets will remain somewhat unsettled until this issue is decided. Farmers are no doubt holding supplies in many cases until this question has been disposed of.

### MONTREAL.

Flour.—There is no change to report in the flour market. Prices are steady.

Winter wheat patents, in bags.....	4 80
Straight rollers, in bags.....	4 30
Manitoba 1st Spring wheat patents, barrel.....	5 40
" straight patents, barrel.....	4 90
" strong bakers.....	4 70
" second.....	4 20

Cereals—Rolled oats advanced 15c on Monday. The market is steady and firm. The demand is good, and with the coming of cooler weather it should gradually increase.

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

### TORONTO.

Flour.—The immediate flour market at least is firm under higher quotations for wheat. Some mills are inclined to favor higher prices for flour. All, however, are not of that opinion, there being a feeling of uncertainty regarding wheat prices holding. Any further marked advance in wheat quotations would, however, probably result in higher flour prices.

Manitoba Wheat*	
1st patent, in car lots.....	5 30
2nd patents, in car lots.....	4 80
Strong bakers, in car lots.....	4 60
Feed flour, in car lots.....	3 20

Winter Wheat.	
Straight roller.....	4 15
Patents.....	4 40
Blended.....	4 50

Cereals—The higher quotations for oats have resulted in an advance of 30c per barrel in rolled oats, the change being recorded on Monday. A somewhat improved demand is being felt in this line. The raw material is high in price and the market is firm, even at the late advance. Cornmeal is up 10c per sack.

Rolled oats, small lots, 90-lb. sacks.....	2 60
Rolled oats, 75 lbs. to car lots.....	2 50
Standard and granulated oatmeal, 9-lb. sacks.....	2 86
Proved wheat, small lots 100-b. barrels.....	2 90
Rolled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	2 00
Rolled oats in cotton sacks, 5 cents more	

Feed—Mill feed has been advancing considerably of late, home buyers being faced with competition from Germany and other countries, and this has been reflected in the ascendancy of prices of bran and shorts. It is some time since local manufacturers have done business with Europe, and the sudden demand from Germany is attributed to the failure of fodder crops.

### WINNIPEG.

Flour.—Domestic and export trade continues to hold good and an increased volume of trade is being transacted. Export trade is at its height, and as new wheat is on the market it is expected that some increase will be seen in the shipments to the Old Country during the next few weeks. Prices remain unchanged from last week.

1st Patents.....	5 80	3rd Patents.....	4 90
2nd Patents.....	5 20	1st Clares.....	4 30

Cereals.—Trade in cereals remains unchanged, but it is expected to show some improvement during the next month. Bran at the present time is selling at \$18 to \$18.50, and shorts at \$20 to \$20.50 per ton. In chopped feeds barley is quoted at \$25, oats at \$26, and barley and oats mixed at \$25.50.



## "Perfection" Popularized Sodas As No Others Did

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

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

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

## The MOONEY

Biscuit & Candy Co.  
LIMITED

Factories at  
Stratford, Ont., Winnipeg, Man.

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



### —THE FLAVOR DE LUXE— MAPLEINE

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

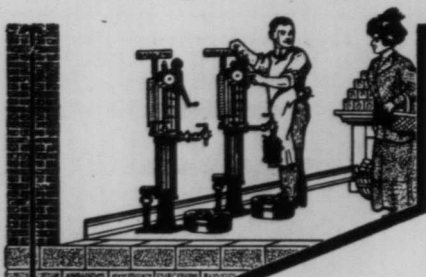
#### SELLS ON MERIT

Backed up by advertising  
See Price List  
Order a supply from your  
jobber or—Frederick F. Rob-  
son Co., 26 Fr. at St.  
E., Toronto.

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

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





## Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

**No Funnels—No Measures—No Waste—No Dirt. Saves Space, Time and Money.**

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

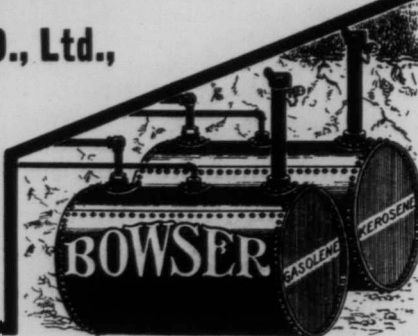
The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask for Book No. 5.

**S. F. BOWSER & CO., Ltd.,**

**TORONTO,**

66-68 Fraser Ave.



## Apples! Apples!

GEORGIAN BAY DISTRICT

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

## Georgian Bay District

The Quality is No. 1

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

WRITE AT ONCE

## Lemon Bros.

Owen Sound, Ontario  
and Sault Ste. Marie

## After Cleaning and Oiling the Motor

# CHIVERS'

## MOTOR SOAP

comes into requisition and removes the grease and soil from the hands, leaving them perfectly clean and free from stains without the injurious after effects of many hand cleaners now offered.

Promote your own interests by carrying this superior brand of Motor Soap.

A line to the Canadian Agents will bring particulars.

**HARRISON & SON**  
St. Nicholas Building  
MONTREAL

PUT YOUR CREDIT ACCOUNTS ON THE RIGHT SIDE OF THE LEDGER

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

## Allison Coupon Books

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



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

For sale by jobbers everywhere.

**Allison Coupon Company**  
INDIANAPOLIS, IND.

53 Highest Awards in Europe and America

## WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

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

Montreal, Can. Dorchester, Mass.



THE CANADIAN GROCER



# BE SURE E.D.S. IS ON YOUR PRESERVES

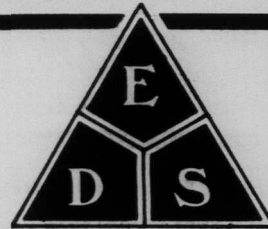
There is one positive way of being sure you give your customers the preserves that will please them and make them steady patrons of your store. The sure way is to see that every jar of preserves you sell bears this trade mark—**E. D. S. TRIANGLE**. This trade mark is associated with the quality of preserves that stands out from the rest as the purest of fruit products without the semblance of preservatives or coloring matter. E. D. S. brand preserves are made entirely of select fresh ripe fruits and pure cane sugar. There is no secret process, everything is open for inspection. Our success lies in purity only.

Fill up your shelves now for fall.

Made only by

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

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



She doesn't take kindly to substitutes for

## WINDSOR SALT

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade mark on it. Most of the housekeepers in Canada agree with her, too.

**THE CANADIAN SALT CO.,**  
WINDSOR, ONTARIO. LIMITED

# CARTER'S



## Big Wheel Lemonade Powder

Table Jellies, Mustard Powder  
etc., etc.

**H. W. Carter & Co., Ltd.**  
BRISTOL, ENGLAND

## Canadian Fruits

### Crawford Peaches

are now arriving in good shape,  
also

Plums, Pears, Grapes and  
Cantaloupes.

Tomatoes, Cucumbers, Apples,  
Egg Plant, etc.

Full Lines of  
Oranges, Lemons and Bananas



25-27 CHURCH ST. TORONTO  
are Largest Receivers

## "St. Nicholas"

The Lemon Leader  
for the past

7,500 DAYS

"That's  
Going  
Some"

J. J. McCABE

AGENT

TORONTO, : : ONT.

## Late Fruits Now in Good Supply

Canadian Late Fruits Now in the Limelight—Plentitude of Peaches, Pears, Plums and Grapes—Good Sale for Preserving Purposes—Canada Will Have a good Crop of Apples—Imported Lines are Not Brisk.

Peaches, plums, pears and grapes are having their day. Supplies of all these lines on most markets are large with an excellent demand. The amount of the earlier fruits preserved this year was comparatively small and this is no doubt one reason for the brisk trade in late varieties. Retailers in all sections are pushing late fruits for preserving purposes. One of the principal lines is peaches, the late varieties of good quality now making their appearance.

Prospects still continue good for a large crop of apples in Canada this year, considerable in excess of last season. In Ontario the outlook is not as favorable as earlier in the season, wind and hail having wrought damage, but it will be in excess of last year, while in Nova Scotia a bumper crop is expected. The English apple crop is reported only moderate. Germany is below an average, while France, Italy and Holland report good crops.

Trade in imported lines of fruit continues quiet, although there is a fair movement of such lines as oranges, lemons and bananas considering the present plentitude of Canadian fruits. Prices are apparently steady with no special features.

### MONTREAL.

Green Fruits.—There is nothing particularly new in the fruit market this week. Blueberries seem to be about done. Peaches, pears, plums and grapes are bringing the bulk of the trade and demand is heavy. Lemons are moving steadily. On the whole business is good, but it is principally along the regular lines of this season.

Apples, bbl.....	2 75	3 50	Oranges—		
Bananas, bunch..	1 50	1 75	Valencia.....	4 50	5 00
Bananas, crated.	2 00	2 25	Jam-icas, box...	3 25	3 25
Blueberries, Can			Sorrento.....	3 25	3 50
basket.....	0 75	1 00	Mexican.....	2 75	3 00
Cantaloupes.....	2 50	3 00	Peaches, Califor-		
Cocoanute, bars.	3 75	3 75	nia, crate.....	1 75	2 00
Grape fruit, Cali-			Peaches, Can.		
fo nia, case.....	4 50	5 00	basket.....	0 50	1 00
Grape fruit,			Pears, Cal., crate	2 70	3 00
Jamaica.....	4 50	5 00	Pea s, Can. bas.	0 40	0 60
Grapes, Canadian,			Pineapples—		
bas. et.....	0 25	0 30	Florida, case...	4 70	5 00
Lemons.....	4 50	5 00	Plums, California		
Limes, a box...	1 25	1 50	box.....	1 50	2 50
			Plums, Can. bas.	0 35	0 75

Vegetables.—Tomatoes are still a feature of the market and move steadily. Sweet potatoes from New Jersey are now offered by wholesalers at from \$2 to \$2.75 a hamper.

Carrots, doz.....	0 25	Canadian lettuce		
Cabbage doz.....	0 75	per doz.....	0 45	0 50
Corn, per doz.....	0 20	Onions—		
Cucumbers, doz.	0 80	Spanish, crate...	3 00	3 50
Garlic, 2 bunches	0 25	Sweet potato-s..	2 70	2 75
Green Peppers,		Montreal pota-		
bushel basket	1 75	toe, new, bag.	1 50	1 75
Leeks, doz.....	1 50	Tomatoe, Cana-		
		dian, box.....	0 60	

### TORONTO.

Green Fruits.—There has been a plentitude of peaches on the local market for the past week or so, with an excellent demand at the prevailing prices. The amount of earlier fruits preserved was small and retailers are pushing peaches for this purpose, and are meeting with great success. The late varieties have made their appearance with the quality generally good. All lines of Canadian fruits are in good supply and are selling well. Pears are lower in price, while ordinary grapes are at 17 to 20 cents. While prices on the latter will probably go lower they may not go as low as some years, that is for those untouched by the hail. Canadian sugar melons are in good supply and selling well at 50 to 60 cents per crate. Oranges, lemons, watermelons and other imported lines are somewhat forgotten in the rush of domestic fruits. Prices, however, continue steady.

## "Beaver Brand"

### GEORGIAN BAY APPLES

We will have several cars of Good Winter Apples, assorted varieties No. 1 and No. 2 quality, up to Government Standard. Prices furnished on application to

ELLIS BROS.

Proprietors of the well-known  
"Beaver Brand"

MEAFORD, - ONTARIO

BOX 130

BACON...  
Lemons...  
Verdelli...  
Lime, box...  
Oranges...  
Late valen...  
Blueberries...  
Can. tom...  
1-qt. ba...  
Rhubarb...  
Canadian...  
melons...  
Rockyforh...  
Rockyforh...  
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Veget...  
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Bananas..... 1 00 1 75	Watermelons... 0 35 0 50
Lemons—	Canadian plums,
Verdelli..... 4 51 4 51	11-qt. basket.. 0 50 1 00
Limes, box..... 1 25	Can. peaches,—
Oranges—	Best grades... 0 75 1 00
Late valencias.. 4 25 4 50	Common..... 0 40 0 55
Blueberries, bak 1 00 1 50	Canadian peas,
Can. tomatoes,	11-qt. basket.. 0 25 0 50
11-qt. basket.. 0 30 0 40	Grapes, small... 0 17 0 20
Rhubarb, doz... 0 25 0 40	Grapes, fancy
Canadian su. ar	Delaw re..... 0 30
melons, rate. 0 50 0 60	Green grapes, 1
Rockyforls, b k 0 35 0 40	basket..... 0 25
Rockyforls, sal-	
mon, fresh, bak .... 0 51	

Vegetables.—Small cucumbers and onions, as well as green peppers, with the pickling season now on, are being given more prominence. Egg plant and green peppers are easier this week.

New potatoes, New Brunswick stock, are quoted at \$1.40 to \$1.50 per bag this week. Prices will no doubt ease slightly as supplies increase. The crop in Ontario is not good and are not maturing well. In some sections the production is not large enough to supply the home demand. There are other sections, however, where they are doing fairly well, but there are considerable being brought in from New Brunswick where the crop this year according to

## GRAPES

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

Our stock is not injured by hail.

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

fine stock.

## Tomatoes

late firm stock.

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

Wire, phone, or mail your orders to

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

## "Whitco Brand"

# Sweet Potatoes

The finest Jersey Sweets are packed under this brand in hampers and barrels. When you get this brand you get bright, clean, chunky Sweets—the best to be had.

**WHITE & COMPANY, LIMITED**

DEALERS IN FANCY FRUITS

TORONTO and HAMILTON

## Peaches

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

## Grapes

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

THE HOUSE OF QUALITY

**HUGH WALKER & SON**

(Established 1861)

GUELPH, ONTARIO

## BUSTER BROWN

### VERDELLI LEMONS



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

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



BUY ONLY BUSTER BROWN.

FOLLINA BROS., Palermo, Packers.

W. B. STRINGER, Toronto, Sales Agent.

report is good. New Jersey sweet potatoes are offered in hampers at \$2.25, and in barrels at \$5.25 to \$5.50.

Canadian beet, basket..... 0 25	Cauliflow'rs, dz. .... 1 25
Cabbag, Canadian, crate..... 2 00 2 25	Green peppers, basket ..... 0 35 0 50
Carrots, new, basket..... 0 40 0 50	Canadian beans, 11 qt. basket 0 25 0 35
Cucumbers, Canadian, bak. . . 0 15 0 25	Onions—
Lettuce, Canadian, head . . . 0 25 0 30	American cooking, 100 lb. bag 2 75 3 00
Green corn, doz 0 06 0 10	Spanish ..... 2 50 3 00
Egg plant, bak. . . 0 30 0 40	Canadian, bus. .... 1 65
Celery, per doz. heads..... 0 40 0 50	Potatoes, N. B. stock, bag. . . 1 40 1 50
	Sweet potatoes, barrel..... 5 50
	New turnips, per 11-qt. basket... 0 20

WINNIPEG.

Fresh Fruit.—An active trade continues and wholesalers claim that one of the best seasons in the history of the west can be looked forward to in this line. It is expected that the small holder will have more money this fall and consequently will be able to indulge in this luxury. Washington Italian prunes have made their appearance on the market and are quoted at \$1.60 to \$1.65 per box. Cantaloupes show a reduction of \$1 per crate, and a large trade is being carried on in this line at the present time. Washington blackberries have also declined \$1 per crate, while Hardy pears are down 25c. New prices are as follows:

Bananas, bunch..... 2 75 3 50
Valencia oranges..... 5 25
California lemo's, crate..... 6 00
Cal. peaches, box..... 1 25 1 50
Wa. h. Italian prunes, box..... 1 50 1 65
Bartlett pears, crate..... 2 75
Cantaloupes, crate..... 4 00
American duchess, bbl..... 4 50
Wash. blackberries, crate..... 4 60
B. Hardy pears..... 3 00

Green Vegetables.—Little new is being offered in green vegetables this week, although an active trade continues to be in existence. Ontario tomatoes have become more plentiful and a reduction of 10c to 25c per basket is noticed this week. Other changes are small and nothing new is offered. Prices are as follows:

Native mint, per doz..... 0 20
Native green onions, doz..... 0 20
Native parsley, per doz..... 0 20
Native lettuce, per doz..... 0 20
Native watercress, doz..... 0 30
Ontario tomatoes, per basket..... 0 50
Native head lettuce, doz..... 0 50
Native spinach, lb..... 0 04
New cabbage, per lb..... 0 01
American peppers, basket..... 0 80
Native green beans, per lb..... 0 03
Native carrots, pe lb..... 0 01
Native beets, per lb..... 0 01
Native peas, per lb..... 0 04
Native radishes, per doz..... 0 20
Native turnips, per lb..... 0 01
Native celery, doz..... 0 40 0 75
Native cucumbers, doz..... 0 25
Vegetable marrow, doz..... 0 50
Pumpkins, per lb..... 0 01
Sweet corn, per doz..... 0 20

Potatoes.—Owing to increased supplies in the city, potatoes are being sold this week at 75c per bushel. This is a reduction of 10 to 15c below prices prevailing last week. It is expected that lower prices will be seen as the stocks in the city are increasing daily.



Fish - Oysters



Cooler Weather Improves Fish Demand

Fall Demand Beginning to be Felt—Orders Henceforth Should be More Numerous and Bulkier—New Lines of Smoked Fish Coming on Market—Oyster Season has Commenced — The Production This Year is Not Large.

With the cooler weather, the fall demand for fish is beginning to make itself felt to some extent, and from now on orders should be larger. Fish are in fair supply, halibut being one of the good sellers in fresh fish. In smoked fish, new haddies, kippers, bloaters and also smoked herring are arriving.

The demand for oysters is beginning to be felt, and as it is some months since they have been obtainable there should be an appreciable trade. This year's supply of oysters is apparently not large. One dealer said it is three or four years since there has been an average set in the oyster grounds, and as it takes about five years for them to develop the production this year will be limited. The set this year appears to be good, while the quality of the present crop oysters is reported generally good.

QUEBEC.

Montreal.—Business has begun to show improvement with the change in the weather and orders henceforth should be more numerous and bulkier. The opening of the oyster season has certainly been felt and business has been steadily increasing. Stocks are fresh and it is months since the last oysters were enjoyed by the majority of people.

Halibut are in good supply, also brook trout, which are arriving freely with the price considerably lower. There is also an ample supply of lake trout. In the smoked fish line new haddies, kippers and bloaters and also smoked herring are arriving daily. Complete lines of boneless and prepared cod are being offered. In fact, the stock of fish is practically complete.

Listed under salted and pickled fish are new Labrador herrings in barrels and half barrels; also new green cod, Labrador and British Columbia salmon, sea trout and mackerel. All of which is sufficient evidence of the fact that wholesalers are ready for the season.

Bluefish, per lb. .... 0 12	FRESH	Halibut, express per lb. .... 0 10
Dressed perch, per lb. .... 2 10		Salmon, E.C., lb. .... 0 18

Dressed bull-heads, per lb. .... 0 10	Salmon, Gaspe. .... 0 20
Eels, fresh, each .... 0 25	Shad, buck, each .... 0 30
Flounders, per lb. .... 0 08	Shad, roe, each .... 0 60
Mackerel ..... 0 12	Sea trout..... 0 10
Haddock, per lb 0 04 0 05	Sea loas, per lb. .... 0 10
Herring, each ..... 0 03	Trout, brook..... 0 20
Steak cod headless, per lb. .... 0 05 0 06	Lake trout, lb. . . 0 11 0 12
	Pike, per lb. .... 0 08
	Pickeral or dore 0 11 0 12
	Whitefish, lb. . . 0 11 0 12

Haddock ..... 0 03	FROZEN	Salmon, B.C., red.... 0 10
Halibut, per lb. .... 0 09		Gaspesalmon..... 0 18
Pike, round lb. .... 0 05		per lb. .... 0 18
Pike, dressed & headless, cases		Qualla salmon..... 0 09
150 lb., per lb. .... 0 07		No. 1 Smelts, boxes, 10 and 15 lbs. each. 0 07
3ras pike..... 0 05		Whitefish, large, lb. .... 0 08
steak cod ..... 0 04		Whitefish, small.... 0 06
Mackerel ..... 0 11 0 12		

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

New green cod, medium, per lb. .... 0 04	SALTED AND PICKLED	Choice mackerel, half pail..... 2 00
New green cod, small per lb. .... 0 03		Salmon, B.C., red, bbl. 14 00
New Labrador herring, per bbl. .... 6 00		Salmon, B.C., half bl. 7 50
New Labrador herring, per half bbl. .... 3 50		Salmon, Labrador, bbl. 16 00
Labrador sea trout, bbl. .... 12 00		Salmon, Labrador, half bl. .... 8 50
Labrador sea trout, No. 1 mackerel, pail. 2 10		Salmon, Labrador, trols, 300 lbs. .... 21 00
No. 1 mackerel & 1/2 bbls. 8 00		Salt eels, per lb. .... 0 07
Scotia herring, No. 2, bbl. .... 6 00		Sea trout, 1/2 bbl. .... 6 50
Lake trout, half bbl. 6 00		Sea trout, bbls. .... 12 00
		Scotch herring, keg. 6 00
		Scotch herring, keg. 1 00
		Holland herring, 1/2 bl. 5 50
		Holland herring, keg 0 75

Smoked eels, per lb. .... 0 11	SMOKED
Bloaters, large, per box..... 1 10	
Haddies..... 0 08	
Herring, new smoked, per box..... 0 20	
Kipped herring, new, 40 in box..... 1 25	
New filets, per lb. .... 0 10	

Shell oysters, choice, barrel..... 12 00	SHELL FISH	13 00
XXX shell oysters..... 10 00		
Lobsters, live, per lb. .... 0 35		
Oysters, choice, bulk, Imp. gallon..... 1 40		
Oysters, bulk, selects..... 1 60		
Solid meats—Standards, gal., \$1.75; selects, gal., \$3.		

ONTARIO.

Toronto.—There has as yet been no marked improvement in fish trade, but now with cooler weather retailers will begin to devote their attention more to this line. Demand for oysters is beginning to make itself noticeable and will more so as the season advances. Halibut is arriving freely and is a good seller, while among the new lines that are coming on the market are kippers, bloaters and finnan haddie. Prices are generally unchanged.

Steak cod..... 0 07 1/2	FRESH CAUGHT FISH	Fresh caught white.. 0 12
Fresh halibut..... 0 10		Fresh caught herring 0 05
Perch..... 0 06		Haddock ..... 0 06 0 07
Fresh trout..... 0 11		Pickeral..... 0 10

Gold eyes..... 0 05	FROZEN FISH	Mullets..... 0 04
Pike..... 0 05		Bluefish..... 0 12
New Pink sea salmon 0 09		

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





# Let Us Make It Clear

Some lines of Canned Fish are dearer this year than last and you have now a favorable opportunity to create a fine business in Fresh, Cured and Smoked, etc. But you must have the quality lines if it is to be lasting. Consider

## "Canada" Brand Pure Boneless Cod Fish

Great Goods - Clean and Wholesome

CANADA TABLETS	-	20 1-lb. Tablets
CANADA CRATE	-	12 2-lb. Boxes
CANADA STRIP	-	30-lb. Boxes, whole pieces
COD BITS	-	25-lb. Boxes, Bulk
		and SKINLESS FISH
MARINER BRAND	-	25-lb. Boxes, Bulk

**Ocean Brand Kippers**

**FAST**

**Bouillier's Fillets**

**SELLERS**

**Ocean Brand Bloaters**

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD  
NEW FAT JULY SALT HERRING

These should certainly be ordered, as a good trade is likely in this particular line and you will be the gainer.

**The Halifax Cold Storage Co. - Halifax, N.S.**

47 WILLIAM ST., MONTREAL

Selling Branch

## GASPE LOBSTERS

### QUAKER BRAND

The Brand that guarantees Purity and the Highest of Quality.

What about your supplies?

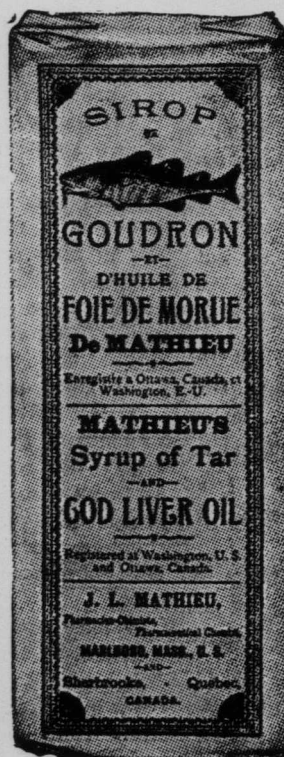
You must have room for these choice goods.

**Mathewson's Sons**

MONTREAL

**QUALITY**

**SATISFACTION**



## MATHIEU'S SYRUP

of Tar and Cod Liver Oil  
**MATHIEU'S NERVINE POWDERS**

are the safest sellers among all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

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

Distributors for Western Canada

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



## Creating a Demand by Window Displays

**Up-to-Date Merchants Prize Their Windows Highly—Effective Means of Securing Trade—Appeal to Consumers' Appetites Through Them—Some Simple Rules Which Constitute the Foundation of Good Window Dressing.**

By W. J. B.

One of the chief means of advertising and bringing his goods before the purchaser that the retail grocer has at hand is through the medium of the display window.

Those grocers who have put forth any reasonable amount of effort in this direction will testify to its value as a salesman. It affords the merchant in all lines of business, and just as much in groceries as any other, a selling agent at a lower cost perhaps than any other means. Up-to-date merchants in the city prize their windows highly as any manufacturer will find if he attempts to rent one of them. Without them they could not hope to do nearly as much business as is possible with them.

### Too Much Neglect Shown.

Still, even in the face of this absolutely proven truth and the fact that their value has been demonstrated so plainly over and over again, we find many merchants neglecting to give them such care as would make them valuable. Nor is this alone true of country stores; even in the cities and on many of the main streets, too, we find the same thing existing. Dirty windows, unattractively dressed, changed only at long intervals, which do not only fail to sell goods, but drive customers away, are found to be the case with many merchants. Perhaps only a short distance away, we see another dealer with a window of the same dimensions, but from which he is deriving untold benefits, simply because he gives it the necessary attention to keep it in such a manner that it will sell goods.

It is the object of the merchant who does realize the value of the window to give an appearance that will create among customers a desire for the goods displayed and is not a difficult problem to create a desire for foodstuff lines. He must appeal to the appetites of his customers in such a way as to make sales. The question is, "how can it be done?"

### Rules to be Followed.

There are some simple rules which constitute the foundation of a good display and while they are self apparent, they need to be dwelt upon for the reason that they are often disregarded. One of these is keeping the glass in the window clean. While it should not be necessary to refer to this, still there are some grocers who do not take enough pride in their store to even observe this, the simplest rule.

Then, it is essential that no article entering into the display will detract from the attractiveness of the window. It should be neat and symmetrical. That is, it should be constructed so that one side of the display will balance well with the other. You have probably noticed a window that did not appear exactly right at a glance and on a closer examination you found the display to be lop-sided.

### Specialize for Effect.

Don't try to show everything you have in stock at once. A crowded window will not sell goods. This is the downfall of many window trimmers. They wish to show too many lines at a time and the crowding resulting defeats the primary object of the display.

Just as the general public will not often read a crowded advertisement, they will not stop to look at a crowded window. It does not make sales. That is well known. In fact, a crowded window is not attractive and for this reason a trimmer should guard against it. Of course, the display of associated articles such as ham and eggs, brooms and sweeping powder, etc., is to be commended.

### Good Judgment Necessary.

Time and care are necessary in the preparation of a window, if good results are to be procured. The goods cannot be thrown in, in any old manner. Each article and each part of the display should be so placed that it will look the best. Judgment must be used to secure that.

A man cannot expect to pull off his coat and to arrange a good display in a few minutes. He must first make his plans and figure in his mind just how he wants it to look when finished and how he must proceed. A good method is to select the line or lines which are to be displayed, step outside and figure in your mind's eye how you will arrange them.

There is still another feature of window display that will usually increase results—the use of show cards and price tickets. A plain, neatly written show card will help wonderfully in making sales, while price tickets in many cases will also be of great value. Do not use more than the display warrants. The trouble, however, in most cases is that none or too few are used.

## Grocers' Letter Box

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

Dear Sir:—

"I notice in the advertisement of a tea firm that the pedlars are getting a large amount of tea trade from the retail grocers.

"What, in your opinion, would be a fair proportion of tea sales to whole sales of a grocer in order that he might feel that he was getting his due?"

N.S. ANXIOUS ONE.

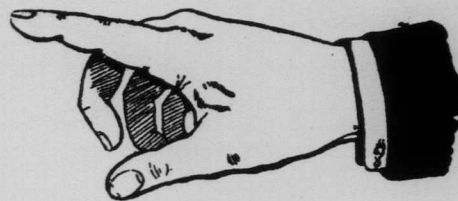
Editorial Note.—This question of a Nova Scotia dealer is a difficult one because of the different conditions existing and connected with the sale of goods in different stores. In some localities a greater amount of tea is consumed than in others, some stores sell more goods that run into money quickly, such as sugar, thus altering the proportion of tea sales to total sales. others sell strictly groceries, while still others have many sidelines which would alter the proportion of tea sales to total sales.

A merchant in a country town with a general store of \$4,000 stock who considered he was getting his share of the tea trade says that his tea sales last year amounted to \$450, while his total sales for all lines amounted to \$17,000. He sold 1,240 pounds of 30 cent tea and 190 pounds of 40 cent tea. These are the only grades he carries.

Another dealer who carries groceries alone who does on an average \$1,000 worth of business per month, said that in one month he sold \$40 worth of tea, although this is not an average.

Thus to work it out to a proportion the general merchant on every \$3,400 worth of goods disposed of, sold \$90 worth of tea, while the man who sold only groceries on every \$3,400 worth of business, sold \$136 worth of tea. Thus if an average were taken on these two cases alone, it would mean that a dealer in doing \$3,400 worth of trade, should sell \$113 worth of tea. The question, however, as intimated above, is a rather difficult one to answer on account of its complexity.





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

## "BRUNSWICK" Brand

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

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

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

## Connors Bros., Limited

Black's Harbour, N.B.

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



## THIS "COAST-SEALED" CABINET

Will Increase Your Oyster Profits

Two sound reasons lie back of this statement.

1. It keeps oysters absolutely fresh for a longer time than any other cabinet.
2. It uses only one-eighth of the ice required by other cabinets.

Note its unique construction—the picture tells the story. And we sell you "Coast-Sealed" Cabinets outright for \$17.00 each f.o.b. Toronto. This will appeal to independent grocers who rightly object to being coerced into buying a line of oysters through jug-handled loaning agreements on Oyster Display Cabinets.

We rely on quality alone to sell our "Coast-Sealed" Oysters

Write us for full particulars and prices

## CONNECTICUT OYSTER COMPANY

Canadian Branch:

88 Colborne St.,

TORONTO

## The Grocer's Encyclopedia—Mustard

**Mustard is a Relish of Long Standing Which Still Continues to be Popular—Two Different Seeds Used in Its Manufacture—Prepared Mustards Also Sold by the Grocer—Arguments to Increase Its Sale.**

"Sauces of various kinds which tickle the palate and for a time become fashionable," says a writer "have their day and cease to be, but mustard, which came into popularity centuries ago, still continues popular as a relish for meats and other foods."

There are three main reasons why mustard continues to be a popular condiment.

In the first place, it has an unquestionable dietetic value.

Then again it is a medicinal agent of no mean value, while it is a seasoning of which the palate never tires.

It's most reasonable cost also places it within the reach of all.

### Are Fond of Mustard.

The English word, mustard, was derived from the Italian "Mostardo" owing to an ancient custom of having a little must (latin, mustum, unfermented grape juice) mixed with it in preparing the condiment. For centuries, the English have been known as great mustard eaters—the greatest in the world. It is calculated that upward of 7,000 tons of mustard are now manufactured yearly in England, and in no other part of the world is its preparation carried on so energetically.

The two seeds employed in the manufacture of mustard are S. Nigra and S. Alba and it is the judicious blending of the flour of these two seeds, with due regard to the percentage of oil and other properties contained in them, that gives the manufacturer his secret and the public, the perfected article.

### What Genuine Mustard Is.

In the case of "Genuine" the mustard is made solely from the flour of the mustard seed. The "Condiment" is manufactured with a small proportion of wheaten flour especially prepared in order to absorb the oil, modify the undesirable pungency and make it more suitable to the public taste.

The use of mustard, powdered in its present form, for making into a paste, originated in Durham, England, about the year 1720, where it was prepared on a small scale by an old lady named Mrs. Clements, who kept the secret of its manufacture to herself—grinding the seed in a mill and sifting it—for several years. She used to travel twice a year to London and the principal towns in England for orders.

### The Prepared Mustard.

Then we have the various kinds of pre-

pared mustards. These semi-liquid condiments are usually prepared from the ground black or brown seed and bottled ready mixed with various ingredients, all ready for use by the consumer. Each manufacturer has a somewhat different recipe in its preparation. Being mixed with other substances, these prepared mustards have not such a strong odor, while the flavor is more along the line of a sauce or relish.

Mr. Grocer, are your sales of mustard in both its dry and prepared form as large as they could be made. Its qualities outlined at the beginning of this article should be good arguments in selling it, which backed by its comparative cheapness should make it an excellent seller. Perhaps, the fault lies in the fact that you do not display or bring this line to your customer's attention often enough.

## Novel Sale of Laundry Lines Brought Business

A merchant, not long ago, conducted a novel sale which stirred up a lot of comment and interest—and business.

Two weeks before the date set for the sale, clothes pins were mailed to every address on a carefully prepared mailing list. To each pin was attached, by a cord, a round tag. On one side of the

tag was an announcement of a laundry sale.

Special attention was called to an explanatory circular which would be sent out in a following mail.

The other side of the tag bore the postage stamp and address. The pins were mailed unwrapped. This novel "ad." attracted attention and paved the way for the second announcement which followed a few days later. The special prices were restricted to articles used in the laundry—soaps, bluing, starch, boilers, tubs and every item that could possibly be classified under that head. What was advertised as a "bargain reel" was located in the basement. A huge reel, not unlike the ordinary clothes dryer, was erected, and paper bags containing unknown articles were attached to the lines with clothes pins. The bargain hunter might take a "grab" from this assortment of packages for twenty-five cents.

He was assured that all the sacks contained unusual bargains. The windows catered to the same wash-day idea and many of the articles in this bargain reel were displayed on a clothes line strung across the window shelf.

The sale made a big hit. The "bargain-reel" had to be refilled many times, and the sales in all departments showed a sympathetic increase.

This merchant says he obtains the best results from running sales on one class of goods at a time.

**McDOUGALL'S**

**CLAY PIPES**

THE BEST IN THE WORLD

**D. McDougall & Co, Ltd.,** GLASGOW, SCOTLAND

You cannot too highly praise it—

# Black Watch

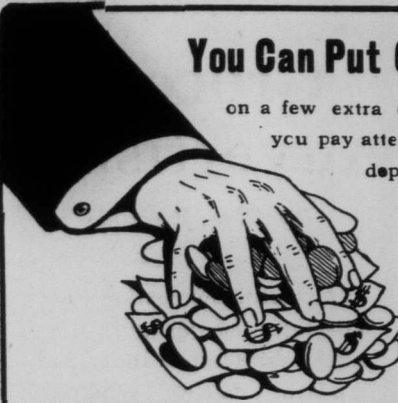
## The Biggest and Best Plug Chewing Tobacco

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





**You Can Put Out Your Hand**



on a few extra dollars every week if you pay attention to your tobacco department and show the housewife that she can bring home her husband's plug with the weekly groceries.

**MAPLE SUGAR Chewing Tobacco**

is something worth handling. Allows you a reasonable profit and pleases everyone who tastes it.

**WE DON'T WANT TOO MUCH** just at once. Send a small trial order and you'll be pleased.

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

**7-20-4 CIGAR**

THE tobacco proposition which we offer you in this splendid brand of Cigar is worth considering. There is a satisfying smoke for your customers in each 7-20-4 that they cannot hope to get out of other brands at the same money. The profit you make for yourself is an important consideration when you are looking for a good stock cigar for your tobacco department.

Write for particulars.


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

**Tuckett's**

**Orinoco**

**Tobacco**

NO BETTER  
 JUST  
 A LITTLE Milder  
 THAN



**Tuckett's Myrtle Cut Tobacco**  
 WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

**Hamilton, - - - - - Ont.**

**CLASSIFIED ADVERTISING**

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

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

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

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

**AGENTS WANTED.**

**AGENTS WANTED**, with good connection throughout Ontario, for the sale of well-known, highly matured, catch whisks. Terms liberal. Apply D. A. HIND & CO., Limited, Leith, Scotland.

**BUYING AGENT WANTED** in Canada for the sale of the well known "Tiller" brand of Norwegian sardines. Apply Box 398, CANADIAN GROCER, Toronto.

**POSITION WANTED.**

**TEA**—Expert buyer and blender, 16 years' experience, open to treat with Canadian house view to buying agency London market. Box 72, CANADIAN GROCER, 88 Fleet Street, London, England.

**MISCELLANEOUS.**

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

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

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

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

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

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

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

**EGRY BUSINESS SYSTEMS** are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

**FIRE INSURANCE. INSURE IN THE HART-FORD.** Agencies everywhere in Canada.

**MISCELLANEOUS.**

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

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

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

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

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

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

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

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

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

**TECHNICAL BOOKS.**

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

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

**PERIODICAL DEPT.**

**THE MACLEAN'S MAGAZINE** is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

**Grocery Advertising**

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

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

By Joseph M. Walsh

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

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

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

**\$2.00**

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto



QUOTATIONS FOR PROPRIETARY ARTICLES

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

**Baking Powder**  
W. H. GILLARD & CO.

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

**IMPERIAL BAKING POWDER**

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

**MAGIC BAKING POWDER**  
Ontario and Quebec Prices

Case	Size	Per doz
6 dozen	5c.	\$0 80
4 "	6-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
4 "	12 "	1 85
4 "	16 "	2 35
4 "	16 "	2 80
4 "	2 1/2-lb.	9 00
4 "	5-lb.	19 80

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

**ROYAL BAKING POWDER**

Case	Size	Per Doz
Royal-Dime	5c.	\$0 95
"	1-lb.	1 40
"	6-oz.	1 95
"	1-lb.	2 55
"	12-oz.	3 55
"	1-lb.	4 90
"	3-lb.	13 60
"	5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS LTD.  
White Swan Baking Powder—5-lb. size, \$3.25; 1-lb. tins, \$2; 12-oz. tins \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c.; 4-oz. tins, 60c.; tins, 40c.

**Borwick's Baking Powder**

Sizes— Per doz. tins

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

**COOK'S FRIEND BAKING POWDER**

WHEN PANCAKES ARE CONSIDERED PASTRY

Prepared by Special Chemical Processes

**FOREST CITY BAKING POWDER**

6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

**Cereals**

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 3 doz. in case, per case \$3.00.

The King's Food, 3 doz. in case, per case \$4.80.

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

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

White Swan Self-rising Pa n cake Flour, per dozen \$1.

White Swan Wheat Kernels, per doz. \$1.50

White Swan Flaked Rice, per dozen \$1.

White Swan Flaked Peas, per dozen \$1.

**DOMINION CANNERS, LIMITED**

Aylmer Beans	Per doz	\$1 80
Strawberry	Per doz	1 70
Raspberry	Per doz	1 95
Black currant	Per doz	1 95
Red currant	Per doz	1 75

**DIAMOND CHOCOLATE**

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, 1 and 1/2 lb. cakes, 35c. lb.; Breakfast cocoa, 1-4 and 1/2 lb. tins, 51c. lb.; German's sweet chocolate, 1/2 and 1 lb. cakes, 6-lb. box, 32c. lb.; Caracac sweet chocolate, 1/2 and 1 lb. cakes, 6-lb. box, 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. box, 32c. lb.; Vanilla sweet chocolate, 1/2 lb.

Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75
Pure Preserves—Bulk	
5-lb. 7-lb. 14's & 30's per lb.	
Strawberry	0 59 0 82
Black currant	0 59 0 82
Raspberry	0 59 0 82

Wholesale allowed up to 25c per 100 lb.

**Keen's Oxford, per lb.** 0 17

In 10-box lots or case..... 0 16

Gillett's Mammoth, 2-gross box..... 2 00

**Cocoa and Chocolate**  
THE COWAN CO., LIMITED

**Cocoa**

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

**COWAN'S PERFECTION COCOA**

London Pearl, per lb. Special quotations for Cocoa in barrels, kegs, etc.

**Unsweetened Chocolate**

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 and 4 doz. in box, per doz.	0 90

**Sweet Chocolate**

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

**COWAN'S SUPERIOR CHOCOLATE**

Prepared by Special Chemical Processes

**Icings for cake**

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

**Chocolate Confections**

Maple cream, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 30
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 30
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, 1/2, 5-lb. boxes, lb.	0 36
Nut milk chocolate, 1/4, 5-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

Agents, O. E. Olson & Son, Montreal.  
In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35  
Smaller quantities 0 37

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

**DIAMOND CHOCOLATE**

WALTER BAKER & CO., LIMITED.

**Mott's breakfast cocoa, 10c size 90 per dz.**

" breakfast cocoa, 1/2's	0 38
" " " " " "	0 38
" No. 1 chocolate, 1/2's	0 32
" Navy " " "	0 36
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, 1/2's	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1 lb. bags, 6 lb. bags, 32c. lb.; Caracac tablets, 100 bds., tied 5c, per box \$3.00. The above quotations are f.o.b. Montreal.

**CANADIAN COCOANUT CO., MONTREAL.**

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.	
1-lb. packages	0 26
1-lb. packages	0 27
1-lb. packages	0 28
1 and 1/2-lb. packages, assorted	0 26
1 and 1/2-lb. packages, assorted	0 27
1-lb. packages, assorted, in 5-lb. boxes	0 29
1-lb. packages, assorted, in 5-lb. boxes	0 29
1-lb. packages, assorted, 5, 10, 15 lb cas	0 30

**Bulk**

in 15-lb. tins, 15-lb. pails and 10 25 and 50-lb. boxes. Pails. Tins. Bbls.	
White moss, fine strip	0 12 0 21 0 17
Best Shredded	0 18 0 17 0 16
Special shred	0 17 0 16 0 15
Ribbon	0 0 0 15 0 17
Macaroon	0 17 0 16 0 16
Dedicated	0 16 0 16 0 16
White Moss in 5 and 10 lb. square tins, 21c.	

**Condensed Milk**  
BORDEN'S CONDENSED MILK CO.  
Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk	Case. Doz.	\$5 75 1 45
Gold Seal Condensed Milk		4 75 1 23
Challenge Condensed Milk		4 00 1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)		2 00 0 50
Peerless Brand Evaporated Milk family size		3 50 0 90
Peerless Brand Evaporated Milk pint size (4 dozen)		4 80 1 20
Peerless Brand Evaporated Milk hotel size		3 70 1 85

**REINDEER LIMITED**

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

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

"Reindeer" Condensed Coffee, case, 5 00

"Reindeer" Condensed Cocoa, case.. 4 80

**REINDEER BRAND CONDENSED MILK**

ST. CHARLES CONDENSING COMPANY.

Prices—

St. Charles Milk, family size, per case	\$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

**ST. CHARLES CONDENSING COMPANY.**

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.	
Club House.....	0 33
Nectar.....	0 30
Empress.....	0 28
Duchess.....	0 27
Crushed Java and Mocha.....	0 18
" " " " " " ground....	0 18

**ST. CHARLES CONDENSING COMPANY.**

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " " "	0 31
" " 1/2 lb. tins, " " "	0 32
Anchor Brand, 2 lb. tins	0 31
" " 1 lb. tins	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " 1/2 lb. tins, " "	0 28
English breakfast, 1 lb. tins, " "	0 18
Grand Prix, 1 and 2 lb. tins, " "	0 30
Demi-Tasse, 1 and 2 lb. tins, " "	0 30
Flower Pot, 1 lb. pots, " "	0 22

**Imperial Peanut Butter**

Small, cases	20c.	0 86 dozen
Medium, cases	20c.	1 80 "
Large, cases	1 dozen	2 75 "
Tumbler, cases	2 dozen	1 35 "
5-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD.  
White Swan Blend.

**ROBINA & JAWA 15 COFFEE**

1-lb. decorated tins, 32c. lb.  
Mo-Ja, 1-lb. tins 30c. lb.  
Mo-Ja, 1-lb. tins 28c. lb.  
Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. \$3.60

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

Presentation (with tumblers) \$3 per doz.

**ELAGANA COFFEE**

Ground or bean— W.S.P. R.P.

1 and 1/2 lb. tins	0 25 0 30
1 and 1/2 lb. tins	0 30 0 40
1 and 1/2 lb. tins	0 35 0 50

Packed in 30s and 50-lb. cases. Terms—Net 30 days prepaid.

**Cheese—Imperial**

Large size jars, doz.	\$ 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

**Imperial holder**— Large size, doz. 18 00  
Med. size, doz. 17 00  
Small size, doz. 13 00

**Roquefort**— Large size, doz. 2 40  
Small size, doz. 1 40

**Canada Cream Cheese**

In cartons, each 1 dozen	0 30
Large blocks, dozen	2 10
Medium blocks, dozen	1 35

**FUSSELL & CO., LTD**  
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases \$7.90

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

**Coupon Books—Allison's**

For sale in Canada by The Eby Blair Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal \$2, \$3, \$5, \$10, \$15 and \$30.

All same price one size or assorted.

**UN-NUMBERED**

Under 100 books..... each 04  
100 books and over..... each 03  
500 books to 1000 books..... 02

For numbering cover and each coupon, extra per book 1/2 cent.

**Infants' Food**

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

**Flavoring Extracts**  
SHERRIFF'S

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

Discount on application.

**CRESCENT MFG. CO.**

Mapleine.

2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 50
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3)	24 00
Gal. bottles (retail at \$20)	16 00



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

# AURORA COFFEE

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

**W. H. GILLARD & CO.,** Wholesalers **HAMILTON, ONT.**

**"BANNER"** Is not  
"Just as Good"

IT'S  
**BETTER**

Good  
Points  
of  
The Banner  
are  
Brought  
out in  
Bad  
Weather



It Won't  
Blow Out,  
Rust,  
or  
Leak  
—  
Costs  
No More  
than  
Inferior  
Lanterns.

Send Coupon for Calendar

**Ontario Lantern & Lamp Co., Limited**  
Hamilton, Ont.

## BLACK JACK

**QUICK  
CLEAN  
HANDY**



TRY IT

**SOLD BY  
ALL  
JOBBERS**

1/4 lb tins—  
3 doz. in case.

## Spices, and How to Know Them

By W. M. GIBBS

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

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

**MACLEAN PUBLISHING COMPANY**  
Technical Book Department  
143-149 University St. - Toronto, Canada



## Think it Over!

Isn't it worth while to handle a line that the women want? Such a line is

## BLACK KNIGHT STOVE POLISH

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.'

Moreover there's a 'worth while' margin of profit for you in selling "Black Knight."

**F. F. Dalley Co., Limited** HAMILTON, CANADA  
BUFFALO, N. Y.

LAPOR  
AGI  
Sur Extr  
Extra Fin  
Tres Fin  
Fins  
Mi-Fins  
Moyens  
Moyens  
Moyens  
M  
Case—  
12 litres  
12 quarts  
Tins—  
5 gals. 2  
2 gals. 6  
1 gal. 10  
1/2 gal. 20  
B  
La Capita  
La Neptu  
St. Nicola  
La Santa  
"  
Vichy Les  
Le Solei  
Case 25 ll  
" 12 ll  
" 50 ll  
" 800 ll  
" La Lun  
Case 25 ll  
" 12 ll  
" 50 ll  
" 100 ll  
" 800 ll  
Allmenta  
Vermic  
Box, 25 lb  
" 25 lb  
Grape Jul  
"  
Apple, Jul  
Champagn  
Mats Gol  
Sparkling  
"  
Apple Vir  
RC  
Squares,  
6 lbs



**Brooms**

**Brooms**

**"BROOMS OF QUALITY"**

are hard to get.

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

TRY A SAMPLE SHIPMENT.

**WALTER WOODS & CO.**

HAMILTON

WINNIPEG

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

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

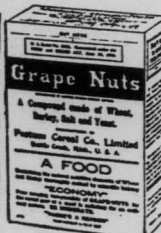


**CHLORIDE OF LIME**

(Moody's Royal)

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

**Cereals.**



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

**Mustard**

**COLMAN'S OR KEEN'S**

Per doz.		Per doz.	
D.S.F., 1/2-lb. tins 1 40		F.D., 1/2-lb. tins..	1 45
" 1-lb. tins 2 50		" 1-lb. tins 2 50	
" 1-lb. tins 5 00		Durham, 4-lb. jar	0 75
F.D., 1/2-lb. tins..	0 85	" 1-lb. jar	0 25

**IMPERIAL PREPARED MUSTARD**

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

**Lard**

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

Per lb.	
Tierces... \$0 19 1/2	
1/2 bbls... 0 10 1/2	
Tubs, 60 lbs 0 10 1/2	
20-lb. Pails 2 18	
20-lb. cins 1 98	
Cases, 3's 0 10 1/2	
" 5's 0 10 1/2	
" 10's 0 10 1/2	

F.O.B. Montreal



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

**IMPORTED PEAS "SOLEIL"**

Per case	
Sur Extra Fins... 1/2 sacons, 40 Hou.	11 00
" " tins 1 kilo 100 tins	15 50
Extra Fins " " 100 "	15 00
Tres Fins " " 100 "	14 00
Fins " " 100 "	12 50
MI-Fins " " 100 "	11 00
Moyens No. 1 " " 100 "	10 00
Moyens No. 2 " " 100 "	9 50
Moyens No. 3 " " 100 "	8 75

**ASPARAGUS, HARICOTS, etc.**

**MINERVA PURE OLIVE OIL.**

Case—		Case—	
12 litres.....	6 50	24 pints.....	6 25
12 quarts.....	5 75	24 1/2 pints.....	4 25
Tins—		Tins—	
4 gals., 2s.....	23 00	1/2 gal., 20s.....	13 50
2 gals., 6s.....	29 00	1/2 gal., 48s Sq.....	17 00
1 gal., 10s.....	25 00	1/2 gal., 48s Rd.....	15 50
1/2 gal., 20s.....	26 00		

**BASSIN DE VICHY WATERS.**

La Capitale, 10 qts.....	5 00
La Neptune, 10 qts.....	6 00
St. Nicolas, 50 qts.....	7 00
La Sanitas Sparkling 50 qts.....	8 00
" " 100 splits.....	9 00
" " 100 splits.....	4 00
Vichy Lemonade Savoureuse, 50s.....	7 50

**CASTILE SOAP**

**Le Soleil, 72 per cent. Olive Oil**

Case 25 lbs., 11 lb. bars.....	0 07 1/2 lb.
" 12 lbs., 24 lb. bars.....	0 08 1/2 lb.
" 50 lbs., 1 lb. bars.....	3 50 case
" 100 lbs., 3/4 oz.....	3 75 case
" La Lune, 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars.....	0 07 lb.
" 12 lbs., 24 lb. bars.....	0 08 lb.
" 50 lbs., 1 lb. bars.....	3 25 case
" 100 lbs., 3/4 oz. bars.....	1 80 case
" 100 lbs., 3/4 oz. bars.....	3 40 case

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

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

**DUFFY & CO. BRAND.**

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



**MOODY'S ROYAL BLUE**

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



**DRUDGE**

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs.. lb.	0 05 1/2
300 lb. Barrels	0 06



**QUICKSHINE STOVE POLISH.**

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

**HALF TIME SHOE PASTE**

(Moody's Extra Fine)

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

**HAND CLEANER Moody's Electric**

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



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

Washing Compound—

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

Packed 3 doz. in wood box

**Jam**

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

**Pastes.**

**THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA**

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

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

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



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

**Jelly Powders**



**JELL-O The Dainty Dessert**

Assorted Case,	Contains 2 doz.	\$1.80
Lemon (Straight)	Contains 2 doz.	\$1.80
Orange (Straight)	Contains 2 doz.	\$1.80
Raspberry (Straight)	Contains 2 doz.	\$1.80
Strawberry (Straight)	Contains 2 doz.	\$1.80
Chocolate (Straight)	Contains 2 doz.	\$1.80
Cherry (Straight)	Contains 2 doz.	\$1.80
Peach (Straight)	Contains 2 doz.	\$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



**JELL-O ICE CREAM POWDER FOR MAKING ICE CREAM**

Assorted Case,	Contains 2 doz.	\$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2d class.



**PURE AND DELICIOUS**

TRUE FRUIT FLAVORS  
CARTONS EACH 1 DOZ.

Assorted flavors—gross 10.75.



**GUNNS "EASTFIRST" LARD COMPOUND EXCELS ALL OTHERS**

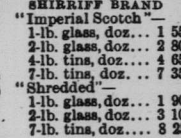
**Lye (Concentrated).**

Tierces....	0 09 1/2
Tubs.....	0 09 1/2
20-lb. pails.	0 10
20-lb. tins..	0 09 1/2
10-lb. " "	0 10 1/2
5-lb. " "	0 10 1/2
3-lb. " "	0 10 1/2
1-lb. cartons	10 1/2

**Marmalade.**

**T. UPTON & CO.**

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



**GILLETT'S PERFUMED LYE Ontario and Quebec Prices.**

Per case	
1 case of 4 doz \$3 50	
3 cases of 4 doz 3 40	
5 cases or more 3 35	

**Vermicelli and Macaroni.**

**D. SPINELLI C'Y, MONTREAL.**

4 lbs. box "Special".....	per box 0 22
8 lbs. " ".....	0 44
5 lbs. " "Standard".....	0 27 1/2
10 lbs. " ".....	0 55
6 1/2 lbs. cases or 7 1/2 lbs. bbls.....	per lb. 0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard".....	per box 0 30
10 lbs. " ".....	0 60
25 lbs. cases (loose).....	per lb. 0 06
25 lbs. cases, 1 lb. packages.....	0 06 1/2







# LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

What Snap Will  
Do No Other  
Hand Cleaner  
Can Do

Snap Company, Limited  
Montreal, Quebec



SNAP  
IS  
GOOD  
STOCK

SNAP  
WILL  
PAY  
YOU

A SLIGHT  
DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

## Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

### BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and  
therefore GOES FURTHEST of any  
Washing Soda sold.

## WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL

### FREQUENCY OF SAILINGS

Every eleventh day a  
Pickford & Black steamer  
leaves Halifax for Ber-  
muda, St. Kitts, Antigua,  
Barbados, Trinidad and  
Demerara; the round trip  
occupying thirty days.

For further particulars  
apply to

**PICKFORD & BLACK, Ltd.**

HALIFAX, N.S.



## Oakey's

The original and only  
Genuine Preparation for  
Cleaning Cutlery, 6d.  
and 1s. Canisters.

WELLINGTON

### KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass  
and Flat Cloths and Papers, etc

Wellington Mills, London, England

## Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil  
ever sold in Canada.

FOR SALE EVERYWHERE





## It's the Bread it Makes That Settles Your Profits

We admit it right now, Brother Grocer—

*We could make FIVE ROSES cheaper.*

Cheap enough to get *your* order to-day.

And it would sell like hot cake in winter—because of its *past performance.*

Because it has always *satisfied*, you see.

Sales would come *enormously* at the lower figure, based on Uniform Quality.

But—

Here's the rub, we would eventually *have* to make the flour *fit the price.* We would *both* be living in a fool's paradise, Brother Grocer.

Because, don't you see, it's the *bread* she makes—not the *price* she pays—that settles the buyer's *permanent* preference.

And the buyer's preference decides *your profits.*

If you sell a cheaper flour than FIVE ROSES, Brother Grocer—

*That flour was made to fit its price.* It costs less for the *same* reason that FIVE ROSES costs *more.*

How long will your sales continue on the price basis?

Only as long as your present traffic remains satisfied with *unsatisfactory* baking results.

And that means until their *first* loaf is baked, not a sale longer.

And having failed, the buyer passes on and will keep going elsewhere until she finds bread and pastry happiness.

If, with our unlimited facilities for sifting the Manitoba harvest, with our corps of expert millers, our mod-

ern milling methods, our vast capacity, our immense storing and distributing facilities—

If, with all these, we are unable to make FIVE ROSES cheaper, *while maintaining its integrity*, what can you expect from a mill without these advantages?

Can you expect *better* quality under any circumstances?

Can you expect it *cheaper*?

Thousands of retail grocers, big, medium, small, in the past 23 years have found in FIVE ROSES their most *stable* foundation.

Theirs is the trade that lives, that endures, that is perpetuated—that *grows.*

Don't delay *your* own success, Brother Grocer.

Analyze, compare, consider the *selling* advantages of FIVE ROSES: Quality, Economy, Uniformity.

And the *buying* advantages likewise: Courtesy, Service, Square Dealing.

Write our nearest office.

Or ask your jobber about it.

*Five Roses*  
is packed to suit your trade.  
In barrels and halves—also  
in bags of 7, 14, 24, 49 and  
98 lbs. Mixed cars for those  
who want them.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character."

MONTREAL

# Five Roses Flour

Not Bleached



Not Blended