

THIS IS THE 1,298th ISSUE OF

# CANADIAN GROCER

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L. C. Harkness (D. H.)

Vol. XXVI.

PUBLICATION OFFICE: TORONTO, OCTOBER 25, 1912

No. 43

## A Trade Winner!

One of the most attractive sellers  
ever introduced to the grocery trade

### INSTANT POSTUM

is regular Postum in concentrated form  
—nothing added.

Made in the cup  
No boiling required

Has a delicious flavour that people like.  
Is backed by heavy advertising of its  
merits, that move it quickly.

Like all products of the Canadian  
Postum Cereal Co., Limited, Instant  
Postum yields good profit to both  
wholesalers and retailers.

Sale Guaranteed

“There’s a Reason”

Canadian Postum Cereal Co., Ltd.

Windsor, Ontario



50-cup tin sells at 30c.

100-cup tin 50c.

# A GOOD FOUNDATION

There is nothing more important in building than a secure foundation. Do you see the connection between this and "SURPRISE" Soap as applied to your own business?



*'Thistle' Brand  
Canned Fish*

The buyers of quality have a particular desire for Thistle Brand fish — they serve the appetite with such delicious satisfaction that to "try" even to sell another brand to one who has already tested Thistle Brand would be useless. The "Thistle" Brand of Canned Haddies, Fancy Lobsters, Kippered Herring and Herring and Tomato Sauce, are canned right where they are caught — at the water side. Sell "Thistle" Brand and you sell the best.

*Fish  
of  
Quality*

*Good  
Paying  
Lines*

*Olsen & Kleppe  
Sardines*

The trade in Olsen & Kleppe's Sardines is enormous and grows steadily from year to year. The product has a national reputation for quality. The two special brands ("Albatross" and "Ambrosia") signify small and medium sized fish respectively—each the best of its kind.

Packed in Olive Oil whose purity can not be questioned. Selected with the skill and care that long experience dictates. Sardines that reach the top-notch of perfection.

*PACKED IN NORWAY*

*ARTHUR P. TIPPET & CO.*

*Montreal*

*Agents*

*Toronto*

# WAGSTAFFE'S

*Fine Old English*

MINCE MEAT and PLUM PUDDINGS, now ready for delivery. Packed in the most up-to-date plant in Canada.

## FINE OLD ENGLISH MINCE MEAT.

62 lb. Tubs, per lb. ....	8 $\frac{1}{4}$ c
25 lb. Gold Lined Pails, in crates, per lb.	8 $\frac{1}{2}$ c
12 lb. Gold Lined Pails, in crates, per lb.	9c
2s. Gold Lined Tins, 2 doz. per case, per doz. ....	\$2.00
5s. Gold Lined Pails, 8 in case, per pail. .	.50
7s. Gold Lined Pails, 6 in case, per pail. .	.70
16 oz. Glass, 2 doz. in case, per doz. ....	1.60
28 oz. Vacuum Jar, 1 doz. per case, p. doz.	2.75

## FINE OLD ENGLISH PLUM PUDDING.

1s. Bowls, 1 doz. in case, per doz. ....	\$2.75
2s. Bowls, 1 doz. in case, per doz. ....	4.50
3s. Bowls, 1 doz. in case, per doz. ....	6.50

## WAGSTAFFE LIMITED

Pure Fruit Preservers

Hamilton

Ontario



Loss of oil means loss of other articles as well, because oil taints everything it touches, and even the odor will taint butter, lard, bread and many other foods. You will increase your whole business, besides making money on oil when you get a

## BOWSER SELF-MEASURING OIL TANK

because it will please your customers by its cleanliness and accuracy. Unless you have a BOWSER OUTFIT you not only lose money on the oil itself, but you also permit the oil nuisance to drive customers off to trade with your competitor who has a BOWSER. The grocer who uses the old style tank pays for a BOWSER OUTFIT without getting it. The BOWSER OUTFIT does away with measure and funnel, tells the right price to charge for any quantity of oil, tells how much oil is left in your tank. If you want an oil "business" instead of an oil "nuisance," write us for free book No. 222, and full particulars.

**S. F. Bowser & Co., Inc., 66-68 Fraser Ave., Toronto, Ont.**

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasoline and oil storage systems.

Established 1885.

# The System Comprehensive

—BORDEN'S



The Original

**F**ROM the very details of the feeding of the cattle to your customers' table the Borden vigilance never ceases. The Borden System was inaugurated back in the early fifties by Gail Borden, the founder of the company. Since then it has been perfected to the last degree, forming itself into one endless, strong-linked chain.

The system of producing Borden's milk products under the most sanitary conditions, reaches from the dairy to the home, and the most rigid regulations are observed throughout the entire process of condensing. The result is the best and purest milk products, with the highest awards wherever exhibited. Eagle Brand Condensed Milk is the original. Some of our other Brands are: "St. Charles," "Peerless," "Jersey" and "Reindeer," also Reindeer Brand Condensed Coffee.

"Borden's" means Purity in Milk Products.

## Borden Milk Company, Limited

*Leaders of Quality*

### MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

# SELLING ARGUMENTS



There are selling arguments that are good and there are selling arguments that are better.

In reply to enquiries from the consumer, we have found that it is much more effective to quote oysters in pints, rather than quarts. In years gone by oysters were handled very differently from what they are now. The consumer feels that the price has been advanced, but the value they receive for their money at this time is greater than that which they received ten years ago; that is, they are receiving more solids or actual food properties. The family that required a quart of oysters under the methods that prevailed a few years ago, will only require a pint under the present methods, and will really obtain more satisfaction. There, of course, continues to be more or less watering of oysters, but this method is wrong, and will, as a natural result, be its own undoing. How often the consumer purchases oysters, depends entirely upon the satisfaction obtained in eating them, with the result that it is up to every dealer to put the oysters out in the best possible condition, and obtain a price that will afford his doing so. Obtain the best oysters possible, put them out in the best possible condition, and the trouble of getting a price for your stock will be pretty well taken care of.

We can supply you with the necessary quality; the rest of it is up to you. COAST SEALED oysters stand for more with Canadian trade to-day than all other brands combined.

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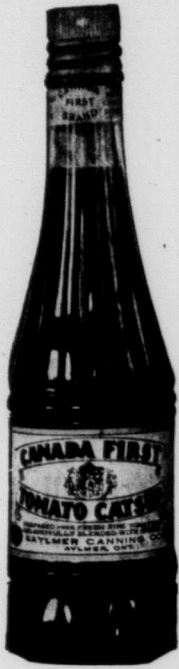
## CONNECTICUT OYSTER CO.

50 JARVIS STREET

TORONTO



The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.



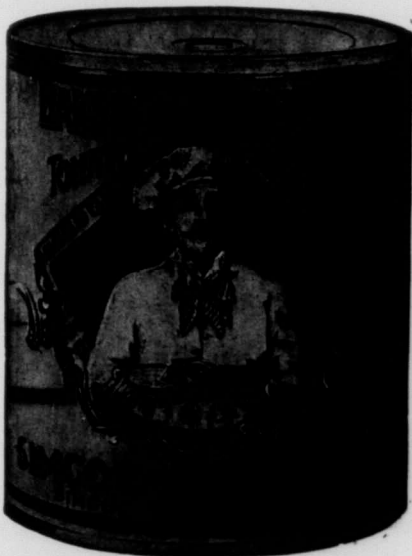
## STOCK NOW FOR WINTER

Buy the best, quality  
guaranteed by

### DOMINION CANNERS LIMITED

HAMILTON

CANADA





## Lawrason's Snowflake

(Perfumed, Antiseptic)

Bath Powder and  
Water Softener

Lawrason's  
Snowflake  
Ammonia



Put Your Salesmanship Behind  
These Goods

The popularity of Lawrason's moderate priced articles for cleansing and purifying is increasing rapidly, and the merchant who puts his salesmanship behind these goods will not only add prestige to his business, but will make a good addition to profit margin. The profits are good and the goods are of superior strength and quality.

WRITE AT ONCE

**S. F. Lawrason & Co.**

LONDON

ONTARIO

OUR GUARANTEE OF QUALITY



Established 1845

Always Look for Our Name  
and Trade-mark

— ON —

Baking Powder, White Pepper, All  
Gingers, Nutmegs, Cream Tartar, Black  
Pepper, Allspice, Cloves, Etc.

Spices of every nature, whole or ground as required, guaranteed by us to be the best obtainable. We ought to know—over half a century established.

**CORKS AND CAPSULES**

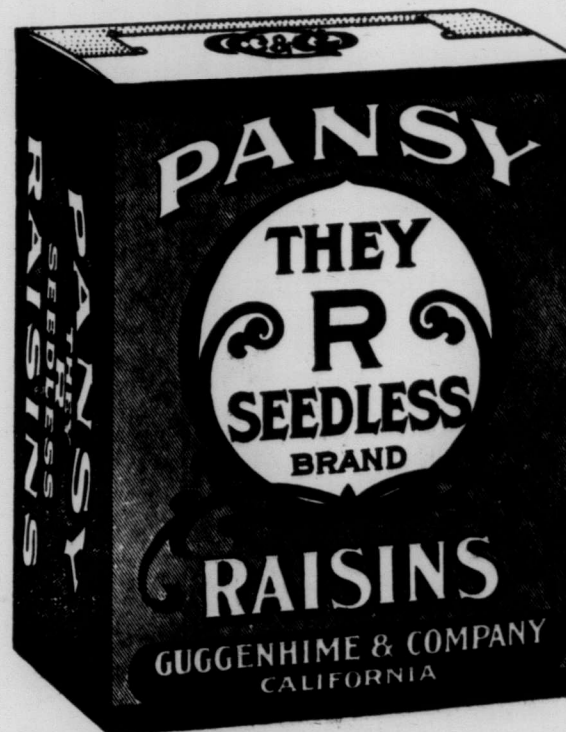
We are making everything in the way of corks and capsules. We are prepared to supply brewers, druggists, ginger ale and soda water factories, in fact anyone in need of good, honest, substantial corks, machine or hand made, as desired. If you use them write for quotations.

**S. H. EWING & SONS**

MONTREAL,

QUEBEC

Ask Your Wholesaler  
for this package





# Clark's Pork and Beans

Plain Chili Tomato Sauce

A matter of importance to every merchant is the extent to which the lines he carries are KNOWN by the public. Goods of quality well and widely advertised are worth infinitely more to him than the unknown brands, the sale of which consumes such considerable time and energy.

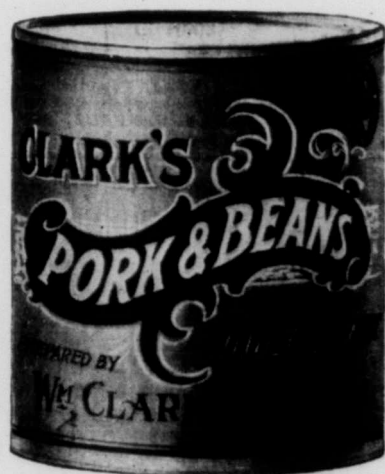
# Clark's Pork and Beans

Are the Beans for Your Trade

The QUALITY is indisputably the BEST.

The ADVERTISING is extensive and reaches all consumers. You have not this work to do.

CLARK'S SELL THEMSELVES



W. CLARK  
MONTREAL



# ARE YOU SELLING FISH?

Do you know that it is one of the best paying lines that you can handle?

You don't have to create a demand for

## Canada Brand Pure Boneless Cod

IT SELLS EASILY AND NETS A HANDSOME PROFIT.

### BONELESS FISH.

Canada Tablet . . . . . 20 1 lb. Tablets.	Atlantic Special . . . . . 20 lbs., 1 lb. and 2 lb. Blocks
Canada Crate . . . . . 12 2 lb. Boxes.	Mariner Brand . . . . . 25 lbs. Bulk.
Canada Strip . . . . . 30 lb. Boxes, Whole Strips	Cod Bits . . . . . 25 lbs. Bulk.

### SKINLESS FISH.

Eastern Fifties . . . . . 50 lb. Boxes.	Eastern Hundreds . . . . . 100 lb. Boxes.
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Wholesalers:—We can supply

LARGE DRIED CODFISH BY THE QUINTAL. LARGE FAT JULY SALT HERRING BY CAR LOAD.

## OCEAN BRAND

**Haddies**

**Kippers**

**Bloaters**

Are the choicest and freshest possible. Get some from your wholesaler.

WRITE

## NORTH ATLANTIC FISHERIES, LIMITED

Selling Branch:—47 William Street, MONTREAL

## MR. GROCER!

Investigate the merits of the new

### "WALKER"

## Refrigerator Counter

IT is just what you need for the economical handling of cooked meats, fancy dairy goods, fresh fruit, vegetables and seasonable delicacies.

IT combines perfect sanitation with economical refrigeration, and so temptingly displays your goods that customers will crowd around this counter to buy.

IT will boost your sales, win public confidence, individualize your store, and quickly pay for itself in a saving of waste alone.

Let us tell you more about it. Drop us a card for particulars and we will immediately get in touch with you. We manufacture the best in modern grocery fixtures—"Walker Bins."

Write for Illustrated Catalogue and Estimates.

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

REPRESENTATIVES,—

Manitoba: Watson & Truesdale, Winnipeg, Man.  
Sask. and Alta.: J. N. Smith, Box 695 Regina, Sask.  
Vancouver: Western Plate Glass Co. 318 Water Street.  
Montreal: W. S. Silcock, 33 St. Nicholas Street.  
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

Berlin, Ontario



## NO PISTOL-LIKE REPORT

When a Dominion Match is struck it lights silently, without sputtering or sparking. It is the kind you should sell your customers, you will make no mistake if you push the sale of the DOMINION SILENT MATCH.

DOMINION MATCH CO.

LIMITED  
Deseronto, Ontario

Or The Canada Brokerage Company, Limited, Toronto, Ont.;  
The A. Macdonald Co., Winnipeg, Man.; Snowdon & Ebbitt,  
Montreal, Que.; J. B. Renaud & Co., Quebec, Que.; J. A. Tilton,  
St. John, N.B.; J. W. Gorham & Co., Halifax, N.S.



"GRAND PRIX," FESTIVAL OF EMPIRE EXHIBITION, LONDON, 1911

32 Prize Medals

21 Royal Appointments

# PEEK, FREAN'S SHORTCAKE BISCUITS



So great is the demand for this new introduction that during the first three months the quantity sold amounted to 83 million Biscuits.

See that "P.F." is on every Biscuit

---

**AGENTS:** British Columbia—The W. H. Malkin Co., Limited, Vancouver.  
Winnipeg and District—Ruttan & Chipman, Fort Garry Court, Winnipeg.  
Ontario—The Harry Horne Co., 309 and 311 King St. West, Toronto  
Montreal and District—C. Fairall Fisher, 22 St. John Street, Montreal.  
New Brunswick—W. A. Simonds, 8 and 10 Water Street, St. John.

**PEEK, FREAN & CO., Ltd., Biscuit Manufacturers,  
LONDON, ENGLAND**

## Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only a moderate quantity of quality goods, there is no wiser selection for you than

### CARR'S BISCUITS.



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for Prices.

**CARR & CO. CARLISLE ENGLAND**

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



## The Most Improved Egg Carton on the Market.

Made of one piece of paper, durable, strong. For simplicity and rapidity excell all others.

QUALITY—ECONOMY—PERFECTION

all centre in our SELF-LOCKING CARTON. Nothing like it on the market. You cannot afford to use any other.

ONE OF THE LARGEST DEALERS IN CHICAGO employed four girls to set up cartons. Now he uses the SELF-LOCKING CARTON, and one girl does the work.

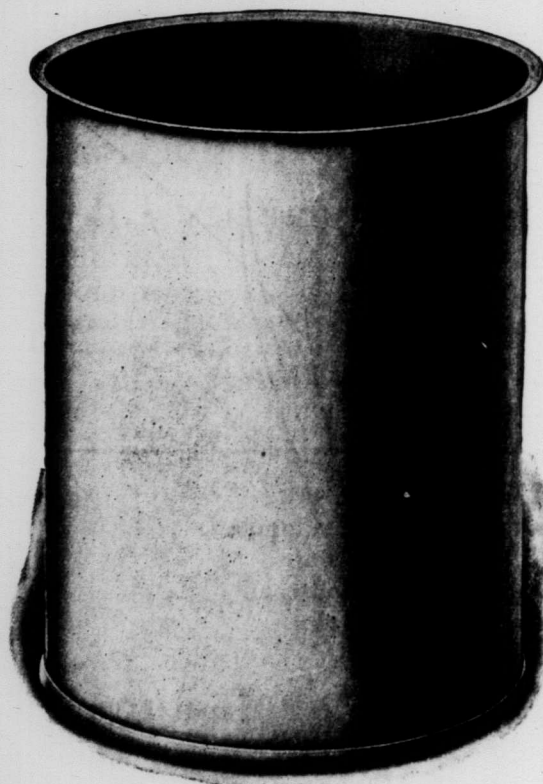
The Egg Carton is covered by Canadian and U.S. Foreign patents, and any infringements will be prosecuted to full extent of the law.

Send for further particulars to

**Self Locking Carton Co.**


(Incorporated)

507-509 S. Clinton St., CHICAGO, ILL.



# Sanitary Cans

*"The Can of Quality"*

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

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

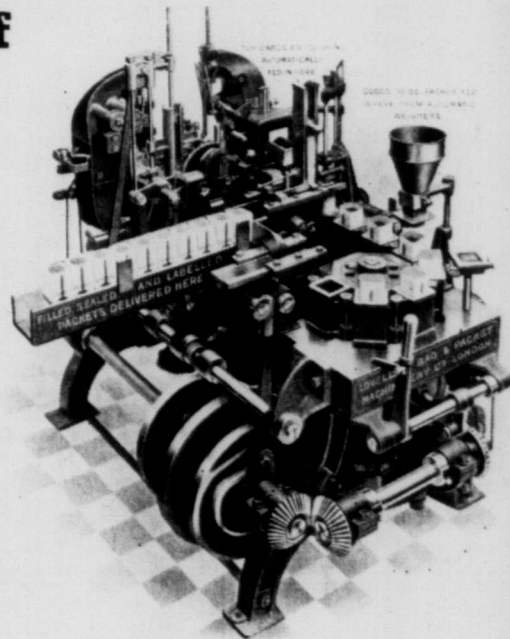
NIAGARA FALLS, ONT.

# BAG-MAKING & PACKETING

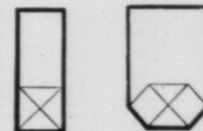
Machinery of

Every Description

**Labelling,  
Wrapping,  
etc., etc.**



**Bag Machines**



With folding in both  
these methods

*Send us Samples for Quotations*

Packeting Machine, with automatic coupon feed and labelling attachments.

**Lovell's Bag and Packet Machinery, Ltd., London, Eng.**

## Your Line Will Get the "Glad-Hand" in the West

if you introduce it right and if it is right.

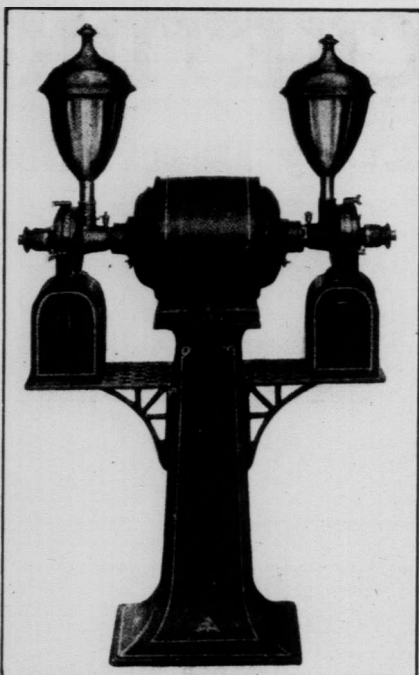
Our long experience in the Commission business in Alberta gives us a standing with the trade not enjoyed by others. This section is in the heart of the most thriving district in the World, and the trade, which is now increasing rapidly, will reach unlimited proportions very soon.

Let us introduce your line here and you will be assured of getting the Western "Glad Hand."

**McKelvie & Stirrett  
Calgary**

Branch Offices: LETHBRIDGE, EDMONTON





### Let Us Help You

if you are thinking of installing any store equipment in the line of **Coffee Mills, Spice, Tea or Coffee Bins.** We are the general agents for the United States and Canada for the incomparable **Henry Troemner Agate Bearing Scales,** exclusive **Tea, Coffee and Spice Bins and Cans, Coffee Mills,** etc.

Our fixtures possess uniqueness and individuality, and can be obtained at the lowest possible price.

Information, Estimates and Prices cheerfully furnished on request.

**J. A. FLESCH & SON**

1300 Medinah Building  
178 W. Jackson Blvd. **Chicago**

## Candied and Drained PEELS

The kind that keeps its rich, juicy flavor after cooking.

We make one quality only—  
**THE VERY BEST**

Samples and prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 73 Front Street East; Ottawa, E. M. Larner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

**John Gray & Co., Ltd.**  
**Glasgow**

There is one Sugar that never suffers in comparison with other brands—that is never criticized by the most fastidious—that always pleases and holds the most desirable trade—and that is

*Redpath*

Extra **Granulated SUGAR**

For over fifty years no other sugar has stood so high in the estimation of Canadian housewives, or proven so thoroughly satisfactory to Canadian grocers.

The new 2-lb. and 5-lb. Sealed Cartons provide the ideal way of selling sugar, and still further emphasize the leadership of Redpath Extra Granulated.

**The Canada Sugar Refining Co.**  
MONTREAL LIMITED





**BRAND'S A.1. SAUCE**

For over 100 years, Brand's famous A1 Sauce has had an international reputation as a relisher for fish, flesh and fowl.

Brand's A1 Sauce and Invalid Specialties were granted the highest possible award—THE GRAND PRIX—at the Festival of Empire Exhibition, Crystal Palace, London, 1911.

Sold at a price that is within the means of everybody; its users are universal.

An effectual display of Brand's A1 Sauce will produce a ready sale which will profit the grocer and give satisfaction to the customers.

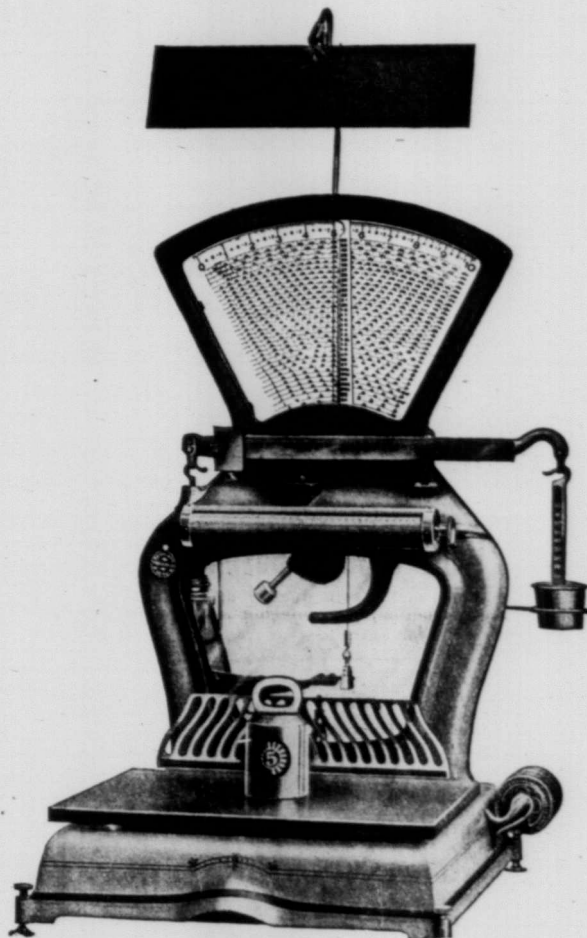
We also make a full line of Meat Extracts, Essences, Soups and Potted Meats.

**Brand & Co., Limited**  
Purveyors to H.M. the Late King Edward VII.

Mayfair, - - London, Eng.

NEWTON A. HILL, 25 Front St. East, TORONTO  
H. HUBBARD, 27 Common St., MONTREAL  
McLEOD & CLARKSON, VANCOUVER


Some Important Features  
of  
**STIMPSON**  
Automatic Scales



1. 100 lbs. weighing and computing capacity.
2. A tare beam that can be locked when not used.
3. A low base and large platform.
4. A total adder that makes it possible to compute to the full capacity of the scale, or 100 lbs.
5. Electric Flashlight which illuminates the scale while the goods are being weighed.
6. An absolute check against giving of overweight and the saving of time in weighing goods.

QUESTION: Can you afford to do business without one?

**Stimpson Computing Scale Co.**  
Detroit, Michigan

By Royal  Letters Patent.

**NELSON'S**  
Crystal  
Leaf  
**GELATINE**

Unrivalled in the kitchen,  
 can be obtained from

**W.G.PATRICK & Co.**

St. Paul St., Montreal.  
 York St., Toronto.

**WHITE SWAN**

**YEAST CAKES**

are the most reliable and satisfactory yeast cakes on sale in Canada. Your customers will not complain of poor results if you supply this brand.

**ORDER FROM  
 YOUR WHOLESALER**

**White Swan Spices & Cereals  
 Limited**

SOLE DISTRIBUTORS    :-    TORONTO

**From a Hard Headed Business Standpoint**

Coles Machines embody in quality of materials and workmanship, a construction, guaranteeing a long term of service.

They are very economical to operate, due to their great simplicity and design. For instance, to grind one pound of coffee requires no more power than to burn an ordinary electric light for three minutes, or, in other words, one-fiftieth of a cent.

Again, by comparison, you will find that in every instance there is a considerable difference in favor of the COLES. Combine these facts then, Price, Endurance, Economy, and they will present three very good reasons why the COLES is the one logical machine for you.



**COLES MFG. CO., Philadelphia, Pa.**

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

**A SLIGHT DIFFERENCE**

in price on a cheap article like

**SAL SODA**

should not count when quality is considered

**BRUNNER, MOND & CO.'S**

**ENGLISH SAL SODA**

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda Sold.

**WINN & HOLLAND, LIMITED**

SOLE AGENTS  
**MONTREAL**





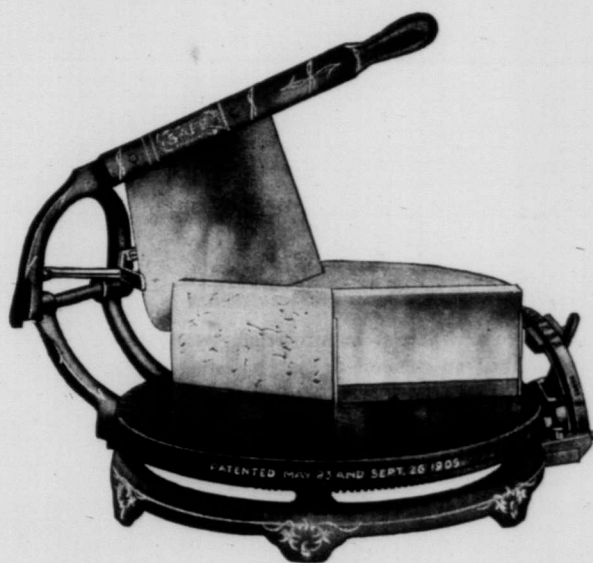
**Our Extensive Advertising has made Holland Rusk known to Everybody.**

HOLLAND RUSK is a byword in thousands of homes from Maine to California, women everywhere know this "dainty Dutch delicacy," made in the "old country way." You ought to have a dozen packages displayed on your counter because once your customers start buying it, they'll find so many ways to eat it, they'll always buy it. Just a hint to you—HOLLAND RUSK makes the most delicious toast for a WELSH RAREBIT, so whenever you sell cheese for a RAREBIT, sell also a package of HOLLAND RUSK. This is so easy it only needs a word of suggestion from you.

**HOLLAND RUSK CO.**  
HOLLAND, MICH.

Valuable premium coupons in every package increase sales. Send for list of gifts.

## THIS FIXTURE PAYS FOR ITSELF



in the saving of overweights which occur **without it.**

It shows exactly how much will be received for a cheese. You should know this. **Never trust** to guess work.

The "SAFE" is the cutter which continues to cut **accurately.**

It is an investment. Not an expense. Pays for itself in a few months.

No overweights. No crumbs. No drying out.

Order one to-day and stop your loss on cheese.

If your Wholesale Grocer has none in stock, write us.

## COMPUTING CHEESE CUTTER CO.

621-625 MAIN STREET,

ANDERSON, IND. U.S.A.

**Tartan**  
**BRAND**  
THE SIGN OF PURITY

TEAS, COFFEES, SPICES, EXTRACTS,  
BAKING POWDER,  
JELLY POWDER, SOAP.

Canned Vegetables, Fruits and Salmon, Syrup, Etc.

All goods branded "TARTAN" ensures the handler  
of the first quality, every package guaranteed.

'Phone Numbers—462 Long Distance. Free to Buyers. 3595, 3596, 3597,  
3598 Order 'Phones. 748 Shipping Office.

All orders shipped same day as received.

**BALFOUR, SMYE & CO.,** Wholesale **HAMILTON**  
Manufacturing Grocers,

**Rice's Salt**

The Salt that is ALL SALT

It is always in demand, because it is of the first quality. Stock  
RICE'S and earn the favor of your customers. It is the best ob-  
tainable for Table, Dairy and Cooking.

Write for Prices, Prompt Shipment.

THE NORTH AMERICAN CHEMICAL CO. Ltd., Clinton, Ont.

**TEA LEAD**

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

**ISLAND LEAD MILLS Ltd.**

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

Canadian Agents: **HUGH LAMBE & CO., TORONTO**  
**J. HUNTER WHITE, ST. JOHN, N.B.**  
**CECIL T. GORDON, MONTREAL**

**THE NAME "FAIRBANK"**  
**MEANS SOAP SURETY**



**GOLD DUST**

is so well known, due to our extensive and persistent advertising, that any  
grocer can sell it, and it's so well liked on account of its cleansing power  
—so sure to give satisfaction, that it pays to sell it as often as possible.

It will pay you to push GOLD DUST, because you can sell more of it, and  
sell it with less effort, than any other washing powder, and because it will  
please your customers, which means holding them.

LET THE GOLD DUST TWINS DO YOUR WORK.

**The N. K. Fairbank Company,**  
LIMITED, - - MONTREAL

# A USEFUL PACKAGE

The attention of Merchants is called to the fact that

*St. Lawrence*  
**Granulated**

is being packed in 25-lb. packages. A handsome package and a handy size. The demand for this sized package is increasing wherever they are known, and are proving very convenient to consumers.

## LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH  
AND  
PROCTOR**

SOLE PACKERS

Halifax, - N.S.

## This is the Season For

# James Dome Black Lead

Keep your stock well sorted up. The demand throughout the country is increasing.

# JOBBERS

should ask our agents to show them our samples of JAPAN TEAS and Fannings. We have a good assortment on spot and arriving.

## FURUYA & NISHIMURA

Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely—there's a "want-more" fascination about H.P. that is crowding the grocer's store all over the world, besides it shows a good profit. If there is any difficulty in obtaining H. P. Sauce send a post card to our agents.

W. G. PATRICK & CO., Toronto, Montreal, etc.  
R. B. SEETON & CO., Halifax, N.S.  
THE MIDLAND VINEGAR CO., LTD., Birmingham, Eng.

# H.P. SAUCE




## Meadow-Sweet Cheese

has certainly "taken hold" throughout the country, for ever since we entered our larger premises we have been very much rushed. We, however, are not surprised, because we have got an article in "MEADOW-SWEET" which is undoubtedly "The King of all Package Cheese."

10 Cents Retail. Dandy Profits.

Mr. Grocer, you can sell this line and lots of it. The price is within the reach of everyone. The quality will please even the "kickers."

THE MEADOW-SWEET CHEESE

29 and 31 William Street

Montreal, Canada



Sell Your Customers

## Riga Water

A most pleasant beverage and purgative water that should be in every home.

Cures Constipation and all Stomach troubles.

Strongly Recommended by the Medical Board.

WE WANT AGENTS

La Societe des Eaux Riga  
MONTREAL

50% PROFIT GUARANTEED

## BLACK JACK

QUICK  
CLEAN  
HANDY



TRY IT

SOLD BY  
ALL  
JOBBERS

1/2-lb. tins—  
3 doz. in case

# Next Week's BUSINESS

depends on this week's Sales. On the quality of them, not on the amount. On the satisfaction, or otherwise, that customers derive from their purchases. It is significant that "GIPSY" has won golden opinions amongst those Stove Polish users who will have nothing but "the best." While "satisfaction" holds business you cannot afford to ignore

## GIPSY STOVE GLOSS.

HARGREAVES BROS. & CO., LTD.,  
HULL, England.

Agents for ONTARIO:

F. E. ROBSON & CO., 25 Front St. East,  
TORONTO.



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

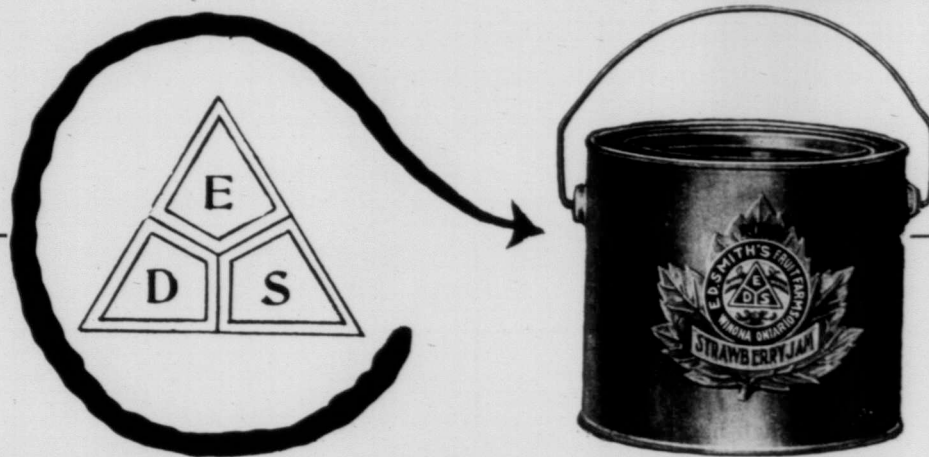
No better Coffee Essence can be bought—or sold—since no better can be made.

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

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

# CAMP

## COFFEE



**T**HE E. D. S. mark on Jams, Jellies, Catsups, Pork and Beans, etc., stands as a guarantee for quality, purity and deliciousness in table delicacies.

Moreover, E. D. S. products are backed by the approval of the Government Inspector of Foods (Government Bulletin No. 194 pronounces E. D. S. goods 100% pure.)

E. D. S. pure fruit and vegetable products are well advertised—a well advertised article is generally a good seller.

The dealer who handles E. D. S. goods makes no mistake—his business benefits.

Made only by

**E. D. SMITH**  
WINONA :: ONTARIO

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

# Attention, Mr. Grocer!

Are you satisfied that you are giving your customers the best value in tea and coffee? Also, are you holding their trade? Unless you are giving them the best, you will not and cannot hold them. The only sure way to build up a winning Tea and Coffee Department is to supply your customers with the leading beverages,

## “MELAGAMA”

Tea and Coffee—We guarantee your Tea and Coffee trade will increase, by selling “MELAGAMA” exclusively. Order a 100 lb. box To-day.

**MINTO BROS.,** 45 FRONT ST. EAST **TORONTO**

## ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

**An Invaluable Book for the Manufacturer, Jobber and Retailer.**

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of \$2 to any Address.

Technical Book Department

**MacLean Publishing Co.**

143-149 University Avenue, Toronto

## Aim for the best

Coffee is something on which the whole family express their opinion at the morning meal. Their judgment is in the cup alone. Aim, therefore, to supply them with *cup quality coffee*. Rideau Hall is blended from the finest cup selections only, and will please the most exacting.



**GORMAN, ECKERT & CO., Ltd.**  
LONDON ONTARIO

Western Selling Agents  
**MASON & HICKEY WINNIPEG**



# Facts When You Want Them



You can have, at a moment's notice, an accurate, up-to-the-minute statement of the important items of your Business if you use

## The National Office Register

This machine makes printed records of office transactions, and adds and classifies what it prints.

It compels a correct entry, furnishes information and protection on moneys handled and records kept, and at the same time an immediate personal audit on any or all departments of the business.

It saves time, labor and expense, and simplifies office system. Can be built to meet your particular requirements.

*Write for Free Booklet*

## The National Cash Register Company

285 Yonge Street, TORONTO

Canadian Factory, TORONTO

Owing to the large increase in sales of

# “ NUGGET ”

WATERPROOF

## SHOE POLISH

we have had to obtain larger premises.

---

**NEW ADDRESS**

**The “Nugget” Polish Co., Limited**

9, 11 and 13 Davenport Road

TORONTO, ONT.

### You Want to Earn More, Don't You ?

Your answer is Yes, Certainly!

The first essential is to find a way.

We are going to solve this problem for you.

You can suit yourself as to whether you give up your present position or not. If you choose, you can devote only spare time to our proposition.

If you are enterprising and intelligent, and willing to work for \$7.00 or \$8.00 a week during your spare hours, for the first two or three weeks of your connection with our staff, we can put you on the road to success.

After a few weeks, when you have had a little experience at our business, you can earn from \$25.00 to \$50.00 per week.

*Write for full particulars to*

**THE MACLEAN PUBLISHING CO.**

143-149 University Ave. Toronto, Ont.

### **Not an Enterprise for the “Quitter”**

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

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

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

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



Every pound of  
**CHASE & SANBORN'S**  
**COFFEE**

you sell is an investment in your customers' good will that will pay constant and permanent dividends.

**CHASE & SANBORN**  
MONTREAL

**GROCERY**

WE SELL  
**PURITY**  
**SALT**

**Advertise  
The Fact**

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people will have "Purity" Salt, therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE  
**WESTERN SALT CO., Limited**

Mooretown, - Ontario

**"King" Brand Jams**

Every dealer has a number of customers who want a real good jam, but who are only willing to pay a moderate price. We are able to offer you goods, which will not only please that class, but which will appeal to the palate of those always ready to pay more. Further, we are in a position to prove that KING BRAND JAMS are equal, if not superior, to any other brand on the market.



**Labrecque & Pellerin, Montreal**

AGENTS:

**John J. Gilmore & Co.**

Winnipeg

**J. Hunter White**

St. John, N.B.



# FIRST ARRIVAL OF



Registered

## New Shelled Bordeaux Walnuts For November First Delivery

We can also quote you interesting prices on  
No. 1 Broken Walnut Pieces.      No. 1 Bordeaux Halves.  
No. 1 Chabert Halves.

### W. G. Patrick & Co., Limited

IMPORTERS

Toronto

Montreal

Winnipeg

Vancouver

## Tea Hints for Retailers

By JOHN H. BLAKE

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

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

(275 pages)

(24 full-page illustrations)

Sent to any address on receipt of \$2.00.

### MacLean Publishing Company

(Technical Book Department)

148-149 University Ave.,

TORONTO

## Eureka Canada's Sanitary Refrigerator

THE GREATEST

Dry air circulating Refrigerator of the age.



This is the Refrigerator that has become famous from Coast to Coast.

More of them are used by Butchers than all other patented Refrigerators combined in Canada.

Made all sizes and prices for every purpose.

WRITE FOR CATALOGUE AND PRICES

### Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

# The Cup is the Final Test

Our **Standard Blends** composed of the choicest growths of India and Ceylon, **Challenge** comparison with any teas on the market!

Send us your order **now**. Offer them to your customers. **Watch** your increasing **Tea Trade**.

We **guarantee success** and will take back at our expense any Blend not entirely satisfactory.

		COST	SELL
◇ 1	<b>Star</b> Sweet, pungent draw, mixed, suitable for lumbermen and contractors .....	16c.	20c.
◇ 2	<b>Star</b> Fine liquor, good, regular leaf. Black, Green or Mixed .....	19c.	25c.
◇ 3	<b>Diamond</b> Choice, flavory, rich liquor, handsome leaf. Black or Mixed .....	22c.	30c.
◇ 3	<b>Diamond</b> Golden color, piquante liquor. Green .....	22c.	30c.
◇ 4	<b>Star</b> English Breakfast Tea, a powerful blend of Indian and Ceylon. Fine quality and flavor ...	27c.	40c.

Freight paid on 100 lbs. in Ontario.

# EBY-BLAIN, LIMITED

TEA BLENDERS TO THE TRADE

TORONTO

J. F. EBY, President

HUGH BLAIN, Vice President

Last Week We Sold In All Branches Combined

177,555 pounds of

# "SALADA"

## TEA

Can anything prove more conclusively to the Grocer that "SALADA" is the most desirable of all teas to handle?

The public want it in ever increasing quantities.

### "SALADA" TORONTO

"SALADA"  
41 Eastcheap, London, Eng.

"SALADA"  
198 W. Broadway, New York



ARE YOU GETTING YOUR SHARE  
OF

"KIT"  
PROFITS  
?

Another Shipment has just arrived.  
Special Advertising and Samples  
supplied free—this month.

**KIT COFFEE CO. GOVAN, GLASGOW**

ALEX TYTLER, Temple Building, London, Ont.  
J. A. CROOKS, Bedford, Halifax, N.S.  
KIRKLAND & ROSE, 312 Water St., Vancouver, B.C.  
G. C. WARREN, Regina, Sask.

**FREDERICK E. ROBSON & CO. TORONTO**

### WHAT'S GOOD FOR ROYALTY IS GOOD FOR YOUR CUSTOMERS

Royalty has appreciated the delicious, fresh, natural taste which can only be obtained from the most carefully selected and prepared fruits—fruits as are used in the production of



*We have supplied the tables of Their Late  
Majesties Queen Victoria and King Edward,  
and are now catering to King George V., by  
special command.*

Handle the best in Jams. Quality goods bring and hold trade, and put money into your pocket because quality goods move out rapidly. In Jams, let it be Cairns'.

**ALEXANDER CAIRNS & SONS  
PAISLEY, SCOTLAND**

Canadian Agents: SNOWDON & EBBITT, Montreal.



# KEEN'S OXFORD BLUE

KEEN'S OXFORD BLUE. The truest and best of blues; known the world over by every good housewife. It represents perfection of quality and real economy.

For sale by all the Canadian Jobbing Trade

## MAGOR, SON & COMPANY

403 St. Paul St., Montreal

30 Church St., Toronto

Agents for the Dominion of Canada



### Taking Advantage of the Season

Right from the start of the cold weather  
the demand for

## CROWN BRAND CORN SYRUP

Attains its greatest volume. Most grocers are aware of this fact, and sell five times more Crown Brand than any other Corn Syrup.

Users of Crown Brand know that it is a heat producing food—wholesome and nourishing—a delicious table delicacy for Fall, Winter and Spring use.

For children, during school days, Crown Brand forms a splendid food — being strengthening and stimulating. Mothers know this, and insist on getting Crown Brand Corn Syrup.

The Demand Is There---You Simply Have To Supply It

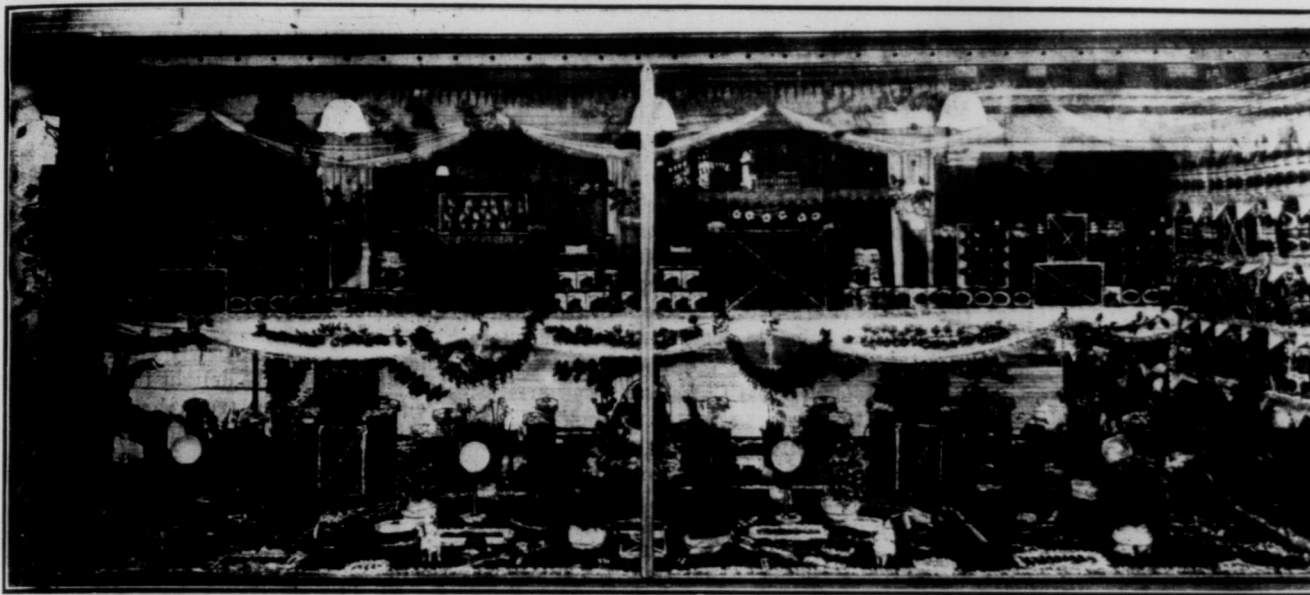
**THE EDWARDSBURG STARCH CO.**  
LIMITED  
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

Pu

It is lines of tial pro reason a While a eries w of fancy must be like an these lin cases by

Many gone str groceries the large to gradu sold. O ham & t make a class of also mak

One o effectual greater sale has This fir St., whe Decembe prove o creating have a v customer Last I



Last year's Christmas window in the H. O. Kirkham store, Victoria, B.C. This was an exceedingly handsome display.

## Pushes Fancy Lines by Window Display

Methods of a Victoria, B.C., Firm for Increasing Turnover in Such Goods—  
Good Profits in the Luxuries—Something About Their Last December's Christ-  
mas Display—Large Provision Department Maintained.

It is a well-known fact that fancy lines of groceries give the most substantial profits to the dealer and for this reason a good trade in them is desirable. While a certain business in staple groceries will come of itself, in most lines of fancy groceries some special efforts must be put forth to acquire anything like an appreciable trade. Demand for these lines must be worked up in most cases by special methods.

Many Western Canadian grocers have gone strongly after the trade in fancy groceries in recent years, spurred on by the larger profit and also by the desire to gradually raise the standard of goods sold. One of these firms is H. O. Kirkham & Co., Ltd., of Victoria, B.C., who make a specialty of carrying the finest class of groceries and provisions and also make it a point to sell them.

### Selling Through Displays.

One of the methods that have proved effectual in bringing these lines into greater prominence and extending their sale has been attractive window display. This firm have large premises on Fort St., where they commenced business in December, 1910, and here their windows prove of great value as an agent in creating demand for goods. Fancy lines have a way of appealing themselves to customers if they are properly displayed. Last December this firm had a par-

ticularly attractive Christmas window. That it attracted no little attention will be guessed by an inspection of the trim which is reproduced on this page. That it was attractive cannot be denied. Its arrangement, the class of goods shown, the manner in which they were shown with the addition of the floral and other decorations all combined to make an especially pleasing display.

### Fancy Lines in Glass.

The goods shown were those which are called for around the Christmas season. One of the features of the display was the showing of many lines such as olives, pickles and fruit in high glass display jars with closed top. Another feature is the shelf which extends along the back, thus considerably increasing the display space and adding to the appearance of the background and window in general. Particular care was taken by the trimmer to guard against crowding and to have the window symmetrically and evenly balanced. The result was a display that appealed to both the eye and the palate, and this is the aim of every grocery display.

### Use Efforts to Increase Turnover.

The main thing in fancy groceries is to work the trade up to such a point that the turnover of each line is large enough to well warrant a stock being

carried. However, it is not possible to make the turnover nearly as large as in staple groceries, except in the case of some special good selling line. For instance, some fancy imported lines in stock are only turned about twice a year, straight groceries once a month, but meat and poultry is turned over about twenty-four times a year.

### Specialize on Provisions.

The Kirkham provision department is quite an extensive one, a big feature being made of poultry as well as choice cuts of other provisions. Display is also an important factor in selling these lines, among the fixtures to allow this to be done to advantage being a long counter-refrigerator display case which keeps the meats in perfect condition, shows them up well and also serves as a counter.

### Strive to Give Efficient Service.

The staff employed in office, stores and delivery is now around forty and steadily increasing. The members aim to give polite and efficient service, realizing that it is one of the best advertisements a store can have. Attention is given to delivery as promptness in this department is essential. Regular district deliveries are maintained, and all the horses used by this firm are worked only half a day.

# Inducing the Public to "Shop Early"

Christmas is Now Only a Couple of Months Distant and Plans Should be Made Early—Letter on Question of Service Which Had a Good Effect—Advantage in Purchasing Early Should be Emphasized on all Regular Customers.

As regularly as the Christmas season rolls around the cry goes up through the daily press "shop early." No one knows better than the retailer the goodness of this advice—if it were only taken by the general public. But does the average dealer by his own initiative supplement the co-operation of the daily paper by aggressively 'going after' the Christmas shopper and seeing positively that he or she does shop early?

## What Methods Are in Use.

These are questions that each and every retail grocer should ask himself: 'What methods do I pursue to get the early Christmas shopper?' 'How can the bulk of the non-perishable goods be got into every customer's home long before Christmas eve?'

In the Fall Campaign Number of The Canadian Grocer was an article descriptive of the methods of a Hamilton, Ont., dealer for selling Christmas goods early. He pointed to the power of newspaper advertising and window display and to the importance of announcing the arrival of the first dried fruits, peels, etc., which he claimed were always the best. He hammered home this point about quality with the result that he had the bulk of his Christmas trade in dried fruits, etc., completed soon after the arrival of the first goods.

To get the public to shop early some inducement should be offered them. This Hamilton dealer offers quality. Others, by seizing hold of market features should the crop be short, sell sometimes by pointing out the price advantages in early purchasing. With still others service is made the inducement.

## Service is Emphasized.

From the accompanying illustration will be observed one method used last year by Michie & Co., King St., grocers, Toronto. This was a letter sent out to customers early in the season with a view to getting purchasers to shop early. The buyer is appealed to on the service platform. The comparisons on amount of business done during certain days prior to Christmas are forcibly emphasized by the length of the lines. The talk which follows is reasonable and at the same time strong enough to get the attention of a good many customers the result being that more purchased Christmas goods well in advance.

## Handicap on the Dealer.

Unless the public can be induced to buy early, the dealer has no chance to effi-

ciently handle his own customers nor those extra ones which always come round at Christmas times. By getting regular patrons of the store to purchase all their non-perishable goods two weeks or a month before the holiday, the dealer is in a splendid position to give adequate service to the "strangers" as well as customers when Christmas week arrives. As it is there is always too much business crowded into Christmas eve.

However, nature is prone to delay, possibly thinking that values will be better just before the holiday. If this idea

is dispelled from people's minds, if they can be shown that delay is dangerous both in so far as price, quality, and service is concerned, they will undoubtedly buy much of their Christmas goods early.



"It is a positive delight to meet a man you feel you can trust," remarked the individual with the high forehead.

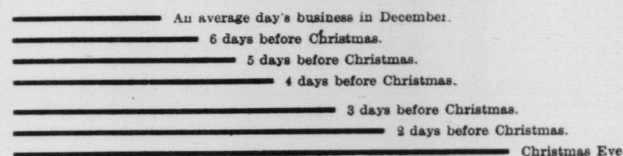
"Oh, I don't know, I prefer a man who pays cash," replied the man who kept the grocery store.



## IMPORTANT!



MICHIE & CO., LIMITED



**T**HIS illustrates exactly the intense strain that is put upon Store Service and delivery during the last three days before Christmas.

☞ Much of the strain of the last three days could be distributed over the week if our customers would order EARLY everything but goods of a perishable nature.

☞ The Wines and Liquors, for instance, will keep indefinitely and your order now can have better attention than during the rush of the final days.

☞—And this applies to all Staple Groceries, Xmas Crackers, Stockings, and everything but Fresh Fruits and Dairy Produce.

☞ Do not leave your WHOLE order until the last thing, because you must leave SOME of it. Let us have all you can now, for early delivery, and we shall be the better able to give good service to all, with satisfaction to our customers and to ourselves.

☞ We respectfully, urge the importance of this, and solicit your kind co-operation.

MICHIE & CO., LIMITED.

Reproduction of a letter used by Michie & Co. to get customers to shop early.



## Display Goods the Hunter Will Require

**Deer Season Opens November 1 and Followers of the Big Game Will Want Heavy Larders—All Kinds of Canned Goods Should be Shown—Meat Extracts, Soups, Tobacco, Cigars and Matches are Other Necessary Lines — Displays Ought to be Made Now.**

When you emerge into the open these fine fall mornings just as the strengthening sun is banishing the chill from the morning atmosphere, and take a deep breath of the crisp fresh air, where is it your fancies ramble as you betake yourself to your place of business?

If a canvas were made, it would probably be found that the thoughts of most of us point in the same direction. How we wish we were out on our favorite hunting grounds, invigorated by the intoxicating fresh air that is found among the hills and rocks, standing at the runway while an alert ear follows the baying of the hounds in the distance and awaits the appearance of the approaching game.

### Known as the Buck Fever.

The very thoughts send a thrill of delight through many a person. With some it is the first sign of an approaching fever that cannot be checked and which must be appeased. The wilds are calling and the call must be answered. They know it is so, and so they begin to carefully form their plans to betake themselves to the woods at no distant date.

Such is not the case with every person. It would not be well; but the individual who is a follower of the hunting game and who feels the call of the wilds at this season of the year, can hardly withstand it. He must respond. He is all on edge until he once more finds himself in his favorite haunt. Different kinds of game attract him.

### Deer Season Opens Nov. 1.

Already this fall, there have been many excursions in quest of some of the smaller members of the animal and bird kingdom, but Nov. 1, marks the opening of the season for deer and moose—the monarchs of the forest—and then the big portion of the fall hunting season can really be said to be here.

“And what has all this to do with the grocer and the grocery business?” the reader may ask of himself. “The grocer is a busy man, his business requires his close attention and he has little time to give to following the monarchs of the forest, no matter how invigorating the exercise may be.”

### Where the Grocer Comes In.

Yes, it is probable that a good many grocers will not be able to betake themselves to the hunting grounds, but there is nothing to prevent them from thinking of the hunting season; and if they

think deeply enough, it will by no means prove a waste of time. On the contrary it will be greatly to the advantage of their business. That invigorating air will develop an appetite of appreciable proportions, which must be appeased during the recess periods when the hunter is not on the trail.

To get down to brass tacks without further preliminaries, the hunter will need an extensive list of food articles along with him and this is the way in which the hunting season is going to prove most beneficial to the grocery trade in general. The hunting ground is generally far removed from any place where food supplies may be secured and accordingly, the huntsman will require a good supply. He will purchase these at the store where he believes his wants can best be cared for, and it is the grocer who shows him the goods most temptingly who is going to get the business.

### What the Window Will Do.

One of the best methods which the grocer has at hand of catching the eye, and securing the business of the intending huntsman is by good window displays. Here, the attention of both customers and non-customers may be attracted. One of the most important features to such a display is an appropriate setting that will connect up the goods shown with the purpose with which they are shown. The more realistic this setting is made, the more business it is likely to pull for the grocer.

### Suggestive Background Needed.

While a realistic setting is desirable, if the trimmer feels that he has not the time to put in an elaborate one, a simple construction will serve the purpose. Even such a simple arrangement as a few guns in the window, or a deer's head or a picture of a hunting scene will be suggestive. If more time can be expended on the work, a hunter waiting at a runway, gun in hand, might be represented. For the grocery store, a good setting is that of the hunter's camp with a camp fire and a table set ready for a meal.

### Goods That Can Be Shown.

The window should show all those goods which the hunter usually takes along with him and some others. The display should assist him materially in selecting his hamper of goods. Canned goods will of course be an important

feature. Hot beverages that may be speedily prepared is another item that should not be forgotten. In addition to the staple lines of canned goods such as tomatoes, peas and corn, there are pork and beans, corned, roast, boiled and ready lunch beef, jellied veal, potted tongue and veal. Along the fish line, the grocer has to offer salmon, sardines, herring, smelts, anchovies and lobsters. Cooked ham, cheese and condensed soups are some other lines. Preserved fruits is another item. As stated before the beverage line is an important one. Here there is tea, coffee, cocoa, condensed coffee, meat extracts and a line which should not be forgotten is condensed milk because the fresh article is seldom obtainable near the camp. The list of goods which the hunter might want is extensive and general stores could include such lines as pots and pans, blankets, guns, ammunition, gloves, boots, etc.

### Don't Overlook the Staples.

In fitting out the hunter such incidentals as salt, pepper and sugar should not be left out. Last but by no means least come matches and tobacco. In fact, it would be well to feature the latter line as hunting without plenty of tobacco is almost as bad as lacking in ammunition.

In regard to the arrangement of the window, outside the setting, little can be said. Here, the trimmer can follow his own ideas. In keeping with the “rough and ready” idea of camping, a good idea might be to place a rough finished box or case in the window and arrange the goods on and around this box. It would be well to use show cards to increase the selling power of the window and one feature outlined on these show cards might be the carefulness with which goods are packed so as to carry safely in transit, not matter how rough the road may be.

### The Time is Now.

The present is an excellent time for the arrangement of a hunting window. Deer hunters will shortly be betaking themselves to the woods, and windows should be arranged now in order to interest them. There is always much to be gained by timeliness.

Some advertising just at this season in the local paper can be used to good effect. When combined with window display as well as personal salesmanship, the business secured by the three united should be appreciable.

“So you don't want no huckleberries?”

“No; I have changed my mind. I see your cat is asleep in these huckleberries.”

“That's all right, mum. I don't mind waking the cat up.”

# The CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

## OFFICES:

**CANADA—**  
 Montreal—Rooms 701-702 Eastern Townships Bank Building, Telephone Main 1255. O. S. Johnston  
 Toronto—143-149 University Ave. Telephone Main 7324.  
 Winnipeg—34 Royal Bank Building. Phone Garry 2313.

**UNITED STATES—**  
 New York—R. B. Huestis, 115 Broadway, New York. Telephone Rector 2009.  
 Chicago—A. H. Byrne, 140 South Dearborn Street. Phone Rand 3234.

**GREAT BRITAIN—**  
 London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

**FRANCE—**  
 France—John F. Jones & Co., 31 bis Faubourg Montmartre.  
 Subscription: Canada, \$2.00; United States, \$2.50;  
 Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, OCT. 25, 1912

## THE ACCEPTANCE OF DRAFTS.

There are yet a great many retail dealers who look upon the draft system of collecting accounts with displeasure.

Why this should be, is difficult to ascertain. No doubt the average reason would be that it is considered a reflection on the credit of the dealer. But there are no grounds whatever to substantiate this. The other day The Grocer asked an accountant closely in touch with methods of banks and financial agencies if the acceptance of a draft had any tendency to lower the credit standing of the merchant in the eyes of these institutions.

"Emphatically no," he replied, "no bank or financial agency would think of such a thing as long as the dealer had money in the bank to meet the account."

In fact he claimed it would tend to strengthen the credit of such a merchant, because if he paid by cheque he might occasionally delay payment and thus possibly lower his credit standing in the eyes of the bank and the financial agencies.

Payment by draft helps particularly the dealer who has not much time to spare in looking after a number of books. When the draft comes in all he has to do, if he already does not know the amount of invoice, is to look it up and accept. There is no doubt many wholesale firms are given considerable unnecessary trouble through this unwarranted prejudice against the draft. It is an easy, sound, business method of disposing of accounts and does not at all reflect on anybody's credit so long as it is accepted.

## SHOULDERING RESPONSIBILITIES.

One of Elbert Hubbard's epigrams is, "Responsibilities gravitate to the person who can shoulder them," and The Fra has again as usual expressed himself very lucidly.

Everybody knows too that the man who shoulders the responsibilities is the individual who is most in demand.

He is the one who can command a salary instead of a wage, and it is up to the clerk himself whether he advances to the salary stage or remains where he is.

Many of our best traveling salesmen on the road to-day were at one time clerks in the retail stores. They proved their value by their capacity to shoulder responsibilities and have thenceforth been in demand. Others have developed into some of the most successful merchants of the day.

It is, too, the duty of every employer to see that his salesmen and other employees are given responsibilities to attend to. If he finds their capacity lacking after a reasonable trial, they are a detriment to the store and should be weeded out.

## PROPER DEGREE OF FRIENDLINESS.

It is desirable that the merchant and his clerks be friendly with customers. But is there such a thing as overdoing friendliness? One grocer at least believes there is. To explain how, he tells of a commercial traveler who called upon him recently.

"He had evidently got well loaded with information before leaving the local hotel," said this merchant, "for although it was only his second call on me, he walked right up to the desk and said, 'Hello, Bill How are things going with you?' and then went on making enquiries about the several members of the family as if he had known us since childhood. I recognized his aim, but thought that he was overdoing it a little."

In the same way there is probably a possibility of the retailer appearing too friendly with customers whom he has only known a short time and thus defeating his own purpose. The degree of familiarity adopted towards a customer by a retailer should be based on the length of acquaintance and also the kind of customer being dealt with. With some one can be much freer than others. This can only be gauged by a study of the customer.

Friendliness, however, should be more of the genuine character and not that assumed for the time as is frequently the case in order to please the customer and put him in a better purchasing mood.

## MEETING BUSINESS.

There can be no contradiction of the statement that business always comes quickest to the man who goes farthest to meet it.

The retail dealer who sits behind the counter in an uninviting store and worries over slackness of trade is responsible for the wrath of stagnant business falling on his shoulders. He must get out and hustle. This does not mean literally outside the store, but he must use every means at his command to attract the trade that is going elsewhere or not being done at all for lack of aggressiveness on his part.

Now that the biggest season of trade of all the year with most stores is looming above the horizon, every dealer has opportunities to "meet" the coming business if he will. An aggressive campaign must be early got under way. Plans for regular window displays should be made at once and advertisements drafted for the newspaper in order that strong announcements can be made at the psychological moment. As soon as new dried fruits

are received, efforts should be made to get them into the hands of regular customers.

By going out to meet business in this way, the dealer is bound to sell more goods than by the procrastination method. Delay means loss to the grocer. He must, therefore, eliminate delay.

CLERKS AND NEW SYSTEMS.

System is a splendid thing, but it must always be remembered that the man who formulates the system is not the one upon whom its success depends. It is the man behind the counter who is largely responsible for the success or failure of the plan. It is therefore very necessary to secure the co-operation of the man behind the counter.

Perhaps dealers hardly give sufficient time to advising their clerks of the new systems they are introducing. Such explanations are absolutely necessary to the success of these schemes. How is the clerk to enter into the spirit of the project if it is not properly presented to him?

In different stores the appeal to the clerks may be made in different ways. One large establishment has a recreation club, and at meetings of this, brief announcements of new systems are made, the saving or the better service these are expected to give, being thoroughly explained, and the clerk's co-operation asked.

In another establishment, of smaller size, the proprietor explains his new projects to each clerk. He never fails to get whole-hearted co-operation.

Clerks are generally willing to do their best for the man who employs them, but it is human nature that they will be more thoughtful of their employer's interests if these interests are laid before them in a tactful way. Orders are all very well, but more genuine co-operation is secured by asking, and consulting, than by giving orders. The merchant who succeeds best is the one who can inspire his employees with the feeling that they are working with him but not for him.

BE ENTHUSIASTIC.

"Be a good listener, be honest, study your business, keep healthy, and, of greatest importance, be enthusiastic," were the principal points emphasized by a speaker at a salesman's convention recently.

A great many manufacturing concerns to-day are conducting salesman schools for the education of men in their particular line. The sole object is that by a thorough and complete education of both new as well as old men, they expect that they shall gain such knowledge and such facts relative to the particular article, to make them enthusiastic.

Why should not the retail dealer aim to create a greater enthusiasm among his sales force, just as do these manufacturing firms? By brief conferences at periods when business is not rushing, hints as to advisability of practising the above points could be judiciously thrown out.

Enthusiasm is based on belief in the goods being sold, and belief in the store itself, and every salesman in the store should study enthusiasm, remembering that an enthusiastic man always gains confidence.

CUT DOWN IDEAS.

All will remember those trousers, which, in the old days served first father, then big brother, then you. They were not discarded because they were too large for you. They were cut down. Strange as it may seem there is a lesson in these old trousers.

A number of dealers to-day are lamenting the fact that their business is small, that they have not a large number of men working for them. They read of a fine business method. "Yes," they say, "that would avoid losses and would help in ordering, but the system is for a man with a big business. I can not use it." Let such men think of those long serving trousers. Let them cut down the methods which come to their attention to meet their own needs. It is doubtful if one man in a hundred gets an idea which is exactly suited to his business. But the idea shows him what his business lacks. He can apply another man's system to his own particular use.

Why, the man doing business on a fairly small scale has a better chance to operate money saving systems than has the manager of a large concern. He can give a closer personal supervision to the operation of the system. Let not the small dealer call a halt, therefore. Let him cut down the ideas of others to suit himself, but let him use them.

EDITORIAL NOTES.

Don't be afraid to do more than you are paid to do, and don't shirk responsibility.

The more responsibility placed on the store employees, the more time the proprietor has to develop sales.

If the uncertainties of the grocery business were eliminated, failures would soon be reduced to a minimum.

Unless the exact cost of placing a line of goods in the store is known, how can the dealer intelligently fix the selling price?

Better lose a sale than to make the positive statement that goods will be delivered at a certain time when there is no certainty that they will be.

If you can't go hunting yourself, the next best thing is to get some money from the man who does before he goes. He may never come back.

If any department in the store is not paying interest on investment, spruce up the department instead of eliminating it. Others are making money from it and why not you?

A carpenter without tools to work with will waste an enormous amount of energy in a day. Same applies to the merchant or clerk without present day fixtures and equipment.

Too much business is being crowded into Christmas eve. If only the dealer could sell his customers the majority of their goods ten days before, what a merry Christmas he would have!

## System in Management--Store Equipment

Delegate Responsibility on All Employees and Reward Their Accomplishments—By This Means They Develop Their Degree of Usefulness to the Business—Value of the Best Tools and Appliances.

\*By Henry Johnson, Jr.

I have the following good letter:

Oct. 4, 1912.

Henry John, Jr.—

Dear Sir,—Your letter on store management, re employing a manager, has been the most interesting of any.

I will suggest to the Dashville grocer in Western Canada, that he make every clerk in his employ a manager over a certain amount of floor space, and teach him to buy the stock and arrange it to sell. Have each one give an itemized account of every article damaged and to what extent. The more responsibility a clerk has the better man he will be. The general manager should know every man personally and direct him personally. By this system you avoid discord—each man is independent of any other. He need take no order from any save his manager.

In this manner all losses would be accounted for and the cause known.

Each and every clerk should be made to feel and to know that he is part of the force that drives a large business to success. And as each of these managers of departments increases the earnings, increase his pay and watch him hustle.

Respectfully,  
Chas. E. Sandford.

That is a straight, practical suggestion. It carries some of my own plans, ideas and practices an important step forward over anything I have yet evolved in my own business. I shall work it out in my own store at once.

### Responsibility Develops Men.

I will say, however, that I have known for so many years that I have forgotten when I did not know it, that responsibility is the great developer. This has become so obvious to me that I always marvel when I hear a man say that he cannot get good help or he cannot get anybody to shoulder any of his responsibility. The delegation of responsibility should begin when the boy comes into the store and should continue without interruption so long as he stays in the store. To get results, the boy must be set to doing something and only the most general directions must be given to him. Left to his own devices, he will think or

\*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

he will stop still and wait for further orders. When he waits in this way, I tell him to go ahead and use his own brain. "The Lord gave you a brain to use. If you do not use it, you might as well have a turnip on your shoulders. Go ahead. Make a few mistakes. I'll tell you very quickly if you do not do right. Then you will get it right; then also you will not forget it all so quickly as if I did all your thinking for you."

### Not Enough Management.

There is generally too little management—which means too little logical thinking on the part of the boss and consequent disappointment with results which, after all, are of our own making. When I hear a man say that he cannot get organization or system into his business, I think it is his own fault. I further think that there are not less than 180,000 other grocery stores on the continent all of which are running and many of which are making money—yet this complainant is running one only and acknowledging that he fails at the job.

In most businesses the employer does too much work and too little planning, thinking, organizing. I do less work in proportion to the size of my business than, I think, most men do. Yet I daily feel that I do too much as it is. I love to handle groceries. It is a positive pleasure to me to pile goods on the shelves, arrange them neatly and logically and generally make them attractive; but I have to check myself in this, for that is work not only which clerks should do, but which it is their right to do in the interest of their own education. It is my business to lay out their work. I fail whenever I do what they should be not made to do but allowed to do.

### Fixture Matter Important.

One of the ways in which we do not do justice to our business is in the matter of tools and equipment generally. For many years I have worked on the theory that the best appliances and plenty of them is the best investment I can make. I know that this may run to extremes. Then we have the fixture fever and lose out on that tack; but most of us can go a long way, a very long way indeed, on this tack and not get into the wind.

Twelve years ago I fitted out my store with the finest kind of oak shelves and

counters. There must be no misunderstanding about this. I put in nothing whatever that was merely ornamental; but everything of the best materials and every item thoroughly practical. To-day I am removing that equipment to a new store and, barring some refinishing, there is nothing to be done to it. This is because it was good to start with. Yet in the twelve years my depreciation charge has wiped it all out; so you can see that it was a good investment.

### Has Installed Computing Scale.

Twenty-five years ago, in the days of the elder Johnson, we bought some agate bearing scales and later, in my own time, say fifteen years ago, I bought some more of a later design. These are as good, as sensitive, as efficient to-day as the day they were unpacked; but they have been set aside now for the most accurate line of computing scales I have been able to find. These last I am satisfied, will last me about as long as I shall need to use scales—and I feel that the investment will prove to be a good one. I have seen numbers of men fool themselves thus in two ways: (1) Through not having the scales which were accurate enough for their requirements and (2) through not having enough scales. If a clerk has to walk twenty feet to weigh an article, that time and energy is a constant expense to the business. Such waste motion will very rapidly cost more than the price of many sets of the finest scales made.

### Uses the Auto Delivery.

I never tried to "save money" on a cheap wagon that I did not regret the step. Only a few wagons of ours have been of the bargain counter type. Mostly they have been specially made for us and have cost accordingly; but they have lasted long, have given good service, have "earned their keep" every day of the year. Now I have taken on auto-delivery, as may be seen any day about my store and in our town; and I have no regrets. I do not think I have got it all yet. I am sure that I shall do better with deliveries and the cost thereof in six months than I am doing now. But I know that we are doing much better than we used to do and I expect to keep right on doing better.

### Elevator With Ton Capacity.

It is poor economy to buy a hand elevator. Those things are man-killers and cost extravagantly in time and energy. My elevator will carry a ton to the third floor in less than one minute, taking up a platform truck with 38 or 40 sacks of flour and taking the man along with the load. Thus, one man can handle that flour and do it easily and quickly. Think of the economy of time and labor.

**Beware of Waste Motion.**

Every bit of waste motion and energy frittered away in useless hard labor that you can cut out of your business is good management and true economy. First cost may seem heavy, but if you spread it over a term of years, it becomes negligible—and the results are great. Good paper conveniently placed; plenty of the strongest bags properly

scattered where they can be reached with few motions; rapid accounting systems—all these things are true economizers. Then let you and me devote ourselves to the really high grade work of planning and making sales, and the business can and will grow beyond anything possible under any scheme of "saving" the needful investment in good tools.

Carmichael also maintained that the grocers of Toronto should be represented in the city council and the association unanimously went on record as endorsing David Bell, 702 Yonge street, as a candidate for alderman in Ward 3 in the coming election. Mr. Bell has been in the grocery business in Toronto for 17 years.

**Cold Storage on Carpet.**

"If prices keep going up at the rate they are now, the consumer will soon not be able to pay the prices we find necessary to exact."

"I wonder if cold storage has anything to do with high prices. I think the government should see that every cold storage is cleared out at least once a year."

"The U.S. law makes it necessary to clear out cold storages every six months."

"I don't think cost of living would be cheaper if we had no cold storage. I believe it is a god send. If there is an overplus of butter in June, it can be put in cold storage and kept there till winter when butter is scarce. I believe on the whole, it decreases the cost of living."

**Views on Canned Goods.**

"What do you think of the price of canned tomatoes?"

"I don't see why they should be so high. Raw tomatoes are not much dearer than when tomatoes sold at 75c a dozen."

"Look at the larger demand, however. There is a lot of new country to supply."

"I hear one factory made contracts at \$1.10 per dozen, and peas at \$1.02 1/2."

"Another factory booked tomatoes at \$1.25."

"I see one grocer is selling new tomatoes at 2 for 25c."

"I won't sell any at that price. I am getting 18c for an extra fancy brand."

**Buying Methods Discussed by Grocers**

**Some Advocate Hand to Mouth Policy as Best—Breaking Back to Buy Ahead Condemned—Business Tax Up for Discussion—Views on Canned Goods Situation—Association Endorse David Bell as Aldermanic Candidate.**

Toronto, Oct. 24—(Special). — The methods which the grocer should follow in the purchasing of his goods was one of the interesting subjects that came up for discussion at the monthly meeting of the Toronto Retail Grocers on Monday night. The opinion was expressed by many of those present that in most cases, on the whole, a hand-to-mouth policy would be the most profitable for the dealer. As one dealer put it, "the policy of the retailer breaking his back trying to finance the purchase of goods which he has bought ahead is a foolish one." But that buying ahead is sometimes profitable is shown by the remark of one dealer, "I have made a good deal of money by buying ahead at the right time. In this way I have made as much as 30 to 40 per cent. on sugar."

"Some years, as for instance last year, we made money by buying our canned goods ahead. This year, however, we will make practically nothing by this policy," remarked one dealer.

"There are many retailers breaking their back trying to finance the purchase of goods which they should never have attempted," was the comment of Neil Carmichael.

**Money and Storage Space Used Up.**

"Taking one year with another," advised J. S. Bond, "I believe it would pay not to buy ahead. We use up our storage space which is worth something and we have our money tied up and while sometimes we make a little, other times we do not."

"I know grocers," broke in another, "who had the money to buy ahead, but who bought a few cases or boxes at a time and they are the fellows who made the money. Some fellows will buy a car of sugar and nearly have to break their backs paying for it, in some cases having to sell it off cheap to customers in order to get the money to pay for it. A fellow who has to do that is not following the right buying methods."

**Business Tax Discussed.**

The business tax came up for discussion, being introduced by Frank Johnston. Wm. C. Miller explained that a large number of Yonge street dealers had protested against the high business tax but found that was not in the hands of the city but governed by provincial laws. He understood that the city council would apply to the Ontario Legislature for a change in the system of assessment.

"It affects the downtown district mostly, and not so much the small dealer," remarked one member. "I really think it is not detrimental to majority of small retailers. It catches the fellow who should pay a high business assessment."

"If your property has advanced you can afford to pay the extra business tax," said J. S. Bond.

"But it affects the fellow who has a rented store," argued D. Bell. "I consider it a rank injustice to have the business tax figured on the value of the property instead of amount of business done."

**Grocer Endorsed for Alderman.**

The Toronto Retail Grocers are going to take more interest in municipal affairs. Wm. C. Miller in a fiery speech, maintained that the retail grocers should be represented in the city council. "Nearly every other department of trade has or has had a representative in the council but this the grocers have never had, at least not in recent years. I understand that members will come forth at the coming election with the purpose of having annulled some of the legislation which the grocers have had enacted during the past year and it is only proper that the grocers should have some one there to guard their interests. It requires a man engaged in the grocery business to understand our needs."

Other members including J. G. Bond, D. McLean, Frank Johnston and Neil

**MARKET NOTES FROM HERE AND THERE.**

Chili during 1911 exported 8,518,200 pounds of walnuts.

The Grenoble walnut crop in France is showing a prospective outturn of 60 per cent. of the yield of 1911.

The 1912 crop of potatoes in the U.S. is estimated at 396,000,000 bushels compared with 292,737,000 last year.

California planters are elated over the success of the almond crop, the yield having proved the best in the history of the State.

Estimates of the number of barrels of grapes that will be shipped from Almeria this year are now generally placed at 1,700,000.

## Selling Goods at Loss is Poor Business

**An Instance Where Pork and Beans Costing 60 Cents per Dozen Are Sold at Five Cents Each Tin—Means Direct Loss Without Taking Cost of Doing Business Into Consideration—Value of a Cost Book.**

Selling goods at little or no profit is still the big trouble with a great many retail stores. Some dealers seem to have the idea that because they sell an article at a cent above invoice cost they are making 12 cents on a dozen. A great many others cling to the three-for-a-quarter and six-for-a-quarter selling method regardless of any advance that may have taken place recently.

### Selling Pork and Beans at a Loss.

Just the other day a dealer pointed to the trouble he was having with customers who claimed they could buy a small tin of pork and beans for 5 cents in some stores. This grocer was asking 6 cents.

"I do not understand," he declared, "how they can exist on such methods. Why, those beans cost us 60 cents a dozen and we would absolutely lose money on selling them at that price taking into consideration only invoice cost plus freight."

As a matter of fact a dozen of these tins at 5 cents would bring the grocer just 60 cents which the invoice shows he paid for them. He is out freight, if any is charged, and his cost in turning them over which in the average store amounts to from 12 to 15 per cent.

If these one-pound tins were sold at 6 cents, the margin above invoice cost would amount to 12 cents on a dozen. Twelve cents on a turnover of 72 means a total margin of 16 2-3 per cent., which in a great many cases would a little more than cover cost of doing business. If sold at 7 cents the margin would be two on seven or about 28½ per cent. on turnover, which might be considered somewhat steep except by a store giving a very high grade service.

### What Cost Book Would Do.

But the point is why should any dealer sell this line of pork and beans for 5 cents? It must be because he had not recently looked up his cost. And here is just where a Cost Book, as shown in an article in the Fall Campaign number, would come in handy. A. G. Bain & Co., of Hamilton, Ont., who operate the Cost Book in question, know exactly where to look to find the cost of any article. Pork and beans is tabulated on a certain page and every time a salesman wants to sell them pork and beans, the buyer looks up this Cost Book. If he should happen to forget what they

cost him before, the information comes to his attention. With such a book there is little chance for a dealer to unknowingly sell any article at a loss.

### No Money On This Salmon.

The dealer above who has had trouble with pork and bean prices is also frequently told that competitors are selling salmon at 15 cents which costs them a fraction over 14 cents a tin.

This system of retailing is what is keeping the grocery trade down. The

dealer who sells one article at cost will no doubt do the same with others. He therefore will naturally get a lot of business from competitors on these lines; but if he loses money on them, of what use are the sales? If he loses much money it is only a matter of time till he goes out of business.

### Lowering Standard of the Trade.

While such a dealer is getting trade and losing money, competitors have to suffer through no fault of their own. This all checks the uplifting of the standard of the grocery trade.

In the matter of emphasizing the necessity of getting a fair profit on every grocery article, the retail associations are doing great service. Meetings at which this phase of retailing is talked over means time well spent.

## Great Care Necessary in Extending Credit

**In Address Before Canadian Credit Men's Association Stress Is Laid on Honesty, Capital and Ability—The Greatest of All Is Honesty—National Association Is Proposed.**

Toronto, Oct. 24 (Special).—"Honesty, capital and ability are the three important and essential elements to be taken into consideration in extending credit." So said H. B. Buell, of Syracuse, N.Y., at the first fall meeting of the Ontario division of the Canadian Credit Men's Association at McConkey's on Thursday night last in his address on "Credit and Credit Granting." While his remarks were addressed to wholesalers and manufacturers they should also contain much of interest to the retail dealer.

Credit was defined as the capitalization of reputation. Honesty, capital and ability are the three elements to be taken into consideration in extending it. Unless a man is honest, credit is unsafe regardless of the other two. Too many men to-day are trying to struggle along with too small a capital. With present strenuous competition, unless a man has sufficient capital to take advantage of all opportunities, such as taking all discounts, he has a hard row to hoe. And last but by no means least, unless a man has the ability for proper use of his capital, although he is honest, may prove an unsafe man to whom to extend credit.

### Must Be Authentic Information.

Credit should be granted, he said, on specific information and not on intuition or surface conditions. A full and complete statement of financial condition, showing both live and dormant assets, should be required. Fire insurance is important and it should be seen that customers are adequately protected in this

regard. Inquiry should be made into the personal habits and integrity of the person to whom credit is extended.

### Sparks from the Credit Speech.

"Credit once impaired is hard to regain."

"Incompetence is largely the cause of failures."

"The man who fails will generally find the trouble in himself."

"With two men of equal capital, one may succeed while the other will not."

"Insist that your debtor be sufficiently protected against loss by fire or refuse the credit."

"The man of good habits will make a more desirable customer than he that is not so."

"Be decent to the underdog. He may be on top to-morrow. Help him get there."

### National Association.

There was a large attendance at the meeting. It was announced that a branch of the association had been opened at Vancouver, B.C., thus completing a chain from the Atlantic to the Pacific. "The next step," said A. G. Malcolm, the chairman, "will be the formation of a national association."

There are 750,000 acres planted with coconuts in Ceylon. Forty full grown Ceylon coconuts will produce one gallon of oil. It requires 170 to 200 nuts to make 112 pounds of dessicated coconut. One hundred and twelve pounds of copra will produce four or five gallons of oil.

# Sugar Declines During the Past Year

How and Why Market Dropped From High Level Last Fall to \$1.10 Per Cwt. Less—Figures Show a Gradual Fall—What are Prospects for the Future?—Part Played by the Weather.

A fact in regard to sugar that many grocers at the present time fail to fully realize is that it is at a comparatively low price, especially when compared with the range of recent years or with usual prices at this time of year. It is true that last year this staple of the grocery store soared to a dizzy height but it is also true that gradually but certainly it has been worming its way down to a reasonable level. The price of sugar on the Toronto market to-day is \$4.85. Look at these figures ruling on Oct. 25 for the previous three years:—

1911 .....	\$5.95
1910 .....	4.90
1909 .....	5.40

## Last Year's Price High.

This means that sugar is lower at the present time than it has been at this season for a number of years back. A comparison shows that one year ago, prices were exactly \$1.10 per cwt. higher than they are to-day. The grocer well knows the story of last year's nightmare experience in the sugar market when exceedingly dry hot weather put a crimp in the growth of the European beet crop and made history by sending prices scurrying to the highest point that had been attained in 22 years.

One year ago this record price, namely \$5.95 on the Toronto market was ruling. Then the approach of an appreciable cane crop in Cuba cast a shadow that caused prices to break in December. In fact this was the first downward movement sugar had shown since the previous February. Further concessions followed until the end of January, by which time values had been forced down to \$5.45. Then conditions in Cuba took an unfavorable turn, sending refiners scurrying to cover and strengthening refined sugar by 20 points.

## Declines Were Inevitable.

But not for long. The yield in Cuba began to show up more certain, estimates had to be extended and gradually step by step, the market had to bow to the inevitable and descend from the high perch it had held. Europe which the year before had played the lion, this year played the lamb. It had nothing sensational to offer; on the contrary, bearish news was prominent so that right through the preserving season a tone of weakness prevailed. This is a very unusual order of things for in past years when demand has been at its best

there has been a tendency to strengthen. This year declines took place right in the middle of the preserving season. Here are the year's changes:—

Sept. 1, 1911 .....	\$5.55
Sept. 8, 1911 .....	5.75
Sept. 14, 1911 .....	5.95
Dec. 7 .....	5.85
Dec. 21 .....	5.75
Jan. 5, 1912 .....	5.65
Jan. 12, 1912 .....	5.55
Jan. 26, 1912 .....	5.45
Feb. 9, 1912 .....	5.55
Feb. 12, 1912 .....	5.65
Mar. 29, 1912 .....	5.55
Apr. 5, 1912 .....	5.45
May 31, 1912 .....	5.35
June 21, 1912 .....	5.25
June 28, 1912 .....	5.15
Aug. 16, 1912 .....	5.05
Oct. 9, 1912 .....	4.95
Oct. 17, 1912 .....	4.85

## An Eye on the Future.

But this is all past and gone, and is now merely a matter of history. While the unusual changes which have marked the past year and a half are interesting, another factor of interest is what the future probably holds in store for this particular article. This is something which the grocer would really like to know.

Well, there have been two downward changes of 10 points during the present month but the end is acknowledged to be not yet. While there are always differences of opinion, and while sugar always holds a marked degree of uncertainty, it is held that sugar may probably see another couple of declines or at least the present raw market seems to warrant that. However, by the time they have arrived, the raw outlook may have changed enough to mean still further reductions.

## Points to Low Market.

The truth of the matter is, prospects at present looming up are causing the opinion to gain ground that we are going to see low sugar before the end of the Cuban campaign which begins in January. This year's European beet crop is large, in fact it might be described as very large and with the present prospects of being followed up by a large Cuban cane crop, is creating the impression that low prices are ahead.

For instance one authority says that Cuban cane reports continue highly favorable and the crop will likely exceed

the highest yet produced, if all the cane in the fields can be turned into sugar by favorable conditions of labor and weather. However, there is nothing of certainty in regard to this. In fact there is much uncertainty. The Cuban crop does not begin its outturn until January, and is, therefore, still in its swaddling clothes, so that it would be nothing but a guess, to predict the course of prices up to February next, although the present conditions are favorable for reasonable values.

## Two Posers.

"How low will sugar go before February next?" one sugar man was queried this week.

"When is the world coming to an end?" was his very pointed reply.

"It is difficult to tell how far the pendulum will swing back," he continued. "I think the tendency is to expect too much of a decline in the immediate future. I would say that the present level of the raw market will probably warrant a couple of declines."

"As to further ahead, it is difficult to predict. Sugar is always sugar. During the last period of high prices in sugar, the high point of 5.75 on the Montreal market was reached in Feb. 1905. Then began a series of continued declines until the low point of \$4 was reached in March, 1906."

That was a total decline of \$1.75 from the high point. Sugar this time has so far reacted \$1.10 per cwt.

## OPENING ANNOUNCEMENT.

King Bros., of Wingham, Ont., in announcing the opening of their new store in the local paper say, "We are now settled in our new premises and extend to all a cordial welcome to visit us whether to buy or not. We now have one of the finest and brightest stores outside the cities and it belongs to our customers for trading purposes and we want every transaction to be pleasant and profitable to them." Some of the mottoes used by this firm in their advertising are "Good Goods," "prices right," "we want your trade."

Customer—"Do you keep coffee in the bean?"

New Clerk—"Upstairs, Madam; this is the ground floor."

# The Pulse of the Grocery Markets

Refined Sugar Declines During Week—Now 1.10 Per Cwt. Lower Than Year Ago—Many New Lines of Dried Fruits Arriving—Figs and Dates Coming to Hand—Nuts in Demand for Thanksgiving.

## QUEBEC MARKETS.

### POINTERS—

Sugar.—Down 10c., now \$4.75.  
Evaporated Fruits.—Some changes.  
Rice.—Steady.

Montreal, Oct. 24.—The week has seen another general decline in sugar, due of course to the fine crops of beets and cane.

In dried fruits there have been a number of price changes, and it is certain that more will be recorded next week, for new shipments of several lines will be then received.

Rice is weak. The belief is that the market may go still lower, and no heavy buying is being done.

SUGAR.—Raw sugar has been reduced in price, and refined has followed by another 10 cents since last report. The decline is of course due to the splendid crops in Europe and in Cuba. The tendency is still downward.

Granulated, bags	4 75
Granulated, 25-lb. bags	4 85
Granulated, 5-lb. cartons	5 05
Granulated, 2-lb. carton, per cwt.	5 05
Granulated, Imperial	4 60
Granulated, Beaver	4 60
Paris lump, boxes 100 lbs.	5 50
Paris lumps, boxes 50 lbs.	5 60
Paris lumps, boxes 25 lbs.	5 80
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 40
Crystal diamonds, 100-lb. boxes	5 50
Crystal diamonds, 50-lb. boxes	5 60
Crystal diamonds, 25-lb. boxes	5 80
Crystal diamonds, 5-lb. cartons	6 30
Crystal diamonds, Dominoes, cartons	7 10
Extra ground, bbls.	5 15
Extra ground, 50-lb. boxes	5 35
Extra ground, 25-lb. boxes	5 55
Powdered, bbls.	4 95
Powdered, 50-lb. boxes	5 15
Powdered, 25-lb. boxes	4 75
Phoenix	4 75
Bright coffee	4 70
No. 3 yellow	4 60
No. 2 yellow	4 50
No. 1 yellow	4 35
Bbls. granulated and yellow may be had at 5c. above bag prices.	

MOLASSES.—The cool weather has brought a stronger demand, and as stocks are good this can readily be met. It seems the season will be a heavy one. No price changes have occurred.

Fancy Barbados molasses, puncheons	0 38	0 40
Fancy Barbados molasses, barrels	0 41	0 43
Fancy Barbados molasses, half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 33	0 35
Choice Barbados molasses, barrels	0 36	0 38
Choice Barbados molasses, half-barrels	0 38	0 40
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03 1/2	0 03 1/2
Corn syrups, half-barrels	0 03 1/2	0 04
Corn syrups, quarter-barrels	0 04	0 04
Corn syrups, 38 1/2-lb. pails	1 90	1 90
Corn syrups, 25-lb. pails	1 35	1 35
Cases, 2-lb. tins, 2 doz. per case	2 90	2 90
Cases, 5-lb. tins, 1 doz. per case	3 25	3 25
Cases, 10-lb. tins, 1/2 doz. per case	3 15	3 15
Cases, 20-lb. tins, 1/4 doz. per case	3 10	3 10

DRIED FRUITS. — Quotations on prunes, given below, are really nominal. As a matter of fact there are hardly any prunes to be had—only a few sizes are available here. Europe is said to be buying heavily.

New dates are expected early in November. These, of course, will be quoted at considerably higher prices than those given below. At present dates are rather scarce. Hallowee loose, indeed, are not available.

New raisins are expected this week. This also will mean a change in prices. Indeed, prices generally are stiffer than for some little time. Part of this feeling is credited to the Balkan trouble.

Evaporated pears have dropped considerably, and there have been a number of changes in figs.

Evaporated apricots	0 14 1/2	0 14 1/2
Evaporated apples	0 08	0 08
Evaporated peaches	0 10	0 10
Evaporated pears	0 13	0 13
Currants, fine filiatras, per lb., cleaned	0 06 1/2	0 06 1/2
Currants, 1-lb. pkgs. fine filiatras, cleaned	0 07 1/2	0 07 1/2
Currants, Patras, per lb.	0 09	0 09 1/2
Currants, Vostizas, per lb.	0 09 1/2	0 10
Dates, 1-lb. packages	0 07	0 07 1/2
Dates, Hallowee, loose	0 06	0 06
Figs, 3 crown	0 11	0 11
Figs, 4 crown	0 08	0 08 1/2
Figs, 5 crown	0 09 1/2	0 10 1/2
Figs, 6 crown	0 11 1/2	0 12
Figs, 7 crown	0 12 1/2	0 13 1/2
Figs, 9 crown	0 13 1/2	0 14
Comadre figs, about 33-lb. mats	1 30	1 40
Glove boxes, 16-oz., per box	0 10 1/2	0 11 1/2
Glove boxes, 10-oz., per box	0 07 1/2	0 08

Prunes—		
20-30	0 13	0 13
30-40	0 12	0 12
40-50	0 11	0 11
50-60	0 10	0 10
60-70	0 09 1/2	0 09 1/2
70-80	0 09	0 09
80-90	0 08 1/2	0 08 1/2
90-100	0 08	0 08
Bosnia prunes	0 08	0 09

Raisins—		
Choice seeded raisins	0 08	0 08
Choice fancy seeded, 1-lb. pkgs.	0 08 1/2	0 08 1/2
Choice loose muscatels, 3-crown, per lb.	0 08	0 08
Choice loose muscatels, 4-crown, per lb.	0 08 1/2	0 08 1/2
Seedless, new, in packages	0 07 1/2	0 07 1/2
Select raisins, 7-lb. box, per lb.	0 07 1/2	0 08
Sultana raisins, loose, per lb.	0 11	0 13
Sultana raisins, 1-lb. cartons	0 16	0 19
Malaga table raisins, clusters, per box	2 50	5 75 1/2
Malaga table raisins, clusters, per 1/4 box	0 75	1 90
Valencia, fine, off stalk, per lb.	0 07 1/2	0 07 1/2
Valencia, select, per lb.	0 06 1/2	0 07 1/2
Valencia, 4-crown layers, per lb.	0 07 1/2	0 08

COFFEE.—A bearish movement has started at the Havre. It is claimed that reports of damaged crops were somewhat exaggerated. The fall off on the primary market has brought no changes locally, even as the advance brought none.

Mocha	0 25	0 28
Rio	0 21 1/2	0 23 1/2
Mexican	0 25	0 28
Santos	0 22	0 24
Maracibo	0 23	0 26 1/2

SPICES.—The market is exceedingly quiet. Locally, ordering is fair, but there is no excitement. Peppers and cloves are firm.

Allspice	0 13	0 18
Cinnamon, whole	0 15	0 18
Cinnamon, ground	0 15	0 19
Batavia cinnamon	0 25	0 30
Cloves, whole	0 25	0 35
Cloves, ground	0 23	0 35
Cream of tartar	0 25	0 32
Ginger, whole	0 17	0 30
Ginger, Cochin	0 17	0 35
Nutmegs	0 25	0 30
Peppers, black	0 16	0 18
Peppers, white	0 22	0 27

NUTS.—The coming of the Thanksgiving season has seen the usual increase

in demand for nuts. The larger orders, however, have not brought any advance in prices, though such an advance is considered as quite possible. Spanish shelled are especially scarce. Chestnuts, on the other hand, are somewhat more plentiful.

In shell—		
Brazils	0 14	0 15
Filberts, Sicily, per lb.	0 12 1/2	0 14
Filberts, Barcelona, per lb.	0 11	0 12
Tarragona Almonds, per lb.	0 16	0 17
Walnuts, Myette Grenobles, per lb.	0 14	0 15
Walnuts, Marbols, per lb.	0 14 1/2	0 15 1/2
Walnuts, Cornes, per lb.	0 11	0 12
Hungarian	0 13 1/2	0 15

Shelled—		
Almonds, 4 crown, selected, per lb.	0 35	0 37
Almonds, 3 crown selected, per lb.	0 32	0 34
Almonds, 2 crown selected, per lb.	0 31	0 32
Almonds (in bags), standards, per lb	0 27	0 28
Valencia shelled almonds, new crop.	0 35	0 37
Cashews	0 15	0 17

Peanuts—		
American—		
Japanese roasted	0 08 1/2	0 09 1/2
Coon, roasted	0 09	0 10
Diamond G, roasted	0 09	0 10
Bon Ton, roasted	0 11	0 12
Sun, roasted	0 10	0 12
Spanish No. 1	0 13	0 15
Virginia No. 1	0 13	0 15
Pecans, jumbo	0 18	0 19
Pistachios, per lb.	0 15	0 15
Walnuts—		
Bordeaux, halves, bright	0 27	0 28
Broken	0 27	0 29

RICE.—Word comes that an advance in rough rice is booked for next month; that the planters' association still holds high ideas; yet there is no future buying noted. On the other hand the impression seems to prevail that lower rice may be looked for. Present prices, even at the decline of last week, are high. Crops are promising. Leaving manipulation out of the question, therefore, a revision downward is deemed possible, at least in some quarters.

Rangoons—		
Rice, grade B, bags 250 lbs.	3 75	3 75
Rice, grade B, bags 100 lbs.	3 75	3 75
Rice, grade B, bags 50 lbs.	3 75	3 75
Rice, grade B, 1/2 pockets, 12 1/2 lbs.	3 75	3 75
Rice, grade B, pockets 25 lbs.	3 75	3 75
Rice, grade C.C., bags 250 lbs.	3 75	3 75
Rice, grade C.C., bags 100 lbs.	3 75	3 75
Rice, grade C.C., bags 50 lbs.	3 75	3 75
Rice, grade C.C., pockets 25 lbs.	3 75	3 75
Rice, grade C.C., 1/2 pockets, 12 1/2 lbs.	3 75	3 75
Patna, polished	4 45	4 50
Pearl	5 00	4 10
Imperial Glace	5 40	5 50
Sparkle	5 40	5 75
Crystal	5 25	5 50
Snow	5 50	5 75
Ice Dips	5 50	5 75
Carolina Rice	7 90	8 00
Brown Sago, lb.	0 06	0 07
Tapioca, medium pearl, lb.	0 07	0 09
Seed, lb.	0 07	0 09

## ONTARIO MARKETS.

### POINTERS:—

Sugar.—Now down to \$4.85.

Dried Fruits.—Many new lines arriving.

Celery Seed.—Down to 40c.

Toronto, Oct. 24.—A fair volume of business in general lines is reported by jobbers this week, and October is expected to measure up well with last and previous years. Trade in fancy lines has



been stimulated to some extent by the approach of Thanksgiving and Hallowe'en. Nuts are mentioned as one line that has been benefited but not so much as if the new season's goods had been in. They will begin to arrive shortly.

Many new lines of dried fruits are coming to hand, figs having been added at the first of the week and dates expected at any time. The arrival of new lines gives the retailer a chance to feature them and secure some additional business.

Sugar has declined 10c. per cwt. since our last report as anticipated. Crop conditions continue bright.

There is some shipping beyond the lakes being done, but wholesalers are in many cases awaiting arrival of new goods.

SUGAR.—The decline predicted in sugar in our last issue came into effect before the week was out, a reduction of 10 cents being registered, bringing local prices down to \$4.85 as compared with \$5.95 one year ago.

With the big yield in Europe which is estimated at about 2,400,000 tons more than last year, followed by the big cane crop which has been figured out on paper as representing Cuba's coming yield, the attitude of the sugar world is to look for lower prices.

As to the immediate future, while quotations are low, a scarcity of nearby sugar is somewhat of a steadying factor.

Sugar consumption is again back to normal. The past three or four months have seen a particularly good demand.

Extra granulated, bags	4 85
Extra granulated, 20-lb. bags	4 95
Extra granulated, 5-lb. cartons	5 15
Extra granulated, 2-lb. cartons	5 15
Imperial granulated	4 70
Beaver granulated	4 70
Yellow, bags	4 45
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, bbls.	5 25
Extra ground, 50-lb. boxes	5 45
Extra ground, 25-lb. boxes	5 65
Powdered, bbls.	5 05
Powdered, 25-lb. boxes	5 45
Powdered, 50-lb. boxes	5 25
Red Seal, 5-lb. box	0 37
Crystal diamonds	7 50
Paris lumps, in 100-lb. boxes	5 60
Paris lumps, in 50-lb. boxes	5 70
Paris lumps, in 25-lb. boxes	6 00

SYRUP AND MOLASSES.—The season of god demand for corn syrups is now here and a good seasonable trade is being done. Cooler weather is proving beneficial in this regard. Molasses are also receiving a fair share of attention.

Syrups—	Per case.
2-lb. tins, 2 doz. in case	2 55
5-lb. tins, 1 doz. in case	2 90
10-lb. tins, 1/2 doz. in case	2 80
20-lb. tins, 1/4 doz. in case	2 75
Barrels, per lb.	0 03 1/2
Half barrels, lb.	0 03 1/2
Quarter barrels, lb.	0 04
Pails, 38 1/2 lbs. each	1 90
Pails, 25 lbs. each	1 35
Maple Syrup—Compound—	
Gallons, 6 to case	4 80
1/2 gals., 12 to case	5 40
1/4 gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—Pure—	
Gallons, 6 to case	6 60
1/2 gallons, 12 to case	7 25
Quarts, 24 to case	7 25
Pints, 24 to case	4 00
Quart bottles, 12 to case	3 50
Molasses, per gallon—	
New Orleans, barrels	0 27 0 29
New Orleans, half barrels	0 29 0 31

West Indies, barrels	0 28
West Indies, half barrels	0 30
Barbados, fancy, barrels	0 45
Barbados, fancy, half barrels	0 49 0 50

DRIED FRUITS.—Several lines of new dried and evaporated fruits are now on the market while others are close at hand. There will be found several changes in quotations this week, the new figures being on new crop goods. Prices now quoted are all on new goods with the exception of prunes, the first shipment of which will arrive in Toronto about the first of November, and bag and tapnet figs which are not yet in.

New fancy figs are in this week and are selling at about same price as first shipment last year, ranging from 10 to 14 cents, according to size of the fruit. One firm for instance quotes 4 crown at 12 1/2c. and 6 crown at 15c. The first new dates should be in this week. Wholesalers are hoping that they will get in, in time for the Thanksgiving trade. They will be taken up well as old stock is cleaned up and the new fruit is said to be of excellent quality. We quote prices for the new fruit.

Valencia raisins have been in for some time while California stock is not far to leeward. New apricots and peaches are now in and prices show a big reduction from the prohibitive figures of last year and as a result they should be dealt in quite freely.

New currants are at hand and more are on the way from Montreal. Prices are much the same as last year. New peels are, however, high. Evaporated apples are quoted at 7 1/2 to 8 cents.

Seeded raisins continue easy on the Coast and as a result some lower prices are being quoted here on new season's goods. Prunes are by no means firm in California.

Prunes—		
30 to 40, in 25-lb. boxes	0 11 1/2	0 12 1/2
40 to 50, in 25-lb. boxes	0 10 1/2	0 11 1/2
50 to 60, in 25-lb. boxes	0 10	0 10
60 to 70, in 25-lb. boxes	0 09	0 09 1/2
70 to 80, in 25-lb. boxes	0 08 1/2	0 08 1/2
80 to 90, in 25-lb. boxes	0 08	0 08
90 to 100, in 25-lb. boxes	0 07 1/2	0 07 1/2
Same fruit in 50-lb. boxes, 1/4 cent less.		
Apricots—		
Standard, 25-lb. boxes	0 13	
Choice, 25-lb. boxes	0 15	
Peaches—		
Standard, 25-lb. boxes	0 10	
Choice, 25-lb. boxes	0 12 1/2	
Candied Peels—		
Lemon	0 11	0 12 1/2
Orange	0 12	0 13
Citron	0 15	0 18
Tapnets	0 04 1/2	0 04 1/2
Bag figs	0 05	0 07
Fancy box figs, according to size	0 10	0 15
Evaporated apples	0 07 1/2	0 08
Currants—		
Patras	0 08	0 08 1/2
Fine Filiatras	0 07 1/2	0 08
Vostizzas	0 09	0 11
Shade dried	0 10 1/2	
Unclaned, 1/4c less.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencias, selected, new	0 09	
Valencias, old stock	0 08	
Seeded, 1 lb. packets, doz.	0 08	
Seeded, 16-oz. packets, choice	0 07 1/2	
Dates—		
Hallowe', full boxes	0 07	
Hallowe', half boxes	0 07 1/2	
Paris, choicest, 12-lb. boxes	0 09 1/2	
Paris, choicest, 60-lb. boxes	0 07 1/2	

COFFEE.—As last week, there is no particular change to the local coffee situation, a steady feeling prevailing. As

to the general situation, the current Santos crop unless receipts materially improve in the next thirty days, will not total 8,000,000 bags and the estimate of a 11,000,000-bag yield of Santos and Rio combined is given up as too large.

There is already 45 per cent. of the crop at the coffee ports and as compared with that of last year is over one million bags less and with the same ratio continued there would not be a total of even 10,000,000 bags.

Rio, roasted	0 23	0 24
Green, Rio	0 20	0 20
Santos, roasted	0 24	0 25
Maricao, roasted	0 25	0 26
Bagotas	0 27	0 28
Mocha, roasted	0 30	0 31
Java, roasted	0 32	0 33
Mexican	0 27	0 28
Guatemala	0 25	0 26
Jamaica	0 24	0 25
Chicory	0 12	0 13

SPICES.—There is a fair volume of trade being done in general lines of spices. Even the sorting orders of the pickling business are pretty well to an end. Interest will soon begin to develop in requirements for the Christmas baking. This is always of a good deal of importance. There will also be shipping of winter requirements beyond the lakes this month, so as to get the lower water rates.

Cloves still hold a steady position and are worth watching. The statistical position of this line is a strong one, and general opinion seems to favor higher prices this winter. Peppers show no change. Celery seed is quoted around 40 cents.

	5 and 10 lb. Tins.	1/4 lb. pkgs.	1/4 lb. tins doz.
Allspice	14-17	60-70	70-80
Cassia	22-27	72-90	80-90
Cayenne pepper	23-33	72-90	90-115
Cloves	25-29	90-95	85-110
Cream tartar	25-30	90-00	
Curry powder	22-27	65-85	75-95
Ginger	65-80		0-2 75
Mace	25-30	90-00	1 60-2 50
Nutmegs	20-23	67-75	80-90
Peppers, black	28-30	90-1 05	1 75-1 15
Peppers, white	20-27	65-85	75-1 10
Pastry spice	14-18	75-00	75-00
Pickling spice	16-18		
Tumeric			

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins. Mustard seed, per lb. in bulk 0 10 0 12 Celery seed, per lb. in bulk 0 10 0 15 Shredded cocoanut, in pails 0 16 1/2 0 17 1/2

NUTS.—The first of the season's new shelled walnuts should be available around the first of the month. New crop Tarragona almonds are due in a week or so. French walnuts are still held at high prices by shippers on primary markets. Indeed ideas on most lines including pecans, filberts and Brazils tend to firmness.

There has been more activity of late in nuts in view of the Thanksgiving and Hallowe'en trade. They should be given more than ordinary attention during next week.

Almonds, Formigetta	0 15	0 15 1/2
Almonds, Tarragona	0 16 1/2	0 17
Almonds, shelled	0 35	0 36
Walnuts, Grenoble	0 15	0 16
Walnuts, Bordeaux	0 12	0 13
Walnuts, Marbots	0 13	0 14
Walnuts, shelled	0 28	0 30
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 10	0 13
Peanuts, green, extras	0 08 1/2	
Peanuts, green, jumbo	0 10	

**RICE AND TAPIOCA.**—There seems some little degree of uncertainty regarding the future of rice. Last week's decline of 15 cents per cwt. in Rangoon was not altogether expected. Better crop prospects was the cause of the reduction. Even now there is no big buying movement. Even at the decline, prices are high, but it must be remembered that reports from the Far East have been far from bright at many times during the year.

Standard B., from mills, 500 lbs. or over, f.o.b. Montreal	3 75
Rice, standard B., f.o.b. Toronto	3 83
	Per lb.
Rangoon	0 04 1/2
Fancy rangoon	0 05 1/2
Patna	0 05 1/2
Java	0 06
Carolina	0 06 1/2
Sago, medium brown	0 08
Tapioca—	
Bullet, double goat	0 08
Medium, pearl	0 06 1/2
Flake	0 08
Seed	0 06 1/2

**BEANS.**—Still there are no new beans on the market and there are no prices being quoted on new crop. One thing is certain and that is that farmers' ideas as to prices are high. Imported beans are supplying the present demand.

Prime beans, per bush.	3 10
Hand picked, per bush.	3 25
California Lima, lb.	0 08
Austrian, per bush.	2 50

**CANNED GOODS.**

Toronto. —It is probable that the delivery of corn will be more than 75 per cent, as was announced when opening prices were given out. Cannery have in most cases been able to add another week's pack to the amount they had then. Corn opened at 97 1/2¢ for group A, but fancy will sell at \$1.07 1/2 for 2's. Corn on cob in 3's is quoted at \$1.80 and gallons at \$4.80.

There will likely be a full delivery of succotash and squash and probably also of pumpkin, although not definitely announced. With the latter line 15¢ per dozen below last year's price, it should sell much more freely this year.

The delivery of tomatoes will not be above 60 per cent. General opinion seems to be that there will be little or no speculative value on this line this year on account of high figure at which they opened. However, gossip on the street says that there was some purchasing among jobbers during past week at about opening prices. "They cannot be brought in from the States for less," said one jobber.

VEGETABLES.		Group A.
		Per doz.
2's. Asparagus Tips		\$ 2 27 1/2
2's. Asparagus Butts		1 42 1/2
Beans—		
2's. golden wax	1 00	
3's. golden wax	1 40	
Gal., golden wax	4 05	
2's. Refugee, green	1 00	
3's. Refugee, green	1 40	
2's. Midgets	1 30	
2's. Beets, sliced	0 97 1/2	
2's. Beets, whole	1 30	
3's. Beets, sliced	1 32 1/2	
3's. Beets, whole	1 37 1/2	
3's. Cabbage	1 00	
2's. Carrots	1 00	

3's. Carrots	1 30
2's. Cauliflower	1 67 1/2
3's. Cauliflower	2 10
2's. Parsnips	1 15
3's. Parsnips	1 30
3's. Turnips	1 15
Peas—	
2's. extra fine sifted, size 1	1 75
2's. sweet wrinkles, size 2	1 35
Early June, size 3	1 30
Standard, size 4	1 25
Gal., standard, No. 4	5 00
2's. Spinach	1 30
3's. Spinach	1 80
Gals. Spinach	5 32 1/2
3's. Tomatoes	1 37 1/2
Gal., Tomatoes	4 00
2's. Corn	0 97 1/2
3's. Squash	1 15
Gal., Squash	1 35
2's. Succotash	1 15
3's. Pumpkin	0 85
Gal., Pumpkin	2 55

**FRUITS.**

Group A.	
3's. Apples, standard	1 00
3's. Apples, preserved	1 50
Gal. Apples, standard	2 55
Gal. Apples, preserved	4 05
2's. Huckleberries, std.	1 50
2's. Huckleberries, preserved	1 80
Gal. Huckleberries, std.	5 30
2's. Grapes, white, preserved	1 55
Gal. Grapes, white, standard	3 55
2's. Lawtonberries, heavy syrup	2 02 1/2
2's. Lawtonberries, preserved	2 24 1/2
2's. Peaches, white, heavy syrup	1 50
2 1/2 s. Peaches, white, heavy syrup	2 00
3's. Peaches, white, heavy syrup	2 25
1 1/2 s. Peaches, yellow, flats, heavy syrup	1 27 1/2
2's. Peaches, yellow, heavy syrup	1 50
2 1/2 s. Peaches, yellow, heavy syrup	2 00
3's. Peaches, yellow, heavy syrup	2 25
3's. Peaches, yellow, whole, heavy syrup	1 77 1/2
3's. Peaches, pie, not peeled	1 27 1/2
3's. Peaches, peeled	1 47 1/2
Gal. Peaches, pie, not peeled	3 52 1/2
Gal. Peaches, pie, peeled	4 37 1/2
2's. Pears, Bart., heavy syrup	1 77 1/2
2 1/2 s. Pears, Bart., heavy syrup	2 12 1/2
3's. Pears, Bart., heavy syrup	2 37 1/2
2's. Pears, Flemish Beauty, heavy syrup	1 77 1/2
2 1/2 s. Pears, Flemish Beauty, heavy syrup	2 12 1/2
3's. Pears, Flemish Beauty, heavy syrup	2 37 1/2
2's. Pears, Keiffers, heavy syrup	1 67 1/2
2 1/2 s. Pears, Keiffers, heavy syrup	2 02 1/2
3's. Pears, Keiffers, heavy syrup	2 27 1/2
2's. Pears, light syrup	1 22 1/2
3's. Pears, light syrup	1 62 1/2
3's. Pears, pie, not peeled	1 27 1/2
3's. Pears, pie, peeled	1 47 1/2
Gal. Pears, pie, not peeled	3 52 1/2
Gal. Plums, Green Gage, standard	4 05
2's. Plums, Green Gage, light syrup	1 00
2's. Plums, Green Gage, heavy syrup	1 30
3's. Plums, Lombard, light syrup	1 90
2's. Plums, Lombard, heavy syrup	1 30
3's. Plums, Lombard, light syrup	0 30
2's. Plums, Lombard, heavy syrup	1 05
3's. Plums, Lombard, heavy syrup	1 45
Gal. Plums, Lombard, standard	3 55
2's. Plums, Egg, heavy syrup	1 45
2 1/2 s. Plums, Egg, heavy syrup	1 70
3's. Plums, Egg, heavy syrup	2 20
3's. Plums, Damson, heavy syrup	1 45
Gal. Pears, pie, peeled	4 27 1/2
2's. Plums, Damson, light syrup	1 30
3's. Plums, Damson, light syrup	2 30
2's. Plums, Damson, heavy syrup	1 05
Gal. Plums, Damson, standard	3 55

Group B are 2 1/2¢ per doz. less than above.

Fruits.	
2's. Black pitted cherries, heavy syrup	1 97 1/2
2's. Black not pitted cherries, heavy syrup	1 55
2's. Red pitted cherries, heavy syrup	1 97 1/2
2's. Red not pitted cherries, heavy syrup	1 55
Gals. Red pitted cherries	8 55
Gals. Red not pitted cherries	8 07 1/2
2's. White pitted cherries, heavy syrup	1 65
2's. White not pitted cherries, heavy syrup	1 65
2's. Black currants, heavy syrup	2 00
2's. Black currants, preserved	2 30
Gals., Black currants, standard	5 30
Gals., Black currants, solid pack	8 30
2's. Red currants, heavy syrup	2 00
2's. Red currants, preserved	2 30
Gals., Red currants, standard	5 30
Gals., Red currants, solid pack	8 30
2's. Gooseberries, heavy syrup	2 00
2's. Gooseberries, preserved	2 30
2's. Gooseberries, standard	7 02 1/2
Gals., Gooseberries, solid pack	8 80
2's. Pineapples, sliced, heavy syrup	2 05
2's. Pineapples, shredded, heavy syrup	2 05
2's. Pineapples, whole, heavy syrup	2 27 1/2
3's. Pineapples, whole, heavy syrup	2 77 1/2
2's. Pineapples, sliced, Hygeian Brand	2 27 1/2
2's. Rhubarb, preserved	1 55
3's. Rhubarb, preserved	2 30
Gals., Rhubarb, standard	3 52 1/2
Raspberry—	
2's. black, heavy syrup	2 02 1/2
2's. black, preserved	2 40
2's. red, heavy syrup	2 15
2's. red, preserved	2 40
2's. Strawberries, heavy syrup	2 15
3's. Strawberries, preserved	2 30
Gals., Strawberries, standard	7 52 1/2
Gals., Strawberries, solid pack	9 77 1/2

Group B are 2 1/2¢ per doz. less than above.

SALMON PRICES.	
1 lb. talls	2 87 1/2
1 lb. flats	2 92 1/2
1/2 lb. flats	1 70
(5 case lots 2 1/2¢ doz. less.)	
Red spring, 1 lb. talls	2 50
Red, 1 lb. flats	2 50
Cohoe, 1 lb. talls	2 30
Humpback, 1/2 lb. flats	0 90
Humpback, 1 lb. talls	1 25

**MANITOBA MARKETS.**

**POINTERS—**  
Sugar—Weak.  
Figs and Raisins—Strong.

Winnipeg, Oct. 23.—Splendid weather has generally prevailed since last review and business has received quite an impetus in consequence. The great grain crop is moving in fine style and Winnipeg receipts average about 1,200 cars per diem or 15,000,000 bushels. Prices are keeping up well and money is circulating freely. A marked improvement in collections is reported.

Price changes are quite numerous in some lines. In dried fruits, raisins are strong and dried figs are likely to go higher, the new crop being quoted at a sharp advance.

There are also some changes in nuts. Sugar is weak and further reductions are reported.

Merchants, wholesale and retail are optimistic of the prospects of fall business.

**SUGAR.**—The extremely weak situation in the eastern market has brought about further reductions here. Demand is still good but not as keen as during month previously.

Montreal and B.C. granulated, in bbls.	5 30
Montreal and B.C. yellow, in bbls.	5 25
Montreal yellow and B.C. yellow, in sacks	4 90
Icing sugar, in bbls.	5 65
Icing sugar, in boxes, 25 lbs.	5 90

**SYRUPS.** — Syrups are firm and in fair demand but no changes in prices are announced.

2 lb. tins, per case	2 48
8 lb. tins, per case	2 88
10 lb. tins, per case	2 76
20 lb. tins, per case	2 77
Barrels, per 100 lbs.	4 22
Molasses, New Orleans, gal.	0 33
Molasses, Barbados, gal.	0 45
Maple syrup, quarts, per case	6 20
Maple syrup, 1/2 gals.	5 15

**DRIED FRUITS.** — Raisin prices as forecast in these columns some times ago, are much stiffer. European lines are dear, and scarce, but Californias are plentiful and will hold back any sensational advance. No change is at present announced in figs, but the new crop is quoted at a sharp advance and 6 3/4 is the price to be for choice boxes.

Corn Syrup—	
90-100s, 25s, s.p.	0 06 1/2
80-90s, 25s, s.p.	0 06 1/2
80-90s, 10s, s.p.	0 07 1/2
70-80s, 25s, s.p.	0 07 1/2
70-80s, 10s, s.p.	0 08
60-70s, 25s, s.p.	0 07 1/2
50-60s, 25s, s.p.	0 08 1/2
40-50s, 25s, s.p.	0 09 1/2
Cooking Figs—	
Choice boxes	0 05 1/2
Half boxes	0 05 1/2
Half bags	0 04 1/2
Valencia Raisins—	
Fine, f.o.s., 28s, s.p., per box	2 45
Fine, selected, 28s, s.p., per box	2 65
4-crown layers, 28s, s.p., per box	2 65
4-crown layers, 14s, s.p., per box	1 40
4-crown layers, 7s, s.p., per box	0 75
Ne plus ultra, 82s, s.p., per box	2 20
Currants—	
Dry, clean, per lb.	0 08
Washes, per lb.	0 08 1/2
1-lb. package	0 08 1/2
2-lb. package	0 17 1/2

**COFFEES.**—Rios are quoted 1 cent cheaper and other lines steady. From the aspect of the New York coffee mar-

ket coffee will rule firm for some time to come.

Coffee—	
Green Rio, No. 5 .....	0 17
Roasted Rio .....	0 21
Green Santos .....	0 19
Roasted Santos .....	0 24
Chicory .....	0 12½
Teas—	
China blacks, choice .....	0 25 0 40
India and Ceylon, choice .....	0 32 0 40
Japans, May picking .....	0 35 0 50
Japans, choice .....	0 35 0 45

NUTS.—Many changes in nut prices are to hand. On the whole, prices have a decidedly downward tendency. Walnuts, almonds, Brazils and peanuts are all cheaper. Other lines are steady.

Brazil .....	0 13	0 14
Tarragona almonds .....	0 14½	0 14½
Peanuts, roasted, Jumbos .....	0 12	0 12
Peanuts, choice .....	0 09¼	0 09¼
Pecans .....	0 23	0 23
Marbot walnuts .....	0 11½	0 11½
Grenoble walnuts .....	0 15	0 15
Sicily filberts .....	0 11½	0 11½
Shelled almonds .....	0 33	0 34
Shelled walnuts .....	0 28	0 28

BEANS.—Beans are firm. Any hopes of a reduction following the harvesting of new crop have been dispelled as the Ontario crop is much below average yield.

Beans, hand-picked, per bushel .....	3 30
Beans, 3 lb. pickers, per bushel .....	3 20
Split peas, sack 98 lbs. .....	4 00
Whole peas .....	2 75

WINNIPEG.

FLOUR AND CEREALS. — Flour prices throughout the West have been reduced from 30 to 50 cents per barrel. Rolled oats have advanced 10 cents per 80-lb. sack.

Flour—	
1st patents, cwt. ....	2 80
2nd patents, cwt. ....	2 70
Strong bakers', cwt. ....	2 50
Rolled Oats—	
30 lb. sack .....	0 62½
40 lb. sack .....	1 20
80 lb. sack .....	2 35
Granulated oatmeal, per cwt. ....	2 75
Corn Meal—	
98 lb. sacks .....	2 30
48 lb. sacks .....	1 15

NEW BRUNSWICK MARKETS.

St. John, N.B., Oct. 22.—Business activity has increased with the fall season and orders are being received by the wholesale trade in a most satisfactory manner. The annual rush of freights before the close of navigation upon the river has begun and the storing of winter vegetables for the closed season is on in earnest. The steamers down the St. John river are bringing large cargoes of farm produce for the local market which grocers find in brisk demand, while they in turn are shipping encouraging orders to the river sections, and best of all receipts are of the best. Potatoes are coming in large quantities and are really much lower than was expected in price, being sold from \$1.15 to \$1.30 per barrel.

Much interest now centres in the Balkan situation with local grocers. It is feared if complications expected are fully realized in that territory, there will be a difference in the cost of flour. At present outlook for prices seems very bright. In fact, it is thought, that if

there is any change at all in Manitoba, it will be downward. The bountiful harvest in the Canadian West as well as in the United States has led local grocers to advise their customers that now or during the next few weeks would be a good time to stock in Manitoba patents as prices will be low. The shortage in the crop of Ontario, however, has forced price of winter wheat flour higher and there may be advances in Ontario patents before long.

Sugar market was weakened considerably this week and a decline of 10 cents in all grades was made in quotations. The beet crop in Europe is a source of much satisfaction while Cuban reports are also encouraging. In molasses, outlook is for higher prices and immediate protection is advised because stocks are reported short. Pork and pork products are advanced and market is much firmer in this connection. The same is true of oatmeal which is twenty-five cents higher, and still in good demand.

The country market is being well supplied with poultry and dairy products. Butter is firm but unchanged in price while the same is true of eggs. Chickens are now being sold by the pound instead of per pair, and are bringing 22 cents, while 18 cents is asked for fowls.

Bacon .....	\$ 50	15
Beans, hand picked, bushel .....	3 25	3 30
Beans, yellow eye, bushel .....	3 25	3 30
Butter, dairy, per lb. ....	0 30	0 31
Butter, creamery, per lb. ....	0 27	0 29
Buckwheat, W. grey, bag .....	.....	.....
Cheese, new, lb. ....	0 15¼	0 15¼
Currants, 1's, lb. ....	0 08	0 08½
Canned Goods—		
Beans, baked .....	1 25	1 35
Beans, string .....	.....	1 02½
Corn, doz. ....	.....	1 10
Peas, No. 4 .....	.....	1 40
Peas, No. 3 .....	.....	1 42½
Peas, No. 2 .....	.....	1 45
Peas, No. 1 .....	.....	1 80
Peaches, 2's, doz. ....	1 85	2 00
Peaches, 3's, doz. ....	3 00	3 05
Raspberries, doz. ....	2 20	2 20
Strawberries .....	2 20	2 20
Tomatoes .....	1 85	1 85
Clams .....	4 00	4 25
Cornmeal, gran. ....	.....	5 25
Cornmeal, bags .....	.....	1 80
Cornmeal, bbls. ....	.....	3 85
Eggs, henney .....	0 32	0 34
Eggs, case .....	0 29	0 32
Finnan Haddies .....	4 40	4 50
Fish, cod, dry .....	.....	5 00
Flour, Manitoba .....	6 65	6 75
Flour, Ontario .....	6 10	6 15
Lard, compound, lb. ....	0 10¼	0 11
Lard, pure, lb. ....	0 16¼	0 16½
Lemons, Messina, per box .....	3 50	4 00
Molasses, Barbados, fancy .....	0 36	0 37
Oatmeal, rolled .....	.....	5 75
Oatmeal, std. ....	.....	6 35
Pork, domestic, mess .....	26 00	26 25
Pork, American clear .....	26 50	26 25
Potatoes, barrel, new .....	1 20	1 40
Raisins, California, seeded .....	0 09	0 10½
Rice, per lb. ....	4 25	4 50
Salmon, Case—		
Red Spring .....	9 25	9 50
Cohoes .....	8 50	8 75
Sugar—		
Standard granulated .....	4 90	5 09
Austrian granulated .....	4 80	4 99
Bright yellow .....	4 70	4 80
No. 1 yellow .....	4 49	4 50
Paris lumps .....	5 90	6 00

NOVA SCOTIA MARKETS.

Halifax, Oct. 22.—The most important change in local grocery market this week is a drop of ten cents in sugar. Extra standard granulated is now quoted at \$4.90, which is \$1.10 per hundred pounds cheaper than it was twelve months ago.

Wholesale grocery trade is now brisk. Large orders are being filled for coastal points, and the outlook is good for business until the close of navigation at the shore points.

Fresh laid eggs are scarce at 30 cents per dozen. There is also a decided falling off in the receipts of fresh made butter.

Barrelled pork and beef are in demand. Former is quoted at \$28 for clear and \$26.50 for lean. Beef (American) is \$21 to \$22. Smoked hams are selling at 19 cents, the highest price for years.

There is a good demand for potatoes, but most of the stock offering is poor. Island stock is quoted here at 55 cents. New Brunswick potatoes are selling at \$1.80 per three bushel bag. The fruit business is good. Grapes are a drug on the market at 25 cents per basket. The apple business is now at its height and enormous shipments are being made to the London market. Over 50,000 barrels were sent away from here this week.

LATE MARKET NEWS.

Toronto.—Live hogs have strengthened during the week on account of heavy demand. Prices went as high as \$8.45 at country points and \$8.75 locally. Eggs are strong. As to butter, Montreal is said to have made some contracts for New Zealand stock for January-February shipment at 30½¢ delivered.

Grapefruit is easy and prices are expected to weaken. First shipment of new lemons will arrive first of next week. Price will be high, probably around \$6.50 but with additional shipments prices will ease. Good Florida oranges will not arrive for about two weeks.

Honey is reported as a little firmer.

TRADE NOTES.

B. Bookhalter, grocer, of Winnipeg, has been succeeded by A. Wiseman.

A mottled snake of venomous aspect startled the packers in the basement of the Rogers Fruit Co.'s warehouse, Winnipeg, recently, as it was revealed in the separation of two large bunches of bananas. The reptile, when first discovered, was partially coiled in the grooves of the fruit, and stirring torpidly. It was given a wide berth at first, but, as its movements continued sluggish, two of the men present procured a large candy jar; and, while one held the vessel, the other pushed the snake in coil after coil, with a stick. It was about eighteen inches long. It was later transferred to a small glass case, and placed on exhibition in the window of the Rome cafe, near Sherbrooke street, where crowds viewed it last evening.

## Making a Profit on Every Department

Number of Retailers Discuss Losses on Broken Bottles in Case of Soft Drinks—A Store Criticized Where all Fancy Biscuits Are Sold at One Price Regardless of Cost.

Careful management of each department of the grocery store is necessary in order to secure a profit. Each department should be made to bear its proper share in the maintenance of expenses and the providing of profits. Profits in each part of the business depend to a large extent on the kind of management.

That this is so was demonstrated quite plainly at a recent gathering of grocers. The article under discussion was bottled water. "By the time the broken bottles are allowed for," commented one dealer, "a person doesn't make much out of the business," and he went on to tell of the number of bottles he had broken and how this clipped the profits on this article.

"Why," spoke up another dealer, "I have only broken one bottle since I began to handle it."

### Gets Pay for All Bottles.

Thus, it is shown that the kind of management decides whether a department shall be profitable or not. Another dealer who handles soft drinks recently said: "Two years ago when I began to handle soft drinks, I allowed customers to take the bottles free of charge on promise that they would return them. Some kept their promise but the greater majority did not. I figured that I made very little out of soft drinks that year. When I went around taking orders I found many of the bottles at the customers' homes filled with eating or some other home-made product.

"I decided that the next year they would not get their catsup holders at my expense. I now charge for each bottle as it goes out whether it is to a regular customer or not and refund the amount when the bottle is returned."

At the same meeting of grocers mentioned before, the case of a dealer who was selling all his fancy biscuits at 16 cents regardless of cost, was mentioned.

"That would be alright if a sufficient quantity of the lower priced ones could be sold," commented one grocer, "but this seldom will be found to be the case. You can trust the public to pick out the highest priced ones every time. I don't consider it a satisfactory method of doing business."

### Reasons for Different Prices.

"You will sometimes find," spoke up another, "that there is a difference in price at which cakes which cost the same amount are sold at different stores.

For instance, a cake which costs a certain price will sometimes be sold a couple of cents higher by one dealer than another. Perhaps they are both figuring on making the same percentage of profit, but one man takes into account the broken ones, and other losses while the other does not. The broken and unsaleable cakes and amount lost in weighing, amount to considerable.

Some dealers fail to take this into consideration."

Here are some points well worth consideration.



### A CRUEL JOKE.

A little girl entered the store, according to the story and deposited four eggs upon the counter.

"Please sir, I've brought these eggs back and muvver says you said they were laid to-day, so she wants to-morrow's eggs, 'cos these are something awful."

## Grocers' Reputations in the Housewife's Eye

Women Discuss Service of Respective Dealers—Some Get Poor Reputations While Others Are Boosted—To Which Class Do You Belong?

A number of women were talking about grocers and the service they give.

"I went into Jones' yesterday," said one, "and I was in a terrible hurry too. Jones himself was sitting at the desk, while the boy was perched on a chair fixing the shelves. Both continued with their work, while I waited, all on pins to get my goods and get back home. At last the boy climbed leisurely down from the shelf and said, 'do you want anything?' I wonder what he thought I went in there for. It certainly wasn't to admire their swift service. The other stores will be pretty busy when I go in there again, especially if I'm in a hurry."

"I think the clerks at Blanks are so obliging and nice," commented another. "When you go into the store, if they happen to be fixing anything, they drop it at once and come to wait on you. I think that is what gets them so much trade. People appreciate anything like that. I know I do."

"Yes, they certainly are on the alert," agreed a third. "I was passing there a few days ago and stopped to look at some pineapples which were at the door. Immediately, one of the clerks was at the door. 'It's about time to start preserving pineapples,' he said, and went on to explain the different sizes and which were best for putting down. I like clerks to be willing to explain these things to a person."

Apparently little escapes the eagle eye of the exacting housewife, and he who would court her favor successfully, must give attention to all particulars of his service to make it as favorable as possible to his customers. This little dialogue shows that the grocer comes in

for a great deal of discussion among the public and it is all advertising, either of a good or bad nature.



Following items are from The Grocer of October 28, 1892:

"A test made at Kingston, Ont., of the use of black pepsin in milk in order to increase the quantity of butter is pronounced a failure. The quality of the butter was injured."

"Next year is expected to be a fat year on the Fraser River. There appears to be a regularly recurring strong run every fourth year."

Editor's Note.—Without doubt there is a strong run every fourth year. The last big salmon run was in 1909 so that we may look forward to a heavy run in 1913.

"The prospect of the Hallowe'en festivities is appreciated by the trade here (Montreal). It is increasing sale of nuts and fruits to a material extent."

Editor's Note.—Here is an idea for dealers of to-day. See that every customer knows of the approach of Hallowe'en and that the attention of all is called to fruits and nuts.

## Current News of the Week

### Quebec.

George Robertson, deputy receiver-general of St. John, N.B., and a former member of the New Brunswick legislature, who died last week, was for many years a retail grocer in St. John. His establishment was of the highest class, both in appearance, management, and in the goods carried. Mr. Robertson was among the first to import from the West Indies.

The Hon. C. J. Doherty, minister of justice was the speaker at a meeting of the Quebec branch of the Canadian Credit Men's Association in St. Lawrence Hall, Montreal on Thursday last. He expressed himself as in sympathy with a uniform insolvency law for the whole of Canada, and stated that if the association would present the nucleus of such a law he would give it his support. The Quebec branch of the association has now a membership of 140.

At a meeting of the Montreal Merchants' Association last week, the grievance of the merchants against the agricultural interests which control the sale of butter was presented to Hon. J. E. Caron, minister of agriculture for Quebec. A special complaint was lodged against the system of selling butter and cheese by the Co-operative Agricultural Society of the Province, and the merchants charged that the Government inspectors assisted in getting new members for the society. It was also claimed that the society had become commercialized, and that the Government discriminated in its favor by classing the goods of its members. Mr. John McKergow contended that the quality of Quebec cheese commenced to improve long before the society came into existence.

### Ontario.

Mr. Ditselweig, of Toronto, has opened up a general store at Norwich, Ont. Reid & Reid, grocers of Toronto, have been succeeded by D. McCoskery.

C. R. Templeton is opening a grocery store on Gerrard street, Toronto.

P. F. Milne, Queensville, Ont., has sold his general store to F. W. Smith.

E. Mailloux, general merchant, Ruscorn Station, Ont., has sold to Geo. Fraba.

W. C. LaFraugh, general merchant, of Mongolia, Ont., has sold to Adam M. Darling.

John Joynt's apple evaporator at Lucknow, Ont., was destroyed by fire on Monday.

C. W. Thompson, grocer, of Niagara Falls, Ont., has been succeeded by Bradley & Nichols.

M. Wilkins, Belmont, Ont., has sold his stock of groceries to G. Bloomfield, and is retiring from business.

D. W. Clark, Toronto, president of the Ontario Retail Grocers' Association, with Mrs. Clark is on a holiday trip to New York.

C. B. Parker, general merchant, of Dexter, Ont., was married on Tuesday of last week, Miss Ethel Spidler, of the same town, being the bride.

Sir Thomas Lipton, of London, Eng., president of the Lipton Tea Co., was in Toronto this week. He will make a trip through Western Canada before returning to England.

David A. McClean, a merchant of Owen Sound, Ont., was knocked down and seriously injured by a runaway horse. He suffered a fracture of the hip bone and internal injuries.

It is reported in Hamilton, Ont., that John Forth, grocer, will give up business on or before March 1. Mr. Forth is a strong association worker, being actively connected with the Hamilton as well as the Ontario R.G.A.

The sum of \$40 was stolen from the till in the store of Wallace Hough, Wingham, Ont., on Saturday last while Mrs. Hough, who was in charge of the store was in the basement. There was no one in the store when she left or returned.

A. H. Paffard, of Davidson, Hay & Co., and F. M. Sloan, of Jno. Sloan & Co., Toronto, were last week elected to the conference committee of the Toronto Board of Trade. They represent the grocery and kindred lines section. H. C. Tomlin and John Turnbull were elected to the bread and biscuit manufacturers and confectioners' division.

King Bros., general merchants, of Wingham, Ont., have just recently moved into a new store. It is a two-storey brick structure, 33 x 75 feet, and both floors will be used for the display of goods. Fine plate glass windows give an abundance of light while the store is further given a bright appearance by a metallic ceiling. The building will be steam heated. Thomas and Robt. King are the two members of the firm.

William Hayes, a well-known grocer of London, Ont., died suddenly on Thursday last from blood poisoning contracted by a cut on his thumb. He was 74 years of age. His son, Cyril Hayes, at

present in Western Canada, was for many years secretary of the London Retail Grocers Association. Among the floral tributes to the deceased was a wreath from the retail grocers of London.

### Western Canada.

P. Fedos, grocer, of Yorkton, Sask., has sold to M. Rotstein.

Otto C. Pohle has opened a grocery store at Overland, Sask.

J. B. Borrowman, grocer, of Winnipeg, has sold to J. A. McKenzie.

Frank Pasceach, grocer, of Calgary, Alta., has sold to Kitley & Scott.

David D. Friesen has purchased the general store of John Epp at Laird, Sask.

O. L. Davis has bought the general store of F. J. Whaley, Deekerville, Sask.

Jacob Chmelnitsky, general merchant of Canora, Sask., has been succeeded by A. Satten.

Clark & Montgomery, retail grocers, of Vancouver, B.C., suffered loss by fire last week.

The grocery store of Clark & Montgomery, Vancouver, B.C., was recently destroyed by fire.

A. Lerner is continuing the general store business of Lerner & Lerner, at MacGregor, Man.

W. H. Caswell & Co., are erecting a general store at Avonhurst, Sask. They expect to open in November.

The Robin Hood Mills, Ltd., Moose Jaw, Sask., has purchased six elevators in Alberta, owned by the Wallbridge Elevator Co.

The Co-operative Stores, Limited, has been organized in Vancouver, B.C. According to its sponsors the object is to reduce the cost of living to members.

The Retail Merchants' Association of Prince Albert, Sask., have appealed to the city council for a reduction in the rate for electric current used for illuminating electric advertising signs.

Andrew Kelly, president of the Western Canada Flour Mills Co., Ltd., Winnipeg, and S. H. McGaw, vice-president and general manager were in Toronto last week, attended the annual meeting of the company.

The city authorities in Winnipeg are after the hawkers who sell goods from wagons on the outside of the city market on the grounds that their wares are not kept in a sanitary condition and that they are left uncovered so that they can become covered with dust and dirt.



## Fruits in Demand for Thanksgiving

**Holiday Trade Gives Impetus to Fruits — Cranberries Selling Quite Well—New Crop Lemons and Florida Oranges Will Soon be on Market—Potatoes Promising Better—Preserving Fruits Dwindling.**

This week certain lines of fruit have been in better demand in anticipation of the Thanksgiving trade. Around every holiday there is always a better demand for fancy fruits, and thus the activity in several varieties during the past week. This is expected to continue the first part of next week as another occasion when fruit is in a little better demand is Hallowe'en, which comes on Thursday next. Cranberries, an essential part of the Thanksgiving dinner have been moving out well of late.

The season for a number of new lines of imported fruits is here. Grapefruit from Florida made its initial bow on Canadian markets last week. The quality is excellent and with the large crop that is expected this line should have a good year. Reports as to the size of the crop are just as encouraging as ever and there is a tendency to easiness. Florida will shortly be sending forth some new crop oranges, which also promise a good yield, and reasonable prices this year. New crop lemons will also soon adorn our markets. They are now on their way from Europe.

As noted last week, it seems possible that the potato situation may not turn out as discouraging as some dealers would have us to believe. True, it is, that rot has made its appearance in some sections, as a result of the wet weather which was experienced. However, the opinion is gaining ground that this is pretty well confined to low ground and to the earlier varieties. Recent arrivals seem to be more free from rot. For instance, the first arrivals of New Brunswick stock on the Toronto market were particularly bad, but recent shipments have been quite good. Dealers are hoping that the improvement will continue.

The preserving fruit season is decidedly on the wane. There are still some

peaches coming along in some sections, but shipments will gradually dwindle to the zero market. Grapes are quite a feature just now and an appreciable business is being done in them.

### MONTREAL.

**GREEN FRUITS.**—Apples are shaping up better and better. The fruit, it is said by those who have examined many orchards, is of an exceedingly high order, due largely to the spraying methods adopted.

Apples, fall, No. 1	3 25	3 75
Apples, fall, No. 2	2 00	2 75
Bananas, crated	1 75	2 25
Grape fruit, Florida, case	6 50	7 50
Lemons	4 50	5 00
Limes, box	1 25	
Oranges, late Valencia	4 50	
Pineapples, Cubans, cases of 24	6 50	
Grapes	2 25	
Summer apples, No. 1	3 50	
Summer apples, No. 2	3 00	
California plums	1 50	1 75
California pears	4 00	
California peaches	1 00	
Ontario pears, basket	0 75	1 00
Ontario plums, basket	0 75	1 00
Ontario peaches, basket	0 75	1 00
Pears, in barrels	8 00	12 00

**VEGETABLES.**—Sweet potatoes are finding a better demand, though there has been a tendency toward slightly higher prices. Onions, too, are being largely bought. Spinach is becoming scarcer but potatoes, cabbage and carrots are somewhat more plentiful than for the past fortnight.

Spanish onions, large cases	2 50
Canadian red onions, per lb.	0 02
Beans, green, bags	0 75
Wax beans	0 75
Carrots, bags	1 00
Cabbage, dozen	0 75
Cauliflower, dozen	0 60
Cucumbers, basket	0 30
Peppers, green, basket	3 75
Radishes, dozen	0 22
Sweet potatoes, per basket	2 00
New potatoes, bag	1 00
Spinach, box	1 00
Parsnips, bag	3 00
Tomatoes	3 00
Turnips, per bag	1 25

### TORONTO.

**GREEN FRUITS.**—The local fruit market lacks the hum of activity that marked it a few weeks ago, when the fruit season was in full swing. There are still peaches coming along, but the

quantity is dwindling. Grapes are the big feature on the market now, and a good business continues to be done. They will probably last for two weeks more. A certain business is being done in pears and quinces.

Grapefruit, the new crop of which came on the market last week has been fairly well taken up, as the quality is excellent. At present it is selling at \$5 per case. New crop Florida oranges as well as new lemons should be on the market before long. Apples are now being given more attention.

Apples, fall stock, per barrel	2 50	3 00
Bananas, per bunch	1 50	2 00
Cranberries, per bbl.	8 50	
Grapefruit, per case	5 00	
Lemons, Verdelli	6 00	7 00
Limes, per 100	1 25	
Musk melons, basket	0 25	0 35
Oranges, late Valencia, case	4 50	5 00
Imported Fruits—		
Peaches, box	1 00	
Grapes, Tokay, per box	2 00	
Idaho plums, box	1 25	
Canadian Fruits—		
Peaches, fancy, Leno, 11 qt.	0 60	0 90
Peaches, ordinary, 11 qt.	0 20	0 40
Pears, best quality	0 50	0 60
Pears, lower grade	0 30	
Quinces, basket	0 45	0 50
Grapes, 6 qt. basket	0 17	0 19

**VEGETABLES.**—It was stated last week that in the face of rot experienced in several sections it was difficult to tell how the future of potatoes might rule. The wet weather caused appearance of rot on low land, but it was thought possible that the later varieties might not be affected, at least not so much. The better quality of recent arrivals would seem to bear out this idea. In addition some further shipments have been received by local dealers from New Brunswick, and are of good quality while the earlier ones were particularly bad in respect to rot.

Beets, carrots and turnips are being quoted by the bag. Storing of these lines will soon commence. Boston hot-house cucumbers are quoted at \$1.50 per dozen. Sweet potatoes are coming along in larger quantities, selling at \$1.50 per hamper and \$4.50 per barrel.

Beets, per bag	0 75
Carrots, per bag	0 75
Cabbage, per dozen	0 50
Celery, per doz.	0 35
Corn, doz.	0 12
Cucumbers, Boston, hot house, doz.	1 50
Marrow, bushel basket	0 15
Onions—	
Marrow, bushel basket	0 15
Onions—	
Spanish, per crate	2 50
White picking, basket	1 00
Yellow onions, 100 lb. sack	2 25

Potatoes, Ontario, per bag	1 00	1 10
Peppers, green, basket	0 30	
Peppers, red, basket	0 00	
Tomatoes, per basket	0 35	0 40
Sweet potatoes, hamper		1 50
Sweet potatoes, barrel		4 50

WINNIPEG.

FRUITS AND VEGETABLES.—There is not quite so keen a demand for fruit and most preserving lines are off the market. Blue grapes are plentiful and Florida grape fruit, and all lines of Ontario apples are on the market.

Fresh Fruit		
Pears	4 00	
Florida grape fruit	6 50	
Cranberries	11 00	
Florida grapefruit	6 50	
Pears	4 00	
Assorted Ont. apples	3 75	4 50
Snow apples	6 00	
Oranges, Valencia	5 50	
Bananas, bunch	2 50	3 50
California lemons, crate	8 50	
Limes, box	2 00	
Washington apples	2 00	
Cucumbers, per doz.	2 50	
Grapes, Tokay, case	2 75	
Washington peach plums	1 50	
Cucumbers	2 50	
Grapes, blue, basket	0 25	
Celery, doz.	0 75	1 00
Tomatoes, Ont.	0 50	0 75
Potatoes, per bushel	0 35	1 00
Jersey sweet potatoes	6 50	
Peppers, basket	1 00	

B.C. Fruit Chances in the Prairie Markets

Reason Why So Much United States Fresh Fruit Is Sold There —Buyers Complain of Poor Packing, Slow Transportation and Heavy Freight and Express Rates on British Columbia Fruit—Market Should Be Better Later.

Calgary, Alta., Oct. 21 (Special).—Large quantities of fruit from the Pacific slope are being shipped to Calgary and other points in the West this season and selling at reasonable prices. The crop east of the mountains on both sides of the line is this year quite abundant and of good quality. In British Columbia the peach crop is so heavy that it is said large quantities are being wasted for want of sufficient facilities for handling and shipping.

Fault Finding Reported.

There is some mutual fault finding between the growers and shippers of British Columbia and the fruit handlers in the prairie provinces.

The former complain that the latter are too prone to buy and import fresh foreign grown fruit when just as good if not better can be obtained in their own country and much nearer. On the other hand the dealers in the cities of the plains retort that they would prefer purchasing their supplies from their brethren in the mountain province if conditions were as satisfactory as across the line.

In support of this they say that in British Columbia the fruit growing and shipping industry is not properly or sufficiently developed to give the best results or insure satisfaction to the handlers in the prairie cities. In Washington and the other fruit-growing States on the Pacific the industry is older and it is claimed is better organized than in British Columbia. This year with the abundant crop the want of competent packers, shippers and handlers is severely felt and the consequence is that the fruit does not reach the east in as good condition as it should.

Say Cars Are Slow.

Another complaint is that cars of fruit ordered from British Columbia do not

come forward promptly. The chief reason of this appears to be want of good organization for the assembling of the different varieties. For instance, when a merchant in say Calgary orders a car of fruit, it is not likely to be all one kind especially if it is to be consigned to some of the smaller towns. The consequence is there is likely to be a delay in getting together the different varieties required. This is a difficulty the handlers on the prairies say they seldom meet in importing from the United States growers.

Crop Is Later.

Another handicap upon the British Columbia grower is the fact that his crop is two weeks later than that of Washington. One of the chief complaints, however, is the freight and express rates from British Columbia. This is a difficulty over which neither the British Columbia grower nor the prairie handler has any control. From the Okanagan to the prairies there is no competition and the railways and express companies appear to fully live up to the rule of charging all the traffic will stand. On the other hand the shippers from the south have the advantage of some competition.

Comparison of Rates.

To give an idea of the rates from the coast to Alberta a few figures are sufficient. A shipment of 16 crates of peaches from Kelowna, B.C., to Calgary by express cost \$7.20 or 45 cents per crate, while 12 boxes of cherries from Lewiston, Idaho, nearly three times the distance, cost \$4.62 or 38½ cents per box.

On apples the rate is more favorable to the British Columbia grower. The rate from Washington to Calgary is 95 cents while from the Okanagan it is this year 59 cents, a reduction of 11 cents per 100 pounds.

In looking over the whole situation and considering present difficulties and drawbacks to supplying the prairie markets with British Columbia fruit, there appears to be no reason why there should not be a great future for the British Columbia grower. What is wanted that is now lacking appears to be better organization; more careful packing, prompt shipment and more railway competition. These will soon come and the growing of fruit in the rich valleys of the Pacific Province will be a great and profitable industry, for the markets of the plains can and will consume all that British Columbia can raise and send them for many years to come.

Grocers' Letter Box

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

Editor Canadian Grocer. — We will thank you if you will kindly give us the name of what you consider the best makers of "Potato Starch."

Ottawa Reader.

Editor's Note.—We would refer this reader to the Edwardsburg Starch Co., Montreal.

Editor Canadian Grocer.—Could you put us in connection with the producers of honey in Ontario and elsewhere?

Montreal, Que.

St. Arnaud & Beauchamp.

Editor's Note.—P. W. Hodgetts, Department of Agriculture, Parliament Buildings, Toronto, is secretary of the Bee Keepers' Association and would be the best party to apply to for above information.

Editor Canadian Grocer.—We would be thankful to you for the address of the agent of Messrs. C. & E. Morton, London, Eng.

QUEBEC DEALER.

Editorial Note.—The agents are Watt, Scott & Goodacre, 32 St. Sulpice St., Montreal.

Editor Canadian Grocer. — I shall esteem it a great favor if you can supply me with the following information. Have Van Camps, makers of pork and beans, soups, etc., an agent or traveler in Eastern Canada? Kindly reply through your next issue if possible.

A CLERK.

Montreal, Que.

Editorial Note.—A number of wholesale houses handle these goods, but we cannot locate an agent or traveler in Eastern Canada. Will some reader kindly supply the information?



# Flour Reduced in Western Canada

Prices Winnipeg and West Reduced 30c. Per Barrel—Some Mills Quoting 50c. Below Former Prices—No Change in Eastern Provinces — Balkan Trouble Causes Delay—Spot Flour Not Plentiful in East.

There has been a decline in Manitoba flour as anticipated, and there hasn't. To make this statement more clear, it might be explained that flour prices in Western Canada have been reduced but in the eastern provinces there has been no announcement of any change.

It will be remembered that last week we noted that reports from the West said that some mills had brought down prices. In most cases the reduction has been 30 cents per barrel, but there are some mills as low as 50 cents below former prices. There has been no definite agreement yet as to just what figures will become general.

Prices in the East are unaltered. It was anticipated that there would have been some change before this in keeping with values on new crop wheat. It is probable that there would have been some change before now if the trouble in the Balkans had not interfered. "We have been expecting a change for the past three weeks," said the Toronto representative of one mill. "They are apparently holding off on account of Balkan trouble. There is no use in setting a price that may have to be altered in a short time to meet changed conditions."

While there has been no announcement of lower prices in the East, contract business for new crop goods is being done at quite marked concession. This is mostly with bakers. "There is a scarcity of spot flour," explained a flour broker this week. "While you can buy ahead for new goods at considerably reduced prices, you have to pay the top price for spot goods."

In regard to the reduction in the West and none in the East, an eastern miller offered the argument that they could afford to come down in the West as they have been on a higher basis than the East.

The shortage of rolled oats still continues, at some centres of the East, but more so with some companies than with others.

Demand for rolled oats has been quite brisk, taking both domestic and export trade into account. Indeed, one eastern miller stated this week that he had enough business booked ahead to keep him busy close on to the end of the year.

## MONTREAL.

FLOUR.—Still there are no changes in prices here. The market is steady, and it appears that it will continue so for some little time. No considerable changes are looked for this month.

This week has seen a good deal of buying, many merchants stocking up. The result has been a somewhat larger reduction of stocks. There is plenty of flour, however, to meet the probable demand.

Still there is little being done with new crop wheat. Buyers are waiting to see what will develop.

Winter wheat, fancy patents, in bags	4 50	4 75
Straight rollers, in bags	4 30	4 50
Manitoba 1st Spring wheat patents, bags	5 80	
Manitoba straight patents, in bags	5 30	
Manitoba strong bakers, in bags	5 10	
Manitoba second, in bags	4 70	

ROLLED OATS. — Business is satisfactory in volume. The week has not seen any changes in price, and none seem likely to come at once.

Fine oatmeal, single bag lots	2 75
Standard oatmeal, single bag lots	2 75
Granulated oatmeal, single bag lots	2 75
Roller oats, 90 lbs. sacks, jute, 25 bags to car lots	2 40
Roller oats, jute bags, 90-lb. single bag lots	2 50
Roller oats, cotton bags, 90-lb. single bag lots	2 55
Roller oats, barrels	5 50
Roller wheat, bbl.	2 75
Hominy, 98 lb. sack	2 30
Boltoned cornmeal, 100 bags	2 25

## TORONTO.

FLOUR.—There has been no reduction in Manitoba flour on Ontario markets, although prices in Western Canada have taken a drop. A decline has been anticipated but the trouble in the Balkans is the reason assigned for the delay. As regards the drop in the West, one miller said this week, "They were high out there and can afford to reduce prices. We didn't go up to so high a basis on this market."

While there is no announced decline as yet, contract business is being booked ahead with bakers at considerably reduced figures. "You can buy ahead at lower prices," said one man this week, "but you have to pay top price for spot goods, which is in small supply."

## Manitoba Wheat.

1st patent, in car lots, per bbl.	5 70
2nd patents, in car lots, per bbl.	5 20
Strong bakers, in car lots, per bbl.	5 00
Feed flour, in car lots, per ton	31 90

## Winter Wheat.

Fancy patents, domestic consumption	4 85	5 15
Patents, 90 p.c., domestic consumption	4 55	4 85
Straight roller, domestic consumption	4 35	4 55
Blended, domestic consumption	4 85	5 05

CEREALS.—Situation in rolled oats shows no change. While some mills are better situated in regard to supplies than others, conditions with some firms are acute. For instance, the Toronto branch of one big mill has not received any bulk rolled oats since the first of the month and only one car of package goods. Needless to say wholesalers are clamoring for supplies. Relief is hoped for by this company in 10 days. New crop western oats are beginning to come forward in more appreciable quantities.

Roller oats, small lots, 90 lb. sacks	2 50
Roller oats, 25 bags to car lots	2 40
Standard and granulated oatmeal, 98-lb. sk., small lots	2 75
Roller wheat, small lots, 100-lb. bbls.	3 00
Roller wheat, 5 barrel to car lots	2 80
Cornmeal, 98 lb. bags, 25 bag lots	2 25
Roller oats in cotton sacks, 5 cents more.	2 30

MILL FEEDS.—There is no change in either bran or shorts and they are still firmly held. Milling of new wheat has not by any means reached appreciable proportions as yet.

## PHRASES FOR ADS.

The people's popular grocer.

The right goods at the right price.

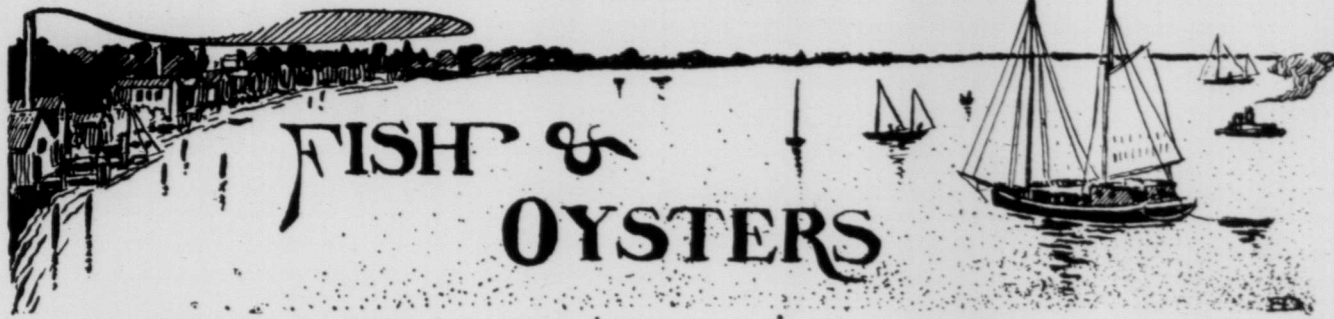
A sale is not a sale unless you are pleased.

A little out of the way—but it pays to walk.

Don't buy from pictures—come in and see.

Reliable merchandise, reasonably priced.





## Fish Trade Appreciable for Season

Compares Well With Other Years—More Dealers Taking Hold  
—Smoked and Prepared Lines Moving Better—Oysters Are in  
Better Demand—Scarcity of Fresh Halibut and White Fish.

The fish trade appears to be quite up to the standard for the season. This is indicated in reports which come forward from different centres of the Dominion. More dealers are taking hold as they now have more time to devote to this department while those who have already been handling fish are adding additional varieties. There has been a scarcity of fresh halibut on most markets and some frozen stock has had to be used. White fish is also scarce. Smoked and prepared lines of fish are being taken up better, now that cooler weather has set in.

There has been an improved demand for oysters this week in anticipation of a good trade around the Thanksgiving holiday. The weather is now also more conducive to demand in this line while another important factor is the improved quality. By the middle of November, the quality is expected to be ahead of last year at the same time.

### QUEBEC.

MONTREAL.—The week has seen a drop in oyster prices—a drop which comes just when the retail demand is growing rapidly. Those who had their order placed in time will have secured the supply needed to meet the Thanksgiving day trade at this more attractive figure.

The holiday trade, it seems, will be a large one. The early part of October was just a little warm for oysters. It takes cool weather to make people long for stews and fries. Now, however, the cool, crisp days have come. There is certain to be a heavy demand, and indeed this is already reflected in the orders received by the wholesale dealers.

The week sees a scarcity of fresh halibut. Little is to be had, but this lack is partially offset by shipments of frozen halibut. Lake fish is plentiful with the solitary exception of dressed pike.

Haddies, fillets and kippers are to be had in good quantities. Also, there is plenty of boneless smoked herring. All

these lines are being largely ordered, the fish trade evidently being largely on the increase.

### FRESH AND FROZEN.

Fancy spring salmon, per lb.	0 18	0 20
Large shad herring, each	0 02	
Market cod, cases, 250 lbs., per lb.	0 04	
Less than case	0 04½	
Smelts, fancy	0 10	
Halibut	0 05	
Halibut, per lb.	0 11	
Herring, frozen, per 100 fish	1 90	
Mullets	0 04½	0 05
Pike, dressed and headless, lb.	0 09	
Steak, cod	0 06	
Mackerel	0 10	
B.C. red salmon	0 10	0 11
New Gaspe salmon, per lb.	0 15	
Qualla salmon	0 07½	0 08
No. 1 smelts, per lb.	0 09	
Lake trout, per lb.	0 12	
Whitefish, large, per lb.	0 09	0 12
Pure cod tablets, 20 1-lb. tablets	2 30	
Whitefish, small, lb.	0 06	
Barbotte (dressed) bullheads, per lb.	0 08	0 08

### PREPARED FISH.

Boneless cod, in blocks or pkgs., lb.	8, 10, 11, 12
Dry pollock, 100 lb. bundles, per bundle	5 50
Shredded cod, 2 doz. in box, per box	1 90
Boneless strip cod, 30-lb. box	0 12

### SALTED AND PICKLED.

New green cod, per bbl., 200 lbs.	10 00
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
No. 1 mackerel, full	2 00
No. 1 mackerel, half bbls.	8 00
Lake trout, kegs	6 00
No. 1 green halibut, per 200 lbs.	7 50
Salt cels, per lb.	0 06
Salt sardines, bbls.	5 00
Salt sardines, half bbls.	2 75
Lake trout, half bbl.	6 00
Scotch herring	1 10
Scotch herring, keg	6 00
Holland herring, half bbl.	6 00
Holland herring, keg	0 75
Boneless new herring, 10-lb. boxes	0 12½
Salt cels, per lb.	0 06
Labrador salmon, bbls.	17 00

### SMOKED.

Bloaters, box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb.	0 07½
Fillets, fancy, 15-lb. boxes, per lb.	0 11
Herring, new, smoked, per box	0 12
Kippers (small), per box of 50 fish	1 25
Smoked salmon, per lb.	0 25

### STEEL FISH.

Solid meats—Standards, gal., \$1.75; selects, gal.	2 00
Solid meats—Standards, gal., \$1.70; selects, gal.	1 90

### ONTARIO.

TORONTO.—Local fish dealers report that the fish trade is appreciable for the season of the year. It has not really got under way, but more retailers are taking hold each week and it is fast developing a healthy tone. White fish are scarce and frozen stock is being used. There is not enough fresh halibut coming along and some frozen stock is also being used in this line.

Under the better quality of oysters and the cooler weather, there is a brisker trade being done in this line. The consumption so far this season is said to well up with last year.

Smoked kippers are quoted lower at \$1.25 per box, while Labrador herrings in kegs are higher at 3.25.

### FRESH CAUGHT FISH.

White fish, per lb.	0 11
Lake trout, per lb.	0 12
Steak, cod	0 08
Halibut	0 07
Halibut	0 11
Floonders	0 07
Herrings, per lb.	0 06
Pike	0 07
Perch	0 07
Restigouche salmon	0 25
Bluefish	0 25
Striped bass	0 25
Butterfish	0 15
Sea bass	0 20
Sea herring, per 100 counts	2 00

### SMOKED.

Finnan haddie	0 08
Smoked fillets	0 11
Smoked bloaters, 60s	1 25
Kippers	1 25

### PREPARED.

Shredded cod, 2 doz. pkgs. to box	2 25
Acadia cod, 2 lb. boxes, 12 to crate	2 80
Cod in loose strips, 25-lb. to box, lb.	0 06½
Skinless, cwt. (100 lb. boxes)	6 00

### SALTED AND PICKLED.

Labrador herring, per keg	3 25
Labrador herring, per barrel	6 00
Labrador trout, per keg	7 50
Scottish herring, Loch Fyne, per kit	1 10
Oysters—	
Selects, per gallon	1 75
Straight, 1 gal. lots	1 75
Straights, 3 gal. lots	1 70
Straights, 5 gal. lots	1 65

### NEW BRUNSWICK.

ST. JOHN.—The supply of mackerel and halibut fell off considerably this week. Hard blows off the coast with a little rain have been responsible for decline in stocks. The chief shipments of mackerel this week have been from Yarmouth, and they have been retailing at from 8 to 10 cents. It was said this week by a local fish dealer that vessel owners about Lunenburg had conferred regarding fish prices and as a result the cost of bank fish would be increased to about \$6.50. There has been a decline in the catch in the waters near Lunenburg this year, the difference being about 25,000 quintals.

### NOVA SCOTIA.

HALIFAX.—The local fish markets are becoming a little more active. On the western shore this week some fair catches of mackerel were made, but they are far below the average for season. Prospects are not bright for any large catches. The inshore fisheries are fairly good, but the bank fishing is poor, and the trawlers now out are getting few fish. The total catch of the Lunenburg bank fleet this season is 211,080 quintals, as against a catch of 216,450 quintals last year. More vessels were engaged but the average catch was smaller.



# Produce & Provisions



## Butter Maintains Its Firm Position

Additional Advances at Several Centres—Demand From West Has Prevented Accumulations Elsewhere—Opinions as to Future Vary—Egg Receipts Falling Off—Poultry in Demand This Week—Little Too Early for Turkeys.

The butter market continues to maintain a firm and interesting position. Although prices now average from 1½ to 2 cents per pound higher than a year ago, strength still continues and values at many centres have been further advanced during the past couple of weeks. The situation is shown by a comparison of prices at Cowansville, Que., the centre of a big producing district. On Saturday last, the ruling price at that place was 31⅞ cents as compared with 29¼ the previous week.

Although not a single package has been shipped to England this season as against over 133,000 packages to this date last year, prices have slowly but certainly been climbing to a higher level since early July and are now about 2 cents above ruling values of one year ago. Probably the most important factor in bringing this about has been the increased demand from the Northwest and British Columbia. Already there is held a large quantity in storage in Montreal for western account and there are still inquiries.

As to the future there are various opinions expressed. Some dealers think that demand from the West will prevent any accumulations elsewhere. In some quarters the opinion prevails that with cheese factories closing, there will be a larger production and an easier tendency. Whether this will prove true or not depends to a large extent on the kind of weather during the next month. A continued open fall would probably add materially to the make.

In eggs there is also a stronger feeling, resulting from the decrease in receipts. Wholesalers are experiencing no little difficulty in getting enough fresh stock to fill the demand and some cold storage stock is now being used. Egg prices attained quite a record mark last winter and they are certainly getting off to a good start in that direction this season.

Poultry has been in the limelight this week on account of the Thanksgiving demand. Turkeys are supposed to be connected up with this occasion but this year in most districts they are found lacking somewhat in both quality and quantity. Geese are in a better position and in many cases have been substituted, while other lines also came in for their share of attention.

### TORONTO.

**PROVISIONS.**—There is a fair movement of hog products reported by most houses. Scarcity of backs still continues with several firms and there is an undertone of firmness. Some houses are quoting higher. Most prices on long clear rule from 14 to 15½ cents according to the size of the sides. One firm quotes 80 to 100 lbs. sides at 13½ cents, 50 to 80 at 14c., and 55 to 65 at 15 cents.

Apparently farmers did not feel like accepting last week's price for hogs, and quotations had to be increased this week, ruling at \$8.10 at country points. Prices have come down considerably from the high point but further concessions are conceded as possible.

Smoked Meats—		
Light hams, per lb.	0 17½	0 18
Medium hams, per lb.	0 17	0 17½
Large hams, per lb.	0 15	0 16
Backs, plain, per lb.	0 21½	0 21½
Backs, pea meal	0 21½	0 22½
Breakfast bacon, per lb.	0 18½	0 19
Roll bacon, per lb.	0 14½	0 15
Shoulders	0 11½	0 12
Pickled Meats—1c less than smoked.		
Heavy mess pork, per bbl.	20 00	20 60
Short cut, per bbl.	27 00	28 00
Cooked hams	0 25	0 25
Long clear bacon	0 14	0 15½
Lard, tierces, per lb.	0 14½	0 14½
Lard, tubs, per lb.	0 14½	0 15
Lard, pails, per lb.	0 15	0 15½
Lard, compounds, per lb., tierces	0 09½	0 10
Live hogs, local	8 40	
Live hogs, at country points	8 10	
Dressed hogs	12 00	12 60

**BUTTER.**—Again there is a slightly firmer feeling and inside quotations on butter have been advanced. "It is the high figures that Montreal is paying that is causing us to pay higher prices," said a local dealer this week. "Fresh made goods is pretty near keeping us going but creameries point to the prices that

are being paid in Montreal and demand the same." The West is a big factor in the situation and the demand from that direction is apparently having a good deal to do with the firmness.

	Per lb.	
Fresh creamery print	0 29	0 30
Creamery solids	0 28½	0 29
Farmers' separator butter	0 26	0 28
Dairy prints, choice	0 24	0 26
Dairy solids	0 23	0 25

**EGGS.**—Higher prices are being demanded for eggs this week for the reason that has been pointed out before. Receipts are dropping off to a marked degree and with a few houses some storage stock has had to be used. With prices having attained such a high price so early in the season, it would seem that we are in for a winter of high prices, unless something turns up to alter the situation.

As high as 32 cents is being asked for some select stock.

New laid eggs, per doz.	0 29	0 30
Fresh eggs, per doz.	0 26	0 27

**CHEESE.**—There is little change in general situation. Prices at country boards show little variation from the previous week.

Cheese—		
Large	0 14½	0 15
Twain	0 15	0 15½
½ Twain	0 15½	0 15½
Stilton	0 16	0 17

**POULTRY.**—This is a week of considerable importance in poultry, in anticipation of the Thanksgiving trade. Dealers expect to be pretty well able to supply demand. The season proves to be too early for turkeys, both in respect to quality and quantity. The dressed article will probably rule about 23 to 28 cents per pound. Geese are in good supply and the quality is also quite good so that they will likely be in good demand. They will sell at about 13 cents per pound. There is a slightly firmer feeling all round in poultry this week.

LIVE POULTRY (prices paid to country merchants):		
Spring chickens	0 11	0 13
Spring ducks	0 12	0 13
Old fowl	0 07	0 09
Roosters	0 07	0 08
Turkeys	0 15	0 18
Geese	0 09	

**WHOLESALE PRICES (to city retailers).**

Spring chickens, dressed, lb.	0 17	0 20
Spring ducks, dressed, lb.	0 18	0 22
Fowl, dressed	0 12	0 14
Turkeys, dressed	0 23	0 28
Geese, dressed	0 12	0 13

**HONEY.**—A fair trade is being done in honey. There is no change in prices or general situation.

White clover honey, in combs, No. 1, doz.	2 75	3 00
Honey, strained—		
Clover honey, 50-lb. pails, per lb.	0 12	
Clover honey, 10-lb. pails, per lb.	0 12½	
Clover honey, 5-lb. pails, per lb.	0 12¼	
Buckwheat, 50-lb. tins, lb.	0 07	0 08

**MONTREAL.**

**PROVISIONS.**—A few advances in bacon and in lard are noted this week. The general tone of the market, indeed, is upward, and it seems likely that the high prices will obtain for some time. In some lines still higher figures are likely to be reached.

Long clear bacon, heavy, lb.	0 13½	
Long clear bacon, light, lb.	0 14½	
Hams—		
Extra large sizes, 28 to 40 lbs., per lb.	0 14½	
Large sizes, 20 to 28 lbs., per lb.	0 16	
Medium sizes, 15 to 19 lbs., per lb.	0 16½	
Extra small sizes, 10 to 14 lbs., per lb.	0 16½	
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 16½	
Bone out, rolled, small, 9 to 12 lbs., per lb.	0 18½	
Breakfast bacon, English, boneless, per lb.	0 19	
Windsor bacon, skinned, backs, per lb.	0 20	
Spiced roll bacon, boneless, short, per lb.	0 16	
Boiled ham, small, skinned, boneless	0 25	
Hogs, live, per cwt.	8 60	
Hogs, dress, per cwt.	12 50	12 75
Pure Lard—		
Boxes, 50 lbs. net, per lb.	0 10½	
Cases, tins, each 10 lbs., per lb.	0 16½	
Cases, tins, each 5 lbs., per lb.	0 14½	
Cases, tins, each 3 lbs., per lb.	0 16½	
Pails, wood, 20 lbs. net, per lb.	0 16	
Pails, tin, 20 lbs. gross, per lb.	0 10	
Tubs, 50 lbs. net, per lb.	0 14½	
Tubs, 375 lbs., per lb.	0 14	
One pound bricks	0 13½	
Compound Lard—		
Boxes, 50 lbs., per lb.	0 14½	
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 10½	
Cases, 5-lb. tins, 60 lbs. to case, per lb.	0 10½	
Cases, 3-lb. tins, 60 lbs. to case, per lb.	0 10½	
Pails, wood, 20 lbs. net, per lb.	0 10½	
Pails, tin, 20 lbs. gross, per lb.	0 14½	
Tubs, 50 lbs. net, per lb.	0 14½	
Tubs, 375 lbs., per lb.	0 10½	
One pound bricks	0 11	
Pork—		
Heavy Canada short cut mess, bbl., 35-45 pieces	27 00	
Canada short cut back pork, bbl., 45-55 pieces	27 00	
Heavy short cut clear pork, bbl.	23 00	
Clear fat backs	25 50	
Heavy flank pork, bbl.	26 50	
Dry Salt Meats—		
Green bacon, flanks, lb.	0 14	
Plate beef, barrel	17 00	18 00

**BUTTER.**—From the West has come a large demand, and as the local call has kept up—indeed increased largely—and as supplies have not increased any thing like in proportion, the prices have naturally risen. Indications are that further advances will be struck within another week. Handlers are experiencing a good deal of difficulty in securing supplies to meet the growing demand.

**EGGS.**—Supplies continue inadequate, indeed as each week passes the difference between the demand and the supply is more striking. The eggs do not seem to be forthcoming. A considerable advance was struck this week in new laid eggs. Handlers are loth to predict, but it seems certain that high prices are to be expected. A further advance is quite possible, in view of the fact that no relief is in sight for the inadequate supply.

**POULTRY.**—Fowl is fairly plentiful, and it is well that such is the case, for

the demand is heavy. To date there has been a somewhat remarkable lack of orders for geese. Few of these are on hand, not so much that they are scarce, as that there is no call. For turkeys, too, the demand has not reached great proportions, though the approach of Thanksgiving has caused a considerable awakening. Chickens and ducks are moving well. Prices are rather lower than they were a week ago.

Turkeys, No. 1, per lb.	0 25	
Turkeys, No. 2, per lb.	0 20	0 22
Chickens, per lb.	0 17	
Fowls, per lb.	0 15	0 16
Ducks, per lb.	0 18	
Geese, per lb.	0 15	

**WINNIPEG.**

**PRODUCE AND PROVISIONS.**—Lard is firm and further advances are

expected. There is nothing new to report in other lines. Eggs and butter are both reported as scarce and likely to go high throughout the winter.

Lard, tierces	0 15½	
3 lb. tins, cases	9 65	
5 lb. tins, cases	9 55	
10 lb. tins, cases	9 50	
20 lb. tins, cases	3 15	
50 lb. tins	7 20	
1 lb. bricks	0 16½	
Cured Meats—		
Hams	0 16	0 18½
Long clear	0 15	
Short clear	0 15	
Shoulders	0 15½	
Bacon	0 21	0 22
Cheese—		
Ontario large	0 16	
Ontario twins	0 15½	
Manitoba large	0 15	
Manitoba twins	0 15½	
Butter—		
Creamery	0 30	0 32
Dairy	0 29	0 24
Eggs, fresh laid, Manitoba	0 28	0 30

**Good Location Helps Provision Trade**

**Well To Be Where People Pass—Trenton, Ont., Store Has Street on Three Sides—Right in the Flow of Traffic Where Large Number of People Pass—This Has Helped Provision Trade—Fresh Sausages are Handled.**

Location has sometimes a good deal to do with determining the amount of business which a store will do or the trade it will find possible to work up in certain departments. Every merchant realizes the value of being so located that the largest number of people will pass the store. Just what the reason is, we will not attempt to explain but people seem to be inclined to deal at the store which is the least out of the way. Thus, the desire of merchants to be in a location which customers consider as handy to deal at.

**Streets on Three Sides.**

It is not very often that a merchant has a store with a street on each side of it. Sometimes his store borders on two streets as when he is located on a corner but very infrequent is it that a street passes along each side of the building as well as the front. Such, however, is the singular position of the store of T. McConville, a grocer of Trenton, Ont. His store forms a wedge where two streets converge at an angle of about 35 degrees. Thus he really has a public thoroughfare on three sides of his store.

**In the Traffic Zone.**

The number of people who pass the store is large, not only because of his location on three streets but also his location in respect to the districts to and from which there is always a heavy traffic. The people from the main residential portion of the town must pass his store on their way to the post-office, while those people in the other section of the town must pass it in going to the market.

A separate department for provisions is maintained in the store and as it is a handy place for customers to call, considerable business is, as a result, done. A counter with two small marble slabs is devoted to the line. On one end of this counter is a case in which cheese is shown, while another display case situated on the counter contains butter. To the rear is a large refrigerator with glass front in which meats are kept.

**Fresh Sausages Handled.**

One line which is handled in the provision department is fresh sausages. The store does not find it possible to carry them regularly but they are brought in each Saturday and during some parts of the year it is found possible to handle them more frequently. They are, however, brought in each Saturday and customers knowing this do not order other fresh meat for that day.

Now that the weather is becoming cooler, a good many grocers are taking up the sale of fresh sausages and some of them have already worked up a considerable trade this fall. A good many dealers have also adopted the idea of getting them in on certain days each week, customers being made acquainted with those days that shipments come in. As a result many look forward to them. Some grocers have got regular orders from certain customers for a certain amount each time a shipment comes in. A dealer is enabled to work ahead so that by the time the shipment comes in, he may probably have a goodly portion sold, so that they are all disposed of before it is possible for the quality to become impaired.

# QUOTATIONS FOR PROPRIETARY ARTICLES

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

**BAKING POWDER.**  
**W. H. GILLARD & CO.**  
 Diamond—  
 1-lb. tins, 2 doz. in case .. \$2 00  
 ½-lb. tins, 3 doz. in case.. 1 25  
 ¼-lb. tins, 4 doz. in case .. 0 75

**ROYAL BAKING POWDER.**  
 Sizes. Per doz.  
 Royal—Dime ..... 0 95  
 " ¼-lb. .... 1 40  
 " 6-oz. .... 1 95  
 " ½-lb. .... 2 55  
 " 12-oz. .... 3 85  
 " 1-lb. .... 4 90  
 " 3-lb. .... 13 60  
 " 5-lb. .... 22 35

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

**WHITE SWAN SPICES AND CEREALS, LTD.**

White Swan Baking Powder—  
 5-lb. size, \$8.25; 1-lb. tins, \$2;  
 12-oz. tins, \$1.60; 8-oz. tins, \$1.20;  
 6-oz. tins, 90c; 4-oz. tins, 65c;  
 5c tins, 40c.

**BORWICK'S BAKING POWDER**  
 Sizes. Per doz. tins.  
 Borwick's ¼-lb. tins ..... 1 35  
 Borwick's ½-lb. tins ..... 2 35  
 Borwick's 1-lb. tins ..... 4 65

**COOK'S FRIEND BAKING POWDER.**

Cartons— Per doz.  
 No. 1, 1-lb., 4 dozen ..... 2 40  
 No. 1, 1-lb., 2 dozen ..... 2 50  
 No. 2, 5-oz., 6 dozen ..... 0 80  
 No. 2, 5-oz., 3 dozen ..... 0 85  
 No. 3, 2½-oz., 4 dozen ..... 0 45  
 No. 10, 12-oz., 4 dozen ..... 2 10  
 No. 10, 12-oz., 2 dozen ..... 2 20  
 No. 12, 4-oz., 6 dozen ..... 0 70  
 No. 12, 4-oz., 3 dozen ..... 0 75

In Tin Boxes—  
 No. 13, 1-lb., 2 dozen ..... 3 00  
 No. 14, 8-oz., 3 dozen ..... 1 75  
 No. 15, 4-oz., 4 dozen ..... 1 10  
 No. 16, 2½-lb. .... 7 25  
 No. 17, 5-lb. .... 14 00

**FOREST CITY BAKING POWDER.**  
 6-oz. tins ..... 0 75  
 12-oz. tins ..... 1 25  
 16-oz. tins ..... 1 75

**BLUE.**  
 Keen's Oxford, per lb. .... 0 17  
 In 10-lb. lots or case .... 0 16

**COUPON BOOKS—ALLISON'S.**  
 For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, \$2, \$3, \$5, \$10, \$15, and \$20. All same price, one size or assorted.

**UN-NUMBERED.**  
 Under 100 books ..... each 0 04  
 100 books and over, each 0 03½  
 500 books to 1,000 books 0 03  
 For numbering cover and each coupon, extra per book ½ cent.

**CEREALS.**  
**WHITE SWAN SPICES AND CEREALS, LTD.**

White Swan Breakfast Food, 2 doz. in case, per case, \$3.00.  
 The King's Food, 2 doz. in case, per case, \$4.80.  
 White Swan Barley Crisps, per doz., \$1.  
 White Swan Self-rising Buckwheat Flour, per dozen, \$1.  
 White Swan Self-rising Pancake Flour, per doz., \$1.

White Swan Wheat Kernels, per doz., \$1.50.  
 White Swan Flaked Rice, \$1.  
 White Swan Flaked Peas, per doz., \$1.

**DOMINION CANNERS.**

Aylmer Jams. Per doz.  
 Strawberry, 1912 pack ..... \$ 2 15  
 Raspberry, red, h'vy syrup 2 15  
 Black currant ..... 2 00  
 Red currant ..... 1 85  
 Peach, white, heavy syrup 1 50  
 Pear, Bart., heavy syrup 1 77½

**Jellies.**  
 Red currant ..... 2 00  
 Black currant ..... 2 20  
 Crabapple ..... 1 65  
 Raspberry and red currant 2 00  
 Raspberry and gooseberry. 2 00  
 Plum jam ..... 1 55  
 Green Gage plum, stoneless 1 65  
 Gooseberry ..... 1 85  
 Grape ..... 1 55

**Marmalade.**  
 Orange jelly ..... 1 55  
 Green fig ..... 2.25  
 Lemon ..... 1 60  
 Pineapple ..... 2 00  
 Ginger ..... 2 25

**Pure Preserves—Bulk.**  
 5 lbs. 7 lbs.  
 Strawberry ..... 0 69 0 95  
 Black currant ..... 0 69 0 95  
 Raspberry ..... 0 69 0 95  
 14's and 30's per lb.

Strawberry ..... 0 13  
 Black currant ..... 0 13  
 Raspberry ..... 0 13  
 Freight allowed up to 25c per 100 lbs.

**COCOA AND CHOCOLATE.**

**THE COWAN CO., LTD.**

Cocoa—  
 Perfection, 1-lb. tins, doz.. 4 40  
 Perfection, ½-lb. tins, doz. 2 35  
 Perfection, ¼-lb. tins, doz. 1 25  
 Perfection, 10c size, doz.. 0 90  
 Perfection, 5-lb. tins., per lb. 0 35  
 Soluble, bulk, No. 1, lb... 0 20  
 Soluble, bulk, No. 2, lb. .... 0 18  
 London Pearl, per lb. .... 0 22  
 Special quotations for Cocoa in barrels, kegs, etc.

**Unsweetered Chocolate—**  
 Supreme chocolate, ½'s 12-lb. boxes, per lb. .... 0 35  
 Perfection chocolate, 20c size, 2 doz. in box, doz.. 1 80  
 Perfection chocolate, 10c size, 2 and 4 doz. in box per doz. .... 0 90  
**Sweet Chocolate—** Per lb.

Queen's Dessert, ¼'s and ½'s, 12-lb. boxes ..... 0 40  
 Queen's Dessert, 6's, 12-lb. boxes ..... 0 40  
 Vanilla, ¼-lb., 6 and 12-lb. boxes ..... 0 35  
 Diamond, 8's, 6 and 12-lb. boxes ..... 0 28  
 Diamond, 6's and 7's, 6 and 12-lb. boxes ..... 0 24  
 Diamond, ¼'s, 6 and 12-lb. boxes ..... 0 25

**Icings for Cake—**  
 Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages. 2 doz. in box, per doz.. 0 90  
**Chocolate Confections—**Per lb.  
 Maple buds, 5-lb. boxes ... 0 36  
 Milk medallions, 5-lb. bxs. 0 36

Chocolate wafers, No. 1, 5-lb. boxes ..... 0 30  
 Chocolate wafers, No. 2, 5-lb. boxes ..... 0 25  
 Nonpareil wafers, No. 1, 5-lb. boxes ..... 0 30  
 Nonpareil Wafers, No. 2, 5-lb. boxes ..... 0 25  
 Chocolate ginger, 5-lb. bxs. 0 30  
 Milk chocolate wafers, 5-lb. boxes ..... 0 36  
 Coffee drops, 5-lb. boxes .. 0 36  
 Lunch bars, 5-lb. boxes .. 0 36  
 Milk chocolate, 5c bundles, 3 doz. in box, per box.. 1 35  
 Milk chocolate, 5c cakes, 3 doz. in box, per box.. 1 35  
 Nut milk chocolate, ½'s, 6-lb. boxes, lb. .... 0 36  
 Nut milk chocolate, ¼'s, 6-lb. boxes, lb. .... 0 36  
 Nut milk chocolate, 5c bars, 24 bars, per box ..... 0 90

**EPPS'S.**

Agents—Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.  
 In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb. .... 0 35  
 Smaller quantities ..... 0 37

**JOHN P. MOTT & CO'S.**  
 G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen ..... 0 90  
 Mott's breakfast cocoa, 2-doz. 10c size, per doz. .... 0 85  
 Nut milk bars, 2 dozen in box ..... 0 80  
 " breakfast cocoa, ¼'s and ½'s ..... 0 36  
 " No. 1 chocolate ..... 0 30  
 " Navy chocolate, ½'s .. 0 26  
 " Vanilla sticks, per grs 1 00  
 " Diamond chocolate, ½'s 0 24  
 " Plain choice chocolate liquors ..... 20 30  
 " Sweet chocolate coatings ..... 0 20

**WALTER BAKER & CO., LTD.**

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 33c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ¼, and ½-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ¾, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; cinquieme sweet chocolate, 1-5. cakes, 6-lb. boxes, 20c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 32c lb.; Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box.  
 The above quotations are f.o.b. Montreal.

**COCOANUT.**

**CANADIAN COCOANUT CO.**  
 Packages—5c, 10c, 20c, and 40c packages, packed in 15-lb. and 30-lb. cases. Per lb.  
 1-lb. pkgs. White Moss. .. 0 26

½-lb. pkgs. White Moss .. 0 27  
 ¼-lb. pkgs. White Moss .. 0 28  
 1 and ½-lb. pkgs., assorted ..... 0 26½  
 ¼ and ½-lb. pkgs., asstd. 0 27½  
 ¼-lb. pkgs., asstd., in 5-lb. boxes ..... 0 28  
 ½-lb. pkgs., asstd., in 5-lb. boxes ..... 0 29  
 ¼-lb. pkgs., asstd., 5, 10, 15-lb. cases ..... 0 30  
**Bulk—**  
 In 15-lb. tins, 20-lb. pails and 10, 25 and 50-lb. boxes.

**Pails Tins Bbls.**

White Moss, fine strip ..... 0 19 0 21 0 17  
 Best shredded . 0 18 ..... 0 16  
 Ribbon ..... 0 19 ..... 0 17  
 Macaroon ..... 0 17 ..... 0 15  
 Desiccated ..... 0 16 ..... 0 14

**CONDENSED AND EVAPORATED MILK.**

**BORDEN MILK CO., LTD.**

Per Case  
 East of Fort William, Ont.  
 Eagle Brand, each 4 doz.. \$6 00  
 Gold Seal Brand, each 4 dz 5 25  
 Challenge Brand, each 4 dz 4 50  
 Peerless Brand, "Hotel," each, 2 doz. .... 4 25  
 Peerless Brand, "Tall," each 4 doz. .... 4 50  
 Peerless Brand, "Family," each 4 doz. .... 3 90  
 Peerless Brand, "Small," each 4 doz. .... 2 60  
 St. Charles Evaporated Milk (baby size) ..... 2 00  
 St. Charles Evaporated Milk (family size) ..... 3 90  
 St. Charles Evaporated Milk (hotel size) ..... 4 25  
 Silver Cow Milk ..... 5 40  
 Purity Milk ..... 5 25  
 Good Luck Milk ..... 4 50  
 Reindeer Brand (4 doz. in case) ..... 5 75  
 Mayflower Brand (4 doz. in case) ..... 5 25  
 Clover Brand (4 doz. in case) ..... 4 50  
 Reindeer Jersey Brand, Family (4 doz. in case) 3 90  
 Reindeer Jersey Brand, tall (4 doz. in case) ..... 4 50  
 Reindeer Jersey Brand, Hotel (2 doz. in case) ... 4 25  
 Reindeer Jersey Brand, Gallon (½ doz. in case).. 4 75  
**CANADA FIRST BRAND.**  
 The Aylmer Condensed Milk Co. Per Case.

Canada First Baby Evaporated Milk ..... 2 00  
 Canada First Family Evaporated Milk ..... 3 90  
 Canada First Medium (20 oz.) Evaporated Milk... 4 50  
 Canada First Hotel Evaporated Milk ..... 4 25  
 Canada First Gals Evaporated Milk, Manufacturer's Special ..... 4 75  
 Canada First Condensed (sweetened) ..... 5 25  
 Rose Bud Condensed Milk 5 15  
 Beaver Condensed Milk ... 4 50

**COFFEE.**

(Combined with Milk and Sugar)  
 Reindeer Brand (2 doz. in case) ..... 5 00  
 Regal Brand (2 doz. in case) ..... 4 50



# WHEAT AND WESTERN CANADIAN PROGRESS

Little need be said about the bumper crops and the prosperity that will abound in Western Canada this year. And if you as a wide-awake manufacturer, have your ear to the ground—you know the facts. THIS YEAR'S CROP WILL BEAT ALL RECORDS and prosperity generally in Western Canada has taken a double stride this year. These remarkable facts, granted; and you, as a manufacturer, who could do excellent business among these prosperous people with organized representation. We are at your service with five great warehouses and a selling staff that is daily in touch with every pulsating point in this Western country.

*Do not overlook this market—WRITE US TO-DAY.*

## NICHOLSON & BAIN

Wholesale Commission Agents and Brokers  
 HEAD OFFICE, WINNIPEG, MAN.  
 WINNIPEG, REGINA, SASKATOON, EDMONTON, CALGARY

## Does Your Mind Ever Feel Sluggish?

There are hundreds of patent medicines which claim to cure the sluggish mind.

It has been discovered by hundreds who are susceptible to this trouble, that the most successful and permanent cure is to join the sales force of MACLEAN'S MAGAZINE, and take subscriptions for this great monthly.

It gives relaxation from your regular routine of work. It is healthful, pleasant and educative. It develops you physically and mentally.

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TORONTO, ONT.

# THE CANADIAN GROCER

Reindeer Brand, in glass jars (2 doz. in case) .... 6 20

## COCOA.

(Combined with Milk and Sugar)  
Reindeer Brand (2 doz. in case) ..... 4 80

## COFFEES.

### EBY-BLAIN, LIMITED.

#### Standard Coffees.

Roasted whole or ground, packed in damp-proof bags.

King Edward ..... 0 34  
Club House ..... 0 38  
Nectar ..... 0 32  
Royal Java and Mocha. 0 32  
Empress ..... 0 30  
Duchess ..... 0 29  
Ambrosia ..... 0 28  
Plantation ..... 0 26½  
Fancy Bourbon ..... 0 26  
Crushed Java and Mocha 0 19

#### Package Coffee.

Gold Medal, 2-lb. tins, whole or ground ..... 0 31  
Gold Medal, 1-lb. tins, do 0 32  
Anchor Brand, 2-lb. tins, do. .... 0 31  
German Dandelion, 1-lb. tins, ground ..... 0 26  
German Dandelion, ½-lb. tins, ground ..... 0 28  
English Breakfast, 1-lb. tins, ground ..... 0 19  
Grand Prix, 1 and 2-lb. tins, ground ..... 0 30  
Demi-Tasse, 1 and 2-lb. tins, ground ..... 0 30  
Flower Pot, 1-lb. pots, ground ..... 0 23

### WHITE SWAN SPICES AND CEREALS, LTD.

#### WHITE SWAN BLEND.

1-lb. decorated tins, lb. .... 0 35  
Mo-Ja, ½-lb. tins, lb. .... 0 32  
Mo-Ja, 1-lb. tins, lb. .... 0 30  
Mo-Ja, 2-lb. tins, lb. .... 0 30  
Presentation (with tumblers) 27c per lb.

#### MINTO BROS.

#### MELAGAMA BLEND,

Ground or bean— W.S.P. R.P.  
1 and ½ ..... 0 25 0 30  
1 and ½ ..... 0 32 0 40  
1 and ½ ..... 0 37 0 50  
Packed in 30's and 50-lb. case.  
Terms—Net 30 days prepaid.

### BRANSON'S SHEREEF COFFEE.

#### AGENT: F. COWARD.

402 Spadina Avenue, Toronto.  
Small size ..... \$1.50 per doz., net  
Large size ..... \$3.00 per doz., net  
In 3 dozen free cases. Freight paid on ½ gross order.

## CEREALS.

Grape Nuts—No. 22, \$3; No. 23, \$4.50.  
Post Toasties—No. T3, \$2.85.  
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.

## CONFECTIONS.

### PEANUT BUTTER.

#### Ontario Prices

MacLaren's Imperial— Per doz.  
Small, 2 doz. .... 0 95  
Medium, 2 doz. .... 1 80  
Large, 1 doz. .... 2 75  
Tumblers, 2 doz. .... 1 35  
Pails, 24 lbs., per lb. .... 0 15

## CHEESE.

### MACLAREN'S IMPERIAL.

#### Ontario prices per doz.

Individual (each 2 doz.) .. 1 00  
Small (each 2 doz.) ..... 2 40  
Medium (each 1 doz.) ..... 4 50  
Large (each ½ doz.) ..... 8 25  
MacLaren's Roquefort—  
Small (each 2 doz.) .... 1 40  
Large (each 1 doz.) .... 2 40  
MacLaren's Canada Cream—  
Small (each 1 doz.) .... 0 90  
Medium (each 2 doz.) .... 1 35  
Large (each 1 doz.) ..... 2 40

## FLAVORING EXTRACTS.

### SHIRRIFF'S.

1 oz. (all flavors) doz. .... 1 00  
2 oz. (all flavors) doz. .... 1 75  
2½ oz. (all flavors) doz. .... 2 00  
4 oz. (all flavors) doz. .... 3 00  
5 oz. (all flavors) doz. .... 3 75  
8 oz. (all flavors) doz. .... 5 50  
16 oz. (all flavors) doz. .... 7 00  
32 oz. (all flavors) doz. .... 8 00  
Discount on application.

### CRESCENT MFG. CO.

Mapleline— Per doz.  
2 oz. bottle (retail at 50c) 4 50  
4 oz. bottle (retail at 90c) 6 80  
8 oz. bottles (retail at \$1.50) 12 50  
16 oz. bottles (retail at \$3) 24 00  
Gal. bottles (retail at \$20) 15 00

## GELATINE.

Knox Plain Gelatine (2 qt. size), per doz. .... 1 30  
Knox Acidulated Gelatine (2 qt. size), per doz. .... 1 30

### CLARK'S PORK AND BEANS IN TOMATO SAUCE.

Per doz.  
No. 1, 4 doz. in case ..... 0 60  
No. 2, 2 doz. in case ..... 0 95  
No. 3, flats, 2 doz. in case 1 15  
No. 3, talls, 2 doz. in case 1 35  
No. 6, 1 doz. in case ..... 4 00  
No. 12, ½ doz. in case .... 6 50  
LAPORTE, MARTIN & CO., MONTREAL AGENCIES.

These prices are F.O.B. Montreal. Imported Peas "Soleil"

#### Per case

Sur Extra Fins, ½ flacons, 40 bou. .... 11 00  
Sur Extra Fins, tins, ½ kilo, 100 tins ..... 15 50  
Extra Fins, tins, ½ kilo, 100 tins ..... 15 00  
Tres Fins, ¼ kilo, 100 tins 14 00  
Fins, tins, ½ kilo, 100 tins 12 50  
Mi-Fins, tins, ½ kilo, 100 tins ..... 11 00  
Moyens No. 1, tins, ½ kilo, 100 tins ..... 10 00  
Moyens No. 2, tins, ½ kilo, 100 tins ..... 9 50  
Moyens No. 3 ..... 8 75  
Asparagus, Haricots, etc.  
MINERVA PURE OLIVE OIL.  
Case—  
12 litres ..... 6 50  
12 quarts ..... 5 75  
24 pints ..... 6 25  
24 ½-pints ..... 4 25

Tins—  
5 gals. 2s ..... 23 00  
2 gals. 6s ..... 29 00  
1 gal. 10s ..... 25 00  
½-gal. 20s ..... 26 00  
¼-gal. 20s ..... 13 50  
¼-gal. 48s sq. .... 17 00  
¼-gal. 48s rd. .... 15 50

BASSIN DE VICHY WATERS.  
La Capitale, 50 qts. .... 5 00  
La Neptune, 50 qts. .... 6 00  
St. Nicholas, 50 qts. .... 7 00  
La Sanitas Sparkling, 50 quarts ..... 8 00

La Sanitas Sparkling, 100 pints ..... 9 00  
La Sanitas Sparkling, 100 splits ..... 4 00  
Lemonade Savoureuse, 50's 7 50

## CASTILE SOAP.

"Le Soleil," 72 p.c. olive oil.  
Case 12 lbs. 2½-lb. bars, lb 0 06½  
Case 25 lbs. 1-lb. bars, lb 0 07½  
Case 50 lbs. ¾-lb. bars, case 3 50  
Case 200 lbs. 3¼-oz., case. 3 75  
"La Lune," 65 p.c. olive oil.  
Case 25 lbs., 1-lb. bars, lb. 0 07  
Case 12 lbs., 2½-lb. bars, lb. 0 08  
Case 50 lbs., ¾-lb. bars, case 3 25  
Case 100 lbs., 3¼-oz. bars, case ..... 1 80  
Case 200 lbs., 3¼-oz. bars, case ..... 3 40

## ALIMENTARY PASTES.

### BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.  
Box, 25 lbs., 1 lb. .... 0 07½  
Box, 25 lbs., loose ..... 0 07

## DUFFY & CO. BRAND.

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

## CANNED HADDIES, "THIS-TLE" BRAND.

A. P. TIPPET & CO., Agents.  
Cases 4 doz. each, flats, per case ..... 5 40  
Cases 4 doz. each, ovals, per case ..... 5 40

## INFANTS' FOOD.

Robinson's patent barley, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.

## BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.  
Tierces, lb. .... 0 10  
Tubs, 60 lbs. .... 0 10½  
Pails, 20 lbs. .... 0 10½  
Tins, 20 lbs. .... 0 10  
Cases, 3 lbs., 20 to cs. .... 0 11  
Cases, 5 lbs., 12 to cs. .... 0 10½  
Cases, 10 lbs., 6 to cs. .... 0 10½

## F.O.B. Montreal.

GUNN'S "EASIFIRST" SHORTENING.  
Tierces ..... 0 10  
Tubs ..... 0 10½  
20-lb. pails ..... 0 10½  
20-lb. tins ..... 0 10  
10-lb. tins ..... 0 10½  
5-lb. tins ..... 0 11  
3-lb. tins ..... 0 11  
1-lb. cartons ..... 0 11½

## MARMALADE.

SHIRRIFF BRAND.  
"SHREDED."  
1 lb. glass (2 dz case) \$1.90 \$1.80  
2 lb. glass (1 dz case) 3.20 3.00  
4 lb. tin (1 dz case) 5.50 5.35  
7 lb. tin (½ dz case) 8.60 8.35  
"IMPERIAL SCOTCH."  
1 lb. glass (2 dz case) \$1.60 \$1.55  
2 lb. glass (1 dz case) 2.80 2.70  
4 lb. tin (1 dz case) 4.80 4.65  
7 lb. tin (½ dz case) 7.75 7.50

## MUSTARD.

COLMAN'S OR KEEN'S.  
Per doz. tins  
D. S. F., ¼-lb. .... 1 40  
D. S. F., ½-lb. .... 2 50

D. S. F., 1-lb. .... 5 00  
F. D., ¼-lb. .... 0 85  
F. D., ½-lb. .... 1 45

#### Per jar

Durham, 4-lb. jar ..... 0 75  
Durham, 1-lb. jar ..... 0 25

## MACLAREN'S IMPERIAL PREPARED MUSTARD.

### Ontario Prices.

Small case 4 doz., per doz. 0 45  
Medium, cases 2 doz., doz. 0 90  
Large, cases 1 doz., doz. 1 35  
VERMICELLI AND MACARONI  
D. SPINELLI C'Y., MONTREAL  
Fine.  
4-lb. box "Special," per box 0 22  
8-lb. box "Special," box... 0 44  
5-lb. box "Standard," box. 0 27½  
10-lb. box "Standard," box 0 55  
60-lb. cases or 75-lb. bbls., per lb. .... 0 05  
25-lb. cases, 1-lb. pkgs. (Vermicelli), per lb. .... 0 06

Globe Brand.  
5-lb. box "Standard," box 0 30  
10-lb. box "Standard," box 0 60  
25-lb. cases (loose), per lb. 0 06  
25-lb. cases, 1-lb. pkgs., lb. 0 06½

## JELLY POWDERS.

### JELL-O.

Assorted case, contains 2 doz. .... 1 80  
Straight.  
Lemon contains 2 doz. .... 1 80  
Orange contains 2 doz. .... 1 80  
Raspberry contains 2 doz. 1 80  
Strawberry contains 2 doz. 1 80  
Chocolate contains 2 doz. 1 80  
Cherry contains 2 doz. .... 1 80  
Peach contains 2 doz. .... 1 80  
Weight 8 lbs. to case. Freight rate, 2nd class.

## JELL-O ICE CREAM POWDER-ED.

Assorted case, contains 2 doz. .... 2 50  
Straight.  
Chocolate contains 2 doz. .... 2 50  
Vanilla contains 2 doz. .... 2 50  
Strawberry contains 2 doz. 2 50  
Lemon contains 2 doz. .... 2 50  
Unflavored contains 2 doz. 2 50  
Weight 11 lbs. to case. Freight rate, 2nd class.

## IMPERIAL DESSERT JELLY.

### Ontario Prices.

Assorted flavors, \$10.75 per gross. Imperial Sterilized Gelatine. Cartons, 1 doz., 90c per dozen.

## SOAP AND WASHING POWDERS.

A. P. TIPPETT & CO., AGENTS.  
Criole soap, per gross .... \$10 20  
Florola soap, per gross. .... 12 00  
Straw hat polish, per gr. .... 18 20  
SNAP HAND CLEANER.  
3 dozen to box ..... 3 60  
6 dozen to box ..... 7 20  
30 days.

## RICHARDS PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.  
Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

## FELS NAPHTHA.

Prices—Ontario and Quebec:  
Less than 5 cases ..... \$ 5 00  
Five cases or more ..... 4 05  
SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.  
1-16 gall., doz. .... \$ 2 00  
¼-gall., doz. .... 6 00  
½-gall., doz. .... 10 00  
1 gall., doz. .... 19 20  
1-16 gall. gross lot ..... 20 00

# Ludella

The sale for Ludella tea is steadily growing, for the twenty-five cent retailer there is a quick demand. This popular priced tea is wanted again wherever it has been used, and those dealers who want a good repeater in the tea line and at a price that is within the means of all, try Ludella Blue Label. It retails at twenty-five cents.

# Salt

The Diamond Crystal make which we handle is the product of the most modern factory on the continent, or we might properly say in the world. In fact it would be almost impossible to produce any that would be purer. It is made for both table and dairy purposes, and the attractive manner in which it is packed is a big help in the selling.

## Try Us

with your mail and telephone order business. We can do well for you in any way you want to look at it. Put us to the test.

# H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

..... 5 00  
 ..... 0 85  
 ..... 1 45  
 Per jar  
 ..... 0 75  
 ..... 0 25  
 AL PRE-  
 RD.  
 doz. 0 45  
 doz. 0 90  
 doz. 1 35  
 ACARONI  
 MONTREAL  
 box 0 22  
 x... 0 44  
 ox. 0 27½  
 box 0 55  
 bls.,  
 .... 0 05  
 kgs.  
 .... 0 06  
 box 0 30  
 box 0 60  
 lb. 0 06  
 lb. 0 06½  
 RS.  
 s 2  
 .... 1 80  
 .... 1 80  
 .... 1 80  
 doz. 1 80  
 doz. 1 80  
 z... 1 80  
 .... 1 80  
 .... 1 80  
 Freight  
 POWDER-  
 2  
 .... 2 50  
 z... 2 50  
 ... 2 50  
 doz. 2 50  
 ... 2 50  
 doz. 2 50  
 Freight  
 JELLY.  
 er gross.  
 elatine.  
 r dozen.  
 POW-  
 AGENTS.  
 ... \$10 20  
 ... 12 00  
 ... 18 20  
 NER.  
 ... 3 60  
 ... 7 20  
 OAP.  
 \$15 each  
 aptha as  
 ia Soap.  
 bars to  
 uebec:  
 ... \$ 5 00  
 ... 4 95  
 MONT-  
 TICIDE.  
 ... \$ 2 00  
 ... 6 00  
 ... 10 00  
 ... 19 20  
 ... 20 60

THE CANADIAN GROCER

"SOCLEAN."

THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4 1/2 lbs.) enlarged size .....\$4 50  
 40c Pail, formerly 50c, 2 doz. in case (8 lbs.) ..... 7 20  
 75c Pail, formerly \$1.00, 1 doz. in case (17 lbs.)..... 6 75

"ANTI-DUST" SWEEPING POWDER.

Size No. 1, 3 doz. crates, per doz. ....\$ 1 50  
 No. 2, 1 and 2 doz. crates, per doz. .... 3 00

STARCH.

EDWARDSBURG STARCH CO.  
 Boxes Cents  
 Laundry Starches—  
 40 lbs., Canada Laundry.. .05 1/2  
 40 lbs., Canada white gloss, 1 lb. pkgs. .... .06 1/2  
 48 lbs., No. 1 white or blue, 4 lb. cartons ..... .07  
 48 lbs., No. 1 white or blue, 3 lb. cartons ..... .07  
 100 lbs., kegs, No. 1 white ..... .06 1/2  
 200 lbs., bbls., No. 1 white ..... .06 1/2  
 30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs. .... .07 1/2  
 48 lbs., silver gloss, in 6-lb. tin canisters ..... .08  
 36 lbs., silver gloss 6-lb. draw lid boxes ..... .08  
 100 lbs., kegs, silver gloss, large crystals ..... .07  
 28 lbs. Benson's satin, 1-lb. cartons, chromo label ... .07 1/2  
 40 lbs. Benson's Enamel (cold water), per case .. 3 00  
 20 lbs. Benson' Enamel (cold water), per case .. 1 50  
 Celluloid—boxes containing 45 cartons, per case ..... 3 60  
 Culinary Starch.  
 40 lbs. W. T. Benson & Co.'s prepared corn ..... .07 1/2  
 40 lbs. Canada pure corn starch ..... .05 1/2  
 (20-lb. boxes 1/4c higher.)

BRANTFORD STARCH.

Ontario and Quebec.  
 Laundry Starches—  
 Canada Laundry—  
 Boxes about 40 lbs.... .05 1/2  
 Acme Gloss Starch—  
 1-lb. cartons, boxes of 40 lbs. .... .06 1/2  
 First Quality White Laundry—  
 3-lb. canisters, cs of 48 lbs. .07 1/2  
 Barrels, 200 lbs. .... .06 1/2  
 Kegs, 100 lbs. .... .06 1/2  
 Lily White Gloss—  
 1-lb. fancy cartons, cases 30 lbs. .... .07 1/2  
 6-lb. toy trunks, lock and key, 8 in case ..... .08 1/2  
 6-lb. toy drums, with drumsticks, 2 in case... .08  
 Kegs, extra large crystals, 100 lbs. .... .07 1/2  
 Canadian Electric Starch—  
 Boxes containing 40 fancy pkgs., per case ..... 3 00  
 Celluloid Starch—  
 Boxes containing 45 cartons, per case ..... 3 75  
 Culinary Starches—  
 Challenge Prepared Corn—  
 1-lb. pkts., boxes of 40 lbs. .06  
 Brantford Prepared Corn—  
 1-lb. pkts., boxes of 40 lbs. .07 1/2  
 "Crystal Maize" Corn Starch—  
 1-lb. pkts., boxes 40 lbs... .07 1/2  
 (20-lb. boxes 1/4c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per case, \$4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, \$1.60; 4-oz. tins, 4 doz. per case, \$3.00; 8-oz. tins, 5 doz. per case, \$6.50; 16-oz. tins, 3 doz. per case, \$6.75; 5-lb. tins, 10 tins a case, \$7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., \$4; Ocean borax, 48 5-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-oz., \$7.20; Ocean corn starch, 48 1-lb., \$3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth. Mulligatawny, Chicken Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.  
 No. 1's, 95c per dozen.  
 Individuals, 45c per dozen.  
 Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz. .... 0 90  
 Clear soups in stone jars, 5 varieties, doz. .... 1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, \$3.00.  
 Case of 1/2-lb., containing 120 packages, per box, \$3.00.  
 Case of 1-lb. and 1/2-lb., containing 30 1-lb. and 60 1/2-lb. packages, per box, \$3. Case of 5c packages, containing 96 packages, per box, \$3.00.

SYRUP.

EDWARDSBURG STARCH CO.  
 CROWN BRAND CORN SYRUP.  
 2-lb. tins, 2 doz. in case... 2 55  
 5-lb. tins, 1 doz. in case... 2 90  
 10-lb. tins, 1/2 doz. in case. 2 80  
 20-lb. tins, 1/4 doz. in case. 2 75  
 Barrels, 700 lbs. .... 3 1/2  
 Half barrels, 350 ..... 3 1/4  
 Quarter barrels, 175 ..... 4  
 Pails, 38 1/2 ..... 1 90  
 " 25 lbs. each ..... 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case... 2 90  
 5-lb. tins, 1 doz. in case... 3 25  
 10-lb. tins, 1/2 doz. in case. 3 15  
 20-lb. tins, 1/4 doz in case. 3 10  
 (5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND MAPLE SYRUP.

2-lb. tins, 2 doz. in case.... 3 50  
 5-lb. tins, 1 doz. in case.... 4 00  
 10-lb. tins, 1/2 doz. in case... 3 95  
 20-lb. tins, 1/4 doz. in case.. 3 90  
 (5, 10 and 20-lb. tins have wire handles.)

Terms: 30 days net. No discount for prepayment.

Freight prepaid on 5-case lots, to all stations in Quebec and Ontario (east of North Bay), and during navigation to ports as far as Sault Ste. Marie inclusive.

To points beyond North Bay we prepay freight to North Bay only.

MOLASSES.

DOMINION MOLASSES CO.  
 Gingerbread Brand (Toronto).  
 2's—2 doz. to case, per doz. 0 93  
 3's—2 doz. to case ..... 1 45  
 Winnipeg. Per doz.  
 2's—Tins, 2 doz. cases..... 1 20  
 3's—Tins, 2 doz. cases..... 1 75  
 5's—Tins, 1 doz. cases..... 3 20  
 10's—Tins, 1/2 doz. cases... 5 30  
 20's—Tins, 1/4 doz. cases... 19 40  
 Pails—1's each ..... 0 65  
 Pails—2's each ..... 1 12

Pails—5's each ..... 2 55

DOMOLCO BRAND.

Maritime Provinces and Ontario:  
 2's, 2 doz. case, per doz.... 1 35  
 3's, 2 doz. case, per doz.... 1 95  
 5's, 1 doz. case, per doz.... 3 75  
 10's, 1/2 doz. case, per case. 3 40  
 20's, 1/4 doz. case, per case. 3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz.... 1 60  
 3's, 2 doz. case, per doz.... 2 35  
 5's, 1 doz. case, per doz.... 4 00  
 10's, 1/2 doz. case, per case. 4 15  
 20's, 1/4 doz. case, per case. 3 80

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. .... \$0 90  
 Pint bottles, 3 doz. cases, doz. .... 1 75

H. P.

H. P. Sauce— Per doz.  
 Cases of 3 dozen ..... \$1 90

H. P. Pickles—  
 Cases of 2 doz. pints ... 3 35  
 Cases of 3 doz. 1/2-pints. 2 25

HOLBROOK'S IMPORTED PUNCH SAUCE. Per doz.

Large, packed in 3-doz. case ..... \$2 25  
 Medium, packed in 3-doz. case ..... 1 40  
 HOLBROOK'S IMP. WORCESTERSHIRE SAUCE. Per doz.  
 Rep. 1/2 pints, packed in 6-doz. case ..... \$2 25  
 Imp. 1/2-pints, packed in 4-doz. case ..... 3 15  
 Rep. qts., packed in 2-doz. case ..... 6 50

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross ..... \$2 40  
 2a size, gross ..... 2 50

NUGGET POLISHES. Doz

Polish, Black and Tan ... 0 85  
 Metal Outfits, Black and Tan ..... 3 65  
 Card Outfits, Black and Tan ..... 3 25  
 Creams and White Cleaner 1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s... 44  
 Black Watch, 12s ..... 45  
 Bobs, 6s and 12s ..... 46  
 Bully, 6s ..... 44  
 Currency, 6 1/2s and 12s.... 46  
 Stag, 5 1-3 to lb. .... 38  
 Old Fox, 12s ..... 44  
 Pay Roll Bars, 7 1/2s ..... 56  
 Pay Roll, 7s ..... 56  
 War Horse, 6s ..... 42  
 Plug Smoking—Shamrock, 6s, plug or bar ..... 54  
 Rosebud Bars, 6s ..... 54  
 Empire, 6s and 12s ..... 44  
 Ivy, 7s ..... 50  
 Starlight, 7s ..... 50  
 Cut Smoking—Great West  
 Pouches, 8s ..... 59  
 Regal Cube Cut, 9s ..... 70

TEAS.

THE "SALADA" TEA CO. East of Winnipeg.

Wholesale R't'l  
 Brown Label, 1's and 1/2's .25 .30  
 Green Label, 1's and 1/2's .27 .35  
 Blue Label, 1's, 1/2's, 1/4's and 1/8's ..... .30 .40  
 Red Label, 1's and 1/2's... .36 .50  
 Gold Label, 1/2's ..... .44 .60  
 Red-Gold Label, 1/2's .... .55 .80  
 LUDELLA CEYLON TEA.  
 Orange Label, 1/2's ..... .24 .30

Brown Label, 1/2's and 1's .28 .40  
 Brown Label, 1/4's ..... .30 .40  
 Green Label, 1/2's and 1's. .36 .50  
 Red Label, 1/2's ..... .40 .60

MELAGAMA TEA.

MINTO BROS.  
 45 Front St. East.  
 We pack in 60 and 100-lb. cases. All delivered prices.

Wholesale R't'l

Brown Label, 1-lb. or 1/2. .25 .30  
 Red Label, 1-lb. or 1/2.... .27 .35  
 Green Label, 1's, 1/2 or 1/4 .30 .40  
 Blue Label, 1's, 1/2 or 1/4. .36 .50  
 Yellow Label, 1's, 1/2 or 1/4 .40 .60  
 Purple Label, 1/4 only ... .55 .80  
 Gold Label, 1/4 only ..... .70 1.00

"KOLONA" TEA.

Ceylon Tea, in 1 and 1/2-lb. lead packages—black or mixed.  
 Orange Label, 1's ..... .23 .30  
 Black Label, 1-lb., retail at 25c ..... .20  
 Black Label, 1/2-lb., retail at 25c ..... .21  
 Blue Label, retail at 30c .... .24  
 Green Label, retail at 40c... .30  
 Red Label, retail at 50c .... .35  
 Brown Label, retail at 60c.. .42  
 Gold Label, retail at 80c.... .55

JAMS AND JELLIES.

T. UPTON & CO.

Compound Jams—Red Raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry, 12-oz. glass jars, 2 doz. in case, \$1 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 tin pails, 6 pails in crate, 52 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/2c per lb. Packed in assorted cases or crates if desired.

Compound Jellies—Raspberry, strawberry, black currant, red currant, pineapple, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, \$1.00 per doz.; No. 2 tin, 2 doz. in case, \$1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1/2c per pail; No. 7 wood pails, 6 pails in crate, 52 1/2c per pail; 30-lb. wood pails, 7 1/2c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, \$1.10 per doz.; 16-oz. glass jars, 2 doz. in case, \$1.50 per doz.; pint sealers, 1 doz. in case, \$2.25 per doz.; No. 2 tins, 2 doz. in case, \$2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42 1/2c per tin; No. 7 tins, 12 in case, 57 1/2c per tin; No. 7 wood pails, 6 in crate, 57 1/2c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome carton, per dozen ..... \$0 90

List Price.

"Shirriff's" (all flavors), per doz. .... 0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages ..... 1 15



Only about one Ham in twenty can qualify with Gunns' Quality Maple Leaf Brand, and that one must be lean, smooth skinned, and average 10-14 lbs. With our special trim and cure, the result is a perfect ham, sweet tender and juicy. Specify Maple Leaf Brand when ordering.

**Gunns Limited** Packers and Refiners **West Toronto**



GOVERNMENT INSPECTED

## Mince Meat

In preparing "Star Brand" Old English Mince Meat we select only new crop finest fruits, pure spices and choice meats. We make it under the supervision of the inspectors of the Dominion Government, and with the utmost care and cleanliness. We know nothing better can be made, and that you and your customers will like it. Put up in 70 lb., 28 lb., 12 lb. and 5 lb. pails.

**F. W. FEARMAN CO.**  
 Limited  
**HAMILTON**

The quality of

## WETHEY'S

Condensed

## Mince Meat

has been daily making friends for the past twenty-nine years.

**WHAT ABOUT YOURSELF?**

Are you one of its friends?

If not, now is the time to get acquainted

All Jobbers. 3 doz. to a case.

WRITE US

**J. H. WETHEY, Limited**  
**ST. CATHARINES**

"THE MINCE MEAT PEOPLE."



THE WORLD-FAMOUS  
**Georgian Bay Apples**  
(Beaver Brand)

Every barrel we put our Brand on the quality goes in before it is branded, and it is worth the money. We are now packing Fall Apples, and can quote right prices on car lots or less.

Winter Apples, good % of Spies and 60 to 75% No. 1 in a car. Full Government Standard. We can now quote prices for future shipment.

We are also handlers of Potatoes, Live and Dressed Fowl, Butter, Eggs and all farm produce.

Beaver Brand Evaporated Apples. We can now quote prices on cars or less. Good, bright, prime, well cured stock. Write or wire us when in need of any of the above.

**ELLIS BROS.**

MEAFORD, - ONTARIO

PHONES:

Nights and Holidays.	175
Shipping Office.	79
Evaporator.	177

## Georgian Bay Apples

We will be packing 10,000 barrels for fall delivery. The quality in this district is fine this year.

### VEGETABLES

Beets, Carrots, Turnips, Etc.

Write for quotations on car lots and smaller quantities.

Prompt attention and first-class service.

## LEMON BROS.

Owen Sound, Ontario

## The Probs:

THE probabilities are that again this year the Ripest and Best, New Messina Lemons will be

### "St. Nicholas" "Home Guard"

Order them from your wholesaler.

**J. J. McCABE**

Agent

Toronto, - Canada

## Thorne's HEALTH COCOA

Manufactured from a blend of the finest Cocoa Beans procurable — Pure, soluble cocoa with all the superfluous oil extracted, making it extremely palatable and easy to digest. Thorne's cocoa is stronger than most makes and more economical— $\frac{1}{4}$ -lb. tin will make 32 cups.

The price of Thorne's Health Cocoa is competitive and it allows of a good profit being made by you. We also manufacture cheaper qualities, guaranteed pure, to suit your trade. Send for sample and prices to

**HENRY THORNE & CO., Ltd.**  
The Cocoa Works  
LEEDS, ENGLAND



This is the package which is sure to bring you repeat sales. Finest quality—attractively boxed, giving a good profit.

### Now is the Season for Nuts

Write us for prices. We have the most complete stock of all kinds of

### Shelled Nuts

You need a good assortment of these for the coming winter trade. We can supply you to your satisfaction, both as to quality and price.

**W. P. Downey**

Montreal, Que.

## Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

**\$2.00**

IT WILL PAY YOU TO SEND AT ONCE.

**MacLean Publishing Co.**

Technical Book Department

143-149 University Avenue, Toronto

## FLORIDA GRAPE FRUIT

First car in for season  
Fruit ripe and fully matured

Florida Grape Fruit promises to be very  
fine this season.

TRY A BOX OR TWO. ALL SIZES.

### WHITE & CO., LTD.

TORONTO and HAMILTON  
Fancy Fruits, Fish, Oysters, etc.

## ALMERIA GRAPES

The first of the season—Bright, crisp fruit  
—heavy weights. Just what you want for  
Thanksgiving Day trade.

### CRANBERRIES GRAPE-FRUIT CHESTNUTS

### ORANGES LEMONS BANANAS OYSTERS HADDIE FILLETS

THE HOUSE OF QUALITY.

### HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY



## Smoked Meats

will pay you better than any others  
you can handle, not only because there  
is more profit in them, but because they  
are superior in flavor, purity and  
cleanliness, and sell better. There is  
nothing but satisfaction in handling  
these fine quality Elgin Brand Smoked  
Meats. Push them.

Send for price list and post card book.

### The St. Thomas Packing Co., LIMITED

Pork Packers and Provision Merchants. Dealers  
in Butter, Eggs and Cheese

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.



## The C. BORGEN PACKING CO.

STAVANGER - NORWAY

Packers of all kinds of  
smoked Sardines and  
Herrings in pure Olive  
Oil and Tomato Sauce.

Unsmoked Sardines after  
latest French methods.  
Our new factory is  
equipped with the very  
best French machinery.

Telegrams: "PACKING." Telephones: OFFICE, 1484,  
PRIVATE, 1057. Codes: "A.1" & "A.B.C.", (5th edition.)



## THE LARGEST BOTTLE FOR THE MONEY

doesn't count for much when applied to flavoring extracts. A little extract of full strength flavors a large quantity and reaches equally through the whole dessert.

### Sterling Brand Extracts

are of full strength flavor, and give the customer a liberal quantity for the money. The purity and uniformity of Sterling Brand extracts can always be relied upon and your customers will be sure to find you out if you feature this high-grade line.

**The T. A. Lytle Co. Ltd.**  
Sterling Road :: Toronto, Can.

## Liberal Profit to the Dealer Big Value to the Customer



A good profit is made on every sale of SOCLEAN — it has proven a repeating seller. If you make an initial sale of SOCLEAN to a customer through display, salesmanship, or through the influence of our advertising, you may be assured that you will sell more. The first sale is a profit to you, subsequent sales add to it—then you will notice that SOCLEAN is included in the regular orders of other customers, who appreciate its dust-laying, labor-saving and sanitary qualities.

The customer also appreciates the increased quantity in the 25c package and the reduction in price of the 50c and \$1.00 packages to 40c and 75c, respectively. We improved the quantity because we could not improve the quality.

This is fall house-cleaning time, push SOCLEAN.

## SOCLEAN LIMITED

"The Originators of Dustless Sweeping"  
TORONTO

Agents for Western Canada: J. J. GILMOR & CO., WINNIPEG.  
Agents for Montreal: HEDLEY M. SUCKLING & CO.  
Agents for Ottawa: W. R. BARNARD & CO.

## The Best Seller for the Dealer, The Best Cleanser for the Housewife



The absolute purity of "Wonderful Soap" accounts for this element.

It thoroughly and quickly cleanses all kinds of soiled clothing—in fact it works like magic—no bleaching required.

Attractively labeled and well packed, it presents a good appearance in your stock and produces good round profits for you.

Have you ever featured our Crystal Soap Chips?

**The Guelph Soap Co.**  
Guelph, Ontario

## There is Call

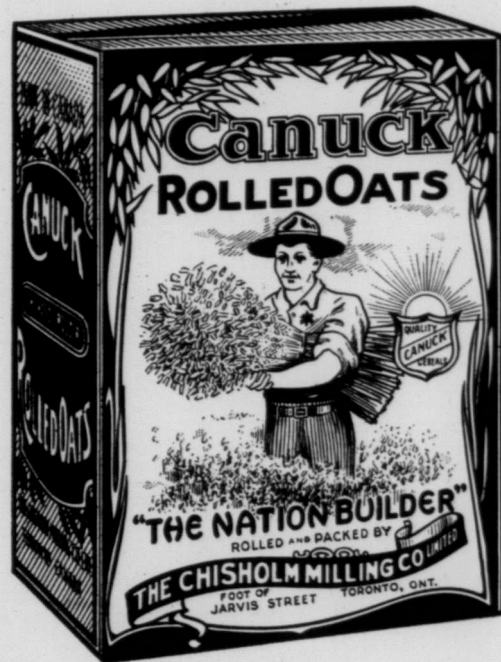
for the use of SNAP Hand Cleaner every hour of every day in the office, factory and home.



## SNAP HAND CLEANER

removes easily all kinds of soil and does not injure or roughen the tenderest skin. Every dealer should carry SNAP.

**SNAP COMPANY, Limited**  
Montreal, Quebec



This package will be in demand this winter. An extensive advertising campaign will be inaugurated in October.

Do not acquire the "something just as good" reputation. It hurts business. Be prepared for the demand for Canuck Rolled Oats and give your customers what they want.

Canuck Rolled Oats are thoroughly good, and the profit is satisfactory.

Order now from your jobber, or direct from us and avoid disappointing your patrons.

Two sizes, retailing at 10c and 25c.

**Chisholm Milling Co., Ltd.**  
Toronto



McLean is the  
NAME  
White Moss is the  
BRAND

Join them when ordering  
and avoid mistakes.

**Canadian Coconut Co., Montreal**

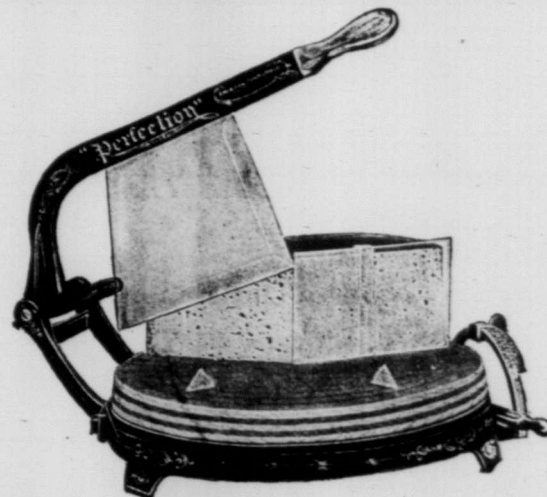


**Better Service Means More Trade**

THE MCGREGGOR PATENT BAG HOLDER is the biggest step to quick service of your customers, and quick service is probably the remaining thought of every trader to your store. Make it a favorable one.

**KILGOUR BROS.**  
21-23 Wellington St. West, TORONTO

**Guard Your Cheese Profit**



Somewhere there are people still writing with a goose quill; somewhere there are grocers still cutting cheese by guess-work—neither are methods of an up-to-date merchant. You may be an excellent judge of weight, but you are fallible, and your mistakes cost money.

**THE PERFECTION CHEESE CUTTER**

Made in Canada

Day in and day out is guarding your interests and saving you the profit of over-cutting an order of cheese. It is simple to operate, and will measure any amount you desire to have cut accurately. It is handsome in appearance and invites cheese sales that you would otherwise miss.

**The AMERICAN COMPUTING CO., OF CANADA, Ltd.**  
HAMILTON, ONTARIO



**Stuhr's  
DELICACIES.**

**Genuine Caviare,  
Anchovies in Brine,**

IN TINS AND GLASSES.

Sold by all High-class Provision Dealers.

C. F. STUHR & CO., HAMBURG

**Frequency of Sailings**

Every eleventh day a  
Pickford & Black  
steamer leaves Halifax  
for Bermuda, St. Kitts,  
Antigua, Barbados,  
Trinidad and Demer-  
ara; the round trip oc-  
cupying thirty days.

For further particulars  
apply to

**PICKFORD & BLACK, LIMITED**  
HALIFAX, N.S. Agents



**Oakey's**

The original and only  
Genuine Preparation  
for Cleaning Cutlery,  
6d. and 1s. Canisters.

'WELLINGTON'

**KNIFE POLISH**

**JOHN Oakey & Sons, Limited**

Manufacturers of

Emery, Black Lead, Emery, Glass  
and Flint Cloths and Papers, etc.

Wellington Mills, London, England

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

**AURORA COFFEE**

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

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.

**BROOMS  
OF  
QUALITY**

always cost a little more than  
the other kind. **BUT** it pays  
**YOU** to merit the approval of  
your customer—on a line used  
every day by the one who knows.

Ask us for prices—or better  
still order sample six dozen.

**Walter Woods & Co.**  
HAMILTON - WINNIPEG

**CHINESE  
STARCH**

**Has a Well Established  
Place**

Some homes, however, have not as  
yet had it introduced to them, and  
it is to the dealer's advantage to en-  
lighten the housewife. Chinese  
Starch is the best, the "quality" is  
unsurpassable, and the quantity is  
the fullest—full 16 oz. to the pack-  
age. This is the line of starch you  
should feature.

O. Lefebvre, Prop.  
**OCEAN MILLS**  
Montreal

AGENTS: Standard Brokerage Co.,  
Vancouver, B.C.; Escott & Harmer,  
Winnipeg, Man.; Harry Horne &  
Co., Toronto, Ont.; Norman D.  
McPhie, Hamilton, Ont.; The Law-  
rence Nfd. Co., Ltd., St. John's,  
Nfld.; J. J. McKinnon, Charlotte-  
town, P.E.I.; Bolvin & Grenier, Que-  
bec, Que.; Eug. Fohot, St. Pierre,  
Miquelon; Scott, Boyd & Co., Port  
of Spain, Trinidad, B.W.I.; Des-  
marais & Gregoire, Chicoutimi,  
Que.; and all the Wholesale Gro-  
cers throughout the Dominion.



# The Lady Grey Broom

is

## The Best Broom made in Canada

**WEIGHT**—30 lbs. to the dozen.

**SEWING**—6 orange-colored strings.

**HANDLES**—Selected, dry, sound, maple, polished and finished cardinal, color will not come off on the hands.

**CORN**—Best quality hand sorted, bleached and toughened, natural color corn, no dye.

**WORKMANSHIP**—The highest quality of work that the best broom-maker can do goes into this broom, stapled inside and out, to prevent loosening.

**PRICE**—\$6.00 per dozen. Delivered anywhere in Canada in lots of six dozen.

*ASK ANY WHOLESALER,  
he can get them.*

## The Parker Broom Company

692 Wellington Street

OTTAWA . . . ONTARIO

# LIVE CURED FISH

**A**LL Canadian sardines are caught in the famous Passamaquoddy Bay.

**F**REQUENTLY all packers obtain fish from the same weir at the same time.

**S**UPERIOR Quality is therefore dependent upon Superior Methods.

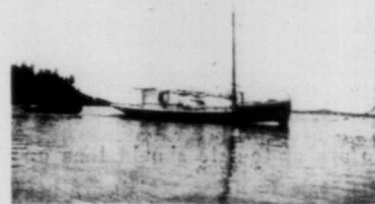


## GOLDEN RULE SARDINES ARE ALL LIVE CURED

That is—The holds of all our boats are equipped with sanitary brining tanks, so that the fish come,

RIGHT OUT OF THE OCEAN INTO THE BRINE—ALL ALIVE.

Thus we bring our factory to the fish in place of the fish to our factory.



You do not need to be a fisherman to appreciate this advantage.

**IT MAKES THE FISH LOOK BETTER—TASTE BETTER—SELL BETTER.**

## McDonald Packing Company FAIRHAVEN, N.B.

*The spotless plant—and the largest in Canada exclusively devoted to Sardines.*

**AGENTS:**

Vancouver—Oppenheimer Bros.	Toronto—Wallace Anderson.
Calgary—H. Donkin & Co.	Kingston—James Craig.
Edmonton—D. J. McLeod.	Ottawa—D. Stewart Robertson & Sons.
Winnipeg—G. B. Thompson.	Montreal—J. W. Windsor.
London—Geo. H. Gillespie.	Quebec—Albert Dunn.
Hamilton—J. W. Bickle & Greening.	Halifax—C. E. Creighton & Son.

# BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

## M<sup>c</sup>VITIE & PRICE

Biscuit Manufacturers  
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Ontario and Quebec  
W. G. PATRICK & CO., York Street, TORONTO  
Manitoba and Saskatchewan  
RICHARDS & BROWN, James Street, WINNIPEG  
British Columbia and Yukon  
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER



is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

## JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

## Condensed Milk Growing Popular



A great change has come over the public in the course of the past few years and condensed milk is a recognized household article.

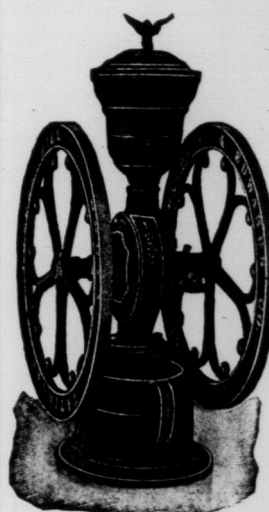
Grocers who are up-to-date should tone up their stocks with the Malcolm lines, which are both new and good.

St. George Evaporated Milk, 4 doz in case...\$3.50  
Princess Condensed Milk, 4 doz. in case...\$4.20  
Banner Condensed Milk, 4 doz. in case...\$5.00

Our lines will bring you new customers and quick returns.

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

**J. Malcolm & Son, St. George, Ont.**



## BUILT ON MERIT

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

## ELGIN National Coffee Mill

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

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue;  
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches).  
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.  
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.  
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.  
LONDON—Gorman, Eckert & Co.  
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.  
REGINA, SASK.—Campbell, Wilson & Smith  
MONTREAL—The Canadian Fairbanks Co. (and branches).  
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

**Woodruff & Edwards Co.**

ELGIN, ILL., U.S.A.



**You Need  
Not be Told**

that quality goods build and hold trade, and if you do not already know that

**D. W. C. OLIVES**

are "quality" in every essential, you will soon find out, for a good thing can't be kept down. They are made to sell at a price that will surprise you. Only the finest smooth skinned olives obtained from the best localities are used, while the packing of the olives is marked by exceptional care, skill and cleanliness.

They yield a good margin of profit.

**ROWAT & CO.**

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:  
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N. B.; C. E. Jarvis & Co., Vancouver, B.C.



**The Food That  
Serves the Appetite**

Sardines preserved in the whole state in pure olive oil are precluded from contamination. Besides, the sardine has appetizing qualities, and where the appetite serves digestion follows.

**"KING OSCAR"  
SARDINES**

embody all the features that make sardines an appetizing and health-giving food. Careful selection of fish and always uniformly pure; sweet and well packed in pure olive oil.

They produce satisfaction and incidentally profit.

GET A STOCK TO-DAY.

**JOHN W. BICKLE & GREENING**

(J. A. HENDERSON)

HAMILTON :: :: ONTARIO



**BRUNSWICK BRAND  
FINNAN HADDIES**

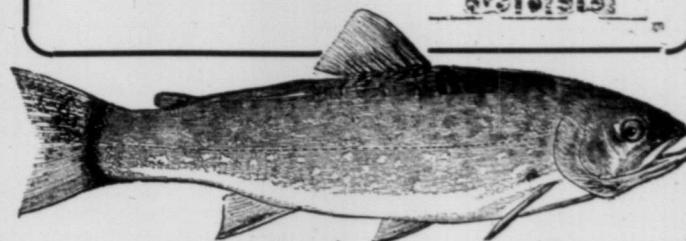
Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connors Bros' Brands you sell goods that are trade winners.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

**CONNORS BROS., Limited**  
Black's Harbor, N.B.

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



# THE LITSTER LINE

claims your business on the absolutely fair basis of comparison. Quality for quality we give more genuine quality and value than any similar line you have ever handled. "Litster's" means purity and satisfaction for your customers and satisfactory profits to you.

**Half-Minute Puddings,  
Jellies,  
Custards, Salad Dressings**  
(All in powdered form)

**Anything Litster's is Good**

**THE LITSTER PURE FOOD CO., LTD.  
TORONTO**

**THE EVOLUTION OF THE  
Preparation of Milk for Sale and Distribution  
from the Uncared-for Raw Milk to**

## The Perfected Laurentia Milk

FIRST:—MILK WAS SOLD RAW, by the measure, in open receptacles, and liable to pollution, dilution, skimming, adulteration and drugging, with great danger from poisons and disease.

SECOND:—NEXT IT WAS PASTEURIZED and bottled to reduce the danger and assure a better, safer milk.

THIRD:—FINALLY IT WAS PERFECTED IN THE FORM OF LAURENTIA MILK.

**HOMOGENIZED, BOTTLED, SEALED AIRTIGHT AND STERILIZED.**

Removing absolutely all danger of pollution; dilution, skimming, adulteration, drugging, poisons and disease. Guaranteeing positively a pure, rich, standard, non-perishable milk, and in addition, the most digestible milk known.

**The LAURENTIA MILK CO., Ltd.  
371 Queen Street West, Toronto, Ont.**

Telephone—Adelaide 2760



**ANTI-SWEEPING**  **DUST POWDER**

## ANTI-DUST

"The powder that makes microbes impossible"

If you are not stocking Anti-Dust—  
You are missing A SELLER

If you are overlooking Anti-Dust—  
You are losing PROFIT

Needed in every home  
Needed in every store  
Needed all the year

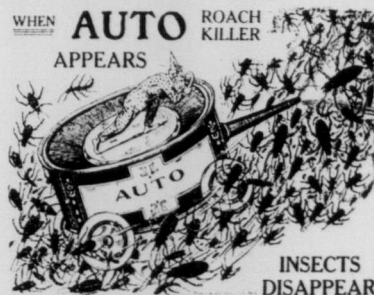
We have a fine proposition for Western Agents.

**Sapho Mngf. Co., Ltd., Montreal**

ONTARIO AGENTS:

**MacLaren Imperial Cheese Co., Limited, Toronto**  
Quebec City: W. Rousseau, St. Joseph St.

## Agents Wanted



## Rid Your Factory of The Cockroach Nuisance

If you have them in your premises we do not need to emphasize the nuisance fact. You simply want to get rid of them, and the way is Auto Roach way—no bug or insect of any kind can live through an Auto Roach attack.

We have cleared factories that were thought impossible.

Auto Roach is a sure winner. Write to-day.

**AUTO-ROACH KILLER COMPANY**  
Montreal  
**AGENTS WANTED**

# RAT CORN



**Kills Rats and Mice  
No Odors or Smells. No Poison**

It mummifies them. No matter where they die, they simply DRY UP. Positively do not smell.

Will not kill cats, dogs or man.

Rat Corn is a new and scientific discovery, and without a doubt the greatest rat destroyer in the world; the only one that kills rats without any bad, dangerous or disagreeable effects.

A trial will convince you—sells on sight.

Retail Prices	Wholesale Prices		
	Doz.	Gross	
15c Can	\$1.25	\$15.00	One dozen in box for counter Display.
25c Can	2.00	24.00	
50c Can	4.00	48.00	Half dozen in box for Counter Display.
1.00 Can	8.00	96.00	

Window display with each order. Write for special prices in assorted gross lots.

**Canadian Rat Corn Co., Limited**  
193 Adelaide St. W. TORONTO, ONT.

# TOBACCO DON'TS

**Don't** say "I haven't it" when a customer asks for tobacco, say "I'll get it."

**Don't** think you can't sell tobacco; because you can. You have the best of chances.

**Don't** wait for the man to ask you for it. Point it out to him. In short, tell the women to tell their husbands you are carrying tobacco.

**Don't** make any mistake about the names of the leaders. They are

**Master Mason - - - Smoking**  
**King George's Navy - Chewing**  
**Maple Sugar - - - Chewing**

**The Rock City Tobacco Co.**  
Quebec Winnipeg

# Tuckett's Orinoco Tobacco

**NO BETTER  
JUST  
A LITTLE MILDER  
THAN**



**Tuckett's Myrtle Cut Tobacco**

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

**Hamilton.**

**Ont.**

**CLASSIFIED ADVERTISING**

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

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

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

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

**MISCELLANEOUS**

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

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

**BUCKWHEAT FLOUR GUARANTEED** pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

**BUSINESS-GETTING TYPEWRITTEN LETTERS** and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

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

**COUNTER CHECK BOOKS—WRITE US** to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

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

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

**EGRY BUSINESS SYSTEMS ARE DEvised** to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

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

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

**FOR SALE**

**BUSINESS FOR SALE—IN GOOD FRENCH** town, six miles from Edmunston, N.B. Turnover \$15,000 to \$20,000 a year among farm community. Write for particulars. H. U. Daigle, St. Jacques, N.B.

**GOOD GROCERY AND FRUIT BUSINESS** for sale—in rapidly growing central Ontario manufacturing town of 7,000. Turnover nearly \$15,000. Fine opportunity for one or two young men with \$1,000 capital. Apply Box 450, Canadian Grocer, Toronto.

**SNAPS—I'M NO GROCER, BUT I HAVE** some snaps in the way of typewriter ribbons. And, sir, if you contemplate purchasing a second-hand typewriter please bear me in mind. I sometimes accept used machines as part payment on new typewriters, so if you want to hear of some reliable snaps, send name and address to S. Brannen, Jr., Fredericton, N.B.

**TECHNICAL BOOKS**

**THE ART OF BUSINESS GETTING** — AN essay on the elements of successful selling, by experts. Paper, 50 cents. Technical Book Dept., MacLean Pub. Co., 143 University Ave., Toronto. (tf)

**MISCELLANEOUS**

**ADDING TYPEWRITERS WRITE, ADD OR** subtract in one operation. Elliott-Fisher, Ltd., Room 314, Stair Building, Toronto.

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

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

**YOU CAN BUY A REBUILT TYPEWRITER** from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at \$10.00, \$15.00 and \$20.00 each. We have also a large stock of better rebuilt at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

**Are You Using Allison's Coupon Books, or Losing Money, Which?**

You CAN'T handle credit customers WITHOUT losing money unless you DO use Allison Coupon Books. Thousands of grocers all over America find it mighty profitable to use them.



**How They Work:**

A man wants credit. You think he is good. Give him a \$10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with ten dollars—no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes—NO LOSS OF MONEY. ALLISON COUPON BOOKS are universally recognized as the best.

For sale by the jobbing trade everywhere.

Manufactured by ALLISON COUPON CO., Indianapolis, Indiana



**THE ORDERS FOR ERMALINE Cooking Bags COME ROLLING IN ALL THE TIME**

What share are you getting of this trade?

Have you yet investigated this new system of cooking?

Are you not willing to carry a line which is a sure money maker?

Write for samples and Particulars to-day to

**Edward Lloyd, Ltd.**

508 Eastern Townships Bank Building

Montreal, - Canada

# Buyers' Guide

## PIPES, TOBACCOS

All grades carried.  
CANADIAN LEAF A SPECIALTY.  
J. A. FOREST - - - MONTREAL.

## VOL - PEEK

adds new life to old pots and pans, etc. Each mend only costs 2 cents. 100% profit. Big seller. Jobbers, write for discounts.  
H. NAGLE & CO., - - MONTREAL.

## STORE FIXTURES

Nothing like a fine, attractive showcase in the store. **We Can Please You.**  
Years of experience has made us capable.  
S. MEUNIER & FILS, Maisonneuve, P.Q.

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You may carry the "other fellow's" goods, but sooner or later you'll find the above are O.K.  
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Baking Decks of Scotch Fire Brick, Sectional Steel Ovens that can be placed anywhere.  
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If you want to handle three lines with a reputation, ask us about:  
SISTER'S STARCH  
CHINESE LIQUID BLUE  
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Do It New.  
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Bitter Oranges and Peels  
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# Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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Office and Track Warehouse,  
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and  
GROCERY BROKER  
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We specialize in Biscuits and Candies  
We are still open for a few good Agencies

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WHEN IN THE MARKET FOR  
Split Peas  
Split Lentils  
White Beans

or  
Evaporated Apples  
Wire  
**NORMAN D. McPHIE**  
Wholesale Grocery Broker  
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Established 1903

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and  
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Wire us for prices on  
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By the carload

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Co. Limited  
DEPARTMENT AGENCY  
Agents for Grocers' Specialties and Wholesale Grocery Brokers  
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Secure our prices for  
Fine FILIATRA CURRANTS,  
Greek cleaned, in half cases,  
before purchasing  
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MANUFACTURERS' AGENTS  
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First-class frost-proof storage facilities.  
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Importers and exporters. Prompt and  
careful attention to all business. High-  
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Can give strict attention to a few first-class  
Grocery Agencies. Highest References.

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Manufacturers' Agent and Commission Merchant  
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or manufacturers looking for a reliable  
representative. Can furnish best of  
references.

## O. E. Robinson & Co.

Manufacturers and Buyers of Dried,  
Evaporated and Canned Apples.

Ingersoll, - - - Ontario  
Established 1886.

## We Will Get Your Money For You

Let us diminish your book debts and  
get back your money. Too much credit  
is bad. It depreciates your business.  
We have the organization to

### COLLECT ACCOUNTS ANYWHERE

Send us the particulars and we will soon  
send the money

No collection—no charge.

The Nagle Mercantile Agency  
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## SHIP YOUR CARS TO FERGUSON'S SIDING

Cars continually loading for all cities in the West and Northwest.  
Inland Revenue and Customs Bonds.

Our siding is on G.T.P. and C.N.R., inter-switching with C.P.R. and Midland  
Railway. Cars distributed carefully.

**FERGUSON BROS., Warehousemen,**  
123 Bannatyne Ave., WINNIPEG, Can.

We have records in our vaults covering ten years' satisfactory service.

Every Merchant who handles---

## Mathieu's Nervine Powders



knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil*

is a specific in all forms of colds.

The  
**J. L. MATHIEU CO.**  
Proprietors  
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine  
Powders to the following address:—

Name.....  
With (Name of firm).....  
Street.....  
City or town..... Prov.....

## TWO CENTS PER WORD

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

## Headquarters for Maple Flavor

We can supply anything wanted in  
Maple Flavor

We can quote BETTER PRICES  
than you are NOW PAYING

Be sure and ask us to quote—it's  
to YOUR ADVANTAGE

### THOMAS HENDERSON

Manufacturing Chemist  
86 FULTON ST., NEW YORK



## Not a Substitute MAPLEINE

Is an original flavoring,  
producing a flavor similar  
to Maple in cakes, candies,  
puddings, pasties and  
sugar syrup.

Order of your jobber, or

Frederick E. Robson Co.,  
25 Front St. E., Toronto.

Mason & Hickey, Winnipeg.  
**The Crescent Mfg. Co.**  
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When writing advertisers, kindly  
mention having seen the ad. in this  
paper.

Progressive Dealers are profiting and making big sales of

## L. & B. Banner Brand



## JAMS and JELLIES

If you do not already you should sell these quality products

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Laing Brothers, Wholesale Grocers, Winnipeg, Manitoba  
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## Certainly You Have

seen our cartoon advertisements emphasizing 2 in 1 Shoe Polish to the consumer. If you are not already in on this you should be. 2 in 1 will polish wet or oily boots and will not soil clothes.

## The F. F. DALLEY CO.

LIMITED

Hamilton, Canada

Buffalo, U.S.A.

## Canadian Canned Goods

### Full Assortment Just Arrived

#### VEGETABLES FISH FRUITS

Tomatoes	Salmon	Apples
Corn	Sardines	Raspberries
Peas	Lobsters	Strawberries
Haricots	Herrings	Pears
Beets	Oysters	Peaches
Asparagus	Cod Fish	Plums
Etc.,	Etc.,	Etc.,

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### "LE SOLEIL" BRAND.

Small Peas.

Small Peas.

Extra fine, very fine, fine.

Medium Fine, Medium No. 1, Medium No. 2, Medium No. 3.

Asparagus	Haricots	Masedoines
Spinach	Artichokes	Flageolets

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10c a Tin Retail.

Just Imagine!

Big Sales!

Medium Small Peas

(Francois Petit & Cie.) Brand.

MUSHROOMS.

MUSHROOMS.

"F. Lecourt," Paris.

Extra Choice.

First Choice.

Choice.

Galipedes (Hotel).

Write, 'Phone, Wire.

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Limitee

Tel. M. 3766

568 St. Paul Street

Montreal

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Auto Roach  
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THE CANADIAN GROCER

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Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co. 145-449 University Ave., Toronto

53 Highest Awards in Europe and America

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Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements

of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

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

Supplied by Appointment to the House of Lords

O.K. SAUCE

Delicious Fruity Appetizing Highest Award (Gold Medal) October 1911 Festival of Empire Exhibition, LONDON.

Ask your Jobber or apply direct

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George H. Gillespie, 437 Richmond St., London, Ont.

J. T. McBride, 62 Canadian Life Chambers, Montreal.

The Turnbull Co., Winnipeg, Man.

The Standard Brokerage Co. 860-864 Cambie St., Vancouver.

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Again this year The Canadian Grocer will have a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

### Selling Power, Attractiveness and Originality

will be the bases of judgment. Windows must be dressed with Christmas goods and arranged entirely by dealer or clerks.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window when sending photograph.

### The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st	-	-	\$5.00	1st	-	-	\$5.00
2nd	-	-	3.00	2nd	-	-	3.00
3rd	-	-	2.00	3rd	-	-	2.00

## The Christmas Ad.-Writing Contest

For the best Christmas newspaper advertisement submitted by end of year The Grocer will give a prize of \$3.00; to the second best, \$2.00. Clip it from the newspaper and briefly outline your opinions concerning advertising and its advantages.

ADDRESS:

**The Editor, THE CANADIAN GROCER**

143-149 University Avenue, Toronto

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**Nothing But The Best**  
**The One Inflexible Rule For**  
**DOMOLCO**

Every package of Molasses bearing this registered label must contain the BEST, nothing but the BEST, nothing but Molasses.

Offered as superior for table use to any other Molasses on the Canadian Market.

We know this to be a strong statement, but you will find the proof in every tin.

Every family on your list of customers should use Molasses, and the majority of them will purchase it regularly after trying

**DOMOLCO**

Show them quality plus modern package, and note the repeat orders.

THE  
**DOMINION MOLASSES CO.,**  
LIMITED

**Halifax, - - Nova Scotia**

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# You always lose when you "Money-back" a customer



FIRST—you lose your profit; second—you lose your time; third, you may lose your customer.

Further, your recommendation is weakened in effect, and then there is the annoyance of claiming on the miller.

And when finally you get your money back—why, you are *still* out of pocket.

Anybody with a new product can "guarantee" to money-back.

But guaranteed flour is *not* enough, Brother Grocer.

Isn't it enough to *sell* flour without having to *buy it back*?

Don't sell on suspicion when you can sell on certainty.

It is immaterial what brand you are selling now, FIVE ROSES flour will bring you easier, larger sales.

It will bring you a greater volume of *net* profit.

Because it is more than merely "guaranteed"—it has established a *belief*.

A guarantee is based on promise, but a belief is based on *performance*. Since 1888, housewives have tried FIVE ROSES, tested it every way. And now they **KNOW**.

Sell a flour that needs no "guarantee," Brother Grocer. Packed in sizes to suit YOUR trade, ask your jobber for FIVE ROSES or write our nearest office.

LAKE OF THE WOODS MILLING  
COMPANY, LIMITED

"The House of Character"

Toronto  
Ottawa  
London  
Sudbury

Capacity—10500 bbls. daily.

MONTREAL

St. John  
Keewatin  
Winnipeg  
Vancouver

# Five Roses Flour

Not Bleached



Not Blended