

**PAGES
MISSING**

VOL. XVIII.

THE

NO. 43.

CANADIAN GROCER

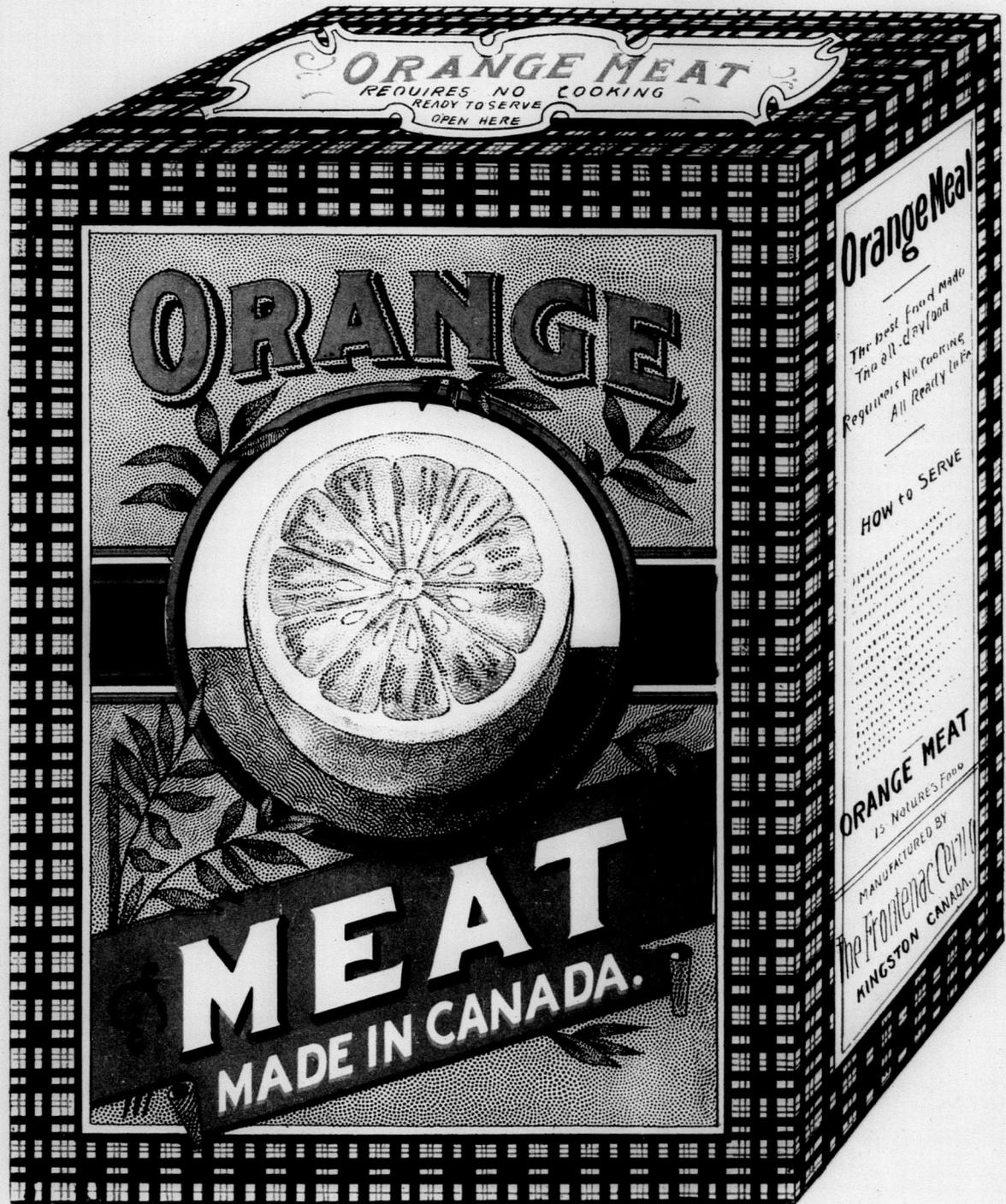


**THE MACLEAN PUBLISHING
COMPANY - LIMITED**

MONTREAL · TORONTO · WINNIPEG

ONE YEAR AGO TO-DAY

this advertisement in THE CANADIAN GROCER announced the appearance of ORANGE MEAT on the Canadian market.

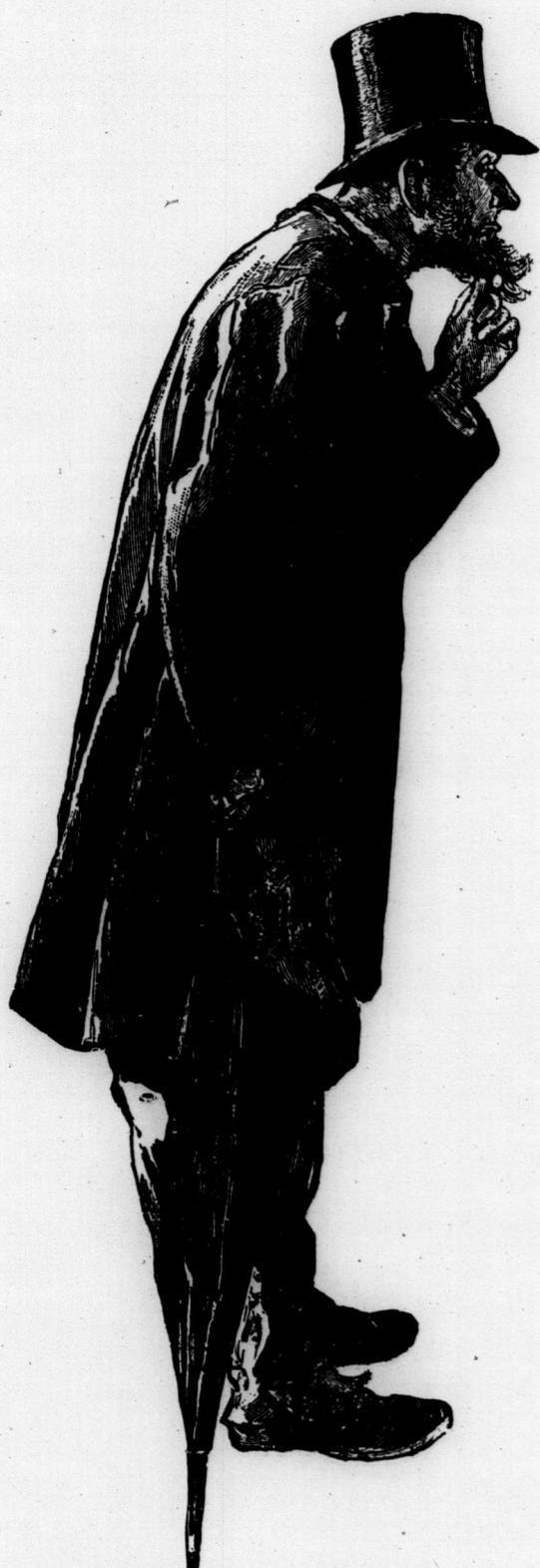


TO-DAY

ORANGE MEAT is known and used from Sydney to Vancouver. A Canadian food for the Canadian People, its merits have won its wonderful success.

The Frontenac Cereal Co., Limited

KINGSTON, ONTARIO.



This Kind Of A Man

does not jump at conclusions—*he investigates!* He is not “a penny wise and pound foolish,” you can rest assured of that. He is not misled into buying new things said to be “just as good” as the old standard, time-tested articles of trade.

And as he buys, so he sells and builds up confidence among his customers. You'll find a clean stock in *his* store—nothing unsalable, because “*Standard goods are best to handle.*”

COX'S Powdered Gelatine.

The new Gelatine is new in form only. It is Sparkling Gelatine reduced to powder, and retains all its old, good qualities **with this addition**, that it **dissolves instantly in warm water.**

The “Griffin” Brand California Fruits.

There is but one grade of quality in the “Griffin” brand, **the highest.** And this refers to the growing, the picking and the packing, which is all done right at the vineyards and orchards on the Pacific coast. You get the “Griffin” brand **always** at first hands—there is no tampering with the fruit en route, no short weight.

P. Codou's Macaroni and Vermicelli.

The name P. Codou stands for the **very best quality** of Macaroni, Vermicelli and fancy pastes. It is not alone because only the very best quality of Russian Wheat is used, but because of the long experience and consequent great skill of the makers. **They are standard goods.**

Arthur P. Tippet & Co., Agents,

8 Place Royale,
Montreal.

20½ Front Street,
Toronto.

SEVEN OF OUR BEST KNOWN
BLENDED TEAS

Coronation

King's Royal

Buckingham

Balmoral

Florodora

Geisha

John Bull

The hundreds of grocers who sell our blends make handsome profits and give lasting satisfaction to their customers. If you are not one of them write for samples and quotations.

WARREN BROS. & CO.
TORONTO.

TEAS, GROCERIES PROVISIONS WINES AND LIQUORS

The Largest Stock. The Greatest Variety.

OUR POLICY.

Low Prices. Quick Turn Over.
Big Business.

A few trial orders will convince you of

OUR RELIABILITY.

Best Equipment. Competent Staff.
Perfect Organization.

Hudon, Hebert & Cie,

Importing Wholesale Grocers and Wine Merchants

MONTREAL.

The Most Liberally Managed Firm in Canada.

H. LAPORTE, President.

JOS. ETHIER, Vice-Pres. and Managing-Director.

L. A. DELORME, Sec.-Treasurer.

Our Agencies:

Ph. Richard's BRANDIES

(St. Jean d'Angely, Cognac)

have obtained in France and abroad a deserved reputation for high quality and careful manufacture. They have the approval of the medical profession who value Ph. Richard's Brandies as a tonic of great merit and great purity.

The
Madeira
and
Malaga **WINES**

of Blandy Bros.

are wines of the most excellent quality.

Madeira
" LONDON PARTICULAR "
" VERY SUPERIOR "
" SPECIALLY SELECTED "

Sherries
" AMOROSO "
" MANZANILLA "

Malaga
" PALE SWEET " (BLUE LABEL)
" " " WHITE "

Invalid Port

WHISKIES

Mitchell & Co.'s

(GLASGOW)

famous Scotch Whiskies

" Heather Dew "

" Extra Special Liqueur "

" Special Reserve "

" Mullmore "

These brands are deservedly popular in Canada. These brands represent, each in its respective class, a product of quality, of uniform strength and mellow-ness, with an aroma particularly inimitable and pleasing to connoisseurs.

Mitchell Bros. Co., Limited

(BELFAST)

" Cruiskeen Lawn "

" Special Old "

" Old Imperial "

are unequalled by any other brand. Judges admit their superior high quality, which is always uniformly maintained.

GIN

The GIN of POLLEN & ZOON

is unsurpassed in respect to quality. Although sold at same price as other brands, it is put up in handsome glass jars, containing 1/8, 1/4 and 1/2 gallon. This drink is healthy and enjoyable; it is an aid to digestion and an appetizer. It is Exquisite!

is unsurpassed in respect to quality. Although sold at same price as other brands, it is put up in handsome glass jars, containing $\frac{1}{8}$, $\frac{1}{4}$ and $\frac{1}{2}$ gallon. This drink is healthy and enjoyable; it is an aid to digestion and an appetizer. It is Exquisite!

Champagnes and Sparkling Wines

We have in Champagnes and Sparkling Wines a stock to satisfy the tastes of all our customers, both as regards quality and price. Try the following brands and you will re-order.

Champagne "Vve. AMYOT"
(Gold Label—Silver Label).

Champagne "Duc de PIERLAND"
Champagne "CARDINAL"

Also all other well-known brands of Champagne carried in stock.

Teas

Try our "Victoria" and "Princess" brands Japan Tea
and "Duchess" and "Lady" brands Green Ceylon Tea

(Guaranteed Best Value in the Market. Send for Samples and convince yourself.)

Dried Fruits and Nuts

See, or enquire, about our Large and Well Assorted Stock of

New Crop Dried Fruits and Nuts—We carry Best Brands for Holiday Trade.

A TRIAL ORDER WILL CONVINCe YOU,

Proprietors of registered trade marks "Princess" and "Victoria," for Baking Powders, Jams, Jellies, Teas, Cigars, etc., etc.

Samples and Prices on Application.

Prompt Delivery.

Canadian Agents for the celebrated Ceylon Teas of Sir Thos. J. Lipton, London and Ceylon.

LAPORTE, MARTIN & CIE.

(ESTABLISHED 1870)

Limited

WHOLESALE GROCERS, TEA, WINE AND SPIRIT MERCHANTS

MONTREAL

How many of you

who read the following paragraph will not perceive why Ceylon Teas are much more to be desired than teas grown and prepared by people who know not the beneficent influence of British management?

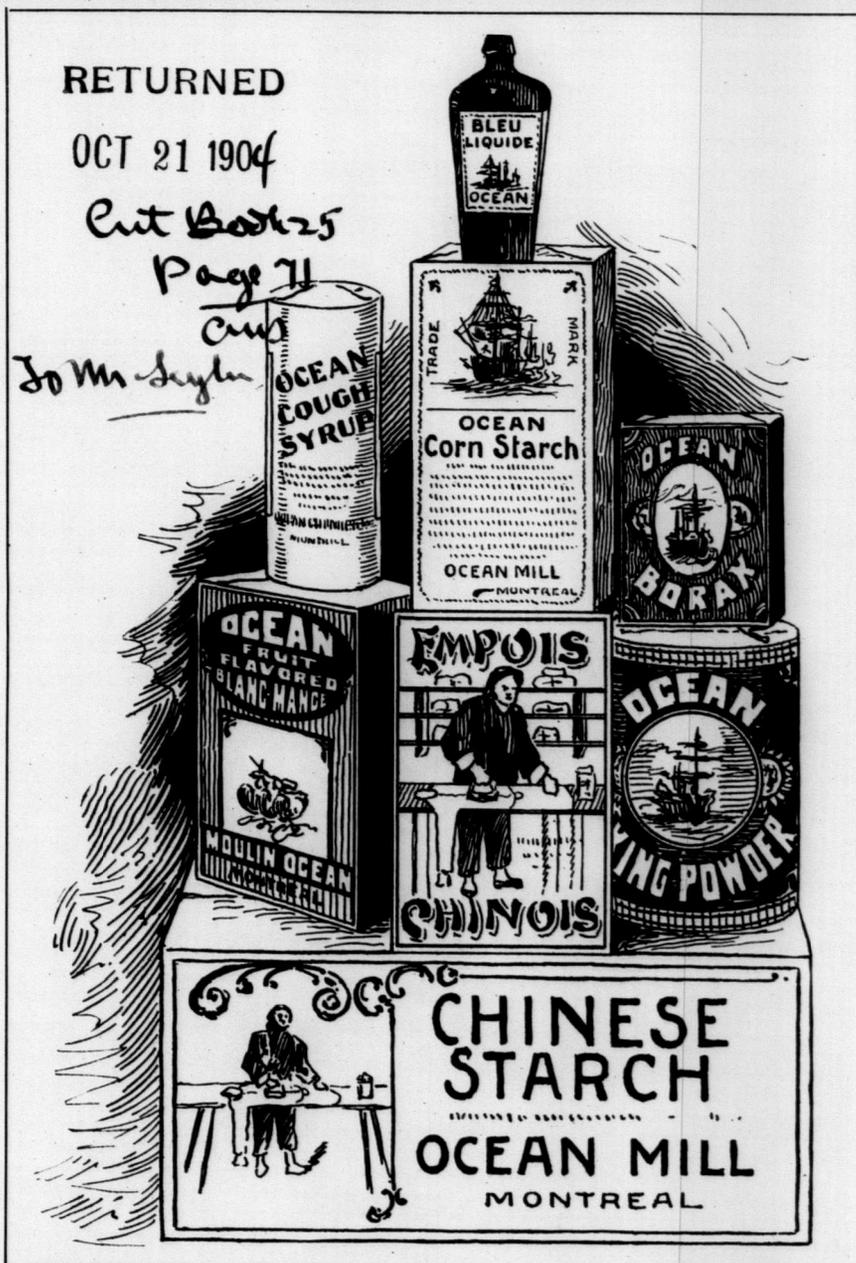
The laboring force of a Ceylon Tea Estate consists generally of Tamil coolies. They are housed and medically attended at the cost of the Estate and their well being is carefully attended to.

You see that, quite apart from natural advantages, Teas grown in the island of Ceylon have a claim on the people of Anglo-Saxon instincts that no other teas, produced under inferior conditions, can possibly have.

The irresistible forward movement of Ceylon Teas should have the heartiest co-operation of all grocers.

Ceylon Teas

may be had in blacks and greens.



A pyramid of successful grocers' specialties. — The basis of success is

CHINESE STARCH

(EMPOIS CHINOIS)

The finest and best Laundry Starch in Canada or elsewhere — pays you a larger profit than any other line — pleases your customers every time and all the time.

If you have not sold it, it will pay you to write for sample and prices. We want agents and sellers in every town in Canada. Will you be one?

Write to

OCEAN MILLS, MONTREAL

ORIGINATORS OF CONDENSED MILK

BORDEN'S CONDENSED MILK CO.

ESTABLISHED 1857



TRADE MARK

Borden's Products lead in quality. The continual yearly increase of our output demonstrates this beyond question.

Borden's Eagle Brand Milk is the highest grade that science can produce. It is absolutely pure, rich, full-flavored Milk.

It is a quick seller—and a sure repeater.

Factory—INGERSOLL, ONT.

Salesroom—MONTREAL, QUE.

SELLING REPRESENTATIVES:

WM. H. DUNN, Montreal.

ERB & RANKIN,
St. John, N.B.

SCOTT, BATHGATE & CO.,
Victoria and Vancouver, B.C.

W. S. CLAWSON & CO.
Halifax, N.S.

SHALLCROSS, MACAULAY & CO
Winnipeg, Man.

RECEIVED
NOV 30 1904
Cut Borden's
Peckless
Cream



Enameline

The Modern Paste Stove Polish.

No other Stove Polish has had the same continuous success, and phenomenal large sale.

Superior quality is the reason.

If you are not selling ENAMELINE Liquid Fire-proof Stove Polish order a trial lot from your wholesaler.

SOLE AGENT FOR CANADA:

William H. Dunn, Montreal.



RETURNED

NOV 30 1904

"Canada's most successful Cough Remedy"

IF YOU SELL

patent medicines
you should not fail to stock

MATHIEU'S

SYRUP OF

**TAR AND
COD Liver Oil**

FOR COUGHS AND COLDS.

In Eastern Canada it is as necessary to the general store as sugar is.

Liberal advertising is making it a leader throughout Canada. Don't stock imitations, they don't give a larger profit, discredit the dealer who offers them, and are apt to be "dead" before you can sell them.

Leading Jobbers Sell Mathieu's Syrup and Mathieu's Nervine Powders.

**J. L. MATHIEU & CO., Owners, SHERBROOKE, P.Q.
LIMITED**

SIROP
DE



GOUDRON
—ET—
D'HUILE DE
FOIE DE MORUE

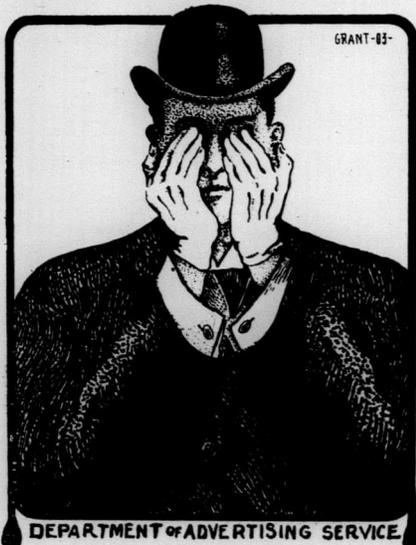
Ce sirop contient, sous une forme agréable au goût, toutes les propriétés médicinales bien connues de l'Huile de Foie de Morue et du Goudron de Hêtre.

Syrup of Tar
—AND—
COD LIVER OIL

This Syrup, agreeable to the taste, contains all the well-known medicinal properties of Cod Liver Oil and Tar.

PRÉPARÉ PAR
J. L. MATHIEU,
Pharmacien-Chimiste,
Sherbrooke, - Quebec.

PRIX, 35 CTS.



DEPARTMENT OF ADVERTISING SERVICE.

None so Blind As Those Who Won't See.

THE CANADIAN GROCER can prove of valuable assistance to the selling end of any business which seeks trade among the grocery and general storekeepers of Canada.

We advance many plain, indisputable arguments to this effect.

And still there are some folks who can't see it.

Some who can't see how it's going to pay them.

And won't even invest a few dollars to find out.

Very few folks like this, but we would like to convince even them.

If we only could, we'd get a good deal of satisfaction out of it—and we know they would, too.

Don't you think they're blind to their own interests?

Here's a paper that finds a welcome in every worth-while grocery store from Halifax to Vancouver once every week—so can't you see that an announcement of any interest must surely command some attention?

The advertising columns of THE CANADIAN GROCER provide about the best way we know of keeping in close touch with all the grocers of Canada all the time.

You can see value in a paper like this—

Can't you?

The Canadian Grocer

232 McGill St.,
MONTREAL.

10 Front St. E.,
TORONTO.

MANUFACTURERS' AGENTS AND BROKERS.

TORONTO.

W. G. A. LAMBE & CO.
TORONTO.
Grocery Brokers and
Agents.

Established 1885

W. H. Millman & Sons

Grocery Brokers

27 Front St. E., - Toronto, Canada

Ask us for prices on

**Evaporated Apples,
Green Apples, etc.**

CALGARY.

Are you

Represented in the West?

If not, write us and get in

ON THE GROUND FLOOR.

Place your offerings with us and we will sell your goods.

**Consign your cars to us.
Goods reshipped.
Excellent storage.**

NICHOLSON, BAIN & JOHNSTON,
Wholesale Commission Merchants and Brokers.
CALGARY, ALTA.

Head Office: NICHOLSON & BAIN, WINNIPEG.

VANCOUVER

Manufacturers'
Representative

CHAS. MILNE
Commission
Merchant

WRITE ME.

P. O. Box 223,

VANCOUVER, B.C.

Sell Flower Pots.

All grocers should carry a well-assorted stock of pots and saucers at this time of the year. ORDER NOW.

STRONG
DURABLE
LIGHT



POROUS
AND
CHEAP

WRITE FOR LIST

The FOSTER POTTERY CO.
HAMILTON, ONT. Limited

WINNIPEG.

Dingle & Stewart

WINNIPEG, - - CANADA
COMMISSION BROKERS.

Excellent Storage Accommodation.
Consign Your Cars to Us.

**EASTERN MANUFACTURERS
-AND-
SHIPPERS.**

All **EYES** are
turned on

MANITOBA AND THE WEST.

WE

Represent some of the leading houses in

CANADA and the U.S.

INCREASE YOUR TRADE. WRITE US.

NICHOLSON & BAIN, WINNIPEG,
Wholesale Commission Merchants and Brokers.

BRANDON.

THE WILSON COMMISSION CO., Limited

BRANDON, MAN.

**Commission Brokers,
Storage.**

Correspondence Solicited.

If you have any snaps let us hear from you.

GENUINE

**PRATTS ASTRAL
LAMP OIL**

Sold in all countries and recognized as the highest grade oil manufactured.

WHOLESALE ONLY.

THE QUEEN CITY OIL COMPANY, Limited,
TORONTO, ONT.

To Manufacturers' Agents

THE CANADIAN GROCER has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

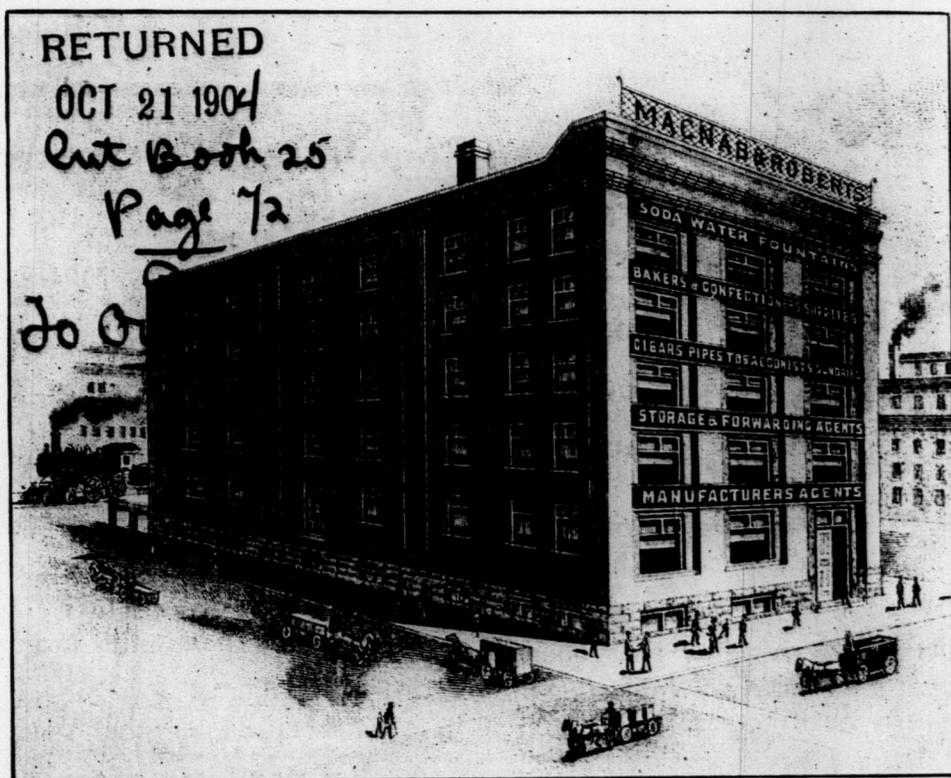
Address, BUSINESS MANAGER,
CANADIAN GROCER,
Montreal and Toronto.

Macnab & Roberts

STORAGE, FORWARDING AND
DISTRIBUTING AGENTS.

SPUR TRACK FACILITIES.

LOW INSURANCE RATE.



SODA WATER FOUNTAINS AND BAKERS' SUPPLIES.
Agents for S. ALLEN (NORWICH), VINEGAR AND CIDER.

— IMPORTERS OF —

SMOKERS' SUNDRIES, FOREIGN AND DOMESTIC CIGARS.

MACNAB & ROBERTS

118-124 Lombard St., WINNIPEG, MAN.

"Don't pay freight on water."

Merchants of Canada,



has it ever struck you how much money you pay out for freight on **water** that you buy in your

Vinegar?

German Concentrated Grape Wine Vinegar is imported direct from the celebrated Rhine Wine District of Germany. Recommended by the highest medical authorities of Europe. Requires merely the addition of pure water—ready in two minutes.

- 1—This is an absolutely pure product of Grapes, made in the famous Rhine Wine district of Germany.
- 2—It contains no Alcohol, consequently will not form the very objectionable vinegar eels, or "mother."
- 3—Being put up in concentrated form, **no freight** is required to be **paid on water** and **heavy barrels**.
- 4—It **will not freeze**, consequently can be shipped at all times, and dealers need not stock in the fall for winter's trade, as is now done with ordinary Vinegars.
- 5—When diluted according to directions it is cheaper than other Vinegars.
- 6—For **pickling purposes** it is unequalled as it makes the pickles firm, and imparts a delicious flavor.

The foregoing are a few of the leading advantages of using Grape Wine Vinegar. A trial will be a revelation to you.

Put up in Demijohns of 4 1/6 Imperial Gallons and 2 1/12 Imperial Gallons.

IN USE FROM HALIFAX TO DAWSON CITY

Don't load up for the whole winter. We can ship this in the coldest weather. **IT WILL NOT FREEZE**

For particulars address—P.O. Box 2179, Montreal,
or—R. Carrie, Church and Front Streets, Toronto.
Laporte, Martin & Cie., Wholesale Grocers, Montreal.

FRANCIS H. LEGGETT

JOHN C. JERRING

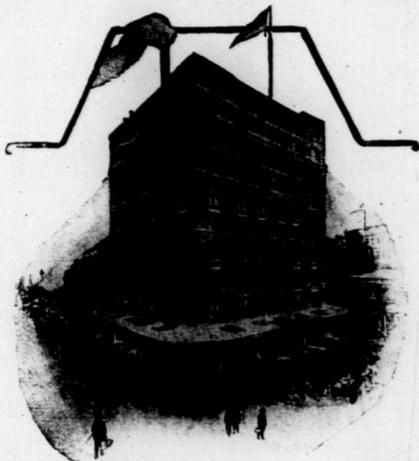
THEODORE F. WHITMARS

FRANCIS H. LEGGETT & Co.

IMPORTING AND MANUFACTURING GROCERS
WEST BROADWAY, FRANKLIN AND VARICK STREETS.



MANUFACTURING DEPARTMENT
132-134-136-138 KING ST.



OFFICE AND SALESROOMS.



CARTAGE DEPARTMENT
2-3-5 CONGRESS ST.

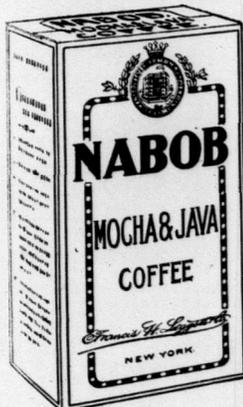
TELEPHONE:
2230 FRANKLIN.
PRIVATE BRANCH
EXCHANGE CONNECTING
ALL
DEPARTMENTS.

FOREIGN BRANCH:
18 RUE VICTOIRE
AMERICAINE,
BORDEAUX, FRANCE.
CABLE ADDRESS:
LEGGETT, NEW YORK.

OUR FACTORY PRODUCTS

NEW YORK, October 21st, 1904.

ALL OUR MANUFACTURED PRODUCTS WE GUARANTEE ABSOLUTELY.
SAMPLES CAN BE HAD FOR THE ASKING.



COFFEE NABOB MOCHA and JAVA

This coffee is exceptional in cup quality—has that rich smoothness so much desired.

30 and 60 lb. cases.	
1 lb. cartons	- - lb. .19
2 lb. cartons	- - lb. 18
1 lb. tins	- - lb. 23
2 lb. tins	- - lb. 22

Above Coffee is packed in absolutely air and dust proof cartons and tins. Remember: A well pleased coffee customer is a desirable asset. Nabob Brand Coffee is sure to please.

NABOB PAN-CAKE FLOUR

Concentration is the order of the day. Three grains of one of Leggett's Food Preparations are enough to satisfy the hunger of a hungry man.

Wheat, Rice and Corn Flour as combined in

NABOB PAN-CAKE FLOUR

are the three grains which are warranted to supply a meal, not only for one man, but for any number of hungry people.

36 2 lb. cartons in a case, - - - - \$2.85

One case of our Premier Oat Flakes, 36 2s, free with 5-case order Pan-cake Flour, if ordered this month.



G. H. Brand Spices Absolutely Pure.

A BARGAIN.

We offer a line of Pure Spices, in ¼ lb. full weight, round tins, packed 2 and 4 doz. cases. G. H. SPECIAL.

Black Pepper	70c. doz.
White Pepper	80c. "
Cayenne Pepper	80c. "
Mustard	70c. "
Cinnamon	85c. "
Ginger	80c. "
Allspice	80c. "
Cloves	80c. "

No discount for any quantity.



TOBASCO SAUCE

HOTNESS CONDENSED—Premier Tobasco Sauce, 1 doz. in box.

With silvered stands, per doz.	\$3.50
Without silvered stands, per doz.	3.00

This is absolutely as fine a Tobasco Pepper Sauce as can be manufactured.

TWO DEALS ON BORAX AND BI-CARB. SODA. We offer you the following special deals which are good for a limited time only:

PREMIER BORAX—Guaranteed absolutely pure, no better packed at any price.

1 lb. packages	24 lbs. in case, per lb. .10½
½ lb. "	24 lbs. in case, per lb. .11
¼ lb. "	24 lbs. in case, per lb. .11½

With each 5 cases we will give you one case of 24 1-lb. packages free. This is practically a discount of 20 per cent., which makes a low price for pure borax. If you have been buying borax at a less price than this, we suggest that you test same for purity. A very simple test is to drop a few drops of ordinary strong vinegar on the borax—if it effervesces it is not pure, but contains bi-carb. soda. We guarantee Premier absolutely pure, nothing better obtainable.

Both of the above are very attractive packages, packed at our own factory, so that we can safely guarantee every ounce of it to be the very best purest and highest test.

We also offer **PREMIER BRAND BI-CARB. SODA**, absolutely pure, high test, equal to any. Packed as follows:

1 lb. packages,	36 or 60 lb. boxes, .05 per lb.
½ lb. "	36 or 60 lb. boxes, .05 1-5
¼ lb. "	36 or 60 lb. boxes, .05 4-5

and one box free with each 5 boxes.

JOBBER'S SPECIALTIES—We are also large handlers and jobbers in Rice, Macaroni, Spanish Sweet Peppers, Tapiocas Farina, Whole Spices, Green Ginger Root, Caviar, Catsups, Salt Fish. If interested or in the market for any of these lines, write us for quotations on such quantities as you buy. We can save you money on any goods you buy in this market. It will cost little to try us and we shall be glad to post you. **GIVE US A TRIAL.** Address Mail Order Dept.

FRANCIS H. LEGGETT & CO., - NEW YORK CITY.

PREMIER PLUM PUDDING. OUR OWN MANUFACTURE NOTHING BETTER. NOW READY FOR DELIVERY.

Individual tins, 95c. doz.	1 pound tins, \$2.40 doz.	2 pound tins, \$4.50 doz.
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D. RATTRAY & SONS

Import and Export

Commission Merchants

QUEBEC

MONTREAL

OTTAWA

REPRESENTING :

ARMOUR & CO., Chicago, Ill.
Packing House Products.

JOSE RIERA, Denia, Spain.
Valencia Raisins, etc.

ROSENBERG BROS., San Francisco, Cal.
California Raisins, etc.

J. WALKER & CO., Greenock, Scotland.
Refined Sugars.

DEZEEUW & VANRAALT, Vlaardingen.
Holland Herring.

SOUTHERN COTTON OIL CO., New York.
Salad and Cotton Seed Oils.

ARMOUR LIMITED, Toronto, Ont.
Beef Extract Products.

AG. RUSSO & FILS, Catania, Sicily.
Filberts, etc.

F. MICELI-ANIS & CO., Messina.
Sicilian Produce.

JUAN LLOPIS, Reus, Spain.
Tarragona Almonds.

A. T. ZINI, Patras, Greece.
Currants, etc.

ARMOUR GLUE WORKS, Chicago, Ill.
Glue, etc.

IMPORTERS OR EXPORTERS OF

*Maple Sugar, Balsam Fir, Seal Oil,
Cod Oil, Whale Oil, Senega Root,
Patna and Rangoon Rices,
Austrian and Russian Sugars,
ETC., ETC., ETC.*

- “Sterling” Brand Pickles in Glass.
- “Sterling” Brand Chow-Chow in Glass.
- “Sterling” Brand Sweet Pickles in Glass.
- “Sterling” Brand Catsup.
- “Sterling” Brand Sauces
- “Sterling” Brand South Africa Relish.
- “Sterling” Brand Canadian Relish.
- “Sterling” Brand Flavoring Extracts.
- “Sterling” Brand Jams and Jellies.
- “Sterling” Brand Marmalade.

RETURNED
 OCT 21 1904
 Cut Book 25
 Page 80
 A.M.

Sterling BRAND

EVERY wise grocer will stock his shelves with best brand pickles and relishes for the Fall and Xmas trade. He must have goods that are well-known—unqualifiedly satisfactory to his customers, “STERLING” Brand Pickles meet every demand. These goods will build up your trade by satisfying your customers.

RETURNED
 OCT 21 1904
 Cut Book 25
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 A.M.

The goods of this house will win your trade and keep your trade. Some other lines in stock:



- Mixed Pickles in Bulk.
- Chow-Chow in Bulk.
- Sweet Mixed Pickles in Bulk.
- Mince Meat in wood and fibre palls.
- Cake and Icing Colorings.

- Maple Syrup in glass and tins, all sizes.
- Bitters—Bobs, Celery, Orange, Jack Canuck
- Unfermented Fruit Wines.
- Unfermented Phosphate Wines.

THE T. A. LYTTLE COMPANY

Manufacturers of High-Grade Pickles and Relishes. LIMITED

Factory and Office: 124-128 Richmond St. W., Toronto.
 Phones: Office and Orders—Main 1531. Shipping Room—Main 4552.

Salting Houses—103-105-107 Richmond St. W., Toronto, Holland Landing, Scotland, Clarkson, Streetsville, Ont.

MY REGISTERED BRANDS

CONDOR **EMD** **OLD CROW**

Madam Huot's Coffee

- Condor** Japan Teas in bulk and lead packets.
Condor Ceylon Black Teas in lead packets and original 5-lb. boxes.
Condor Pure Mustard in tins, 4 and 1-lb. jars.
Condor Choice Baking Powder.
Condor High Grade Vinegar.
Condor Java and Mocha Coffees.
Old Crow Blend of Indo-Ceylon Black Teas in bronzed tins and lead lined wood boxes.
Old Crow Ceylon Black in 5-lb. original boxes.
Old Crow Fine Compound Mustard in tins, 4-lb. and 1-lb. stone jars.
Old Crow Fine Baking Powder.
Old Crow Fine Distilled Vinegar.
Old Crow Java and Mocha Coffees.
EMD High Grade Japan, Gun Powder and China Black Teas.
EMD High Grade Spices of all kinds.
EMD Pure Cream of Tartar Baking Powder.
EMD The highest quality of Distilled Vinegar.

MADAM HUOT'S COFFEE. A pure rich delicious Coffee. **The Gem of All**, put up in 1-lb. and 2-lb. tins.

The above brands represent High Class Goods. They are the finish values at the best prices. Considering quality.

ASK FOR SAMPLES, IT PAYS.

E. D. Marceau 281-285 St. Paul Street, **Montreal**

HAVE YOU NOTICED

the increased business there is doing in condensed milk? If you are not getting a share of it, it is because you are not handling the right goods.

“Reindeer” Brand

condensed goods can be absolutely relied upon.

There is a growing demand for an unsweetened milk, this can be had in

Jersey Cream

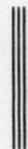
it contains no sugar.

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

Every Smart, Up-to-date Grocer

Should have in stock for Christmas and
Holiday Trade our Specialties, viz.:—

FANCY CRACKERS AND COSAQUES
XMAS SANTA CLAUS STOCKINGS
GENUINE ENGLISH BARLEY SUGAR
FANCY BOXES OF CHOCOLATES
GENUINE TURKISH DELIGHT
SWISS MILK CHOCOLATE



FRENCH GLACE FRUITS
CHERRIES
PINEAPPLE, ETC.
SHELLED NUTS
ALMONDS WALNUTS
PECANS BRAZILS
HICKORY PISTACHIO

We shall be pleased to have your enquiries.

W. G. PATRICK & CO.

Direct Importers of Grocers' and Confectioners' Sundries

29 Melinda St., TORONTO, Canada.

**"ACME"
TABLE SALT**

Ask your wholesale grocer for it. Put up in 24 3-lb. cartons in a case, and in 50-lb. box.
TORONTO SALT WORKS, Toronto, Ont

THE PEOPLE OF
JAMAICA

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

**KINGSTON
"GLENER"**

might bring inquiries. Better write for rates to
I. C. STEWART, Halifax.

BASKETS

We make them in all shapes and sizes. We have

**Patent Strawboard Berry Box
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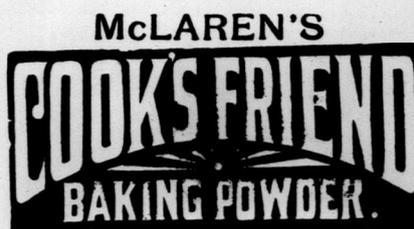
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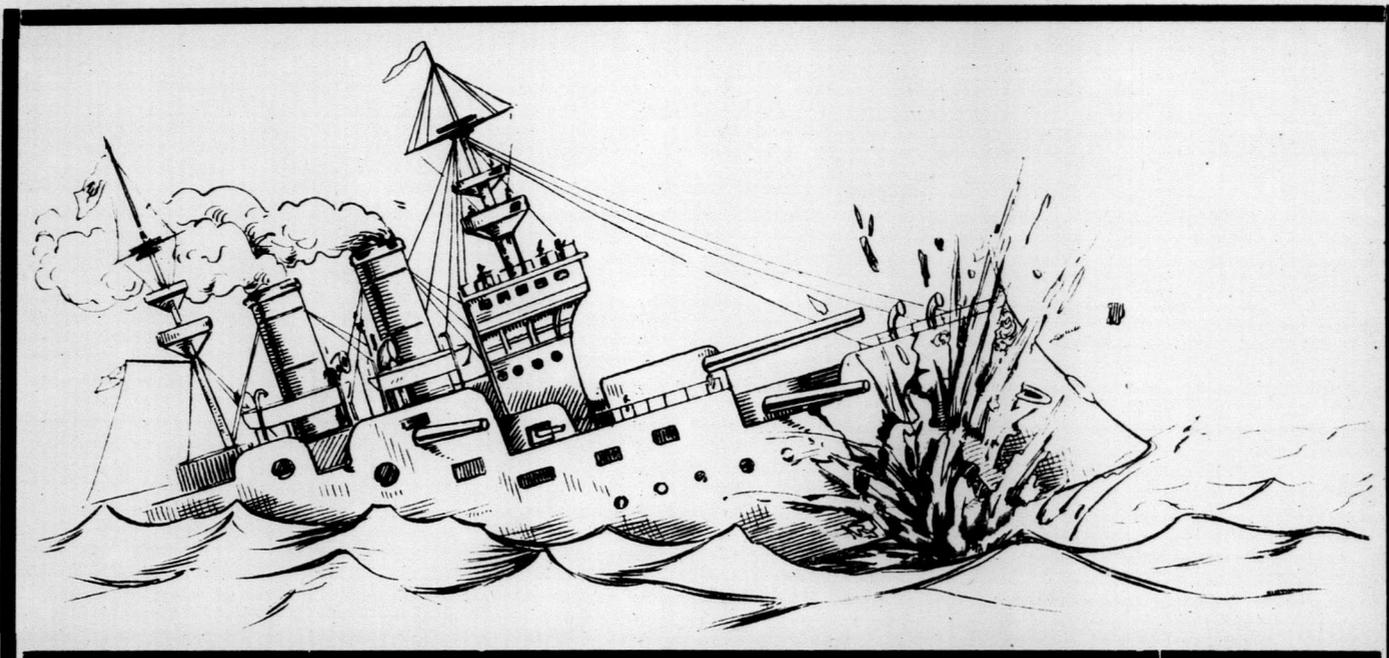
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CANADA AT THE WORLD'S FAIR

BY OUR OWN REPRESENTATIVE.

CANADA, as she stands before the world at St. Louis, shows a profusion of natural wealth that crowns her as a queen among the nations of the earth. Displayed in all their native splendor and limitless extent are the abundant fruit of her soil, the wealth of her mines, the varied productions of her forests and the splendid resources of her waters.

Among the nations of the earth gathered at St. Louis, Canada appeared as the young and virgin child of the New World. The older nations brought art and invention and manufactured effects into service to augment their charms, but Canada needed none of these things. With her natural charms, she won to her side all who came within range.

The object of all the exhibits of Canadian produce was to point out the opportunities in Canada for the profitable investment of money to develop her resources. Judged by results this object was admirably carried out.

The Canadian Building.

The heart of Canada at St. Louis is the "Canadian Building"; it is a centre for all the exhibits, and to that building they all lead up. In the Agricultural Hall visitors see the products of the Canadian soil. They obtain literature descriptive of Canada as an agricultural land, which cordially invites them to visit the Canadian Building. In the Mines and Metallurgy Building can be had literature descriptive of Canada's mineral wealth, which also invites them to visit the Canadian Building for further information. The same is the case in the Forestry, Fish and Game and the Horticultural buildings.

Upon entering the Canadian Building a person is at once attracted by the sign "Free Water." A glass of good water is welcome at all times to tired and thirsty exhibition visitors. Thus the person is at once attracted to that part of the building.

Turning from the water stand the attention of the person is held by a set of eight paintings illustrating the progress of a successful settler in the Canadian Northwest. The first painting pictures the settler starting to break the prairie across an old buffalo trail. The second pictures the settler and his belongings after two and one-half years,

showing a modest house, a small stable, a straw stack and some rows of newly planted fruit and shade trees. The third painting pictures an improved house and stable, and adds a barn to the scene; many cows are grazing instead of the solitary one of the second painting; the trees have also progressed; this is after

ing represents what can be accomplished in ten years. In the foreground is an immense field of bending wheat, which is being cut with self-binders, and in the distance is pictured the house and barns nestling among the trees. The sixth painting pictures one of the peace-keepers of the Canadian Northwest, a

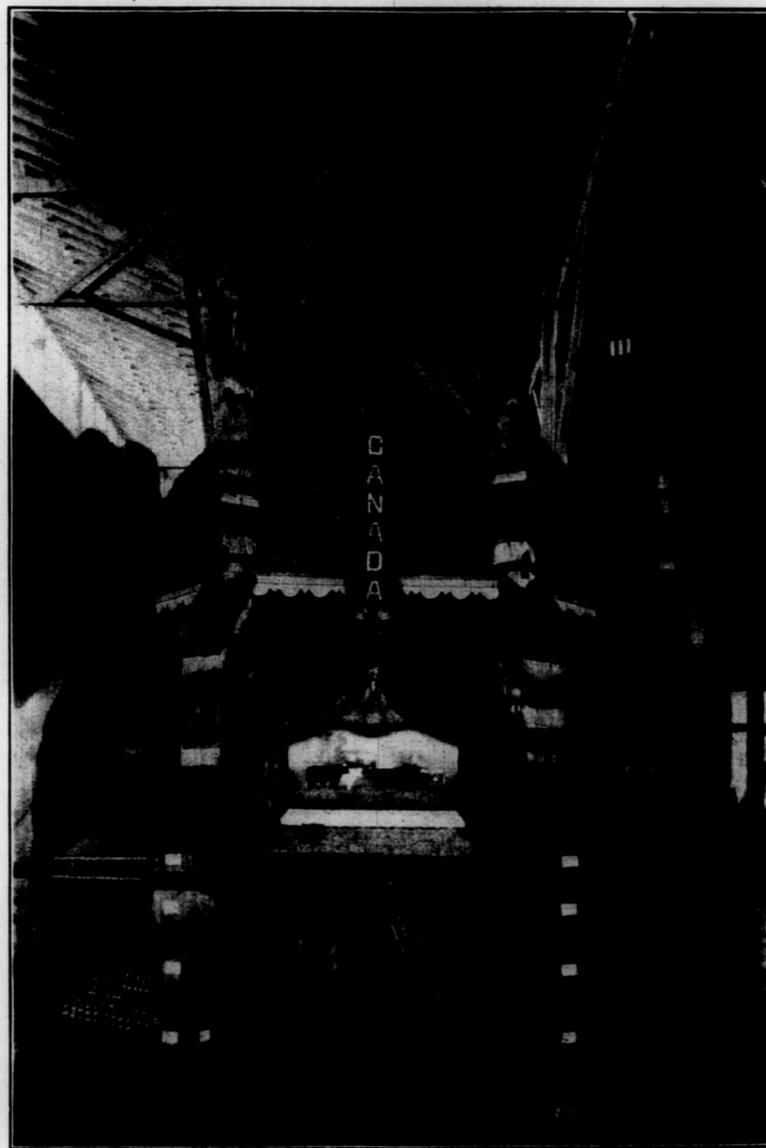


Exhibit of Canadian Cereals at St. Louis Exposition.

five and one-half years. The fourth painting represents the result of seven and one-half years of life on the prairie; there is now a handsome house, surrounded by trees; the barn is more pretentious than two years before, and the stables are improved. The fifth paint-

mounted policeman, asking the settler to sign his patrol sheet, which he has to hand in on his return to his post. If the settler has any complaints to make they are promptly investigated. There are 500 of these mounted police in the Canadian Northwest, and every section

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H. W. Doyle

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of the country is regularly patrolled by them. They are in a position to give information and advice to new-comers unacquainted with the laws and customs of Canada.

Sheep-raising is pictured in the seventh painting. No shelter is provided, and the stock is out all the year round. The eighth painting pictures horse-breeding in the West, heavy stock being produced suitable for ploughing.

The visitor follows with much interest the settler through ten years of his life, and, as he turns from the last painting, his eye lights on a door marked "Information Bureau." Here is where he can

otism by rolling forth the "Maple Leaf Forever" or other national airs. There is also a picture gallery of Canadian scenery, in which many a visitor has picked out familiar spots. The railing around the picture gallery is attractively decorated with symbols of the chase as carried on in Canada.

The accompanying illustration shows the style of architecture used in Canada's building.

Canada in Agricultural Hall.

Canada's claim to being one of the first wheat-producing countries in the world is well supported by her exhibit

tration gives some idea of the appearance of this booth, but it by no means does the original justice.

The maple sugar booth is also a thing of great beauty as well as interest. As may be seen from the illustration the booth is built up of maple wood decorated with sugar and syrup. Inside the booth is a model maple forest showing the old and the new ways of making maple sugar and syrup. Valuable bits of information regarding the statistics of the maple syrup and sugar production are to be obtained from the exhibit. This booth is attractive in the extreme and calls forth much admiration.

Other features of the exhibit were two display stands of Canada's grain products, a very handsome display of honey, both in the comb and extracted; a display stand of preserved products of Canada's agricultural districts; four displays of goods manufactured from Canada's grains, and also of preserved dairy products; two display stands of Canadian made liquors; show cases of tobacco, leaf and plug, produced in Canada; and a stand of vegetables.

Scattered throughout the space are very handsome signs bearing inscriptions as:

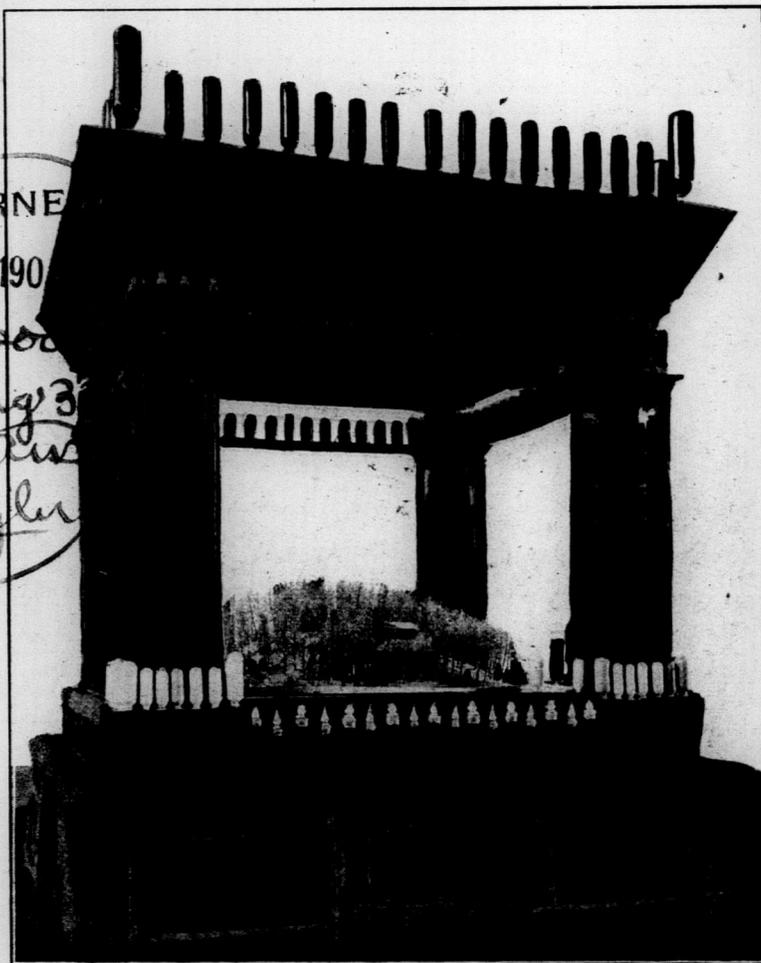
"Visitors to the Exhibition are cordially invited to visit the Canadian Building, where a staff of efficient officers are in attendance to look after the comfort of all guests and to give information regarding Canada";

"During the year ending June 30, 1903, 49,408 declared settlers moved from the United States and settled on the fertile prairie of Western Canada";

"The wheat belt of Canada is almost 1,800 miles long by 400 miles wide, yet only a very small portion of this tract is under cultivation. It is predicted that within 10 or 15 years Canada will produce from 800 millions to one billion bushels of wheat";

"In the year 1902 40,000 farmers in Western Canada produced \$40,000,000 worth of farm produce."

Agriculture is at the present time the first industry of importance in Canada. About 46 per cent. of the population make their living directly from the products of the soil. There is great progress being manifested in this industry. In ten years the increase of land under crop has been 4,000,000 acres. At the same time the methods of cultivating and maintaining the fertility of the land have been greatly improved. The value of Canada's exports of agricultural products has also increased very considerably during the last ten years. In 1893 the value of her exports was \$29,250,000, while in 1903 it was \$44,000,000. Great progress has also been made in stock raising and dairying. Since 1893 the value of the exports of animals and



Canadian Maple Products at St. Louis Exposition.

find all about free farms in Canada and where and how to start life as the settler of the paintings has done. He goes in, and perhaps Canada adds one more name to her settler's list.

To the Canadian at St. Louis the Canadian Building is as a home. There he meets Canadian friends and acquaintances, and from the long table in the reception room he can pick up his beloved daily and peruse the happenings since his departure from his native city. In the building are neatly furnished sitting rooms, in one of which is a piano. On it one can relieve his pent-up patri-

in the Agricultural Hall. The feature of the exhibit in that building is the immense and beautiful booth or reception room built up of Canadian grains and grasses. The booth is octahedron in shape, four of the sides being doorways draped with different grains. A shelf is let into the other four sides, on which are displayed in jars different Canadian grains. On each of the sides and above the doors and shelves is a painting picturing different breeds of cattle pastured in Canada. The inside of the booth is decorated beautifully with grains. The accompanying illus-

their products has increased by \$37,200,000, over 50 per cent. increase. The value of cheese exported has increased since 1893 from \$13,500,000 to \$24,750,000; and the value of butter exported has since 1893 increased from \$1,297,000 to \$6,955,000.

Agricultural pursuits in Canada are promoted by both the Dominion and Provincial Governments. In Ontario, Quebec and Nova Scotia there are special agricultural colleges for the teaching of farming on a scientific basis. There are also dairy schools in different parts of Canada where practical lessons in up-to-date dairying may be had. The Dominion Government has also established experimental farms in different places in the country where experiments are conducted to gain information as to the best methods of preparing the ground for crop and of maintaining its fertility, the most useful crops to grow, and how the various crops can be disposed of most profitably.

Agriculture in Canada has made great progress and will continue to do so. The area of land under cultivation is quite small in comparison to the immense area of good soil still unoccupied. Therefore Canada has still plenty of room for development along this line.

In the Mines Building.

Of the countries or states Canada has the largest space in the Mines and Metallurgy Hall, and unlike that of some others, this space is well utilized. The exhibit brings forth words of admiration from all visitors. The feature of the exhibit and the most handsome thing in the building is the immense vault, inside of which and behind iron bars and glass is shown a large quantity of Klondike gold, the largest exhibit of gold in the building. This vault is built up of minerals, including gold quartz and limonite from Nova Scotia, alabaster from New Brunswick, copper ore, purple and yellow, from Quebec, apatite from Quebec, jasper conglomerate and sodolite from Ontario, and gold and copper ore from British Columbia. The accompanying illustration gives an idea of the beautiful appearance presented by this vault, although no idea can be gained of the exquisite color effect given by the various ores. "Canada" stands out from the white alabaster background in copper ore.

Other special attractions of the exhibit are a large case of mica from Ontario and Quebec, a pyramid of graphite from Renfrew County, Ont.; an exhibit of corundum in its natural form, in its ground forms and in the manufactured form of grinding wheels; a pyramid of cobalt, nickel and silver ores from Ontario; an exhibit of Canadian building stones, including granite from Quebec, Nova Scotia and New Brunswick, sandstone from Ontario, New Brunswick and

Nova Scotia, syenite from Frontenac County, Ont., and from Quebec; limestone from Nova Scotia, New Brunswick and Quebec; a small pyramid of nickel and copper ore from Sudbury District, Ont., and also a large pyramid of nickel ore from the same district; a pile of metallic nickel and copper ingots made from Sudbury ores; a series of coal pyramids representing coal from British Columbia, from the Northwest Territories, from Nova Scotia and from New Brunswick; a large case of asbestos; a pyramid of phosphate of lime from Quebec; a large pyramid of iron ores from Nova Scotia; a large rock of silver ore from Kootenay, B.C.; and a pyramid of gold quartz. There were

the world's total production of corundum. The mines are in the Province of Ontario";

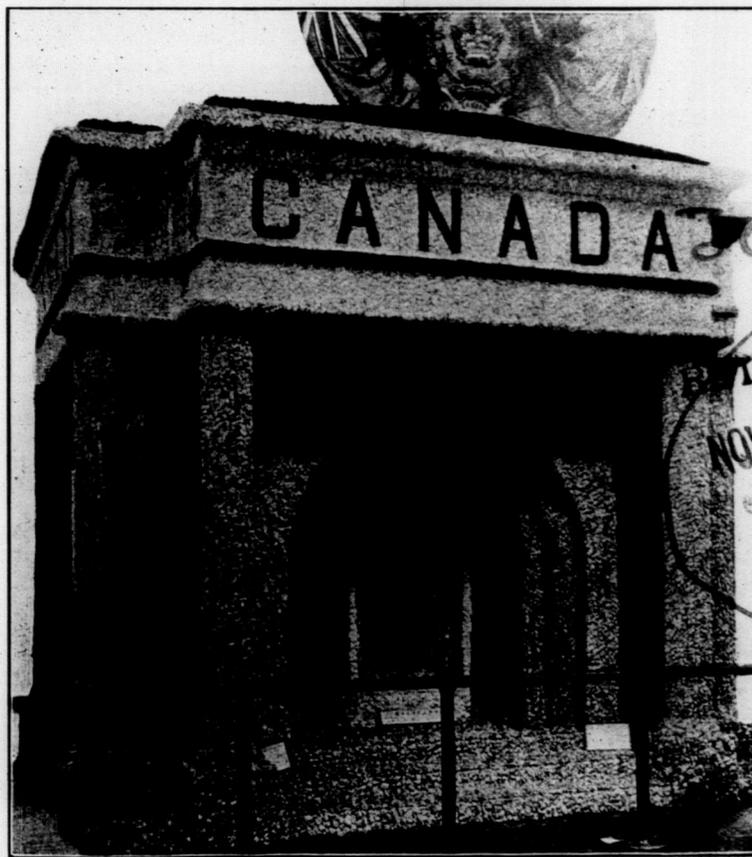
"Canada supplies over 90 per cent. of the world's total production of asbestos";

"Canada produces more than half the world's supply of nickel. The mines are in the Sudbury District, Province of Ontario";

"Canada is the largest producer of mica for electrical purposes in the world";

"The mineral production of Canada for 1903 was \$63,226,510, an increase in ten years of over \$43,000,000";

The mining industry in Canada is merely in its infancy. There are un-



Canadian Exhibit in the Mines Building, St. Louis Exposition.

also many handsome little showcases displaying minerals of all kinds found in Canada, including silver lead ores, mica, gold milling ores, copper ores, gold copper ores, gold, silver and copper ores, gold smelting ores, native copper, manganese ores, iron ores, antimony ores and gold quartz.

The best exhibit of natural and manufactured mineral oils is also to be found in Canada's space.

Such interesting and in some cases surprising bits of information as the following were displayed in a similar way to that employed in the Agricultural Hall:

"Canada produces over 85 per cent. of

limited resources for this industry yet untouched and even unexplored. However, rapid progress is now being made owing to the opening up of mining districts by the building of railways, and within a few years, when all the railways that are now projected have been built, mining will be an industry of first importance in Canada. Since 1886 the value of minerals produced in Canada has increased from \$2.23 per head to \$11.29 per head.

Canada's Forestry.

Canada has two forestry exhibits at the fair, one in the Forestry, Fish and Game Building and the other in a pretty little building near the Canadian Build-

ing. The former is a general forestry exhibit, including fish and game, while the latter consists chiefly of pulp wood. The exhibit in the Forestry, Fish and Game Building is attractive in the extreme, it being without doubt the prettiest thing in the building. The exhibit consists of a double rustic work arch. This rustic work is built up with over 3,000 varieties of wood, all grown in Canada, although some on experimental farms only.

There are also exhibited polished woods, including elm, oak, maple, birch, white pine, butternut, ash, bird's-eye maple, sycamore, cherry, spruce, cedar, and pine.

Canada's game is represented by stuffed animals and birds in cases beneath the rustic arch. The varieties of birds include: The owl, grouse, blue jay, American avocet, godwit, phalarope, American bittern, prairie hen, hawk, ptarmigan, ducks of all kinds,

less than 2,590,000 square miles of forest and woodland."

"In the Province of Quebec alone the standing timber, exclusive of pulp and undersized trees, is 60,000,000,000 feet of lumber."

The space Canada was able to secure in the Forestry, Fish and Game Building is inadequate for the exhibiting of her forest wealth as it deserves, and a separate building was built near the Canadian Building where pulp woods and others are shown. As you enter the building you are confronted with logs of different Canadian trees. Among them are some mighty ones, chief of which is the Douglas fir, native of British Columbia. The central feature of the exhibit is the pyramid of pulp woods, the best of which are spruce, balsam, poplar and pine, in the order named. There is also exhibited slabs of polished wood and piles of tan-bark.

When the first settlers came to Can-

denuded areas has been done so far, preliminary investigations are being made with that object in view.

In the Horticultural Building.

Canada's fruit exhibit in the Horticultural Building is very attractive, the devices for the fruit display being very good indeed. Next to California, Canada probably has the best exhibit in the building. The photographs that have been taken fail to do the exhibit justice.

Of course the unrivaled Canadian apple figured most prominently, although pears, peaches, grapes, plums and other small fruits are not neglected.

Canada's fruit trade, both foreign and domestic, has developed during the last 50 years. Before that time there were practically no fruit exports. Now Canada's fruit exports to the Old Country are immense, and are steadily increasing. This trade is getting great help from the fruit growers' associations, experimental stations, agricultural colleges and fruit inspectors. The grower is becoming more expert in the growing, the handling, the packing and the shipping of fruit, and thus fewer complaints are now being heard from the consumer than formerly.

Something to be Proud of.

No Canadian having seen Canada at the World's Fair need be at all ashamed of his country as there represented. The nature and appearance of the exhibits are indicative of the foundation on which a great country is being built up, and also of the enlightenment and progressiveness of the people that are building up the nation. A touch of refinement is given to Canada at St. Louis by her contribution to the Fine Arts Building. The presence of those paintings indicate that in the hurry and bustle of development and expansion the finer arts of life are not being neglected.

There is still another side of Canada at St. Louis, namely, the military side. The Canadian militia was represented at the World's Fair for a week by the Essex Fusiliers, under the command of Colonel Bartlett. The red coats made no slight impression in St. Louis, and while there became very popular among all with whom they came in contact.

The National Mfg. Co., of Pembroke, Ont., is establishing a creamery.

The fruit store of L. P. Kruse, Wingham, Ont., was damaged by fire to the extent of \$500 on Oct. 15.

The J. Sutton Clark Co., Moncton, N. B., has bought a property at North Head, Grand Manan, and will start a fish canning business.

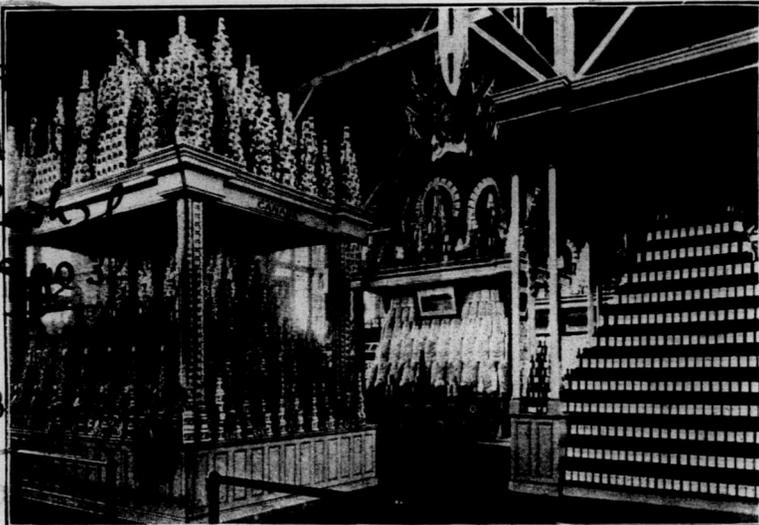


Exhibit of Canadian Wines and Canned Goods at St. Louis Exposition.

naturalized English pheasant, and spoonbill. Among the animals were: The black bear, musk-ox, wolverine, timber wolf, beaver, squirrels, jack rabbits, brown bear, weasel, otter, grizzly bear, fox, hare, polar bear, lynx, porcupine, muskrat, badger, marten, and Virginian deer.

Canada's fisheries are also fittingly represented by stuffed fish of different kinds.

Canada's exhibit of live beaver in the Forestry, Fish and Game Building attracted considerable attention, and evoked much favorable criticism. A living exhibit always appeals strongly to the people.

In the Forestry Building, as in the other buildings, those concise statements met the eye everywhere. Examples of them are:

"The dimensions of our great forests are so vast that they seem almost incredible; it is estimated that we have no

ada the country for the most part was one vast forest, and thus lumbering has always been and is a very important industry. The products of the forest have been among Canada's chief exports. At first the raw material was exported exclusively, but as the country expanded manufacturing industries sprung up, and manufactured products began to take the place of the raw material.

The manufacture of wood products in Canada and the exporting of the manufactured product instead of the raw material, is encouraged by legislation. In Ontario the export of pine, spruce and other soft woods in the log, when derived from lands leased from the Province, is prohibited; and in Quebec \$1.50 per cord on stumpage dues is allowed on wood from which pulp is manufactured in the Province.

Laws have been made having for their object the preservation of the forests, and although very little re-forestation of

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The Ontario Sugar Co., Limited, Berlin, Ont.

THE SUGAR CANE OF THE WEST INDIES

Written Specially for THE CANADIAN GROCER by J. Russell Murray, British Commissioner to the West Indies.

THE wheat fields of the prairie lands of the great Northwest are always associated with the name of Canada; and, in like manner, the sugar cane is ever associated with the West India Islands. Thirty or forty years ago the West Indian sugar planter was a synonym of wealth and affluence. But, alas, these days are gone. The sugar beet cultivation of Europe was nursed and cared for, and, finally, with the assistance of science and the parental care of the respective governments, who stimulated its extension by ever-increasing bounties, the industry assumed enormous proportions. The bounty system enabled European beet sugar to be sold much below the cost of production, and, hence, the sugar cane planter of the West Indies began to see days of trouble, ever increasing, over a period of a quarter of a century. These days of loss and depression seem to have gone by, however, and a new era is now dawning upon these long sorely tried

ed, cane sugar can now compete on fair terms with its contemporary.

To give some idea of a sugar cane plantation, the reader must dis-associate his mind with all northern classes of farming. In the first instance, the land is heavily drained with open drains 12 to 18 inches wide, making the fields into a series of beds or banks 20 feet in width. In the best plantations the land is ploughed or forked by hand labor, and thus prepared for planting. In many cases holes 24 inches square and about 9 inches in depth, are made about 4 feet apart, into which the plants are put. But the plants, whence come they? These are what are known as "Cane Plants,"—merely the tops of the canes at the points where the leaves branch out, and are obtained in quantities when reaping is in progress. In due time these "Cane Plants," 12 inches long, are carted to adjoining fields to be planted by the hoe or small crowbar.

The planting is done during the months of March, April and May; the

ground is ploughed or forked, the roots of the cane springing up again and being called "first ratoons." These are reaped again the following season and, where the land is good and fertile, the roots or "stools," are re-cultivated for



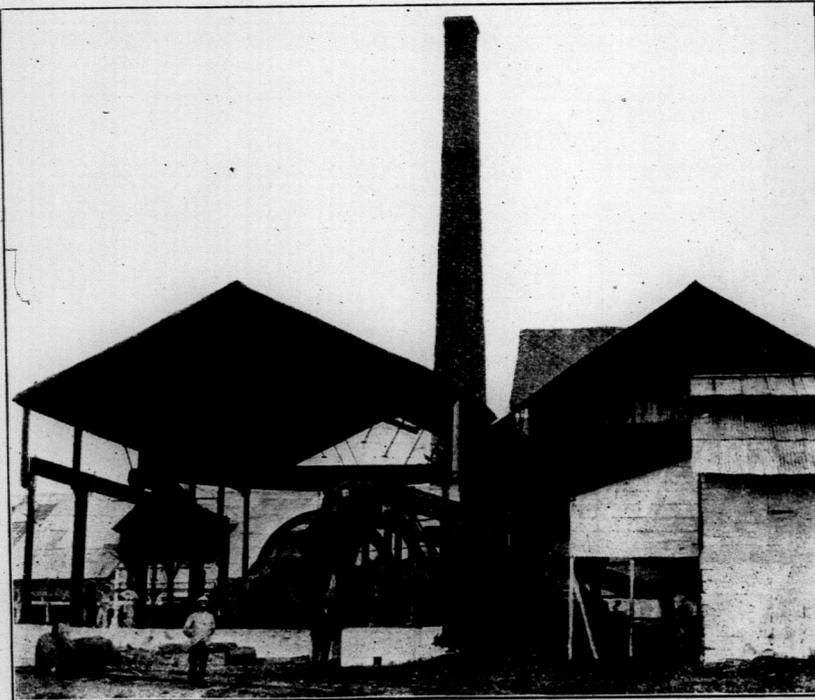
Cutting Sugar-Cane, Trinidad.

a third year, after which the land is entirely re-ploughed and freshly planted.

The growth of the sugar cane is not unlike Indian corn in the early stages. In about six to eight months it shows the fully developed cane, which throws out its "arrow," transforming the whole appearance of the field from green to silvery grey.

The beginning of crop gathering is always looked forward to with the greatest pleasure by the laborers. It means to them ample and continuous work with fair remuneration. To the staff of the plantation it involves immense labor and long hours, as many of the larger factories stop daily but for a short time about midnight. Few people in northern countries realize the immense strain on the staff, from overseer to manager, during the ten or twelve weeks that the grinding continues.

The cutting of the canes is done by hand, the cutlass being the instrument used. In all the larger estates the cut canes are conveyed to the factory by private railways intersecting the plantation. Arriving at the mill, they are unloaded alongside the travelling carrier, which slowly feeds the great revolving crushing rollers, the first operation at the mill house. The cane juice then running down through strainers is pumped up to the various clarifiers and subsidisers, and when purified, again flows on to the open coppers or vacuum pan, where the boiling is carried out until the crystal is formed and the pan emptied into coolers, from whence it is carried to the centrifugals. Here, in this rapidly revolving machine, making 1,600 to 2,000 revolutions a minute, the sugar is freed from the syrup and made



Near View of Sugar Mill, Trinidad.

islands. The bounties have been abolished, the price of sugar to the continental consumer has been greatly reduced, and the consumption having largely increas-

cane is ready for reaping the end of the following crop season, that is, when the canes are from 12 to 14 months old. As soon as they have been reaped the

ready for bagging. It is in this machine also that the crystals are washed, to make white crystalized sugar. Sugars dried in the centrifugal are always thoroughly dry as compared with the hhd. drained sugars, such as Muscovadoes.

These first sugars from the vacuum pan are called "Centrifugals," or "Crystals," the syrup from which, being re-boiled later on, makes what is called syrup or molasses sugars, many of which are admirable grocery sugars. Again molasses is obtained in the drying of these, and after a lapse of time, is once more boiled to make a third sugar, the molasses from this being used for rum making or stock feeding. Muscovado sugar is boiled in the open pan, and when it reaches the crystalizing state it is ladled out into the coolers, and afterwards filled into hogsheads to drain. It is the molasses from these sugars that is so highly prized for grocery purposes.

The yield of sugar is a very important item to the planter, and elaborate tests are made by the chemist of the estate to watch this factor so as to enable the manager to direct effectively the cultivation under his care. An acre of canes of first-year growth will yield 30 to 35 tons, which in turn should yield about 2 to 2½ tons of sugar. Usually one gallon of juice will yield about one pound

of sugar and an acre about 5,500 gallons of cane juice. Each succeeding year, however, that is, the second and third, there is a diminution of quantity.

By the end of May all reaping should be over, as the rains begin to set in it becomes difficult then to cart cut canes from the fields, besides, the labor is required for cultivating, in order to give the new crop a good start. By April, May and June in the West Indies at least, the sugar fast finds its way north by every outgoing steamer or sailing ship; the latter, however, is a rarity now; the old order has changed, and the West India merchantman, the pride of the sailor, has become almost a matter of history. The regular liner and the "tramp" steamer are now utilized to convey to the north the product of one of the finest products of the tropics.

HOW THEY GROW.

Wrapping papers do not suggest a very inviting or entertaining subject of conversation to most people, yet there are some men who would rather talk wrapping papers than eat. These men make their living out of wrapping paper: they either make or sell it.

Douglas & Ratcliffe, of Toronto, belong to the less numerous class mentioned above. They used to be with the old Taylor Bros. firm, and did nothing but eat, sleep and talk paper.

It was only natural that they should go into business for themselves, which happened five and a half years ago. They have prospered in this period. From a modest beginning they have developed into one of the leading concerns in the Canadian trade. Their warehouse on the corner of Colborne and Market streets, Toronto, is a hive of industry, and everything is in ship shape order. The firm prides itself on its excellent service to the buying trade, one of their hobbies being quick deliveries. In the city this is a question of the first importance. Two-horse drays have been dropped and a double number of single-horse drays substituted. The 'phone service has been increased and express carriers brought into requisition, all with the one object of serving a customer with a maximum of speed. Such progressiveness can have only one reward—namely, increased business.

Douglas & Ratcliff make frequent journeys to New York and Chicago to absorb ideas, get inspiration and bring back with them the newest and best things they come across. In this way they have introduced several lines to the Canadian trade that have met with great success.

Goodall Bros., grocers, Ottawa, have removed to 305 Wellington street.

The Best is always
The Cheapest.

When buying sugar ask for and insist upon getting
EXTRA GRANULATED and other grades of refined of
the well-known brand

Redpath

Manufactured by

The Canada Sugar Refining Co., Limited
MONTREAL.

The Oldest Crockery House in Canada

UNDER UP-TO-DATE MANAGEMENT

It is your trade in good goods that pays you. It is your success in cultivating the higher class business that establishes your reputation. It is well to be in a position to supply whatever you are asked for. If you are a leader customers will come to you for, rather than with suggestions. Your customers should not supply all the ideas—let them come to you for these. Then you have a trade worth having.

The JOHN L. CASSIDY CO. LIMITED MONTREAL, QUE.,

carry a complete stock of the latest and best styles, shapes and decorations in all lines of

**Fine China, Cut Glass, Silver-
ware, Cutlery,**

*Vases, Lamps, Jardinieres,
Dinnerware, Teaware, Toiletware,*

and ALL THE STAPLES.

CROCKERY DEPARTMENT

New Ideas for the Holiday Season.

THE GROCER has completed its annual Fall tour of Canadian wholesale china, crockery and glassware houses and has pleasure in offering its readers a few seasonable suggestions in the way of novelties being offered for the holiday and Winter trade.

LAMPS.

The newest feature in lamps is a very large hall hanging lamp, in brass with ruby and crystal globe, to retail at \$2 and \$2.25. Another attractive novelty, which will appeal particularly to the grocer and small general merchant, is an assortment of small glass lamps in packages containing half a dozen different decorations. Heretofore it has been practically out of the question for the smaller merchant to carry any assortment of cheap lines; the new package, in which no two lamps are alike, will undoubtedly fill a long-felt want.

JARDINIÈRES.

There have been no radical changes in the style of 'jardiniere' most popular this season. Floral and conventional designs are in equal demand, while among the newest goods shown are dark colored and lightly tinted effects. The rich blue with stippled gold decorations is still a favorite; a number of recent importations, however, have heavy floral outlines in matted effects covered with a corresponding miniature floral design.

Dark effects in two or three contrasting colors with embossed conventional designs are also shown. One of the most attractive of recent designs from the English potteries is tinted shading from dark green at the bottom and top to a pale tint in the centre. Extending diagonally all round the jardiniere is a heavy embossed design in mauve tulips and green leaves. A few Oriental designs are seen, these, however, appeal only to the fancy trade, and their popularity is rapidly waning.

GLASSWARE.

What promises to be one of the most attractive lines of glassware this season is a package assortment of etched goods in handsome shapes, such as trays, bon-bon dishes, etc., with artistically painted designs and gilt decorations. These will retail at 10, 25 and

35c respectively, and are sold in assortments to suit the smallest dealer.

CHINA.

The assorted packages of fancy decorated china, in rich colors and floral and Watteau patterns, mentioned in the last special number of The Grocer, have taken a firm hold on the trade, and are proving one of the most attractive lines on the market. Another ready seller is a stock pattern in plain white with fancy decorated gold bands. It need not be mentioned that all the old stock patterns are shown, and that a big proportion of the season's sales are in these lines, which require no other recommendation than the name. In fancy cups and saucers there are a large number of new designs, not only in English, but German china, which will undoubtedly be largely stocked by the retail grocer and general merchant for the holiday trade.

China and Glassware Trade in Canada.

THE following figures represent the importations of china, crockery and glassware into Canada for the last five years. The revised figures for 1904 are not yet available. They are

tion the import trade is tending. Great Britain in 1899 and 1903 sent us goods to the value of \$575,970 and \$785,270. The United States came second with exports to Canada totalling \$136,254 and \$258,665 respectively; Germany had third place, her exports to this country totalling \$98,504 and \$225,067 in these two years. The recent tariff revisions have already shown a tendency to curtail the volume of German importations in crockery, china, etc., the bulk of which will now be directed to Great Britain. After Germany in order comes France with \$37,999 and \$62,025, Japan with \$21,114 and \$32,788 and Austria-Hungary with \$27,617 and \$17,808. A considerable import trade in china, etc., is also carried on with Belgium, China, Holland and Italy.

The manufacture of pottery, etc., in Canada within the last few years has become an increasingly important item, and it goes without saying that a very considerable proportion of the requirements of the home market at the present time is being met by domestic manufacturers.

CANADIAN IMPORTATIONS OF CHINA AND CROCKERY, 1899-1903, INCLUSIVE.

	1899	1900	1901	1902	1903
Brown or colored earthen, stone and Rockingham ware	\$ 12,220	\$ 11,776	\$ 19,328	\$ 24,377	\$ 36,866
Decorated, printed or sponged, and all earthenware except the above and bath-tubs, washstands, of earthenware, stone cement, clay and other material.....	241,493	240,551	274,764	255,770	485,041
Demijohns, churns or crocks	3,133	6,617	969	9,196	10,792
White granite, or iron-tone ware, and C. C., or cream colored ware.....	201,286	199,257	226,916	153,548	215,978
China and porcelain ware.....	261,211	264,989	336,093	342,479	375,911
China clay.....	47,270	53,215	47,419	54,331	61,931
Glass corbobs and demijohns, empty or filled bottles and decanters, flasks and phials.....	183,439	219,407	266,293	329,164	324,488
Glass jars or glass balls, and cut, pressed or molded crystal or glass tableware, decorated or not ..	221,831	227,558	226,715	218,653	293,108
Lamp chimneys, glass shades or globes, blown glass table ware.....	131,954	120,594	142,624	127,891	115,592
Total.....	\$1,303,830	\$1,343,964	\$1,541,121	\$1,615,409	\$1,919,747

estimated in part, however, as follows: Earthenware, china and granite ware, \$1,611,356, of which \$961,806 came from Great Britain, \$235,857 from the United States and \$413,693 from other countries. Returns for glassware to date have not been made separately, but these will bring up the total to considerably over the \$2,000,000 mark.

In connection with the Canadian trade in earthenware, crockery and granite ware it may interest readers of The Canadian Grocer to know in what direc-

Scotch Motto Ware.

ONE of the most striking and attractive lines of fancy pottery ever shown in the Canadian market is on view at Barnard & Holland Co.'s, Montreal. Their show window, in which are displayed specimens of this ware, has attracted great attention. We refer to their Scotch Motto ware (which, by the way, is made in England). There is a vast difference between the quality of these goods and some lines of motto ware that have

been seen; a piece of it is sufficiently artistic to please the connoisseur of pottery ware, and, at the same time, not too expensive for moderate-sized pockets. The articles in the assortment shown by Barnard & Holland can be retailed at from 30c up to the highest-priced piece paying a good profit at \$1.25. The puzzle jug will create great amusement. The mottos are too numerous to mention, but "Help yersel tae the sugar" on a sugar bowl, and "Be canny wi' the cream" on a cream jug, are very suggestive and appropriate.

For High-Class Trade.

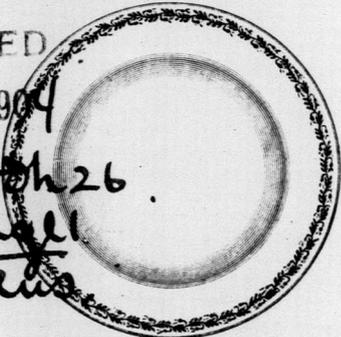
NEVER a season passes but brings a large number of fresh productions from the china and pottery manufactory.

Among the most attractive importations from the English potteries for the 1904 Fall and Winter trade are several rich designs in Crown Derby pattern

RETURNED

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Cut Both 26
Pencil
Ain



"Brunswick" Pottery.

which will appeal unquestionably to the connoisseur of fine china. A series of fancy plates and vases copied from the "Royal Vienna" styles are distinctively rich and beautiful. Almost any china and crockery dealer or general merchant having a select town trade should carry some of this new "Royal Vienna" goods. The original patterns cost as high as \$25; the new lines, which are faithful reproductions of the originals, retail as low as \$1 to \$3.50.

In smallwares the call is for grotesque bisque ornaments, which are shown in an almost infinite variety of styles. These are dainty and small in size, and particularly suitable for euchre prizes, etc. Small bronze ornaments will be as much, if not more, in demand than last season; the styles are for the most part copied from "art nouveau" patterns, small figures in the shape of ash and match trays and calling card receptacles being especially in evidence. Bronzes are no longer beyond the reach of the ordinary purse, as a walk through a modern china and fancy goods warehouse will show.

A line of fancy glassware that promises to be popular is a reproduction of the celebrated "Tiffany" pattern in attractive shapes with iridescent finish.

In cut glass the newest wrinkle is olive and bon-bon trays in flat shapes mounted on stems from four to six inches high. These retail at from \$4 to \$6.

The Copp lamp in rich colors is still a favorite. It is not so new, however, as the lamp with brushed brass fount and fixtures and dull white globe in antique and colonial style. A big assortment of night lamps with satin etched finish or Copp colors is also shown. In an expensive lamp the conventional Dutch lamp of brass and dull white metal in conventional designs with square shade of open work metal to show through a translucent glass shade of Dutch blue and mauve color is the most beautiful pattern shown for some time.

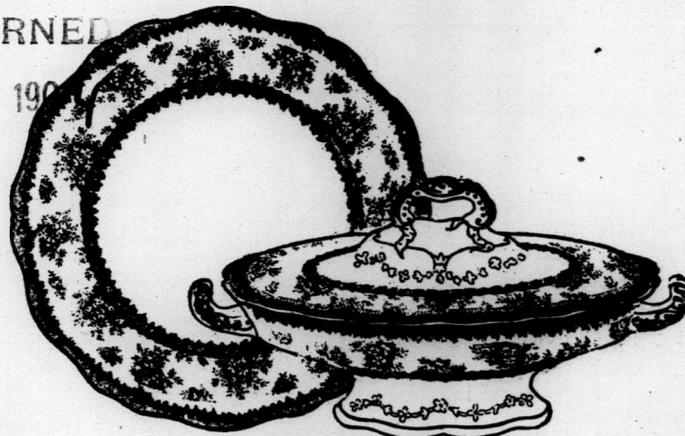
Technical Schools for Ceramic Industries

THE following data in regard to technical instruction in the manufacture of pottery in Germany is taken from a recent Government report by the British Consul at Stuttgart.

The special technical schools for the ceramic industries in Germany are four in number, namely those situated at Hohn, Bunzlau, Lauban, and at Landshut. All four schools are situated in the midst of the industries they are intended to promote, their aim being to afford a thorough combined theoretical and practical workshop instruction, and to train young persons for future positions as owners, managers, foremen, painters and modellers in the various branches of the ceramic industries.

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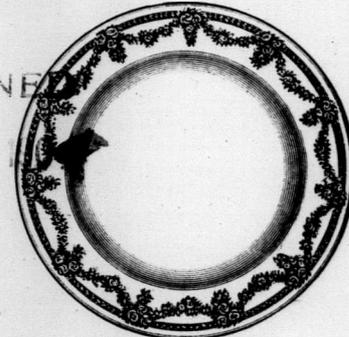


"Hamilton" pattern.

Pupils are instructed not only in the chemical, technical and physical changes which take place during the process of manufacture, but also in all preparatory manual and artistic work.

Besides the general training in ceramic manufacturing work, the instruction is so arranged that pupils may devote themselves to the special study of any

particular branch, such as painting, modelling or chemistry. Both day and evening instruction is given, the former, however, being more important, and comprising the principal work of the school. The full course of instruction lasts two years, but a further course has



"Newport" Design.

been arranged for those pupils who wish to continue their studies.

The teaching staff consists of seven masters, including a sculptor, painter, chemist, two elementary schoolmasters, and two foremen of the pottery trades. This staff of seven persons deals with a total attendance (for 1903) of 74 pupils—22 in the day and 52 in the evening school. Pupils for the day school must be at least fourteen years old, and have completed the course at the elementary schools. A period of previous practical work of at least one year is considered to be desirable, but is not insisted upon. For the evening school the age

limit is reduced to twelve for such boys who show aptitude for the pottery trades, and who attend the evening school as a preparation for entrance to the day school.

The fees amount to £1 per annum for pupils from the district, to £1 10s for other Germans, up to £7 10s for foreigners. The evening schools cost only

RETURNED



25 **E. W. Klotz,** 24 Wellington Street West, Toronto

IMPORT HEADQUARTERS

RETURNED



JOHN MADDOCK & SONS, LTD.
ENGLAND.

The delicate Embossments of the **DIANA** Shape cannot be shown on paper.

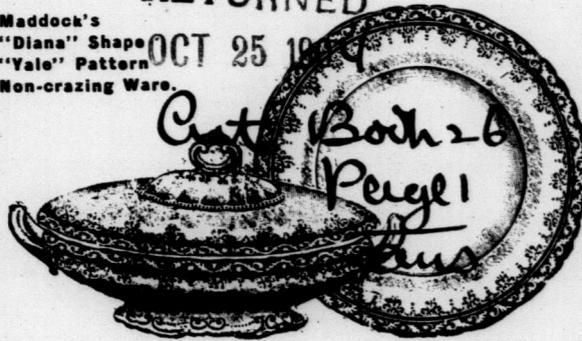
The goods must be seen to appreciate this feature.

In White the cost is about 20% more than White Granite, but it wears and looks 100% better.

Maddock's
"Diana" Shape
"Yale" Pattern
Non-crazing Ware.

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OCT 25 1904



The **YALE** pattern is a special design with two Gold Lines.

Printed in our new Emerald Green, and other fetching colors.

Be in it by ordering now for

Spring Delivery.

SOLE AGENTS IN CANADA FOR:

John Maddock & Sons, Limited, - - **Burslem, Staffordshire.**

White and Printed Dinner and Toilet Ware.

Welded Edge Hotel Ware, White, Printed, Badged and Decorated.

Charles Allerton & Sons, - - **Longton, Staffordshire.**

China Tea and Breakfast Ware.

Jardinieres.

Cheap Teas, Plates, Bowls and Jugs.

Earthenware Lustre Goods.

The Maryland Glass Etching Works, - **Cumberland, Md.**

Pressed and Blown Etched Tumblers.

C. J. Dams & Co, - - - - **London, England.**

Cut Tumblers, Common Wines, etc.

==== A Snap in Christmas Goods =====

To make room for next year's Samples of Foreign China and Glass, which are now being prepared by the leading makers of Continental Europe, **the Import Samples of 1904 must be cleared out.** They consist of German and Austrian Fancy China Cups and Saucers, Plates, 3-piece Tea Sets, Mugs, Toy Tea Sets, Salads, Bonbons, Cabarets, Chocolate Pots, Biscuit Jars, Trinkets, Bisque Figures, etc. Bohemian Fancy Glass Vases, Table Sets, Carafes, Wine Sets, Butter Dishes, etc. Cut Glass Vases, Salts, Olives, Knife Rests and Sundries. These samples are all in good condition, some 1/12, 1/6, or 1/4-dozen of a kind. If a personal visit be impossible, send for an assortment stating approximate amount and you will be well and promptly served.

LAMP PRISMS and CROCKERY CEMENT for immediate delivery.

4s per annum. Talented, industrious, and indigent pupils are wholly or partially dispensed from the payment of fees, and in special cases assisted with small sums of money. Drawing and modelling materials, chemicals, apparatus and tools are supplied by the school.

For the Holiday Trade.

The trade will have a wide range of choice in chinaware for the Christmas trade this season despite the 10 per cent. surtax, and dealers say that the lines they are showing this year surpass anything heretofore put on the market. Taylor & Mulveney, of Hamilton, are particularly proud of the stock they are showing this season in German, Austrian and French wares with schemes of decoration ranging from plain to elaborate. A specialty offered is in china salad bowls, to sell from 50c to \$1 each, also cocoa pots, lemonade tankards, hot water jugs and tea, sugar and cream sets. Some original shapes are shown in these lines, and a number of fine French china sets of three pieces can be bought at \$4 per dozen to sell at 50c the set. Austrian glass, lemonade sets and fancy vases are also a noticeable line in these warerooms. In finer lines cut glass ware, Limoges china, dinner sets and Royal Vienna make a most attractive showing. The firm's travelers are now on the road, and a card to the head office at Hamilton will insure a call with a large range of samples.

Automatic Sealer.

One of the most acceptable of recent offerings to the trade in staple lines is the "Schram" automatic sealer, which marks a high-water mark in the science of fruit preserving.

The Schram jar cap of aluminum and high-grade rubber is placed on top of the jar and with slight pressure forced to proper position after having been moistened. To unseal, slip the heel of a table knife under the cap and raise the wrist. The peculiar construction of both jar and cap ensures a perfect fit. There is a small perforation in the side of the cap to permit the escape of as much air as possible when the cap is being applied; once the top is pressed in place, however, this hole is tightly closed by the rubber, which is forced into it by a glass flange on top of the jar, and any leakage rendered impossible. Another valuable feature is the fact that there are no glass caps to get chipped, lost or broken; no loose rubber rings, and no screw caps to get loose.

This novelty has only been on the market a short time, but large sales are already reported.

Christmas Goods and Novelties

IT is in the realm of fancy goods including toys, games, etc., that more new things are produced each year than in any other line. The children soon tire of a toy or a game, and a new doll is a delight however many more there may be around. The knick-knacks of the fancy goods department form the chief resort of the holiday buyer. Presents can be purchased here by everyone for everyone and at almost any limit of price, and no matter what it is it is always acceptable.

That is why it pays to have an attractive department for the handling of these goods. A good corner of the store which is distinctly separate from the other departments will be found to pay and too much attention cannot be devoted to the arrangement of it. It is not so important that this line should have the benefit of daylight, as fancy

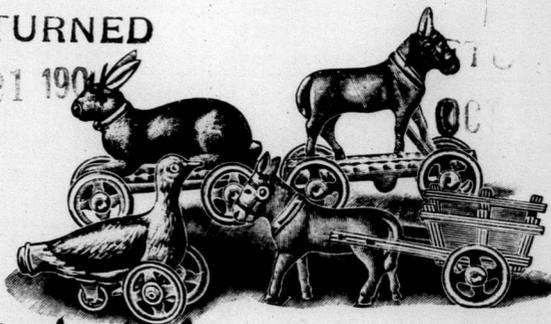
amuse the smallest youngster. Some of the cuts show a few of the newest offerings. Masks include negroes, Chinamen, animal faces, clowns, and all the other weird effects. Among the useful toys is a typewriter that can be bought for a few cents and produces very creditable work.

And combined with all these novel ideas and interesting manoeuvres of the mechanical toy is a cheapness that makes one wonder how it can be done. No one is too poor to be able to afford a toy for the boy that will keep him in ecstasies for a long time. For five cents he can have performing animals, jumping figures, etc., and for a quarter of a dollar the most complicated motions are at one's command.

GAMES.

For old and young games are essential for the Yuletide. The season is one of

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Group of 5c. toys and game of Trix shown by Nerlich & Co.

goods are, in the majority of cases, improved by artificial light. A bank of shelves up the wall will hold any amount of goods in little space and display them to advantage. If artificial lighting is used, a background of dark cloth is advisable. For toys there should be an unoccupied table for the display of the workings of mechanical toys, as these make up 90 per cent. of the toy stock. Hunting around for a clear space or using the floor loses many a sale. Dolls can be set up on shelves, laid in glass show cases or enclosed in upright glass wall cases, the latter two keeping the dust off the delicate finery of the model doll.

IN TOYLAND.

The mechanical toy occupies the centre and all sides of the field. Other lines are merely auxiliaries to this, and for this season a wonderful development has taken place in the ideas included in cheap and dear toys that twist and turn, swim, jump, climb, tumble, and do everything else we see in life. Musical toys are strong features and will

festivity and joy, and while toys are not supposed to amuse grownups, they are not loath to indulge in the holiday games. Last year such games as Pit and Flinch captured the public, and were sold in such quantities as to make the supply inadequate for the demand. These games are still shown and are freely selling.

But the two new games that beat them both in interest are Sherlock Holmes and Trix. The former is an adaptation of the terms that would be connected with a detective's career, such as burglar, robber, thief, run, clue, etc., and the object is to collect as many of the first three named as possible. From three to eight can play, and an ever-present attention is required to succeed. It is a jolly, interesting game that demands rapidity of thought. As such it is a typical Christmas game, and one of which one will not quickly tire in spite of the tension existing from beginning to end.

Trix is a more complicated application of the best points of a number of other games. Some ten distinct games can

Don't Confine Yourself

TO \$5.00 DINNER SETS—THERE IS NO MONEY IN them. BUY SOME BETTER ONES, THAT PAY YOU A PROFIT—WE HAVE LINES IN open stock TO retail UP TO \$50.00

A SET OF "BASSETT CHINA," A LINE THAT WE CARRY IN open stock TO SELL BY THE SET, DOZEN OR PIECE, OUGHT ALSO BE ON SHOW IN YOUR STORE. EQUAL TO FRENCH CHINA, AT ABOUT HALF THE PRICE.

SUNDRIES (NOVELTIES) FOR CHRISTMAS, YOU WILL WANT; TRY US FOR THEM. DON'T FAIL TO TRY A LITTLE LOT OF **Scotch Motto Ware.**



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M. S. Taylor



BARNARD & HOLLAND CO.

ENGLISH POTTERY REPRESENTATIVES **MONTREAL**

We can supply nice goods like this, too.

IMPORTERS OF FOREIGN CHINA, etc.



Superior Stoneware

We make and sell the best lines of

Stoneware Stoneware Specialties AND Rock and Cane Ware

marketed in the Dominion.

Our stock is the largest and most complete. Prices are right. Ask for catalogue.

THE TORONTO POTTERY CO., LIMITED, Toronto, CANADA.
WAREHOUSES: 75-81 COTTINGHAM STREET.

be played with the cards, each differing from the other so completely as to make the pack a never-ending source of pleasure. Each game is quiet but intensely interesting, and cannot be played without thought and care. One big point in favor of the sales of these games is the fact that they are advertised in a great many of the popular magazines.

Fancy Goods in the Grocery.

THIS is the season of the year when the grocer and general merchant lays his plans for the Christmas or holiday trade. Even the most primitive merchant living in the far off settlements on the outskirts of civilization requires a few extra lines from which his scattered customers can choose a Christmas gift or two for

trade, and, within certain limits, it is a line which may be made extremely profitable. The clear gain on toys, games, etc., shows a good margin, and,

other staple article she requires, and buy it on the spot, even if it doesn't happen to be her regular tradesman. On the other hand, a regular customer



All returned to Nerlich & Co.

A walking alligator that can be sold for 25c.



Mask.

what is more, such goods do not depreciate in value like many other lines.

The best feature about them is, however, that they are sure and certain trade bringers. The Christmas display of toys and games is a veritable Mecca for the youthful generation. Christmas is the season when the fond parent is inclined to indulge her wistful child even to the limit of extravagance. Once the youngster's mind is centred on a certain toy it is as good as sold under ordinary circumstances. But it is not only Santa Claus befriends the grocer and general merchant at this time. The mother who comes to look at a toy will, in nine times out of ten, think of some

while doing her regular shopping may easily be inveigled into buying a knick-knack or two. Thus the regular mercantile and grocery trades become rejuvenated—a practical necessity nowadays. In order to keep old customers and attract new ones a merchant must be resourceful enough to introduce fresh ideas from time to time. The most effective advertisement for a grocery or general store now that competition has become keen is to have a line of goods which cannot be duplicated elsewhere. An up-to-date assortment of toys, etc., is a line which will not only be profitable in itself, but help materially in increasing the volume of regular trade.



Halloween masks shown by Nerlich & Co.

their friends or children. To him is given a monopoly of the fancy goods

XMAS GOODS

Fancy China Glassware Dinner Sets
Tea Sets Toilet Sets

Our customers who have compared our line of samples with others advise us that our goods both in designs, shapes, and prices, are the best on the road. Our travellers are now out with a full range of samples and we ask you to give them your consideration. As a matter of business it will pay you to do so. Letter orders given prompt and careful attention at all times.

TAYLOR & MULVENEY
HAMILTON, CAN.

GOWANS, KENT & CO.

BRANCH AT
WINNIPEG, Man.
MAIN ST.

TORONTO
WHOLESALE

SAMPLE ROOMS AT
MONTREAL, Que.
54 ST. FRANCOIS XAVIER ST.

**CROCKERY and GLASSWARE,
CHINA and LAMP GOODS.**

MANUFACTURERS OF RICH CUT GLASS.

DECORATORS OF LAMPS, EARTHENWARE AND OPAL.

RETURNED "WE SELL GOOD GOODS CHEAP"

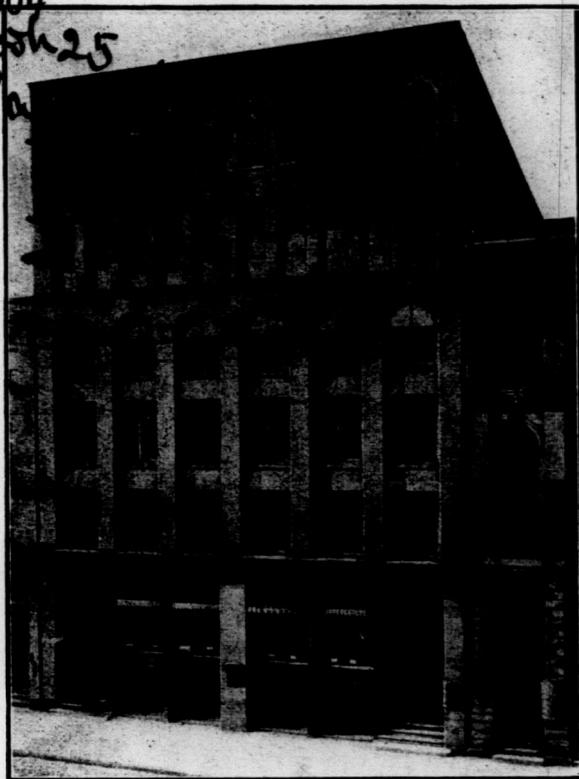
OCT 21 1904

OUR *Out Book 25*
21 TRAVELLERS

COVERING THE ENTIRE DOMINION, are now on the road with full samples for Fall and Christmas Trade. If you have not yet looked over our line, write us to-day.

We make a special feature of our

MAIL ORDER DEPARTMENT



Our Head Office and Warehouse:
16 FRONT ST. EAST, TORONTO.

OUR STOCK IS FULL AND UP-TO-DATE

Comprising all necessary and desirable articles in above lines, and we are always glad to receive your request for information and prices on any line connected with the trade.

We make price lists and illustrations of different lines. Write for particulars of lines interesting you.

DO YOU NEED ANY

Glass Sets,	Glass Water Sets,	China Table Sets,	Dinner Sets,	Reception Lamps,
" Butters	" Salts and Peppers,	" Syrup Jugs,	Cups and Saucers,	Vase "
" Sugars,	" Bowls,	" Berry Sets,	Plates,	Banquet "
" Creams,	Fancy Glass Vases,	" Pudding Sets,	Ewers,	Store "
" Spooners,	" " Rose Bowls,	" Salads,	Basins,	Bracket "
" Berry Dishes,	" " Water Sets,	" Ovals,	Chambers,	Brackets,
" Salvers,	China Fruit Plates,	" Celery Trays,	Bowls,	Shades,
" Preserve Dishes,	" Table Plates,	" Fruit Saucers,	Flat Dishes,	Lamp Globes,
" Comports,	" B. and B. Plates,	" Teapot Stands,	Bakers,	Gas Globes,
" Pickle Trays,	" Cups and Saucers,	" Cuspidors,	Scallops,	Shade Frames,
" Pickle Jars,	Jumbo " " "	" Cracker Jars,	Covered Dishes,	Shade Holders,
" Celery Trays,	China A. D. Coffees,	" Spoon Trays,	Decorated Jet Teapots,	Night Lamps,
" Bread Plates,	" Mugs,	" Olive Dishes,	Rockingham Ware,	Barn "
" Bird Baths,	" Shaving Mugs,	" Pin Trays,	Cane Ware,	Harps,
" Egg Cups,	" Egg Cups,	" Match Safes,	Glass Lamps,	Reflectors,
" Seed Cups,	" C. S. and Plate Sets,	" Knick Knacks,	Lamp Chimneys,	Smoke Bells,
" Flasks,	" Porridge Sets,	" Candlesticks,	Lantern Globes,	Prisms,
" Fruit Jars,	" Cream Jugs,	" Vases,	Burners,	Onyx Tables,
" Jellies,	" Table Pitchers,	" Figures,	Wicks,	Flower Pots,
" Wines,	" Sugars and Creams,	Tea Sets,	Library Lamps,	Ornamental China
" Goblets,	" 3-piece Tea Sets,	Toilet Sets,	Hall "	Figures.
" Tumblers,				
" Jugs,				

DECORATED OPAL SPECIALTIES—RICH CUT GLASS, DAINTY FRENCH CHINA.

IF SO, TRY OUR MAIL ORDER DEPARTMENT!

THIS IS THE FACTORY

of CHRISTIE, BROWN & CO, Limited,

WITH ITS

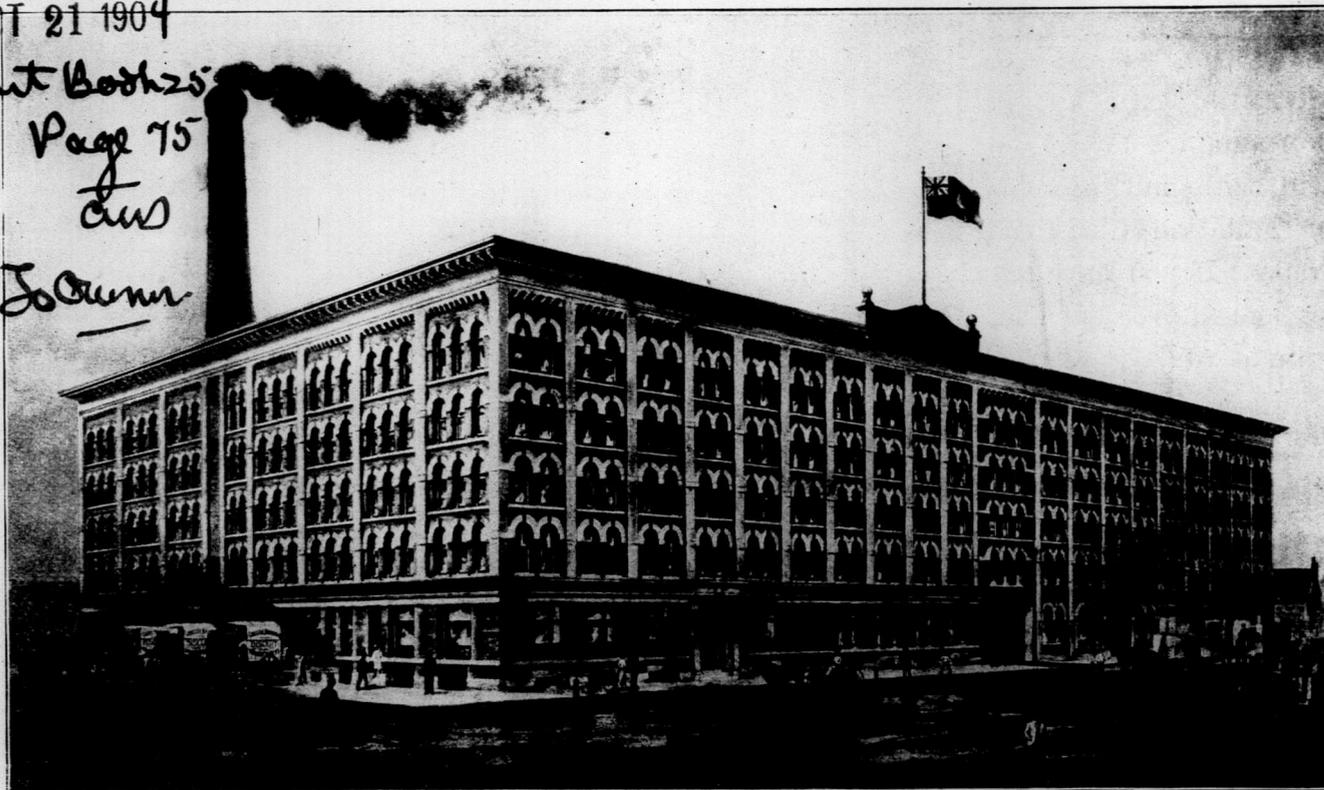
229,840 feet of floor space and 550 Employes

THAT TURNS OUT

RETURNED

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CWS
J. Quinn*



500 Varieties of Biscuits

EVERY ONE OF WHICH CONTAINS THE BEST INGREDIENTS AND ENJOYS THE BEST OF REPUTATION.

Our Export Trade,

LIKE OUR HOME TRADE, IS GROWING.

CHRISTIE, BROWN & CO.,

TORONTO, CANADA.

LIMITED

BISCUITS AND CONFECTIONERY

A DEPARTMENT
FOR RETAILERS.

A Bread and Pastry Department.

SOME grocers have not awakened to the fact that an ever increasing number of homes are depending upon them to supply bread, biscuits, pastry, preserved fruits and other products of the kitchen. The day when these things were strictly "homemade" has passed away with a changed civilization and with changed conditions of living. Young wives not too well instructed in the mysteries of baking and cooking, find it very convenient to have their bread and pastry supplied by their grocer, and the difficulty in obtaining domestic help has made others dependent upon outside sources of supply. Of course this new order of things relates especially to the large manufacturing towns and the cities. At the same time even the country people are finding it convenient to get their bread from the baker, and are also free buyers of sweet and fancy biscuits.

A trade in bread, biscuits, pastry and preserved fruits is not difficult to establish, and is profitable. The increasing dependency of housekeepers on "ready-made" articles makes the installation of such a department safe. It goes without saying, however, that everything sold should be the very best possible procurable. Articles of food come in for more criticism than do most other things, and on this account should be thoroughly satisfactory. A good name is acquired through handling a good quality of merchandise and a good profit likewise.

Foreign Confectionery and Biscuit Trade of Canada.

THE following figures concerning the amount of biscuits, sugar-candy, confectionery, sweetened gums and candied peels, glucose, or grape sugar and saccharine, including maple sugar and maple syrup, have been taken from the Blue Book of the Department of Trade and Commerce, Ottawa.

In 1899 the total importation of such goods into Canada was \$171,208. In 1900 the figures were \$243,170, in 1901 \$320,956, in 1902 \$275,626, in 1903 \$244,445, and in 1904 \$266,030. Roughly speaking, these figures indicate that importations of confectionery into Canada during the last five years have remained practically at the same level. On the other hand the consumption of candy and fancy confectionery in Can-

ada has increased enormously during the same period, leaving the conclusion inevitable that the home consumptive market is being more and more supplied by domestic manufacturers. In 1903 the importations of confectionery were distributed as follows: Great Britain, \$108,135; United States, \$122,875; China, \$1,242; France, \$7,774; Germany, \$1,555; Holland, \$192; Italy, \$1,128; Switzerland, \$117; Turkey, \$236; other countries, \$1,191. In 1904 the relative proportion is not materially changed, Great Britain sending \$125,124, United States \$124,076, and other countries (not yet specified) \$16,830.

The past year has witnessed a healthy increase in the domestic consumption of high-class confectionery made in Canada. The industries which make these goods

been inclined to expect an increase in this department of trade proportionate to that of the last two or three years, whereas the population of the above-mentioned provinces has not shown any extraordinary increases. The West, however, has more than sufficed to leaven the lump, and Canadian goods are getting a larger share of this rapidly growing trade.

In biscuits and fancy breadstuffs the importations of the last five years have hardly kept pace with the rapidly increasing population of Canada, those of 1899 being estimated at \$648,023 and those of 1904 at \$987,621, an increase of \$339,598. The principal contributors in order are the United States, Great Britain, Belgium, Japan, China, India, France and Italy. The export trade

IMPORTS OF BISCUITS AND BREADSTUFFS TO CANADA 1899-1904 INCLUSIVE.

	1899	1900	1901	1902	1903	1904
Arrowroot.....	\$ 1,006	\$ 788	\$ 1,594	\$ 1,206	\$ 827
Biscuits, sweetened, all kinds.	14,714	19,581	16,132	14,219	18,787
Biscuits of all kinds, not sweetened.....	23,291	16,198	13,708	13,498	14,951
Bread unleavened for religious purposes.....	2,581	3,983	3,783	4,328	6,651
Macaroni and vermicelli.....	33,863	35,580	35,574	44,671	64,186
Rice cleaned.....	232,642	226,896	317,020	298,295	371,887
Rice uncleaned, unhulled or paddy.....	183,115	187,947	178,547	146,728	276,874
Rice and Sago flour and Sago..	19,731	38,994	8,482	15,827	19,786
Tapioca.....	36,940	56,221	53,650	67,083	62,774
All other breadstuffs not otherwise specified.....	100,140	125,716	189,971	300,314	375,725
Total breadstuffs.....	\$648,023	\$711,904	\$815,461	\$906,169	\$1,212,448	\$987,621

EXPORTS OF BISCUITS, ETC., FROM CANADA 1899-1904 INCLUSIVE.

	1899	1900	1901	1902	1903	1904
Biscuits of all kinds sweetened and unsweetened.....	\$23,652	\$22,742	\$29,166	\$30,177	\$35,571
Rice cleaned.....	10,789	536	5,692	2,595	870
Rice and Sago flour and Sago.	35,942	22,230	25,541	20,546	18,917	figures not available.
Total.....	\$70,383	\$45,508	\$33,399	\$55,318	\$55,358

are comparatively young in years. They have, however, succeeded in introducing their goods to the Canadian tourist and travelling trade, which is surprised to find that the newly discovered article does not suffer in comparison with any foreign goods on the market. One of the most recent developments in confectionery circles is the manufacture of Canadian milk chocolate. As a whole, 1904 has been a satisfactory year for Canadian confectioners. Trade conditions in Ontario and Quebec have not been as satisfactory as could be desired, largely because manufacturing confectioners have become used to doing things on a large scale and have

can hardly be said to be well under way yet, but wherever foreign markets have been exploited Canadian manufacturers have succeeded beyond their most sanguine expectations. There is no end to the variety of biscuits manufactured in Canada at the present time; in fact, it may be truthfully said that Canadian manufacturers can duplicate as to quality any kind of biscuit to be had in any market. The question of price will be solved within the next very few years, when an increase in the population of Canada reduces the price of labor, and scientific methods are introduced more generally in the biscuit manufactories of the country. As Canada is to be the home of breadstuffs par excellence for

SOMETIMES

one meets with a manufacturer who talks more than the truth about his goods.

As for ourselves, we have no temptation in that direction. We **know**—it is our business to know—that there are no other Soda Biscuits made anywhere in the world that equal

PERFECTION CREAM SODAS

We are backing up this knowledge with our money. We are advertising our Sodas everywhere in Canada. The response has been prompt—the report just what we expected.

The Grocery trade should certainly carry

Perfection Sodas

In 3-lb. Cards or Tins.

**THE Mooney
Biscuit & Candy
Company,
LIMITED,
Stratford, - Ontario.**

Our Grocery Cabinet

with 30 drawers, holding 10 pounds each, as shown at the Exhibition, is in great demand. Mouse, damp and dust proof. Price in oak, \$27.00; in ash, \$24.00, less 5 per cent. for cash. Cabinets made any size to suit your present shelving. Send us a trial order.

**THE BENNETT MFG. CO.,
PICKERING, ONT.**

the next hundred years, there seems to be no logical reason why Canadian manufacturers should not be successful bidders for a fair share of the world's markets. At present there are a goodly number of biscuit factories in Canada which challenge comparison with any similar institutions in the old world both as to equipment and quality of output.

For the Holiday Trade

HOW the housewife of fifty years ago would gape with astonishment were she to see the transformation that has been wrought in the realm of Christmas decorations, banquet souvenirs, etc. In no line perhaps has the change been more marked than in bonbons, or crackers. In the old days these were very ordinary looking articles, today there is no end to the variety and elaborateness of fancy crackers, ranging as they do from cheap colored gelatine and embossed picture decorations to the most gorgeous reproductions of flowers and fruits in silk, gauze and tissue paper. One of the newest samples shown is in red gelatine trimmed with bunches of holly and green leaves. Another attractive style is in Scotch tartan. Many of the flower designs are exceedingly beautiful; one in particular, a spray of sweet peas in mauve tints. With the more elaborate crackers the souvenirs are sometimes quite pretentious. Instead of paper caps are substituted musical instruments and grotesque Japanese toys. For the benefit of the uninitiated it may be said that the crackers used in decorating our holiday

tars, continue in favor, while a number of fancy wicker boxes, silk and plush lined, with ribbon bow or floral decoration, are among the best sellers of the season. A number of handpainted and embossed paper boxes are also shown.

Among distinct novelties are pie covers and divers other receptacles in decorated colored crepe paper for use at

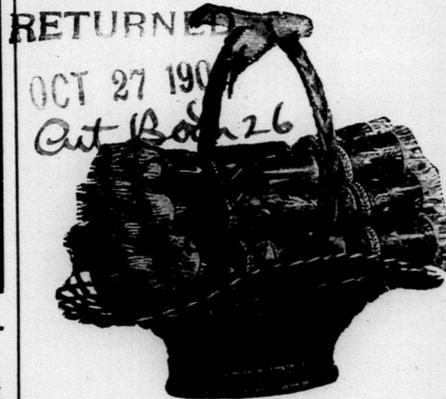


Christmas Crackers in Box.

banquets. Japanese garlands in variegated papers will be in demand for adorning Christmas trees, ball rooms, etc. Christmas stockings in all sizes made of brilliant colored net, and filled with a potpourri of Japanese, German and Russian toys, candy packages, etc., are just the thing for the holiday trade. Even cups and saucers and grotesque ornaments are utilized as receptacles for confectionery. One of the best sellers of the season has been a style of Japanese lacquered box for containing an assortment of fancy candy.

High-priced.

It would astonish a good many people could they but see the sample room of A. J. Stewart, Toronto, makers of "Stewart's Fine Chocolates." There one finds displayed some fancy packages so elaborate and manifestly costly that one has difficulty in believing that a market exists for them in Canada. There are hand-painted plush glove boxes, plush covered and richly decorated work boxes, silk covered, metal trimmed handkerchief boxes, and so on. All these enclose Stewart's fine chocolates, and are bought by young lovers, affectionate husbands and others who wish to express their regard in some unmistakable and pleasing fashion. These boxes retail at \$3, \$3.50, \$4 and \$5. It might be thought that such high-priced confectionery packages would not sell. The reply is that Stewart's cabled this week to Paris, France, increasing their first order fourfold for a fresh supply of these elaborate boxes. Other choice packages are in embossed goods and genuine burnt leather, in richly decorated paper.



Christmas Crackers in Basket.

dinner tables are imported from England, Germany and France, the finest goods being of French manufacture, while the cheaper lines come from Germany.

One of the features of this season's fancy goods trade is the decorated box or receptacle for holding fancy confectionery. One idea has been successfully wrought out in a red sleigh loaded with holly branches. Miniature leather suitcases, trunks, dressing tables, safes, telephones, jewel-cases, banjos and gui-

PEEK, FREAN & CO'S

Celebrated London

BISCUITS & CAKES



Has stood the test of every climate.

HIGHEST AWARD



Wherever demonstrated, including the following Dominion, State, and International Exhibitions

Industrial Exhibition	-	Toronto, Canada	-	1903
Provincial Exhibition	-	Halifax, N. S.	-	1903
Provincial Exhibition	-	Victoria, B. C.	-	1902
Pan-American Exposition	-	Buffalo, N. Y.	-	1901
Paris Exposition	-	Paris, France	-	1900
Trans. Miss. Exhibition	-	Omaha, Neb.	-	1898
World's Fair	-	Chicago, Ill.	-	1893

The products of THE ST. CHARLES CONDENSING CO. are famous the world over for HIGH QUALITY, ABSOLUTE PURITY, and ADAPTABILITY for all the purposes of fresh milk.

Home Office and Address:

Correspondence and Trade orders solicited.

St. CHARLES, ILL., U.S.A.

FACTORIES: Ingersoll, Ontario, Canada, St. Charles and Chenning, Ill.

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Attention!

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The BEST
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Swiss Milk Chocolates

KLAUS'S

CHOCOLATES

are now introduced in the Canadian Market.

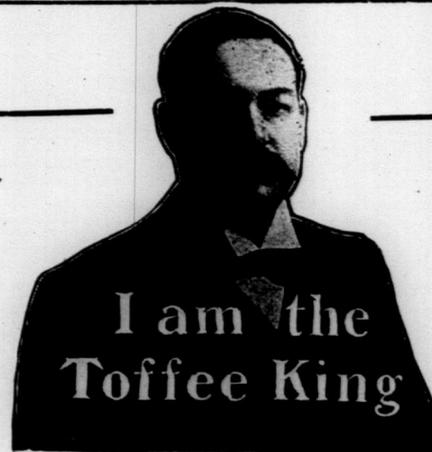
(Klaus's Chocolates were awarded the Gold Medal)
at the Glasgow Exhibition.

Wholesale Depot for Canada:

Canadian Swiss Trading Co.

17 ST. JOHN ST.,

MONTREAL.



I APPEAL to the readers of THE CANADIAN GROCER, who I know are the best buyers of High-Grade Goods in the country. I want to say that my Old English Candy,

MACKINTOSH'S TOFFEE

is the most delicious and best Candy made, pure as the crystal springs.

This Old English Candy has made me famous the world over. I am called THE TOFFEE KING OF ENGLAND because I am by far the largest manufacturer of Toffee over there. Handle this line and you have a trade winner. Write for prices, etc., at once.

CHARLES GYDE, 20-22 ST. FRANCOIS-XAVIER STREET, MONTREAL.

Very Important to Grocers for their Christmas Trade :

**COWAN'S COCOA,
CHOCOLATE, CREAM BARS,
CHOCOLATE GINGER.**

**COWAN'S
MILK CHOCOLATE,
CHOCOLATE WAFERS,
ETC.**

THESE GOODS ARE FINE, AND SELL READILY.

The COWAN CO., Limited, TORONTO.

MAPLE SYRUP

Small's brand has captured all Gold and Silver Medals offered in Canada, with highest awards at Paris, Glasgow and Cork. With due appreciation of the many brands we believe Small's is market standard. Life long experience is ours. Results are: Quality, tasty packages, FREE FROM PRESERVATIVE ACIDS, perfect keeping for all time, netting dealer fair profits and pleased customers. Guarantee on every package.

Your goods are all quality.—J. H. Anderson, Produce Co'y., Winnipeg, Man.



Your goods are all right.—J. A. Mathewson & Co., Montreal.

Small's Maple Cream bids fair to become world famous—Ottawa Evening Journal.
MAY BE HAD THROUGH ALL WHOLESALE GROCERS.
PUT UP BY
CANADA MAPLE EXCHANGE
DUNHAM, QUE. Head Office: MONTREAL.
SEND FOR PRICE LIST.



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**STEWART'S
F I N E
CHOCOLATES
AND
B O N B O N S
BULK OR PACKAGES**

LET THE PUBLIC KNOW THAT YOU HANDLE THEM, AND YOU WILL VOTE THEM THE BEST PAYING LINE AND QUICK SELLERS.

A. J. STEWART, Limited

MANUFACTURERS OF HIGH CLASS CONFECTIONERY
COR DUNCAN AND ADELAIDE STREETS, TORONTO

**“Irresistibly
Delicious!”**



**One taste
will make a
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MADE IN VEVEY, SWITZERLAND—FOR EATING ONLY.

A Quick, Steady and Profitable account for any dealer.

Send for a Sample.

LAMONT, CORLISS & CO., Agents, 27 Common St., Montreal

DON'T ASK FOR "DUTCH COCOA"

—ASK FOR—

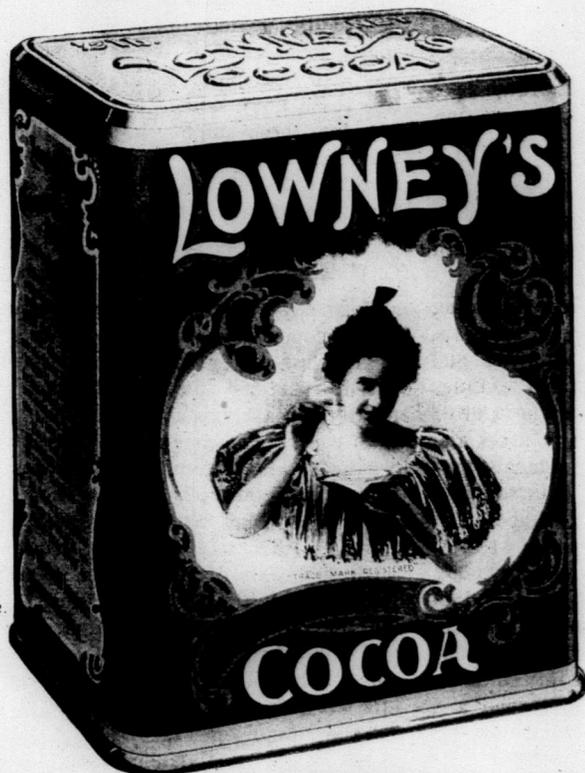
VAN HOUTEN'S COCOA

There are other Dutch Cocoas.

Van Houten's "beats the Dutch."

Grocers, don't supply other Cocoas when your customer will appreciate only Van Houten's.

Dominion Agents { J. L. WATT & SCOTT, TORONTO
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Received Highest Award **GOLD MEDAL** Pan-American Exposition
The full flavor, the delicious quality, the absolute purity of Lowney's Cocoa distinguish it from all others. It is a natural product; no "treatment" with alkalies or other chemicals; no flour, starch, ground cocoa shells or coloring matter; nothing but the the nutritive and digestible product of the choicest Cocoa Beans. A quick seller and a profit maker for dealers.

THE WALTER M. LOWNEY COMPANY, No. 447 COMMERCIAL STREET, BOSTON, MASS.

CANADA:
No better
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MOTT'S:
No better
Chocolate

A Trade Paper's SPECIAL Number
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MOTT'S

REGULAR lines of COCOAS and CHOCOLATES cover the requirements of the consuming public so completely that no SPECIALS are necessary.

John P. Mott & Co.
HALIFAX, N.S.

SELLING AGENTS:
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THE STANDARD OF QUALITY.

KKOVAH JELLIES, real fruit flavor, all flavors.

" BLANC MANGE POWDERS, all flavors.

" CUSTARD POWDERS.

KKOVAH HEALTH SALTS. A Delightful and Healthful Drink for Summer.

WRITE US FOR PRICES OF

Lemon, Orange and Citron Peels

JAS. R. GREIG, Agent,

MONTREAL.

MEXICO: A MARKET FOR CANADIAN PRODUCTS

FOR some time past The Canadian Grocer has been watching with deep interest the rapid development of the Mexican Republic in the hope that the business interests of Canada and Mexico might soon seize the opportunity of establishing closer international trade relations to the benefit of all parties concerned.

Since the beginning of 1904 the turn in the tide has been rapid: the formation among Canadian business men residing in the Republic of a Canadian commercial club has already been chronicled in *The Grocer*. The latest move is the sending of a delegation to Canada to look into the trade situation here, appoint purchasing agents for Mexican firms and make final arrangements with the Canadian Government for the establishment of a direct steamship line between St. John, Halifax, and Vera Cruz.

The Grocer was accorded the privilege of an interview with Mr. James H. McLeod, president of the Canadian Commercial Club in Mexico, who is in Canada sizing up the trade situation. Mr. McLeod is as enthusiastic over Mexico as he is over Canada, and says the direct steamship line is practically an assured fact within the next few months. In all probability a ship a month each way will be all that is warranted at present; as soon however, as there is sufficient traffic extra boats will be put on the route.

What Mexico Will Take From Canada.

There are immense possibilities in trade between the two countries. Mexico will take from Canada coal, pig iron, lumber, furniture (especially bent chairs), agricultural implements, wagons (which could be shipped in large quantities), all kinds of machinery, fruit products, ham and bacon, canned goods, salt fish, and general merchandise; all of these articles will find a ready sale there as soon as trade is worked up. In Canadian canned goods the best prospects are for corn and tomatoes, both of which are to be seen occasionally in Mexico, although the market cannot be said to have been systematically exploited. The duty on canned vegetables entering the Republic is 15 cents a kiel, by no means an insurmountable obstacle. The duty on canned fruits, unfortunately, is prohibitive, being 75 cents a kiel. Canadian

cereals (cheap flour) will be largely used in Mexico. The principal argument in their favor is the fact that they are superior in quality to the products imported from the United States, particularly oatmeal.

In coal, coke and lumber United States competition need not be feared in the least, while in other commodities the all-water route will give Canadian shippers a big advantage over shippers by rail.

Goods that could be shipped with profit on a smaller scale are dynamite (until the Mexican dynamite concession is organized), nails, shoes (special makes for wealthier classes), cottons, clothing (cheap), chemicals (such as cyanide of potassium) and coarse paper of all kinds.

Although official statistics regarding Mexican imports for the year 1903 are not available at the moment, we find that most of the above-named articles were imported largely from the United States, as follows: Iron and steel and manufactures of (including machinery), \$7,000,000; machinery and parts, \$7,000,000; coal, \$2,600,000; lumber and timber, \$2,600,000; breadstuffs, \$1,170,000; carriages and parts, \$1,100,000; vegetable oils, \$1,100,000, and manufactures of lumber, \$1,000,000. Canadian exports to Mexico in the last fiscal year amounted to only \$137,034 in all articles, and included: cordage, rope and twine, \$5,821; cotton and manufactures of, \$16,887; gunpowder and other explosives, \$400; machinery, \$3,440; sewing machines, \$9,761; all metals and minerals, \$33,221; ships, \$11,400; spirits and wines, \$16,814; wood and manufactures of, \$29,075. These figures although not significant in themselves are gratifying in the extreme when it is remembered that they are purely the result of accident, as Canada has never seriously directed her attention to Mexico as an export market.

What Canada Will Take From Mexico.

Mexico in turn will send us raw sugar, coffee, mahogany, dye-woods, fruit and hides and hemp. There should also be a good trade from Canada in cheese, butter and fish. At the present time the district of Tehuantepec imports large quantities of these latter named articles from the United States and Norway, and there seems to be no reason why Canada should not capture a lion's share of the trade

In order to give one an idea of the magnitude of the cane sugar industry in Mexico it may be stated that the Ar-buckle refinery of New York employs two resident buyers in Mexico continuously. The culture of sugar cane has grown to such proportions within the last few years that growers are now finding it necessary to get an outlet for surplus production. Refined sugar is selling in Mexico to-day at the abnormally low figure of 3c per pound. Mexico also produces a large number of hides and goat skins. A profitable market for these might be established in Canada, where, in 1903, importations totalled \$5,662,528, the bulk coming from the United States, Argentina and France.

Trade Conditions in Mexico.

Formerly English trade occupied a premier position in Mexico. In later years, however, the Germans have secured a strong foothold because they make a greater study of the commercial interests of the country. While Britishers hold aloof from the Mexicans, the Germans intermarry with them, and take a special interest in Mexican affairs, in this way becoming conversant with the needs of the people. While the British are always in the lead in the matter of style and fashion, they do not hold their own in commercial matters. The Germans invariably pay the closest attention to the whims as well as the requirements of the Mexican people. Any outlandish thing that the Mexican may think he requires the German will manufacture for him, while the Englishman is disputing with the Mexican as to whether the article asked for is the thing he should have. And notwithstanding the German's ability to make the article the Mexican or Spanish-American desires, the British article generally comes out ahead and brings a higher price.

The hardware and machinery trade of Mexico is largely in the hands of the Germans and Americans, large importations of agricultural implements, machinery (including sugar machinery) and electrical supplies coming from the neighboring republic every year.

The Spanish element controls a big share of the grocery trade, although foreigners are fairly well represented, and Mr. McLeod himself enjoys the distinction, and has for some years, of having the largest wholesale and retail grocery and wine business in Mexico.

Sifting the Tea Leaves

A sifter consists of sieves one above another in the form of sloping trays with wire meshes. These oscillate rapidly and the tea is sifted through. The top tray has a mesh large enough to admit the coarsest leaf. The fourth tray retains the *creme de la creme* of Ceylon Tea. However,

Blue Ribbon Ceylon Tea

is the way you know it—a fine small tea—to a great extent consisting of young and delicate tips—a delicious, nerve-soothing, tasty tea—rich and creamy—a luxury at a moderate price.

Forty Cents should be Fifty

Black, Mixed Ceylon Green

Ask for the Red Label 204

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"The Never-Streak Blue"

\$150 FOR
5
CENTS!

\$500 GIVEN AWAY

\$150 for the FIRST nearest CORRECT GUESS
75 for the SECOND " " "
25 for the THIRD " " "
10 each for the next 5, and additional prizes
for the next 400 nearest correct guesses.

952,496 VOTES were cast in the
Dominion Election 1900!
How many do you think will be polled
on the 3rd November next?

Housekeepers, Housekeepers' husbands, brothers, sons, daughters, sisters, cousins, and aunts should all be interested in the \$500 "BLUEOL" GUESSING CONTEST on vote Dominion Election, November 3rd next. Buy a 5c. package of "BLUEOL" the "NEVER-STREAK BLUING" and write your GUESS on the back of the Outside Wrapper, sign your name and address and send in to

J. M. DOUGLAS & CO.
21 St. Nicholas Street, MONTREAL.

Ask your Grocer about it!

Guess Early and Often! Contest Closes November 2nd, 1904.

LUCK may bring you a prize in a lottery, but it will never get you the best trade in the town. This is largely begotten by a **confidence** in your good judgment. You can start things by recommending **CHASE & SANBORN'S** Coffees to your **particular** customers.

CHASE & SANBORN

The Importers, Montreal

CHANGING FROM A CREDIT TO A CASH SYSTEM.

A Symposium of Opinions.

Experience of a Cash Firm.

By the Ritchie Co., Limited, Belleville.

SIX years ago, when we decided to adopt the cash system, we first of all made up our minds to carry it out according to the rules laid down, and that it would not be a case of a big flourish and then a gradual return to the old credit system. We determined to stand or fall by it. Through the daily papers and by circulars we wrote up the advantages of the cash system to our customers, as well as to ourselves, and announced that on a certain day we would adopt it in our business.

To a certain number of our largest and perfectly safe customers we granted the privilege of running monthly accounts, these to be paid within one week after being rendered. Goods sent out on approbation, or as a matter of convenience, were to be paid for or returned within one week. These terms were clearly stated on all our bills.

We have adhered to the system for the past six years along these lines, and consider that it has been a great success. Our business has greatly increased in that time. We have practically lost nothing through bad debts. The present tendency with our monthly customers is to pay cash in preference to having the goods charged, our increase in business being in cash sales almost invariably.

We cheerfully recommend the cash system to any merchant who will pledge himself to politely but firmly carry it out.

Cash or Credit?

By Credit.

IN discussing the best method of changing a credit business to a cash business in a town of 4,000 population, I would say that it depends largely on existing conditions, about which I might make a few suggestions.

If the person desiring the change has at present the leading business in his town, he should be very careful about making such a change. If he is doing the better class of trade, and a good medium and ordinary trade as well, a change from credit to cash will make such a difference in a very short time that he may lose the best part of his business and put some of his struggling

competitors in a position to make him very uncomfortable. In my opinion, you cannot do a strictly cash business and do the better class of trade, because the better class trade are entitled to credit, and can be very easily insulted by a refusal. In my experience, I find that there is nothing that pleases a woman's vanity more than to allow some other woman to hear her ordering goods, and asking the person waiting on her to charge them. Now, if you don't charge them, and if they are entitled to credit, some of your competitors will be only too glad to do it, and it will be a matter of consequence that your old customers will meet in your competitor's store and will be heard to remark, "Oh, you are here, too, are you? Isn't it such a nuisance paying cash for everything at —'s? I can't be bothered with it. I find the goods in this store just as nice, anyhow, and cheaper, if anything, too." Remarks like these are what you will be certain to hear, and your old customers' meeting causes quite an impression one on another. You will find that your credit trade has forsaken you after a while, and your customers apparently are getting just as well suited as they did with you. And you will lose not only your credit trade, but many of your best cash customers, who find that your competitor has lovely goods, since many of their friends are getting their supplies there.

Now, if the credit man will take the trouble to investigate, I think he will find that the undesirable part of his credit business is only a very small percentage of his business. He is certainly going to lose that anyway. He wants to lose it. If he has been living in the town for some time he ought to know very nearly who is entitled to credit. To those who are not he can make up his mind to refuse credit when they ask for it, and settle that part of it once for all. It will be a very much simpler method than disarranging his whole business.

As for doing a successful strictly cash business in a town of 4,000 population, I don't think it possible; that is, a business of any size. You haven't got enough people to work on. In my experience I have seen many strictly cash businesses started, and have yet to see the successful one. They all start off

with a rush, but in a very short time it is all over, and they are all looking for their good, reliable trade, that has left them and gone elsewhere.

Strong Argument for Cash.

By H. E. Harvey, Vancouver.

THIS is a city of about 35,000, and perhaps by doing a cash business in a country town it would make a difference, but I should judge that if business can be done for cash only in a city the same would apply in a smaller town.

For an illustration of the difference between doing business on cash and on credit, I might mention that it has come to my personal knowledge that some people have got goods to the amount of \$5 or \$10 (which is not considered a very large amount) and that either by being in straitened circumstances, or by their own doings, the bill has run for some one, two, three or four years, and that during all that time they have not visited the store in question, either to purchase goods or pay anything on the account. It can be readily seen that you have lost hundreds of dollars during those years by just advancing goods to that amount. Of course you can resort to means of forcing them to pay (providing they are in a position to pay) the bill, but even then the trouble and bother of getting that five or ten dollars, and the loss of the customer (which has happened) make it a wise precaution to let nothing go out unless the money comes in. There are any number of stores in a city of 35,000 in the same class of business, any one of which can supply all the person or persons want, if they desire not to visit the store where they owe a small account. Furthermore, the question of whether they have, or have not, had a certain piece or amount of goods, is avoided in the cash system, as the bill is made out in the customer's presence, and if any mistake of any kind occurs it can be easily straightened out then and there among customer, clerk and employer.

It might be said that there is more ready money in a city than there would be in a small town, but if there are more people with ready money there are

also more people looking for credit, and as the old saying goes, it's as broad as it's long.

Conditions Alter Cases.

By A. B. C.

IN converting a credit business into a cash one, there are so many varied circumstances affecting business conduct in different localities to be considered, that it is difficult to advise. What would be quite practical in one instance might be entirely the reverse in another. If a town has factories that pay out weekly wages, it should be comparatively easy to give a reasonable notice to customers, and drop the credit at the same time making a clear cut in prices to demonstrate to them the advantages of paying cash.

If I desired to convert my business to cash only, I would offer special inducements to my customers (which I do, anyway) to pay cash, such as coupons and tickets for premiums, or trading stamps, given only for cash across the counter, and hold on to my credit business until I had felt the pulse of my trade. Then, if satisfied of the advantage to be gained, I would call in all coupons, etc., and start the net cash system, with strong advertising and cutting of prices. Personally, I have no desire to cut out my credit business. Many of my good customers simply could not pay cash as they go. Credit is all right if not abused.

After all, it is brains that build a business, credit or cash, or combined. It is brains that built The Canadian Grocer and Dry Goods Review, and made them such an essential to the merchants of this fair Dominion, and "without brains ye can do nothing."

A Trilogy of Circulars.

By O. N. E.

THE changing from a credit system to one of cash requires careful and persistent advertising; care should be taken in having all your customers and as many more know and understand what your purpose is; why, and from when you open up as it were, your new business. Of course, there are among the clientele of every establishment, in towns especially, certain customers who always prefer to settle accounts monthly; these, if desirable customers, should be made exceptions and approached by letter with the proposition of rendering monthly accounts, as formerly. In a town of four thousand there should not be more than a dozen such accounts, which would require such a method to retain their patronage.

Have a printed circular in which you set forth your reasons (for such a

change requires explanation), and the benefits to the customers in adopting the cash system, and at the same time announce that certain well-known articles and goods are to be had at certain prices, only a slight reduction being necessary. This should be just long enough to give an impression of strength to your argument. State why it should benefit the customers, reason how the saving of a loss through unpaid accounts, interest on money, extra cost of books, bookkeeping, etc., would be effected, enabling you to sell on a closer margin; and on the other hand, explain how many advantages you have in effecting the buying for spot cash in increasing your prestige and good connections through the use of ready money.

Advertise freely. Follow up your first circular in thirty days with another of bold and fearless reasoning, and back all your arguments with a list of special values, which should have the effect of not only renewing the interest of regular customers, but of attracting many others, impressed with the force of argument in the two circulars.

A very good plan would be to mail a third circular, written in more cogent terms, on the success of your venture, and the signified approval of so many friends of the store. This also should be accompanied with an itemized list of specials, and sent to every household in the community by post.

Necessary Steps Detailed.

By Grenville

IHERE are several methods to be employed in changing from credit to cash. One would be to sacrifice all old stock; clear out the same at a great reduction in price; purchase a new stock; secure new premises, and commence business under new auspices.

Start business under a new name; advertise that on such a date you would open up a fresh, new stock at No. — street, that you have purchased a very large stock of well selected goods at much below wholesale price, for cash, and that, having bought this stock at such reasonable prices, you would be able to give great bargains for cash to your patrons, thereby saving them large amounts on their investments.

Send an invitation to the public generally to visit your store and see the advantage of dealing at your establishment. Have placards placed in prominent parts of the store, with the following signs, "Goods Sold for Cash Only," "No Credit Given," "Terms Cash," etc.

My opinion is that the proper way to do a cash business is to move to a new town, rent a store in central locality, open out with bright new stock, and sell goods on a cash basis. The difficulty with a merchant remaining in his

own town is that his association with the people is so personal, and his credit following is so great that it is almost impossible to break away from the credit system. He is sure to offend his old friends, and have them use their influence to injure his cash business. If I were to start a cash business, I would do it in a new town, with new people, and once you have your cash business established the people will not ask for credit, as they know you require cash, and your business will show good profit at the end of each year.

Do Exactly as You Say.

By T. A. Forman, Woodstock.

IN reply to the question, "What in your opinion, is the best method of converting a credit business to a cash one in a town of about 4,000 population?" I would say: (1) For one month previous to the date of change, advertise, through your usual mediums, that the change will be made on that date, on and after which no goods will be sold except for cash; (2) Then make your change just as promptly; (3) Stand by your decision.

The above rules, faithfully carried out, are all that are necessary "to make the change," and they are all based upon one principle—keeping faith with the public—or, in other words, faithfully performing what you advertise. This is where the majority fail—they do not do as they say and advertise. Unless a man is prepared to carry out his promises he had better far not make them; but once made, stand by them.

After the change is made, the merchant should do all in his power to convince the public that it pays to pay cash and to pay it in his store. A certain margin of profit is necessary; let him decide on what it is, and add it to his cost, and lower, rather than increase it, if increased business will warrant it. The element of speculation involved in credit being eliminated, changed methods are allowable and imperative. It is one thing to change to a cash business. It is another to keep the cash business going.

Shorter Suggestions.

"Retailer" writes: "I would suggest the following: That a discount of ten per cent. for cash be given, as the best method of showing people the advantage to pay cash. To turn at once from credit to cash in a town of 4,000 population would be a difficult thing, and a big 'wrench' to a business when competition is so keen."

J. D. Dennis, Yarmouth, N. S.: "To place a credit business upon a cash

Dutch Chemical Works AMSTERDAM.

EXCEPTIONAL VALUE FOR THE GROCERY TRADE

SPECIAL OFFERS

Recommend Themselves.

WE OFFER OUR MAGNIFICENT

"Butterfly Brands"

	¼-lb.	½-lb.	1-lb.
COFFEE and CHICORY per doz. tins.....	2/3	4/-	7/-
PURE DUTCH COCOA per doz. tins.	4/3	8/-	15/-

Goods delivered, freight paid, to any Canadian port, duty not included. TERMS: Cash with order.

The COFFEE and CHICORY is packed in cases of one cwt., while the COCOA is supplied in cases of 56 lbs.

SAMPLES FREE ON APPLICATION.

National Licorice Co.



Y. & S., SCUDDER and M. & R. Brands of PURE STICK LICORICE, Acme Licorice Pellets, M. & R. Wafers in bags, Licorice Lozenges, and a full line of Licorice Specialties, including the celebrated soft licorice lines sold under the Company's brands as follows: THE FLEXIBLE LICORICE, THE PLIABLE LICORICE, THE ELASTIC LICORICE.

106 John Street, BROOKLYN, N.Y.

Illustrated Catalogue on request.

"Let the GOLD DUST
twins do your work."



Welcome **GOLD DUST!**

Better for clothes, dishes, pots and pans, floors and doors—and yet more economical. GOLD DUST drives dirt before it—makes everything clean and bright—lessens the housewife's cares. With GOLD DUST'S aid wash-day ceases to be "Blue Monday." It makes it possible to have snow white clothes without rubbing them to pieces on the washboard.

THE N. K. FAIRBANK CO., - - Montreal.

basis, first there must be sufficient capital to enable you to buy for spot cash, thus getting the advantage of all discounts and interest for prepayment; second, the change must be well advertised, pointing out the fact that prices under the new system will be ten per cent. less than under the old, because the cash customer does not have to contribute toward the bad debt account; third, having made the rule that you will not sell on credit, stick to it through thick and thin; it will be hard at first, but you are sure to come out on top in the end."

"Head Salesman": "It would be a good plan to change the name of the business, to make it appear that it was controlled by a silent partner. In this way, it would not be so hard to refuse old credit customers. At the same time, you could advertise that you were selling ten per cent. cheaper than when you were doing a credit business. The right way to make your credit customers believe this would be to show them staple goods that they know the price of, reduced ten per cent."

"204" says: "My opinion is that a person wishing to change from a credit to a cash business must first make up

his mind to do less business, and business of a cheaper character; that is, in a town of 4,000. Of course, in a larger place, with a floating population, it would be different. To change, he would want to advertise the change some time before making it, giving his reason for so doing, which would be to save expense, and consequently sell cheaper."

James Vair, Barrie: "I would suggest sending to all customers who have accounts their statement and a circular thus: 'After due consideration, we have decided to change our mode of doing business from credit to cash, and trust that you will continue to deal with us under the new system. We offer all our goods at very close prices, and will endeavor to meet the approval of our valued customers by a more up-to-date method of doing business. This change is inaugurated to-day. Thanking you in anticipation for a continuance of your valued patronage.'"

William Macklin, Stratford: "In my opinion, the best way to turn a credit to a cash business would be to commence with the best customers. Many men try the other end, and in consequence don't know where to draw the line. The result is a failure."

TRADE AND COMMERCE IN THE MAGAZINES.

Newfoundland Cod Fishing.

(Booklovers.)

THE fishing is done with dories and trawls. The dories are flat-bottomed, sloping-sided boats, which fit into one another in the ship's waist, economizing space thereby. Each dory takes two men, and the whole crew, except the captain and the cook, go off in them every suitable day, and set trawls in the water outwards from the ship, like spokes from the hubs of a wheel. Trawls are long lines, each with three thousand hooks attached at intervals of a yard, every hook baited with some smaller fish, either herring, calin, or squid, that the cod affects. The trawls are anchored at each end, baited in the day, left lying over night, and are stripped of their accumulation of fish next morning, being baited again when "overhauled." The fish are taken to the vessel in the dories, eviscerated, washed, and salted. This routine continues until the bait is exhausted, and then the vessel returns home, lands the fish, takes more bait and salt, and goes out again. At St. Pierre her catch is taken in hand by the graviers and women, who submerge it in crates until the salt has been washed off. Then they scrub each fish with a hard, coarse brush, and pile them in heaps to drain. This done, they are next spread on the beaches to dry in the sunlight and air.

The beaches consist of several acres of flat ground, covered with basalt stones worn round by the motions of the sea for ages. These stony fields surround St. Pierre, and thousands of cod are displayed there on a fine day. Every evening, or if the fog or rain threatens, the fish are gathered up again and are covered with tarpaulin. The process is repeated until the fish are quite dry and hard. Dry fish are piled in round stacks; and the rest in oblong ones. When a sufficient quantity to load a vessel is obtained, it is packed into her hold and shipped to market. The extent of the cod fishing of Miquelon and St. Pierre may be indicated by the record of the catch of those islands in 1902, which was 72,500,000 lbs. While much of the annual product is exported to other countries, France naturally gets the larger part. In fact, St. Pierre furnishes three-fourths of all the codfish used in France.

Modern Business Vampires.

(By Geo. W. Alger, in The Atlantic.)

WHEN shall we begin to consider the real importance of dealing vigorously through the criminal courts with the modern business vampire? By what process of reasoning can we make a moral distinction between the larceny of the despised green-goods or gold-brick swindler and the

equally real larceny accomplished, for example, by the rich and quasi-respectable promoters of the American Ship Building Co., that bubble of fraud concerning which the public press has had so much to say recently. The trustee who hazards the funds of his trust estate in Wall street gambling, and loses, speedily learns to his sorrow that his offense is embezzlement, and his punishment severe. How do we distinguish between the conduct which places him behind the bars of a prison and that, for example, of the president and directors of the Trust Co. so closely associated with the ship building swindle, upon which the financial report of the New York State Bank Examiner has recently been made public? The report shows that these directors made illegal and practically unsecured loans of enormous amounts and permitted their president to use his official position and the money of the stockholders and depositors to gamble in floating a so-called trust of the most flagrantly fraudulent character. Illegal loans of this president were made to ten times the amount which was authorized by the banking law, and the Trust Co. preserved its solvency only by cutting its capital in half. "Its losses wiped out its entire surplus and necessitated the sacrifice by stockholders of over one-half their holdings. Over a million dollars was charged to profit and loss."

Progress of Canadian Trade.

(Review of Reviews.)

WITHIN the past five years, Canada's total trade has increased by 65 per cent.; that of the United States, 33 per cent.; that of Britain, 19 per cent. Canada's foreign trade is \$83 per capita; that of the United States, only \$35. Her revenue is \$12.49 per capita, and her expenditure \$7.04. The public debt of Canada is but \$66 per capita, while that of her sister commonwealth—Australia—is \$230. Canada's over-sea trade last year was \$451,000,000,—more than double that of Japan; almost equal to Russia's. Her merchant shipping tonnage exceeds Japan's; her railway mileage is half that of Russia.

Every section of Canada has shared in this wonderful betterment. The fisheries of the maritime provinces have steadily grown in volume and value through the stimulus of an annual distribution, in bounties, among the fishermen of \$160,000,—the interest on \$4,500,000 obtained under the Halifax award of 1897 for allowing the United States fishermen free entry to Canadian waters for a term of years. The forest wealth of the Laurentian valleys has been yielding most generous returns owing to the rapid depletion of the American woodlands increasing the price of this commodity.

IT IS
Spreading
FROM TOWN TO TOWN

One merchant buys **Crystal Sugar**, he finds it is just the same as any other sugar he ever had and tells his friend in the next town; the result is all our 1903-1904 stock is sold a month ago.

OUR NEW STOCK IS NOW READY

and is even better than any of our previous stocks. If it has not spread to your town send us word and we will be pleased to forward you samples and quotations.

**We have both Fine and Coarse grains in
Absolutely Pure Sugar**

**GROWN IN CANADA
BY CANADIANS
FOR CANADIANS**

Manufactured by
Wallaceburg Sugar Co., Limited,
Wallaceburg, Ontario.

THE MAN BEHIND THE STORE.

By Edwin Rose.

MR. TIMOTHY EATON.

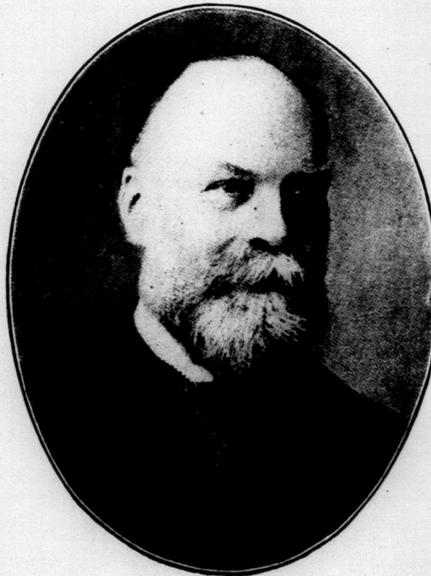
WE hear a good deal these days about self-made men, and a good deal more about "Captains of Industry," but few in Canada are better known than Timothy Eaton, and fewer still can boast of as many real enemies. The story of his early life reads like a full-fledged romance, beginning with his apprenticeship to a small general store in Ireland; his determination to run away, coming to Canada when a mere youth, starting in here at the bottom rung of the ladder, and doing almost any work that presented itself. He had no money to begin with, very little education, and apparently no more business ability than the average young man in his teens. He inherited a tremendous amount of force, indomitable will-power, and a constitution that could stand any amount of hard knocks. He landed in Toronto as thousands and tens of thousands have landed since—looking for something to do, nor was he by any means competent, either as regards dry goods or anything else.

Mr. Eaton's first attempt at store-keeping was in St. Mary's, and was crude enough in its way to be almost absurd. He had no credit, very little money, and no friends. What he bought he had to pay for, and what work there was to do he had mostly to do himself. His experience was rough and discouraging compared with conditions nowadays, and meant practically pulling himself up by his own boot-straps. He used to drive from St. Mary's to London for goods, a distance of over twenty miles. It meant such absolute economy as regards expense as would soon have discouraged a less determined man, and such working and waiting as seem always necessary to form the groundwork of any permanent success.

Nobody sold for cash in those days, but he had to. He had neither money nor credit enough to do anything else. The difficulty of cash selling in a small town induced him to move back to Toronto, where money was likely to be had. His earlier experience had taught him the people were inclined to be thrifty, and his impression of the city was that it was bound to grow. The first store was located on Front street—a curious location for a retail business. Mr. Eaton got the backing of a big wholesale concern, to the extent of practically getting goods on consignment. It gave him a chance to make

something of a showing. In reality, it gave him the start for his present enormous business, and one would naturally expect a feeling of loyalty to the firm that made his early success possible. In matters of sentiment, however, Mr. Eaton is essentially lacking. The one all-absorbing, all-powerful ambition of the man was to be master, and once he got into a position to do it, the wholesale interests came in for some pretty hard raps. Perhaps, after all, we are all alike in wanting to be independent, but that does not excuse the almost ingratitude of the man, and the readiness with which he forgot past courtesies.

His move to the corner of Yonge and



Mr. Timothy Eaton.

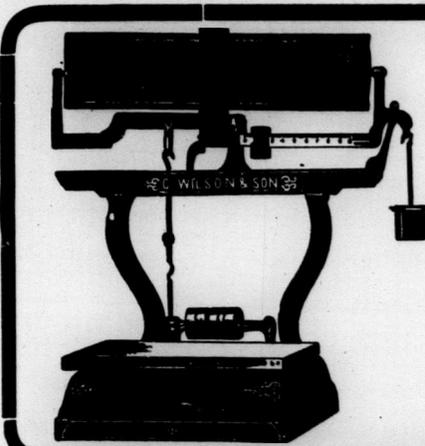
Queen streets brought him into some prominence. It had been a long, hard fight, with many a discouragement, and the tenacity with which he held things together showed the calibre of the man. Toronto was developing into quite a city, and it gave him a chance to show what he could do. Nobody closed early those days, but he did. Nobody marked the price on everything and stuck to it, and competition was not sharp enough to keep the almanac in mind. Things were in very much of a rut, and the very indifference with which the old stores greeted the newcomer was in reality their undoing.

Mr. Eaton was on the right track, and the conditions he had to contend with kept him wide awake. His energy

doubled and trebled with the first glimmering of success. Salespeople and helpers caught the inspiration of bigger things, and the move to 190 Yonge street was soon made necessary by the growth of trade. Selling strictly for cash gave him a distinct advantage, and to this one feature, more than anything else, must be attributed the steady stride ahead. While the older stores were wrestling with regular goods at regular prices, and carrying stocks, regardless of the seasons, Mr. Eaton was ready with a constant succession of bargains, bought cheap to sell for cash.

All went well until it came to adding new departments and developing along different lines to anything Toronto had been accustomed. It had to come—we all know that now, but the cry of "live and let live" precipitated a hard fight all over town, and aroused the bitterest hatred of single line dealers. Almost any other man could have managed things differently, but Mr. Eaton would rather fight than eat. His idea was to keep up the excitement and get people to wondering what it was all about. Pages of newspaper space could not have been more effective in attracting attention, and the building was soon too small for the crowds that came. This very indifference to public opinion has been characteristic of the man from the very first, so long as he was able to sell cheaper—no matter at what expense of neighborly obligation.

The more recent years have been one continuous stretch of good fortune, and in many ways Mr. Eaton is deserving of credit, but his motto has always been the motto of Donnybrook Fair: "Whenever you see a head, hit it." Nothing is ever allowed to interfere with his ever-enlarging ambition—men and businesses continually being sidetracked to make room for development. To what extent this can still be carried remains to be seen. Mr. Eaton is by no means a young man, and so far as one can judge, no one has yet appeared with anything like his genius for organization. One after another have been given the reins of management, only to find themselves eventually dropped, for no other reason than lack of genuine ability. The persistent growth of the business carried some of them to heights they never dreamed of, and it isn't to be wondered at that heads got turned and egotism became rampant, with comparatively little to fall back upon when the end came. For



Paid For Itself.

C. WILSON & SON, Limited, Scale Manufacturers,
 TORONTO. HAMILTON, MAR. 19th, 1903.

DEAR SIR:—

I have used your **BALL-BEARING COMPUTING SCALE** for several years now and I believe it has paid for itself a good many times over during that period. Most of my profits went to my customers in overweights in the past. Now I have a little left for myself.

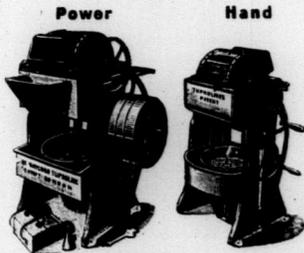
Yours truly,

One of a hundred similar testimonials secured by us. Let us put you on the same road to prosperity. Catalogue free for the asking.

C. WILSON & SON, Limited, TORONTO.

Tea, Coffee, Cocoa, Fruit, Etc., MACHINERY.

Patent Fruit Washing Machines



LATEST AND MOST UP-TO-DATE TYPES.
 Patent Automatic **TEA MILLING, SIFTING, BLENDING** and **PACKING MACHINERY.**

SAMPLE TEA MILLS AND MIXERS:

- Gas-Heated Roaster**—External Flame with Air Pump.
- Gas-Heated Roaster**—Internal Flame and Automatic Sampler.
- Coke, Wood, Etc., Roasters.**
- Grinding Mills,** Plain or Ornamental.
- Air Propellers.**
- Patent Fruit Washers.**
- Quick Sifter and Mixer** for Coffee and Chicory and all dry powders
- Sample and Window Roasters.**
- Patent Chicory Nibber.**
- Dressing Machinery.**
- Dry Fruit Cleaners.**

THE GROCERS' ENGINEERING CO.

COLE STREET, LONDON, S.E., ENG.

ILLUSTRATED CATALOGUE
 MAILED FREE.

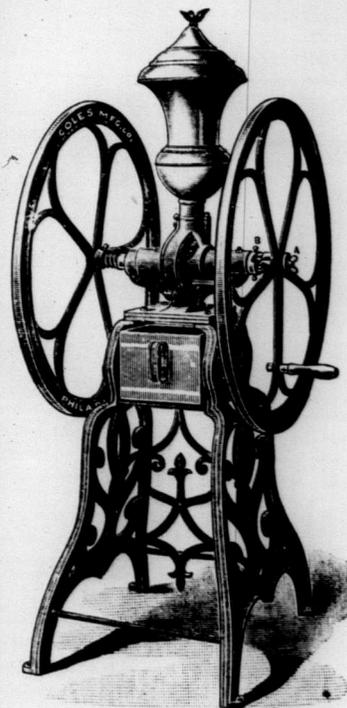
Southwell's Jams

are prized in England. It takes genuine merit to get a trade on anything in Old England.

For high-class Canadian trade sell Southwell's.

Frank Magor & Co.

Canadian Agents,
 403 St. Paul St., MONTREAL



Goles Coffee Mills

None better for Granulating or Pulverizing.

Our mills will Pulverize without heating Coffee.

Every Coles Coffee Mill has a Breaker that breaks the Coffee before it enters the grinders, thus reducing wear of grinders.

**A GREAT
 LABOR-SAVER.**

Our Grinders wear longest.

No. 17. List Price, \$40.00.

Agents...
 TODHUNTER, MITCHELL & CO., Toronto.
 DEARBORN & CO., St. John, N.B.
 FORBES BROS., Montreal.
 GORMAN, ECKERT & CO., London, Ont.

Coles Manufacturing Co.

PHILADELPHIA, PENNA.

no matter how much we may criticise Mr. Eaton's tactics, he is a shrewd manipulator of men, with ability to swing them any and every way he pleases. Some few, who consider themselves the power behind the throne, are there for no other purpose than to veil and cloak the hand that holds the whip, and one has only to study the developments of the last year or two to see how easily and quickly the best of them are "thrown." To anyone who thoroughly understands the ins and outs of the game, it is more fun than a circus, and if there are to be any bouquets at all, we must admit that Mr. Eaton is a past-master in the art of using men, with absolutely no heart or the first glimpse of sentiment when once he is through with them.

The phenomenal success of the business has been nothing short of a miracle, but no one presumes for one moment that it is invulnerable. Merchants in city and country have wakened up to a realization of their own possibilities. Even in the realm of mail orders, others are beginning to share the honors, and the task of constantly discounting the past is nothing like as easy as it was. No sensible person could expect anything different. The nip and tuck of trade is intended to keep things thoroughly wide awake, and the great law of average sooner or later affects businesses as well as individuals. There is no question but that things sadly needed waking up at the beginning, but it does not follow that all the energy and all the enterprise is cooped up with any one concern. The ability to "do things different" is sufficiently general nowadays to keep one guessing, and competition is growing keener every year.

Thanks to someone, Toronto stores are now among the best on the continent. Thanks to himself, Mr. Eaton is now a rich man, although by no means free from responsibility. The business needs him more now than it ever did, and to all appearances this is likely to continue. The enthusiasm of growth has developed into a mania for expansion, with apparently no stopping place. Trouble with the Printers' Union led to the installation of his own printing and electrotyping plant. Trouble with some of the newspapers led to the suggestion that he would either stop advertising altogether, or else would control his own mediums. The readiness with which he has always precipitated a fight is indicative of the overpowering ambition to be master. No one else would dare be as bold to a degree of recklessness, and so long as Mr. Eaton keeps on deck, surprises are apt to follow each other in quick succession.

PRESERVATIVES IN FOOD.

THE following interesting information on the use of preservatives in food in relation to public health is taken from an address delivered recently by Mr. J. Hendrick, B. Sc., Aberdeen, before the Incorporated Sanitary Associations of Scotland:

All animal foods and many vegetable ones must either be eaten fresh or treated in some special way to preserve the food from decay. Man, therefore, and especially the flesh-eating races, early found the necessity of devising means of preserving putrescible foods, and from early times such foods have been preserved by drying and smoking, and by the use of salt, sugar, spirits, vinegar, oils, etc. These older methods are what have been called natural methods of preservation, because the preservatives used are all natural constituents of food. Salt, which is itself a necessary reagent, playing an important part in animal digestion, is still used in pickling and preserving foods. So also fruits are still preserved in sugar or syrup, pickles in vinegar, and it is not only in the Botanical Museum that spirits are used to preserve fruits and other vegetable products.

That food could be preserved by freezing or cooling with ice has also long been known, especially among northern peoples. Certain ancient peoples, such as the Egyptians, who preserved their dead, had even a considerable knowledge of the effect of chemical preservatives, but they left it to moderns to apply such methods of embalming to the food of the people. It is only in comparatively recent times, only since the epoch-making work of the great chemist, Pasteur, that the real nature of fermentation, decay and all such processes has been clearly understood.

But within this short period the movement has been very rapid, and great developments have taken place. Most of the organisms which cause decay in food cannot flourish in strong brine, in strong alcohol, or in vinegar. Hence the use of the substances in ancient methods of preservation. All organisms require moisture; therefore, if food is dried it will keep. Such highly putrescible substances as fish and flesh have, therefore, been preserved from early times by drying and salting. The growth of all organisms is checked by cold.

The following substances are the artificial or chemical preservatives which have been chiefly used for foods: (1) Boric or boracic acid and its compounds; (2) salicylic acid; (3) formalin or formaldehydes; (4) sulphurous acid and sulphites; (5) fluorides, and (6) benzoic acid and benzoates. Of these substances fluorides and benzoic acid and benzoates are used only to a very small extent.

The other four are all largely used. Though these substances are all of comparatively recent introduction, statistics show that they are now used to an enormous extent. During a recent inquiry made by a departmental committee into the use of preservatives and coloring matters in foods, 4,251 samples of thirty-five different kinds of foods and drinks, representing both home produce and imported goods, and derived from all parts of the country, were tested for preservatives in the Government laboratory, and 39 per cent., or 1,659 samples, were found to contain one or more of the four classes of preservatives mentioned above.

Of the preservatives in common use for foodstuffs formalin is the most powerful, and the one whose case presents the least difficulty. Formalin is as a preservative comparable in power to carbolic acid, corrosive sublimate and other powerful antiseptics which poison higher as well as lower organisms. Formalin is undoubtedly a powerful poison if taken in any quantity by man and the higher animals. As a preservative it has been used chiefly in milk and dairy products.

Borax and boric acid, either by themselves or in admixture with one another and with other substances, are by far the most largely used of all food preservatives. They are sold to a large extent under fancy names and at fancy prices, accompanied by glowing testimonials from Lady X., Dr. Y., and the Rev. Z. Many persons use them without having any suspicion of what it is they are using. They are odorless and almost tasteless substances, and they are certainly not poisonous in the sense that mercury or lead compounds are poisonous. Most persons can take considerable doses of borax or boric acid daily for a considerable period without suffering any noticeable inconvenience.

With regard to boric acid the conclusions of experts are not very definite. They have apparently been unable to agree that it is actually harmful in small quantities and have taken a sort of middle course in recommending that it be entirely prohibited in milk and be permitted in butter and cream in quantities not to exceed certain stated limits.

After the borax preservatives, salicylic acid is the next most largely used preservative. It is chiefly used in jams, fruit syrups, beers, wines, cordials, and temperance drinks. As in the case of boric acid, very discordant views are held by experts as to its effects upon health. Like boric acid, it is a mild antiseptic, and it certainly has no severe action on the human organism in moderate doses.

A Good Repeater

A prominent grocer, when recently asked what kind of goods he liked to sell best, replied:—

“Give me a good repeater like Royal Baking Powder; an established article of undisputed merit which housekeepers repeatedly buy and are always satisfied with.”

NEW baking powders and new foods, like new fads, come and go but Royal goes on forever. Grocers are always sure of a steady sale of Royal Baking Powder, which never fails to please their customers, and in the end yields to them a larger profit than cheaper and inferior brands.

ROYAL BAKING POWDER CO., NEW YORK.

F. C. CALVERT & CO.

Manchester, England,

whose specialties have been awarded more than 100 Medals and Diplomas for superior excellence in competition with other manufacturers

Calvert's Carbolic Preparations include Disinfectants, Dentifrices, Soaps and other toilet specialties, which are well known, reliable articles, finding a ready sale in England, the colonies and many foreign countries. The Soaps are probably of most interest to grocers and full particulars and prices of the various qualities, suitable for the Canadian market, in addition to the two enumerated below, are given in price list mailed free on request.

Calvert's 20 per cent. Carbolic Soap affords protection against mosquitos and other insects, and is also refreshing to use. Each tablet is packed in a metal box. Retail price, 30 cents a tablet.

Calvert's No. 5 Carbolic Soap is a good soap for all ordinary purposes, retailing at the low price of 5 cents a tablet.

F. C. C. & Co. ensure the quality and efficiency of their soaps by guaranteeing definite percentages of carbolic acid.

have now opened a wholesale depot for the further extension of their Canadian trade, at

807 Dorchester St., Montreal.

W. T. LEACH, Representative.

Price Lists, etc., mailed on application.

GILLETT'S

HIGH GRADE



CREAM TARTAR

ABSOLUTELY PURE.

SOLD IN PACKAGES AND CANS.

Same Price as the cheap adulterated kinds.

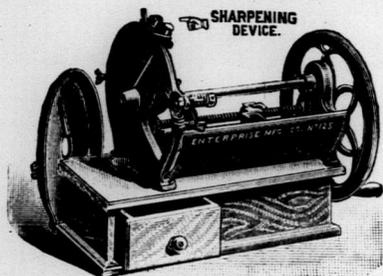
E. W. GILLETT COMPANY LIMITED
TORONTO, ONT.

“ENTERPRISE”

Rotary Smoked Beef Shaver Rapid Grinding and Pulverizing Mills

With Patented Self-Sharpening Device

40 Sizes and Styles for Hand, Steam and Electric Power



No. 125, 1 Blade, - \$22.50
No. 129, 2 Blades, - 22.50

We also make

Self-Priming and Measuring Pumps, Self-Measuring Faucets, Bung Hole Borers, Self-Gauging Cheese Knife, Meat and Food Choppers, Etc., Etc.

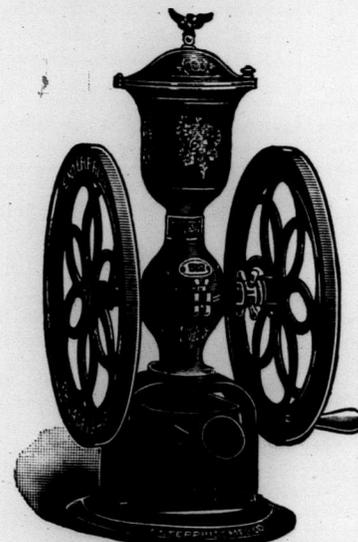
Illustrated Catalogue Mailed Free

Order from your Jobber

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

LIFTING A LATCH DROPS SHARPENER INTO PLACE

A FEW TURNS OF THE WHEEL GIVES BLADES A KEEN EDGE



No. 512, - - - \$13.50

PROGRESSIVE RETAILING

MAIL ORDERS IN COUNTRY STORES.

THE evolution of the departmental idea has worked a great change in country storekeeping. In fact it has changed the whole method and manner of country retailing, and the end of the changes is not yet, for other forces are at work even now which, when their work is completed, will go far towards altering the conditions of life in the rural districts. That some of them will bear hard on the small village stores is more than probable, but they will greatly benefit the towns where a fair-sized store is located. The electric railways that are building, and are projected, are one of the most important of these changes, as they will make trips to the larger towns easy, and will be utilized in the near future to lower the cost of the distribution of goods from them.

Bring Country and City Closer.

The improvements that have been made, and that are sure to come, are bringing the farmer and his family into closer touch with city life by supplying a large amount of advertising matter, and as well giving him the city daily papers, etc., and the weekly and monthly magazines. Though much of this advertising matter comes from the metropolitan stores, which so keenly compete with the local retailer, and though undoubtedly robs him of a great deal of the trade he claims as his own, it is in a certain way of benefit to him, as the closer the farmer and the resident of small towns can be brought in touch with the outside world, and the more interested he becomes in its customs and habits, the more thought he bestows on the appearance and surroundings of himself and his family. This increased pride calls for better cloth and more of them, and for better and richer furnishings for his home. If though he does send away for some of these increased wants, the country merchant who lays himself out to gather in some of this trade finds that he has a permanent demand for not only a better and more profitable class of goods, but for more of them.

Educating the Trade.

Though it looks as if all these changes would favor the city mail order

business, and it is certain that at present this business is hurting the country trade, particularly in the smaller stores, yet it is becoming more and more apparent that the country merchant is determined to have his proper share, and now that he is waking up he is going after the mail order man in a thorough and systematic manner, and he is doing it in the right way, too. He is educating his trade; he is perfecting his store system, and stopping the leaks, by improved and more scientific methods of running his business. He is copying his big competitors and learning their methods, and in many other ways he is working to gain the trade that rightfully belongs to him. Then, too, he is buying more carefully, and assorting his stock better.

Adopting Departmental Ideas.

Whenever conditions make it possible, the retailer outside of the large cities is adopting the departmental idea to a greater or less extent, and so far have many of them progressed in this direction that the next move must be to fight the mail order department with its own weapons, by getting out a catalogue and establishing a mail order department of their own. This, indeed, is only part of a development that is bound to come, and is in the natural order of things the logical move of the big local store. There is no reason under the sun why a mail order department should not be conducted by the big local store, with perfect and complete success. The fact that these stores must draw the greater part of their trade from the farming community in the surrounding district, will lead them to use the means that the metropolitan stores have so successfully made use of.

The fact that they have already copied so many of their trading methods will make it all the easier to install this one; indeed, the country merchant made this departure possible when he put his business on a cash basis, and this is a method of trading that he was forced to adopt in defence, just as he will the mail order, since he found he could not compete with his large rivals on any other terms. Wherever the departmental idea has been introduced, the credit system has had to give way, and this has become so general that the cash or credit contention is not so in-

teresting at the present time. It is an issue that is pretty well settled, as the majority of stores of any pretensions are run on a strictly cash basis, or in some centres where there are large corporate interests, who pay monthly, or what is reckoned as its equivalent — thirty days' accommodation accounts.

Value of Catalogues.

From an advertising point of view, a good catalogue forms a splendid means of placing, not for a second or two, but for six months, the name of the firm that sends it out, before the purchasing public. The list of departments, and the goods carried in them, can be placed before prospective customers in an unrivalled manner by the cuts, descriptions and price lists in a catalogue, and the best of it is, is that a catalogue is always kept for reference, and to order by for the time it covers. Then, too, merchants often claim that their goods are quite as cheap as those of the city stores, but are not able to drive their arguments home because there is no means of instituting a comparison. They will find this done by a catalogue. This is a comparison that the country retailer must and should be able to meet, as retailing expenses should not be so high in the smaller centres, and this ought to offset the fact that the metropolitan stores can buy at more advantageous prices, because their outlet is so great that they can buy in great quantities. If the local merchant's catalogue price and the city merchant's price is the same for an article, local prejudices will operate in nine cases out of ten in favor of the local store, and it is to it that the order will go.

The Salesman and His Ideas.

A salesman in one sense may be regarded as a "clearing house" of commercial ideas. He is brought into daily contact with men of business; he absorbs an idea here, and giving it off there, receives in return another thought.

A merchant, who through an obstinate adherence to the belief that he knows it all, refuses to grant a salesman every possible courtesy, who does not give him an opportunity to give out ideas, is neglecting the greatest possible source from which to draw thought, on which he may base right opinions for advancement.

PRESENT DAY JOBBING

By James H. Ritter

AS commonly practiced, the process of distribution is threefold, comprising the activities of the manufacturer, jobber, and retailer. The manufacturer makes the goods from raw material and sells them in large quantities to the jobber, who in turn distributes in smaller lots, and oftentimes on easier terms, to the retailer. There are exceptions to this, but as a rule the manufacturer does not reach the retailer, much less the consumer, directly, and cannot do so to advantage. The jobber is an intermediary who assembles various lines of goods, carries a large and assorted stock, and by means of traveling salesmen and other agencies, sells these goods to the retailer in small assorted lots, while the retailer supplies the consumer.

The jobber stands in a very important position to the manufacturer, in that he purchases goods in large quantities. For many things, the demand is seasonal and must be supplied in quantities at one time. Economical manufacture demands a regular, even output, and most manufacturers lack both the capital and the facilities for storing their output against a heavy and brief demand coming at long intervals. The jobbers unite in taking this output off the manufacturer's hands, storing and paying for it, so that the manufacturer is provided with current funds instead of being forced to borrow large sums against the ultimate sale of an accumulating stock. In but very few lines is it practical for the manufacturer to reach the retailer or the consumer direct. The jobber keeps a varied stock, which is constantly growing more and more diversified and complex, and justifies his existence by selling these goods in assorted lots on a small margin of profit to the retailer, on terms which are favorable to the small dealer, and oftentimes carries him through dull seasons, and aids in the development of his business.

The jobber distributes these great stocks of goods by means of extensive stores and warehouses, a large corps of traveling salesmen, and an office force well equipped with buyers, bookkeepers and correspondents.

The Jobber—A Modern Product.

The jobber, as he is known to-day, is a modern product, having existed only

since the introduction of the factory system. When goods were almost entirely made by hand, the artisan was usually his own retailer, and not only did the manufacturing but sold his wares directly to the consumer. A large proportion of all the articles made two hundred years ago were made to order only. Of course there were exceptions, as in the case of imported goods. The old caravan routes crossing Asia and Europe are a proof of this fact, but the total sales made in this way were trifling compared with the dimensions of trade to-day. The local artisan knew his customer, but with the advent of the manufacturer, production became so great that manufacturers soon lost sight of the consumer. They now made the goods in quantities and sought some one to distribute them. This distributor was found in the jobber.

There can be little doubt that an ambition to do a larger business is oftentimes the prime motive in the development of a retailer into a jobber, and the retailer engaged in this struggle is too apt to rely upon his retail business for his profit, and to consider his jobbing business as simply so much gain. This is a mistaken view. It often causes much harder work with little or no result, and the small dealer making this venture is very apt to become financially embarrassed in an attempt to carry his smaller customers, while the necessity for buying in large lots, in order to rank as a jobber, and to obtain lower prices from the manufacturer, constantly induces him to over-buy.

Importance of Travelers.

The main reliance of the jobber in placing his goods upon the shelves of the retailer is upon traveling salesmen, who take samples of the wares with them and go all over the land, into the smallest hamlet, describing the goods, their origin, their peculiar qualities for sale and for use, and aiding the shopkeeper in estimating the quantity which he will be able to use during the season. The retail trade of this country owes a vast debt to the traveling salesmen, for the knowledge given regarding the goods which they handle, the explanation of business customs and training received in business methods and ideas. The traveling salesman is the local representative of the jobber, and

if the jobber prides himself, as many do, upon business-like habits, and practical and correct methods, salesmen cannot fail to impart some of these ideas to the dealer. The retailer is constantly growing more intelligent, partly because of his pertinent inquiries from traveling salesmen about the credit and the amount of fire insurance he carries. Such questions bring home to the retailer the necessity of adopting correct business habits.

It may be asked: "Is not the jobber a costly distributing agency?" and it must be conceded that this service is not obtained without expense, but the jobber works on a close margin and the net returns to him are meagre compared with those of the manufacturer and retailer, who both enjoy far greater percentages of profits, while the annual increase in wealth and growth of manufacturers far exceeds that of jobbers. Owing to the severity of competition jobbers are compelled to cut their expenses down to the lowest possible figure, and it is hard to see how goods could reach the retailer in any other way. Under the jobbing system the manufacturer is relieved of the responsibility and immense and often prohibitive cost of introducing and distributing his goods in small amounts. In this age of specialization the jobber is a specialist in marketing goods and makes it his lifelong study to do this economically and to the best advantage.

Functions of the Jobber.

Is the relation of jobber to manufacturer and retailer to continue? In order to consider his position more intelligently let us look more closely into the jobber's functions.

1. As a rule, a manufacturer makes a single line of goods and, by reason of his concentration, is able to manufacture cheaply and to the best advantage, but the cost of selling these single lines to the retailer would be so great as to make such a course prohibitive. Some interesting analyses have been made showing the number of various manufactures included in a single bill purchased from a jobber. One frequently sees such charges amounting perhaps to 200 lbs. in weight and \$25 in value and yet representing fifteen or twenty manufacturers, clearly showing the enormous cost which would be incurred if the fifteen or twenty manufacturers attempted

**Two
Lines
That
Lead.**

A Vinegar with Advantages.

You want a brand absolutely pure. One which will keep a long time without deteriorating. One known for its delicate aroma and its excellent flavour. **Hill, Evans & Co.** (Worcester, Eng.), produce the one. A Malt Vinegar which is unapproached by any other for these essential properties. A Vinegar you may always rely upon.

Quinine Wine with a Reputation.

Robert Waters' Quinine Wine enjoys a 50-year reputation as the finest tonic known.

Export Agents—**ROBT. CROOKS & CO.,** Botolph House, Eastcheap London, England.



You are not well matched, if you do not sell our

MATCHES

BEST and CHEAPEST on the market.

The Walkerville Match Co.

LIMITED

WALKERVILLE, ONT.

**WE
SUGGEST**

**PATERSON'S
WORCESTER
SAUCE**

as a quick seller and easy profit getter. It will pay you to look into this proposition.

ROSE & LAFLAMME

AGENTS, MONTREAL.

WE HELP YOU

SELL

**"Imperial Brand"
MAPLE SYRUP**

by advertising it. This gives it a big advantage.

ROSE & LAFLAMME, Agents, MONTREAL.

to sell their goods directly to the retailer, while the freight and express charges on small quantities would alone make such direct dealing impossible.

2. While one or two manufacturers have attempted to make a general line comprising most of the articles needed in one jobbing line, there is no manufacturer to-day who can make a sufficiently varied output to supply all a jobber's needs, and, as we know, the tendency of modern manufacturing is more and more towards the manufacture of a single line of goods—in some cases of a single quality.

3. Frequently, manufacturers do not have sufficient capital to enable them to dispose of their goods in small lots to the retailer. They must have funds, and, by selling in large lots to the jobber, who usually takes the goods in advance of the season and discounts his purchases, they are able to do business on a smaller amount of capital.

4. The business qualities which go to make up the manufacturer and the jobber are oftentimes very different. There are frequent cases where manufacturers are capable makers of goods but not successful in marketing them.

5. The jobber insures the manufacturer a more certain market. We have known large manufacturers, who have had on their books only fifteen or twenty customers, all of whom were large jobbers, while these same jobbers probably had in many cases three or four thousand retail accounts on their individual ledgers. The manufacturer, therefore, practically knows where he can dispose of his output, and is enabled to do business with greater certainty. In view of all these conditions, it may well be claimed that the jobber is a most useful and economical factor in distribution. It is not fair to part from this subject without mentioning a development of the last few years, which necessitates viewing jobbing from another standpoint. This is the growth of the so-called catalogue houses. These may be divided into two classes:

a. Catalogue jobbers who, like the jobbers, sell to the retailer only.

b. Catalogue retailers who ignore the retailer, and sell directly to the consumer.

Both use the same general methods in trying to buy directly from manufacturers and in sending out large net price catalogues in which they endeavor to outbid all others in making low and attractive prices. This business has had a remarkable expansion, particularly in the West, but side by side, has gone the development and increase of the jobbing business. This raises the question of the efficiency of the catalogue as compared with the traveling salesman. There is no doubt that the usual preference of the retailer would be

to buy goods from the traveling salesman. Catalogue or no catalogue, moreover, the salesman on the spot will get the order if he meets the price. The jobber has a great advantage through his salesmen over a firm selling by catalogue. He is kept more constantly apprised of local conditions, and so in much closer association with his customers.

Modern Methods Adopted.

Jobbers have always shown themselves ready to adopt new methods and customs. Only lately automobiles have been called in their service. Traveling salesmen may now be found going through the country in automobiles, independent of railroads, time-tables and annoying waits at railway stations. It is safe to say the jobbers will not allow themselves to be set aside, and, including in their class many of the keenest minds in business, they will not be slow to adopt promptly such methods as may be needed to maintain their position. Traveling salesmen were unknown some forty years ago. If the retailer prefers to buy by mail from catalogues, jobbers will no doubt be as ready to dispense with traveling salesmen as they were to take them on forty years ago.

While the catalogue retailer is not specifically included in our discussion his effect on trade relations warrants a few words. The catalogue retailer is an even later evolution than the catalogue jobber. Several large houses now aim to ignore the local retailer entirely, and sell directly to the consumer. The methods of these houses may fairly be regarded as questionable. The local retailer is naturally more or less prominently identified with local interests, and the merchants of any country town are the pushing and progressive men of the place. They pay local taxes, thereby helping to support the town and county in which they live. They carry their customers, particularly in farming and smaller urban communities, for long periods. In times of crop failure, or even in good years between crops, the local retailer is oftentimes the main dependence of the farmer, who, without the credit given him by the retailer, would be unable to get the necessaries of life. The retailer falls back upon the jobber for similar support in credit, but the benefits conferred by the local retailer in this way are hardly sufficiently appreciated. Too often, the temptation of an apparently low price will cause a consumer living in the country or some small town to send his cash to a catalogue retailer in some large city, while the same day he may go to his local retailer and ask three to six months' credit on something that he is buying from him. One such house, for example, issues a catalogue saying in

large type to the consumer: "This gives you the price your dealer pays for the goods he buys and will prevent him from overcharging you on any goods you buy from him." This is simply a dog-in-the-manger business, entirely ignoring the principle of "live and let live." The moral propriety of such a policy is certainly doubtful.

Disadvantages of Mail Orders.

Apart, however, from the ethics of the case, there are many disadvantages of dealing altogether by mail, as the average consumer wishes to see and handle goods before he buys them. This feeling is so strong that it seems to insure the permanency of the local dealer, and yet if he is to remain, the consumer must realize that he owes a duty to his retailer, and that it is not fair or right to send his money to a catalogue house at a distance, while he compels his local retailer to wait for his money until he sells his cherries in the Spring or his corn in the Fall. If the local dealer is to remain, how can his wants be supplied except by the jobber?

Jobbing ethics, on the whole, are most creditable. All first-class jobbers to-day act on the principle that they are in business to stay. Many can boast a history of from fifty to one hundred years, and no jobber can expect a continued existence unless he practices honorable methods, thereby winning and retaining the respect and confidence of the trade. The inducements the jobber has to offer to-day are those of location, size and variety of stock, prompt shipment, courteous attention, fair treatment and low prices, and much attention is paid by all progressive houses to the improvement of these advantages.

As for the traveling salesman himself, it may be said there has been a decided development in his character and habits. The old-style traveler, who was always associated with late hours and whose disposition was to treat his customers to liquor, is largely passing away. A certain mayor of Philadelphia in an attempt to abolish music gardens gained notoriety by his remark, "Beer and music won't mix." The general consensus of opinion in the jobbing trade is that liquor and business will not mix, and the successful salesman of to-day must not only be a man of reliable judgment, bright and enterprising, but he must also have clean habits and a good character.

Jobbers' Associations.

Recent years have shown in some lines of business the tendency of jobbers to come together in jobbing associations, and this is in line with the general trend of industrial affairs. These jobbing associations, as a rule, do not partake of the nature of a trust, and

BUY

Star Brand

COTTON CLOTHES LINES

- AND -

COTTON TWINE

Cotton Lines are as cheap as Sisal or Manila and much better.

For sale by all Wholesale Dealers See that you get them.



IF FLIES CARRY DISEASE

AS YOUR CUSTOMERS WILL KNOW

WILL IT NOT offend your patrons if you offer them fly-blown and fly-specked goods?
WILL IT NOT be good policy on your part to spread out a few sheets of **Tanglefoot** in your store and shop windows to show that you are anxious to please your trade with clean, wholesome goods?
WILL IT NOT make you many profitable sales to keep **Tanglefoot** constantly at work within sight of every person who enters your store?

A Two Cent Mistake

Don't amount to much in any business, but the striking point is that a clerk is just as liable to make a mistake of \$2.00 as he is of two cents, and a few mistakes like this would pay for enough of Allison's Coupon Books to last a year or more. With these books mistakes are impossible.



IF A MAN WANTS CREDIT

for \$10, give him a \$10 Allison Coupon Book, charge him with \$10, and there you are. No trouble at all. If he buys a plug of tobacco for ten cents, just tear off a ten-cent coupon—that's all. And so on for all his purchases up to limit of the book. **NO PASS BOOK. NO WRITING. NO TIME LOST. NO KICKING.** There are other Coupon Books, of course, but why not have the best? Let us send you a free sample.

For Sale in Canada by

THE EBY, BLAIN CO., Limited, TORONTO.

C. O. BEAUCHEMIN & FILS, MONTREAL.

ALLISON COUPON CO., Manufacturers. Indianapolis, Indiana.

TEA.

AGENTS REQUIRED in Canada and United States to sell and obtain wholesale orders for Ceylon Black and Green Teas on commission. Apply, "COMMISSIONER," CANADIAN GROCER, 88 Fleet Street E.C. London, Eng.

COX'S

SPARKLING GELATINE

FAMED for SIXTY YEARS

Gives a bright Transparent Solution and is

Always Uniformly Strong, and always trustworthy.

Sold in shredded form in well-known checkerboard boxes.

Agents for Canada—C. E. COLSON & SON, Montreal. D. MASSON & CO., Montreal. ARTHUR P. TIPPET & CO., Toronto, St. John's, N.B., and Montreal.

BURLINGTON CANNING CO., Burlington, Ont. Limited.

We are sellers of **QUALITY** **Gallon Apples.** **FIRST**

Spies, Baldwins, Greenings, PUMPKIN, CATSUP, PORK and BEANS in all forms.

The best are the cheapest. Why not have the best?

WRITE FOR QUOTATIONS.

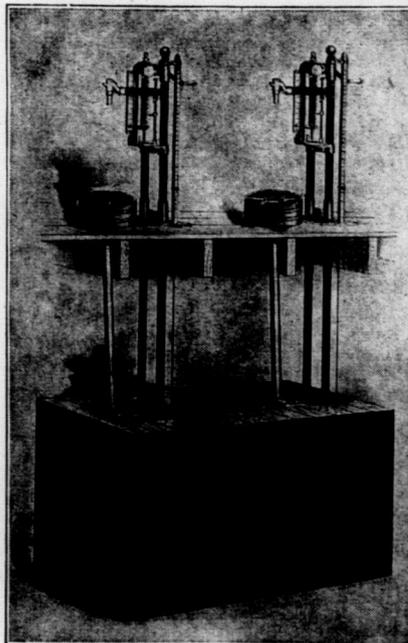
Every Housewife...



knows the advantages of a good broom. It's the foundation of a clean home. We want you to know our brooms. They are good brooms. Drop us a line and our traveller will call.

The **Waterloo Broom and Brush Co.,** WATERLOO, ONT.

DON'T DECIDE



DOUBLE CELLAR OUTFIT.

NOT TO BUY NOW UNTIL YOU HAVE FULLY INVESTIGATED

The Bowser Self-Measuring Oil Outfit

is greatly improved and the best we have ever made. It has many advantages which you would find would materially assist you in making a profit on your oil handled. In fact, it will in a very short time save you more than it cost. It costs you nothing to investigate. Write today for full information. It's free. Ask for Catalog "B." :: :: :: ::

S. F. Bowser & Co., Fort Wayne, Ind.

are a menace neither to the retailer nor to the consumer. An evil factor in competition has been personal feeling, and jobbers, frequently in the same city, have oftentimes sacrificed profits simply because, not coming in contact with fellow-jobbers, they have taken for granted that their competitors were not worthy of acquaintance, and simply fit subjects for commercial war. Jobbing associations have done much to remove this personal feeling. The mere fact that the members meet occasionally, and perhaps once or twice a year sit down together to dinner, goes far toward breaking up this feeling of personal animosity which is far too costly to be carried into modern business. It is rarely that such associations attempt to regulate prices, but by free interchange of information, they prevent the spread of unfounded reports, and working together are able to take up such matters as freight charges, postal and express rates, and trade abuses; while some associations have deliberately pursued a policy of educating their own weaker members into proper business habits.

These associations also stand in important relation to the manufacturers, and have frequently been able to induce them to adopt better methods in the disposal of their goods. The associations have taken the view that jobbers are the natural outlet for the manufacturer, who should regard the jobber as his selling agent, and not his enemy, and that their interests are joint and often identical. Manufacturers have in many cases readily responded to this liberal idea, and an element of harmony has thus been brought into their relations. In all such matters, jobbing associations have been highly useful, while in these days of mammoth corporations and trusts, they have often been able to command a hearing where the individual jobber would have been ignored.

Such, then, is a brief account of the jobber as he appears to-day. He is the outgrowth of modern business conditions, and well equipped to distribute cheaply and to the best advantage the vast volume of goods daily outpoured by manufacturers who find it impracticable to market their goods directly. There seems to be no other channel through which the retailers can be so economically and advantageously supplied with a sufficient assortment of goods in all their variety of sizes and styles. No other agency offers to carry the retailer financially through dull seasons and times of stress, and without the jobber, manufacturers would often find it impossible to obtain proper representation to the retailers. The jobber has won his position by hard, intelligent work and economical service,

and is apparently an indispensable agent in the distribution of goods.

GOSSIP FROM TRADE PAPERS.

THAT the grocery trade press is performing an important mission in the interest of trade generally is emphasized by the accompanying timely utterances on the subject.

CALL A HALT.

For years the continued unselfish work of the grocery trade press has been illustrated through its strong advocacy of the formation and strengthening of grocery trade organizations. Through its reading columns and by personal solicitation, it has urged manufacturers to contribute financially to this association work, knowing full well that every dollar thus contributed has affected its advertising income; for invariably these sums were charged to advertising account and not to profit and loss, where they belonged.

The results of the past few years have shown conclusively that after the formation of an organization has been consummated it should be maintained through the dues and contributions of its own members, and this drawing upon the advertising funds of the jobber and manufacturer stopped. Retailers should fully know and appreciate that every dollar obtained by them through this aggressive mendicancy is taken from the legitimate source of income of trade publications, thus wronging their best friend and advocate.

An association, no matter in what line of trade, that cannot be supported by its own members after its organization, is barren of self-respect and should be disbanded, as it is a sham and not the helpful force instituted for the benefit of its members. "Can honest, intelligent, capable action be expected from any trade association supported by outside donations, with any more reason than you could look for it from among dependent inmates of a bounty-fed county poorhouse?"

If our association is to become a power for good for the grocery trade its support must come from the men who are going to be benefited. A man values most what he pays for; anything he may have given is valued at next to nothing. We agree with a well-known grocer when he said: "I am afraid that no association can be of much good when it has to rely upon manufacturers for support."

It is high time the retail grocer awakened to the sense of his obligations and supported the association movement as it should be supported, for it is when he shows him-

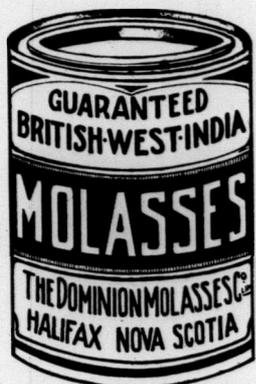
self willing to try and work out his own salvation, instead of being content to remain silent and look on, that any association will become a power for good, and only then.—Retail Grocers Advocate.

THE TRADE PAPER A NECESSITY.

Few level-headed business men to-day believe they could carry on their enterprise to the best advantage without the aid of the trade press. In whatever line of business effort he may be engaged the man is apt to be regarded as woefully behind the times if he ignores this potent agent for facilitating trade and industry. In the first place there is no exaggeration in the claim that the modern trade journal provides the most effective as well as the cheapest means of bringing the manufacturer or merchant into correspondence with those to whom he would sell his goods. The experience of almost every successful manufacturer backs up this assertion. As a vehicle for the introduction of new goods the columns of the trade paper are unsurpassed. Consular representatives have borne frequent and emphatic testimony to the efficiency of the trade journal as a missionary in stimulating the demand for domestic products in foreign countries. "The trade papers on file in foreign consulates, chambers of commerce and other commercial institutions in Europe are unquestionably furthering the interests of our export trade," says the American commercial agent at Eibenstock, Germany, "and while the advertisements contained in these may not always produce business at the outset, they lead to inquiries which, if promptly and carefully answered, very frequently lead to trade openings abroad." The up-to-date business man uses his trade journal in the most resultful way. He gets points from it which he could secure in no other way, and he utilizes the information thus gained to the advantage of his own particular business. The more he is concerned with his trade paper, and the further he enters into the reading, as well as into the advertising section, the freer the outlook he obtains over conditions in his special line, as well as the general business conditions of the country. Where the trade journal does not confine its functions to the commercial side of the trade to the interests of which it is devoted, but provides technical instruction and practical information bearing upon such trade, its value to its readers is still further enhanced, and when its columns are thrown open for the exchange of ideas and experiences between men interested in the same things, it becomes a medium for uniting the members of a particular trade in fully as close relations as does the trade association.—The Metal Worker.

MOLASSES

2 lb.



5 lb.

3 lb.

10 lb.

Finest quality West India Molasses in cans.

For samples and prices write to

The Dominion Molasses Co.,
Limited
HALIFAX - - - NOVA SCOTIA.

Agents

GEO. MUSSON & CO.,
JOHN W. BICKLE & GREENING,
GEO. H. GILLESPIE,
JOSEPH CARMAN,

TORONTO
HAMILTON
LONDON
WINNIPEG

Why



PAY BIG PROFITS

Suppose two articles cost you 16 cents and you sell each for 20.

Do you figure you make the same profit on each? Not necessarily.

You may make 25 per cent. on each but one will pay maybe 300 per cent. a year, on account of frequent turn over; the other, perhaps, only 75 per cent.

IT'S THE TURNOVER THAT COUNTS

Brands of intrinsic merit well advertised sell with the least expense and trouble to the dealer and they pay good profits because they keep your sixpence nimble. The sooner you get your order in for the 57 Varieties the sooner the turnover begins.

H. J. HEINZ CO., = Pittsburgh, U.S.A.

Good Brushes



Many housekeepers are "finicky" about their brushes—please that class of women on **quality**, and you are safe with the class that don't care. We are particular that every brush we make shall conform to one ideal standard in its class. You may know in advance what to expect when you sell **BOECKH'S BRUSHES** and **BROOMS**—satisfied customers.

We also depend upon obtaining YOUR Good-will.

United Factories, Limited,
Head Office: TORONTO.

BRANCHES:
MONTREAL
LONDON

COFFEE

There is no use expecting **real good coffee**, if the circumstances are not favorable. Not every man who advertises big gifts—gives them. He can't. Nor can everyone do the coffee trade to perfection. Good goods **well bought** are half sold and this is the main reason for **Pure Gold** success. Then we blend our coffees with a full knowledge of the requirements of your locality and the coffees never change. Why? Just because the cup quality must reach a clearly defined standard **and stay there.**

Our 28c. blend is a charming coffee. Why not order a can **just now?**

Pure Gold Mfg. Co., Toronto.

COFFEE

Window and Interior Displays

Timely Hints
and Suggestions

Treatment of the Window Dresser.

A GROCERY store seldom finds it expedient to engage a professional window dresser, as is commonly done in the larger dry goods and departmental stores, but every merchant should select a clerk, whose duty it is to attend to and dress the windows. Even if there are many clerks who could fill the position, their talents should be placed at the disposal of one, who is at liberty to use or refuse them as he sees fit.

Choose the clerk whose artistic taste and ingenuity can be depended upon; place the window entirely in his charge, and give him the responsibility that will put him upon his mettle. Where one clerk is held responsible, he will see that the glass is bright, the display neat and clean, and will keep ever before his mind the next arrangement. It takes much time to plan a window, and there should be one man who has little else to think about.

Once the window dresser is selected, and the few rules which you may have decided to follow, explained, give him entire charge. If he is worth keeping he will not be above suggestions from any source; but do not, except in extreme cases, attempt to coerce him. No window dresser can get the effect he is after, when forced to adopt the detailed plans of another. He will feel interest enough in his work to do his best, and his experience will soon place his ideas above the plane of many of those emanating from an inexperienced man.

A few of the points to be insisted upon at the first are: (1) windows should not be used as bill boards, (2) display and glass should be kept clean, (3) goods should be injured as little as possible, (4) prices should be honest, (5) nothing should be displayed that is not in stock and (6) changes should be made at certain intervals.

Do not restrict the window dresser too much in the matter of expense of designs. A \$5 window may sell \$100 in goods. Do not get in a rage if some little injury is done the goods; it costs

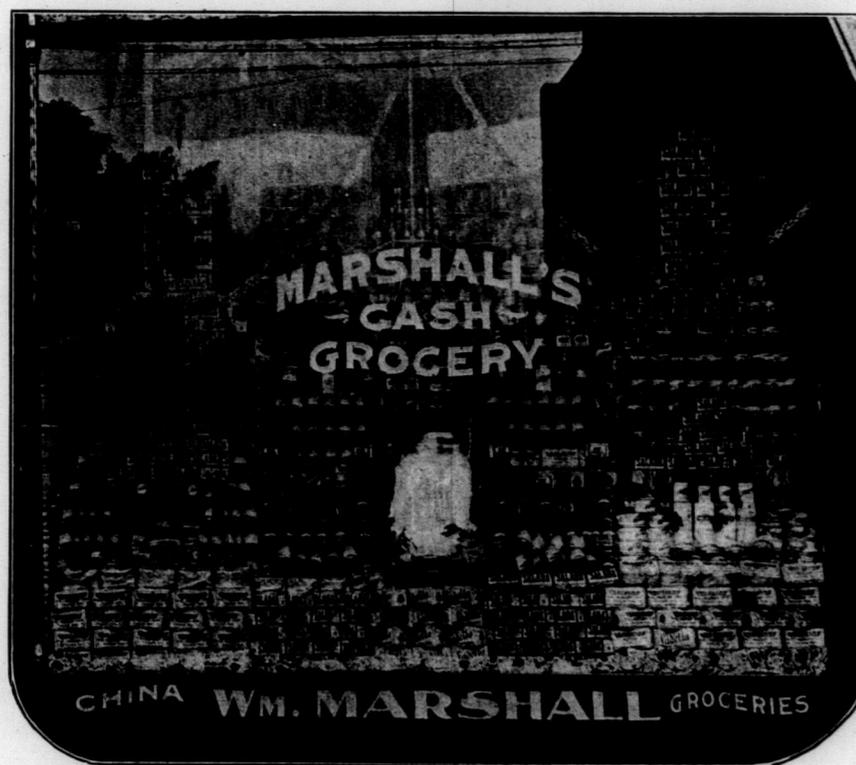
money to advertise. It might be found advisable to set apart a certain sum each year or quarter for display purposes, only allow your dresser to use it in his own time and way.

And don't forget to praise him if his work is good, and to give him credit for an admired display.

Let him confine himself to the window when in the act of arranging a display, and do not call him away to wait on a customer, or for any other reason. A disturbed window dresser does not give

admit of a great variety of arrangements and effects that are sure to attract attention. In addition, picture windows may be devised which while effective are simply constructed and what will be expected by the season's shoppers.

Live animals of any kind can never be passed by. For Thanksgiving a few turkeys can be kept in the window, one merchant who adopted this plan, offering them as prizes for a competition he was carrying on. A dressed turkey or



A Prize Window Shown by Wm. Marshall, Sault Ste Marie, Ontario.

his best attention to a customer, and his plans are apt to miscarry. Treat him as an important part of the business, and his ideas will expand, his displays improve and the business prosper and increase.

Holiday Displays.

FOR the Thanksgiving and Christmas season special displays have come to be a necessity. For the latter the various goods peculiar to the season

a table well set with Thanksgiving dinner delicacies will also pay at this season. By the same means breakfast foods can be displayed. In one window a man and woman were seated at a table eating a good breakfast.

Mechanical toys will ever be an attraction and while not as a rule advertising the goods, they can be made to do so, with a little thought. For instance a milking scene in which the cow's head moves backward and for-

ward, a boat moving around in a tub of water at the edges of which are small boxes of tea to represent the import side of it: many others can be thought out by any skillful window dresser.

Packages of tea, raisins, starch, etc., and canned goods can be built up to represent local buildings. These displays can be made once a month and should be fairly true models of the buildings to be represented. Around these lay out grounds true to life, by the use of sod and gravel. An iron fence can be made by driving wire nails through two long pieces of wood, the points of the nails appearing a half inch or more through the upper piece. By making this up in short lengths any shape can be given the fence and it can be used often. Figures

boxes and packages also permit of varied styles of stocking.

In one window a grocery interior was represented. A counter was built up of canned goods on the top of which a board was placed. On this was a cut cheese, weigh scales, wrapping paper, a small showcase and other things usually found on a counter. The wall and background were filled up with temporary shelves on which were canned and bottled goods neatly arranged. Several other little things helped to make the window a good copy of an interior.

An inexpensive fountain can be made by placing on the floor above a barrel of water, from which runs a small rubber pipe to the floor of the window and up through a common tub. When the water is turned on upstairs quite a pressure is noticed in the water sent up from the

in a large tin or be made of glass over pebbles, the hills built up of salt with spots of dark color for shrubbery. A bridge and house can be made of packages and live fish or frogs can be placed in the water.

A special brand of tea will receive an excellent and striking advertisement from a window decorated entirely in Chinese toys, umbrellas, lanterns, fans, and curiosities. In the arrangement must be the tea advertised.

The Illustrations.

The window arranged for John Robertson & Son, Montreal, was entirely devoted to Red Heart Tonic Wine in the display of which The Grocer has shown several attractive pictures. The most striking feature of this window is the ornamental hangings from the ceiling. These are of paper in conical and heart shapes. On the different hearts are the letters to make the words "Red Heart Tonic Wine." A few bottles also are suspended by strings. The display proper consists of careless appearing arrangements of bottles of the wine, the central feature in each detail being a picture or advertising card. The fencing girl has been made good use of on account of the red heart she wears on her waists. Ribbons are run from the suspended bottles to these hearts and other prominent points. The general scheme can be followed in the display of any line.

In the window of Wm. Marshall's store at Sault Ste. Marie is an arrangement which partakes much of the nature of an English display—high and solid. This window captured the first prize offered in that town by the July 1 celebration committee. The large glass is 10 by 12 feet. The back is open and extends to the store floor, the platform being built up to suit the display in each case. A well devised scheme was the selection of goods in red, white and blue colors, combined with flags and a picture of the King and Queen. In the front on the floor was gathered cheese-cloth on which were thrown flowers and leaves. Back of this the goods went up in different divisions and included, teas of various kinds, sardines, salmon, canned vegetables, beef and soup, baking powder and bottles of pickles, catsup, etc. The arrangement is well worthy of study as it is one of the best examples of English window dressing that have come to hand.

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A Wine Window Shown by John Robertson & Son, Montreal.

of men can be placed around to lend life to the design.

A window dresser built a fire place in the corner of the window, out of tea packages. The opening was a box set up on end and the brick work and tile surrounding a fireplace was made of the packages piled one on another and coming just to the edge of the box. At the proper height a board projecting a few inches was the mantel, and above this some fancy arrangement of the packages completed the structure, which can be strengthened by cards or laths. In front of the fireplace was a mat, and a table was set out with a tea pot and cups. An easy chair and a rocker were placed carelessly near the table. Fire irons and light ornaments on the mantel carried out the idea. Cigar and cigarette

pipe. The tub catches it all as it falls. If the water is colored, prettier night effects are obtained. Around the tub can be built up a bank covered with sod and flowers, and down one side can be run a tiny rivulet from the tub, into a barrel or tub below the window.

Colors of lines carried can be made use of in various ways. A butterfly with its beautiful spots and lines of color can be made of coffee, tea and different shades of sugar. The surrounding floor can be covered with white sugar to bring out the colors more distinctly. Other designs, such as flowers can be worked out in the same way, and even pictures of people are possible.

A landscape can be built up to represent rocks, water, hills, etc. The rocks can be made of rock salt, the water be

OAKEY'S The original and only Genuine
Preparation for Cleaning Cut-
lery. 6d. and 1s. Canisters
'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, LIMITED

MANUFACTURERS OF
Emery, Black Lead, Emery, Glass and
Flint Cloths and Papers, etc.
Wellington Mills, London, England

Agent:
JOHN FORMAN, 644 Craig Street
MONTREAL.

...ESTABLISHED 1849...

BRADSTREET'S

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

Offices Throughout the Civilized World.

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

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

Subscriptions are based on the service furnished, and are available only by reputable wholesale, jobbing and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations. Specific terms may be obtained by addressing the Company at any of its offices. Correspondence invited.

—OFFICES IN CANADA—

HALIFAX, N.S.
OTTAWA, ONT.
VANCOUVER, B.C.

HAMILTON, ONT.
QUEBEC, QUE.

LONDON, ONT.
ST. JOHN, N.B.
WINNIPEG, MAN.

MONTREAL, QUE.
TORONTO, ONT.

THOS. C. IRVING, Gen. Man. Western Canada. Toronto.

FINEST QUALITY
EXTRA CIDER VINEGAR
FOR PICKLING.

THE W. H. WILSON CO., LIMITED
Tillsonburg, - - Ontario.

ROBINSON'S
PATENT BARLEY

Sales are increasing all over Canada.
New Buyers are cropping up everywhere.
You cannot afford to be without

ROBINSON'S
PATENT BARLEY



Raised on It.

On the Sunny Side of Forty

and haven't made all the money we would like.

The result is that we are hustling for business - your business.

Wrapping Papers, Twines, Oyster Pails, Parchment Papers, Toilet Papers, Paper Bags.

Lightning Shippers.

Lightweight yet strong papers.

These are our bait for your trade.

Douglas & Ratcliff, Limited,

Toronto.

Don't Loan Glass Jars!

It costs too much.

Use instead our XX Century Paper Pail.

Won't leak; won't spill.

For Molasses, Vinegar, Oysters, Ice Cream.

Don't loan Glass Jars.

Douglas & Ratcliff, Limited,

Toronto.

A YEAR AGO very little was known of . . .

EAGLE BAKING POWDER

AND

SAN-TOY STARCH

except in MONTREAL and vicinity, but

TO-DAY they are known from the ATLANTIC to the PACIFIC.

MR. GROCER, have you stocked them? The time is coming when it will be necessary to do so. Why not DO IT NOW?

ACTIVE AGENTS WANTED WHERE NOT REPRESENTED.

J. H. MAIDEN CANADIAN AGENT, MONTREAL

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.

* This department is conducted and prepared by Mr. J. C. Kirkwood, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. He will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticise advertisements which may be submitted to him. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE CANADIAN GROCER, Toronto.

LESSONS IN ADVERTISING.

IN the series of lessons on advertising herewith begun the aim will be to make each paper practical. The course will not pretend to cover the subject of advertising in any elaborate or exhaustive fashion. There are aspects of advertising which, while they may be interesting, have little or no value to the merchant who is concerned with the advertising problem only as it relates to his own business. The series of instruction papers will deal (1) with the physical features, so to speak, of the advertisements—the things which appeal to the eye—type, white space, rules and borders, illustrations; (2) with the text or reading matter, its style, sentences, words, phrases, divisions, display; (3) with the argument, or persuasive character of the advertisement; and (4) with certain imperative features which should characterize all advertising in order to make it effective.

I.—The Appeal to the Eye.

An advertisement to be read must first be seen. One has but to pick up the average newspaper to find that a majority of the advertisements provoke no interest. The eye falls upon them but there is nothing in them to arrest the attention, and they are passed over unread. This is true of advertisements using big space and of advertisements using very small space. On the other hand there are some advertisements that hold the eye, command the attention, interest the reader, and convey clearly and effectively the advertiser's message. If the reader were to define what it was that in the first place held the eye and led on to an interested perusal of the whole advertisement, it would be found that there was something pleasing about the appearance of the advertisement and also something in the way things were said. It may have been a harmonious effect of the whole, or the headline, or the illustration, but whatever it was, the advertisement "stood out" beyond the others, and as a consequence received the attention desired by the advertiser. It is to assist the advertiser to secure for his advertisement this outstanding effect that this first study paper will concern itself with.

First of all there must be a quiet orderliness in the advertisement—in its display. A very common tendency is to over-emphasis or to peculiar arrangement. An easily read advertisement is infinitely better than one that exercises the eye over much, and that makes undue demands

upon the reader's attention. A study of the advertisements of the big stores or in the Ladies' Home Journal, Delineator, or any of the leading magazines will illustrate the point here made. It is gratifying to see the marked improvement in this regard in the advertisements of many Canadian merchants; yet there are some who yield to a desire to underscore almost every word they write. Possibly some of the credit for the better appearance of advertisements is due to those who set up the copy. Printers are earnest students of the artistic side of their craft, and an immense amount of excellent work is being done by the printers' trade journals in the line of instruction in the art-side of printing.

Many sizes of type, many varieties in the style of type, and tricky or difficult arrangements of type are an abomination. It is almost impossible to lay down hard and fast rules in this matter of what styles and sizes of type to use, but it is not hard for the man who wishes to turn out a good advertisement to choose type, both in the size and style of face, that will ensure a good effect.

It may seem a little soon to introduce this question of type, yet in dealing with the division of our subject which treats of those things that appeal to the eye type faces or styles, and type sizes are of the first consideration to the man who wants to secure the very best results.

It may be said at this point that there are several hundred varieties in type faces, but the advertiser needs to know of only a very few of these, and the average printing office is supplied with only a very few varieties and sizes of type. The styles and varieties of type illustrated are common enough, yet it is quite possible that many a newspaper office throughout the country lacks some one or other, perhaps several of them.

That plain type is desirable and effective for advertising is shown by the fact that it is used largely by advertisers whose expenditures are among the thousands of dollars. Among the styles of type which can be used effectively are old-style Roman, light-faced Gothics and Latin Antique. Not only are these types well adapted to advertising pages, but also to the very highest grade of artistic work. It is interesting to note that almost all frequent advertisers in the dailies are identified with some special face of type.

A—Type

Some of the common and popular type faces are known as De Vinne, Jensen, Post, Roycroft, Old Style, Gothic,

Ionic, Antique, Italic, Pica, Nonpareil, Agate. Some are most useful for "display," others are "body" type. Herewith are provided specimens of the type faces named:

The Wanamaker Christmas Show for children this year is called "The

Example of 12-Point DeVenne Series.

Man in the Moon." It is a story told in pictures, and as a consequence the store is

Example of 12-Point Jensen Series.

Constantly crowded with a throng of delighted little ones—brought

Example of 12-Point Post Series.

there, of course, by their mothers and sisters who come to buy. On the fourth

Example of 12-Point Roycroft Series.

floor is the first picture—the little girl who lived in the Land of Nod and who started out

Example of Old Style Pica Series.

to find who was the man in the moon. She is depicted

Example of 12-Point Gothic Series.

Sound asleep in her little white bed, and the pictures that follow

Example of 12-Point Ionic Series.

are what she saw in her dream. There is the Village Church with

Example of 12-Point Latin Antique Series.

its loaded Christmas tree; then the Country of the Fairies that she went

Example of 12-Point Harvard Italic Series.

through: next the Red Grotto, the Green Grotto, the Merry Gnomes and the Goblins'

Example of 12-Point Series.

Den. After that Paradise Glen, with lovely colored birds floating through the air, then the Crystal Cave and the Arctic Regions with the Aurora

Example of Nonpareil.

Borealis, and, finally, the Man in the Moon. The Wanamaker Christmas Show for children this year is called "The Man in the Moon." It is a story told in pictures

Example of Agate Series.

The foregoing are useful as examples. It is not necessary to study them in an effort to memorize the styles with their names. Their quick recognition will come with their use. It will suffice in the meantime to note the different styles and to consider their different effects, and to contrast them. It will be found expedient to clip this exhibit of type faces and to paste same on a card or in a book for reference later on.

There is another aspect of this question that must be dealt with, namely, the designation of type sizes. The old method of type measurement was by a distinctive name. Thus type sizes were known for example as:

An advertising man is a born optimist.

Pica.

It is his business to see the possibilities of things.

Long Primer.

An advertising man is a born optimist. It is his business to see the possibilities

Nonpareil.

An advertising man is a born optimist. It is his business to see the possibilities of

Agate.

The modern system of designating the size of type faces is called the Point System. Thus type is said to

be 8 point, 10 point, 12 point, 18 point, 36 point, 48 point, 72 point, and so on.

There are in theory 72 points in an inch of space. Thus a 36 point type would measure one-half inch in depth, a 24 point face one-third of an inch, a 12 point face one-sixth of an inch, or, to state it differently, there are six lines of 12 point type to the inch, four lines of 18 point type, two lines of 36 point type.

An appreciation of the point system of type measurement is desirable in that it enables the constructor of advertisements to indicate to the printer in a definite, intelligible way just what size of type to use. For example, a certain display line would look well, so the writer determines on a 36 point. So he indicates on his copy that he wishes a type measuring one-half inch high. Or it may be that a 24 point or an 18 point or a 36 point size is wanted, meaning thereby a face measuring one-third, one-quarter or one-half an inch in depth.

To illustrate there are here given examples of differing type faces and sizes with the names and sizes in points indicated below:

Advertise

Example of 48-Point Devienne Series.

ments Should be busi

Example of 24-Point Devienne Series.

nesslike. There are no frills

Example of 18-Point Devienne Series.

About business. Is

Example of 36-Point Jensen Series.

is a matter of fact, direct. It is

Example of 18-Point Jensen Series.

Not only foun

Example of 36-Point Post Series.

dation, but the Super-

Example of 18-Point Post Series.

structure, as Well, of

Example of 24-Point Roycroft Series.

modern Civiliza-

Example of 24-Point Extended Gothic Series.

tion. Men who sell

Example of 24-Point Aron Series.

Are in earnest. Those who sell are in earn-

Example of 12-Point Series.

est. Those who earn their money by labor know that it

Example of 10-Point Series.

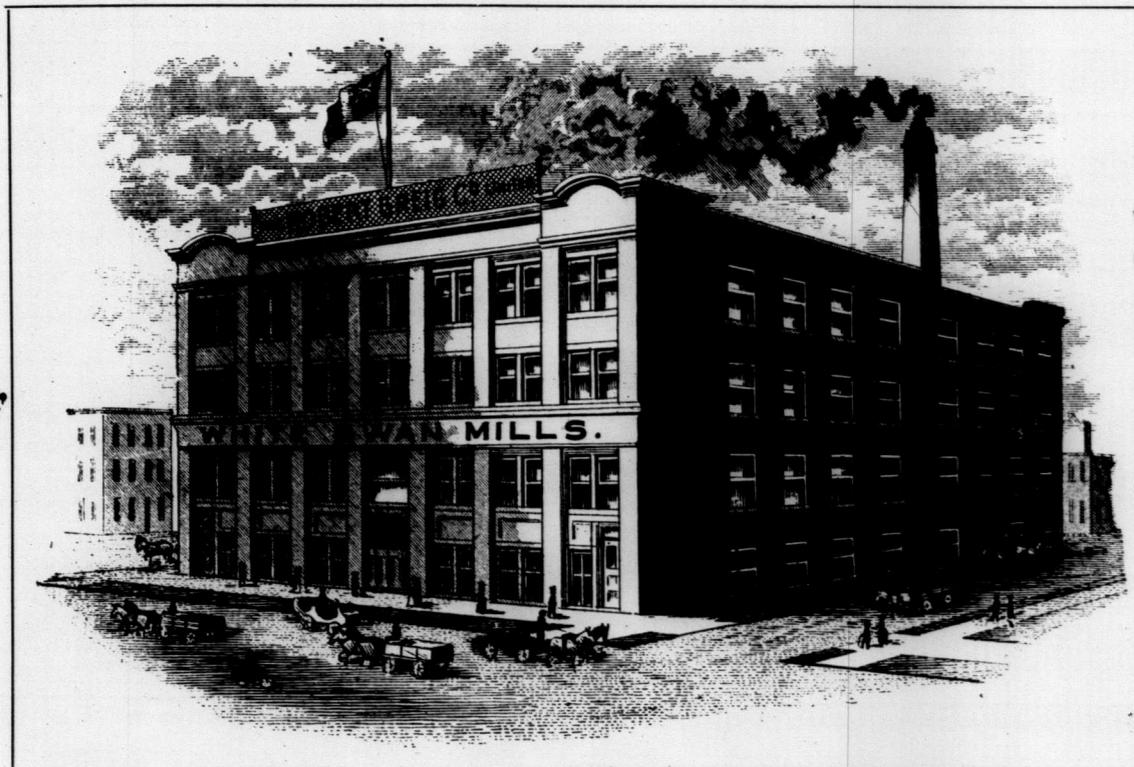
is hard to get, and they part with it as a necessity to their

Example of 8-Point Series.

being. To be sure, they do not spend it reluctantly or gingerly, but they part with it

Example of 5½-Point Series.

(To be continued)



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Our **WHITE SWAN, ORIENT AND PHOENIX** Brands stand pre-eminently for goodness.

Quality, Quality, Quality is the keynote of every department, and the slogan of our entire establishment. Buildings, plant and machinery are complete and equipped in every detail.—Modern and up-to-date in every respect.—All planned with the one idea of **QUALITY**.

Here are a few of our lines—dependable goods—goods that the most fastidious can handle with assurance :

WHITE SWAN

Flaked Wheat,
 Flaked Rice,
 Barley Crisps,
 Flaked Peas,
 Gluten Flour,
 Graham Flour,
 Whole Wheat Flour,
 Buckwheat Flour.

ORIENT and PHOENIX

Coffees,
 Spices,
 Cream Tartar,
 Jelly Powders.
MO-JA Coffee,
 the old reliable.
 Cafe l'Aromatique,
 Cafe des Epicures,
 Cafe de Luxe,
 French Coffees in
 Amber Glass Jars.

WHITE SWAN

Baking Powder,
 Flavoring Extracts,
 Prepared Coconut,
 Jelly Powders,
 Cake Icings.

Grocers' Specialties.

We have just published a new catalogue of all our lines and will gladly forward a copy on request.

The ROBERT GREIG COMPANY,
 Limited
WHITE SWAN MILLS,
TORONTO.

We assure you of prompt shipment, careful and courteous attention to all orders and enquiries.



We are the largest Truck Makers in Canada.
 We make **50** different sizes and styles to suit all purposes.
 A full line of Rubber-Tired Wheels on hand.
It is the BOY behind the Truck that saves the DOLLARS.

WRITE FOR CATALOGUE AND PRICES.

John Watson Mfg. Co., Limited
 Ayr, Ontario, Canada.

The "Perfection" Canister

Jams
 Jellies
 Syrup
 Starch



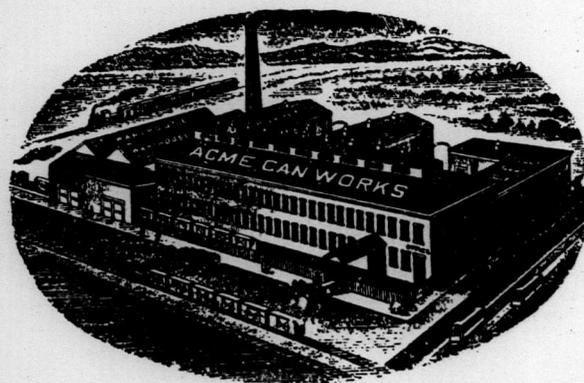
Teas
 Coffee
 Spices
 B. Powder

SQUARE, ROUND OR OBLONG.

ARE YOU INTERESTED in keeping down expenses, thereby increasing profits?
 ARE YOU BUYING GOODS before you find out if they can be purchased cheaper elsewhere?
 YOU BUY RIGHT when you save from 20% to 70% in the purchase of your container.
 WE manufacture in any size from 1/4-lb. Spice to 5-lb. Tea.

The Dominion Canister Company, Limited
 Dundas, Ontario, Canada.

When in need of cans, serve your best interests and consult us.



Acme Can Works

make the largest assortment of any factory in America of **TIN CANS** by the latest up-to-date automatic machinery.

We are the **only** makers in Canada of **Key-Opening Meat Cans, Poultry Cans.**

They are our specialties.

Manufacturers for Canada of

Jewett's Self-Heating Can

We solicit inquiries for prices on
 Baking Powder, Oil,
 Syrup, Lye, Paint,
 Varnish, Condensed Milk,
 Poultry, Fruit, Vegetable

Cans Lard, Syrup, Butter } Pails

ACME CAN WORKS
 Ontario Street East, - - MONTREAL, P.Q.

A Single Case

—it is all right. We won't deny that we would have been more pleased to have him order five cases—but we solicited single case orders. The grocer didn't wish to order more. We want every grocer in Canada to know the worth of

1892
1857
35

The Old Homestead Brand of Canned Fruits and Vegetables

This being our first season, we have not looked for big orders from the retail grocery trade—though in this regard we have been pleasantly surprised. We are thinking more of next year's business. It takes a year to get fairly started, and we are content this year with trial orders. OLD HOMESTEAD BRAND is not afraid of trials.

The Old Homestead Canning Co. Picton, Ont.

Distributed in the St. John and Moncton Districts by Messrs. Bowman & Cole, Messrs. Geo. S. DeForest & Sons,
St. John, N.B.; and Messrs. F. P. Reid & Co., Moncton, N.B.

THE CHAMPAGNE INDUSTRY IN FRANCE

By A. Hall in Booklovers Magazine.

THE famous city of Rheims is associated in our minds so closely with its wonderful old cathedral—which stands for all time as the apotheosis of Gothic architecture—and with the romantic career of Joan of Arc, to say nothing of the famous Jackdaw, that few people remember that this wonderful old city is the centre of the champagne trade, and the home of most celebrated champagne firms in the world. The city directory of Rheims gives the names of ninety establishments for the making of champagne. Over twenty firms are employed in furnishing the corks alone, while almost as many more are engaged in the machinery used in the industry.

The municipalities of Rheims and Epernay are in the department of the Marne, about two hours by rail southwest of Paris. The entire department covers over forty thousand acres of land, the municipality of Rheims being about sixteen thousand, seven hundred and fifty acres in extent. This department lies in the old Province of Champagne. The soil is of a chalky formation that retains the sun's heat and prevents heavy dews, thus giving the grape a fine chance to mature. The rolling hill country provides a good natural drainage, and there is about the same yield year after year without any necessity for enriching or renewing the soil. The vines are grown on small poles two and a half to three feet in height, and are cut back every second or third year, so that the vineyards present a curiously juvenile appearance, very unlike ours. There has been comparatively little damage done by the much-dreaded phylloxera. In June, for miles around, one gets the fragrant odor of the young grape-blossoms; and in October, in the vintage season, the beautiful masses of small purple and white grapes, heaped in profusion everywhere, are a picturesque sight as well as a delicious feast.

Wine Caves.

The wine is stored in immense caves both in Rheims and at Epernay, sixteen miles distant, in the heart of the vineyard district. Some of the caves extend for miles under the city, and parts

of Rheims are literally honeycombed with them. Often they are three stories deep under the street level, so as to vary the temperature. One descends to them by a splendid flight of one hundred and sixteen steps, cut out of the chalk soil. This staircase is over sixty feet in depth, and is lighted by electricity. The caves are more than ten miles long and are constantly being added to. There are about two hundred large rooms in them, some of the corridors to which are over a quarter of a mile in length. These are named after cities and distinguished statesmen, and one strolls along avenues bearing such names as Carnot, Thiers, and Washington, or London, Paris, Edinburgh, and New York.

It is not unusual to have as much as five hundred and twenty-eight thousand gallons of champagne, or thirteen to fourteen million bottles, stored in these cellars at one time. Instead of the dust-covered bottles and cobwebs and spiders we are apt to associate with wine-cellars, everywhere it is spotlessly clean and fresh as a New England housekeeper would wish her kitchen to be. Even the fine arts are not neglected in these wonderful, cool depths. In several rooms fine bas-reliefs are sculptured in the chalk. "La Fete de Bacchus," "Un souper au dix-huitieme siecle," and "Silenus," for example, are by well-known sculptors. The workmen are all well paid; each receives besides a bottle of red wine in the morning and another in the afternoon, to keep the blood warm while working beneath the earth, where they are busy most of the day.

Manufacture of Champagne.

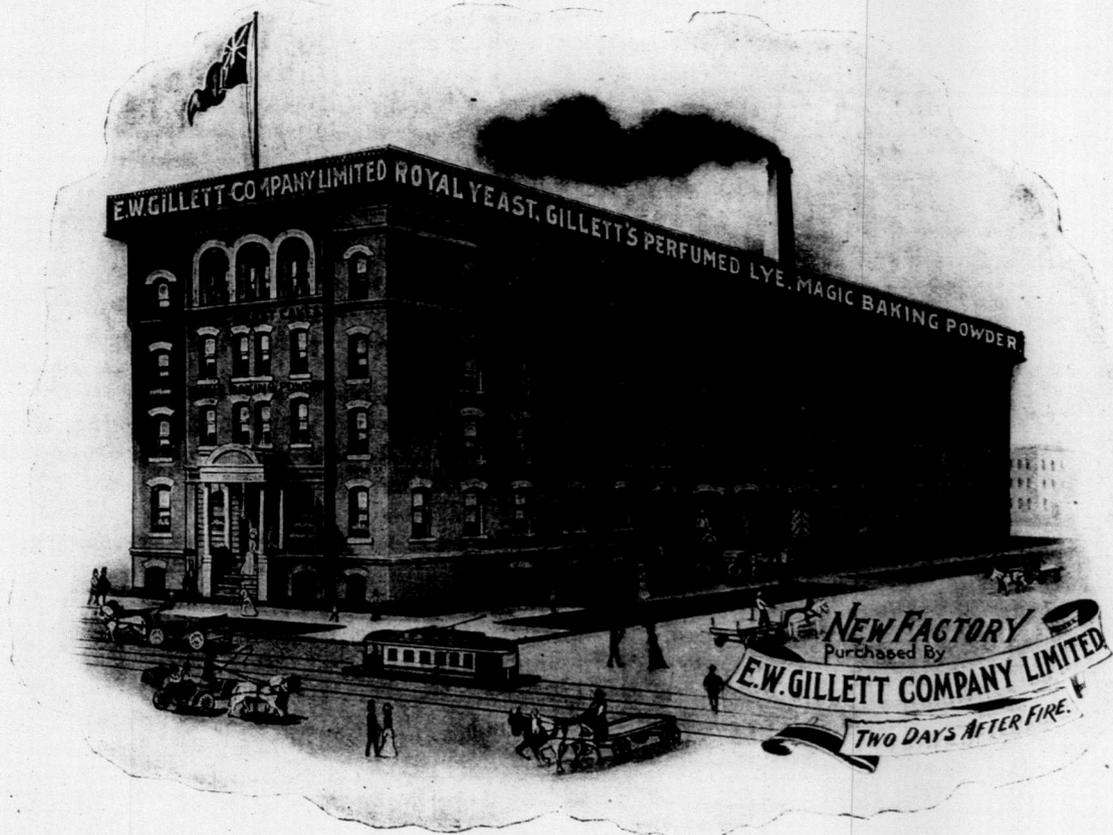
Before the modern cork was discovered, champagne may be said not to have existed. Without it no sparkling wine could really be brought to perfection, requiring as it does the peculiar process of fermentation after being bottled.

The larger firms use only the juice from the first pressing of the grape for champagne, leaving the second and third pressings for inferior wine, or, as it is called, *vin de suite*. The juice is taken in barrels to the cellars and poured into

larger vats, one of the vats holding as much as eight hundred gallons. The wine remains in these vats from October to January, when the mixing takes place. This is somewhat of a state secret in each establishment, as each wine-master has his own method for producing from wine of different vintages the flavors for which his particular brands are famous. This mixture is called the *cuvee*, and it stands again until April or June, when the great operation of filling the bottles takes place.

This *mise en bouteilles*, or *tirage*, is a great sight. The rapidity with which it is accomplished by the many workmen is marvelous. There are thousands of bottles which first of all must be tested, and then well cleaned. This latter process is done by machines. Then long pipes are extended to the bottles from the mighty vats that hold the *cuvee*, and as the bottles are filled, corked, and wired they are lowered in baskets, by a system of endless chains, to the caves below, where they are stacked in precise order in a very compact and solid mass, yet so that each separate one may be taken out without disturbing the others. These bottles are now left from one to two years, when they are put in small racks, necks downward, and for two or three months each bottle is given daily a gentle little shake by an experienced workman. In this way the sediment is brought gradually to the cork, and the wine becomes perfectly clear. One man can shake about thirty thousand bottles in a day. It seems a hopeless task, yet it is all accomplished with great system and ease. In some of the caves the men are allowed to use both hands in shaking bottles; but it is usual for the workman to use one hand only, and the result is supposed to be better.

Then comes the degorgement, or removal of the sediment. By some firms an ingenious system of freezing the neck of the bottle is used to accomplish this, and the sediment is taken out in a solid frozen mass. By many others, when the bottles are opened, a most skillful manner of pressing the thumb over the open mouth, letting the sediment out and losing very little of the



To the Trade :

We now occupy factory building as shown above, which is located corner of KING, DUNCAN and PEARL STS. For ten days have been busy moving from the temporary buildings we have occupied since the fire of April 19th.

With improved facilities will soon be in a position to fill all orders promptly. In the meantime, until all back orders are filled, hope the Trade will overlook any delay that may occur.

SINCE THE FIRE have made every effort to fill orders as promptly as circumstances would permit, and although working under great disadvantages in temporary premises, and having to provide ourselves with an entirely new supply of Electros, Labels, Cans, in fact, material of all kinds, including the innumerable articles necessary in a manufacturing business like ours, yet **HAVE ACTUALLY SHIPPED** in May, June, July, August and September, 1904, **MORE GOODS** than we did during the same period in 1903. In fact, each month has shown an increase over corresponding month of last year.

To do this our entire plant was worked to its utmost capacity, but was unequal to supply the enormous and rapidly increasing demand for "**GILLETT'S GOODS.**" This difficulty, however, will now soon be overcome.

E. W. GILLETT COMPANY LIMITED
TORONTO, ONT.

wine, is the usual method. This requires very great care, as no deposit must be left and as little wine as possible lost. The men who perform this work receive three or four dollars per day.

Sweetening and Packing.

Last of all come the sweetening, re-corking, labeling, and packing. The wine, having lost most of its sugar in this process of fermentation, now receives a small quantity of liqueur, which is pure sugar mixed either with brandy or with the wine itself. Each firm, at this stage of the process, keeps its methods a secret. The quantity of sugar or sweetening is varied for different countries. English taste requires the least sugar—or in some cases preferring it wholly without sugar, or champagne brut nature. The United States comes next in quantity of sweetness preferred, and France third. The more northern countries, such as Russia and Sweden, prefer a much sweeter wine, although the taste each year for less sweetening is growing more universal.

The work of measuring out the sweet liqueur is done by small boys. The corking and wiring are mostly done by women, who receive about 50 cents a day and their portion of red wine. The corks are put in by machines made in Rheims and Epernay. The machine has two motions, the first compresses the cork; the second pushes it into the bottle. These corks cost as much as four cents a piece, and are of fine quality. A small wire basket is turned by machines and pressed over the cork, and then comes the label and gold-foil.

Now the bottles are placed in straw, or paillons; which are made in Rheims, and the packing-cases stand ready to receive them. It is a curious sight to see the men fill these cases to overflowing with such a fragile mass, and then press down the cover as a woman would press down an overloaded trunk of gowns. One is quite sure they will all break to pieces until assured that it never happens, owing to the elasticity of the straw packing.

Output of Champagne.

In spite of the high duty on champagne—the United States paying seventy cents per bottle, Germany forty, and Russia even eighty or ninety—the demand grows all the time. As early as 1863 over nine million bottles were exported, France consuming nearly three million bottles more. In 1885 the amount consumed by France and other

countries was about eighteen million bottles, and in 1899 the exportation had increased to over nineteen millions of bottles, France taking besides over eight millions, making a total of twenty-seven million bottles of wine for that year. Besides this great output there were in 1899, in the cellars of Rheims, over a hundred and six million bottles in reserve. France receives a yearly revenue of nearly twenty-five millions of dollars from the sale of champagne.

Notwithstanding the fact that the methods of making champagne have been at one time or another publicly demonstrated—notably at the Paris Exposition, where workmen were sent for that purpose, using models from the Museum of Rheims—the world at large has had but a vague conception of the vastness of the champagne enterprise, and even less of its history, and of the many minds and many years that have been required to bring it to its present perfection. And so this story is told of the making of that sparkling fluid which issues forth at last from those dark caves of old Champagne.

THE GROCERY BUSINESS IN SOUTH AFRICA.

NOW that South African trade has become adjusted in a great measure after the long and bloody war, a general impetus has been given to the grocery business throughout the Colony, which has never been so flourishing as at the present time.

Indeed, in many "up-country" districts and localities removed from the big distributing centres of Cape Town, Johannesburg, Pretoria, Kimberley, Bloemfontein, etc., shopkeepers often experience considerable difficulty in maintaining sufficient stock to meet the requirements of their customers.

Taking it all around, the grocery business in South Africa is almost exclusively in the hands of Englishmen and Americans. There are a few Dutch and German houses—established principally in the Transvaal—but even their combined trade is a small one. The Boer farmers, as well as the native community generally, are far more ready to deal with a British or American firm than with one conducted by members of any other race. They know by experience that they can trust their goods and rely on receiving their money's worth.

Cape Town, as the capital of British South Africa, is naturally the centre of the grocery business for the whole of the country. Every freight ship arriving in

the port brings a consignment of goods from all parts of the world. After being examined and classified by the Custom House Department, these are then forwarded by train or ox wagon, as the case may be, to different stores perhaps thousands of miles away. Some, for example, go to Rhodesia and Matabeleland, some to Natal and the Transvaal, and some to the Orange River Colony. When, however, there is no particular hurry, the Cape Town agents of firms on the coast line usually dispatch goods by cargo vessels.

The greater part of a grocer's stock in South Africa is imported, as there are very few manufactories worthy of notice in the whole country. Jam, however (of which commodity a vast quantity is consumed), happens to be obtainable locally. It is made at a place rejoicing in the weird name of Stellenbosch. This is a village a few miles from Cape Town on the road to Wynberg. The fruit used for the purpose comes principally from Constantia district, a tract of fertile land to the west of Table Mountain, and consists for the most part of plums and apricots. Grapes, apples and melons, however, are used to a great extent as well, and they are often mixed together, for the African-der likes to think that he is getting full value for his money. Another point in connection with Cape jams is that they are always canned or put up in hermetically sealed tins varying from 4 ounces to several pounds in capacity. This is done with a view to preserving their contents from the fierce heat, which otherwise would ruin them in next to no time.

Owing to climatic conditions South Africa is largely a land of tinned provisions. Indeed, almost everything edible, from biscuits to bacon, or sugar to sausages, comes out of a tin. By the way, however, the manner in which these are gotten up is an important factor in making them readily salable, especially among the country farmers. The average Boer purchases groceries as young women purchase cigars—those with the prettiest pictures on the boxes appeal to him most. To an even greater extent this is also the case with the native population on the Veldt. By many Kaffirs, indeed, a jam tin embellished with a highly colored wrapper is regarded as a "charm" and treasured accordingly. The lids, too, are often displayed about their dusky persons as ornaments. On this account far-seeing and wide-awake makers always have their goods cased attractively. Old-fashioned and conservative firms who neglect to trouble about this and think that "anything will do for a colonial" find their business diminishing. Yet they have only themselves to thank for it.

GOODWILLIE'S FRUITS

*By reason of their delicious
freshness and flavor, are
always asked for by the
housekeeper.*

*Be sure you have a good
supply on hand.*

IN GLASS

ROSE & LAFLAMME,
MONTREAL.

STRAWBERRY JAM

NEW STYLE **BATGER'S** SQUARE JAR

WHOLE FRUIT

Agents:
ROSE & LAFLAMME,
MONTREAL.

C. & B. Candied Peels

CROSSE & BLACKWELL, Limited

LONDON, ENG.

C. E. COLSON & SON, MONTREAL, Agents.

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

Head Office Capital - \$2,000,000.00
 Toronto, Assets, over - 3,546,000.00
 Ont. Annual Income - 3,678,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life ASSOCIATION.

W. H. BEATTY, PRESIDENT.

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HEAD OFFICE, - TORONTO, CANADA.

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It may be necessary for your staff to have fidelity bonds. We act as surety on such. We are known the world over.

Write to us for terms and particulars.

The London Guarantee & Accident Co., Limited,

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 Canada Life Building, TORONTO.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$1,000,000.00.

TOTAL ASSETS, \$2,024,096.02.

LOSSES PAID SINCE ORGANIZATION, \$23,886,005.32.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
 Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President
 P. H. SIMS, Secretary. and Managing Director

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, \$8,700,000
 Rest, \$3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

LONDON, ENG., OFFICE,
 60 Lombard St., E.C.

NEW YORK AGENCY,
 16 Exchange Place.

The attention of exporters and importers is requested to the undemoted list of correspondents of this bank, embracing all parts of the world. In conjunction with its widespread system of branches, numbering 110 and covering all important points in Canada and on the Pacific coast of the United States, it is thus enabled to offer them unexcelled facilities for the transaction of domestic or foreign banking business.

List of Bankers and Chief Correspondents:

GREAT BRITAIN—
 The Bank of England; The Bank of Scotland; Lloyds Bank Limited; The Union of London and Smiths Bank, Limited; Parr's Bank, Limited.

UNITED STATES—
New York The American Exchange National Bank, The Fourth National Bank; **Boston** The Bank of Nova Scotia, The National Shawmut Bank, The National Suffolk Bank; **Buffalo,** The Marine National Bank; **Chicago,** The Northern Trust Company; **Detroit,** The People's Savings Bank, The Commercial National Bank; **Minneapolis,** The North-Western National Bank; **New Orleans,** The Commercial National Bank.

FRANCE—
 Credit Lyonnais, Paris; Messrs. Lazard Freres & Cie, Paris.

GERMANY—
 Deutsche Bank.

HOLLAND—
 Disconto Maatschappij, Rotterdam.

BELGIUM—
 Messrs. J. Matthieu & Fils, Brussels; Banque d'Anvers, Antwerp.

SWITZERLAND—
 La Banque Federale, Zurich.

Foreign Exchange Bought and Sold.

INDIA, CHINA, JAPAN and the PHILIPPINE ISLANDS—

Chartered Bank of India, Australia and China; Hongkong and Shanghai Banking Corporation.

SOUTH AFRICA—
 Standard Bank of South Africa, Limited; Bank of Africa, Limited.

AUSTRALIA and NEW ZEALAND—

Union Bank of Australia, Limited; Bank of Australasia; National Bank of Australasia, Limited.

HAWAIIAN ISLANDS—
 First National Bank of Hawaii, Honolulu; Bishop & Co., Honolulu.

SOUTH AMERICA—
 British Bank of South America, Limited; London & Brazilian Bank, Limited; Bank of Tarapaca and Argentina, Limited.

MEXICO—
 Banco de Londres y Mexico.

WEST INDIES—
 Bank of Nova Scotia, Kingston, Jamaica; Colonial Bank and Branches; National Bank of Cuba, Havana, Cuba; Bank of Bermuda, Hamilton, Bermuda.

Commercial Letters of Credit Issued.

CAPITAL PAID UP, - \$1,000,000.
 RESERVE FUND, - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARDEN, D.D., President S. J. MOORE, Esq., Vice-President
 D. E. THOMPSON, Esq., K.C. His Honor W. MORTIMER OLARK, K.C.
 THOS. BRADSHAW, Esq.

HEAD OFFICE, - TORONTO.

W. D. ROSS, GENERAL MANAGER.

GENERAL BANKING BUSINESS TRANSACTED

SAVINGS DEPARTMENT
 at all Branches.

ACCOUNTS SOLICITED

Drafts Bought and Sold.
 Letters of Credit Issued.

FINANCE AND INSURANCE

CREDIT INSURANCE.

INSURANCE against loss by fire and insurance against the risk of death are familiar phenomena in modern business. There is, however, a new phase of the insurance question, just beginning to occupy the attention of the public. This is no less than the protection of merchants against the loss which occurs through the granting of credit. The basic principle of this credit insurance is that the accounts entered upon the books of a business firm or corporation are as essentially "property" as the buildings or stock of that business, and for the same reason ought to be insurable. As the buildings or stock may be damaged or destroyed, so may these debts depreciate or altogether disappear, through the misfortune, incompetence, fraud or death of the debtor. Insurance of credits, although not yet transacted on so extensive a scale as other forms of insurance, has nevertheless long passed the experimental stage, and abundantly proven its safe and profitable character when judiciously conducted.

It must not be understood that credit insurance, as practised, covers the whole loss of a firm or corporation. It does not cover all bad debts, but simply the loss by bad debts, which is in excess of the ascertained normal loss. In the case of a merchant, whose total sales amount to \$500,000 a year, assume his average of loss by bad debts to have been one-half of one per cent., for six years past, that is \$2,500 per annum. This constitutes his normal or "own" loss and is not covered by his credit insurance. If his total loss for the year insured does not exceed \$2,500 he has no claim under his policy. But if his losses amount to \$4,000, he, himself bears the first \$2,500 and the company bears the balance or \$1,500.

The similarity in principle between credit indemnity and fire insurance is manifest. Both are the provision made by prudent men against the unexpected. Credit insurance, properly understood, is no incitement to undue extension of sales, but a safeguard against abnormal loss through causes which cannot possibly be foreseen. It in effect gives an absolutely responsible endorser and strengthens the position of the insurer with his banker, who is assured that disaster cannot befall him through loss by bad debts.

A company, known as the Canadian Credit Indemnity Co., Limited, has just been formed; to undertake the insurance of credits in Canada. Its board of directors includes such men as John W. Langmuir, John F. Ellis, Peleg Howland and W. K. McNaught, of Toronto. The authorized capital of the company is one million dollars in 10,000 shares of \$100 each.

FIRM INSURANCE.

A FEATURE of life insurance that is being rapidly developed in Canada is the department of firm insurance in which one or all the members of a firm carry insurance on their lives for the benefit of the firm. Firm insurance is done in two ways. The older method is the

writing of what are known as "joint life" policies. The firm in this case carries one life policy, and in the case of the death of one of the partners the insurance money is paid into the firm, and thus there is compensation to the surviving partners for the loss of their colleague. The disadvantage that this form of firm insurance labors under is the fact that in case of dissolution of partnership there is no way of satisfactorily arranging the policy. The only thing that can be done is to surrender the policy, and this means a considerable loss of cash to the policyholders.

As a result of this disadvantage the joint life system is being replaced by another system, under which each partner carries an individual policy, the firm in each policy being named as the beneficiary. Then, if there is a dissolution of partnership, the different policies can be adjusted in any way the holders desire, and anyone else's name may be substituted as beneficiary for that of the firm.

The joint life system is still in use in cases where there is practically no danger of dissolution of partnership, as, for instance, when the members of one family are the partners.

Often this variety of insurance takes the form of a single policy on the life of but one man connected with a business. This is generally the active manager. In the case of a company, with a number of silent partners or shareholders, it would obviously be a heavy loss to them to lose a successful manager. They accordingly insure his life. A case was recorded recently of the advertising man of a company being the one on whom a large policy was placed. The success of the business was considered to be due to him and the company decided to put \$50,000 on his life.

NOTES.

The Metropolitan Bank's head office is now located in the Canada Life Building, Toronto.

Mr. James Boomer, Toronto manager of the Manchester Assurance Co., died on September 13.

ESTABLISHED 1874

JOS. B. REED & SONS

Insurance, Toronto

ADVANCED METHODS

Our Insurer's Advice Sheet system.
 " " Safe Deposit Vault.
 " " Bond (guaranteeing our work).
 Free of cost to our customers.

ABSOLUTE SECURITY

We represent the strongest and best companies in existence.

Write for our pamphlet illustrating the superior advantages of our office and methods.

<p>This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books,</p>	<h3>Leading Canadian Accountants and Auditors</h3>	<p>adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.</p>
<p>DAVID HOSKINS, F.C.A. Chartered Accountant, Auditor, Financial Valuator. 27 Wellington Street East, Toronto, Canada.</p>	<p>This Space \$15 a Year.</p>	<p>JENKINS & HARDY, Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 15 1/2 Toronto Street, Toronto. 465 Temple Building, Montreal. 100 William Street, New York.</p>

<p>This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,</p>	<h3>LEGAL CARDS.</h3>	<p>organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature. For advertising rates apply to MacLean Publishing Co., Limited, Montreal or Toronto.</p>
<p>TUPPER, PHIPPEN & TUPPER, Barristers, Solicitors, Etc. Winnipeg, Canada.</p>	<p>This Space \$15 a Year.</p>	<p>I. L. O. VIDAL. Barrister, Solicitor, etc. Collections and Commercial Law. Montmagny and Quebec City, Que.</p>
<p>ATWATER, DUCLOS & CHAUVIN Advocates. Montreal. Albert W. Atwater, Q. Consulting Counsel for City of Montreal. Chas. A. Duclos. Henry N. Chauvin.</p>		

<h2>Educational Department.</h2>		<p>The following institutions for the education of business men's sons and daughters are recommended by this paper :</p>
<p style="text-align: center;">1889.</p> <h3>The Belleville Business College, Limited,</h3> <p>Business firms get the best results by applying to us 10 days before vacancies occur in their employ. See Catalogue pages 21, 27, 33, 41.</p> <p>J. A. Tousaw,) Secretary.)</p> <p style="text-align: center;">BELLEVILLE, ONTARIO.</p> <p>J. Frith Jeffers, M.A., President.</p>	<h2>YOU NEED</h2> <p style="text-align: center;">METROPOLITAN <i>Business College</i> - OTTAWA, ONT. -</p> <p style="text-align: center;">R. A. FARQUHARSON, B.A., Principal.</p> <p style="text-align: center;">Shorthand Telegraphy Typewriting Bookkeeping</p>	
<h3>St. Margaret's College, Toronto</h3> <p>A Boarding and Day School for Girls. Thorough courses in every department. Only teachers of the highest academical and professional standing employed.</p> <p>GEORGE DICKSON, M.A., Director.</p> <p>MRS. GEORGE DICKSON Lady Principal.</p>	<p>One inch space in this dept. \$45 per year.</p>	

RETURNED
DEC 27 1904
Art Book 27
Page 27

Quarter of a Century
without change of management is the record of
Canada's Business College,
Chatham, Ont.
Canada's Greatest School of Business
Shorthand Penmanship,
For beautiful catalogue write.

DO YOU REQUIRE A STENOGRAPHER OR BOOK-KEEPER? We supplied nearly 400 office hands to business houses in Canada and the United States during the year ending June 1, 1904.

Do you know of any other business school in Canada that enjoys the confidence of the business public to such an extent as this?

In 1897 we commenced to publish lists of students placed each year.

That year the list showed 115 students placed in 11 months. The number placed each year has been rapidly increasing, until our latest shows 375 placed in the 12 months ending June 1, 1904.

Would you like to see copy of list? If so, write for it.

Do you know of any other business school publishing such lists annually?

Do you know of any other business school in Canada getting such results?

Have you a son or daughter that you would like to send to a high-class business school? If so, write for catalogue G., addressing

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R. A. Farquharson
Chatham,
Ontario

Our catalogue G. is acknowledged to be the handsomest issue of the kind put out by any business school on the Continent. If interested WRITE FOR IT.

Trade With England

Every Canadian who wishes to trade successfully with the Old Country should read

"Commercial Intelligence"
(The address is 168 Fleet St., London, England.)

The cost is only 6c. per week. (Annual subscription, including postage, \$4.80.)
Moreover, regular subscribers are allowed to advertise without charge in the paper. See the rules.

Special Advertising Rates have been arranged for space in "The Office," and will be gladly quoted on request.



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We do all kinds of good printing cheap. Let us handle your next order and you will be satisfied. Latest styles in Type and Borders. Everything up to date.

1,000 LINEN LETTERHEADS THIS MONTH, \$2.50.
G. A. Weese & Son, 44 Yonge St., Toronto.

THE OFFICE END

DEVOTED TO THE
OFFICE STAFFS OF
BUSINESS
ESTABLISHMENTS

TO THE OFFICE EMPLOYEE.

From the Business World.

IF you work for another, your own best interests are served by trying to put yourself in the place of the man who employs you—not too literally, of course. To achieve any great success for yourself you must do something for him. Get into a position that permits you to have his viewpoint. See things with his eyes. Think of them as he does. Let the day's affairs come before your eyes as they come before his. Reach out ahead for new things, and handle those at your side now, from a policy which you see is the policy of the house; with the same purpose and end as that which animates its head.

"It won't matter a bit how smart you are, how gifted, how able, how strong—unless your gifts and strength and abilities are exerted in harmony with the efforts which your concern, as a whole, exert.

"You are 'in the same boat' as the firm for whom you work. If you would help them (and thus only can you help yourself!) you must pull on your oar so as to fall into stroke with the others sitting near you. Otherwise what? Well, otherwise your strength will either be wasted or it will serve to stop the boat's headway. Remember you are not sculling, but rowing; and yours is but one of many oars. The old song says: 'A long pull, a strong pull, and a pull all together.' The long, strong pull were better omitted unless the rowers pull all together.

"Occasionally there is a little business started where one man is the whole thing. He can stand in the stern of his diminutive craft and scull his boat where he will. Progress means his strength, his judgment, his knowledge of the way. But as business grows and increases, this method must be exchanged for one yielding greater power of propulsion.

"Now he calls in others. Now his progress depends on unity of action on the part of all those who are working together for his good. If you are in his boat keep your eye on the same light he does; adopt the same rhythm of stroke, pull at the same time, in the same way, and for all you're worth. Work hard and faithfully for him. Forget yourself and struggle toward his harbor by harmonious means. If you get him there, you must, yourself, get there."

THE DRAFT SYSTEM.

H. R. W.

A SHORT time ago an article appeared on this page by "A. B. C." on the inconvenience to the retailer of settling accounts by draft. Mr. "A. B. C." states that if the retailer failed to meet an acceptance through miscarriage of the mails, the draft would be protested, thus proving expensive and also injurious to his credit. It might be said in answer to this that the majority of houses doing business with drafts have the "no protest" slip attached to draft, and a draft is rarely protested unless specially instructed or to hold an endorser. Mr. "A. B. C." also states that the retailer cannot always call in his money just as he wants it. This is also true of the wholesale merchant, in fact, he

is very often requested to grant extensions on lines for which he has paid spot cash, and although working on a larger capital finds it difficult to finance a large business at certain seasons of the year. Banks in Canada are opening up branches all through the country to such an extent that there are few towns which cannot be reached by draft.

If the retailer will look reasonably on this draft system, he will without doubt agree that the wholesaler could not conduct his business successfully unless some such method were adopted. We will say for example, that the wholesale house has some eight or ten thousand accounts on the books, of these about six thousand being out of town accounts. If no practical, systematic method of collection were adopted, it would be impossible to look after such a large number of accounts. No wholesale merchant prefers to make drafts and pay exchange, provided remittance is received for the account either by postoffice order or express order, but the difficulty is that the retailer does not remit within the time in which cash discount may be allowed, but sometimes thirty days after, and still deducts cash discount, and the wholesaler is obliged to give special attention to the individual account, necessitating thereby a very large and expensive office staff.

A HELP IN DICTATION.

From "The Book-keeper."

A THOUSAND and one ways to save time are overlooked by many a busy man simply because the time saved seems to be so inconsiderable that it is scarcely worth notice.

The modern business man usually spends a considerable portion of his time in dictating letters, often dictating from 75 to 100 in a single day's work. This dictation is a very important part of his work as a rule, and even with the best and most expert stenographers it takes much time which he would be glad to spend otherwise. Of course it goes without saying that it is not only wise but economical to provide for expert stenographic assistance, for it will easily be seen that it is poor economy to use five dollars' worth of your own time in dictating a batch of letters when you could, by paying a trifle more to the stenographer, have one who would use only two dollars' worth of your time instead of five.

In dictating one hundred letters you must of necessity dictate one hundred addresses as well. Now, to write one hundred separate addresses will take your stenographer a full hour or more, and this hour is wasted for you as well as for her, as you must wait while she writes the address. This two hours' time is well worth saving of course, and here is presented a method of effecting its saving.

A letter is usually dictated from an original letter or from a memorandum bearing the name and address of the party written to, and it follows that, if it were possible to hand the memorandum to the stenographer merely saying write him thus-and-so, all the labor of writing the name and address would be saved, but in most cases this is not possible. It is possible, however, to put an identifying mark on the letter or memorandum and let the

stenographer use this identifying mark in her notes, instead of writing the name and address in each instance.

The most convenient identification is a number, and it is a simple method to commence each day's dictation with number one, placing the number on the letter or memorandum and calling it to the stenographer instead of the name of the party addressed.

The use of a numbering machine which will print numbers in consecutive order makes the use of this plan still easier for it relieves the dictator from the necessity of remembering what was the last number used.

This plan has been used by the writer for a long time and in taking care of from 150 to 175 letters a day, he finds that it works very satisfactorily and causes no mistakes.

THE STATEMENT CHEQUE.

H. R. W.

A FORM of cheque being adopted very largely now by business houses is that with the statement form either at the left of the cheque proper or on the reverse side. The advantages are obvious. The regular endorsement is sufficient receipt; full particulars of the settlement appear on the statement form, and where no statement is received from the parties from whom goods were purchased, as is so often the case, it is a very convenient form of remittance. The advantage of having the statement form at the left, on the face of the cheque, is that the amount is before the person drafting the cheque and is less likely to be transposed than if it were carried from the statement on the reverse side. The only extra work involved in preparing this form is the insertion of the amount from statement received from the creditor, the vouchers when received from the bank being uniform. These forms should be numbered consecutively before being sent out, entered direct in the bank book or in the bank column in cash book, doing away entirely with cheque stubs, which require to be entered again, and when returned by the bank at the end of the month sorted and filed numerically, after being attached to any corresponding vouchers, such as statements, vouchers for unpersonal accounts, freight bills, etc., which have already been given the same voucher number as the cheque.

It is hardly necessary to say that no other form should be sent out with these cheques, such as a notice that cheque for a specified amount for an account to a certain date is enclosed, as this form gives full particulars of the account being settled.

Criticisms and replies to articles which appear on this page may be sent to the MacLean Publishing Co., "The Office End."

Advertisement for Taylor's Safes, established 1855, featuring 'Double Tongue & Groove' safes. Location: 145 & 147 Front St. East, Toronto.

HOTEL DIRECTORY.

NEIL McCARNEY, PROP. W. C. McCARNEY, MANAGER. THE PROVINCIAL LEADING COMMERCIAL HOTEL. GANANOQUE, ONT. Located in Heart of Business Section. Ten First-class Sample Rooms.

HOTEL GRAND

O. F. BAKER, PROP. GALT, ONT. First-class accommodation for Commercial Men.

SAFES

Guaranteed fire and burglar proof

"The Winnipeg Safe" That's "OURS"

Country Merchants, we want to job with you and will make a very low price on a sample safe. Correspondence solicited.

EASY TERMS

Winnipeg Safe Works

Office, Cor Princess and McDermott Winnipeg, Man.

THE BELL TELEPHONE CO.

of Canada, Limited

has extended its

Long Distance Service

From

BRANTFORD

to

MOHAWK, OAKLAND and SCOTLAND

Rates may be obtained from any of the Long Distance Toll Stations of the company.

Mistakes Cost Money

When you send out an account with a mistake in it you lose. If the error is in your customer's favor you lose money. If the error is in your favor you lose your customer

MISTAKES ARE IMPOSSIBLE WHEN YOU USE THE

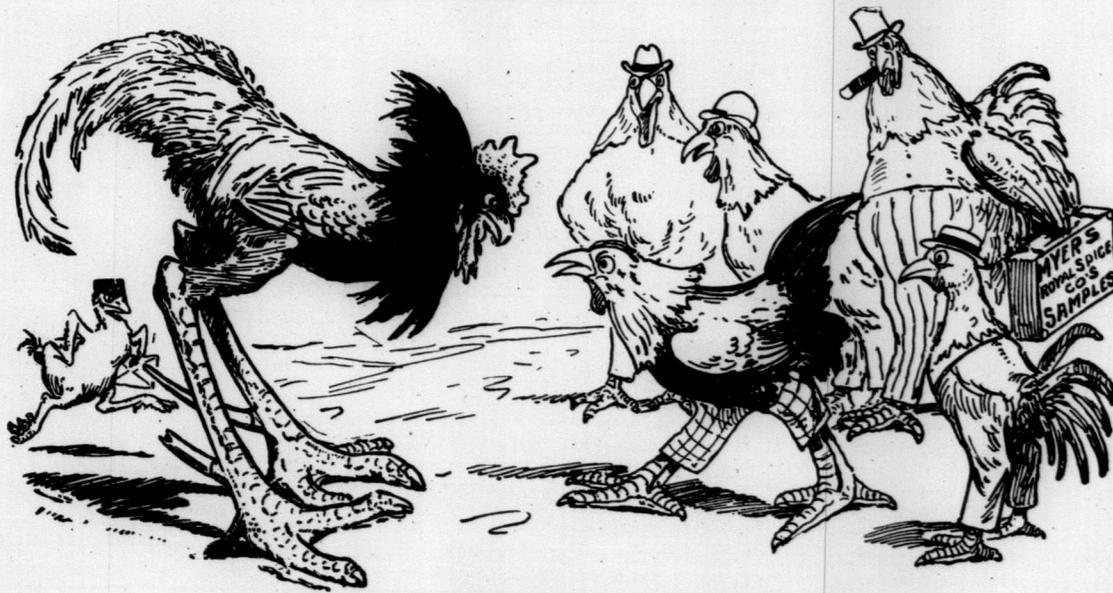
BRIGGS LEDGER SYSTEM

Briggs Ledger System Co.

Limited

75 York St., - Toronto, Can.

DON'T BE BEHIND THE TIMES



ALL THE UP-TO-DATE TRAVELLERS HANDLE

MYERS SPICE for Horses, Cattle, Poultry, etc.

WHY! Because they know it is pure and the best to be had. Also they want their customers to have a genuine article and a ready seller.

Write MYERS ROYAL SPICE CO., Niagara Falls, Ont., for further particulars.

Somerville's

Fine Chewing Gums

MEXICAN FRUIT RED HAND
 PEPSIN PAPOOSE

IT PAYS YOU TO HANDLE THEM.
FOR SALE BY THE WHOLESALE TRADE.

C. R. SOMERVILLE, = London, Ontario

Tobaccos, Cigars, and Smokers' Accessories

A DEPARTMENT FOR
RETAIL MERCHANTS.

Cigars for Christmas.

IN getting ready for the holiday season the grocer should not forget his tobacco department. A box of cigars, a handsome pipe or a tobacco jar are very appropriate gifts for the Christmas season and the prominent display of these articles accompanied with suggestions either printed or verbal will swell the receipts from this department to no small extent.

The box of cigars the wife presents to her husband for Christmas has long been a joke, but wives still continue to bestow these marks of affection and the wide-awake retailer will profit thereby.

Many cigar men get out small boxes, handsomely decorated on purpose for gifts, and in stocking up for Christmas these should not be forgotten. The importance of display has many times been emphasized in these columns, but will yet bear repetition. A small show case in which to place the cigars and pipes will pay for itself in added sales in a very short time. It has the double advantage of attracting the chance customer and of keeping the cigars in good condition.

An important thing to remember when considering the cigar question is the fact that practically no extra help is needed. It takes but a moment to sell a quarter's worth of cigars or even a box. The ordinary help can attend to this department and the extra revenue is net.

If some of our readers have not yet put in a stock of cigars they would do well to give it a trial beginning now so as to take advantage of the holiday trade.

Tobacco Trade of Canada.

NO department of Canadian trade has shown greater expansion within the last six years than that falling under the head of tobacco and its manufactures. Imports of cigars, cigarettes, manufactured tobacco, raw leaf, etc., have increased from \$2,028,331 in 1899 to \$3,006,659 in 1904. At the same time it is to the credit of Canadian manufacturers that there has been

a gratifying increase in the volume of the Canadian export trade. In 1868 the total value of the tobacco exports of Canada did not exceed \$32,340. In 1899 these small figures had grown to \$177,167, while in 1904 Canada's tobacco exports amounted to \$644,605, an increase of \$467,438 in six years. These figures serve to indicate that the tobacco industry of Canada is sharing the fruits of the growing time.

The manufacture of domestic leaf is only a development of the last few years, already, however, it has grown to gratifying proportions. The recent action of the Dominion Government in abolishing the "exclusive contract system" among dealers in tobacco will undoubtedly serve to give an impetus to the manufacture of Canadian tobacco such as it has never previously experienced.

It may interest readers of The Grocer to know how Canadian importations of tobacco are distributed among the different foreign countries. The division is for the year 1903, as the revised returns for 1904 are not yet available. In 1903 importations from the United States amounted to \$2,357,534; Great Britain, \$76,797; West Indies and Cuba,

\$50,830; Germany, \$10,222; Holland, \$4,815; Mexico, \$258 and other countries \$2,690.

Exports for the same period were distributed as follows: The United States, \$253,774; Newfoundland, \$14,334; Great Britain, \$12,245; Germany, \$9,119; Belgium, \$8,848; Holland, \$7,812; France, \$3,485; British West Indies, \$1,119; British Africa, \$755; Norway and Sweden, \$700; Australasia, \$223; other countries, \$826.

The tobacco growing industry of Canada can hardly be said to have been as successful this year as last. The output of leaf will, roughly speaking, be about 3,500,000 lbs., of which nearly half is damaged on account of being cut before it was fully matured.

In tobacco accessories there has been a steady increase in the volume of actual trade. In 1889 Canada imported to the value of \$122,175 goods which may be classified as tobacco pipes, pipe mounts, cigar and cigarette holders and cases, smokers' sets and cases, and tobacco pouches. In 1899 these imports had grown to \$191,890, while in 1903 they amounted to \$368,603, an increase of \$176,713 in five years. The relative

All First-Class Grocers

Handle

OLD CHUM

Cat Plug Smoking Tobacco

It's a Trade Bringer.

It's a Dead Sure Thing

and we are honestly surprised that more of you grocers don't take our offer up. You can't lose by beginning a cigar department, if you deal with us. We make cigars that all smokers know about and like---**Pebble** in a 5-center and **Pharaoh** in a 10-center---and we agree to take back at invoice price at the end of three months any stock you wish to return. What can be fairer or surer?

Now send on an order for 1000 assorted as you like.

J. BRUCE PAYNE, Limited, Mnfrs., GRANBY, QUE.

Of course not every smoker in Canada smokes **T & B**. We grant that. But we think with reason that every smoker in Canada would smoke **T & B** if he had the chance. The grocer can give him the chance.

Give him the 10 cent size.

Geo. E. Tuckett & Son Co., Limited,
Hamilton, Canada.

Mr. Retailer—

Are you selling cigars ?
If so, why not handle brands which
are quick sellers, turning stock of
ten and yielding good profits ?

We Recommend—

OUR

"Hogen Mogen" —high and mighty 5c. Cigar

"Royal Sport" at 10cts.

THEY ARE TRADE WINNERS.

It will pay you to give us a trial order. Write for
samples and prices.

SHERBROOKE CIGAR CO.

WE CREATE
THE DEMAND.

SHERBROOKE, P.Q.

Grocers

Ready Sellers
and
Good
Profit-Makers



ARE OUR SMOKING TOBACCOS
SPECIAL BRANDS:

VIRGINIA

CANADIAN

"Gold Leaf"

"Pioneer"

"Royal Mail"

"British Squadron"

If you don't handle our lines it will pay you
to write for samples and prices.

J. LEMESURIER & SONS, - QUEBEC



Scared of a Cat!

Isn't it a fact that some people are easily frightened? Some
people are even frightened to make money! That is just
because they have never tried to sell

McAlpin's Tobaccos

—the most profitable of any made in Canada—they are unwilling
to try. This doesn't apply to **YOU**, does it?

McAlpin Consumers Tobacco Co., Limited, Toronto

The Chamberlain Cigar

The best value in Canada! Sold the world over! It will help your trade tremendously! Order a sample lot to-day!

SAVE THE BANDS AND RETURN THEM TO

J. M. FORTIER, Limited,
MONTREAL.

MANUFACTURERS OF

Cigarettes and Cut Tobaccos

distribution of the imports of 1903 was as follows: Great Britain, \$162,852; France, \$107,843; Germany, \$38,054; United States, \$34,667; Austria-Hungary, \$23,358; Switzerland, \$399; Belgium, \$145; other countries, \$1,285. The imposition of the surtax on German goods entering Canada has curtailed to a very large extent the volume of German-Canadian trade in pipes, tobacco pouches, cases, etc., this trade now going largely to Great Britain and France. Of course St. Claude, France, has always been the home par excellence of the pipe-making industry.

Contraband Tobacco in Great Britain.

IN view of the manifoldness and excellence of the properties possessed by tobacco it is difficult to understand the action of the British authorities in dealing with contraband tobacco seized by Custom-house officers. A few years ago a ton of tobacco and cigars was seized at Portsmouth, the whole of which buried in order to get rid of it. A protest was made, and the reasonableness of distributing instead of wasting such seizures of tobacco among the men of the army and navy could not be gainsaid; and it was satisfactory to learn that the Revenue Department had been moved to issue directions to the proper officers to, in future, supply troop-ships with seized tobacco at the rate of one ounce per diem for each man. But this humane practice was soon discontinued; indeed, the arrangements for the disposal of seized tobacco present some curious features, and have varied considerably from time to time. The course pursued with such seizures, including that unreleased by consignees from the bonded warehouses at the London docks had been the very primitive one of burning it in an instrument known and recognized as the Queen's tobacco-pipe. Possibly some outdoor officer of Customs hit upon the device

in order to shield himself from blame for thus wasting good stuff. It was a huge instrument of enormous ventricular capacity and would turn hundreds of tons into smoke in a few hours. Then an afterthought of economy crept in, and suggested that the ashes might make good manure. They were accordingly sold to agriculturists for what they would fetch; a ton of ashes it was found served as tillage for four acres of ground. But this monster pipe is now put out; it was arranged that future seizures of contraband tobacco, and also such as remained in bond unclaimed on account of its having sustained damage in transit from the place of exportation, should be thrown upon the market for sale, a course which did not commend itself to the trade, nor to the palate of dainty smokers. In face of the difficulty another arrangement was made for its disposal; the criminal lunatics confined in certain Government asylums were thought of, and gratuitously provided with tobacco from this source. Large quantities were also supplied to certain public botanical gardens where tobacco is required for the destruction of insect life, and which would otherwise have to be purchased at the public expense. If after meeting these demands a sufficient quantity of tobacco was available, then troops ordered on foreign service were furnished with a supply for use on the voyage. Strange to say, even this small chance of obtaining a little comfort for the men who are to fight our battles in foreign lands under hardships which tax the strongest powers of endurance has ceased. Troop-ships at the best of times are none too comfortable, and anything that can be done towards making these on board contented would be an appreciable gain to the service. Both policy and humanity indicate a little generous treatment of the men upon whose prowess the existence of the Empire so largely depends. It

Should be in the mouth of every smoker. What?

McDougall Scotch Clay Pipe

Be sure and ask for it, and see that you get it.

D. McDougall & Co., Glasgow, Scotland.

SWEET CAPORAL



CIGARETTES

STANDARD
OF THE
WORLD

Sold by all Leading Wholesale Houses.

is hard to believe that criminal lunatics can have a better claim to the indulgence than our soldiers.—Macmillan's Magazine.

'Japs Buy Tobacco Interests.

From Tokio, Japan, it is learned that the terms of the sale of the interests of the American Tobacco Co. to the Japanese Government, under the recently established monopoly have been concluded. The company objected to the price the Government first offered and appealed to the American legation. As a result of the extended representation made by Mr. Griscom, the American Minister, the consideration for the transfer of the company's interest has been increased by about one million yen, equivalent to about \$490,000 American money. The total consideration has not been made public.

A VETERAN MONTREAL GROCER

ESTABLISHED over sixty-two years is the enviable record of the well-known Montreal wholesale grocers and wine and liquor merchants, L. Chaput, Fils & Cie. The present head of this time honored house is Mr. Charles Chaput, who was admitted to the firm in the year 1863. His father,

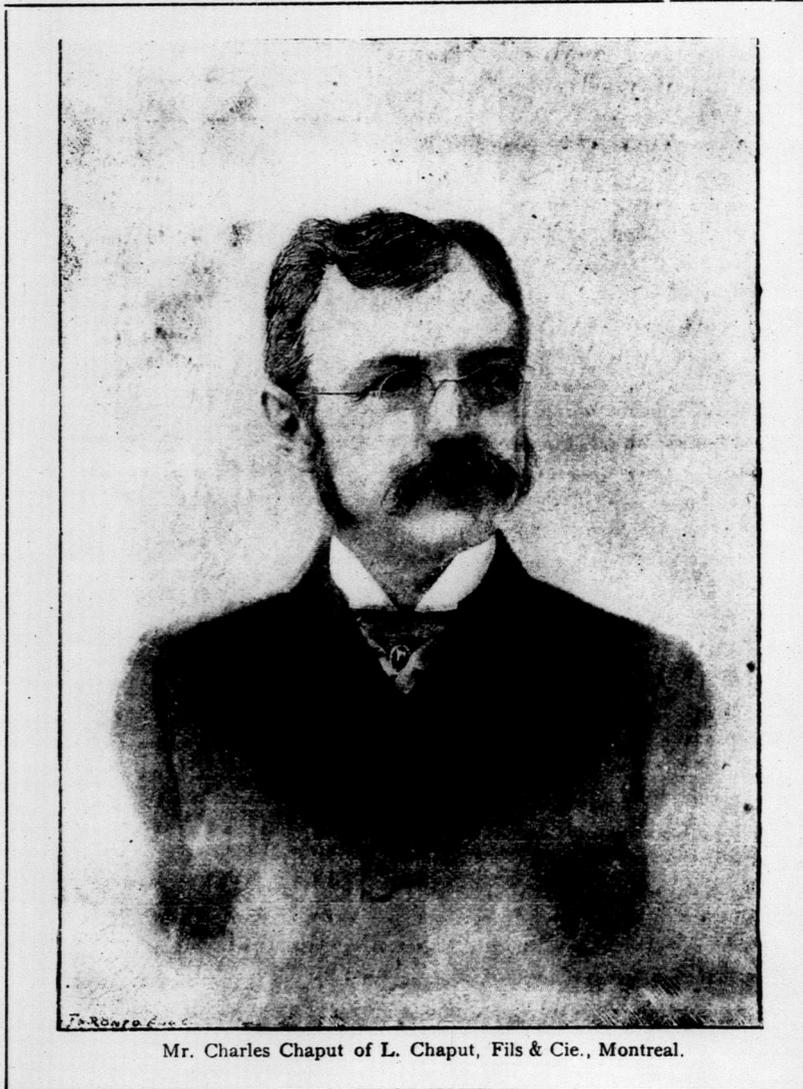
include, in addition to the two principals mentioned, Mr. Charles Chaput and Mr. Ed. St. Denis, Messrs. L. N. St. Armand and L. E. Geoffrion.

Mr. Chaput has for many years held the position of head of the firm. His wide experience, accurate knowledge of the requirements of the trade, and keen financial aptitude, placed him in a

how many hours he and his small staff had to work in those pioneer grocery days, and contrasts vividly the handsomely fitted up premises of five storeys and immense dimensions recently destroyed by fire with the small warehouses and inadequate office accommodation of forty years ago.

Mr. Chaput is a type of the alert, high-strung, excessively active French-Canadian, although distinctly English in his language and habits. When he starts to do a thing he drives fast and arrives at many conclusions in an amazingly short time. Physically he appeals to the observer as a bundle of nerves. While he trusts implicitly everyone who works with or for him, his vigorous motive temperament never rests until the ins and outs of all the departments are mastered by himself.

Notwithstanding the multiplicity of calls on his time in the prosecution of an immense business, Mr. Chaput has been able to identify himself in public affairs in the world of commerce, of politics, and of beneficence. He is vice-president of the Canadian Business Men's League, in which organization he has been a valued member since its inception. He believes in thoroughness in all his work and naturally not only the co-partners, but every member of the staff, feel the influence of his spirited enthusiasm. When the disaster of a fire recently overtook the firm in their handsome premises on DeBresoles street inside of twenty-four hours they had new premises engaged on St. Antoine street and were filling orders the next morning at a rate that would surprise almost any business men in any country. A glance at the new offices would see rows of desks with busy clerks working away as if the rude disturbance of the flames at their former commodious home had not interfered with their tranquility or injured their operative powers. Of all these things Mr. Chaput himself is duly proud. He is a generous chief, however, and accords to every member of his staff the greatest compliments for their united co-operation at such a trying crisis in their business career. What a strain he must have endured personally is only known to himself, and when it is remembered that the loss ran close on to \$400,000 the courage which rises above such an obstacle is of no small importance in the commercial world. This is only cited as an immediate illustration of the man and of the firm of which he has the honor to be the head.



Mr. Charles Chaput of L. Chaput, Fils & Cie., Montreal.

Mr. L. Chaput, had been running the business successfully since the year 1842. In the year 1855 Mr. Ed. St. Denis was admitted as a partner and the firm name was changed to L. Chaput & Cie. It was not until Mr. Charles Chaput entered the partnership that the firm name was changed to its present style. To-day the partners in-

unique position in the grocery trade world.

He remembers well the days when Montreal had little or no railway accommodation, when the importing facilities were very poor indeed and the grocers' occupation was principally carried on during the Summer months. He tells in his own pleasing direct manner just

Royal Egyptian Cigarettes

Rich in Flavor

Copious in Value

Great Sellers

All First-class Grocers should have them

J. M. Fortier, Limited, Manufacturer, Montreal

— SPECIAL VALUE IN —

Ceylon Black and Green Teas

Geo. Robertson & Son, - Kingston, Ont.

Best Values in TEAS

Write us for Samples

● Teas
● and
● Coffees

Ceylon and Indian Greens, at 10c. to 18½c.—Special value. Try a sample lot.

Special values now in **Japans**, all grades, from 11c. to 35c.

Ping Suey Gunpowder, in boxes, from 9c. up—all grades.

Also Japan Siftings and Fannings, from 5c. up to 10c.

We carry a full range of all other kinds and our prices will prove attractive.

Pleased to send you samples. Say what grade and price you want.

New Japan Fannings and Siftings now in stock

JAMES RUTHERFORD & CO.

DIRECT IMPORTERS

27 St. Sacrament Street

MONTREAL

Eggs

We are constant buyers in car or smaller lots. Purchasers will always find us with a **full** stock of strictly first-class Fresh and Pickled Eggs.

Our "Thistle" Brand stock is absolutely reliable.

Butter

We always want your shipments.

We will buy any quantity.

We have the best facilities with our large cold storage to take care of any shipments with which you may favor us.

Should you prefer to consign to us, our large Export and Local trade enables us to obtain best prices.

Cheese

You can always depend on getting what you want. We have it. Always a stock of choice Twins and full size cheese.

Poultry

We can freeze your Poultry at any time the market is bad. Send us good, dry, plump stock, and we guarantee top prices.

Ship to us once and you will become "one of the regulars."

WE ALSO HANDLE

**Lard,
Honey,
Beans,
Dried and Evaporated
Apples.**

Our Agents in Great Britain are: S. P. CLARK & Co., Terminus Chambers, London; HEDLEY STEVENS, 77 Victoria St., Bristol; NICHOLLS BROS., Cardiff and Manchester.

Canadian References: MERCANTILE AGENCIES AND BANKER.

The J. A. McLean Produce Co.

EXPORTERS AND COMMISSION MERCHANTS

LIMITED

73, 75 and 77 Colborne St., TORONTO, Canada

CABLE ADDRESS, "EGGMAC," codes, A B C and Alexander

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DAIRY PRODUCE AND PROVISIONS

and Cold Storage News.

COOL CURING ROOM FOR DAIRY PRODUCE.

WITH the object of providing a practical illustration on a scale sufficiently large to attract general attention and to get a comparatively large number of people directly interested in the results, the Dominion Parliament was asked in 1902 to vote a sum of money to be used in constructing four large central or consolidated cool cheese curing rooms. This plan was carried out, and curing rooms built at Woodstock and Brockville, in Ontario; and Cowansville and St. Hyacinthe, in Quebec; where sites, with siding accommodation, were given by the Grand Trunk and Canadian Pacific Railway companies.

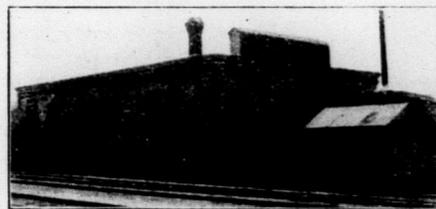
CONSTRUCTION.

The temperature is controlled with refrigerating machinery at Woodstock and Cowansville, while ice is employed at Brockville and St. Hyacinthe. The buildings are all designed on one general plan, but where ice is used there is a separate chamber in which it is stored. The curing room proper consists of a basement 9 feet clear between floor and ceiling, and a little over half below the ground level. The stone walls, which do not rise above the surface of the ground, are laid with cement mortar to make them waterproof. The floors are constructed of the best quality of Portland cement concrete. The walls above the stone work consist of 7 ply of lumber and 8 ply of paper, 4 ply of which are damp-proof quality. The last two courses of lumber on the inside, with damp-proof paper between, are continued down to the floor inside the stone wall. There are 21 inch air spaces besides the space between the studs. The ceilings underneath the joists are made of 4 ply of lumber, 4 ply of paper and 1 air space. Above the joists there is a double flooring, with 2 ply of paper. The spaces between the studding and joists are filled with planing mill shavings.

The ice chamber is placed in one end of the building, but does not go below the ground level, which brings the floor of this chamber about 4½ feet above the level of the floor of the curing room. The insulation of the ice chamber is rather better than that of the curing room, and differs in two respects. The

walls are constructed with "staggered" studding—that is to say, there are two rows of studs, one for the inside sheathing and the other for the outside, leaving a space between the sheathing of 1 foot with no connecting pieces. The ceiling is made in the same manner and the spaces between the inside and outside sheathing are all filled with planer shavings. The concrete floor of the ice chamber is covered with 3 inches of dry sand. Above this there is a false floor resting on 2 inch by 4 inch joists. The lower edges of the main joists are about 6 inches above the top of the false floor. The main floor consists of 2 inch T. and G. lumber covered with galvanized iron, which is flashed along the walls to a height of 10 inches. The space between the floors is filled with shavings.

The upper story of the building is not insulated, except a compartment used for boxing and shipping. The rest of this flat is utilized for office, receiving room, storage of boxes, experimental



Government Cold Storage Station at Cowansville, Que.

rooms, etc. The floor of the shipping room is on a level with the floor of a railway car standing on the track alongside.

REFRIGERATION.

The plan for utilizing the cooling power of the ice is simple and effective. Placed just above the floor level of the ice chamber, and therefore about 4½ feet above the floor of the curing room, are three openings, 18 by 9 inches, through which the cold air flows into the curing room. The warm air returns to the ice chamber through three flues, 18 by 9 inches, running the length of the curing room just under the ceiling, and rising to the top of the ice chamber. There are several openings in these flues, which, being fitted with slides, enable those in charge to regulate the

temperature so well that it does not vary two degrees in any part of the room. The ice is not covered, so that the air passing over it is readily chilled, purified and dried to some extent. The insulation of the chamber is depended on to prevent waste of ice.

The mechanical refrigeration at Woodstock and Cowansville is effected with 6-ton vertical, double cylinder, single acting ammonia compressors of the Linde British type. During 1902 the brine tank system for cooling was used. There were two of these tanks, 15 feet long, 3 feet deep and 1 foot wide, placed near the ceiling about the centre of the room. A wooden casing surrounded the tanks, with opening at the top and bottom, through which the air circulated. The tanks were filled with saturated brine that was chilled by direct expansion pipes submerged in it. The advantage of the tank system lies in the reserve of cooling power which it provides after the compressor is shut down.

This system was not satisfactory. Owing to the sluggish circulation of the air the relative humidity was so high that the cheese could not be kept from moulding. A season's experience also showed that there was no necessity for a reserve of cooling power, even if the compressor was not in operation more than 10 hours a day. As a matter of fact the temperature does not rise over 2 or 3 degrees during the time when the compressor is not running. In the Spring of this year a change was made by substituting the Linde Air Cooler for the tanks. In this system the expansion coils are placed over a brine tank in a small chamber through which the air is driven with a fan, and by an arrangement of suitable ducts is made to circulate through the curing room and back to the fan again. A stream of brine flows over the expansion pipes, and as the air is forced through them it is chilled, purified and dried. With this system there was no difficulty in keeping the relative humidity down to 88 per cent. at a temperature of 56 degrees, and there was no trouble with mould.

SIZE OF THE CURING ROOM.

The size of the curing room proper is 60 by 42 feet, and the five tiers of shelves hold exactly 2,700 cheese, and

leave room for storing several hundred more in boxes. The temperature of the curing rooms is kept constantly between 55 and 58 degrees, as long as they contain any cheese. There is not the slightest difficulty in regulating it so that it does not vary more than one degree from day to day. The records of the temperature, both in the cool rooms and in the warm and uncontrolled rooms, are kept by means of thermographs, instruments which give a continuous record on paper, so that the temperature is known at any time of the day or night.

Further details need not be given of construction, as a bulletin with complete plans and specifications, such as will enable any one to make use of the ideas incorporated in these buildings, is now available, and will be sent to anyone who asks for it from the Department of Agriculture at Ottawa. The following is the form of agreement between the Department and the salesmen of the factories covering the reception of cheese at the curing rooms:

Dominion of Canada.

DEPARTMENT OF AGRICULTURE.
Branch of the Commissioner of Agriculture and Dairying.

Cool Cheese Curing Rooms.

Cheese will be received at the..... cool cheese curing room on the following conditions:

The Department of Agriculture will undertake

- (a) To collect the cheese free of charge to the factory;
- (b) To issue warehouse receipts for the cheese as received;
- (c) To store and take care of the cheese during the period of curing, without any charge except as hereafter specified, for a period not exceeding eight weeks;
- (d) To keep the cheese fully insured;
- (e) To provide boxes of good quality, box the cheese and ship them according to instructions received from the salesman.

The factories will be charged the usual price of good, ordinary cheese boxes delivered at the factory, and the cost of scale boards, nails, etc., used in preparing the cheese for shipment.

The Department of Agriculture will charge each factory a sum equal to the value of the weight of cheese saved on account of less shrinkage in the cool curing room, the amount to be determined by actual tests of shrinkage on the cheese of every week's make and the selling price; the factory will have full benefit of any increase in the price of the cheese per pound owing to the improvement of the quality.

The superintendent will not accept any cheese of inferior quality, poor finish or in unsuitable condition.

The department reserves the right to refuse the cheese from any factory, which fails to comply with the requirements or rules of the cool cheese curing room.

The cheese are to continue the property of the factory, and to be at the disposal of the salesman.

J. A. Ruddick,
Chief of Dairy Division.

Ottawa, April 8, 1902.
Approved.

(Sgd.) James W. Robertson,
Commissioner of Agriculture and Dairying.

On behalf of the.....I accept the above conditions for cheese delivered at the Government Cool Cheese Curing Room at.....
Salesman.

The curing rooms were not ready for use in 1902 until July 1, but from that time until September 30 cheese were received every week day until the latter part of September, when they were collected only every second day. During these three months 26,531 cheese were received at the four places from 37 factories. During the season of 1903, 47,205 cheese were handled from 54 factories during the period from May 18 to September 30.

Dairy experts, and especially those attached to the Department of Agriculture, do not urge the general adoption of a central or consolidated curing room idea such as has been outlined. The reasons for the establishment of these curing rooms now in operation were pointed out at the beginning. If they succeeded in convincing those engaged in the trade of the necessity for adopting some plan of cool curing, their object will have been attained. The desired result will probably be reached in different ways according to local circumstances and conditions. Large cheese factories will no doubt be inclined to make the necessary improvements in connection with their own building, and already large numbers have done so. The probabilities, however, are that exporters themselves may in the near future have something to do with the curing of the cheese. Nobody needs to be told that any saving of shrinkage or in enhanced value will go directly into the pockets of the patrons, and very little of it stick to the fingers of the manufacturers. It is hardly fair, therefore, to expect the man who owns a factory to meet all the expenses of these improvements, from which he will receive no benefit, especially in view of the fact that the commission which he receives at present is not sufficient to provide decent buildings and proper equipment, and at the same time leave a reasonable margin of profit. If patrons desire this increased revenue, and there is no doubt they do, they must be willing to

make concessions to the factory owner to get it.

The following letters have been received by the Agricultural Department at Ottawa, more especially that section in charge of J. A. Ruddick, the dairy expert. They are copies of the original and speak for themselves regarding the cool curing station:

Montreal, Aug. 31st, 1904.

J. A. Ruddick, Esq.,
Ottawa, Ont.:

Dear Mr. Ruddick,—Your favor of the 29th instant received. I should be very pleased indeed to get the 100 cheese and to send them to some parties on the other side, who will no doubt appreciate them.

I am strongly in favor of this cool curing and waxing, and also to have nothing but cool air chambers on the steamers. It is the proper thing to have. I think all cheese should go to a cool curing room the way the factories are at present, and I believe it would bring into Canada at least ½-cent more on all the cheese, which would amount to \$1,000,000 a year, and this is a small estimate too, about as low as a person could put it. To be optimistic, I should say it would amount to about \$5,000,000 a year, because the consumption would increase about 25 per cent. With kind regards, I am yours sincerely,
(Sgd.) A. W. Grant.

Glasgow, 17th September, 1904.

J. A. Ruddick, Esq.,
Department of Agriculture,
Ottawa, Canada:

My Dear Ruddick,—We are in receipt of yours of August 30th, and have received the Cowansville cool cured cheese and shown them to the trade. We have had quite a lot of criticism on them, and are pleased to report that it is all satisfactory, and the opinion is expressed that cool curing will do more for the Canadian dairying industry than any movement that has taken place during the last ten years. However, by next week I hope to send you a full report for official purposes.

* * * * *

Yours truly,

(Signed) Thos. Clement.

(Andrew Clement & Sons, Limited.)

(It will be remembered that about six weeks ago Mr. Clement, Sr., was in Montreal and he gave an interview to The Grocer that in effect said Canadian cheese was not as well made now as it used to be).—Ed. Grocer.

Cassel, Ont., Sept. 9, 1904.

J. A. Ruddick, Esq.,
Ottawa, Ont.:

Dear Sir,—In reply to your inquiry regarding our factory, I can say that the cool curing room gives the best of satisfaction. Our cheese is eagerly

The Dominion Packing Company

LIMITED.

Telegraphic Address,
"DOMINO,"
Charlottetown.

Charlottetown, P.E.I. Canada

Codes Used
A.B.C.
LIEBERS
PRIVATE.

Our Prices

are exceptionally low at the present time on

**Barrelled Pork
Compound Lard
Smoked Meats**

Write us for full quotations now, and secure your stock while the present low prices last. All new stock—quality guaranteed.

The Dominion Packing Co., Limited,

Charlottetown, P.E.I.

BEECHNUT



BRAND

Mincemeat

We are now booking orders for Mincemeat. Last year we had a very large sale of our New England Mincemeat and many complimentary letters from our customers regarding the quality of it. This year we will, if possible, make it better than ever. We use nothing but best fresh fruits and spices; put it up with great care and cleanliness, and quote it to you at low prices.

Packages are 70-lb., 27-lb.,
12-lb. and 5-lb. pails

F. W. FEARMAN COMPANY,

PACKERS AND LARD REFINERS.

Limited.

HAMILTON, ONT.

Just the line for cool weather.

Delicious and appetizing

Our Fresh Pork Sausage

Are good sellers.

Are always in good demand.

We are now booking standing orders for daily and weekly shipments.

We solicit your order for trial basket.

Expressed to all points.

Write us for quotations.

The Park, Blackwell Co.,

PORK AND BEEF PACKERS,

LIMITED

TORONTO, ONT.

sought for by the dealers, and brings about $\frac{1}{2}$ ¢ above the top market price. During the very hottest days in July the temperature stood 56 degrees, and regularly stands between 50 and 52. The inspector pronounced it the model factory of Ontario. Thanking you very much for the trouble you took in our behalf, I remain, yours respectfully,

(Signed) H. Bollert.

Montreal, August 19, 1904.

J. A. Ruddick, Esq.,

Ass't Dairy Commissioner,
Ottawa:

Dear Sir,—We have to advise having received 80 boxes cheese marked "Brockville 1." We have shipped these on to Liverpool in refrigerator last week and have also sent them the circulars we received from you for distribution. We have informed Messrs. Hodgson Bros. that it is the wish of the Government that the whole trade in Liverpool and elsewhere should be given an opportunity of carefully inspecting these cheese before they are sold, and that you wish them to procure the views of all who inspect them as to their opinion on quality.

Our Mr. A. H. examined the cheese very carefully here before they were shipped, and we find those that were cured at a temperature of 58 to 60 vastly superior in flavor to those that were cured at a normal temperature. In our opinion they are worth fully $\frac{1}{2}$ cent per lb. more. Some of the cheese that were cured at a lower temperature were equal to Septembers. We shall be very much surprised if you do not receive some very favorable comments on the cheese that were cured in cool air.

Yours truly,

(Sd) Hodgson Bros., Limited,
A. H. H. vice-president.

18 Stanley Street,
Liverpool, Sept. 9th, 1904.

Mr. J. W. Robertson,
Department of Agriculture,
Ottawa, Ont.:

Dear Sir,—Your favor of the 5th received.

We have examined the cheese in Hodgson Bros.' warehouse and consider the cheese made at the cold curing station far superior to those made at the factories. If this system was generally established we think it would improve the consumption of Canadian cheese.

Yours truly,

(Sd.) J. & J. Lonsdale & Co.,
Limited

The MacLaren Cheese Co., Toronto, has an exhibit at the Detroit Pure Food Exhibition that is attracting favorable comment.

Provision Trade of Canada.

THE following statistics represent the exports and imports of dairy and meat products into Canada for the years 1889 to 1904 and 1899 to 1904 inclusive respectively. In importations there has been a considerable falling off as might be expected. Importations for 1899 and 1904 were valued at \$2,725,615 and \$1,746,974, the decrease being principally in lard, butter, cheese and eggs. The volume of importations of provisions will continue to diminish steadily as Canada's millions of acres become settled.

In order to get an approximate idea of the magnitude of the dairying and provision industries of Canada at the present time one has to remember not only the decrease in imports, which goes to show that the home consumptive demand is more and more being supplied by domestic producers, but also that the export trade in provisions has grown by leaps and bounds, being valued at \$12,698,007 in 1889, \$21,187,230 in 1894 and

in the ocean steamers. Without this chain of cold storage transportation there could have been no such expansion in the export butter trade. A good deal yet remains to be done, however, before Canadian butter can successfully compete in the British markets with the finest grades from other countries. Temperatures that were considered low enough a few years ago to protect butter from deterioration while in storage and in transit, are now considered too high, and further efforts must, therefore be put forth, so that Canadian butter will be kept at a sufficiently low temperature from the time it is made until it reaches the British markets.

The weakest link in the chain of cold storage transportation as it exists in Canada at the present time is undoubtedly to be found in the creameries, where the butter is not cooled down to a sufficient degree before it is shipped. It is unreasonable to expect the refrigerator cars and the refrigerator chambers in

Provisions—Imports 1899-1904 inclusive.

	1899.	1900.	1901.	1902.	1903.	1904.
Lard, compound, cottolene, etc.....	\$ 9,646	\$ 19,230	\$ 9,103	\$ 7,415	\$ 2,813
Lard.....	74,315	52,091	167,392	156,048	40,341
Butter.....	428,022	695,183	335,632	179,479	141,146
Cheese.....	668,082	647,443	610,127	245,489	132,374
Eggs.....	75,435	128,405	194,522	170,260	122,960
Egg yolk.....	3,862	1,280	2,553	3,492	3,189
1904 imports not specified.....	\$438,965
Bacon and hogs.....	558,403	549,936	726,225	656,024	414,444	421,038
Pork barreled in brine.....	429,022	305,568	460,277	587,784	515,704	391,834
Beef salted in barrels.....	85,115	407,550	108,811	123,242	121,249
Canned meats, poultry and game.....	177,972	220,573	249,150	146,253	110,023
Extracts of meats and fluid beef not indicated and soups.....	54,455	52,707	50,471	56,320	78,976
Mutton and lamb (fresh).....	24,467	36,537	21,147	13,671	4,652
Poultry and game.....	23,548	30,772	54,277	61,073	65,351
Dried or smoked meats, etc.....	68,960	70,781	25,106	47,075	54,590
Other meats, fresh.....	12,258	38,564	45,770	46,512	32,158
Other meats, salted.....	32,053	28,298	25,013	50,975	15,030
1904 imports not specified.....	495,137
Total provisions.....	\$2,725,615	\$2,895,978	\$3,085,576	\$2,550,712	\$1,855,010	\$1,746,974

\$46,472,132 in 1904 an increase of \$25,284,902 in the last ten years.

BUTTER.

Exports of butter in 1894 were \$1,114,712; in 1904 they amounted to \$4,735,653, an increase of \$3,620,941. As compared with 1903 and 1902 there has been a slight falling off this year, attributable to an inferior quality of butter having been shipped out of Canada in 1904 which has somewhat prejudiced Canadian butter in foreign markets; and to the keen competition of Danish, Swedish and Russian butter in these markets.

An improvement in the Canadian export butter trade on the whole, however, has been made possible by the action of the Dominion Department of Agriculture in arranging for cold storage facilities at the creameries, on the railroads and

the ships to cool butter to 30 degrees lower, when it has been delivered to them in a warm condition. These are not cooling agencies, but as designed to keep at a low temperature products that are placed in them in a cold condition.

Generally speaking, Canadian butter boxes are inferior to those shipped from other countries. The latter are more uniform in size, are better constructed and made of better wood. A box should be used that will hold 57 pounds when first packed, so that it will weigh 56 pounds net, good weight, when exported. The right size is slightly under one cubic foot, inside measurement, and the best height is 12 1-2 inches, outside measurement. Covers can either be nailed or fastened with four hooks, but, in either

ROSE BRAND LARD

The high-class Lard of Canada—is made from “Leaf” only. No other ingredient, no bleaching or other process, simply the pure leaf, rendered in open kettles, for best family trade.

Fresh every day at

PETERBORO, HULL and BRANTFORD.

The George Matthews Co., Limited

ESTABLISHED 1868.



YOUR CUSTOMERS appreciate the goodness of

Wethey's Mince Meat

They won't be satisfied with any other once they have tried it. We are sure you will find Wethey's Mince Meat profitable to handle as many hundreds of merchants do. Let us have your trial order.

“One Try Satisfies.”

J. H. Wethey, Limited
ST. CATHARINES, ONT.

WHYTE'S

HAMS, BACON and LARD

are recognized as being the finest produced in Canada

We are also large dealers in

BUTTER, EGGS and CHEESE

The Whyte Packing Co.

LIMITED

STRATFORD, CANADA.

G. W. BURROWS,
West Smithfield, London, Eng.
Sole Agent for United Kingdom.

Branch at
592 St. Paul St.,
MONTREAL.

case, they should be close fitting and carefully adjusted.

CHEESE.

Perhaps in no department of the dairy and provision trade have the exports shown a more gratifying increase than in cheese. It is of course no news to readers of The Canadian Grocer that cheese "made in Canada" is without a peer in foreign markets, particularly Canadian Cheddars. As a proof of this it is only necessary to mention that in 1894 the exports of cheese amounted to \$16,267,309 while for 1904 the figures are \$24,224,470, an increase of \$7,957,161.

The only complaint on the part of cheese importers in Great Britain regarding Canadian cheese is because of the large proportion of broken and damaged boxes found in each shipment of Canadian cheese. During 1903 and 1904 there has been some improvement over previous years, but the percentage of breakages is still high, approximating from 10 to 25 per cent. in every steamerload of cheese landed in Great Britain. The improved showing may be ascribed

poor boxes at any price; while good boxes are an insurance against damage during transportation, and enhance the value of the cheese in the eyes of the English buyer.

EGGS.

The export egg trade has been more stationary, that of 1894 and 1904 aggregating \$714,056 and \$1,062,123 respectively. With increased transportation facilities, a big expansion in this department of the dairy trade may be looked forward to in the near future.

BACON.

That Canadian bacon is also in great demand in the British market is shown by the exports which totalled \$2,938,551 and \$13,037,519 in 1894 and 1904 respectively. Of this the amount sent to Great Britain was \$15,873,739 in 1903 and \$12,996,720 in 1904. Besides rapid progress in regard to quantity, there has been a marked improvement in the quality of Canadian bacon exported, so that to-day Canadian bacon, like Canadian cheese has become a staple article in

Canada and other meats valued at \$394,661 and \$434,791, making a total in dairy produce and provisions of \$1,638,682 and \$1,648,177 for 1903 and 1904. As against these imports, exports of provisions to the United States for 1903 and 1904 were made up as follows: Butter, \$14,179 and \$15,675; cheese, \$7,842 and \$6,003; bacon and hams, \$7,004 and \$15,883; other provisions, \$63,337 and \$76,923. In the above calculations the returns to the Department of Trade and Commerce for the year 1904 are unrevised, by the time the regular blue book is issued in November it is expected that the volume of exports will be added to in almost every particular.

Canadian Butter and Bacon in Scottish Markets.

In his latest report on the state of the Canadian export trade in butter and bacon, J. Brown, inspector at Glasgow for the Canadian Department of Agriculture, says:

BUTTER.

All shipments of butter from Montreal to Glasgow this season have been landed in excellent condition, taking them as a whole. The quality of the butter has also been good, some parcels of extra fancy quality surpassing even last year's production and giving the utmost satisfaction. Nearly all the shipments have been carried at a temperature of from 20 to 25 degrees in the steamers' refrigerators.

I have only come across one instance of mold this season, which I reported to the department; the trouble seemed to be caused through some defect in the paper. It is a mistake to use anything but the best paper obtainable, as paper of inferior quality is almost certain to cause trouble of some kind. It is also important that creamery men should keep their paper in a clean, dry place, otherwise it is liable to get infected with spores which, in many cases, have been found to be the direct cause of mold and spots appearing on the butter.

The favorite package for creamery butter is undoubtedly the 56-lb box. These generally have arrived in good condition, although some are a little too light for the weight they have to carry. We have also had several shipments of 70-lb tubs, chiefly for the north. There is a limited demand for these, but it is not advisable to ship tubs of any smaller size. There has of late been an increasing number of Danish kiels ship-

	Provisions Canadian exports, 1889-1904 inclusive.							
	1889.	1894.	1899.	1900.	1901.	1902.	1903.	1904.
Butter.....	\$ 392,655	\$ 1,114,712	\$ 4,025,495	\$ 5,429,563	\$ 3,355,197	\$ 5,667,150	\$ 6,958,906	\$ 4,735,653
Cheese.....	9,517,250	16,267,309	17,401,436	20,483,981	21,123,251	19,870,072	24,776,466	24,224,470
Eggs.....	2,159,510	714,056	1,267,063	1,457,942	1,692,296	1,736,141	1,441,254	1,062,123
Bacon and ham.....	381,752	2,938,551	10,417,771	12,758,525	11,783,264	12,404,990	15,912,194	13,037,519
Beef.....	36,519	173,707	31,443	228,983	829,337	421,473	218,314
Pork.....	35,765	85,633	73,257	63,263	59,944	68,896	134,816
Meats canned.....	34,929	730,744	104,718	312,299	423,045	882,191	619,911
All other meats.....	144,627	162,518	265,860	290,966	624,115	412,575	507,639	3,412,367
Totals.....	\$12,698,007	\$21,187,230	\$33,586,953	\$41,031,513	\$39,886,449	\$41,463,488	\$50,569,442	\$46,472,132

to the fact that more care is being taken by the steamship companies in loading, stowing and discharging and boxes of better quality are being used. In last season's shipments the lots of cheese from the Dominion Government cool curing stations were especially noticeable when landed in Great Britain for their first-class appearance. A strong effort is being made by the Government, moreover, towards the removal of all such existing drawbacks in the cheese export trade.

The principal cause of breakages in transit of cheese packages for export is the use of boxes that do not fit the cheese—a practice that cannot be too strongly condemned. Poor, thin box material also contributes largely to swell the proportion of broken boxes, and no improvement may be expected in this respect until the factory men pay more attention to the quality of the boxes they buy, and less to an endeavor to get a supply at the lowest possible figure. It is false economy to purchase

the British markets. Great Britain is undoubtedly Canada's best customer in bacon. Canadian packers have not been slow to realize this, and have aimed above all else to supply a product that will meet the critical demands of the most fastidious British consumer.

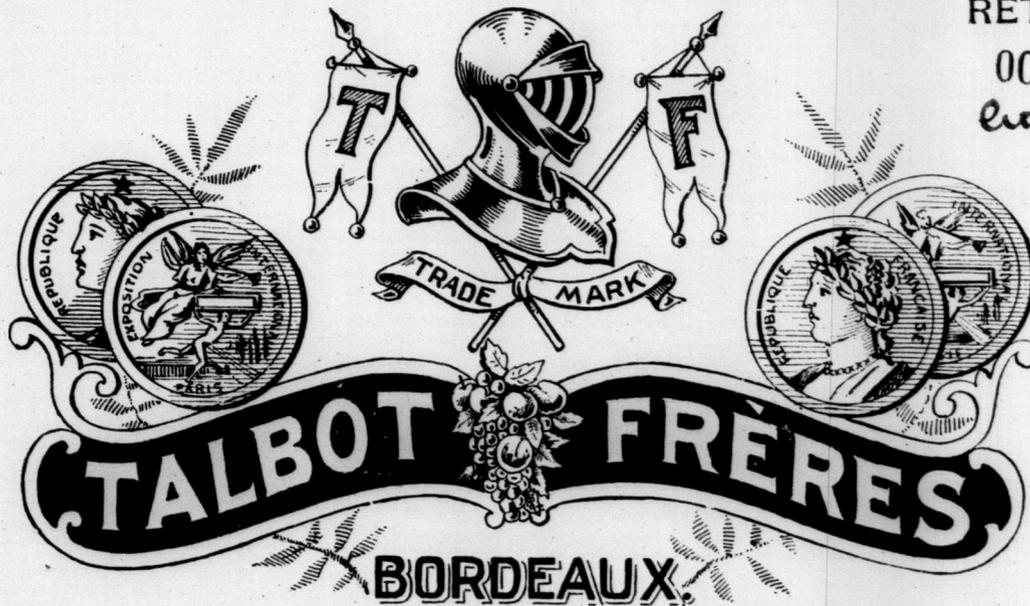
In 1903 and 1904 Canada sent \$6,554,614 and \$4,403,094 in butter to Great Britain, while in cheese the exports to the same market were \$24,683,404 and \$24,138,291 respectively. Other provisions sent to Great Britain were valued at \$1,169,313 and \$2,748,610 for the same two years.

Canada and the U. S.

In connection with the trade between Canada and the United States a comparison of figures is interesting. In 1903 and 1904 Canada imported cheese, butter, eggs and lard from the United States to the value of \$36,539 and \$403,871; bacon and hams valued at \$410,200 and \$419,871 respectively, barrel pork in brine worth \$497,279 and \$390,-

CAIRNS' MARMALADES
CAIRNS' JAMS
CAIRNS' JELLIES

The Epicure's Delights Unquestionably
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French Peas, Mushrooms, Macedoines,
String Beans, Truffles, Pate de Foie Gras,
Red Cherries in Maraschino, Etc., Etc.

SOLE AGENTS IN CANADA

Mudon, Hebert & Cie.,

Wholesale Grocers and Wine Merchants

Montreal.

The Most Liberally Managed Firm in Canada.

ped; some of the butter in these is of very fancy quality, and I have good reason to believe it is sometimes sold by the retailer as Danish butter. With regard to the question of sacks, I most certainly advocate the necessity of putting sacks on every package shipped from Canada, as they protect the packages to a great extent from breakage besides keeping them clean. I have carefully noted the difference between bare and sacked packages arriving here, and have invariably found that those which were covered were landed in better condition in every way than those which were bare. This season, as far as it has gone, the larger proportion of the packages received at this port have been sacked, which shows a marked improvement, in this direction, compared with previous years.

BACON.

The demand for Canadian bacon has been steadily increasing, and imports to

Glasgow for the past six months show a large increase in the number of boxes shipped compared with the corresponding period last year.

One of the largest importers here of American and Canadian meats strongly advocates the desirability of bringing over hams and bacon in cold storage during hot weather at a temperature of 35 to 40 degrees, the idea being not to freeze the meats but to keep them thoroughly cool. This firm has brought over several hundred boxes weekly in this way during the past Summer, with marked success. The freight of course is higher, being 10s a ton more than the ordinary rates, but the fresh condition of the goods well repays the extra charge. Would it not be of considerable benefit to Canadian shippers, whose meats are all mild-cured, to send over some of their goods in this manner during the hot season?

PROVISION AND DAIRY MARKETS.

Toronto.

Provisions—Stocks of smoked meats are getting very small and will soon not be worth considering. Advances have occurred in long clear bacon, roll bacon, large hams and short cut. The demand for the former is particularly strong and has affected prices in short cut by lessening the quantity made up into short cut. In fresh meats hind quarters are down, but fore quarters remain as strong as ever. The coming of poultry is interfering with the fresh meats. Spring lamb is varying, \$7.50 being received within the past few days, but \$7.25 will be the limit when this is read. We quote these prices:

Long clear bacon, per lb.	\$0 08	\$0 09
Smoked breakfast bacon, per lb.	0 12	0 13
Roll bacon, per lb.	0 09	0 10
Small hams, per lb.	0 13	0 15
Medium hams, per lb.	0 13	0 13
Large hams, per lb.	0 12	0 12
Shoulder hams, per lb.	0 09	0 09
Backs, per lb.	0 15	0 16
Heavy mess pork, per bbl.	15 00	15 50
Short cut, per bbl.	18 00	18 50
Shoulder mess pork, per bbl.	14 40	14 50
Lard, tierces, per lb.	0 08	0 08
" tubs	0 08	0 08
" pails	0 08	0 09
" compounds, per lb.	0 07	0 07
Plate beef, per 200-lb. bbl.	11 00	11 50
Beef, hind quarters	6 50	8 50
" front quarters	4 50	5 75
" choice carcasses	7 00	7 25
" medium	5 50	6 50
" common	5 00	6 00
Mutton	5 50	6 50
Lamb, spring	6 50	7 25
Veal	6 00	8 50
Hogs, light	7 50	7 75

Butter—Butter has seen no change of conditions. Prices remain firm at the same level as for the past month, with a possible hardening on creameries and a less low limit to dairy prints. Large rolls will commence just as soon as the

cold weather arrives. The following prices are quoted:

Creamery prints	Per lb.
solids, fresh	0 19 0 20
" "	0 18 0 19
Dairy prints	0 16 0 17
" in tubs	0 13 0 16

Cheese—Everyone is in doubt as to the quantities of cheese on hand in the warehouses. It is certain that the amount is very large, much larger than last year and careful buyers are closely watching the situation. Last year foreign houses bought freely and were caught by the lack of demand by the foreign consumer. This year it is possible that it will be the Canadian shipper who will have to stand the loss. At any rate there will be a strain unreleased for some time to come. It is true that 95-16 has been received on the board and to this extent shippers seem willing to speculate, but there is a chance that they stand to lose money if held stocks are anything like what is suspected. Board prices took a decided upward trend during the past week and more was sold than has been usual for some weeks. The reports for the week ending October 17 are as follows:

Board.	Boxes.	Price.
Ingersoll	590	(no sales) 0 08
Campbellford	1,335	(905 sold) 0 08 13-16 0 08
Pictou	780	0 09
Peterboro		(no sales) 0 08
Woodstock	2,750	(no sales) 0 08
Kingston	1,044	(480 sold) 0 09 1-16
Brockville	1,615	(725 sold) 0 09
Tweed	700	0 09 1-16
Madoc	880	0 09
Vanicek Hill	1,661	0 09 3-16
Winchester	836	(100 sold) 0 09
Porth	1,950	0 09 0 09
Napanee	1,040	(595 sold) 0 09 1-16
Ottawa	1,165	0 09 3-16 *0 09

Listowel	3,850	0 09
Troquois	575	0 09 3-16
Kemptville	1,230	0 09 5-16
London	436	(no sales) 0 09 1-16
Belleville	2,300	(1,500 sold) 0 09
Cornwall	1,271	0 09
Lindsay	1,507	0 09 1-16

We quote this week:

Cheese, large	Per lb.
twins	0 09, 0 10

Poultry—Poultry has commenced to come on the market although in such small quantities as to make prices only nominal. Very few geese and turkeys are seen, the lines consisting more of chickens and ducks. The demand is small on account of the high price asked as yet. Prices quoted are:

Chickens, spring	0 11 0 11
Hens	0 07 0 08
Geese	0 17 0 10
Turkeys	0 14 0 17
Ducks	0 11 0 12

These prices are for dressed poultry live weight being about 2 cents a pound less.

Montreal.

Provisions—The provision market has been strong all week, with plenty of arrivals, and the new feature was an easier feeling for live hogs. This was caused by the London cables which were lower on Canadian bacon. Sales were made early in the week at \$5.40 to \$5.50 for selected lots and at \$5.15 to \$5.25 for mixed lots per hundred. There is a good demand for dressed hogs and no change in price is noticed. Sales of fresh killed abattoir dressed stock were made at \$7.50 to \$7.75 and common dressed stock at \$7 to \$7.25 per hundred. Trade in cured meats and lard was fair, with no notable change in price. We quote:

Canadian short cut mess pork	\$17 00	\$18 00
American short cut clear	16 50	17 00
American fat back	17 00	17 50
Bacon, per lb	0 11	0 12
Hams	0 10	0 12
Extra plate beef, per bbl.	11 50	12 00
"Boar's Head" brand, tierces, per lb.		0 07
" " " " tierces, per lb.		0 07
" " " " 60-lb. fancy tubs		0 07
Cases, 20 3-lb. tins, per lb.		0 08
" 12 5-lb. tins		0 08
" 6 10-lb. tins		0 07
20-lb. wood pails, each		1 52
20-lb. tin pails, each		1 42

Wood net, tin gross weight—	Wood.	Tin.
Pure lard, pails	1 57	1 70
" tubs	0 07	0 08
" cases (6 10-lb. tins)	0 08	0 09
" cases (12 5-lb. tins)	0 08	0 09
" cases (24 3-lb. tins)	0 08	0 09

Cheese—An improvement has been noticed in the cheese situation and was considered strong at the rise. Holders seemed firm in their ideas regarding the advance of last week, but certain members of the trade were inclined to the opinion that the rise had gone far enough unless there was to be curtailment in the demand. The demand for the upward movement was not as generous as might have been expected. Certain English buyers had to have the goods and they were compelled to ad-

Macaroni

Genova Brand Bulk Goods

Macaroni,
Cut Macaroni,
Fancy Pastes for Soups
In 5, 10 and 25 lb. Boxes
Pay a handsome profit.
Order direct or through
your wholesaler.

NAPOLI MACARONI CO.,
Hayter and Teraulty Sts.,
TORONTO, CANADA

REFRIGERATORS.



Fit up your store with
a Eureka Refrigerator
and you will have
a refrigerator that
will dry wet matches.

Write for our cata-
logue, guarantee test
and testimonials
which are free.

Eureka Refrigerator Co.

WILBERT HOOEY, MANAGER.

Phone Park 513.

54 Noble St., TORONTO.

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.



Peacock MINCE MEAT

becomes a
prompt favor-
ite with the
whole house-
hold. Sell a
good seller.

Order from
your whole-
saler.

The Bates, Peacock Co.
HAMILTON, ONT.

vance their limits. Generally, however,
their offers dropped one-quarter of a
cent per lb. below the holders' views
here and that condition is holding every-
where. Cable business may fairly be
presented at 93-8c on Ontario goods, but
holders are anxious for an 1-8 of a cent
to a 1-4 of a cent more. In some cases
their wishes have been met, as 91-2c to
95-8c has been offered over the cable
for Ontario goods. Such a range is not
general. There has been considerable
enquiry for undergrades, and as a re-
sult they are considerably scarcer and
higher priced than better stock relative-
ly. Early in the week 4,000 cheese sold
at the wharf at 9c to 91-8c. We quote:
Finest Ontario, colored, 91-2c to
95-8c; finest Ontario, white, 93-8c to
91-2c; Townships, 91-8c to 91-4c;
Quebecs, 9c to 91-8c; Summer goods,
81-2c to 83-4c. Arrivals of cheese for
the past week ending October 17, show
a decrease of over 11 per cent. compared
with the same week of 1903, being 82,-
200, against 92,600 in 1903. For the
season to October 17, the decrease is
almost 6 per cent., the arrivals being
2,136,600, against 2,274,100 in 1903. Ex-
ports for the last week show an increase
of 33 per cent. over the same week last
year, the gain amounting to 23,681 boxes.
For the season to date, however, there is
a decrease of over 16 per cent. or of
364,121 boxes.

Butter—Butter is dull with a tendency
to decline. All indications point to
lower prices, unless either the local or
export demand improves. Early in the
week large quantities sold at 19c on the
wharf. We quote, spot Townships, un-
salted creamery, 193-4 to 20c; the same
goods, salted, 191-4 to 191-2c in boxes,
and in tubs, 19 to 191-8c; undergrades,
187-8c; dairy butter, 15 to 16c. Ar-
rivals of butter for the week ending
October 17th were 13,102 packages,
against 11,402, being an increase of 13,-
000 packages. For the year to date there
were 563,232 packages arrived, against
449,269, being a gain of 113,963. Ex-
ports for the past week were 18,151 pack-
ages, against 11,779 the same week of
1903, a gain of 6,372 packages, and for
the season to date, 434,973, against 298,-
777, a gain of 136,196.

TO HANDLE CANADIAN WHEAT

The town of Sherwood, N.D., is con-
templating the erection of a bonded
warehouse for the purpose of handling
Canadian wheat.

The general mercantile firm of J. F.
Fumerton & Co., Glenboro, Man., is
selling out.

40 HIGHEST AWARDS In Europe and America

Walter Baker & Co. Ltd.

The Oldest and
Largest Manufacturers of

PURE, HIGH GRADE
COCOAS
AND
CHOCOLATES



Trade-mark.

No Chemicals are used in their
manufacture.

Their **Breakfast Cocoa** is ab-
solutely pure, delicious, nutritious,
and costs less than one cent a cup.

Their **Premium No. 1 Chocolate**, put up in **Blue
Wrappers and Yellow Labels**, is the best plain
chocolate in the market for family use.

Their **German Sweet Chocolate** is good to eat and
good to drink. It is palatable, nutritious, and healthful;
a great favorite with children.

Buyers should ask for and make sure that they get the
genuine goods. The above trade-mark is on every
package.

Walter Baker & Co. Ltd.

Established 1780.

Dorchester, Mass.

Branch House, 12 and 14 St. John St., Montreal

Few Flies last year
No Flies this year

if you use

Wilson's
Fly Pads

Stock the kind the housekeepers ask for.
Avoid poor imitations.

Egg Cases

—AND—

Woodboard Fillers
BOTTOM PRICES.

WALTER WOODS & CO.
Hamilton and Winnipeg.

In Line for Fall Trade—

WE have been working day and night—(holidays too) getting things in shape to look after your requirements for a satisfactory Fall and Xmas Trade.

We think we have bought mostly all lines at lowest market prices, but we know our **SELLING PRICES** are Rock Bottom in every line—our quotations are proof.

It will pay you to get in touch with us, if needing any of the following, either for present or future delivery.

CURRENTS— DATES— FIGS—

Raisins—

NUTS— PEELS— PRUNES—

A WORD ABOUT OUR **COFFEES** RETURNED

WE want to interest the grocer who has not handled any of our blends. We believe we can show you how it will pay—pay both increased profits and increased trade.

WE HAVE A PROPOSITION— to offer regarding your Coffee trade. Send us a sample of the Coffee you have been using and the price and we will send you full particulars of our proposition on

A COFFEE MILL THAT WILL HELP INCREASE YOUR TRADE.

The "National" Coffee Mill

IS THE BEST MILL MANUFACTURED.

DROP A POST CARD FOR PARTICULARS.



THE EBY, BLAIN CO., LIMITED

Wholesale Grocers— TEA AND COFFEE IMPORTERS. TORONTO



President:

JOHN BAYNE MACLEAN,
Montreal.

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CANADIAN INDIFFERENCE.

NOT long ago the foreign representative of an American manufacturing firm remarked to a representative of The Grocer that Canadian manufacturers were not as much in evidence abroad as one would expect, and that too frequently where Canadian products were actually to be found the markets were so inadequately cared for as to be practically barren of reasonable returns. Meanwhile foreign competitors were camping in their tracks and reaping the fruits of a systematic exploitation of such markets.

As if to lend additional color to the above remark comes the news that not a single Canadian manufacturer has availed himself of the generous offer of Sir Alfred Jones, manager of the direct steamship line between Canada and South Africa, to provide members of the Canadian Manufacturers' Association with free transportation to Cape Town. Evidently they have not thought it worth while to send over a commercial representative or even a trunk of samples or exhibits to the fair that is being held there during the present Autumn.

No one dreamed but that Canadian exporters would have jumped at the chance of sending over a few of their number to look into trade conditions in South Africa in view of the fact that it is bound to become one of the largest importing countries of the world within the next few years, and the key to the situation will undoubtedly be in the hands of those early in the field. It is no secret that American firms are reaching out after this trade, and in some cases have been extraordinarily successful in establishing a permanent market for American products. If one is to judge from appearances, however, Canadian manufacturers, instead of grasping the golden opportunity at the proper moment, are not only willing to let it pass them by but are deliberately turning down an invitation to go over and capture a share of South African trade. Canadians scarcely deserve the favor with which they are looked upon in South Africa. Yet the fact remains that a Canadian workman is regularly given the preference over a foreigner, and a product "Made in Canada" appeals irresistibly to the South African consumer. For this reason it is particularly unfortunate that the manufacturers have not thought it worth while to take a step which would have given an impetus to Canadian trade all over South Africa. They need blame no one but themselves if continued exhibitions of such indifference ultimately lose them one of the greatest markets of the twentieth century.

ANOMALOUS COAL TARIFF.

A RECENT issue of the Halifax Herald contains an article on the subject of Nova Scotia coal, which is of particular interest in view of the movement which is being made for a reciprocal arrangement between Canada and the United States in regard to coal.

The Herald rejects the idea "that there is any considerable market in Europe, West Indies or South America" for Nova Scotia coal, but points out that a larger market must be obtained if the output of the Nova Scotia mines is to be increased.

At present the geographical limits of the home market do not extend farther west than Montreal, although with-

in the last few months a few small lots have reached Smith's Falls. Within that market there is a population of approximately 2,000,000 people. As the population therein has increased in a smaller ratio than the output of the Nova Scotia coal mines it is urged by our contemporary that there must eventually be a glut in the market.

"The question," it says, "is a serious one to the localities concerned and the province; it is also serious to the stock and bondholders abroad. A stationary business is only one step from loss of values and decay. We assume that most of the coal propositions are capitalized on the basis of a developing output—of increasing business and augmented earnings. What becomes of this assumption, when the available market is glutted?"

While directly the Herald does not propose a remedy, it does not require a very close analysis of its article to discover wherein it considers it to be.

In a word our contemporary would have the tariff raised to a point where it would practically compel manufacturers west of Montreal to use Nova Scotia instead of the Pennsylvania and Virginia product.

The manufacturers and the railways in Ontario and other points in Western Canada while concerned in the welfare and prosperity of the Nova Scotia mining industry will certainly not look with favor upon any proposal to increase the present duty on bituminous coal. Their natural sources of supply are Pennsylvania and Virginia, approximately 800 miles nearer than the coal fields of Nova Scotia. Already they are taxed nearly \$2,000,000 a year because of the 53c a ton duty now imposed on coal from their natural source of supply plus a freight rate of about \$1.85 a ton.

But after all it would be practically idle to talk of increasing the duty with the object of compelling the transportation companies and the manufacturers in Western Canada to buy their coal in Nova Scotia. Nothing but an absurdly high duty could compel them to do this. The burden that the existing duty imposes on the users of bituminous coal west of Montreal is already grievous. Why, therefore, make it more so?

The remedy is not to be found in in-

creasing the customs duty on coal. It is in a reciprocal arrangement between Canada and the United States, whereby the Nova Scotia mines will have access to their natural market in the New England States, and the manufacturers and the transportation companies in Western Canada will be able to draw upon their natural source of supply without being handicapped, as they are under existing conditions.

Such an arrangement would not impair the home market embraced within Montreal and the eastern provinces. That market is just as much beyond the sphere of the bituminous coal fields of the United States as is the market in Western Canada beyond the reach of the mines of Nova Scotia.

A reciprocal arrangement will be to the advantage of all concerned—to the mine owners of Nova Scotia, to the manufacturers and transportation companies in Western Canada and to the consumers in the New England States. And what is good for all is the desideratum to be sought.

INSPECTORS FOR CANADIAN FOOD PRODUCTS.

ONE of the most vital questions in Canadian manufacturing circles to-day is that concerning the adulteration of food products. So much so that the authorities at Ottawa within the past few months have undertaken a crusade in the interests of pure and unadulterated foods; and have discovered as the result of official analyses that many of the food products sold in Canada as pure are more or less adulterated, sometimes with harmful and sometimes with harmless ingredients. There seems to be no doubt in the minds of manufacturer and consumer alike that no food which is advertised as pure should contain foreign matter. The question, however, remains as to what extent the manufacturer is justified in introducing foreign material in his endeavor to supply the market with a cheap article. Undoubtedly it is in the public interest that there be some uniformity in the matter in the way of a Government standard by which all food products may be graded. Such a standard can be fixed only after detailed conferences of members of the Government

with the manufacturers and others interested. Once the initial difficulties are overcome minor differences adjusted and a reasonable standard adopted, the consuming public as well as the manufacturer will know what to do and expect, and the necessity of certain recent exposures, in which the manufacturers were not in every instance to blame, be entirely removed.

A valuable suggestion along this line has been received from a valued friend of The Grocer to the effect that it might be well to have a factory inspector placed in each manufactory large enough to employ one, whose inspection duly certified to by the placing of a stamp on each package would be a guarantee of purity to the purchaser. Where the firm is not extensive enough to support an individual inspector, several firms might employ one between them. Such a scheme would commend itself to manufacturers desirous of giving the public good food, even if it were not agreeable to those whose aim is to make all the money they can out of their products, by fair means or foul. It seems likely that some such system of inspection will ultimately obtain, as it has the promise of being effective and the additional advantage of being feasible and inexpensive.

A RED TAPE POSTAL SYSTEM.

THE red tape system of permanent officials in the British postoffice is proverbial. Several instances of this have recently come under the observation of The Canadian Grocer, two of which might be cited. For instance, a letter was addressed to the editor of the Daily Post, London, Eng. Now while there is no Daily Post there is a Morning Post published in London, Eng., but the postoffice authorities could not deliver a letter thus addressed, and forthwith returned it to this office, stamped with the words "insufficient address." The editor also sent a letter addressed to "Mr. Harold Cox, secretary of the Cobden Club, Manchester, Eng." Mr. Harold Cox is known the world over as the secretary of the Cobden Club, but the postoffice authorities in Manchester did not know him. It was doubtless infra dig. for them to look up a city directory and get Mr. Cox's city address, and so this

letter was also returned stamped with the words "insufficient address."

In Canada the postal system may not be perfection, but Postmaster-General Mulock would, we fancy, decapitate the official head of any one if he turned over to the dead letter office letters similarly addressed.

Canada is a country of magnificent distances. From the Atlantic to the Pacific it stretches over 3,000 miles, but in spite of this letters sent to this country from Great Britain, often with addresses much more obscure than those sent by this office to the Morning Post and to Mr. Harold Cox, would have reached their destination. For instance we often get letters addressed to The Canadian Grocer, Canada, and not long since a letter addressed by a business firm in London, Eng., to a Mr. John Blank, Owen Sound, Toronto, United States, was delivered by the Canadian postal authorities into the hands of the person for whom it was intended.

Surely if Canada can deliver letters which do not contain the street number of the person to whom they are sent, the postoffice authorities of Great Britain with their relatively circumscribed territory ought to be able to do the same, and particularly when the letters are addressed to well-known men.

It is a bad thing for postoffice officials as well as business men when they become so tied up with red tape that they cannot turn over the leaves of a city directory to find the address or to do anything which necessitates their stepping aside for a moment from some established and hard fast rule. The laws of the Medes and Persians are unalterable. So, too, appear to be the methods of the British postal service.

CANADIAN FOODSTUFFS IN THE OLD COUNTRY.

OLD COUNTRY eyes are fixed on Canada just now, especially on the Canadian display at the Grocers' Exhibition, Agricultural Hall, London. In addition to stirring up British tradesmen to appreciate the resources and possibilities of the Dominion, it is having the effect of educating Canadian exhibitors to the vast possibilities for the extension of trade with the Motherland.

The object of Canadian exhibits here-

tofore in the Old Land has been to attract immigrants to our shores by alluring illustrations of our fertile fields in the great Northwest. This has had the effect of stimulating immigration very notably and acceptably. The present array of Canadian products has had the effect of not only directing attention to the resources of the country as a grain producing land, but is proving that the colony is a fruit growing country capable of producing almost all that is good for man.

At this Grocers' Exhibition may be seen such products as flour, meals, prepared foods, canned goods of many varieties, preserved and raw fruits, butter, cheese, hams and bacon, other hog products, dressed poultry, canned meats, canned soups, condensed milk, confectionery and maple sugar. It is more or less amusing to see that the Grocers' Gazette of London remarks concerning maple sugar that "it is a comparatively new product in this country, which has only to be tasted to be appreciated."

The other side, namely, the awakening of Canadians to the chances for trade in the markets of the Empire, is all important. Britain has not sufficient areas to produce her own foodstuffs, but in order to feed the immense working population is compelled to import. On the other hand Canada has a surplus of food products. Our "far flung fenceless prairies" produce wheat which makes the strongest flour in the world. The live stock reared on the succulent grasses and oxygenated air of the western plains is sound and in general demand. Notwithstanding the dull markets in cheese Canadian-made brands are in great favor and butter has simply ruled the markets in Britain during the past season. Our rare fruits have elicited the greatest admiration over there, while our vegetables have been pronounced the finest in the universe.

A glance at the growth of our trade in foodstuffs with Great Britain shows a marvellous development. During 1903 the exports of the eight leading food products had increased from \$34,191,746 in 1893 to \$89,901,956, an increase of over 160 per cent., while the total exports of bacon, eggs, flour, wheat, oatmeal, peas, apples, canned lobster and canned salmon, had grown from \$27,747,962 to \$103,509,984 for 1903. Thus

a great work is being carried on and the remuneration which may result from a comparatively small expenditure at one of the greatest exhibitions of its kind in the world may be greatly enhanced by the time manufacturers and exporters of the Dominion have extended their campaign of usefulness and made their products better known in the markets of the world.

A REJOINDER.

IN last week's issue of The Grocer editorial reference was made to a charge preferred by one of our correspondents against certain Canadian manufacturers exhibiting at the Grocers' Fair, London, Eng., namely, that they had charged the Canadian Government an exorbitant price for their products, whereas they ought to have given them away for the sake of having them officially introduced in the markets of Great Britain. The article singled out was a section of maple tree, for which the Government paid \$5.

In order to avoid any misapprehension which might possibly arise, it may be well to state that the above charge was made by one of our English correspondents who, while conversant with conditions of Canadian trade generally, was not, as has since transpired, informed as to the particular circumstance. The maple in question was a fine white maple, the finest sample obtainable, selected and cut especially for the purpose, and afterwards hauled, put into shape and burlapped at a cost of \$1 per foot. The Government authorities required not a piece of wood at a commercial valuation, but a section of maple to illustrate Canadian woods; as a matter of fact, the maple selected was a road-side maple, on which the farmer from whom it was obtained refused to put a commercial valuation. These ameliorating facts serve to minimize in no small degree the seriousness of the charge that has been laid at the doors of Canadian manufacturers.

CANADIAN FLOUR AND THE WEST INDIES.

THE GROCER has pleasure in publishing in this week's issue the opinions of two leading Canadian flour exporters on "The West Indies as a market for Canadian flour." The attention of the trade was recently directed to this subject on account of certain assertions made by Mr. Bryson, Canadian Commercial Agent at Antigua,

Montserrat and Dominica, and already referred to in the reading columns of The Grocer.

The James Goldie Co., Guelph.

We do not think there is the same prejudice now in the West Indies against Canadian flour that there was some years ago. Up to within the last year or two we did considerable business, but latterly have devoted our energies to working the business principally through New York houses. We find it more satisfactory for various reasons.

A great part of the flour business in the West Indies is done on the consignment basis. This we do not care to do. Of course we had to consign more or less in order to introduce our brands. When we succeeded in doing this, we ceased business with several firms, and received direct orders, mostly through New York houses. We at one time sent quite a lot to Antigua, to the firm of which Mr. Bryson is a member.

We do not think there is anything in Canadian flour not keeping as well as that made in the States. We believe, however, there is a great deal in what part of the country the wheat is raised from which the flour is made. It seems that the further south the wheat is raised the better the flour will keep in the West Indies. For instance, Maryland flour will stand the hot climate much better than that made in Michigan or in Ontario.

We have not done as much trade with the West Indies the past year or two on account of our Winter wheat crop being such a small one that we were forced to grind more Spring wheat, consequently were unable to supply the grade of flour commonly known in the West Indies as "Superfine." There is no doubt when we have a good crop in Ontario again that there will be no difficulty in selling Winter wheat flours either direct or through New York houses.

There is a great deal in the argument regarding financial facilities. My experience is that Canadians have been greatly handicapped. The rate of exchange is very high on islands where no Canadian banks are established. New Yorkers do not feel this, as in most cases they get paid in sugar, molasses, etc., which is in itself quite a profit.

The Flavelle Milling Co.

We have never sold to Antigua, Montserrat, or Dominica, but have been selling to Port of Spain, Trinidad, Barbadoes and Jamaica, and have never had any complaints from these sources. Neither have we found it necessary to ship Canadian flour as American goods through an American port, and certainly as far as our experience is concerned there is no warrant for the statement made by Mr. Bryson.

Canadian Canned Goods in Great Britain

Written Specially for THE CANADIAN GROCER by W. P. Gamble, B.S.A., of the Ontario Agricultural College, Guelph.

ANYONE who has followed the development of the Canadian export trade must realize that we have an invaluable market in the mother country. Many, however, fail to appreciate the fact that in order to establish a sound business with Great Britain we must supply her merchants with goods of the very best quality. The average English consumer does not consider the cost of household commodities so long as his taste is gratified; but he strongly objects to paying even a very low price for an inferior article. The price paid for Canadian cheese and butter illustrates this fact very well. In the case of cheese, there is a large and growing demand for this article in England, whereas, at the present time, there appears to be a very strong prejudice against Canadian butter. It is gratifying to know, on account of the large manufacture of cheese in Canada, that our output receives such satisfactory mention by leading merchants in London, Manchester, and other large centres. At the same time, it should be a matter of sincere regret to all true citizens of Canada that our export butter does not reach the same degree of excellence. Every effort should, therefore, be put forward to place our butter on the market in a condition such that it will command the highest price. The difference in cost of manufacture, and proper handling of this perishable product of the farm, would be practically nil as compared with the enhanced price which it is possible to obtain.

What has been said of our cheese and butter applies in a general way to our canned goods trade. It was with the object of obtaining some reliable information along this line that the writer during the past Summer, visited a number of the leading wholesale houses in the old country.

CANNED PEACHES, PEARS AND APRICOTS.

A number of the wholesale houses do not handle Canadian canned goods at all. In other houses, where our canned goods are to be found, the general complaint is that our peaches, pears and apricots are pulpy in appearance. When our cans are opened and the contents compared with canned goods sent from the United States the difference is very marked. The fruit from the other side of the line retains its perfect form, and is certainly more attractive than ours,

half of which is in pulp and has more the appearance of boiled turnips than of fruit.

The general impression among English merchants appears to be that our manufacturers purchase the fruit after it has become too ripe, or else that a very inferior variety of fruit is used, such as that blown off the trees, etc. Notwithstanding this fact, the flavor of our canned peaches is excellent; in fact, much superior to that of the California fruit. The general consensus of opinion appears to be, however, that Canadian manufacturers must look more closely after the raw material if we are to have a leading place in this very important industry.

CANNED RASPBERRIES.

The writer was shown a very fine display of canned raspberries. The fruit was put up in glass sealers, which were neatly labelled. This particular kind of fruit presented a very attractive appearance, and sold readily at good prices. In speaking of this fruit, Mr. Robinson, of the firm of Hanson, Son & Barter, said: "We cannot get enough of your canned raspberries to supply the demand. We have had to cancel a large number of orders for this brand this season. Our customers say the fruit is excellent. If more of your fruit could be put up in glass the prices paid would certainly be much higher than they are at present."

CANNED TOMATOES AND CORN.

There is a steadily growing demand for tomatoes and corn in England. Some few years ago there was a decided prejudice against canned goods of any kind, the reason being that a few cases of poisoning supposedly resulted from eating such foods. This prejudice appears to be gradually dying out. But there is a complaint at the present time that our manufacturers are not sustaining their record in the matter of quality. One defect pointed out to me was a blackening of the corn at the top of the can. This was probably caused by the soldering iron scorching the corn during the process of sealing the cans. In contrast with the black surface exposed when a can of Canadian corn was opened, several merchants showed me how the American manufacturers overcome this difficulty. They place a clean piece of parchment paper over the corn, and in this way are able to obviate any

blackening of the canned goods. One dealer told me that he did not so much object to a little of the corn being blackened, as the corn was not injured to any extent, but it gave the customers a bad impression of the goods to see this black surface when the can was opened. The customers often mistake this blackening of corn for foreign matter, and very strongly object to it. A little care in sealing the cans, and a small piece of parchment paper placed underneath the lid prevents any such false impression.

CANNED PEAS.

There is a very limited demand for Canadian canned peas on the English market, mainly for the reason that most of our peas are white. The most of the peas sold in England come from France, and are colored by the use of a dilute solution of copper sulphate. I may further add that the canned pea trade in Great Britain at the present time is in a very unsatisfactory state, because of a law prohibiting the use of copper sulphate in the process of manufacture. The merchants say that it is absolutely impossible for them to sell canned peas unless they are colored, and it is practically impossible for them to obtain sufficient peas to supply the demand of their customers unless they are permitted to sell peas which have been colored by copper sulphate solution. Several merchants have been fined for selling such goods, and a number of cases are now before the courts pending the decision as to whether or not a small percentage of copper sulphate may be used in the process of manufacture of this particular article of food.

CANNED BEEF AND TONGUE.

Some of our Canadian manufacturers have the reputation, in this particular line, of putting up a first-class article. In other cases the complaint is made that our canned tongue cannot compare with that placed on the market by Chicago firms. The main points of excellence in the American tongue appear to be, first, the attractive labels on the cans; second, the tongue presents a more attractive appearance when the can is opened, and, third, there is a complaint that some of the Canadian manufacturers leave too much of the throat of the animal attached to the tongue. From the English buyer's standpoint the tongue should be freed from all appearance of the throat or

If you want to handle the best goods you must have the "TARTAN BRAND." Write for full particulars if our travellers have not called on you.

Tartan

BRAND

RETURNED

FEB 2 1905

To Mr R F Hill
 Cut Book 2
 Page 63

Soaps
 Spices
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Canned Vegetables
 Canned Fruits
 Canned Salmon
 Package Teas
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Coffees
 Currants
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FULLY GUARANTEED BY

Balfour & Co., Hamilton, Ont.

THE EATING QUALITIES

They tell. In food products the chief thing, next to wholesomeness, is the way in which they appeal to the palate. These brands of fish

**“Halifax”
“Acadia” and
“Bluenose”**
Brands of —
**Prepared
Codfish**

are both wholesome and good to eat. They taste good; they make up into appetizing-looking dishes, and for the table have everything to recommend them, as you

will see by giving but a single trial. They get the good will of the consumer at once.

BLACK BROS. & CO., LIMITED

HALIFAX, N. S.
LA HAVRE, N. S.

A. H. BRITTAIN & CO., Agents, Board of Trade Building, MONTREAL.

FRESH AND CURED FISH

SOURCE OF OUR FISH SUPPLIES.

ALTHOUGH nine Canadian grocers out of every ten know that the coast and inland waters of the Dominion of Canada teem with fish in as great if not greater variety than any country in the world, a few facts in regard to the principal fish consumed in our markets may not be without interest.

Sea salmon, which has come into general favor within the past few years, was comparatively scarce in Canadian fish markets 10 years ago. Then the demand was not sufficient to warrant the importation of one full carlot of sea salmon from the Atlantic and Pacific Coast fisheries per season by a single firm in a city the size of Toronto. Cold storage had not been brought to such a state of perfection as exists to-day; the fish had to be sent forward by express in small lots, at the rate of 8c a pound. As a result sea salmon retailed at about 15 or 20c a pound. Now one firm thinks nothing of importing in Winter 3 or 4 carloads of sea salmon, which sell at from 12 to 15c. The Summer trade in sea salmon is supplied from British Columbia exclusively.

In Winter supplies of white fish consumed in Canada come from Lake Winnipeg, Man. These are caught in the Fall and are frozen and kept in cold storage until required. A considerable number of white fish are also caught in the same lake later in the year through holes in the ice. A series of holes about 5 feet square is cut and a long net pulled underneath. Fish caught in this way, which practically freeze solid as soon as they are brought into the Western zero temperature, are teamed into the City of Winnipeg and shipped daily to eastern markets, weather permitting. During Summer season supplies of white fish come from Lakes Erie and Ontario and the upper lakes, principally the latter. The catch from this source has, however, gone into consumption by the time cold weather sets in.

The fresh water herring trade has undergone a complete change within the last few years. The time was, not very long ago, when fresh herring were sold by the hundred at prices ranging from \$2 to \$3. They became scarce, however, in Eastern Canadian markets, and as a result are selling to-day at from 6 to 7c a pound. The best fresh water herring are taken from Lake Ontario, rang-

ing in size from 2½ to 3 pounds, although it is a peculiarity of the fresh water herring that until the last year or two the average herring was much smaller.

Halibut come from the Atlantic and Pacific Coasts in quantities that are increasing yearly. A remarkable feature about the halibut trade is that supplies are shipped from the Pacific Coast, direct to Boston and thence back to Canada on account of a preference in freight and express charges being granted on through shipments of halibut from the Pacific Coast, which enables Canadian fish dealers to buy their supplies of halibut back from the United States at a lower figure than they are to be had from the Maritime Provinces.

The source of haddock, another popular fish, is the Maritime Provinces, and in off seasons Portland, Me., and Gloucester, Mass. Lake trout come from Lakes Huron and Superior and Georgian Bay. Pickerel are fished from Georgian Bay, yellow pike from Georgian Bay and Lake Ontario, and perch mostly from Lake Erie.

Codfish, kippered herring, smelts, finnan haddie (cured fish) all come from the Maritime Provinces. The consumption of fresh codfish and finnan haddie in Ontario and Quebec markets may be said to be larger in Winter than in Summer, while smelts are in demand almost entirely in cold weather. In addition to the above list of fish we have soft shelled crabs from Baltimore and New York, hard shelled crabs (resembling Old Country crabs) from British Columbia, lobsters from the Canadian Atlantic fisheries, salt trout, lake herring, pickled salt water herring, pickled sea salmon, green cod in barrels, and codfish in quintals, pound blocks and shredded.

The outstanding feature of the Canadian fish trade as a whole during the past few years has been the phenomenal growth of consumption, the increase within ten years being fully 75 per cent. Fifteen or twenty years ago very little fresh fish was used except locally near the fisheries. To-day, as a result of improved transportation facilities and cold storage fresh fish caught in British Columbia may be served on a Montreal dinner table five days after. The other part of the story which is quite remarkable is that the same fish, provided it is properly stored, will be perfectly

fresh a week later in the hottest weather of Summer. With increasing population and growing consumption fresh fish are getting scarcer every year. The wages paid fishermen are higher and the cost of nets, twine and general fishing apparatus is considerably above what it was formerly. In the old days the rule was "supply greater than the demand." Now this is exactly reversed.

In conversation with a prominent Toronto wholesale fish dealer The Grocer gleaned the interesting information that of out-of-town fish customers a city dealer usually reckoned on having from three to four hundred more in Winter time than in Summer. The reason for this undoubtedly is the fact that fish can be handled with greater facility during the cold weather. In the majority of cases retailers have not taken the trouble to instal even the most primitive kind of ice box for storing fresh fish in warm weather, evidently not being aware of the fact that with very little expense fish can be kept in perfect condition for 5 or 6 days, even in the month of July. In the few cases, however, where the experiment of keeping a supply of fresh fish in Summer time has been tried it has proved eminently successful. The direct profits to be had from the selling of fresh fish are big, and what is more, fresh fish, provided a separate department can be provided, is a valuable side line for a grocer to carry, as it will undoubtedly attract an extra volume of staple trade to his store. These remarks apply, of course, only to the retail grocery or general merchant in towns where there is sufficient proportion of fancy trade. A line, however, which may be profitably carried by even the smallest grocer are dried, salt and pickled fish, and last but not least fish prepared in packages such as boneless and shredded cod. The day has come when the average housekeeper, and even the farmer's wife, finds it convenient to pay a little extra for an article of food ready for the table and save herself the trouble of preparation.

The Delectable Haddie.

TO the stranger visiting the fishing centres of the Maritime Provinces no branch of this important industry excites more interest than that devoted to the Finnan Haddie, a form of fish food that has of late become very popular in Canada.

In his native element the Finnan Haddie of our breakfast table is the plain

haddock, which is taken all along the eastern coast in company with cod, hush, pollock and hake. The haddock as a fresh fish ranks with the cod, which he very much resembles, the main distinguishing features being a dark line along the side and a couple of black marks just behind the head, to which the fisherman attaches a diabolical significance.

EVIL MARK.

Indeed, they attribute these marks to the Evil One, and even go so far as to quote the words of His Satanic Majesty when he grasped the unfortunate fish. It is generally agreed that "I've got you, Dick" was the salutation addressed to the fish by Old Nick, thereby proving himself again a liar, for the haddock seems invariably to escape until finally impaled on the hook of some Nova Scotia fisherman. At least no one has ever met with one that had not escaped, and haddock after all are reasonably plentiful. But the blot on the escutcheon, or, rather, the back of the neck, remains a fearful warning to evil doers, and an admonition to all men.

CONVERTING HADDOCK.

The converting of a common run of catch haddock into an aristocratic Finnan Haddie does not take so long as one might imagine. The curing process is rapid and, therefore, not permanent. Should the fisherman decide to make "Dick" over into a dry salt "Cod" it would take longer, but when the process was completed the product would be almost as indestructible as sole leather, only a deal more palatable.

In either case, the initial steps are the same. It is desirable of course that the fish be attended to as soon after being caught as possible. Very frequently they are caught from small boats by small fishermen. These land, remove the gills and entrails from the fish, and dispose of them to a larger dealer, or else sell them out and out just as they come from the water.

In any event, once landed in the fish-house, they are headed, gutted, cleaned and put in pickle if to be made into Finnan Haddie, dry salted and spread out in the sun to dry if intended for hard dried fish.

SMOKING PROCESS.

A haddock is left in pickle from two to five hours, according to its firmness, and then hung up in the smoke house for from 10 to 20 hours. This is a delicate process, and the success of your Finnan Haddie depends on a nice adjustment of your smoke. If well done, your fish comes out a beautiful golden brown, with an appetizing odor and a delectable flavor.

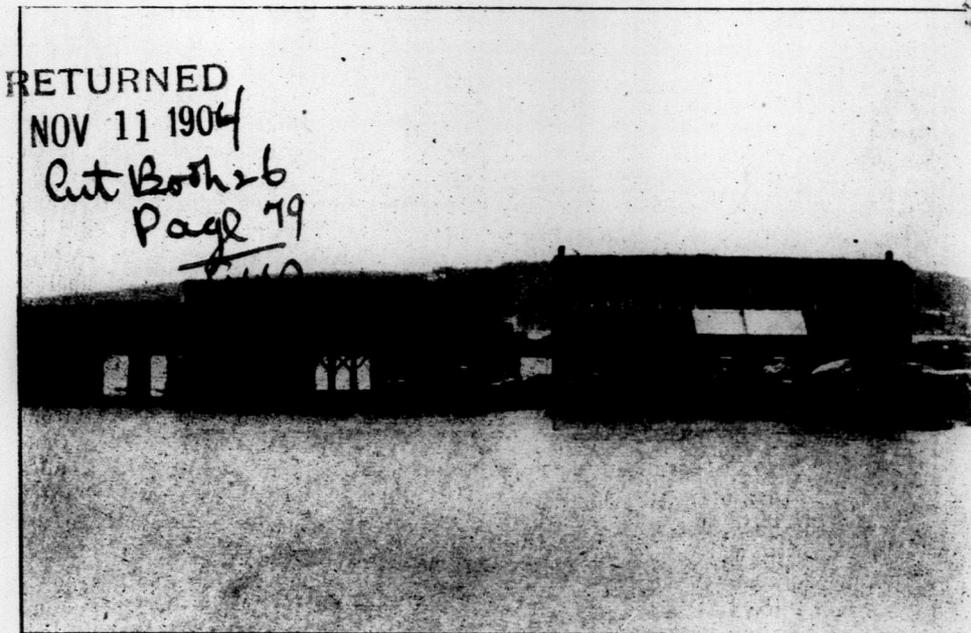
The fish are ready now to be packed in boxes of about 30 pounds each and

expressed with all possible haste to the markets of Inland Canada, for the sooner the fish is consumed the better. It has been smoked only enough to give it the proper flavor and to preserve it for a reasonable time. As intimated above,

splitters, seven cleaners, two headers and three packers.

FINNAN HADDIE INDUSTRY.

The industry is handicapped by inability at times to supply fish regularly. Storms, for instance, may shut off all

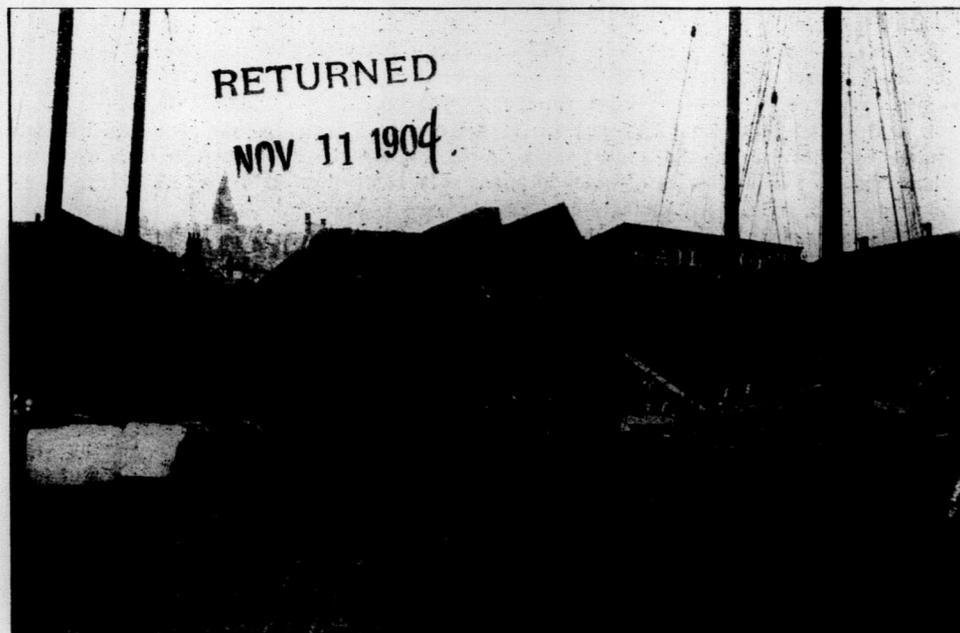


Black Bros. Factory at La Have, N.S., where "Halifax" and "Acadia" fish are prepared.

your indestructible fish is hard salt dried.

The workmen engaged in curing haddies acquire a marvellous dexterity, and will clean a fish in a twinkling. A pack-

supplies for several days, while jobbers in inland centres are chafing at the delay. This difficulty is not insurmountable. Larger capital invested and the use of larger and stancher boats will,



Distributing Warehouse of Black Bros. & Co., Limited, Halifax, recently destroyed by fire.

er in St. John boasts of a record of 500 cases dressed, cured, packed and loaded on the cars in 24 hours. This feat was accomplished by a staff of two

experienced men declare, enable producers to fill orders regularly despite inclement weather, and the movement is now in this direction.

FISH AND OYSTERS

WE HANDLE THE LARGEST VARIETY OF FISH IN CANADA

OUR SPECIALTIES

SMOKED FISH.
FINNAN HADDIES,
KIPPERED HERRING,
SMOKED SALMON,
SMOKED HERRING,
BLOATERS,

FRESH FISH.

SALMON,
HALIBUT,
TROUT,
WHITEFISH,
PICKEREL,
HADDOCK,
COD.

DRIED AND PREPARED FISH.

PURE BONELESS COD,
PURE BONELESS FISH,
SKINLESS COD, in cases,
DRY COD, in bundles.
DRY POLLOCK.

OYSTERS

STANDARD BULK OYSTERS,
SELECT BULK OYSTERS,
MALPEQUE SHELL OYSTERS,
FANCY CUP SHELL OYSTERS,
CARAGNET SHELL OYSTERS,

PICKLED FISH.

LABRADOR HERRING, in brls., halves and pails,
LABRADOR SALMON, in brls. and halves,
B. C. SALMON, in brls. and halves,
LAKE TROUT, in kegs,
LAKE WHITEFISH, in kegs,
NO. 1 MACKEREL, in brls., halves and pails.

OUR BONELESS FISH

is sold by grocers from the Atlantic to the Pacific Ocean.

— ASK FOR "LEONARD" BRANDS. —

Direct shipments to all parts of the Dominion.
Correspondence solicited.

LEONARD BROS.

Wholesale Fish Merchants

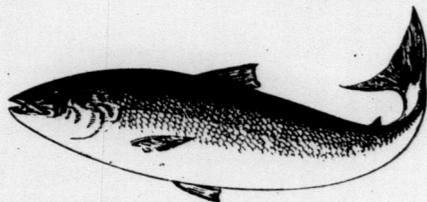
YOUVILLE SQUARE (Near the Customs House)

MONTREAL

Brittain St.,
ST. JOHN, N. B.

Grand River,
CASPE, QUE.

SOCKEYE SALMON



"Sovereign" and "Lynx"

Brands

ARE THE CHOICEST IN THE MARKET.

EVERY TIN GUARANTEED.

TO BE HAD OF ALL GROCERS.

1904 NEW PACK



"Horse Shoe"
SALMON

NOW IN STORE

SUPPLIES ARE LIMITED OWING TO SHORT CATCH

ORDERS SHOULD BE PLACED EARLY TO
AVOID DISAPPOINTMENT.

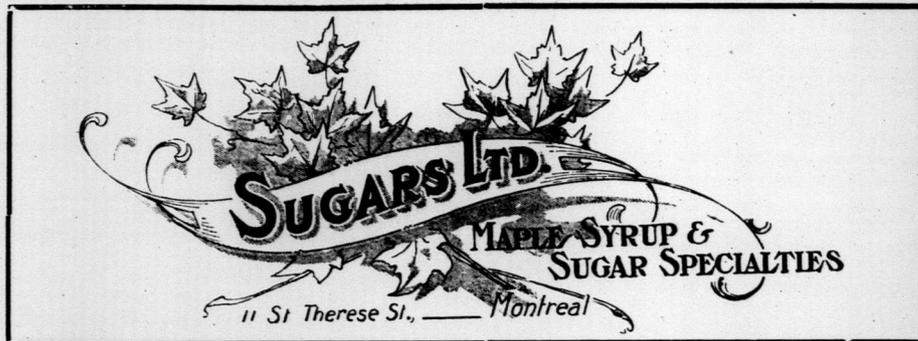
1-LB. FLAT TINS ARE PERFECTION AND CAN
BE CONFIDENTLY RECOMMENDED.

THE STANDARD OF QUALITY FOR BRITISH
AND CANADIAN TRADE.

No Competition . .

There are two ways to get away from competition.
 One is to turn out poor goods and undersell everybody.
 The other, to make the **Best Goods**.
 The public are quick to recognize **Quality** and have always awarded **First Place** to

Clark's Sliced Smoked Beef



EPPS'S GRATEFUL. COMFORTING.

IN ½-LB. LABELLED TINS. 14-LB. BOXES.

Special Agents for the entire Dominion, G. E. COLSON & SON, Montreal.
 In Nova Scotia, E. D. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg

THE MOST NUTRITIOUS

COCOA



All Grocers Should Stock
 THE STAVANGER PRESERVING CO.'S
Crossed Fish Brand
 Norwegian
Smoked Sardines

Selected Fish—Pure Olive Oil—Patent Decorated Tins
 AGENTS FOR CANADA
 W. G. Patrick & Co., 29 Melinda Street, Toronto
 British Manfrs. Agency Co., Vancouver, B.C.

This design a guarantee of quality.

THIN CASE LINING PAPER

ALL SIZES FOR SHOE CASES CHEAP AND EFFICIENT

CANADA PAPER CO.

Toronto LIMITED Montreal

SAMPLES AND PRICES FOR THE ASKING.

Codfish Philosophy.

THE Maritime Prover is a firm believer in the value of a fish diet, and will back up his belief with arguments drawn from theology, pathology and the philosophy of the ages. There is no breakfast, they say, like a fish breakfast, and no fish like the cod. Unlike many mortals, he practices what he preaches, and the sojourner down by the sea is surprised and delighted with the variety and toothsome of the fruit of the sea he has to choose from.

The easterner is convinced that the reason a fish diet is not more common in the west is because of the difficulty experienced in the interior in securing first-class fish and consequent ignorance of the delicious breakfasts that can be made of many members of the finny tribe.

The old method of curing the cod was the dry salt method, and all readers of The Grocer are familiar with the hard slab of salteries that for years has passed current for codfish. A healthy diet in its way for some, it did not appeal to the many, and was but a faint imitation of the cod at its best.

About a year ago Black Bros. & Co. of Halifax and La Have undertook to place the cod on the western market in a shape that would preserve its native merits, and in this effort they have been happily successful.

In their curing special pains are taken to secure the most scrupulous cleanliness. The fish are cleaned as soon as caught, and transported straightway to the company's packing houses at La Have, and there prepared into "Halifax" and "Acadia" brands. All the bones are removed and only the very choicest and whitest of the fish used.

A new form of fish just begun to be put on the market by Black Bros. is their "Halifax Shredded Codfish," got up in cartoons for the retail grocery trade, enabling them to handle to advantage a line of goods hitherto unknown to some grocers in inland towns and cities. This fish is especially prepared for making fish balls, creamed cod and codfish omelets.

In conversation with Mr. A. H. Brittain of Montreal, who is in charge of the sales department for Black Bros. & Co., The Grocer learns that the recent disastrous fire in Halifax only temporarily affected the company. The Halifax warehouses alone were destroyed. But as the factory is situated at La Have there is no interruption to the supply of fish, and all orders can be filled without delay.

Very few grocers realize the extent of the cod fishing industry of the Atlantic, which ranks equally with the salmon fishing of the Pacific, the value of the catch for 1903 being \$4,028,788.

KING OSCAR SARDINES

Choicest small fish

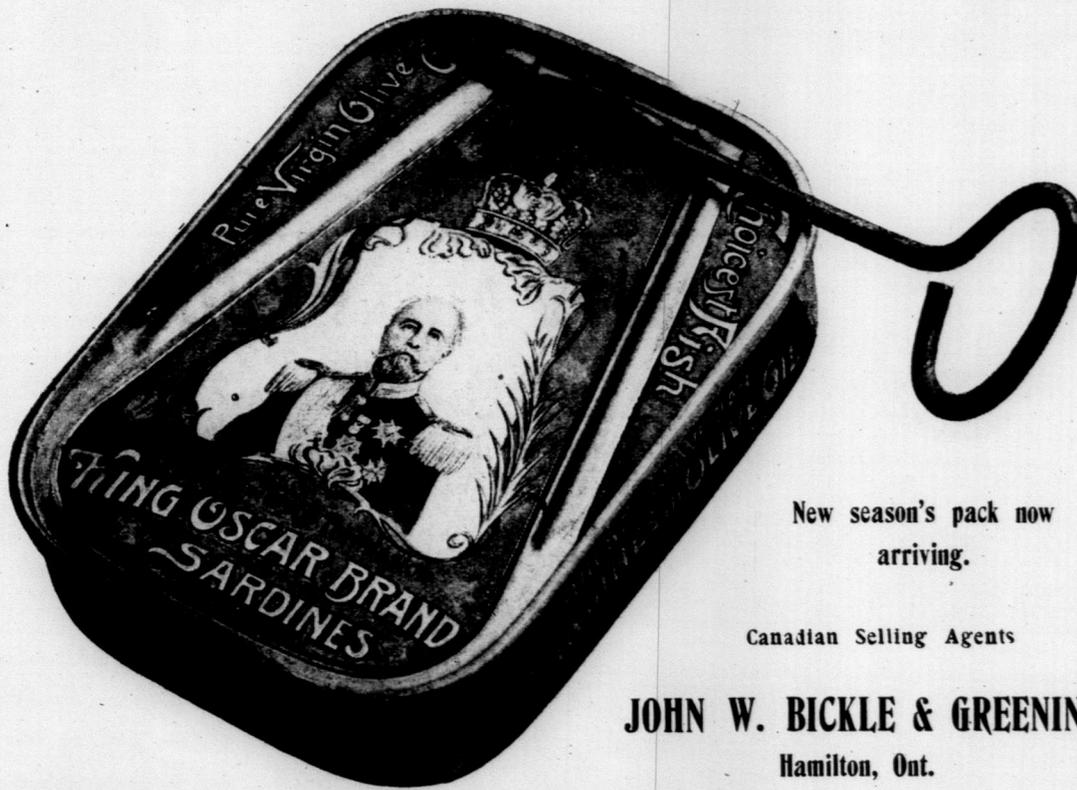
Pure olive oil

No scales or bones

Handsome package

Moderate price

Quick seller



New season's pack now arriving.

Canadian Selling Agents

JOHN W. BICKLE & GREENING
Hamilton, Ont.

Can be obtained through
wholesale grocers.

Dominion Elections, Nov. 3, '04

On Election Day and every other day the people will
vote the straight Lipton ticket.

BALLOTS TO BE MARKED AS FOLLOWS:

LIPTON'S PICKLES	X
LIPTON'S FRESH FRUIT JAMS	X
LIPTON'S JELLIES	X

Let us suggest that you mark your orders accordingly. Ask the travellers about the Lipton goods, or send us your address and let us tell you about the goods and the prices. :: :: :: :: :: :: ::

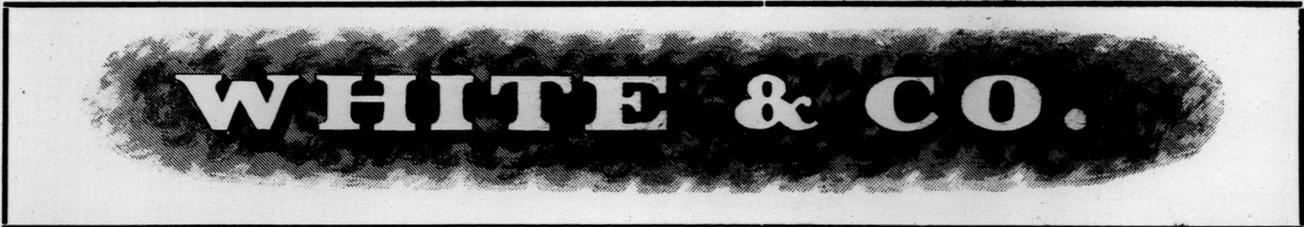
"DO IT NOW"

Address your enquiry to the Canadian Agents:

J. N. CREED & CO., Halifax, N. S., or
J. S. CREED, Board of Trade Bldg., Montreal

PHONE MAIN 4106—PRIVATE BRANCH EXCHANGE
CONNECTING ALL DEPARTMENTS.

CABLE ADD.—“WHITCO”
CODES: A.B.C., SCATTERGOODS,
REVISED ECONOMY, CITRUS, U.S. CIPHER.



Importers and Auctioneers of **FRUITS AND PRODUCE** From all quarters of the Globe.

To Shippers and Consignors,

If you are looking for an up-to-date reliable house to represent or handle your particular line of goods in this market get in touch with us.

We have one of the largest connections in Canada, which means the best outlet for goods at their proper worth.

Specialty made at present in

Oranges, Lemons, Grapes, Onions, Nuts, Figs, Dates, Oysters, Butter, Eggs, Fish, smoked and salt of all kinds. POULTRY, and other farm produce.

Correspondence from any source will receive prompt and careful attention at the hands of the management.

To Fruit Dealers in Canada,

We solicit your account knowing we can best serve your interests. Send us your address for Weekly Price List.

If it's new and good we have it, and have it first.

Oranges

FLORIDAS—1st car due, Oct. 29th.
JAMAICAS—Barrels and Boxes.
MEXICANS—Get our prices on car lots or less
NAVELS—Due Dec. 5th.

Lemons

Have several thousand boxes NEW MESSINAS in transit. DUE OCT. 27th.
“KING EDWARD”—Extra Fancy.
SOLDIER BRAND—Extra Choice.

Bananas—We can quote you extremely low prices.

Onions—DOMESTICS, Reds or Yellows. In car lots or less.
SPANISH, large cases. “ “ “

Apples—All varieties Winter fruit. Special prices in car lots delivered your station.

Oysters and Finnan Haddie a specialty.

New Dates—“HELLAWEE” SAIRS and FARD, for immediate delivery.

We handle everything in our line. No disappointments in filling orders.

WAREHOUSE:
64 Front East.

AUCTION ROOMS:
Cor. Scott and Esplanade Sts.

BANKERS: Canadian Bank of Commerce,
Market Branch.

TORONTO, - CANADA.

Our Canadian Fruit and Fruit Trade

Fruit Trade in the Grocery Store.

NOT long ago a representative of The Grocer had occasion to pay a visit to a grocery store not far from Toronto and make a small purchase of Mediterranean fruit. To his great surprise the grocer found it necessary to dig and delve among a stock of miscellaneous boxes underneath the counter before he could locate his supply of lemons and oranges.

This experience suggested that more attention should be paid to the retailing of fruit by grocers throughout the country. Possibly the grocer referred to above is beyond the reach of suggestions of any sort—it is almost inconceivable how anyone could allow himself to be so blind to the possibilities of the fruit trade as to keep his oranges and lemons under the counter.

The consensus of opinion among grocers who have paid any attention to the department of fruit is that it pays remarkably well, in some cases even better than staple lines. No one needs to be told that a housekeeper when she comes to do her morning shopping is sure to give in addition an order for fresh fruit provided her attention is drawn to an attractive display. In addition to being a good line in itself, fruit helps to sell other goods, for instance few can withstand the temptation of an attractive display of fruit. Once they are attracted to a store, nine chances out of ten they will come back again, if not for fruit then for something else. The writer has in mind several grocers which have earned a reputation as being headquarters for certain varieties of fruit. "I think it was about time," says one housekeeper to another, "that I was dropping in at Smith's. You know he gets his pineapples in before anyone else, and I always patronize him." Mrs. Jones loses no time in purchasing a little of the fresh fruit in question from Smith, but what is more, she takes her friend along and both think of some little article in the grocery line that is required at home.

The secret in selling fruit is attractive display. Fruit should be shown near the front of the store; the more conspicuous the position in which it is placed the better. If a grocer has two front windows he is recommended to give one, or at least half a window,

over to the display of fresh fruit and vegetables. The fruit stand in front of a store also makes a most effective display. The thing to be remembered always in connection with selling of fruit is that fruit attractively displayed is already half sold. Under no circumstances should a grocer mix his fruit and vegetables with anything else. He should keep his stock clean and fresh and exercise the utmost care in displaying none but first-class stock. A good scheme to follow in a window display of fruit is to have the prices ticketed. A passer-by may be attracted by the fruit, but be timid about going inside to purchase, fearing the price may be too steep. These price cards are effective silent salesmen and answer questions. Another good idea is to have an attractive display card printed from time to time advertising the arrival of new lines on the market; for instance, "The first Almeria grapes of the season." Now that tropical fruits are so easily procured and fancy vegetables are to be had in and out of season in such variety and at such reasonable prices there is no reason why a grocer should not have a fruit and vegetable display attractive enough to win over the most hard headed customer.

In the handling of fruit the other cardinal points to be observed are watching the season in order to buy at the right time, and buying fresh fruit and vegetables with the exception of tropical fruits, only in sufficient volume for trade a day or two ahead. The reason why many grocers have failed to make a success of the fruit trade is that they have gone into it head over heels and overloaded themselves with stock that wouldn't sell. The requirements of his district should also be studied with the utmost care by a grocer—in addition to the tastes of his own customers. For the grocer in the larger towns, more or less variety of foreign and domestic fruits and fancy vegetables are recommended; even the smallest country grocer, however, will find it profitable to stock a nice assortment of staple varieties of fruit, such as oranges, lemons, bananas, pineapples, etc.

The Export Apple Trade.

IN the United Kingdom the almost total failure of last year's apple crop led to a great demand for imported apples, and, fortunately, Canada was in a position

to profit by the situation, the apple crop in this country having been good both in quantity and quality. Under those conditions it is not surprising that, for the year ended June 30 last, our export apple trade was the most valuable in our history.

The following table shows the values of the apples exported from Canada in the years 1895 to 1904, both inclusive, (years ended June 30):

1895	\$1,821,463
1896	1,416,470
1897	2,502,698
1898	1,306,681
1899	2,621,352
1900	2,578,233
1901	1,482,927
1902	1,566,808
1903	2,758,724
1904	4,590,793

Last season Canadian apples realized uniformly higher prices in the British markets than apples from other countries, and fewer complaints were heard, re quality and condition, than in any previous year. The old criticism: "Too many varieties in each shipment" was again to the fore, however, and will continue to be heard each year until Canadian apple growers realize the fact that their orchards are planted with too many varieties, and that they are suffering financially in consequence. Consignments of one well-known variety of uniform grade, are wanted by the large dealers in Great Britain, while small lots, composed of different varieties and grades, are bought by small dealers at reduced prices.

The apple crop of the United Kingdom for 1904 will only be of fair quantity, and will not affect the demand for the best class of Canadian apples; but there will not be the keen demand for inferior grades which was met last season owing to the total failure of the English crop of apples together with a scarcity of other fruits. The outlook is that there will be sufficient English apples to supply the cidermakers leaving a surplus to meet Canadian shipments of early varieties. In shipping

Canadian apples to Great Britain, the following directions should be followed:

PACKING APPLES.

1. Cool all fruit thoroughly before packing.

2. Handle as little as possible.

3. Grade fruit according to "Fruit Marks Act."

4. Pack fruit tightly in packages.

5. Pack no inferior fruit for export.

6. Pack a limited quantity of fancy apples of the best varieties in boxes, holding not less than one bushel or 40 pounds net of fruit, a suitable size being the Canadian standard (10x11x20 inches, inside measurement). Little or no packing material should be used, but a sheet of cardboard at top and bottom of the case will reduce the amount of injury from bruises. Only very fancy fruit for dessert use, such as "Fam-cuse," "King," "Wealthy" or other highly colored varieties should be wrapped in paper.

7. The barrel is the most suitable package for the bulk of the apple trade with Great Britain. It is popular with the wholesale trade, and the retailers like it as the net weight of fruit holds out, which is an object where fruit is sold by the pound; the demand for apples in boxes will increase when the trade find they get a good article combined with 40 lbs. net weight of fruit. Barrels should be well made, strongly nailed and should have eight hoops, two each at top and bottom, with four quarter hoops. Place at each end of the barrel a circle of heavy cardboard in order to prevent the fruit from being bruised and becoming unsightly when exposed for sale; these cardboard circles should have semi-circular holes at each side to allow of their being easily removed.

8. Use only new barrels or boxes for the export trade.

9. For making barrels or boxes use a wood that will not taint the fruit.

The bulk of Canadian apples shipped abroad are packed in barrels, but there is a growing demand on the part of retailers and consumers in Great Britain for a smaller package. The wholesale trade and large dealers prefer the barrel, as it means less handling, but the box is the most suitable package for fancy apples, as there is less danger of the fruit becoming bruised through pressure, or injured by rough handling. The scarcity of barrels last year caused many shippers to use boxes, but, instead of shipping only number one fruit,

in cases of uniform size, all grades of apples were packed and sent forward in all kinds of boxes, ranging from a cheese box to a bacon case, the latter holding from 250 to 300 pounds of apples. It is to be hoped that these dubious experiments have not prejudiced the British dealers and consumers against Canadian apples in boxes, otherwise lasting harm may have been done to our boxed apple trade.

Canadian fruit growers and shippers should adopt a box of standard shape and size for export, in order that boxes of apples from Canada be uniform in shape and size no matter what particular district they were from.

SHIPMENTS FROM MONTREAL FOR 1903.

Although a considerable percentage of the barrels shipped last year were made of poor material and were therefore not strong enough to thoroughly protect their contents, yet, on the whole, the apples shipped from the port of Montreal were landed at the various British ports in better condition than in any previous year. Owing to the volume of business offering, the apple shipments received greater attention than usual from the steamship companies, and as a result, there was more care in the loading, stowing and discharging of this class of cargo. Owing to the efforts of the Dominion Department of Agriculture several steamers were fitted with additional ventilators in the holds where apples were stowed, and the increased ventilation, no doubt, contributed materially towards the delivery of the cargoes in good condition.

SHIPPING APPLES.

1. Ship only very choice fruit of the early varieties, as early apples have to compete with home-grown fruit on the British market. Table varieties of choice quality, packed in cases, should be shipped in cold storage at a temperature ranging from 35 to 40 degrees. A lower temperature is not required. A great and sudden change of temperature always causes damage to perishable food products, causing apples to become slack, wet and wasty. Apples in barrels should be shipped in holds which are equipped with forced ventilation, (electric or steam fans).

2. Ship regular supplies at regular periods and not too large quantities at any one time.

3. Do not force apples out of season on the British markets; for example, do not ship Winter varieties when there is a demand for early varieties. The British trade do not buy to hold in storage, so hold late varieties of apples un-

til they are seasonable and in demand.

4. Ship as few varieties as possible in the same consignment.

5. Canada ships too many varieties. Export shipments should be confined as nearly as possible to the following varieties: Baldwin, Greening, King, Russet, Spy, Ben Davis.

The best class of trade buy when and where they can get large quantities of uniform grade and variety, leaving the shipments of different varieties and mixed grades to the smaller dealers and costers.

MARKETING APPLES

The leading fruit markets in Great Britain are London, Liverpool, Glasgow, Bristol, Manchester, Cardiff and Hull. These ports are the distributing bases for the bulk of the fruit shipments as well as other food products sent to Great Britain from Canada. Canadian shippers, as a general rule, will do well to confine their shipments to one or more of these ports, for the business reason that it is better to have the bulk of your goods at a good distributing base, than at a market which is confined to local demands and which may become glutted and demoralized under heavy supplies. Individual Canadian shippers may make good business connections with firms at inland British towns, and realize very satisfactory returns for their goods, but as a general rule it is not advisable to exploit new markets unless prepared to meet losses which are liable to be made in establishing new trade connections.

A Leading Toronto Fruit Firm.

WHITE & CO., wholesale fruit and produce merchants, Toronto, is an example of what 10 years of enterprise can accomplish in a Canadian city of 250,000 inhabitants. From a very humble beginning the business of this firm has increased by leaps and bounds until during the fruit season of 1904 they claim to have handled no less than 47 cars of California fruit alone within the short period of 12 weeks. Such a record goes to show that the consumption of California fruit in Canada is increasing every year; the reason for this is undoubtedly the attractive quality and comparatively cheap price of California fruit.

White & Co. handle very large quantities of tomatoes, their shipments for the season of 1903-04 totalling 250 cars, or an average of one car a day. Oranges, lemons, pineapples, grape fruit, cranberries, foreign dried fruits, sweet potatoes, onions and all kinds of fancy produce and vegetables also constitute a big item in their yearly turn over. On account of their excellent cold-storage facilities White

& Co. carry a large trade in oysters and fish.

To look after their increasing trade the firm require the service of four suburban and four city travelers. Their office staff consists of 25 or 30 men who work under the able direction of Mr. F. J. White, proprietor and manager of the firm. As far as office and warehouse accommodation are concerned, White & Co., of Front street east, have no reason to be envious of any other firm conducting a similar business in the Dominion. A special feature of White & Co.'s business is their auctions conducted daily during the height of the fruit season, by means of which the Toronto trade is enabled to handle large quantities of perishable fruit and produce with profit.

The experience of White & Co. has been that the fruit trade is tending more and more in the direction of fancy and expensive lines of fresh and dried fruits. For instance, grape fruit, which until recently was comparatively unknown in this market, has become so popular among the

fancy trade of Canada that fruiterers are considering the advisability of importing this delicious breakfast fruit at frequent intervals during the winter season in car-load lots. In regard to the present season, shipments of Jamaica oranges are now on the Canadian markets, and Florida stock will follow in the course of a week or ten days. First shipments of lemons, of which White & Co. are direct importers from Messina, are due about the first of November. In Almeria grapes they have a direct account with the Spanish growers. This season's crop record for quantity and quality is one of the best in years. The ripening season has never been so satisfactory, the sun having colored the berries just to the requisite degree. White & Co. estimate that they will handle, during the season of 1904-05, from 1,500 to 2,000 barrels of Almeria grapes, the bulk being the tinted variety, which is so popular among the fancy trade, not only on account of its attractive appearance, but also its keeping qualities.

French Almond Crop.

Recent advices indicate that this year's crop of Provence almonds will much exceed that of last year, owing largely to the absence of late frosts. The following table shows the estimated output of the principal regions of production compared with the product of 1903:

Country.	1903. Bales.	1904. Bales.
Provence.....	8,000	50,000
Spain:		
Majorca.....	75,000	70,000
Malaga, Murcia, Carthage, Alicante.....	60,000	60,000
Sicily.....	100,000	80,000
Bari.....	100,000	75,000
Morocco, Tunis, Corsica, Sardinia.....	50,000	60,000
Levant and other minor sources.....	20,000	20,000
Total.....	413,000	415,000

From these figures it will be gathered that in spite of a heavy crop in southern France the total quantity available is not expected to exceed materially that of last year. With 100,000 bales of the old crop still being offered, prices are expected to average \$25.30 for 220 pounds, though possibly a considerably higher price may be reached.

FINKLE & ACKERMAN
BOWMANVILLE, ONT.

Mfr's choice grades

Evaporated Apples

Dried Fruit

cleaned and renovated by the latest improved machinery and appliances.

GUARANTEED TO GIVE SATISFACTION.

J. T. ADAMSON & CO.
27 St. Sacramento Street,
MONTREAL.

Tel. Main 778.

McDOUGAL & LEMON
OWEN SOUND

Wholesale dealers in Foreign Fruits, Butter, Eggs, Cheese, Poultry, Raw Hides, Sheep Skins, and Wool.

We want to sell you some fruit, and we will buy your butter and eggs.

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Manitoba and The Territories

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Toronto, Canada

A Bakery Test Attached to a Montreal Flour Mill

By C. D. C.

HOW vital a thing is flour to rich and to poor alike, in fact it is almost as essential to the life of human beings as the water they drink. Yet while great attention has been paid by scientists to the purity of water, it is surprising that only within recent years has such accurate attention

from usefulness in modern times, except perhaps for remote districts. The only test these old millers had for grain was to run their fingers through the bag as it was sold, or brought to the grist. They looked at the grain then at the farmer and said, "I will give you so much for this grain because it is of such a weight and of such a quality." They

a tip-top miller in those days was to be honest, get in touch with a good number of hearty farmers, keep one's machinery clean, and see that the wheat was absolutely dustless and wholesome before it was milled. Nearly every young man who has lived a portion of his life in the country can recall the fact that their miller was a man among men, be-



Mr. F. W. Thompson,
1st Vice-President and Managing Director of Ogilvie Milling Co.



Mr. H. M. Gray,
Chemist of the Ogilvie Milling Co. at Montreal.

been paid to the purity of flour. The old-fashioned country grist miller made money without injuring anyone, as far as he knew, but the old days of tin pockets and leather carriers which carried flour through long troughs from mill-stone to bin have faded entirely

milled the flour and that is about all that can be said. All they knew was that they poured the grain into a hopper and it came out flour—just flour.

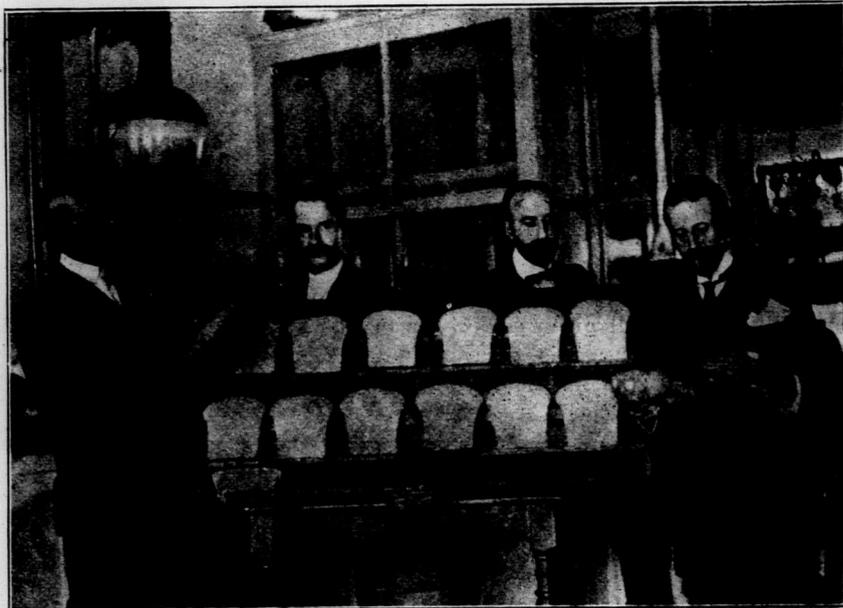
After that, screens were used to divide it into a fineness after which process it was sold to the baker. The way to be

cause he made the best flour in the district. Wherever there was a water-power such mills occupied prominent positions on the landscape.

Now one can readily imagine he sees one of those old-fashioned millers visiting the flour testing laboratory of the

Ogilvie Milling Co. at their offices, Youville square, Montreal. The old story of a bull in a china shop would be about as appropriate as his appear-

fore his customer would buy it, he would have laughed. That would have been a mild test compared to the one to which the Ogilvie Milling Co. put their flour.



Samples of Bread made in Ogilvie Mills.

Mr. Gagnon, flour inspector for the Ogilvie Milling Co. and Mr. R. Boyd, head miller at Royal Mills in back ground; Mr. Smeltzer, manager of Ogilvie's Mills at Glenora and Mr. F. W. Thompson, Vice-President and managing director of Ogilvie Milling Co., in foreground.

ance in such a place. He would not have the faintest idea where he was or that the apparatus and machinery about him had any connection with that flour industry out of which he made his fortune. Yet, to be fair to him it could be explained readily that the actual milling process is very similar in essence to what it was half a century ago. In fact, ever since the primitive days when the savage beat maize with a stone, the gluten and all the elements which go to make up the nourishment of common flour have remained practically unchanged. True, the power of moving mill machinery has changed, the material within the mill stones may have changed, certainly the old mode of passing the grain into and through them, is no longer in use. The secret of milling, which makes it a science to-day, is that which controls what goes into the mill, so that, whatever comes out shall always be the same and shall be the best. Best, is still a relative term and the stronger the character of the firm, the less likely they are to use this word as an absolute term. In the Ogilvie Flour Milling Co. of to-day the millers are as positive as to the identity of to-day's output, and that of six months ago, as they are that their mill is running. Supposing the old-fashioned miller had been asked to bake a loaf of bread from his flour be-

in fact, every well equipped mill of modern times should have a test similar

under chemically exact conditions. Thus, it is found, whether or not, bread is of the exact quality of the standard. If there is a chemical variation in the make up of the flour, it is off-set by introducing new grain of counterbalancing qualities into the mixture under treatment. This is essentially the miller's guiding system, that is the new miller's. The old story of the Bible, which says "yesterday, to-day and forever," is a part of the gospel of the miller. If the word "forever," will not hold, he puts in the clause, as long as possible, and declares that the policy of the miller to-day is to make scientific flour, from which the best baker can make the best loaf.

Scientific Laboratory.

It is now a little over a year since the Ogilvie Milling Co. established in Montreal a laboratory especially devoted to the science of grain blending for daily consumption. There are four rooms located on the second flat in the handsome head offices of the Ogilvie Co. There are three rooms subsidiary to the laboratory itself, an office and recording room, a milling room, a baking room, and the laboratory itself which is equipped



Daily samples from the mills are kept in air-tight jars, for one year.

to theirs, which will be explained in the succeeding description.

By scientific means it is possible to make a loaf of bread out of a sample from every day's output from the mill,

thoroughly just as the science department of a large university would be, for chemical analysis.

The capable young scientist, Mr. M. A. Gray, who is the director

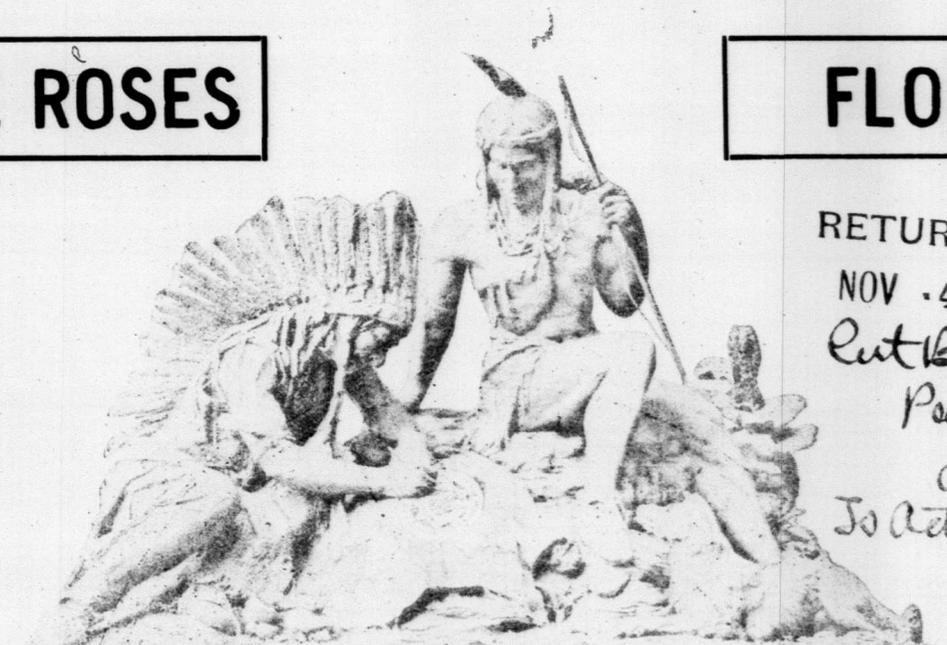
Lake of the Woods Milling Co.

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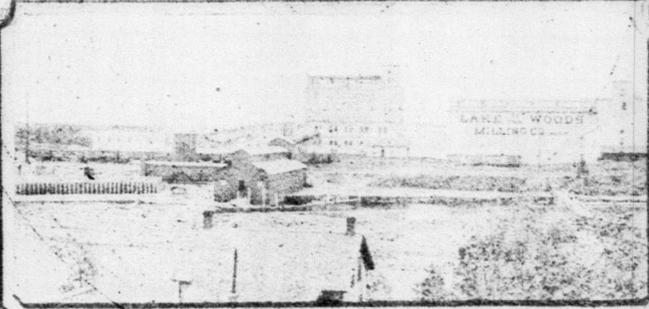
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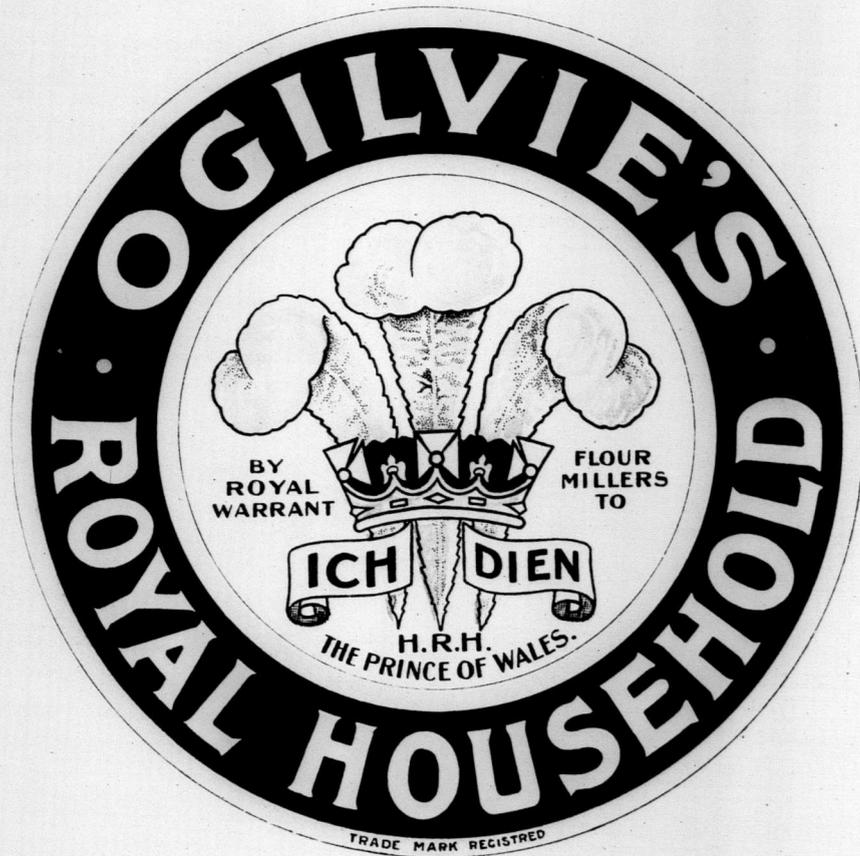
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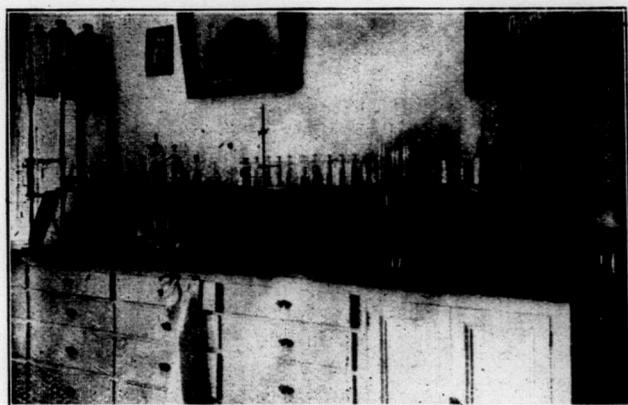
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of the whole affair, was educated in Canada but secured his knowledge of this peculiar portion of science, in Minneapolis, where grain blending arose first. Working with him are two young women who have been trained to bake bread according to the dictates of a stop-watch as carefully as the druggist prepares his prescriptions. By baking this bread they establish a standard for the wheat blended into what is called, by different names, "Ogilvie" flour, and by tests from day to day, whip the Ogilvie Co. into line so as to be certain that the standard is absolutely adhered to. Mr. Gray will sometimes call upon the head miller of the Glenora mills in Western Canada, or the Royal mills in Montreal, so that they may see just how the flour they are manufacturing from certain grades of wheat falls below, or exceeds a certain uniformity, which they have established as a standard. Sometimes Mr. Hosmer, the president of the company, or Mr. Frank Thompson, is called, the latter being a frequent visitor, as he is not only the vice-president but general manager of the company. Here they see with their own eyes the expert evidence of science regarding the flour

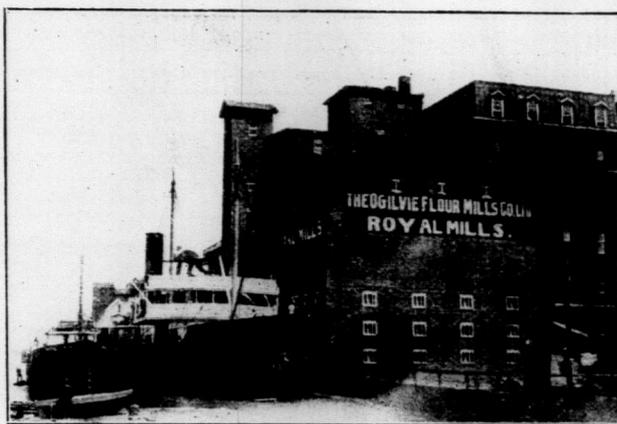


Electric Oven.

various constituents affect the baker when he goes to make the bread. As soon as he bakes a loaf from the flour—it is examined by the millers. After a conference, cypher instructions are flashed out to the buyers in all parts of the country. The knowledge as to what they want is known only to the chemist and to the buyer. The prophecies about the crops have to be taken into consideration by the stock brokers, but a big milling company to-day puts more confidence in the test of the laboratory than in the opinion of any human being. When the buyer's work is accomplished and grain begins to arrive in the city freely, as it is now doing, and has been for some weeks, the office of the management has a record of the chemical nature of every shipment and the mixture for the mills is made up accordingly. Every mixture is ground, tested, analyzed and baked in sample in the laboratory before going to the mill, but to guard against any possible danger of violation, this does not end the test. Even when the grain is on the mill a fresh sample is drawn every six hours from the product, and passed through exactly the



A view of the Chemical Laboratory.



Royal Mills, Montreal.

which they are sending out to the world. Can there be anything more convincing in trade than this absolute security, which is a never-failing guarantee of purity and excellence? If it should fail for one day's product every ounce of that flour is cancelled from the sales—withdrawn—and if it is fit, is re-milled, if not, it is put down to the profit and loss account.

Imagine the difficulty of analyzing and experimenting upon the new crop of the great Canadian Northwest. This laboratory in Montreal must decide by sample test what grain must be bought, and what must be left alone. The average

he brought with him from United States when he emigrated to the Northwest, and chooses to mix it with the first class No. 1 hard of Manitoba product, it is for the Ogilvie Milling Co. laboratory to detect it.

TESTING THE WHEAT.

Right within those four rooms is a miniature flour mill that sifts the chaff from the wheat. Each sample of wheat is milled through this little tester separately, then it is analyzed in the laboratory. Mr. Gray will tell you how the glutens, proteids, acids and ash are divided—the percentage of each, and among other interesting details how the

same test. Should there be such a possibility as a variation within any six hours, the whole output would be held up for that period. As a matter of fact this has never actually happened in the history of the Ogilvie Company.

A short time ago when a baker kicked vigorously about the quality of the flour he was using, no end of trouble was raised at the Ogilvie Co.'s office. To-day the company allow others to do the worrying; for the moment a man complains about a shipment of flour, they say, "Send us a sample." That sample is analyzed, baked and compared with the sample preserved in the laboratory

office, pictures of which are presented herewith. In these little shelves a couple of pounds of every day's flour is put away in a sealed and labelled bottle. Convincing evidence is shown that the sample in the bottle was taken direct from the milling that contributed the flour against which the complaint is made, and many a baker has been compelled to apologize when he has found out that the flour was all right.

It is a common custom amongs bakers, as well as other human beings, to make bluffs in order to get a rebate in buying stock. The Ogilvie Co. have severe tests which will prove who is to blame, in fact they will send a man to the most remote corners of the world to investigate exactly why their flour has not fulfilled all they said it would do. The laboratory makes them confident; their success clinches this belief. Their system not only manufactures a uniform flour, but demonstrates as surely as a problem in mathematics that the flour is uniform, at the same time impressing upon the baker the necessity of treating it in a uniform way.

ELECTRIC OVENS.

After various tests of gas ovens and super-heated affairs of varied descriptions, electricity was applied, and electrical ovens have been universally adopted for testing purposes. The electrical oven has the advantage of producing an exact degree of heat for every volt put into the heater and at the same time avoiding draughts and the opening of doors to control it. Before mixing the flour sample, it is brought to sixty degrees of temperature.

Exact weighing of everything is essential and the dough of each sample is kneaded with perfect uniformity and then left to rise in an electrically heated case, where it and the thermometer can both be watched through a glass door. Asbestos lines the oven throughout and it is encased in sheet steel and oak; thus there can be no possible radiation from it. By the rotation of the steel shelf on which the loaves are placed, a guarantee is given of their receiving equal treatment from the heat of the oven. Afterwards the loaves are weighed and measured, which is a remarkably interesting process of getting at the exact cubical contents. The loaf is placed in a box and surrounded with mustard seed, which is measured for the displacement after the loaf is removed. The loaves are then cut, numbered and placed on a long table. There the millers meet, not

one knowing the number borne by the bread from their own particular mill, and judgment is passed upon the whole batch. If the milling is at fault it is made evident by this searching examination. The tests and reports upon the bread are filed away in the archives of the company each day.

A dainty little furnace is employed by which means Mr. Gray determines the amount of ash in the flour. Here and there are noticeable retorts in which the flour is boiled into acids for various purposes. The delicacy of the instruments used may be shown in the fact that the variation of acidity between different grades of Ogilvie flour has to be detailed in hundredths of one per cent. To go into the details of gluten and gliaden contained in flour would be tiresome because of its technical interest only; but when it is explained that gliaden is simply a sort of vegetable glue which holds dough together, bread-eaters may be interested. It is from the relative proportions of gliaden and gluten that they get their nourishment. This fact has been known to science for only a few years.

WHAT BECOMES OF THE BREAD?

"What becomes of the bread after it is tested?" would be only a natural question of an active mind, and without any boasting it may be stated safely that this department of the Ogilvie Milling Co. has been a boon to the poor people of Montreal. Mr. Gray is somewhat diffident about describing the number of applications he has for the bread after he gets through with it, but he certainly has more applicants than he can supply. Many a starving person has been gladly given the test samples from the laboratory of this company and herein may be seen the remarkable good that goes hand in hand with the advancement of science.

Seed Trade of Ontario.

THE GROCER has interviewed a number of Toronto seedsmen during the week with the object of ascertaining conditions existing in the seed markets of Ontario.

At the present time there is just about enough home-grown seed to answer domestic requirements. Twenty years ago Canada exported considerable quantities of "Red" and "Alsike" clover. Meanwhile the disastrous midge, or weevil, has made its appearance, with the result that an average seed crop is only about one-quarter what it used to be. As an evidence of the ravage wrought by this little insect

pest, Oshawa, formerly one of the principal seed shipping centres of Ontario, may be singled out. The year before the weevil appeared 10,000 bushels of seed were shipped from Oshawa; in the year succeeding, the farmers had to import grain for seeding purposes.

The weevil begins its work at the roots of the flower petals before the bloom opens. Thus instead of a field of clover having a beautiful appearance like a crimson mat, it is brown in color, caused by the dried petals. In order to save some of the seed farmers conceived the idea of cutting the crop early in the year, leaving the straw on the ground, and letting the seed fall to reproduce itself later in the year, when the season for the weevil would be over. By this means a second crop of clover is obtained, and a sufficient amount of seed saved for home use.

RED CLOVER.

At present there are two qualities of red clover seed; if kept from early cutting it is called "Medium," if from late, it is known as "Late" seed. During the last Winter and Spring clover seed had two drawbacks; (1) the weevil, and (2) heavy and late frosts. The crop on the shores of Lake Erie and Ontario and the Niagara Peninsula was totally destroyed, owing to the snow covering being insufficient to keep out the frost. It is doubtful whether the present crop of red clover will be sufficient to answer domestic requirements.

ALSIKE.

There has been an increase in the acreage of alsike within the last year or two on account of the increased demand for it in foreign markets. This year alsike blossomed profusely and gave every prospect of a large crop. Just as the crop was in full blossom intense heat set in and withered the blossoms. When the increase in acreage, however, is taken into consideration the yield of alsike will compare favorably with that of former years.

TIMOTHY.

Timothy is the staple hay crop of the Province. Owing to favorable weather throughout the present season an unusually heavy crop was gathered in first-class condition. The quantity of timothy reserved for seed depends upon the price of seed in U. S. markets; if the latter is low, Ontario farmers prefer to sell their hay and import seed, since the cost of importation is very cheap. This year so far the price of timothy seed has been relatively high, and as there has been a considerable increase in the acreage in Ontario devoted to timothy it is thought that enough seed will be kept for seeding purposes. In addition, there is likely to be a moderate amount for export purposes.

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Feed of All Kinds
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MOORE'S MEAFORD MILLS

have a reputation for first-class flour equalled
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Our special Brands are :

Snow Flake—Manitoba Patent.

Lily White—Manitoba Strong Bakers.

Ontario—Manitoba Blend.

Pastry—Pure Winter Wheat.

We are also General Grain Dealers. A trial
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OUR BAKERY DEPARTMENT, operated in con-
nection with our mills, offers the trade a complete
assortment of cakes, biscuits and tarts.

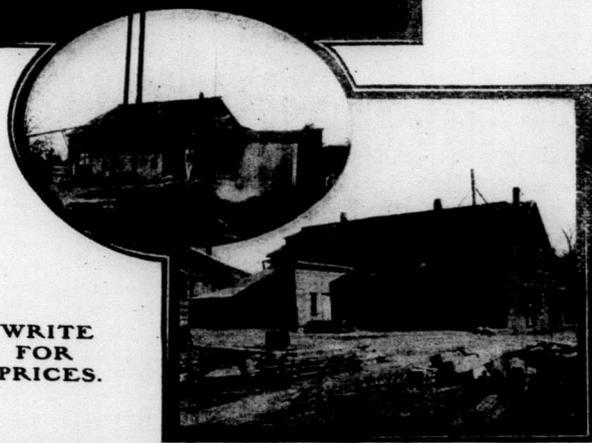
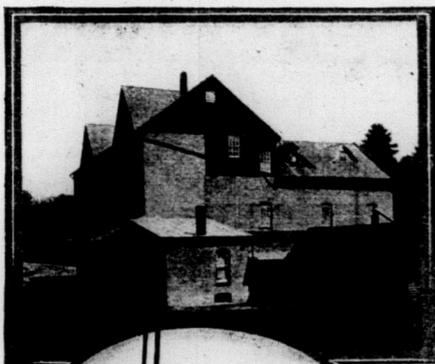
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CHOICE FAMILY and BAKERS' FLOUR from choice Ontario and
Manitoba Wheat   Also
PATENT PROCESS  
BUCKWHEAT FLOUR
and **RYE FLOUR**  

THE WM. McCANN MILLING CO., TORONTO

NO small part of the present prosperity of Toronto is due to the energy and progressiveness of her business men, especially of the younger generation, who have come to the front in the past twelve or fifteen years. One has only to note the number of concerns which have started in a humble way in that time and are now classed among the great industries of the country, to realize the important part played in the building up of the city by young business men, whose capital at the outset consisted of honesty, enterprise and little besides. A good example of this class of citizen is the subject of the present sketch, Mr. William

standard and pearl oatmeals, and flaked and granulated wheat, which rank as the most popular of modern breakfast foods.

Meanwhile Mr. Gadsby sold out his interest in the firm. A year or two ago Mr. McCann decided that the time had come for a further enlargement of his business. Lack of room was his chief trouble. This could only be remedied by erecting a mill which would meet not only the demands of his present trade, but provide for its future expansion. Mr. James E. Knox, who had been taken into partnership after Mr. Gadsby's withdrawal, concurred in these views, and plans were drawn up for the erection of the fine mills which stand out so prominently at the bottom

Besides insuring greater comfort to the workmen the output of the mill has been largely increased. Between three hundred and fifty and four hundred barrels are turned out a day, and when the exigencies of trade require it a still greater amount can be manufactured.

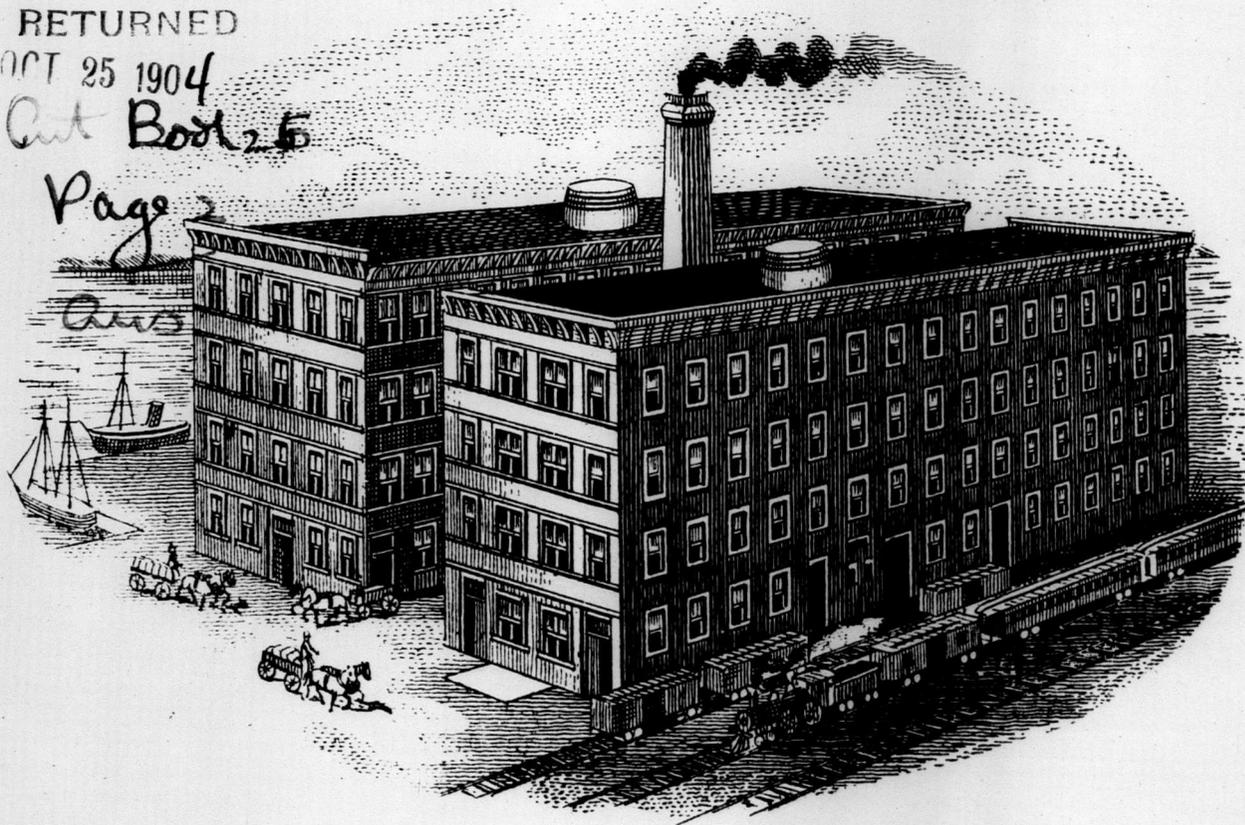
In addition to the thirty men employed in the mill the firm keeps four travelers out for the greater part of the year, two canvassing the city and two seeking orders in Ontario, Quebec and the Maritime Provinces. Trade with the east is much better than with the west, and is continually growing. The company even ship an occasional consignment of goods to a customer in the Old Country, who has learned the excellence

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Page 2

Ans



The Wm. McCann Milling Co., foot of Jarvis street Toronto.

McCann, of the McCann Milling Co., Toronto. Thirteen years ago Mr. McCann entered into partnership with Mr. Gadsby, under the title of Gadsby & McCann, in a small milling business on George street. They prospered in a quiet way, and in a few years found it necessary to remove to a larger building at 192 King street east. Originally the firm manufactured oatmeal, but they were quick to recognize the value of the cereals which have had such unprecedented vogue during the last few years, and added to the list of their products a variety of breakfast cereals granulated,

of Jarvis street, Toronto. Two handsome four-storey buildings, one 60x150 feet, and the other 45x150 feet, were put up. But Mr. McCann did not rest satisfied with a handsome new building. He determined that his equipment should be second to none in Canada, and accordingly furnished the mill with an entirely new outfit of machinery, the best and most effective that could be made anywhere.

The firm has now occupied its new quarters for some months, and Mr. McCann and his partner have not been disappointed at the results of the removal.

of their products. Their trade in the east might, indeed, have been much greater than it is but for the difficulty of shipping small quantities to small dealers wanting their goods. Mr. McCann, however, has found a remedy for this, which consists in loading a car with all twenty different varieties of cereals, so that in future small traders will be able to purchase their goods by the car lot without overloading themselves with any one variety.

The rapid growth of this business may appear marvellous, but the same thing

Woodstock Cereal Co.

LIMITED

D. R. ROSS, President

Manufacturers of

**Rolled Oats Split Peas
Oatmeal Pot Barley**

We ship small orders for Canadian points the same day as received.

Special attention given to British and Continental trade.

Write us for samples.

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A. B. C. and Riverside

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SHIRK & SNIDER.

BRIDGEPORT
ONT.

Special Brands

**Buda, Neva,
Daily Bread, Patent**

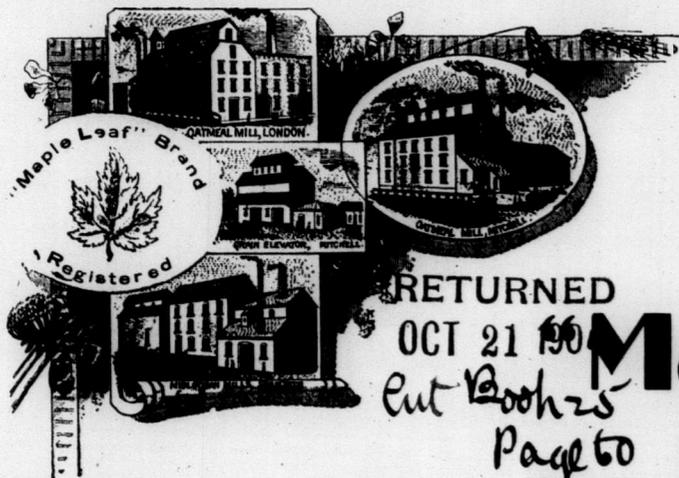
Shirk & Snider

Millers and Manufacturers of
Improved ROLLER process flour.

Capacity 300
Barrels a Day.

Bridgeport and Baden, Ont.

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ALSO . . .

**Flake Wheat
Split Peas
Pot Barley**

AND

Cornmeal

NONE BETTER

See Price Current
and all grades of Oatmeal.

a Specialty

Correspondence Solicited.

MILLS AT

Mitchell, London and Seaforth

CANADA.

is going on in dozens of instances in the City of Toronto. Its success is undoubtedly due in a large measure to the sterling qualities of the men conducting it. Mr. McCann applied himself early to learn the trade thoroughly and when he launched out for himself he was not only a capable miller, but an able machinist, and had the intricacies of business at his fingers ends. He was born in Oakville, but has lived in Toronto ever since he was 14 years of age. He is a member of the Board of Trade, but has been too busily engaged with his private business to take a very prominent part in the deliberations of that body. Mr. McCann's attention to detail and thoroughness can be seen in every feature of his establishment. Nothing has been overlooked which could possibly render the work of manufacture easier or more rapid. A railway siding leads up to the buildings and machinery has been provided by which a carload of grain can be unloaded in an hour. A site has been chosen for the mill which also enables it to take advantage of water transportation with equal convenience, and in fact the company does ship a considerable portion of its output in this way during the season of open navigation—Adv.

Our Foreign Trade in Breadstuffs.

PERHAPS the biggest item in the foreign trade of Canada is our yearly exports of grain and manufactures. Canada is coming to be looked upon more and more as the granary of the world, and it is only necessary to glance over the returns to the Department of Trade and Commerce for the present fiscal year to show one that Canada has a legitimate claim to the title. During 1903 Canada exported barley to the value of \$457,283, as compared with \$179,519 in 1899, the bulk going to Great Britain. Returns for 1904 are not available as yet. In Indian corn the exports for the present year

have amounted so far to \$2,775,807, in 1903 the volume was \$1,085,601, and in 1899 \$6,411,495. Great Britain takes by far the greater part of our corn. In peas, whole and split, the volume of exports from Canada for 1904 is \$1,133,268, for 1903 \$1,056,266, and for 1899 \$1,837,303.

Buckwheat, although not a very large item in the export trade as yet, figured



Mr. Wm. McCann, of the Wm. McCann Milling Co., Toronto.

to the extent of \$175,394 in 1903. In oats the exports from Canada have become a very important factor, those of 1904 totalling \$1,603,461, while the volume of 1903 and 1899 was \$2,632,886 and \$3,536,937, respectively. Exports of oats in 1904 went principally to Great Britain, the volume being \$1,213,413. Returns for 1904 are not complete; exports in 1903 and 1899 were \$701,288 and \$572,593.

The most interesting item is wheat. In 1899 the value of wheat exported from Canada was \$14,043,972, in 1903 \$29,088,781, and in 1904 to date \$18,225,525. The latter figures are not complete, and it is expected that by the end of the present season, notwithstanding the partial failure of the grain crops in the Northwest, exports will at least equal those of 1903.

Exports of wheat so far this season have been distributed as follows: Great Britain, \$17,309,285, United States \$22,036, Belgium \$487,548, Germany, \$178,816, other countries \$227,840. Other grains have been exported so far this season to the value of \$857,439, as compared with \$715,727 in 1903, and \$103,699 in 1899. The grand total of grain exports for 1904 to date is \$24,862,145, for 1903 \$35,280,549, and for 1899 \$27,127,113.

In breadstuffs Canada has exported during the present year oatmeal to the value of \$756,687 as compared with \$538,149 in 1903, and \$396,568 in 1899. Oatmeal exports for 1904 are distributed as follows: Great Britain \$644,219, United States \$1,529, other countries \$110,939. Wheat flour exports in 1904 have amounted to \$6,131,015, in 1903 they were \$4,700,651, and in 1899 \$3,145,874. Exports for 1904 are as follows: Great Britain \$3,568,430, United States \$165,851, Australia \$45,893, British West Indies \$204,201, Newfoundland \$930,921, other countries \$1,215,719. Exports of other breadstuffs for 1904 are \$488,618, and for 1903 \$337,845.

In comparison with exports, Canada's imports of breadstuffs represent a very small item. Total importations of Indian corn, wheat flour, beans, oats, peas, rye, wheat, etc., in 1904, were \$7,014,488, in 1903 \$10,345,196, in 1899 \$16,914,441—a steadily decreasing quantity as the enormous grain growing areas of Canada are more and more being brought under cultivation.

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The Ideal Breakfast Food

Write for samples and particulars

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TRISCUIT

Per Case, Containing 30 Cartons, \$3.00

1 per cent. 10 days, net cash 30 days.

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We are Manufacturers and Exporters of high-quality Cereals made from Canada's best grain.

Flaked Oats

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All Kinds of Feed, Etc.

Ours is the PAN-DRIED IMPROVED PROCESS, and our millers are thoroughly experienced, picked men. Everything contributes to make our brands A No. 1, and we guarantee satisfaction.

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THE CANADA FLOUR MILLS CO., LIMITED, CHATHAM, ONT.

(In writing, please mention THE CANADIAN GROCER.)

P. McINTOSH & SON'S NEW MILLS

THE firm of P. McIntosh & Son, millers, etc., Toronto, whose premises were destroyed by fire on July 10, 1902, have just completed the erection of their new plant in North Toronto, and are once more able to look after the wants of their many customers, extending from the Atlantic to the Pacific, in some thirty odd cereal products, including their well-known "Swiss Food," "Rolled Oats," "Beaver Oats," and "Aunt Sally's Pancake Flour."

The main part of the new plant, as shown in the accompanying illustration, is the building formerly owned by the Ireland National Food Co. This building is five stories high and built of solid brick. The old basement floor has been replaced by a cement pavement with pillows resting on blocks of concrete, thus making the basement free from dampness and the inroads of certain insects and animals that are prone to meddle with the grain.

Alongside this building has been erected a grain elevator one hundred and twenty-five feet in height, and a warehouse of two flats with 12,000 feet of floor space. The warehouse will be used for storing "Swiss Food" alone. Both elevator and warehouse are covered with metal sheeting, thus making the whole plant practically fire-proof.

One of the most interesting things in connection with the new mills is that during the process of manufacture the grain is not touched by human hands from the time it leaves storage until it is packed in barrels, packages and bags as prepared foods. All transportation from hopper to machine and from machine to kiln is by means of covered chutes and carriers worked on the water-wheel principle, only instead of the buckets being placed on a wheel they are fastened to an endless rubber belt. A distinct novelty has been installed in the way of special dust-gathering machines which gather up every bit of chaff or dust so that the interior is entirely free from the coating of dust, etc., that one is accustomed to see in flour mills.

All grain shipped to this firm comes by rail; a switch from the main line of the C. P. R. brings the cars alongside a large grain chute leading to the "pit" of the mill. The grain is unloaded by means of an automatic engine and hardwood shovels, at the rate of one car every twenty minutes. From the pit of the mill grain is lifted by automatic buckets to a height of one hundred and twenty-five feet, where it is dumped into a large hopper, with capacity of 2,000 bushels, and weighed. The next

stage in the journey is through covered chutes into storage bins, of which there are 12 in the McIntosh mills, each holding 5,000 bushels.

In the process of manufacturing "Rolled Oats," after passing through a series of graduated separators

from shelf to shelf until it reaches the bottom.

After leaving the kiln the grain passes between two swiftly moving emery wheels which remove the outside hulls. This process is repeated again and again and finally the grain from which the shells cannot be removed is forwarded to be used in the manufacture of horse feed; the rest goes to the roaster and flaking machine, and finally to the packing rooms.

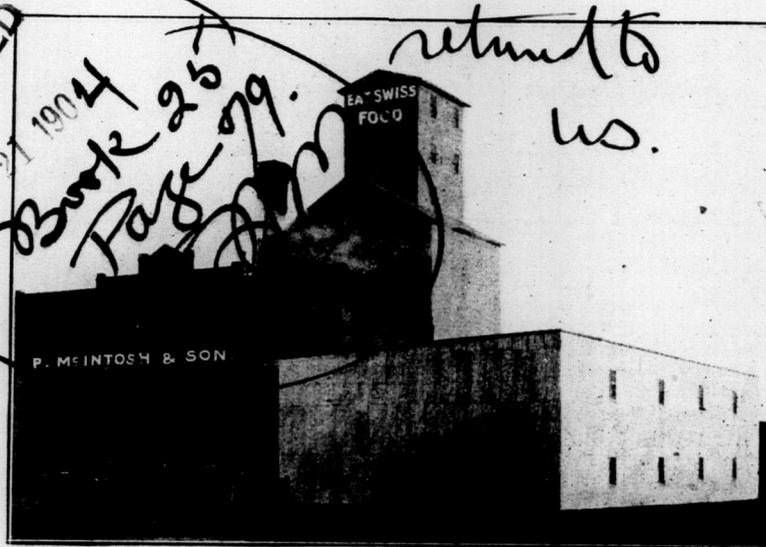
P. McIntosh & Co. claim they will shortly be able to handle grain at the rate of 3,000 bushels per hour. Their output per day will also include 15 tons of horsefeed and 40 tons of ground feed, the manufacture of which will require no less than 1,200 tons of hay and 500 tons of straw monthly, not to mention other ingredients. The mills will be equipped with a 300 incandescent light dynamo, thus furnishing the firm a complete Trivote electric lighting system.

Among other appointments may be mentioned the handsome new offices of McIntosh & Son, situated conveniently near the mills and railroad at 109 and 111 Cottingham street. The exterior is red pressed brick, with effective corner turret in stone. The interior is finished in panelled oak wainscoting with maroon burlap and ceiling in old ivory, mahogany doors, etc. There are commodious private offices for Mr. McIntosh, an up-to-date vault, and spacious waiting and mailing rooms and cloak rooms, all furnished in the most sumptuous fashion. In their new home this enterprising Canadian firm must be placed in the very front rank of modern flour milling industries.



Mr. R. K. McIntosh, of P. McIntosh & Son, Toronto.

the grain goes to the clipper, which cuts off the tails of the oat kernel. The grain is next steamed in a kiln 9 feet in diameter with moving shelves and individual boilers, which produce a constant temperature of one hundred and fifty degrees. Every other shelf has a raised edge to hold the grain while the others are open so that the grain with the aid of an automatic rake is kept moving



New Mills of P. McIntosh & Son, Toronto.

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Page 79.
return to us.

RETURNED
OCT 21 1904

A Merchant in Maine, U.S.A.

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RED ROSE TEA

Last month he wrote :

“ Please ship at once two more cases RED ROSE TEA, one Blue Label and one Bronze Label. I cannot wait for your traveller, and there is no other tea that will take its place. It can't be beat.”

This is a pretty strong letter to receive from a merchant who is a complete stranger, and had to be urged pretty strongly to try the first lot.

He had on his shelves several other package teas which were selling very slowly, and he was afraid that RED ROSE would only be another one of the same kind.

The statement in his letter, “ No other tea can take its place,” goes to show the hold RED ROSE TEA gets on the consumer.

Canadians appreciate good tea much more quickly than our American cousins, and if you will order a case of

RED ROSE TEA

and introduce it to your customers, I believe you will meet with even greater success than the merchant I have quoted.

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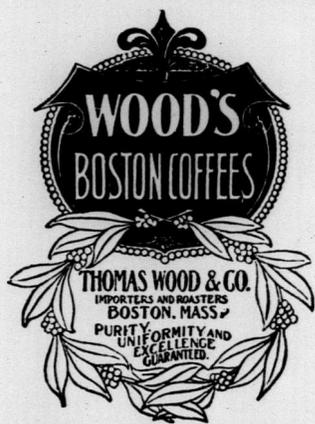
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BUILDING A NEW INDUSTRY

BRITISH COLUMBIA'S FRUIT GROWING AREAS—PRESENT AND FUTURE

By Geo. S. B. Perry

WIDELY scattered as the farthest confines of the largest province in the Dominion will permit, are the fruit-growing districts of British Columbia; as widely diversified as the climatic conditions which prevail in the province are the varieties of fruit and the conditions under which they are grown. But in every locality the prevailing mildness of the climate, which is characteristic of Southern and Central British Columbia, widely as it varies in conditions, is extremely favorable to the successful production of the finest quality of all sorts of fruit which can be grown in our latitudes.

The Fruit-Growing Districts.

and by that is meant the areas where the surface of the country permits of husbandry, and in which that industry has been to some extent carried on, may be roughly divided into the coast and interior sections. The coast section again sub-divides naturally into Vancouver Island and adjacent islands, and the lower mainland from North Bend on the main line of the Canadian Pacific Railway to the salt waters of the Gulf of Georgia.

The interior district may be subdivided somewhat as follows: (a) From North Bend to Kamloops, including Lytton, Ashcroft and Spence's Bridge, and familiarly known as "the dry belt"; (b) Salmon Arm to Enderby and Armstrong, and roughly speaking including the valley of the Spallumcheen River and the Shuswap Lakes and lake expansions, in which district the characteristic feature is the prevalence of sufficient rainfall to supply natural moisture, a distinctive feature of this district; (c) the Okanagan district, from Vernon south to the international boundary and including the valley of the Okanagan Lake and other valleys transversely intersecting it. In this district the natural conditions in nearly every instance require that irrigation must be resorted to, and the surrounding ranges of hills and mountains provide with their many streams a very general source of supply. The land laws of the province decree that a supply of one "miner's inch" to the acre from contiguous streams goes with the land as an inalienable right. (d) The boundary district where, though a limited area, near the City of Grand Forks, there

a prosperous fruit-growing industry; (e) Southern Kootenay, including Nelson, Robson, and the district along the Kootenay Lake.

In addition to the districts thus outlined there are many areas still awaiting cultivation which will some day in the near future be producing many thousands of tons of fruit from their still unproductive acres. These available districts are roughly described as follows: 1, the Similkameen district, including the valleys of the Similkameen and Nicola north from the international boundary to Spence's Bridge on the main line of the C. P. R., and east of the Hope Mountains, the range which forms the dividing line from the coast district, and hitherto forms the unsurmounted barrier cutting off one of the most magnificently dowered districts in the province from communication with the other parts; 2, Southeast Kootenay, east of the Kootenay Lake and lake expansions of the Kootenay River from the international boundary north to the line of the Crow's Nest Pass Railway, and including in what is described as the Fort Steele district the towns of Fort Steele and Cranbrook. In this district there is a beginning of the fruit industry, but not yet on a commercial basis. 3, the Columbia River, including the upper Columbia Valley in Northeast Kootenay to the Big Bend, and thence south by the Arrow Lakes to the international boundary, this latter portion intersecting at Robson, the South Kootenay district listed above as being in the class of partially developed fruit areas. 4, Ashcroft to Barkerville in the Cariboo district.

In nearly all of these districts classed as undeveloped the transportation problem has yet to be solved, and until it is there can be little expectation of an influx of population to bring out the producing capacity of the country until means, both of access and of shipping produce, are provided. In the Cariboo district it would not be possible to grow peaches, and some other fruits such as are freely grown in the Okanagan and will be as freely grown some day in the Similkameen, but there is a big field for the growing of hardier northern apples, to which the country is well suited.

The Fruit-Growing Industry at Present.

What has so far been accomplished in the districts where some attention is paid to fruit-growing, and what these

districts are adapted to and capable of producing, may be briefly referred to.

On Vancouver Island there has been some attempt at fruit-growing on the west coast from Clayoquot south to Victoria City, and on the east coast from Victoria north to Comox, but with the exception of the older settled districts close to Victoria the industry has not been put on a commercial basis. In the immediate vicinity of the City of Victoria not a few enterprising individuals have made a splendid showing, and the product from their orchards and plantations goes on the market in shape to compete with the finest packed fruit from any part of the world. It is a thorough orchard district and all kinds of northern fruits are grown of excellent quality, of the varieties adapted to the locality. One or two varieties of cherries seem to be peculiarly well suited to the Victoria district soil and climate. Duncans and Nanaimo districts further up the island grow fine fruit too, but there is a lack of the organization necessary to put the industry on a commercial footing, when there will disappear the present complaint that the crop of cherries cannot find a market. Comox, the town near Union Bay, which is the centre of the Cumberland district, the furthest settlement north on the island, has a home market in the coal mines for all its produce, and its distance from and lack of direct transportation to the railway hinders the advance of the fruit industry.

The Gulf Islands, close to the south and southeastern shore of Vancouver Island, are well suited to many varieties of fruit, both small fruits and many kinds of apples. On Salt Spring Island, which is the largest, there is a considerable settlement and many prosperous ranchers are resident there who have good orchards and plantations. Strawberries grow profusely here, as indeed they do everywhere in the province. There are still, however, many opportunities for fruit raising on the small islands, many of which have from one to half a dozen settlers on, who have easy access by water to the markets at Victoria and Vancouver.

The lower mainland, beginning with the Delta Lands and Islands at the mouth of the Fraser River, grow a good deal of fruit, such as plums, prunes, pears, apples and small fruits, but the conditions of soil and climate are more suitable for the dairying and stock in-

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dustries, which are given chief attention, along with general agriculture and that of growing vegetables for Vancouver market.

The higher lands of the lower mainland in the district between Burrard Inlet and the Fraser River, and on the north shore of Burrard Inlet from Port Moody westward, are especially well adapted for fruit-growing, but the expense of clearing land has hitherto made the first cost so great that until recently advancement has been slow. Now there is a rapid movement forward, and as nearly all the settled land is in what is known as "small holdings" of from 2 to 20 acres, and in most cases nearer the latter than the former, it is astonishing the change which a few years has wrought. Many small orchards are quickly coming into bearing in the district, while the remaining land is being cleared off and homes built up with marvellous speed. This will undoubtedly be one of the most populous horticultural areas in Canada, its closeness to market at Vancouver and New Westminster making it particularly attractive. Small fruits have been very largely grown and shipped from the district which is known as Central Park, and the larger fruits are beginning to reach the market as the orchards come into bearing.

Up the Fraser Valley, to Chilliwack from the Delta section of the river, there are numerous small settlements, some of which produce a good deal of fruit. The Chilliwack district, which is the largest settlement, is essentially a dairying district, and a great deal of attention has been paid to that industry. A good deal of attention has, however, been paid to fruit, and small fruits are abundantly produced and shipped. The district also grows large quantities of prunes and some varieties of apples. Cherries have been a big success, as the market price of this fruit is always high.

At Agassiz, further east than Chilliwack,

is located in a lovely district the Dominion Government Experimental Farm for British Columbia, under the direction of Mr. Thos. A. Sharpe. This district is perhaps the furthest east in the coast district proper, where there is any development of the fruit-growing industry, the municipality of Kent being a very prosperous community.

The dry belt of the interior district includes Lytton, Spence's Bridge, Ashcroft and Kamloops, all on the main line of the C. P. R. Where there is sufficient water to sustain the orchards all sorts of northern fruits are brought to the highest state of perfection. There is a good deal yet to be done in the way of filling up the district, and in some cases there will yet have to be plans carried out for irrigation, in which the Provincial Government will in all probability bear the burden of the initial cost.

In the Shuswap and Spallumcheen valleys, Salmon Arm, Enderby and Armstrong are prosperous centres of settlement, and large advances have been made in production as well as in the marketing of fruit. The industry has been given increasing attention every year, and already reaches a stage of considerable commercial importance. Armstrong and Enderby are sometimes classed with the Okanagan district for the reason that the line of railway serving the latter which runs from Sicomous Junction on the C. P. R. to Okanagan Lake passes through Enderby and Armstrong. These settlements are, however, from a fruit-grower's point of view, properly classified with Salmon Arm, as they are actually in the same valley and affected by the same climatic conditions, although there is less need of irrigation than in the Okanagan proper, the annual rainfall as a rule being sufficient for the needs of agriculture.

The Okanagan District.

In the Okanagan district, from Vernon south along the shores of the lake, and in the valleys tributary to the

Okanagan Valley, irrigation prevails where fruit culture has been given attention. Throughout this district the conditions are most suitable for peach-growing. At Peachland and Summerland a substantial start has been made, and these settlements have amply demonstrated that the peach is a commercial proposition in the fruit industry of the Okanagan. Other parts of the district further south are, perhaps, even better adapted for raising this fruit, but little if any progress has been made as yet in growing the fruit or setting out orchards. In the Vernon, Kelowna, and other portions of the valley where the industry has been developed, more attention has been paid to apples, plums, pears, cherries, small fruits, etc., than to peaches. Nowhere in the province has there been greater progress than in the Okanagan district generally, along two lines, in the development of the fruit industry. These are the settlement of the district and the attention paid to shipping fruit on a commercial basis. In both ways success has attended all the efforts of those interested in developing the Okanagan.

Grand Forks, in the boundary district, has made good progress in developing fruit-raising. The area available is not large but well adapted for all varieties. There is ample market for all the production on the account of the multiplicity of mining towns and camps of importance in the district, where the demand will for many a day absorb all production.

At Nelson, Robson and elsewhere in Southern Kootenay, where attention has been paid to the fruit-growing industry, there has as yet been only just enough progress to show what the district is capable of. Along the shores of Kootenay Lake are many acres of considerable extent where fruit can be raised, and many settlers have already secured holdings and made a beginning in the industry. At Nelson an annual exhibition is



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MacLaren's Imperial Cheese is sold in opal jars at all grocers—prices from 10 cents up. It never becomes hard or dry. Can be served in many delicious forms not possible with ordinary cheese.

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In each jar of Imperial Cheese will be found a coupon, four of which entitle the purchaser to a beautiful cheese knife or handsome silver holder at about one-third the value of the ware. The coupon reproduced below will count as three coupons from the jars. One coupon from a jar with the coupon below entitles you to the silverware for the amount stated. Cut it out and save it.

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A Silver-plated Cheese Knife for 4 Coupons and 50¢

A Medium " " " " 75¢

A Small " " " " 50¢

A Large " " " " 1.00

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There are several reasons why you should push

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One is because it is the highest grade cheese on the market. Another is because we assist you by strong advertisements such as that here shown. You can sell MacLaren's Imperial with little or no trouble.

A. F. MacLAREN IMPERIAL CHEESE CO., Limited,
Manufacturers and Agents,
51 Colborne St., TORONTO, ONT.

carried on, and the quantity and quality of fruit is surprising, to those who have been accustomed to look on the Kootenay as a strictly mining district.

Fruit Output of British Columbia.

Briefly the volume of fruit marketed from British Columbia may be indicated by the following figures: In 1902 the C.P.R. carried 1,469 tons, and the Dominion Express Co. 487 tons; in 1903 the C.P.R. carried 1,987 1-2 tons, and the Dominion Express Co. 676 tons; an increase of 518 1-2 tons and 189 tons respectively, or a total increase by the two carriers of 707 1-2 tons. This year conservative estimates place the increased export at 15 to 20 per cent. over that of 1903. The large amount of home consumption not handled by the railway and express companies is, of course, additional.

Fruit-growing is constantly increasing in the amount of attention being paid to it, and it may become the largest industry of the province. The lumbering, fishery and mining industries may decrease by reason of the natural resources becoming exhausted, but husbandry is bound to increase, for nature always kind and indulgent, is here most lavish in her rewards to the husbandman.

Government Inspections.

While nature has done much in soil and climate to adapt the Province of British Columbia for fruit-growing and other branches of horticulture, there is now a steady forward movement in the direction of making the industry not only successful from the scientific and practical side of producing, but from the commercial side. Much has been done in the way of organization, while there is still plenty of room for progress. The inspection of fruit from the commercial aspect is more particularly the care of the Dominion Government, under the

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Wholesale Grocers,
TORONTO,
ONT.

Fruit Marks Act; this inspection is by no means a policing of the industry to catch wrong-doers, though there is a strict watch kept for infractions of the regulations. It rather aims to be educative in its tendency. In order to bring up the standard of fruit and fruit packages, so that the grower will realize the highest price for his product, it is necessary, not only to impress upon him that it is against the law to neglect certain rules and observances, but that neglect of them causes direct loss in money realized from the crop.

The Provincial Government has in charge the protection of fruit from the incursions of fruit pests and diseases. The transportation problems too have been given a great deal of attention by the Provincial Department of Agriculture. It may be well to say that the officers of the Dominion and Provincial departments are working in harmony for the common object, the advancement and up-building of the industry. The Board of Horticulture is a Provincial Government institution, comprising the officials of the department, interested in the fruit industry. This body has the formulation of regulations for the care of trees and fruit, as well as for the inspecting of importations of fresh fruit and trees which might bring in pests and diseases.

A very important and well-organized body is the Fruit-Growers' Association, which while not official under the province, is endorsed and recognized by the Provincial Government. It is composed of leading fruit-growers and the Government aids its work by an annual grant. Its recommendations are also taken into consideration by the Board of Horticulture and the Department of Agriculture.

Requirements of the Industry.

What the fruit-growing industry wants now is better rates and facilities for transportation, ventilated cars to carry

the fruit to market, and other improvements if fruit-growing is to become as important a commercial factor as it is capable of becoming. In British Columbia apples are quite equal if not superior in size and color to Ontario stock while in texture and flavor they are far superior to fruit coming from the south. A realization of the immense possibilities of the industry is just dawning on the majority of people in British Columbia. The Northwest market has been captured, that of Manitoba also is open to the products of this province. All that is necessary to hold what we have, is to send good fruit properly packed and graded and put up in neat packages and British Columbia may plant fruit trees as fast as she likes, and will probably never catch up to the vast demand market of the Canadian Northwest.

The difference between British Columbia and eastern Canada has been aptly described by one gentleman prominently connected with the industry. Under the present efforts of the Dominion Department of Agriculture the aim in British Columbia is to build an industry on a stable foundation. In the east it is to resurrect and reorganize an industry which has largely fallen into decay. In that way the work accomplished under the fruit inspection is greater than in the east. The idea is not to use severity in the enforcement of the Act, but that the work shall be largely educative. It would be useless to put on a large force of inspectors to go into every orchard and see that each grower is grading and packing his fruit properly and putting it into proper packages correctly marked. Education will teach the growers that on the trees is where a great deal of grading and selecting can be done, and that by use of spraying and thinning out the heavily fruited branches, better samples and results can be secured.



Upton's

Orange

Marmalade

Jams and Jellies

are a pure fruit natural
flavor product. This is
one of the reasons
why they are popular.

	Business Changes	
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ONTARIO.

R. S. DUNLOP, grocer, Chatham, has assigned to G. W. Sulman; meeting of creditors announced for Oct. 20.

Frank Tanner, general merchant, Vars, has succeeded W. G. Visser.

Arthur H. King, grocer, Stratford, has sold out to Oman & Mallion.

George Savage, grocer, painter, etc., Toronto, has sold out to James Watt.

The Hamilton Biscuit & Confectionery Co., Hamilton, has been damaged by fire.

Wakeling Bros., general merchants, Stratfordville, have sold out to H. M. Durkee.

Mills, Stanley & Co.'s departmental store, Hamilton, has been damaged by fire; loss partially covered by insurance.

The London branch of the Battle Creek Sanitarium Health Food Co., Toronto and London, has been burnt out; partially insured.

QUEBEC.

The assets of Ignace Marquis, general merchant, Sayabec, have been sold.

The assets of Alex. Dallaire, general merchant, Tremblay, have been sold.

The assets of A. N. Laurin, grocer, St. James street, Montreal, have been sold.

The assets of M. S. Ouellet & Co., general merchants, Beausejour, have been sold.

Amanda Cote has registered proprietress under the style of J. P. Guay, grocer, Quebec.

V. E. Paradis has been appointed curator to P. E. Poirier, general merchant, Fraserville.

A meeting of the creditors of Daoust & Frere, grocers, Montreal was announced for Oct. 13.

Amelia Lafortune has registered under the style of G. Lafortune & Co., produce dealers, Montreal.

Alex. Desmarteau has been appointed curator to Alphonse Charlebois, general merchant, Boucherville.

The stock of Miller & Gagnon, grocers, Quebec, has been damaged by smoke and water; loss covered by insurance.

The assets of A. C. Dionne & Co., grocers and hardware dealers, Montreal, were advertised to be sold Oct. 19th.

J. A. Ottis, general merchant, Ste. Felicite, has assigned, and V. E. Paradis appointed provisional guardian; meeting to appoint curator called for Oct. 27.

The store premises and stock of George St. Pierre & Co., wholesale liquor and provision dealers, etc., Fraserville, has been partially destroyed by fire.

Zoel A. Lambert and Adelard Cardinal have registered as general partner and special partner respectively, under the style of Z. A. Lambert & Cie., grocers and liquor dealers, Montreal.

NEW BRUNSWICK.

John S. Trites, general merchant, Lewisville, is dead.

Walter Gilbert, grocer, Chatham, has sold out to V. A. Danville.

George W. Carleton, grocer, Sussex, has admitted Herbert McArthur as partner; the firm continues under the style of Carleton & McArthur.

NOVA SCOTIA.

Michael A. Holland, grocer, liquor dealer, etc., Louisburg, has been burned out; total loss \$1,400.

A meeting of the creditors of A. R. Nickerson, general merchant, Woods Harbor, was advertised for Oct. 25.

O. C. Giffin & Son, fruit and confectionery dealers, Godboro, made an assignment Sept. 29, 1904, of all real and personal property for benefit of creditors.

MANITOBA AND N.W.T.

R. M. Lyons & Co., grocers, Winnipeg, have sold out.

The Balgonie Milling Co., Balgonie, has been incorporated.

G. M. Miller, tobacconist, Winnipeg, has suffered loss by fire.

Wm. A. Dixon, cigar manufacturer, Winnipeg, has suffered loss by fire.

Miller & Maguire, general merchants, Edmonton, have dissolved partnership.

Beamolt & Ryan, general merchants, Carman, are opening a branch at Prince Albert.

J. F. Fumerton & Co., general merchants, Glenboro, have advertised their business for sale.

W. & E. B. McRory, general merchants, Souris, have been succeeded by McRory & McCosh.

H. H. Hayward (estate), general merchant, Fort Qu' Appelle, has sold out to Becker & Kalbfleisch.

George Mickleborough, general merchant, Regina, has sold his Lumsden branch to H. T. Baker.

A new firm has been formed consisting of John L. Coffee, A. R. Hargraft and W. G. Gooderham, known as Coffee, Hargraft & Co., grain merchants, Winnipeg.

BRITISH COLUMBIA.

J. B. Smith & Co., general merchants, New Denver, are offering to compromise.

HINTS TO BUYERS.

The "Newire" corkscrew sold by the Eby-Blain Co., Toronto, is one of the most profitable quick selling 5c articles on the market.

The F. J. Castle Co., Ottawa, reports the arrival this week of a carload of 1904 California prunes, "Carnation" brand, all sizes. Also Trenor "Egal" fine off-stalk Valencias.

The Eby-Blain Co., Toronto, have a car of "Challenge" brand new Santa Clara prunes arriving early next week, and are quoting interesting prices on all sizes.

The sales of Shinola shoe polish, the dressing of the age, are reported as past all expectations with the F. J. Castle Co., Ottawa. The splendid lamb-skin polishers and daubers and brass scoops are decidedly valuable to the grocer.

Provost & Allard, Ottawa, advise receipt of F. R. Lalor pack fruits and vegetables in carload lots, and all orders promptly filled.

The F. J. Castle Co., Ottawa, are offering good value in high-grade Japan tea in 30 lb. packages, excellent draw and value.

A specialty with Provost & Allard, Ottawa, is the prize-winning Canadian cheese, "Waba" twins.

Attention of buyers is called by Laporte, Martin & Cie., Montreal, to Ph. Richard's brandies, Mitchell's Scotch and Irish whiskies, and Pollen & Zoon's gin, for which they are Canadian agents.

"Bon Ami," the wonderful cleaner advertised by Messrs. Hudon, Hebert & Cie., is rapidly winning a reputation for itself. It's work is reported as unsurpassed for perfection and merit.

Laporte, Martin & Cie., Montreal, call attention of the trade to special values in Japan and Ceylon green teas. Their established brands, "Duchess" and "Lady," are two leaders.

Among special lines controlled by Hudon, Hebert & Cie., Montreal, are Blanke's "Faust" brand coffee, Heinz pickles, "Blanco Cero" (cereal breakfast food), and "Blue Cross" teas. These are all in the front rank.

Blandy Bros. Madeira and Malaga wines are being advertised by Laporte, Martin & Cie., Montreal, who are the Canadian agents of this firm.

Galliardi & Co. (Nice) pure olive oil in quart, ½ gallon and 4 gallon tins, with tap, is a leader with Provost & Allard, Ottawa.

McWilliam & Everist, Toronto, are expecting the arrival of 600 kegs of Almeria grapes and 400 large cases of Spanish onions.

1842

NO DAMAGED GOODS

1904

ALL FRESH GOODS ARRIVING**OUR AGENCIES:****BOULESTIN & CIE., Cognac.**

Finest Brandies Imported in Canada.

GONZALEZ, STAUB & CIE, Cognac.

Fine Brandies.

C. DERVOS & CIE., Cognac.

Good Brandies.

J. PRUNIER & CIE., Cognac.

Good Brandies.

V. PINOT & CIE., Cognac.

Good Quality of Brandies.

M. DURAND & CIE., Cognac.

Good Quality of Brandies.

JAMES AINSLIE & CO., Leith.

Scotch Whiskies (Purveyors Royal Navy).

J. J. DEUMAN (Big Ben), Glasgow.

(Big Ben is 10 years old) Supplied House Commons.

JAMES McNEIL, Leith.

Nice Scotch Whisky.

SOURCES SAINT-LOUIS, Vichy-St. Yorre, France.

"Red Clover Leaf," the Best of Vichy Basin.

**MANUEL GAMBOA RAMIREZ, Jerez de la Frontera,
Spain.**

Fine, Sweet, Pale and Dry Sherries, "Muscatels & Malagas."

COLD & CO., London, Eng.

Old Tom and Dry Gin, Ginger Wine and Bitters.

DUBONNET & FILS, Paris, France.

Fine Tonic and Appetizing Wine.

AUDINET & BUHAN, Bordeaux, France.

Clarets, Sauternes, Graves.

THE WILLIAMS BROS. CO., Detroit, U.S.A.Manufacturers of Choice Table Delicacies, Pickles, Jams, Catsup,
Mustard, Relishes, Etc., Etc.**L. CHAPUT, FILS & CIE.**

Wholesale Grocers and Importers of Dried Fruits, Teas, Coffees, Wines and Liquors,

21 and 23 St. Antoine Street, Montreal

Brunner Mond & Co.'s
**WASHING
 SODA**

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

Concentrated Sal Soda

Casks, 560 lbs.

**Winn & Holland
 Montreal**

SOLE AGENTS FOR CANADA.

Do a Cash Business

Do a cash trade; it costs three per cent. to do it by giving solid oak rocking chairs or imitation mahogany, oak or golden oak rockers with arms; seats made of cobbler leather, flat material, cane, or of three-ply mahogany finish. These are up-to-date and well finished chairs. Also card tables, 24 x 24 inches square, oak, solid or imitation mahogany, or golden oak finish. These pieces of furniture will draw you a large cash trade. Leading merchants over Canada are using Furniture to draw a cash trade at the present time. Goods shipped direct from the factory.

These lines are proving to be appreciated by those that receive them as a premium for their cash trade. They are not plated ware; they never need re-plating. To secure these lines in your own town or city and control them in future address

J. UNDERHILL
 London, Ont.

P.S.—Catalogues showing cuts of Furniture and giving prices and terms sent on application.

**Oriental and
 Forest City
 Extracts...**

The Best at any Price

These extracts are not equalled anywhere for purity, strength and fine flavor---have been the standard extracts in Canada for years.

Thousands of families use them and cannot be induced to use any others.

Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase.

Our stock is now complete, and you should order early for the 'Xmas trade and make sure of getting prompt shipment.

GORMAN, ECKERT & CO.
 LIMITED
 LONDON, CANADA.

Importers and Roasters of Coffee.
 Manufacturers of high-class Baking Powder.

If, indeed, it be true that 
 "An honest tale speeds best being plainly told"
 then the following bit of "Pure Candor"
 should make a rapid impression.

No mystery surrounds the instant and universal acceptance by critical connoisseurs of "SALADA" Natural Green Tea of Ceylon wherever it has been offered.

Here is its simple story in a nutshell.

In it we offer an actually pure, untampered with Natural Green Tea of exquisite flavor, and unadulterated strength, that renders it more economical and healthful in use than the Japan Teas it is so rapidly displacing all over the Continent. It is of a light color in infusion, with a peculiarly delicate taste and "bouquet."

The rapidly growing list of enterprising dealers all over the land who are now handling "SALADA" Green Tea is evidence that they recognize as inevitable its dominating influence over the Japan Tea sales of the future, and they do not propose being left behind in catering to the public demand for something so infinitely better than the old-time Japans that they have hitherto been.

We pack and sell "Salada" Natural Green Teas in sealed packets only—same form style and prices as the celebrated Black and Mixed Teas of "Salada" brand.

Correspondence solicited.

 Samples Cheerfully Furnished

Address "SALADA" Toronto and Montreal

IN 1898 the first natural Green Teas made in Ceylon, were for the "SALADA" Company. The total exports to America in 1900 were less than one million pounds. Last year the exports into America were over 16,000,000 pounds.

What Does This Convey?

MARKETS AND MARKET NOTES

QUEBEC MARKETS.

Montreal, Oct. 20, 1904.

Groceries.

LIVELINESS marks the grocery business everywhere just now. The height of the Autumn trade is in progress. Collections have improved. Abundant quantities of stock are being sent out daily all over the country. Prices are firm in general lines. The striking feature of the week is the decline in sugar of 10c. This, it will be remembered, was anticipated. owing to the decline which took place in New York last week. The drop of 10c will bring granulated down to \$4.45 per barrel and so on through the list. Country produce of all descriptions hold their firmness and provisions and eggs, notably, are strong with a tendency towards the advance. Molasses is unchanged, but there seems to be an increased demand for Barbadoes and offers of 28c are common in the market. Pure lard has maintained its advance last week, and there is a good demand. The demand for new crop canned goods has increased and corn and tomatoes are still very high. In spices all kinds are firm, with a decided tendency to the advance which was indicated during the past two weeks. The tea market seems absolutely dead. Quotations are interesting, but from the Old Country there seems to be a feeling of an over supply of tea of very poor quality. Deliveries, however, are considered satisfactory, both for home consumption and export, notwithstanding these conditions. Late mail advices from London say that the disturbing effects of the increased duty are now being seriously felt by producers of tea and they are already paying a considerable percentage of it. The season's average price to date from every separate district in India, as well as Ceylon, is appreciably below last year. The dried fruit markets have presented a brisker appearance during the week, and all descriptions have been moving with more freedom. The demand for currants continues to increase in volume. New figs are noticed in advance express shipments. The green fruit market is extremely quiet. There seems to be an over supply of Canadian grapes on the market and there is little demand for these goods, in fact they are selling for 12½c to 15c, which is less than they can be bought for in the west. In fish there is a steady demand for oysters and haddock, and cod are almost unobtainable, there having been an advance of 100 per cent.

on the price, both locally and in Boston. Coffee still remains an interesting product and is firm.

SUGAR.

Sugar declined 10c in sympathy with the decline of last week, which took place in New York. An easier feeling has been prevalent in the sugar situation, increasing in volume from day to day during the last week. In the London speculative market raw sugar declined 3d since the 5th of October, and options are now quoted at 11s. There has been no change in the market for raw cane centrifugal sugars, which are nominally quoted at 12s 3d, and Muscovado at 11s. It is officially reported that the French fabricants are disappointed with the sugar crop, especially in the light soils, and are buying considerably, while German consumers entered the market and made the refiners repurchase their old contracts there. With the big increase in German consumption the home trade has become a more important factor and the same may be said of France. The report goes on to say that unless they have an exceptionally favorable October they will have for the present probably a greater deficiency in Europe than the increase in cane, and without a reduction in consumption there would hardly be a fair working stock left over; therefore speculators consider it safe to hold for full prices. Locally the grocery market has been quiet, partly from the extreme firmness of holders, partly from the disinclination of the trade to pay the prices asked. The tone of the market remains steady, in spite of the easiness of the general situation and the modified cable advices on raw beet sugar, as well as the inactivity of the New York market. The volume of new business for the month, so far, has not been as large as that of last month at the same period, but considering the general condition of the market the demand has been fair for the season. We quote:

Granulated, bbls.	\$4 55
" 1-bbls.	4 70
" bags.	4 45
Paris lump, boxes and bbls.	5 05
" 1-boxes and 1-bbls.	5 05
Extra ground, bbls.	4 90
" 50-lb. boxes	5 10
" 25-lb. boxes	5 20
Powdered, bbls.	4 70
" 50-lb. boxes	4 90
Phoenix	4 35
Bright coffee	4 30
" yellow	4 25
No. 3 yellow	4 05
No. 2 "	3 95
No. 1 " bbls.	3 85
No. 1 " bags.	3 45
Raw Trinidad	3 55
Trinidad crystals	3 55

SYRUPS AND MOLASSES

A general quietness is noted in the molasses market and prices remain un-

changed. There have been very few new arrivals in foreign molasses, and what have come in have been taken care of and marketed. Jobbers are busy, but the quantities exchanging hands are not large. We quote:

Barbadoes, in puncheons	0 28
" in barrels	0 30
" in half-barrels	0 31
New Orleans	0 22
Antigua	0 25
Porto Rico	0 45
Corn syrups, bbls.	0 02
" 1-bbls.	0 03
" 2-bbls.	0 03
" 35-lb. pails	1 30
" 25-lb. pails	0 90
Bbls. per 100 lb.	2 75
1-bbls.	3 00
Cases, 2-lb. tins, 2 doz. per case	1 90
" 5-lb. " 1 doz. "	35
" 10-lb. " 1 doz. "	2 25
" 20-lb. " 1 doz. "	2 10

COFFEE.

Interest in coffee is still prominent, and the remarkable figures sent out from the countries of production should serve as a proof for almost any position. Take for instance the increase in the world's visibly supply, which amounts to 40,000 tons. In ordinary times and without any unusual reason this would look like a bad feature for prices. On closer examination and inquiry from the different sources of supply, it may be found that the increase is entirely due to the rate at which the Brazil crop is coming forward, yet in spite of that, and the fact that the stocks in Brazil are almost a record, there is no pressure from them to sell and prices are still kept at the high level they have been for some time. Another feature to account for the increase in stocks is that the deliveries are considerably behind those of last year, and certainly no one would suggest that the world's consumption is not only thoroughly maintained, but is increasing. There is some intelligence, therefore, in the report that dealers in the interior are holding off buying as long as they can with the hope of lower rates in the future. Supplies are noticeably smaller and Colombian coffee is noticeably dearer. Home trade kinds are selling steadily and rates are well maintained.

We quote:

Good Calcuttas	0 10	0 10
Choice "	0 11	0 12
Jamaica coffee	0 10	0 11
Java	0 18	0 22
Mocha	0 16	0 19
Rio	0 08	0 09

SPICES.

The advance in spices has been well maintained and there is a good demand generally. Black pepper is inclined to be quiet after the recent activity; quotations continue firm. There is a slight lull in the demand for white pepper, owing to the recent advances. Considerable inquiry has been noted for West Indian nutmegs, and a slight ad-

vance has taken place. Prices for spot and early shipment of Zanzibar cloves remain firm. Canary seed is quiet and rather less firm. We quote:

	Per lb.
Peppers, black	0 20 0 22
white	0 25 0 31
Ginger	0 17 0 24
Cloves, whole	0 25 0 35
Cream of tartar	0 25 0 30
Allspice	0 16 0 19

TEA.

The tea market is in a bad shape. Very little is doing and the demand is slight. Dodwell & Co., Limited, report from Colombo considerable quantities of black tea having been brought forward and there was a good demand for medium to finest grades. Competition, which was keen, forced quotations to a higher level, extreme rates being realized for choice brands. Common descriptions were somewhat neglected, but rates on the whole showed a steady market. Dusts were distinctly dearer. The exports to the United Kingdom for one week in September were about two and a quarter million pounds. McMeeking & Co. report from London that there is a falling off of offerings of Indian tea at the public auctions in comparison with the same month of 1903. The imports were about 24,126,000 lbs., and the deliveries 12,959,000 lbs., leaving in stock 41,956,000 lbs. Production in India still shows a large increase over last year and should planters continue to manufacture in heavy volume inferior and undesirable teas like many of those recently received, there is much risk of quotations falling back to a very low level indeed. The shipments from Calcutta to the United Kingdom up to the end of last month show a large increase over last year, while the quantity put up for auction in London has been much under the previous year's total. This would prove that either more tea is passing direct from the import vessels into the distributor's hands, or that offerings later on must be on a relatively heavier scale. In Ceylons the shipments from Colombo to London showed a marked advance in volume, and may be expected to increase for some months to come, as many estates have reverted to the production of black tea, any access in which must come to Great Britain. An important and satisfactory feature in the market, however, is the continued good demand for the better class of medium and fine teas. This points to the conclusion that consumers are alive to the fact that good, and at the same time the most economical, tea can be obtained in the neighborhood of 35c a lb. The tea market is decidedly uninteresting to the jobber, owing to the quietness prevailing. We quote:

Japans—Fine	0 26	0 28
Medium	0 20	0 24
Good common	0 12	0 18
Common	0 12	0 15
Ceylon—Broken Pekoe	0 25	0 38
Pekoe	0 17	0 20
Pekoe Souchongs	0 15	0 20
Indian—Pekoe Souchongs	0 15	0 18
Ceylon greens—Young Hysons	0 16	0 18
Hysons	0 14	0 15
Gunpowders	0 13	0 14
China greens—Pingsuey gunpowders	0 12	0 12
Congous—Kaisows	0 12	0 12
Packing boxes	0 12	0 14

CANNED GOODS.

Great interest is being taken in the maintenance of high prices in both corn and tomatoes, new crop. Canned salmon has called for a better inquiry, principally the Alaska grade. There is

a tendency towards an advance. All reports from the French sardine fisheries are still anything but satisfactory, and as the fishing practically closes at the end of October there can be very little hope of an improvement in the position. Occasionally catches are made up to the middle of November, but these late fish are undesirable, the flesh being dry and lacking in flavor. Whatever the October results may be, it is certain that the larger sizes of tins will be in very short supply throughout the season. Anything like normal prices need not be expected. Canned meats are in good demand. In fruits the spot trade is quiet. Considerable trade is being done, however, for forward delivery, and prices are hardening based on the reports of probable short crops in certain varieties of fruit. We quote:

Fraser River salmon	5 75
Skeena	5 65
River Inlet and Lowe Inlet salmon	5 35
Spring sockeye	5 00
Cohoos	4 00
Humpbacks	2 75
Tomatoes	1 25
Corn	1 20
Peas	0 87 1 50
String beans	0 85 0 90
Strawberries, preserved	1 40 1 60
Sucotash	1 00 1 10
Blueberries	1 10 1 10
Raspberries	1 47 1 47
Lawtonberries, 2s	1 57 1 57
Raspberries, black	1 42 1 42
Gooseberries	1 43 1 43
Pears, 2s	1 52 1 67
3s	2 00 2 20
Peaches, 2s	1 65 1 77
3s	2 57 2 72
Plums, Lombard 2s	1 35 1 35
Green Gage, 2s	1 47 1 47
Cherries, red pitted, 2s	2 30 2 30
Baked beans, 3s	1 03 1 03
3-lb. apples	0 90 0 90
Gallon apples	2 20 2 20
2-lb. sliced pineapples	2 00 2 10
Grated pineapples	2 40 2 40
Singapore whole pineapples	3 40 3 40
Pumpkins, per doz	1 85 1 90
Spinach	1 00 1 00
Sugar beets	0 90 1 40
Salmon, pink	0 90 1 00
spring	1 40 1 40
Rivers Inlet red sockeye	1 50 1 50
Fraser River red sockeye	1 50 1 70
Lobsters, tails	3 45 3 45
1-lb. flats	4 00 4 00
1-lb. flats	2 25 2 25
Canadian Sardines, 1s	3 65 3 65
California asparagus	4 50 5 00
Asparagus tips	3 50 3 75

The following is the new price list issued by the canners for 1904 pack vegetables and fruits. Other lists will be given later:

VEGETABLES.	Per doz.
Corn, 2-lb. tins	\$1 20
2-lb. sucotash	1 25
Gallon corn	5 00
Tomatoes, 3-lb. tins	1 25
Gallon tins	3 35
Peas	\$0 82 0 85
Fine French Peas	1 30
Sugar beets	\$0 85 0 95
2s Asparagus Tips	2 50
2s Beans, Golden Wax	0 80
2s " Refugee or Valentine	0 82
2s " Crystal Wax	0 92
2s Peas, No. 4 "Standards	0 82
2s " No. 3 "Early Junes	0 85
2s " No. 2 "Sweet Wrinkled	0 95
2s " No. 1 "Extra Fine Sifted	1 30
2s Table Spinach	1 40

FRUITS.	
Pears—Flemish Beauty Bartlett's and pie in	
2, 2½ and 3s	\$1 15 \$2 20
Peaches—White yellow and pie, 1½s, 2s, 2½s	
3s	1 25 2 82
Gallon peaches	3 15 3 67
" peaches	3 55 4 50
Pumpkins, 3-lb. tins	0 72
Gal.	2 50
3-lb. squash	1 00
2s Cherries, red, pitted	2 20
2s " not pitted	1 75
2s " black, pitted	2 20
2s " black, not pitted	1 75
2s " white, pitted	2 40
2s " white, not pitted	2 00
2s Currants, red, heavy syrup	1 57
2s " red, preserved	1 77
Gals. " red, standard	4 75
Gals. " red, solid pack	7 00
2s " black, heavy syrup	1 75
2s " black, preserved	2 05
Gals. " black, standard	5 00
Gals. " black, solid pack	8 00
2s Gooseberries, heavy syrup	1 62
preserved	1 85
Gals. " standard	7 25

2s Lawtonberries, heavy syrup	1 57
2s " preserved	1 85
Gals. " standard	4 97
2s Pineapple, sliced	2 35
2s " grated	2 35
2s " whole	2 50
2s Plums, Damson, light syrup	1 00
2s " " heavy syrup	1 30
2½s " " " " " "	1 57
3s " " " " " "	1 85
Gals. " " standard	2 95
2s " Lombard, light syrup	1 05
2s " " heavy syrup	1 35
2½s " " " " " "	1 62
3s " " " " " "	1 90
Gals. " " standard	3 15
2s " Green Gage, light syrup	1 15
2s " " heavy syrup	1 47
2½s " " " " " "	1 72
3s " " " " " "	2 00
Gals. " " standard	3 45
2s " Egg, heavy syrup	1 52
2½s " " " " " "	1 80
3s " " " " " "	2 10
2s Raspberries, red, heavy syrup	1 40
2s " " preserved	1 60
Gals. " " standard	5 11
Gals. " " solid pack	8 00
2s " black, heavy syrup	1 35
2s " " preserved	1 50
Gals. " " standard	4 75
2s Rhubarb, preserved	1 15
3s " " " " " "	1 90
Gals. " standard	2 62
2s Strawberries, heavy syrup, 1903 pack	1 47
2s " " " " " " 1904 pack	1 60
2s " preserved	1 75
Gals. " standard	5 50
Gals. " solid pack	8 50

Foreign Dried Fruits.

An increased demand has set in for dried fruits of all descriptions, probably owing to the early opening of Christmas trade. Trade in currants is said to be hardly equal to the normal October dimensions. It may be remembered that grocers took advantage of the low prices existing for fine fruit during July and August last, and are only just coming into the market. Lower grades are quoted slightly in the buyers favor and their level seems to almost shut out the probability of any further reduction. In Sultanias it is reported from the countries of production that there is no hope of the new crop of good quality being purchasable for the purpose of retailing at about 8c a lb. Old fruit which has been held over is subject to good selling price, as large quantities of it have kept remarkably well. Figs are selling freely at full values. Muscatels are in fair request, and owing to limited supplies the market remains firm. The fruit is reported of excellent quality and appearance. French plums are arriving in excellent condition and a satisfactory trade is commencing. The spot market for dates is rising and considerable business is being done. New figs are in evidence and meeting with ready sales for first advance lines. We quote:

VALENCIA RAISINS.	
Fine off-stalk, per lb	0 05 0 06
Selected, per lb	0 06 0 06
Layers	0 07 0 07

FIGS.	
Comadres, per tapnet	1 00 1 10
Elemes, per box, new	0 90

DATES.	
Dates, Hallowes, per lb	0 03 0 03

CALIFORNIAN EVAPORATED FRUITS.	
Apricots, per b.	0 12
Peaches	0 09
Pears	0 12

MALAGA RAISINS.	
London Layers	1 75 1 90
"Connoisseur Clusters"	2 00
"Royal Buckingham Clusters," ½-boxes	1 00
"Excelsior Windsor Clusters"	4 25
" " "	1 25

CALIFORNIAN RAISINS.	
Loose muscatels, per lb	0 07 0 08
seeded, in 1-lb. packages	0 10
in 12-oz. packages	0 08

Why not enjoy **FREEDOM** from anxiety

IN POLITICS

Our old **SCOTCH** tastes victory

B. O. BELAND, SOLE IMPORTER IN CANADA.

1684 Notre Dame Street,

MONTREAL

Permanent Trade versus Temporary Profit

Selling a poor article at a big profit sounds like good business when you are dropping the money from the sale into your till: but when months pass by and that fooled customer doesn't return it is time to figure out how much loss that "big profit" means to you. Good merchandise cannot be produced to give anyone an abnormal profit.

The following lines are manufactured to give the grocer a fair profit and give his customer the best starch products that can be produced. They are the kinds that make profitable, permanent trade.

Celluloid Starch

A package starch that requires no cooking. It has met with wonderful success and is well known throughout the Dominion.

Lily White Gloss Starch

This is an excellent starch which we pack in handsome drum and trunk packages, each containing 6 lbs. starch, 8 packages in a case. They make a handsome display.

Brantford Corn Starch

This is a most wholesome food which can be served in many dainty ways. Most of your customers know it—the rest need but try it once to become steady users.

The BRANTFORD STARCH WORKS, Limited, - BRANTFORD, CANADA

PRUNES.

	Perlb.	Perlb.
30-40s.....	0 09	
40-50s.....	0 08	
50-60s.....	0 07½	
60-70s.....	0 06½	
70-80s.....	0 06	
80-90s.....	0 05½	
90-100s.....	0 05	
Oregon Prunes (Italian style) 40-50s.....	0 08	
" " " " 50-60s.....	0 07½	
Oregon prunes (French style), 60-70s.....	0 06½	
" " " " 90-100s.....	0 04½	
" " " " 100-120s.....	0 04	

CURRENTS.

Fine Filiatras, per lb. in cases.....	0 04½	0 05
" " cleaned.....	0 05	0 05½
" " in 1-lb. cartons.....	00 6	0 06½
Finest Vostizzas.....	0 06½	0 07½
Amaliss.....	0 05½	

SULTANA RAISINS.

Sultana raisins, per lb.....	0 06½	0 08
" " 1-lb. carton.....		0 09
Shelled Walnuts.....	0 19	0 20

Green Fruits.

Again apples are dominating the fruit market, and notwithstanding the drop in prices abroad an immense export business is being carried on. The latest cable advices from the principal markets of Great Britain are of a more cheerful character; not only are prices somewhat better, but the demand is good and large, more especially for red fruit. Sales give nets in Boston of \$1.50 to \$2.50 per barrel for Fameuse, Wealthy, Gravensteins, Kings, McIntosh reds. Some very fancy lots of Kings and McIntosh reds netted \$2.75. Sales of the same fruit in half barrel cases sold to give nets in Boston from \$1.10 to \$1.50 per case. One fancy lot of Kings netted \$1.75. Otherwise green fruits are comparatively quiet, and grapes are selling poorly, extremely low prices being obtainable for Canadian grapes. We quote:

Cocoanuts, per bag of 100.....	3 50
Canadian apples, in bbls.....	1 00
Pineapples, 24 to case.....	4 50
" " 30 to case.....	3 50
Bananas.....	1 10
Bananas, red, per bunch.....	1 00
New Messina lemons 30's.....	3 75
" " 360's.....	2 75
Peanuts, Bon Tons.....	0 12½
" " Sun brand.....	0 11½
" " Diamond G brand.....	0 09½
" " Coon brand.....	0 08
New Brazil.....	0 13
Sweet potatoes, per bbl.....	2 50
Limes (100).....	1 25
California peaches, per crate.....	1 15
California plums, per crate.....	2 00
California late valencias, per box.....	4 75
Verdelli lemons, 30's, per box.....	4 00
California grapes, per crate.....	2 50

Vegetables.

A first-rate demand has kept up for all kinds of vegetables. Cucumbers are found to be much more plentiful than was at first expected. The interest in onions is still noticeable and the demand is still strong for red onions. The change in putting up yellow onions in bags instead of barrels seems to have met popular favor, and a steady demand is ruling at 2c per lb. Mushrooms have advanced 75c a lb., and are hard to get at that. We quote:

Bunch lettuce, per doz. bunches.....	0 75
Radishes, per doz. bunches.....	0 20
Mushrooms, per lb.....	1 75
Mint, per doz. bunches.....	0 20
Parsley.....	1 00
Sage, per doz.....	1 00
Saffron, per doz.....	0 25
Beets, new, per doz.....	0 75
Egg plant, per basket.....	0 35
Rhubarb, outdoor, per doz.....	0 15
Green onions, per doz.....	0 45
Green house water cress, per doz.....	1 25
Green cucumbers, per bush, hamper.....	0 60
" " per half bushel hamper.....	0 75
" " per bbl.....	3 50
" " per doz.....	0 40
Green cabbage, per doz.....	1 00
" " beans, per bush.....	1 25
Waxed beans, per bush.....	1 00
Cauliflowers, home grown, per doz.....	1 50
Green peppers, per basket.....	0 45
Michigan celery, per doz.....	0 40
Canadian celery, per doz.....	0 35

Fish.

Oysters are maintaining a strong popularity, and owing to the abundant supplies prices have not risen to any exorbitant rate. Fresh fish and sea fish are scarce. Haddock and cod have advanced fully a hundred per cent. and are almost unobtainable. This applies also to Boston, which is one of the best fish centres of the east. In other lines prices are about the same, but the scarcity tends to apply to haddies, owing to the recent storms on the coast. Green cod is scarce and the prices will certainly be higher than usual this season. We quote:

Canned cove oysters, No. 1 size, per doz.....	1 30
Canned cove oysters, No. 2 size, per doz.....	2 25
Standard bulk oysters, per gal.....	1 40
Selects.....	1 60
Dressed bullheads.....	0 08
" " perch.....	0 08
Shell oysters, bbl.....	5 00
Haddies.....	0 07
Smoked herring, per box, new.....	0 15
Fresh haddock, per lb.....	0 05
Pike, round and dressed.....	0 06½
Halibut, per lb.....	0 12
Gaspe salmon, fresh frozen.....	0 15
B. C. Salmon, fresh.....	0 15
Fresh steak cod.....	0 06
Market cod.....	0 04
Lake trout, per lb.....	0 08
Whitefish.....	0 08
Dore.....	0 07½
No. 1 Labrador herring in 20-lb. pails.....	0 80
No. 1 Herring, Labrador, per bbl.....	5 50
" " half bbl.....	3 35
No. 1 Holland herring, per half bbl.....	6 50
No. 1 Scotch herring, " ".....	6 50
" " per keg.....	0 95
Holland herring, per keg.....	0 65
Salt mackerel, pail of 20 lbs.....	2 00
Boneless cod, 1 and 2-lb. blocks, per lb.....	0 06
" " fish.....	0 05½
" " loose, in 25 lb. boxes.....	0 04½
Pure Georges cod, 40 lbs.....	0 07½
Skinless cod, cases 100 lb. (new).....	5 00
Marshall's kippered herring, per doz.....	1 40
Canadian kippered, per doz.....	1 00
Canadian sardines, per 100.....	3 75
Green Codfish, (200-lbs.) No. 2.....	5 50
" " No. 1.....	6 50
Large ".....	7 50
Labrador Salmon, half bbl.....	9 00
" " (200 lbs.) bbls.....	17 00
" " Large (500 lbs.).....	25 00
Sea Trout in bbls. 200 lbs.....	9 00
" " half bbls.....	5 50

Country Produce.

EGGS.

The advance in eggs has been maintained and a general firmness rules. The receipts increased early in the week and notwithstanding that fact the market remains strong and prices have an upward tendency without any actual change to note. The demand is good and sales of straight gathered stock took place at 20c to 20½c, and in some cases 21c was realized, while good straight cold storage eggs sold at 19c. to 19½c per doz. For selected eggs the demand was fair and sales were made at 24c, and Montreal limed eggs at 20c per doz.

BEANS.

The bean market is quite notable. Primes have been sold for December at \$1.40. Mr. Chouillou, one of the largest dealers in the city recently shipped 2,500 bags of beans to Havre, showing that there is a scarcity on the Continent. It is said that the crop of France, Austria and Germany has been bought up by Russia for use in the war. The trade with France has tended to stiffen the market. We quote:

Choice primes.....	1 30	1 35
Less than car lots.....	1 40	1 50
Primes.....	1 40	1 40

POTATOES.

There is a good demand for potatoes. Offerings are increasing, and on this account there is an easy tone to the mar-

ket. Sales of carlots of good choice lots were made at 55c to 65c per bag, and in a jobbing way at 70c to 75c.

HONEY.

The honey market is still featureless, although considerable demand has been noted. We quote:

White clover, extracted, tins.....	0 08	0 08½
" " kegs.....	0 07½	0 08
" " comb.....	0 10	0 10½
Buckwheat.....	0 05½	0 06½

MAPLE PRODUCTS.

There is very little doing in maple products and no change has taken place. We quote:

Maple syrup, in wood, per lb.....	0 05½	0 05½
Maple syrup, in large tins.....	0 50	0 60
Pure sugar, per lb.....	0 07½	0 08
Pure Beauce, county, per lb.....	0 08	0 09

HOPS.

The hop market continues strong and prices remain steady at 33c to 35c for choice Canadians and 28c to 31c for fair to good. We quote:

Choice.....	0 33	0 35
Fair to good.....	0 24	0 28

Flour and Feed.

FLOUR.

Flour still remains high in sympathy with the strong wheat market. The millers report an excellent demand with no chance of an accumulation of stock for export. Business generally is very good in all grades of flour. We quote:

Manitoba spring wheat patents.....	5 80
" " strong bakers'.....	5 50
Winter wheat patents.....	5 70
Straight rollers.....	5 35
Extra.....	4 50
Straight rollers, bags, 90 per cent.....	2 50

ROLLED OATS.

Rolled oats have held the decline which took place ten days ago, and the demand is still good. The present prices are firmly maintained. We quote:

Fine oatmeal, bags.....	2 60
Standard oatmeal, bags.....	2 60
Granulated.....	2 60
Rolled oats.....	2 55
" " bbls.....	5 00

FEED.

In sympathy with all cereals mill feed continues firm. Plenty of inquiry has been made, but the prices are firmly held. We quote:

Mouillie.....	22 00	28 00
Ontario bran, in bulk.....	17 00	17 50
" " shorts.....	19 00	
Manitoba bran, in bags.....	19 00	
" " shorts.....	21 00	

HAY.

The easy condition of the hay market has been maintained and immense quantities have been exported during the week. Local business is very active. Prices remain unchanged. We quote:

No. 1 timothy.....	9 10	9 50
" " 2 " choice.....	7 50	8 00
" " 2 " ordinary.....	7 00	7 50
Clover and clover mixed.....	6 50	7 00

OGILVIE FLOUR COMPANY MEETS.

At the annual meeting of the Ogilvie Flour Co., in Montreal, on October 13, the following directors were elected for the ensuing year: C. R. Hosmer, president; F. W. Thompson, vice-president; Sir Geo. A. Drummond, Sir Montague Allan, E. S. Clouston, H. S. Holt and Hon. G. T. Fulford; W. A. Black, western manager; Shirley Ogilvie, secretary; S. A. McMurphy, treasurer; Geo. Creak, auditor.

There is no Cleaner in the World bearing a more appropriate name

than

The Finest Cleaner Made.



TURNED **Bon Ami**
OCT 21 1904
cut Book 25
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Is an improvement in the list
of house cleaning necessities.

It is a scouring soap. It is always used in the form of a *thin*
It is a metal polish. lather. Requires little water, makes
It is a glass cleaner. *no muss* and WILL NOT SCRATCH.

Bon Ami cleans by *dissolving* the dirt
or tarnish; not by "scouring" and
"wearing out" the object cleaned.

Ask your grocer for a cake. Read the directions inside the wrapper.

Now en route for Montreal, 300 gross.

For sale by nearly every Wholesale Grocer, Druggist, or Hardware Merchant in Canada.

Cases of 3 doz. - - - \$0.90 per doz.
F.O.B. Wholesaler's Shipping Point.

Lots of 5 gross - - - \$10.00 per gross
Delivered to any Railway Station in Ontario, Quebec and Maritime Provinces.

SOLE AGENTS IN CANADA

Hudon, Hebert & Cie.,

Wholesale Grocers and Wine Merchants
Montreal

The Most Liberally Managed Firm in Canada.

ONTARIO MARKETS.

Toronto, Oct. 20, 1904.

Groceries.

TRADE is reported fair to good during the week under review, the wholesale trade being principally busy filling orders for the close of navigation. Not much stir will be experienced until the arrival of direct shipments of Mediterranean fruit chronicled for next week, which always gives an impetus to the grocery trade at this season of the year. The requirements of the retail trade in foreign dried fruits for the holiday trade are usually filled from first shipments.

Interest still continues in canned goods, especially corn and tomatoes, supplies of which are slow in arriving on account of the congested conditions prevailing in the canneries. Latest estimates of the corn and tomato pack are 70 and 55 per cent. respectively.

Salmon deliveries are incomplete as yet and are being delayed later than usual, which makes it particularly difficult to fill orders to far inland points. Sugar has dropped 10c following a similar drop in New York and considerable buying is reported at the reduction. Nevertheless the sugar trade as a whole is being carried on after a hand to mouth fashion and will continue so until the end of the season and until the raw market opens.

An easier feeling is reported in the glucose market with a livelier market on this account. Teas continue quiet, while coffee, especially Rios, dropped a point or two from their sky-high position, and brokers report a tendency on the part of the wholesale trade to buy. Pepper and cloves continue firm with a reported advance in tapioca. Reassuring reports come from France regarding the walnut crop which will be average in quantity and excellent in quality.

CANNED GOODS

Interest in the outcome of new tomatoes and corn continues keen. The new pack in both these articles is coming slowly, and in certain quarters supplies are very scarce. They are moving to the hands of the retail trade, however, as soon as they are received from the packers. The pack was practically over on October 15, corn being estimated at 70 per cent. and tomatoes at 55 per cent. of the average crop. This department of the canned goods trade has been congested within the past month, and the conditions prevailing in the canneries are not at all extraordinary.

The demand for canned fruit has been confined to raspberries, strawberries, peaches and apples; for which a brisk market will not set in much before Christmas.

Salmon deliveries are also late, not being closed even yet. On account of ear shipments being delayed, considerable difficulty and delay is being experienced in filling orders to inland points. Sales are confined to deliveries on account of orders taken ahead, by the

time these are filled the wholesale trade does not expect to have much left to offer. Other lines of canned fish are firmly held, while sales of canned and potted meats are falling off as usual at this season. We quote the following prices:

Tomatoes, 3's	1 15
Corn, 2's	1 10
Peas, 2's	0 82½
Sliced beets, 2's	0 85
" " 3's	0 95
" " whole	0 95
Pumpkin, 3's	0 75
gal.	2 50
Squash	1 00
Asparagus tips, 2's	2 50
Golden waxed beans, 2's	0 80
Refugee or Valentine beans, 2's	0 85
Crystal waxed beans, 2's	0 92½
Spinach, 2's	1 40
" " 3's	1 80
Baked beans, plain, 1's	0 45
" " 2's	0 72
" " 3's	0 90
Tomato sauce, 1's	0 50
" " 2's	0 78
" " 3's	1 00
Chili sauce, same as tomato sauce	0 78
Casups, tins, 2's	4 50
gal.	7 70
" jugs	0 90
Apples, standard, 3's	1 47½
preserved, 3's	2 20
standard, gal.	1 52½
Pears, Flemish Beauty, 2's	2 00
" " 3's	1 87½
Bartlett, 2's	2 82½
" " 3's	2 75
whites, 2's	2 67½
" " 3's	1 25
Peaches, pie, 3's	2 20
Cherries, red, pitted, 2's	1 75
" " not pitted, 2's	2 20
" " English black, pitted, 2's	1 75
" " not pitted, 2's	2 42
" " white wax, pitted, 2's	2 00
" " not pitted, 2's	1 57½
Lawtonberries, heavy syrup, 2's	1 75
preserved, 2's	4 97½
standard gal.	1 00
Plums, Damson, light syrup, 2's	1 30
" " heavy syrup, 2's	1 85
" " 3's	1 05
Lombards, light syrup, 2's	1 35
" " heavy syrup, 2's	1 90
" " 3's	1 15
green gage, light syrup, 2's	1 47½
" " heavy syrup, 2's	2 00
" " 3's	2 52½
egg, heavy syrup, 2's	2 10
" " 3's	2 35
Pineapple, sliced, standard, 2's	2 47½
extra " 2's	2 62½
grated, " 2's	1 40
Raspberries, red, heavy syrup, 2's	1 60
preserved, 2's	1 35
black, heavy syrup, 2's	1 50
preserved, 2's	1 15
Rhubarb, preserved, 2's	1 90
" " 3's	2 62½
gal.	1 60
Strawberries, heavy syrup, 2's	1 75
preserved, 2's	3 60
Lobster, tails	3 75
1-lb. flats	2 00
½-lb. flats	1 25
Mackerel	1 00
Salmon, Fraser River, "Horseshoe" and "Maple Leaf"	1 77½
1-lb. talls, 5 cases and over	1 80
1-lb. flats, 5 cases and over	1 90
1-lb. flats, less than 5 cases	1 92
1-lb. flats, 5 cases and over	1 17
1-lb. flats, less than 5 cases	1 20
Salmon, "Clover Leaf"	1 72½
1-lb. talls, 1 to 4 cases	1 87½
1-lb. flats, 1 to 4 cases	1 70
1-lb. talls, 5 to 9 cases	1 85
1-lb. flats, 5 to 9 cases	1 67
1-lb. talls, 10 to 25 cases	1 82½
1-lb. flats, 10 to 25 cases	0 95
Chums	1 00
Sardines, Sportsman 1's	0 14
" " 1's	0 23
" " Portuguese 1's	0 08
" " P. & C. 1's	0 25
" " P. & C. 1's	0 35
" " Domestic 1's	0 04
" " Mustard, 1's	0 09
" " size, cases 50 tins, per 100	8 00
Haddies, per doz	1 00
Haddies, per case	4 00
Kipper herring, domestic	1 00
imported	1 40
Herrings in tomato sauce, domestic	1 00
imported	1 40
California ripe olives, tins, per doz	4 75
Corned beef, 1's, per doz	1 50
" " 2's	1 70
" " 14's	10 00
Lunch tongues, per doz	3 00
Potted meats, 1's	0 50
" " 1's	1 00

SUGAR.

The development of the sugar market during the week under review has been a surprise. The market after having

maintained its quietness of last week assumed a decidedly stronger tone on Saturday last, on receipt of the first official estimates of European beet crop for all Europe of 5,120,000 tons, as against 5,852,043 tons, the actual outturn of the crop of 1903-04, a reduction of 732,043 tons. On the strength of this European markets jumped 33-4d per hundred-weight after declining to 9s 33-4d and were quoted firm at 11s 11-2d for 88 test centrifugals. Considerable reliance is placed on this estimate the reason being evident when we say that the first estimate of last year's crop was 5,850,000 tons, showing only a small discrepancy of 2,000 tons between that and the final outturn. Unfortunately the improvement has not been sustained; beets have lost 11-2d of their gain and are now quoted at 11s per hundred-weight f.o.b. Hamburg for October and November shipment.

There are no transactions in cane sugar in the New York market to record, and in the absence of business the market is quoted nominal at 41-4c for 96 test centrifugals. Refiners are believed to be buyers on this basis, but offerings have been light and there has been no opportunity of further testing the market. The nearest available sugars are new crop Demeraras firmly held at the former figure of 25-8c e. and f. New York which would make them cost 1-16 above to-day's duty paid equivalent. Refiners, however, are indifferent buyers, being in no immediate need of supplies as receipts for the week ending October 12 were heavy, namely 50,558 tons, with meltings unchanged at 46,000 tons, thus increasing stocks for the week by over 4,000 tons. Total stocks in all hands are now 155,608 tons compared with 132,236 tons for the same week last year, an increase of 23,372 tons. These when combined with U. S. and Cuban stocks show a deficiency as compared with last year of 108,628 tons. Cuban holdings now are only 7,500 tons, and the only hope of U. S. refiners replenishing the same is the large number of Java cargoes afloat, most of which are coming to Atlantic ports and have already been bought by refiners. There have been no recent transactions in disparity in favor of cane sugar is still disparity in favor of cane sugar is still maintained, to-day's price for beets being 4.34c for 96 test centrifugals. Total stocks of Europe and America at latest uneven dates were 1,058,108 tons against 1,551,666 tons last year, the decrease being 493,598 tons.

At the close there is a decidedly unsettled feeling prevailing regarding the immediate future of the market and the opinion is firmly held in certain quarters that the ultimate future is perfectly safe. Present uncertainty though has had a prejudicial effect on the refined situation leading to concessions by U. S. refiners of 10 points on prompt deliveries, making the net price now 4.80c f.o. b. New York. This has been followed by a similar decline in Canadian prices and we now quote Montreal granulated

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Chaser Soap

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of Montreal

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SOAP CHIPS

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OCT 26 1904

Cut boxes
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BRAMPTON, ONT.
THE ORIGINAL
CHIP SOAP
FOR SALE BY ALL WHOLESALE GROCERS

RETURNED

OCT 26 1904

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THE OFFICE MAN
NON-IRRITIOUS TO THE MOST SENSITIVE SKIN

GRIMO

FOR THE AUTOMOBILIST
PAINTER OR MACHINIST.

PRICE 10 CENTS

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FOR SALE
By All Wholesale Grocers,
Druggists,
and Hardwaremen
WRITE FOR PRICE LIST

whole continues in an indifferent attitude. It is rumored on the street that actual buying has not been a matter of choice as spot stocks are practically exhausted.

The mild coffee situation which was responsible for the depression which existed last Spring after the collapse of the bull speculation of a year ago is expected to be a much more favorable one this year. The yield of the coffee crops other than Rio and Santos for the crop year 1903-4 proved to be larger by about 1,000,000 bags than for any previous year, and went far beyond general calculations. The reason for this unexpected large supply of coffee other than Rio and Santos was found in the marketing of large quantities from the United States of Colombia and Venezuela which had accumulated in these countries during a period of insurrection from which they had just recovered. The Hayti crop also was a record-breaker and was a factor in the increase. The information now at hand, however, indicates that the coffee crop other than Rio and Santos will be only a moderate one for this year, and current estimates place the total yield of all coffee other than Rio and Santos, including Victoria and Bahia at 4,500,000 to 5,000,000 bags. Taking the maximum yield and adding to it the estimated yield of the Rio and Santos crops of 9,500,000 bags makes a total production for the year of 14,500,000 bags. Deliveries for consumption are seriously estimated at from the same as last year—16,000,000 bags—to 16,500,000 bags, which would indicate that consumption this year will exceed production by 1,500,000 to 2,000,000 bags. Existing stocks at the opening of the present year were 12,350,000 bags, and if the above calculations are correct there should be on July 1, 1905, existing stocks of 10,350,000 to 10,580,000 bags. The world's visible supply on November 1 it is expected will be about 14,500,000 bags, and on the theory that the assumption of the bull interests in the market is correct a decrease in stocks during the next eight months of in the neighborhood of 4,000,000 bags is indicated.

	Per lb.	Per lb.
Green Rio, No. 7	0 09½	0 10
" " No. 6	0 10½	0 11
" " No. 5	0 11	0 11½
" " No. 4	0 11½	0 12
" " No. 3	0 12	0 12½
" Mocha	0 21	0 25
" Java	0 22	0 35
" Santos	0 10½	0 12½
" Plantation Ceylon	0 26	0 35
" Porto Rico	0 22	0 25
" Guatemala	0 22	0 25
" Jamaica	0 15	0 20
" Maracaibo	0 16	0 23

RICE AND TAPIOCA.

A fair volume of trade in rice and tapioca is reported for the week with a tendency towards an advance in tapioca. Last week's quotations remain unchanged. We quote the following prices:

	Per lb.	Per lb.	Per lb.
Rice, stand. B.	0 03½	Tapioca, staple	0 03½
Patna	0 05	" double goat	0 04½
Japan	0 06	Carolina rice	0 08
Sago	0 03½		0 04

SPICES.

A strong market for peppers and cloves is reported, although the strength of the market has not influenced quotations as yet.

Stocks in European and New York markets are reported as moderate and well concentrated. Advices from the east indicate firm and advancing markets. We quote the following:

	Per lb.	Per lb.	Per lb.	
Peppers, blk	0 18	0 19	Cloves, whole	0 25
" white	0 23	0 27	Cream of tartar	0 25
Ginger	0 18	0 25	Allspice	0 14
Cassia	0 21	0 25	Mace	0 80
Nutmeg	0 45	0 75		0 90

Foreign Dried Fruits

In the foreign dried fruit market there is little of special interest this week except that the low prices at which new California seedless raisins are offering may become a factor in the dried fruit situation. California raisins and prunes are both moving freely.

The first direct steamer "Esealona," which is reported in Montreal now, carries a big share of the Mediterranean fruit to supply the Christmas trade. Some fancy stock of course arrived previously, but this as a rule brings a fancy price and does not affect the market materially. Wholesalers say there is a good deal of unnecessary delay in connection with the delivery of Mediterranean fruit, for instance from the date of the arrival of the fruit in port until the cargo is assorted takes a week, and the distribution another week. Spot stocks will be entirely used up by the time the bulk of the new fruit arrives.

Cable advices from Smyrna indicate a very firm market in sultana raisins. Advices on Valencia raisins from responsible packers indicate the market firmly held at the lower quotations. Our quotations are as follows:

PRUNES.

	Per lb.	Per lb.	Per lb.
100-110s	0 04	60-70s	0 06
90-100s	0 04	50-60s	0 06½
80-90s	0 05	40-50s	0 07
70-80s	0 05½	30-40s	0 08½

CANDIED PEELS.

	Per lb.	Per lb.	
Lemon	0 10	Citron	0 15
Orange	0 11		0 13

FIGS

	Per lb.	Per lb.	
Tapnets	0 03½	Elemes	0 17
Naturals	0 06½		0 09½

APRICOTS.

	Per lb.
Californian evaporated	0 12½

PEACHES.

	Per lb.
Californian evaporated	0 08½

CURRENTS.

	Per lb.	Per lb.		
Fine Filiatras	0 04½	up	0 07	
Patras	0 06	0 06½	Vostizzas	0 07

RAISINS.

	Per lb.	Per lb.
New selects	0 07½	
Valencia, fine off-stalk	0 05½	0 06
" selected	0 06	0 06½
" selected layers	0 07	0 07½
Sultana	0 06½	0 10
Californian seeded, 12-oz.	0 08	
" " 1-lb. boxes	0 09	
" unseeded, 2-crown	0 07½	
" " 3-crown	0 08	0 08½
" " 4-crown	0 09	0 10

DATES.

	Per lb.	Per lb.	
Hallowees	0 04½	Fards new choicest	0 09
Sairs	0 04½	" new choice	0 09

FOREIGN NUTS.

Owing to the fact that a number of dealers are stocking for the Hallowe'en

TELEPHONE { MAIN 125
467

Wm. McCann Milling Co.

MILLERS
AND GRAIN DEALERS

192 King Street East
TORONTO.

POTATOES

NEW BRUNSWICK WHITE STOCK
GUARANTEED

SOUND AND SAFE FOR STORAGE
STRAIGHT VARIETIES IN CAR LOTS

J. McCUAIG, TORONTO

BOARD OF TRADE BLDG. L. D. PHONE MAIN 1965

IN STOCK

New Figs Spanish Onions
Celebrated Camel Brand.

Jamaica Oranges Malaga Grapes
Bbls. or boxes.

If our travellers do not call on you, write, wire or
phone your orders which receive prompt attention.

HUSBAND Bros. & Co.

Wholesale Fruit and Commission Merchants.
82 Colborne St., TORONTO.

Canada's (Eastern
Townships)

PURE MAPLE SYRUP and MAPLE SUGAR

Grocers

can always depend upon getting
absolutely **PURE** products.
No blended goods. Always the
genuine Maple Syrup and Maple
Sugar.

For particulars, address

J. H. GRIMM,
MONTREAL.

trade the market has brightened consid-
erably. A general change in conditions
is not expected till the middle of No-
vember, when buying for Christmas
trade begins. During the week under
review the price on roasted peanuts has
become easier. Grenoble walnuts have
advanced 1/2c per lb., while Jamaica
cocoanuts have declined in price and are
now selling at \$4.25 per sack instead of
\$5, as formerly quoted. The price of
other items on the list remains un-
changed.

Walnuts grown in France, which it
was thought in the earlier part of the
season would be of poor quality, on the
contrary are said to be of good quality,
and a sample of new Grenobles received
this week by Watt & Scott prove the
latter to be the case. The expectations
of poor quality were based on the severe
drought and heat in the countries of
growth during June and July, which it
was feared would give a large propor-
tion of shrivelled kernels. Later re-
ports state that the poor fruit has
actually fallen from the trees and that
the fruit which will be gathered though
smaller than the usual crop, particular-
ly in the Grenoble district, will be of
good quality.

Quotations are as follows:

Peanuts, green, per lb.	0 09	0 11
" roasted	0 10	0 11
" Spanish, green, per lb.	0 09	0 10
" roasted	0 10	0 11
" Japanese, green, per lb.	0 09	0 10
" roasted	0 10	0 11
Almonds, Tarragona, per lb.	0 12 1/2	0 13
Walnuts, Grenoble,	0 12 1/2	0 13
" Bordeaux,	0 10	0 11
Filberts, per lb.	0 11	0 12
Pecans, per lb.	0 14	0 15
Brazils	0 15	0 16
Cocoanuts, Jamaica, per sack	4 25	4 30

DRIED FISH.

The volume of trade in dried fish can
hardly be said to have set in in any bulk
as yet. A fair business is doing, but
wholesalers complain that supplies are
coming very slowly and irregularly as
a result of which trade is seriously ham-
pered. Last week's prices continue un-
changed. Our quotations are as follows:

Boneless fish, per lb.	0 04 1/2
Cod fish, 1-lb. bricks	0 06 1/2 0 07
Pure cod, per lb.	0 10
Quail-on-toast, per lb.	0 05 1/2 0 06
Flitched cod fish, in cases of 100 lbs., per lb.	0 06
Labrador herring, per bbl.	6 00 6 50
per 1/2 bbl.	3 25 3 40
Scaled herring	0 17

BIRD SEED.

A seasonable trade continues in bird-
seed at unchanged quotations, with no
particular feature of the market to
mention. Our quotations are as fol-
lows:

Canary seed, per lb.	0 06 0 06 1/2
Hemp	0 05 1/2
Cottam's	0 08
Brock's	0 07

EVAPORATED APPLES.

Evaporated apples have been quiet
during the week with only a few mov-
ing to the Northwest to complete orders
booked for the close of navigation.
Prices continue at 51-2 to 6c in view
of the large crop of apples, however, it
is thought that prices will be cheaper
for later shipment. The local trade
will not set in before November 1 and
will not become brisk until Winter is
well advanced when housekeepers' sup-
plies of fruit begin to run low.

CONDENSED OR "WANT" ADVERTISEMENTS

Advertisements under this heading, 2c. a word
first insertion; 1c. a word each subsequent insertion.

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

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

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

YEARLY CONTRACT RATES.

100 words each insertion, 1 year	\$30 00
" " " 6 months	17 00
" " " 3 months	10 00
50 " " 1 year	17 00
" " " 6 months	10 00
25 " " 1 year	10 00

WANTED, a purchaser for small manufacturing
business, capital required about \$5,000 co.
Present owner would take an interest in the busi-
ness with a reliable man. The present owner's
reason for selling is other business takes up all of
his time. Address box 191 Canadian Grocer, Tor-
onto. (46)

SITUATIONS VACANT.

WANTED—Experienced, successful, crockery
traveller for Ontario; best of territory; one
also for Manitoba; must be persistent energetic
worker; quality, values and facilities unexcelled.
Liberal contract upon commission or correspond-
ing basis. Apply Box 190, CANADIAN GROCER,
Toronto.

FISH and OYSTERS WHOLESALE.

The F. T. JAMES CO., Limited
76 Colborne Street, TORONTO.

SALT.

Secure your
stock
before freights
advance.

Verret, Stewart
& Co.
Montreal.

Country Produce.

EGGS.

Receipts of eggs are growing less and the price is going up in consequence. They are quoted at 20 to 21 cents as they come, strictly fresh being as high as 25 cents, although they are seldom offered in this way. The warm days of the week will no doubt stimulate laying for a few days.

HONEY

Comb honey has a tendency to become firmer. Although receipts are light everything is moving more freely. Owing to scarcity prices have advanced on No. 1 and 2 during the week. Our quotations are as follows:

Honey, extracted clover, per lb.	0 08	0 08½
sections, No 1, per doz.	1 90	2 00
" No. 2.	1 65	

BEANS.

As the result of a strong export demand the market continues very firm. Since date of last quotations the price on limas has advanced from ¼c to ½c per lb. The general impression is that the crop is not as large as the initial reports estimated. Prices quoted are as follows:

Beans, handpicked, per bush.	1 60	1 65
prime, No. 1.	1 50	
prime, No. 2.	1 40	
Lima, per lb.	0 07	0 07½

SEEDS.

Conditions on this market are fair to quiet. As per reports of last week seeds are moving slowly and an advance in prices is indicated, although at present there is no material change. Our quotations are as follows:

Alsike clover, per bush.	4 65	6 25
Red Clover.	6 75	7 25
Mammoth clover, per bush.	5 50	6 25
Timothy.	1 00	1 35

Green Fruits.

Owing to better weather trade has brightened to an appreciable extent. During the week Canadian grapes have been arriving in large quantities, though the quality is not as good now as a week ago on account of the recent frosts.

At present the trade is paying more attention to Almeria grapes, which are arriving in good condition; reports state there is a good crop; on account of the ruined crop in California the outlook is for a firm market. Since date of last writing California fruit has been cut off the market. Canadian pears and peaches are arriving in fair quantities.

Bananas still continue to be cheap, although the supply has not been heavy of late. The trade anticipates a firmer market.

Smyrna figs are arriving in good condition, the quality of the figs of this season being unusually good and thin and tender in the skin. Comadre figs are also on the market and are selling at from 3½ to 3¾c.

Fair sales are reported in crab apples. Good supplies of Canadian chestnuts are arriving. Prices will not be as high as last year owing to the good crop in United States. The season for Idaho plums is over.

Verdelli lemons still continue to supply the market, although the last consignment expected on this market ar-

rived yesterday. New Messinas are not expected before the end of the month. As a result of the scarcity prices have advanced.

The market continues to be steady on Cape Cod cranberries and a good crop is reported. Canadian cranberries are moving more freely and are selling at from \$6 to \$7 per bbl. Jamaica oranges are arriving in good condition. Trade in apples is very quiet. Our quotations are as follows:

Jamaica oranges, per bbl.	5 50	
per box.	3 25	
Verdelli lemons, 300's, per box.	4 50	
360's, per box.	3 75	
Bananas, large bunches, crated.	1 00	1 25
loose.	0 97	1 00
Bananas, 8's, per bunch, crated.	0 55	0 80
Apples, Fall varieties.	1 00	1 75
Winter varieties.	1 25	2 00
Tomatoes, per basket.	0 30	0 35
Peaches, fall varieties.	0 60	0 85
Sweet potatoes, double heads, per bbl.	3 00	3 50
cloth covers.	2 50	2 75
Pears, Canadian, per basket.	0 25	0 35
Grapes, small baskets.	0 17	0 25
large.	0 30	0 35
Almeria grapes, per bbl.	5 00	6 00
Canadian chestnuts, per bush.	4 00	5 00
per peck.	1 00	1 25
California grapes, Tokays, per crate.	2 00	2 25
Crab Apples, per bbl.	2 50	3 00
per basket.	0 25	0 30
Cape Cod Cranberries, per bbl.	8 00	
Canadian Cranberries, per bbl.	6 00	7 00
Smyrna Figs, four crowns.	0 10	
five.	0 13	
six.	0 15	
seven.	0 12	
glove boxes, 1-lb.	0 08	
12 oz. square boxes.	0 08	
Comadre figs.	0 03½	0 08½

Eben James, Toronto, has received the following cable:

October 17: Woodall & Co., Liverpool, Eng.: "25,000 barrels selling, market opened strong and continued so during the day. Greenings, 8s 6d to 11s; Baldwins, 9s to 12s; Spies, 11s 6d to 16s; Russets, 14s to 15s; Kings, 12s to 16s; seconds, 3s less."

W. B. Stringer & Co., Toronto, representing J. C. Houghton & Co., Liverpool, Eng., received the following cable October 17th, 1904:

"Twenty thousand barrels selling. Demand active for best qualities. Baldwins XXX, 9s to 12s 6d; XX 8s to 8s 6d; Greenings XXX, 8s 6d to 9s 6d; XX 5s 6d to 7s 6d; Kings XXX, 12s to 16s; XX 9s to 11s; Golden Russets XXX, 15s; Spys XXX, 11s 6d to 13s 6d; XX 8s to 9s Snows, 7s to 11s; Fancy sorts, such as Blenheim, 20 oz., Ribston and King Pippins, 9s to 12s."

APPLE SHIPMENTS.

Apple shipments for week ending Oct. 15, 1904.

	L'pool.	London.	Glasgow.	Various.	Total
	Bbls.	Bbls.	Bbls.	Bbls.	Bbls.
Boston.	25,122	2,469		1,021	28,612
New York.	9,084	1,267	7,989	5,246	16,586
Portland, Me.	2,662				2,662
Montreal.	12,779	1,128	16,298	2,921	33,126
Halifax, N.S.	3,918				3,918
St. John, N.B.					
Total.	46,515	4,864	24,287	9,188	84,854
Same time, 1903.	79,383	28,760	28,029	26,641	162,813
1902.	86,298	24,808	26,025	7,549	144,680
Total since season opened.					537,906
Same time 1903.					1,004,961
1902.					617,364

Total apple shipments in detail	1904	1903	1902
From	Bbls.	Bbls.	Bbls.
Boston.	110,648	100,272	173,590
New York.	160,700	426,002	199,529
Portland, Me.	9,864	14,039	7,236
Montreal.	161,795	342,853	219,181
Halifax.	108,442	112,046	17,828
St. John, N.B.	57	1,375	
Annapolis, N.S.	7,070	8,214	
Totals.	557,906	1,004,961	617,364

Vegetables.

The season for a number of articles on the list has come to a close and ac-

cordingly they have been struck off. On the whole prices have been firmer than in previous years. Potatoes are arriving in good quantities, the "red" is not up to the standard of former years, while the quality of "white" varieties has improved, making it the only brand of potato fit for storage.

Reports state a general shortage in onion crop of Canada; yellow skins are selling at from \$1.40 to \$1.50 and red skins at from \$1.35 to \$1.40. The market for foreign onions has advanced over 100 per cent. since August and quotations to-day show an advance of 1s 1d over those of last week. Citrons are selling at from 75c to \$1.50 per dozen and from 10 to 15c each; Spinach at 50c per bushel. Prices quoted to the trade are as follows:

Head lettuce, per doz. bunches.	0 20	0 25
Radishes, per doz. bunches.	0 20	0 25
Mushrooms, per lb.	0 15	0 15
Mint, per doz. bunches.	0 15	0 15
Parsley, "	0 20	0 20
Sage, per doz.	0 15	0 15
Savoury, per doz.	0 15	0 15
Carrots, new, per doz.	0 11	0 11
Carrots, per bag.	0 50	0 60
Beets, per bu.	0 50	0 50
Beets, per bag.	0 60	0 60
Red Onions, per doz.	1 35	1 35
Dry Onions, per basket.	0 40	0 40
Silverskin pickling onions, per basket.	1 00	1 25
Yellow Skins.	1 40	1 50
Red Skins.	1 35	1 40
Green house water cress, per doz.	0 25	0 25
Pickling cucumbers, per basket.	0 50	0 50
Cauliflowers, per doz.	0 50	1 00
Green peppers, per basket.	0 25	0 35
Red peppers, per basket.	0 50	0 75
Michigan celery, per doz.	0 50	0 50
Canadian celery, per doz.	0 35	0 50
Vegetable marrow, per doz.	0 50	0 75
Green corn, evergreen, per doz.	0 10	0 15
Potatoes, per bush.	0 65	0 85
Butter squash, per doz.	0 75	1 25
Parsnips, per bu.	0 50	0 60
Cabbage, per head.	0 05	0 05
per doz.	0 25	0 50
Furnins, per bag.	0 35	0 40
Pumpkins, each.	0 10	0 15
Citrons, per doz.	0 75	1 50
each.	0 10	0 15
Spinach, per bu.	0 50	0 50

Fish and Oysters.

During the week the supply of finnan haddie has weakened and to-day they are very scarce. Trade in oysters is not as brisk as usual, owing to milder weather. The supply in other lines continues sufficient for requirements with a brisk demand. We quote the following prices:

Halibut.	0 10
Sea salmon.	0 18
Whitefish, fresh caught, per lb.	0 09
Haddock " per lb.	0 06
Cod, steak " "	0 07
Perch " "	0 06
Trout, lake, per lb.	0 09
Herring, lake, per lb.	0 05
Pike, per lb.	0 06
Finnan haddie, per lb.	0 08
Oysters, Long Island natives, per imp. gal.	1 70
" Baltimores, per wine gal.	1 50
" "Standards," per small pail.	4 50
" "Selected,"	5 35
Ciscoes, per basket.	1 25
Kippers, per box of 80.	1 00
Bloaters, per box of 75.	1 00

Hides, Tallow, Skins and Wool.

Up to date reports state a strong market with the exception of tallow which is weakening. Prices on the Chicago market have dropped and although there is no material change here, indications point to a slight decline in the near future. Shearlings have been removed from the list until next season. Prices are unchanged and the general outlook

Salt Sense.

The ordinary Salt of ordinary trade must not be confounded with Windsor Salt, which is sifted, not ground. Think of the goodness that slips away from the Salt

crystal that is mangled, bruised, ground—think of the impurities that must creep in. Windsor Salt contains nothing but pure, white, dry, whole Salt crystals—no matter that they are fine and small crystals, they are whole crystals all the time.

Windsor Salt

is prepared in the only safe, sure way, by the Vacuum process. Every particle of moisture is dried out, which prevents the "caking" of the Salt. If you will stop to consider you will quickly see why Windsor Salt is best. Any man of intelligence and sense will agree to that.

Dollars and Cents.

The Canadian Salt Co.,
Limited,
Windsor, Ont.

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PAR EXCELLENCE

The Aristocratic Ceylon Black Teas
OF THE WORLD.



RE TURNED
21 1904
Both
page 7
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Yellow Label, 1/4, 1/2 and 1-lb. Lead packets.....40c., 25 per cent.
Blue and Gold Label, 1/4, 1/2 and 1-lb. Lead packets.....50c., 25 per cent.
Red and Gold Label, 1/4, 1/2 and 1-lb. Lead packets.....60c., 25 per cent.
Britannia, 1-lb. Fancy Enameled Decorated tins.....70c., 25 per cent.
All in Boxes of 28-lbs.

F.O.B. MONTREAL, 30 DAYS NET OR 1 PER CENT. 10 DAYS.

Lots of 5 boxes, one grade or assorted grades, freight prepaid to any Railway Station in Canada, from Halifax to Vancouver.

Sole Agents in Canada: HUDON, HEBERT & CIE.,

Wholesale Grocers and Wine Merchants

— MONTREAL

THE MOST LIBERALLY MANAGED FIRM IN CANADA.

ITS FIRST BIRTHDAY.

ONE'S first birthday is always a time of rejoicing—perhaps because there are so many things that threaten the tender life of infancy. And so in Kingston, Ont., at this time there is an anniversary occasion that is giving delight to one family—the Frontenac Cereal Co. The name of its one-year old child is Orange Meat, and silver spoons are in evidence.

A year ago in the columns of The Grocer was heralded the advent of a new ready-for-serving breakfast food, bearing the happy name of "Orange Meat." The promoters of this new claimant to public favor were possessed of much enthusiasm and many sanguine hopes, but one is safe in saying that they were alone in their expectations for big things. A year has passed and the makers of Orange Meat have had their fondest hopes realized. From an unknown food, it is to-day a household article all over the Dominion. And all this in the face of competition of the most strenuous sort.

It has cost money to achieve such results but Mr. H. E. Pryor, the energetic sales agent for Orange Meat has a courage equal to spending money and what with trade, daily and weekly newspaper advertising, bill boards and premiums he has made all sorts and conditions of men, women and children consumers of Orange Meat. This is a pretty fair record for one year.

QUALITY COUNTS.

The following letter has been received by Balfour & Co., Hamilton, from one of their customers in the Northwest, enclosing an order received from a large ranch:

"Enclosed you will find an order for car of groceries which we have been working on for some time and have landed at last.

"It is all for one ranch, being their winter supplies. They are big buyers and their supplies run into about two cars a year.

"I might say that the reason we got this order in preference to other big houses here, is the superior quality of the goods we have been selling and the name that Tartan has made for itself here.

(Signed) "B. F. M."

A GROWING SOAP INDUSTRY.

In May, 1904, the Ritchie-Hearne Co., Brampton, Ont., took over the soap business at Brantford known as the Brantford Soap Works, as well as the right to manufacture their old lines, including "Ivory Bar" laundry soap and "Tip-top" soap chips. Quite recently they introduced a paste soap for toilet use which readily removes ink, fruit and vegetable stains, grease and paint. This is put up in 10 and 25c tins and neat jars for household or office use; is guaranteed to be perfectly neutral and harmless and is on sale by all the leading grocers, druggists and hardware dealers.

Owing to the increasing demands of business the Ritchie-Hearne Co. have sold the old Ivory Bar factory in Brantford and removed to Brampton, Ont., where they are erecting what will be one of the most modern and complete soap factories in Canada.

HINTS TO BUYERS.

Balfour & Co. have made quality their first care, although their prices have not been higher than "Aylmer," "Delhi" or other good brands. They thank the Western trade through The Grocer for their generous patronage this Fall and wish them every success.

Leonard Bros., Montreal, advise the arrival of Malpecques and other oysters of excellent quality. Write for prices per barrel.

Balfour & Co., Hamilton, wish to direct the attention of the trade to their "Tartan" brand of goods. The success of this brand has been phenomenal from the start, particularly in the West,

where its reputation has been firmly established, as is evidenced by the increasing shipments each season, all going to show that the Canadian trade is beginning to appreciate quality more and more.

Leonard Bros., Montreal, have some excellent new Labrador herring, ripe, just arrived in barrels. As this line is exceedingly scarce, dealers would do well to communicate with them. This firm also has an abundance of haddies, which are of excellent quality.

Sugars, Limited, Montreal, report extensive business in maple syrups, the absolute guarantee of highest quality and moderate price of their goods securing increasing orders.

E. D. Marceau, Montreal, calls special attention to values in teas. The market is favorable for buyers.

REFERENCE.

On page 76 of this issue is reproduced an interesting picture of an auction sale in Montreal away back in the sixties. The man in the centre is the late Mr. J. G. Shipway, the leading auctioneer of 1867. Reading from left to right are Mr. J. Semple, of Moore, Semple & Hatchett and Mr. U. Villeneuve, of the firm of Villeneuve & Locaille. Immediately behind Mr. Villeneuve with only a portion of his face discernible is the late Mr. L. Chaput, Sr., founder of the firm of L. Chaput, Fils et Cie. Mr. W. Desmar-teau, now superintendent of St. Helen's Island, Montreal, and then of the firm of N. Desmar-teau & Co., Mr. M. Brassard formerly in the provision business in Montreal; Shipway's clerk; Mr. Magor, formerly clerk for Lord, Magor & Munn, and afterwards a member of the firm; Mr. C. P. Hebert; Mr. J. M. Kirk; the late Mr. N. Quintal, of the firm of Quintal et Fils, and the late Mr. W. D. Stroud of the firm of W. D. Stroud & Sons, tea merchants.

GUELPH BISCUIT & CONFECTIONERY CO., LIMITED

FOR QUALITY, VALUE AND VARIETY.

A FEW OF OUR SPECIALTIES

- | | |
|-------------------|-----------------|
| PEACH FINGERS | LEMON WAFERS |
| APPLE BLOSSOMS | HONEY FRUIT |
| VANILLA BAR | PEANUT CRISP |
| CREAM BAR | PEANUT CREAM |
| ROYAL CREAM SODAS | SALTED CRACKERS |

A full price list sent on application.

THE GUELPH BISCUIT & CONFECTIONERY CO., Limited
Telephone 363 GUELPH, ONT., CAN.

A. MOUNTJOY

CHAS. E. MOUNTJOY, Proprietor.

COMMISSION MERCHANT

WHOLESALE FRUITS, FISH and OYSTERS

LONDON, ONT., CANADA.



SEAFORTH MILLING CO.

MILLERS AND GRAIN DEALERS

SEAFORTH, ONT., CANADA

WM. BRAID & CO. COFFEE IMPORTERS

How is your Coffee Trade?

BRAID'S BEST COFFEE is increasing in popularity every day because consumers appreciate its merit.

ARE YOU SWIMMING WITH THE TIDE?

*If not, now is the time to change.
Don't let your neighbor outstrip you, as he surely will unless you carry a good stock of Braid's Best Coffees.
Bucking the current has carried down many a strong swimmer.*

BRAID'S BLENDED COFFEES are the best for grocers to buy—

FIRST—Because they yield him a satisfactory profit.
SECOND—Because the quality never varies.
THIRD—Because they give the public better satisfaction than any other coffee sold.

These Coffees are a triumph of the expert coffee man's art. An order will make you a permanent customer of ours, and every sale a steady patron for you.

Write us for
Samples

WM. BRAID & CO.,
Importers of Teas, Coffees, Spices, etc., VANCOUVER, B. C.

Quotations for Proprietary Articles.

Quotations on staple articles, prepared by our own staff, will be found in the market reports in the centre of the paper. The following are prices of proprietary articles which are supplied by the manufacturers or their agents. For charges for inserting quotations in this department apply to Advertising Manager, THE CANADIAN GROCER, at our nearest office.

October, 13, 1904.

Quotations for proprietary articles, brands, etc., are supplied by the manufacturers or agents, who alone are responsible for their accuracy.

Baking Powder.

ook's Friend—	Per doz.
Size 1, in 2 and 4 doz. boxes.....	\$4 40
" 10, in 4 doz. boxes.....	2 10
" 2, in 6 ".....	0 80
" 12, in 6 ".....	0 70
" 3, in 4 ".....	0 45
Pound tins, 3 doz. in case.....	3 00
12-oz. tins, 4 ".....	2 40
5-lb. ".....	14 00

W. H. GILLARD & CO.

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

IMPERIAL BAKING POWDER.

Cases.	Sizes.	Per doz.
4 doz.....	10c.	\$0 85
3 doz.....	4-oz.	1 20
3 doz.....	6-oz.	1 75
1 doz.....	12-oz.	3 50
2 doz.....	12-oz.	3 45
3 doz.....	12-oz.	3 40
2 doz.....	16-oz.	4 45
3 doz.....	16-oz.	4 35
1 doz.....	2 1/2 lb.	10 40
1 doz.....	5 lb.	19 50

MAGIC BAKING POWDER.

Cases.	Sizes.	Per doz.
6 doz.....	5c.	\$0 40
4 ".....	4-oz.	0 60
4 ".....	6 ".....	0 75
4 ".....	8 ".....	0 95
4 ".....	12 ".....	1 40
2 ".....	12 ".....	1 45
2 ".....	16 ".....	1 65
2 ".....	16 ".....	1 70
1 ".....	2 1/2-lb.	4 10
1 ".....	5 ".....	7 30
2 ".....	6 oz.	Per case \$4 55
1 ".....	12 ".....	
1 ".....	18 ".....	



JERSEY CREAM BAKING POWDER.

Size, 5 doz. in case.....	\$0 40
" 4 ".....	0 75
" 3 ".....	1 25
" 2 ".....	2 25

OCEAN MILLS.

Ocean Baking Powder, 1 lb., 4 doz.....	\$ 45
Ocean Baking Powder, 1 lb., 5 doz.....	90
Ocean Baking Powder, 1 lb., 3 doz.....	1 25
Ocean Borax, 1/2-lb. packages, 4 doz.....	40
Ocean Cornstarch, 40 pks. in a case.....	78

Freight paid, 5 p.c. 30 days.

ROYAL BAKING POWDER CO.

Sizes.	Per Doz.
Royal—Dime.....	\$ 1 00
1/2 lb.....	1 60
6 oz.....	2 25
1 lb.....	2 90
12 oz.....	4 50
1 lb.....	5 75
3 lb.....	15 50
5 lb.....	25 50

CLEVELAND'S.

Sizes.	Per Doz.
1 lb.....	\$ 1 00
1/2 lb.....	1 50
6 oz.....	2 20
1 lb.....	2 80
12 oz.....	4 25
1 lb.....	5 50
3 lb.....	15 00
5 lb.....	25 00

VIENNA BAKING POWDER.

1-lb. tins, 4 doz in box.....	Per doz. \$2 25
1-lb. tins, 4 doz in box.....	1 25
1-lb. tins, 4 doz in box.....	75

BEE BAKING POWDER.

1-lb. tins, cases 4 doz, per doz.....	\$2 25
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HOME BAKING POWDER, CO., MONTREAL.

Sizes.	Per doz.
2 doz. case 1/2 lb.....	\$2 40
1 " 1 lb.....	4 75
1 to 5 cases, 5 per cent.	
5 to 10 cases, 10 per cent.	



EAGLE BAKING POWDER.

Cases of 48-5c. tins.....	Per doz. \$0 45
" 48-10c. tins.....	0 75
" 24-25c. tins.....	2 25
" 48-25c. tins.....	2 25

"BEE" BRAND BAKING POWDER.

6 oz. cases, 4 doz., per case.....	\$3 50
10 oz. " 3 doz. ".....	4 00
16 oz. " 4 doz., per doz.....	2 25

Blue.

Keen's Oxford, per lb.....	\$0 17
In 10-box lots or case.....	0 16
Reckitt's Square Blue, 12-lb. box.....	0 17
Reckitt's Square Blue, 5 box lots.....	0 16
Gillett's Mammoth, 1/2 gross box.....	2 00
Nixey's "Cervus," in squares, per lb.....	0 16
" " in bags, per gross.....	1 25
" " in pepper boxes.....	
according to size.....	0 02 to 0 10



J. M. DOUGLAS & CO.—Laundry Blues.

"Blueol"—10-lb. boxes containing 50 pks., 4 squares each.....	per lb. 16c
"Sapphire"—14-lb. boxes, 1/2-lb. pks. per lb.....	12c
"Union"—14-lb. boxes, assorted, 1 & 1/2-lb. pks. per lb.....	10c

Black Lead.

Reckitt's, per box.....	\$1 15
Box contains either 1 gross, 1 oz. size;	
1/2 gross, 2 oz.; or 1/3 gross, 4 oz.	

JAMES DOME BLACK LEAD.

Per gross	
5a size.....	\$2 40
2a size.....	2 50

Borax.

"Bee" brand, 5 oz., cases, 40 pks.....	1 40
" 10 oz., cases, 48 ".....	3 25
" 16 oz., cases, 48 ".....	4 25
EAGLE BORAX.....	
Per doz.	
Cases of 5-doz. 5c. packages.....	\$0 40
" 5-doz. 10c. ".....	0 85

Brooms.

UNITED FACTORIES, LIMITED, doz. net.	
Boeckh's Bamboo Handles, A, 4 strings.....	\$4 70
" " " B, 4 ".....	4 48
" " " C, 3 strings.....	4 10
" " " D, 3 ".....	3 85
" " " F, 3 ".....	3 55
" " " G, 3 ".....	3 20
" " " I, 3 ".....	2 85

Cereals.

Wheat OS, 2-lb. pks., per pkg.....	0 08
" 7-lb. cotton bags, per bag.....	0 18
Quaker Oats, 2-lb. pks., per case.....	3 00
Tillson's Oats, 2-lb. pks., per case.....	3 00

Chocolates and Cocos.

THE COWAN CO., LIMITED.

Coccos—

Hygienic, 1-lb. tins.....	per doz. \$6 75
" 1-lb. tins.....	3 50
" 1-lb. tins.....	2 00
" fancy tins.....	0 85
" 5-lb. tins, for soda water fountains, restaurants, etc., per lb.....	0 50
Perfection, 1-lb. tins, per doz.....	2 40
Cocoa Essence, sweet, 1-lb. tins, per doz.....	2 55

Smart lines for Smart Buyers

G. F. SUTTON
SONS & CO'S
WORCESTERSHIRE
SAUCE
A1 QUALITY

SHAKE THE BOTTLE.

WORCESTERSHIRE SAUCE



FOR ROAST MEAT, STEAKS, CUTLETS, CHOPS, FISH, CURRIES, GRAVIES, GAME & SOUP.

Possessing a peculiar pungency & from the superiority of its fat is more generally useful than any other sauce.

MANUFACTURED BY
G. F. SUTTON, SONS & CO.
Osborne Works, King's Cross, LONDON, W.

SIXTEEN PRIZE MEDALS AWARDED
FACSIMILE OF LABEL.

Flavouring Essences and Ammonia

Good and reliable articles showing a good profit.

Write for particulars to

G. F. Sutton Sons & Co., OSBORNE WORKS, London, ENGLAND.

without further delay.

Coupon Books—Allison's.
For sale in Canada by The Eby Blain Co. Limited, Toronto. C. O. Beauchemin & Fils, Montreal.
\$1, \$2, \$3, \$5, \$10 and \$20 books.
Un-covered and num Coupons bered. numbered

In lots of less than 100 books, 1 kind assorted.	4c.	4c.
100 to 500 books	3 1/2c.	4c.
100 to 1,000 books	3c.	3 1/2c.

Allison's Coupon Pass Book.

\$1 00 to 3 00 books	3 cents each
5 00 books	4 "
10 00 "	5 "
15 00 "	6 "
20 00 "	7 "
25 00 "	8 "
50 00 "	12 "

Cane's Clothes Pins.
UNITED FACTORIES, LIMITED.
Clothes pins (full count), 5 gross in case, per case \$0 82
doz. packages (12 to a case) 0 75
doz. packages (12 to a case) 0 95



Brunswick's EASYBRIGHT
WATER-PROOF CLEANER
CLEANS EVERYTHING.

Per doz.
4-oz. cans \$ 0.90
6-oz. " 1.35
10-oz. " 1.85
Quart " 3.75
Gallon " 10.00

Wholesale Agents.
The Davidson & Hay, Limited, Toronto

Food. Per doz.
Gelatine. Per gross.

Knox's Gelatines	Per gross.	\$16 75
Robinson's patent barley	1-lb. tins	\$1 25
" "	1-lb. tins	2 25
" "	groats	1 25
" "	1-lb. tins	2 25

Jams and Jellies.
SOUTHWELL'S GOODS. Per doz.
Frank Magor & Co., Agents.

Orange marmalade	\$1 50
Clear jelly marmalade	1 80
Strawberry W. F. jam	2 00
Raspberry " "	2 00
Apricot " "	1 75
Black currant " "	1 85
Other jams	\$1 55 1 90
Red currant jelly	2 75

T. UPTON & CO.
Pure Fruit Jams—
12 oz. glass jars, 2 doz. in case, per doz. \$0 95
2-lb. tins, 2 doz. in case 1 60
5 and 7-lb. tin pails, 8 and 9 pails in crate... per lb. 0 06 1/2
7 and 14-lb. wood pails... per lb. 0 06 1/2
30-lb. wood pails... per lb. 0 06 1/2

Home Made Jams—
1-lb. glass jars (16-oz. gem) 2 doz. in case... per doz. 1 45
5 and 7-lb. tin pails; 8 and 9 pails in crate... per lb. 0 09
7, 14 and 30-lb. wood pails, 6 pails in crate... per lb. 0 09

BRAND & CO.
Brand's calf's foot... \$3 50
Real turtle jelly... 7 75

Licorice.
NATIONAL LICORICE CO.
5-lb. boxes, wood or paper... per lb. \$0 40
Fancy boxes (36 or 50 sticks)... per box 1 25
" Ringed " 5-lb. boxes... per lb. 0 40
" Acme " pellets, 5-lb. cans... per can 2 00
" (fancy boxes 40) per box 1 50
Tar licorice and Tolu wafers, 5-lb. cans... per can 2 00
Licorice lozenges, 5-lb. glass jars... 1 75
" 20 5-lb. cans... 1 50
" Purity " licorice 10 sticks... 1 45
" " 100 sticks... 0 75
Dulce large cent sticks, 100 in box... ..

Lyte (Concentrated). Per case.
GILLET'S PERFUMED.
1 case of 4 doz. \$3 70
3 cases 3 60
5 cases or more 3 50

Matches.
UNITED FACTORIES, LIMITED. Per case.
Surelight (Parlor) \$3 50
Flashlight (Parlor) 5 75
Kodak (Sulphur) 3 80

WALKERVILLE MATCH CO.
Parlor— 1 case. 5 cases.
Imperial... \$5 75 \$5 50
Best... 3 50 3 25
Crown... 1 70 1 60
Maple Leaf... 1 90 1 80
Knights... 4 75 4 50
Sulphur... ..
Club... 3 90 3 70

Mince Meat.
Wetley's condensed, per gross net... \$12 00
per case of doz. net... 3 00

Mustard.
COLMAN'S OR KERN'S.
D.S.F., 1-lb. tins... per doz. \$1 40
" 1-lb. tins... 2 50
" 1-lb. tins... 5 00
Durham 4-lb. jar... per jar. 0 75
1-lb. jar... 0 25
F. D., 1-lb. tins... per doz. 0 85
" 1-lb. tins... 1 45

E. D. MARCEAU, Montreal.
"Condor," 12-lb. boxes—
1-lb. tins... per lb. \$0 35
" 1-lb. tins... " 0 35
" 1-lb. tins... " 0 32 1/2
4-lb. jars... per jar 1 20
1-lb. jars... " 0 35
Old Crow," 12-lb. boxes—
1-lb. tins... per lb. 0 25
" 1-lb. tins... " 0 23
" 1-lb. tins... " 0 22 1/2
4-lb. jars... per jar 0 70
1-lb. jars... " 0 26



Orange Meat.
Cases, 36 15c. packages... \$4.50
5 case lots... 4.40 (Freight paid.)
Cases, 20 25c. packages... 4.00
5 case lots... 4.00 (Freight paid.)

Orange Marmalade.
THE EBY, BLAIN CO., LIMITED.
"Anchor" brand 1-lb. glass... \$1 50
quart gem jars... 3 40

T. UPTON & CO.
1-lb. glass jars, 2 doz. case... per doz. \$0 95
Home-made, in 1-lb. glass jars... 1 50
In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 06

Pickles.
WENPHRENS.
A. F. Tippet & Co., Agents.
Cement stoppers (pints) ... per doz. \$ 2 30
Corked... 1 90



DWIGHT'S BAKING SODA

Case of 1-lb. containing 60 pkgs., per box, \$3 00.
Case of 1-lb. (containing 120 pkgs.) per box, \$3 00.
Case of 1-lb. and 1-lb. (containing 30 1-lb. and 60 1-lb. pkgs.) per box, \$3 00.
Case of 5c. pkgs. (containing 96 pkgs.), per box, \$3 00.

MAGIC BRAND. Per case.
No. 1, cases, 60 1-lb. packages... \$ 2 75
No. 2, " 120 1-lb. " " 2 75
No. 3, " { 30 1-lb. " } 2 75
" { 60 1-lb. " }
No. 5 Magic soda—cases 100—10-oz. pkgs.
1 case... 2 85
5 cases... 2 75

"BEE" BRAND.
"Bee" brand, 8 oz., cases, 120 pkgs. } Per 10 oz., cases, 24 pkgs. }
" " 16 oz., cases, 60 pkgs. } \$2 75

Soap and Soap Powders.
A. F. TIPPET & CO., Agents.
Maypole soap, colors... per gross \$10 20
black... 15 30
Oriole soap... " 10 20
Gloriola soap... " 13 00
Straw hat polish... " 10 20



BABBITT'S.
Babbitt's "1776" 6-oz. pkgs. \$3.50 per box. 5 boxes a freight paid and half box free.
Babbitt's "Best soap," 100 bars, \$4.10 per box.
Potash or Lye, box each doz., \$2 per box.
WM. E. DURN AGENT.

FANCIES OF THE HOUR

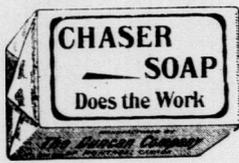
RED CROSS JELLY POWDER

CROWN BRAND EXTRACTS...

Two lines of our Grocers' Sundries which stand at the head of their class.

If you are not already handling these goods a post card will bring you samples.

MANUFACTURED BY **R. HERRON & CO., Montreal.**



CHASER SOAP.

1 case	\$2 40
5 cases	2 30
10 cases	2 20
20 cases	2 10

5 per cent. 10 days or 60 days acceptance.

Starch.

EDWARDSBURG STARCH CO., LIMITED.

Laundry Starches—	per lb.
No. 1 White or blue, 4-lb. carton	0 06
No. 1 " " 3-lb.	0 06
Canada laundry	0 05
Silver gloss, 8-lb. draw-lid boxes	0 07
Silver gloss, 6-lb. tin canisters	0 07
Edward's silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05
Canada White Gloss, 1-lb. pkgs.	0 05
Benson's enamel	per box 1 25 to 2 50

Culinary Starch—

Benson & Co.'s Prepared Corn	0 07
Canada Pure Corn	0 05

Rice Starch—

Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue, 4-lb. lumps	0 08

BEE STARCH CO., MONTREAL.
"Bee" brand, cases, 64 packages. \$ 5 00
BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes of 40-lb.	\$0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05
Finest Quality White Laundry—	
3-lb. Canisters, cases of 48 lb.	0 06
Barrels, 200 lb.	0 05
Kegs, 100 lb.	0 05

Lily White Gloss—

1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 07
6-lb. enameled tin canisters, 8 in case	0 07
Kegs, ex. crystals, 100 lb.	0 06

Brantford Gloss—

1-lb. fancy boxes, cases 36 lb.	\$0 07
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Canadian Electric Starch—

Boxes of 40 fancy pkgs., per case	2 50
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Celluloid Starch—

Boxes of 45 cartons, per case	3 50
-------------------------------	------

Culinary Starches—

Challenge Prepared Corn—	
1-lb. packages, boxes 40 lb.	0 06
No. 1 Brantford Prepared Corn—	
1-lb. packages, boxes 40 lb.	0 07
Crystal Maize Corn Starch—	
1-lb. packages, boxes 40 lb.	0 07

ST. LAWRENCE STARCH CO., LIMITED.
Ontario and Quebec.

Culinary Starches—

St. Lawrence corn starch, 40 lb.	0 07
Durham corn starch, 40 lb.	0 06

Laundry Starches—

No. 1 White, 4-lb. cartons, 48 lb.	0 06
3-lb. cartons, 36 lb.	0 06
200-lb. bbl.	0 06
100-lb. kegs	0 06
Canada Laundry, 40 to 46 lb.	0 05
Ivory Gloss, 8-6 family pkgs., 48 lb	0 07
1-lb. fancy, 30 lb.	0 07
large lumps, 100-lb kegs	0 06
Patent starch, 1-lb. fancy, 28 lb.	0 07
Akron Gloss, 1-lb. packages, 40-lb.	0 06



OCEAN MILLS.
Chinese starch, per case of 4 doz., \$4, less 5 per cent.

"BEE" BRAND CORN STARCH.
Cases 40 pkgs. \$3 00
San Toy Starch—
10c. pkgs, cases 5 doz., per doz. 1 00 less 5 per cent.

Stove Polish.



Per gross.
Rising Sun, 6-oz. cakes, 1-gross boxes \$8 50
Rising Sun, 3-oz. cakes, 2-gross boxes 4 50
Sun Paste, 10c. size, 1-gross boxes. 10 00
Sun Paste, 5c. size, 2-gross boxes. 5 00



DUNN, AGENT.



pr. dz.
Enameline No. 4, bxs., ea. 3 dz. 0 38
Enameline No. 6, bxs., ea. 3 dz. 0 65
Enameline liquid, bxs., ea. 3 doz. 0 75
Blackene, 5-lb. cans, per lb. 0 10

Syrup.

"CROWN" BRAND PERFECTION SYRUP.
Per case.
Enamelled tins, 2 doz. in case \$2 40
Plain tins, with label—
2 lb. tins, 2 doz. in case 1 90
5 " " " " " " 2 35
10 " " " " " " 2 25
20 " " " " " " 2 10
(10 and 20 lb. tins have wire handles.)
"BEAVER" BRAND. Per case.
1 gal. tins, square, 6 in case \$4 40
1 gal. tins, round, 12 in case 4 50
1 gal. tins, round, 24 in case 4 60
SMALL'S BRAND—Standard. Per case.
1 gal. tins, square, 6 in case \$4 70
1 gal. tins, round, 12 in case 4 90
1 gal. tins, round, 24 in case 5 30



Teas.

SALADA CEYLON.
Wholesale. Retail.
Brown Label, 1-lb. \$0 20 \$0 25
" " " " " " 0 21 0 26
Green Label, 1-lb. and 1/2-lb. 0 22 0 30
Blue Label, 1-lb. and 1/2-lb. 0 20 0 40
Red Label, 1-lb. and 1/2-lb. 0 26 0 50
Gold Label, 1-lb. 0 44 0 80

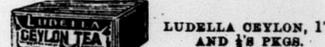


Ceylon Tea, in 1 and 1/2-lb. lead packages, black or mixed.

Black Label, 1-lb., retail at 25c. \$0 19
" " 1/2-lb. " " 0 30
Blue Label, retail at 30c. " " 0 22
Green Label, " 40c. " " 0 28
Red Label, " 50c. " " 0 35
Orange Label, " 60c. " " 0 42
Gold Label, " 80c. " " 0 55



Cases, each 60 1-lb. \$0 35
" " 60 1-lb. " " 0 35
" " 120 1-lb. " " 0 36



Blue Label, 1-lb. \$0 18 \$0 25
" " " " " " 0 19 0 25
Orange Label, 1-lb. and 1/2-lb. 0 21 0 30
Brown Label, 1-lb. and 1/2-lb. 0 28 0 40
" " " " " " 0 30 0 40
Green Label, 1-lb. and 1/2-lb. 0 35 0 50
Red Label, 1-lb. and 1/2-lb. 0 40 0 60

"CROWN" BRAND.

Wholesale. Retail.
Red Label, 1-lb. and 1/2-lb. \$0 35 \$0 50
Blue Label, 1-lb. and 1/2-lb. 0 28 0 40
Green Label, 1-lb. 0 19 0 25
" " " " " " 0 20 0 25
Japan, 1-lb. 0 19 0 25

E. D. MARCEAU, Montreal.
Japan Teas—
"Condor" I 40-lb. boxes \$0 42
" " " " " " 0 40
" " " " " " 0 36
" " " " " " 0 32
EMD AAA Japan, 40 lb "at. 0 30
" " " " " " 0 30
Blue Jay, basket fired Japan, 70 lbs., " " " " " " 0 27
" " " " " " " " " " " " 0 32
" " " " " " " " " " " " 0 27
" " " " " " " " " " " " 0 24
" " " " " " " " " " " " 0 21
" " " " " " " " " " " " 0 22
" " " " " " " " " " " " 0 19
" " " " " " " " " " " " 0 20
" " " " " " " " " " " " 0 20
LX 60-lb. per case, lead packets (25 1's and 70 1/2's) 2 71

Black Teas—"Nectar" in lead packets
Green Label, 1/2, 1/2 and 1-lb. 0 26 at 0 20
Chocolate Label " " " " " " 0 35 at 0 25
Blue Label " " " " " " 0 50 at 0 36
Maroon Label " " " " " " 0 60 at 0 45
Fancy tins—Chocolate, 1-lb. 0 32
" " " " " " 0 42
" " " " " " 0 50
" " " " " " 1 50

"Condor" Ceylon black tea in lead packets
Green Label, 1/2, 1/2 and 1-lb. 0 25 at 0 20
Grey Label, 1/2, 1/2 and 1-lb. 0 30 at 0 23
60-lb. cases " " " " " " 0 35 at 0 26
Yellow Label, 1/2 and 1-lb. 0 40 at 0 20
Blue Label, 1/2, 1/2 and 1-lb. 0 40 at 0 20
Red Label, 1/2, 1/2 and 1-lb. 0 50 at 0 34
White Label, 1/2, 1/2 and 1-lb. 0 60 at 0 40

Black Teas—"Old Crow" blend—

Bronzed tins of 10, 25, 50 and 80-lb.	
No. 1	per lb. 0 35
No. 2	" " 0 30
No. 3	" " 0 25
No. 4	" " 0 20
No. 5	" " 0 17

LIPTON'S TEA (in packages).

1 lbs. & Scid	
Color of 1/2 lb. & 1/4 lb. for	
Label, per per per	
lb. lb. lb.	
Ceylon-India, Ex. chat A Yellow	45 47 70
" " " " B Red	40 42 60
" " " " C Pink	35 37 50
" " " " D Orange	28 40
" " " " E Blue	22 30
" " " " F Green	20

Tobacco.

THE EMPIRE TOBACCO CO., LIMITED.

Smoking—Empire, 5/8, 5/8 and 10/8	\$0 20
" " Amber, 8/8 and 9/8	0 20
Chewing—Stag, bars, 10/8	0 43
" " Bobs, 5/8 and 11/8	0 44
" " 10/8 oz. bars, 6/8	0 44
" " Currency, 12 oz. bars, 12/8	0 47
" " " " 6/8 and 12/8	0 47
" " Old Fox, narrow, 12/8	0 47
" " Snowflake, 1 1/2 oz. b'rs, sp'd'd 6/8	0 51
" " Pay Roll, 7/8 and 6/8	0 52
" " Fair Play, 8/8 and 15/8	0 50

Vinegars.

E. D. MARCEAU, Montreal. Per gal.

EMD, pure distilled, highest quality	\$0 20
Condor, pure distilled	0 25
Old Crow	0 20

Special prices to buyers of large quantities.

GRIMBLE'S MALT.

Bulk, 1-casks, 25 gals	\$5 45 \$10 95
casks, 60 "	10 25 22 40
Bottles, cases, 3 doz.	3 25 4 40

Washing Powder.

FAIRBANK'S GOLD DUST.

Five cases assorted—	
24 25c. packages	\$4 65
100 10c.	7 80
100 5c.	3 90
1 case 50 5c. packages free with 5-case lots	
Freight prepaid.	

Cane's Woodenware.

UNITED FACTORIES, LIMITED.

Washboards, Victor	Per doz \$1 25
" " Crown	1 45
" " Improved Globe	1 60
" " Standard Globe	1 70
" " Original Solid Globe	2 00
" " Superior Sld. Bk. Globe	2 15
" " Jubilee	2 10
" " Pony	0 85
Diamond King (glass)	3 00
Tubs, No. 0	11 25
" " 1	9 00
" " 2	8 00
" " 3	7 00
Pails, No. 1, 2 hoops	1 85
" " No. 3,	2 00

Yeast.

Royal yeast, 3 doz. 5c. pkgs. in case	\$4 65
Gillett's cream yeast, 3 doz.	1 65
Jersey cream yeast cake, 3 doz. 5c.	1 00
Victoria 3 doz. 5c.	1 00
" " 3 doz. 10c.	1 50

CLASSIFIED LIST OF ADVERTISEMENTS.

Accountants and Auditors.

Hoskins, David, Toronto.
Jenkins & Hardy, Montreal, Toronto,
New York.

Ammonia.

Gorman, Eckert & Co., London, Ont.

Baking Powder.

Gillett, E. W., Co., Toronto.
Gorman, Eckert & Co., London, Ont.
Maiden, J. H., Montreal.
McLaren's Cooks Friend.
Royal Baking Powder Co., New York.
Pure Gold Mfg. Co., Toronto.
Greig, Robt., Co., Toronto.

Barristers, Solicitors, etc.

Atwater, Duplos & Chauvin, Montreal.
Tupper, Phipps & Tupper, Winnipeg.
Vidal, I. L. O., Montmagny and Quebec

Baskets.

Oakville Basket Co., Oakville, Ont.

Bird Seed.

Nicholson & Brock, Toronto.

Biscuits, Confectionery, Etc.

Canadian Swiss Trading Co., Montreal.
Christie, Bros. & Co., Toronto.
Cowan Co., Toronto.
Guelph Biscuit and Confectionery Co.,
Guelph.
Lamont, Corliss & Co., Montreal.
Mackintosh, John, Halifax, Eng.
McGregor-Harris Co., Toronto.
Mooney Biscuit & Candy Co., Stratford.
Mott, John F., & Co., Halifax, N.S.
National Licorice Co., Brooklyn, N.Y.
Natural Food Co., Toronto.
Peck, Fren & Co., London, Eng.
Stewart, A. J., Toronto.

Blue and Black Lead.

Oakey, John, & Sons, London, Eng.
Reckitt's—Gilmour Bros. & Co., Montreal.

Brooms, Brushes, Etc.

Turner, James, & Co., Hamilton.
United Factories, Toronto.
Waterloo Broom and Brush Co., Water-
loo, Ont.

Canned Goods.

Balfour & Co., Hamilton, Ont.
Belleville Canning Co., Belleville, Ont.
Burlington Canning Co., Burlington, Ont.
Canadian Cannery, Hamilton.
Chaput, L. Fils & Co., Montreal.
Old Homestead Canning Co., Picton, Ont.

Cans and Canisters

Acme Can Works, Montreal.
Dominion Canister Co., Dundas, Ont.

Chewing Gum.

Row & Co., Brockville, Ont.
Somerville, C. R., London, Ont.

Cigars, Tobaccos, Etc.

American Tobacco Co., Montreal.
Empire Tobacco Co., Montreal.
Fortier, J. M., Montreal.
Lemesurier, L. & Sons, Quebec.
McAlpin Consumers Tobacco Co., To-
ronto.
McDougall, D., & Co., Glasgow, Scot.
Payne, J. Bruce, Granby, Que.
Sherbrooke Cigar Co., Sherbrooke, Que.
Tuckett, Geo. E., & Son Co., Hamilton.

Clothes Lines.

Hamilton Cotton Co., Hamilton.

Cocoa-nut.

Greig, Robt., Co., Toronto.

Cocoas and Chocolates.

Baker, Walter & Co., Dorchester, Mass.
Canadian Swiss Trading Co., Montreal.
Cowan Co., Toronto.
Dutch Chemical Works, Amsterdam,
Holland.
Epps, James, Co., London, Eng.
Lamont, Corliss & Co., Montreal.
Lowney, Walter M., Co., Boston, Mass.
Mott, John P., & Co., Halifax, N.S.
Todhunter, Mitchell & Co., Toronto.
VanHouten's—J. L. Watt & Scott, Toronto

Computing Scales.

Wilson, C., & Son, Toronto.

Concentrated Lye.

Gillett, E. W., Co., Toronto.

Condensed Milk and Cream.

Borden's—Wm. H. Dunn, Montreal and
Toronto.
Colson, C. E. & Son, Montreal.
St. Charles Condensing Co., Ingersoll.
Truro Condensed Milk and Canning, Co.,
Truro, N.S.

Corks.

Ewing, S. H., & Sons, Montreal.

Crockery, Glassware and Pottery.

Barnard & Holland, Montreal.
Cassidy, John L., Co., Montreal.
Foster Pottery Co., Hamilton.
Gowans, Kent & Co., Toronto.
Klotz, E. W., Toronto.
Taylor & Mulveny, Hamilton.
Toronto Pottery Co., Toronto.

Dairy Produce and Provisions.

Canadian Cannery, Hamilton.
Clark, Wm., Montreal.
Dominion Packing Co., Charlottetown.

Fearman, F. W., Co., Hamilton.
Hudson, Hebert & Cie., Montreal.
McDougall & Lemon, Owen Sound.
Matthews, Geo. Co., Brantford, Hull,
Peterboro.

MacLaren, A. F., Imperial Cheese Co.,
Toronto.
McLean, J. A., Produce Co., Toronto.
Park, Blackwell Co., Toronto.
Ryan, Wm., & Co., Toronto.
Rutherford, Marshall & Co., Toronto.
Whyte Packing Co., Straford, Ont.
Wilson, D. D., Seaforth, Ont.

Educational.

Belleville Business College, Belleville.
Metropolitan Business College, Ottawa.
McLachlan, D., & Co., Chatham, Ont.
St. Margaret's College, Toronto.

Financial Institutions.

Bradstreet Co.
Canadian Bank of Commerce, Toronto.
Confederation Life, Toronto.
London Guarantee and Accident Co.,
Toronto.
Metropolitan Bank, Toronto.
Reed, Jos. B., & Son, Toronto.
Western Assurance Co., Toronto.

Fish.

Bickle, John W., & Greening, Hamilton.
Black Bros. & Co., Halifax.
James, F. T., Co., Toronto.
Leonard Bros., Montreal.
Sovereign & Lynx Brands.
Stavanger Preserving Co., Toronto and
Vancouver.
Todd, J. H., & Son, Victoria, B.C.

Flavoring Extracts.

Greig, Jas. R., Montreal.
Herron, R., & Co., Montreal.
Pure Gold Mfg. Co., Toronto.
Sutton, G. F., Sons & Co., London, Eng.

Fly Paper.

Thum, O. & W., Co., Grand Rapids, Mich.
Wilson, Archdale, Hamilton, Ont.

Fruits—Dried, Green, and Nuts.

Adamson, J. T., & Co., Montreal.
Davidson & Hay, Toronto.
Eby, Blain Co., Toronto.
Eckardt, H. P., & Co., Toronto.
Finkle & Ackerman, Bowmanville, Ont.
Gibb, W. A., & Co., Hamilton.
Gillard, W. H., & Co., Hamilton.
Goodwillie's—Rose & Lafamme, Mon-
treal.
Husband Bros. & Co., Toronto.
James, Eben, Toronto.
Joynt, John, Lucknow, Ont.
Laporte, Martin & Cie., Montreal.
Millman, W. H., & Sons, Toronto.
McWilliam & Everist, Toronto.
Peters, H., Toronto.
Rattray, D., & Sons, Montreal.
Robinson, O. E., & Co., Ingersoll.
Stringer, W. B., & Co., Toronto.
Tippet, A. P., & Co., Montreal.
Walker, Hugh, & Son, Guelph.
Warren Bros. & Co., Toronto.
White & Co., Toronto.

Fruit Wines.

Turner & Co., Toronto.

Gelatine.

Ox, G. & J.
Tippet, A. P., & Co., Montreal.

Grain, Flours and Cereals.

Canada Flour Mills Co., Chatham, Ont.
Castle, F. J. Co., Ottawa.
Frontenac Cereal Co., Kingston.
Goldie, James, Co., Guelph.
Greig, Robt., Toronto.
Hudson, Hebert & Cie., Montreal.
Lake Huron & Manitoba Milling Co.,
Goderich.
Lake of the Woods Milling Co.
McCann, Wm., & Co., Toronto.
McIntosh, P., & Son, Toronto.
Moore, W., & Sons, Meaford, Ont.
Natural Food Co., Toronto.
Ogilvie Milling Co., Montreal.
Parkinson Cereal Co., Thornbury, Ont.
Quance Bros., Delhi, Ont.
Seaforth Milling Co., Seaforth, Ont.
Shirk & Snider, Bridgeport, Ont.
Thompson, Walter & Son, London, Ont.
Wilson, James & Sons, Fergus, Ont.
Woodstock Cereal Co., Woodstock, Ont.

Grocers—Wholesale.

Balfour & Co., Hamilton.
Castle, F. J. Co., Ottawa.
Chaput, L. Fils & Cie, Montreal.
Davidson & Hay, Toronto.
Eby, Blain Co., Toronto.
Eckardt, H. P., & Co., Toronto.
Gorman, Eckert & Co., London, Ont.
Hudson, Hebert & Cie., Montreal.
Kinneir, T., & Co., Toronto.
Laporte, Martin & Cie, Montreal.
Lucas, Steele & Bristol, Hamilton.
Marceau, E. D., Montreal.
Mountjoy, A., London, Ont.
"Ozo" Co., Montreal.
Provost & Allard, Ottawa, Ont.
Robertson, Geo., & Son, Kingston, Ont.
Turner, James, & Co., Hamilton.
Warren Bros. & Co., Toronto.

Grocers' Grinding and Packing Machinery.

Adamson, J. T., & Co., Montreal.
Coles Mfg. Co., Philadelphia, Pa.
Eby, Blain Co., Toronto.
Enterprise Mfg. Co., Philadelphia, Pa.
Grocers' Engineering Co., London, Eng.

Hides.

Page, C. S., Hyde Park, Vt.

House Insect Destroyer.

Common Sense Mfg. Co., Toronto.

Infants' Foods.

Keen, Robinson & Co., London, Eng.

Interior Store Fixtures, Trucks, Etc.

Auer Light Co., Montreal.

Jams, Jellies, Etc.

Batger's—Rose & Lafamme, Montreal.
Colson, C. E., & Son, Montreal.
Creed, J. S., & Co., Halifax.
Crosse & Blackwell's—C. E. Colson &
Son, Montreal.
Greig, Jas. R., Montreal.
Herron, R., & Co., Montreal.
Hudson, Hebert & Cie, Montreal.
"Ozo" Co., Montreal.
Pure Gold Mfg. Co., Toronto.
Southwell's—Frank Magor & Co., Mont-
real.
Upton, Thos., & Co., Hamilton.

Ledgers and Office Stationery.

Briggs Ledger System Co., Toronto.
Weese, G. A., & Son, Toronto.

Macaroni.

Napoli Macaroni Co., Toronto.
Tippet, A. P., & Co., Montreal.

**Manufacturers' Agents and Com-
mission Merchants.**

Dawson Commission Co., Toronto.
Dingle & Stewart, Winnipeg.
Dunn, Wm. H., Montreal and Toronto.
Lambe, W. G. A., & Co., Toronto.
Macnab & Roberts, Winnipeg.
McNaig, Toronto.
Millman, W. H., & Sons, Toronto.
Milne, Chas., Vancouver, B.C.
Nicholson & Bain, Winnipeg.
Nicholson, Bain & Johnston, Calgary.
Rattray, D., & Sons, Montreal.
Ryan, Wm., Co., Toronto.
Tippet, A. P., & Co., Montreal.
Patrick, W. G., & Co., Toronto.
Rutherford, Marshall & Co., Toronto.
Watt, J. L., & Scott, Toronto.
Wilson Commission Co., Brandon, Man.

Matches.

Walkerville Match Co., Walkerville, Ont.

Mince Meat

Bates, Peacock Co., Hamilton.
Fearman, F. W. Co., Hamilton, Ont.
Lytle, T. A., Co., Toronto.
Wethey J. H., St. Catharines.

Oils.

Queen City Oil Co., Toronto.

Oil Tanks.

Bowser, S. F., & Co., Toronto.

Pass Books, Etc.

Allison Coupon Co., Indianapolis, Ind.

Patent Medicines.

Mathieu, J. L. Co., Sherbrooke, Que.
Patent Solicitor.
Cullen, Orlan Clyde, Washington, D.C.

Peels.

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

Pickles, Sauces, Relishes, Etc.

Capstan Mfg. Co., Toronto.
Colson, C. E. & Son, Montreal.
Flett's—Rose & Lafamme, Montreal.
Gorman, Eckert & Co., London, Ont.
Greig, Robert, & Co., Toronto.
Heinz, H. J., Pittsburg, Pa.
Hudson, Hebert & Cie., Montreal.
Leggett, Francis H. & Co., New York.
Lytle, T. A., Co., Toronto.
"Ozo" Co., Montreal.
Paterson's—Rose & Lafamme, Montreal
Sutton, G. F., Sons & Co., London, Eng
Turner & Co., Toronto.

Polishes—Metal.

Oakey, John, & Sons, Montreal.

Polishes—Stove.

James' Dome—W. G. A. Lambe & Co.,
Toronto.
Morse Bros., Canton, Mass.
Prescott's—W. H. Dunn, Montreal

Poultry and Cattle Food.

Greig, Robert, Co., Toronto.
Myers Royal Spice Co., Niagara Falls, Ont.

Premium Furniture.

Underhill, J., London, Ont.

Printers.

Weese, G. A., & Son, Toronto.

Refrigerators.

Eureka Refrigerator Co., Toronto.

Safes.

Taylor, J. & J., Toronto.
Winnipeg Safe Works.

Salt

Canadian Salt Co., Windsor, Ont.
Toronto Salt Works, Toronto.
Verret, Stewart, & Co. Montreal.

Shelf Boxes.

Bennett Mfg., Co., Pickering, Ont.

Soap.

Calvert, F. C., & Co., Manchester, Eng.
Duncan Company, Montreal.
Ritchie-Hearne Co., Brampton, Ont.

Soda—Baking.

Dwight, John, & Co., Toronto.

Starch.

Brantford Starch Works, Brantford.
Edwardsburg Starch Co., Cardinal, Ont.
Maiden, J. H., Montreal.
Ocean Mills, Montreal.
St. Lawrence Starch Co., Port Credit.

Steel Shingles and Siding.

Metallic Roofing Co., Toronto.

Store Lighting.

Auer Light Co., Montreal.

Sugars, Syrups and Molasses.

Canada Sugar Refining Co., Montreal.
Canada Maple Exchange, Montreal.
Dominion Molasses Co., Halifax, N.S.
Edwardsburg Starch Co., Cardinal, Ont.
Grimm, J. H., Montreal.
Imperial Maple Syrup—Rose & Lafamme
Montreal.
Ontario Sugar Co., Berlin, Ont.
Rattray, D., & Sons, Montreal.
St. Lawrence Sugar Refining Co., Montreal
"Sugars" Limited, Montreal.
Wallaceburg Sugar Co., Wallaceburg, Ont.

Teas, Coffees, and Spices.

Balfour & Co., Hamilton.
Blue Ribbon Tea Co., Toronto.
Braid, Wm., & Co., Vancouver, B.C.
Castle, F. J., Co., Ottawa.
Ceylon Tea Traders' Ass'n.
Chaput, L. Fils & Cie, Montreal.
Chase & Sanborn, Montreal.
"Commissioner" Tea, London, England.
Creed, J. N., & Co., Halifax.
Dutch Chemical Works, Amsterdam,
Holland.
Eby, Blain Co., Toronto.
Estabrooks, T. H., St. John, N.B.
Ewing, S. H. & A. S., Montreal.
Ewing, S. H. & Sons, Montreal.
Gillard, W. H., & Co., Hamilton.
Gorman, Eckert & Co., London, Ont.
Greig, Robert, Co., Toronto.
Hudson, Hebert & Cie, Montreal.
Japan Tea Traders' Ass'n.
Kinneir, T., & Co., Toronto.
Laporte, Martin & Cie, Montreal.
Leggett, Francis H. & Co., New York.
Marceau, E. D., Montreal.
"Ozo" Co., Montreal.
Pure Gold Mfg. Co., Toronto.
Ram Lal Teas.
Robertson, Geo., & Son, Kingston, Ont.
Rutherford, Jas., & Co., Montreal.
Salada Tea Co., Montreal and Toronto.
Warren Bros. & Co., Toronto.
Wood, Thos., & Co., Montreal.

Telephones.

Bell Telephone Co.

Vinegars.

Hill, Evans & Co., Worcester, Eng.
Marceau, E. D., Montreal.
"Ozo" Co., Montreal.
Turner, James, & Co., Hamilton.
Wilson, W. H., Co., Tillsonburg.

Warehouse Trucks.

Watson, John, Mfg. Co., Ayr, Ont.

Washing Compound.

Douglas, J. M., & Co., Montreal.
Fairbank, N. K. Co., Montreal.
Keen's—Frank Magor & Co., Montreal.
Winn & Holland, Montreal.

Wines, Liquors, etc.

Beland, B. O., Montreal.
Hudson, Hebert & Cie, Montreal.
Laporte, Martin & Cie., Montreal.

Woodenware.

Woods, Walter, & Co., Hamilton.
United Factories, Toronto.

Wrapping Paper, Etc.

Canada Paper Co., Toronto.
Douglas & Ratcliff, Toronto.

Yeast.

Gillett, E. W., Co., Toronto.

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OUR TRADE IN PICKLES AND
CONDIMENTS.

CANADIAN manufacturers of pickles and condiments report that their trade for the year 1904 has been on the whole the most successful in the history of the industry. The vegetable crops of 1903 were a pronounced failure, cucumbers being particularly scarce. This year shows a decided improvement in crop conditions, although gardeners have proved indifferent sellers except under contract. Pickle men have also experienced considerable difficulty getting tomatoes owing to the shortage of the crop. Cannery men have been buying up supplies right and left, and competition has been very keen. The report has reached The Grocer, however, from a reliable source that the requirements of manufacturers of catsup, sauces, etc., have been fully met, and that prices

will not be higher this season than last, notwithstanding the shortage in raw material.

A representative of The Grocer gathered from an interview with a prominent manufacturer that the outlook in the Canadian pickle industry is improving steadily. This year high-class goods "Made in Canada" are selling more readily than ever before. For instance, until within the last two or three seasons pickles in bulk and a line sold to retail at 10c were the most popular articles on the market. Lately the demand has switched over to fancier goods, in fact several firms have stopped putting up cheap stuff altogether. Fifteen years ago practically no fine goods were put up in Canada; now one hasn't the slightest difficulty in selecting 30 or 40 varieties of fancy pickles or sauces, every one of which compares favorably

with the imported article. The feature of the pickle trade in Canada to-day is the increasing favor with which the domestic product is meeting.

Our pickle manufacturers have begun to consider the possibilities of the export trade and are looking to South Africa, Australia, the West Indies and Japan as suitable markets for their products.

In 1899 our imports of pickles, sauces and catsups amounted to \$184,387, in 1903 to \$313,514, and in 1904 to \$365,403. The latter figures were distributed as follows: Great Britain \$233,663, United States \$114,662, and other countries \$17,078.

IRISH.

BUYERS are not yet over-stocked with Canadian lines. Shippers wanting quick markets should communicate with J. SHERIDAN, Commission Agent, 6 D'Olier street, Dublin. (46)

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Confidence is the basis of business!

If your customers have confidence in the quality of your goods successful trade is assured;

For nearly **Half a Century**—

Edwardsburg "Silver Gloss" Starch AND Benson's Prepared Corn

have had the confidence of the consumer and the dealer; their absolute Purity has never been questioned, and they are to-day the acknowledged Standards in their line in Canada, and they are for sale by every jobber and up-to-date grocer from Sydney to Dawson.

Can you afford to be without them?

Reason says **Not.**

Self-interest says **Not.**

Your customers say **Not.**

EDWARDSBURG STARCH CO'Y, Limited

ESTABLISHED 1858.

53 Front St. East,
TORONTO, ONT.

Works:
CARDINAL, ONT.

164 St. James St.,
MONTREAL, P.Q.

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WM. CLARK & CO. PACKER AND EXPORTER OF MEATS



WILLIE BRIGHTYES MET A GROCER
OPENING UP HIS STORE
SAID BRIGHTYES TO THE GROCER
"I'M HERE TO GET SOME MORE"
SAID THE GROCER TO LITTLE BRIGHTYES
"AH! - YOU LIKE GOOD THINGS TO EAT"
YES, SIR INDEED SAID WILLIE
"I DO JUST LOVE - CLARK'S MEAT."

MONTREAL