

**PAGES  
MISSING**

TWENTIETH YEAR

# THE CANADIAN GROCER

FALL TRADE  
NUMBER

OCTOBER 19,  
1906

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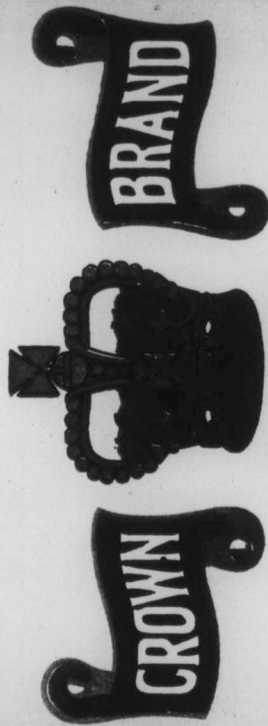
THE CANADIAN GROCER



20 lbs.

NET

**EDWARDSBURG**



REGISTERED

**PURE  
TABLE SYRUP**

WE GUARANTEE THIS  
**TABLE SYRUP**  
TO BE PURE AND WHOLESOME.

MANUFACTURED BY THE  
**EDWARDSBURG STARCH CO.**  
CARDINAL, ONT.

# The Turned-Down Corners

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Here and there in the Ledger of Life you have turned down the corner of a page for remembrance sake—you'd forget something if the turned-down corner wasn't there.

To-day, turn down a corner deep and wide to remember this one sure fact: **"Quality is remembered long after price is forgotten."** Every time you come to that particular page—remember. Every time you try to sell inferior quality, think of the turned-down corner—what it stands for, and what it really means to your success.

## *"Taylor's" Candied and Drained Peels*

Made in England from the best Corsican peels only. Prepared from finest selected whole fruits—*not* from fruit skins from which the essential oil has been extracted. Highest quality. Always the same.

## *"Thistle" Brand Canned Haddie*

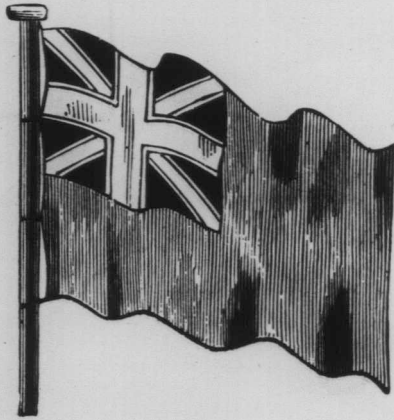
Caught, cured and canned right at the water's edge—not re-shipped and re-handled before packing. No bone, dirt nor slime ever gets into the **"Thistle"** Brand. Open a can yourself for the most convincing proof—they are all right at all times. Always **Genuine Haddie only.**

***These are the best money can buy***

---

Arthur P. Tippet & Co., Agents

8 Place Royale, Montreal  
20½ Front Street East, Toronto



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We Control the  
**"EMPIRE"** brand  
The Sign of Quality  
in Food Products

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*"The recollection  
of Quality remains  
long after the  
Price is forgotten."*

FREE TELEPHONE  
" TELEGRAPH  
ORDERS THIS WAY A SPECIALTY  
EXPERIMENT WITH IT

OR  
WRITE US

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**Lucas, Steele & Bristol**  
HAMILTON, ONT.

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—NEW SEASON'S FRUITS—

We are headquarters for—

**RAISINS—**

VALENCIAS,  
SULTANAS,  
MALAGA,

CALIFORNIA  
SEEDED.  
Choice and Fancy

12-oz. and  
16-oz.  
Packages

ELEME, LOCOUM,  
COMMADRE, NATURAL

**FIGS—**

*New*  
**California Apricots, Peaches and Prunes**

**New Currants—** Our own brands. Cleaned Fruit.  
Also 1-lb. Cartons, Greece Cleaned.

Send Us Your Orders.

Quality Guaranteed.

Prices Right

The **EBY, BLAIN CO.,** Limited **WHOLESALE GROCERS**  
**TORONTO**

# IS your TEA Business? Satisfactory ?

This is the question every Grocer has to consider from time to time, and **IF** his **TEA SALES** are not increasing, in spite of his very best efforts to make them do so, **something is wrong ?**

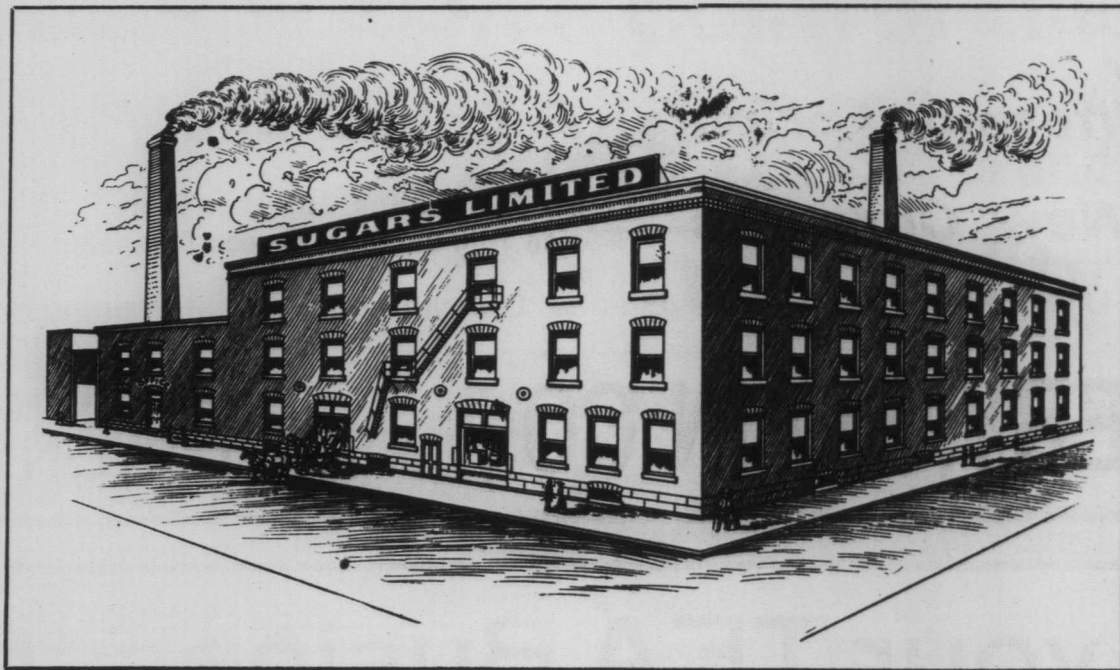
THEREFORE—are you handling the **RIGHT** kind of Tea ? ? ? ?

**NOW.** We not only give the Grocer the very best value in "**BLUE RIBBON TEA**" that money can buy, but **also**, our unequalled blending experience, which enables **us** to give your customers exactly the **kind** of Tea they are looking for.

Samples and prices on application to

**The BLUE RIBBON TEA CO., LIMITED**  
12 Front St. East, TORONTO

The New Home of  
**SUGARS LIMITED**  
MONTREAL



**Branches :**

Halifax, N.S.  
St. John, N.B.  
Toronto, Ont.  
Hamilton, Ont.

London, Ont.  
Winnipeg, Man.  
Calgary, Alta.  
Edmonton, Alta.

Vancouver, B.C.  
Liverpool, Eng.  
London, Eng.  
Bristol, Eng.

Manufacturers of

**Famous Diamond Brand Maple Syrup**

and

**Twin Block Pure Maple Sugar**

Our annual output is greater by far than all other concerns combined  
in the Dominion of Canada.

SEE DESCRIPTION OF OUR WORKS ON PAGE 80.



BRAN

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The origi

EST. 1857

SCOTT, BAY  
Winnip



**EAGLE  
BRAND CONDENSED  
MILK**

# WIN

AND

# HOLD

YOUR TRADE WITH

# BORDEN'S BRANDS

## PERFECT IN PREPARATION

**BORDEN'S CONDENSED MILK CO.  
NEW YORK**

The originators of Condensed Milk and largest manufacturers of  
Milk Products in the world.

EST. 1857

"LEADERS OF QUALITY"

SALES REPRESENTATIVES

**WM. H. DUNN  
Montreal and Toronto**

SCOTT, BATHGATE & CO.  
Winnipeg, Man.

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



**PEERLESS  
Brand Evaporated  
CREAM  
(UNSWEETENED)**



**SHELLED**



**NUTS**

***Shelled Almonds***

Jordan, Alicante, Valencia, Canary, Provence  
Blanched, Whole and Ground

***Shelled Walnuts***

Chaberte, Terrasson, Bordeaux

***Assorted Shelled Nuts***

Pistachio, Filbert, Pignolia, Brazils  
Cracked and Shelled Pecans, Cashew Kernels

***Glace and Crystallized Fruits***

Cherries, Apricots, Greengages, Pears,  
Pineapple, Figs, Angelica, etc.

***French Canned Goods***

Mushrooms, Peas, Haricot Verts, Macedoines  
Cherries in Marischino  
Cherries in Creme de Menthe

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

IMPORTERS AND AGENTS

29 31 Melinda Street  
**Toronto**

Coristine Building  
**Montreal**

# TRADE WINNERS TEAS

Coronation                      King's Royal                      John Bull  
   Geisha                      Florodora  
Butterfly                      Clipper                      Queen Bee

# COFFEES

Palace Garden                      Java and Mocha

# CURRANTS

Casandra cleaned  
   Superbos cleaned  
   Fancy Exquisitos cleaned

# Midland Vinegar Co. Specialities

Garton's H. P. Pickles                      Garton's H. P. Sauce  
   "                      Coffee Essence                      "                      Mango Chutney  
   Malt Vinegars

## Warren Bros. & Co., Limited

IMPORTERS and WHOLESALERS

35 Front East, TORONTO

QUICK SHIPPERS



A good straightforward statement of the qualities of the teas you sell to your customers will go further than any vivid colored word-painting possibly can in securing confidence and increasing trade.

We maintain that

# JAPAN TEAS

are by nature and method of hygienic preparation the most desirable and healthiest teas to supply to your trade—

They are  
**Pure,**  
**Clean,**  
**Fragrant,**  
**Healthy**  
*and*  
**Profitable**



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from hig



A FEW OF C

**Fruit**  
**Meat**  
**Key-c**  
**Syrup**  
**Baking**  
**Lard**

# Cans Cans Cans

FOR ALL PURPOSES

Have you seen our new

## Baking Powder Cans?

These cans are the nearest to perfection in their line being made on special machinery—every cover fits perfectly and all are practically air-tight.


Made on our new automatic plant, capacity of which is

**150,000** cans per day.

The **strongest, cleanest** and **best** ever offered to the trade. Made from highly coated British tinplate.

If you have not booked your order better do so as the demand will be large for the coming season's pack.

PRIVATE RAILWAY SIDINGS TO ALL ROADS.



A FEW OF OUR LEADING LINES:

**Fruit and Vegetable Cans**  
**Meat Cans**  
**Key-opening Cans**  
**Syrup Cans**  
**Baking Powder and Spice Cans**  
**Lard Pails**

**SAMPLES AND PRICES**  
**SENT ON APPLICATION**

# ACME CAN WORKS

Ontario St. East, MONTREAL

# DON'T THINK

because we deal in **TEAS, COFFEES** and **SPICES** that we cannot do as well as the houses who handle only one line of these. We can do as well as the best of them in any one line and better than a good many of them. **WE ONLY WANT A CHANCE TO PROVE IT. IF IT IS GOODS OF QUALITY WE HAVE THEM; THAT IS OUR SPECIALITY.**

**Coffees.** Ours are selected with the greatest care, roasted with the most improved Gas Roaster. They are always the same—**Rich, Creamy, Delicious.**

**Madam Huot's Coffee** 1-lb. tins, **32c.**; 2-lb. tins, **62c.**, is not matched by any other similarly packed.

**Condor Coffee.** 1 lb. fancy packages, pure, attractive in appearance, choice in quality, per dozen, **\$2.50.**

## OUR BLENDS, LOOSE, are Wonderful Values

<b>EMD</b> Blend, rare liquor	- - - - -	<b>35c.</b> per lb.
<b>Condor</b> Blend, a gem	- - - - -	<b>30c.</b> "
<b>Old Crow</b> Blend, try it at	- - - - -	<b>25c.</b> "

With **50-lb.** trial orders we give a nice fancy tin **FREE** and **PAY FREIGHT.**

**Teas.** If in Japans you do not handle "Condor," from **18c.** to **42½c.**, you are not getting the best. **ASK FOR SAMPLES.** In all other kinds we can show you the largest stock and best values.

### TRY US

<b>1000</b> 25-lb. Boxes Ceylon Black Tea to replace Packing Congous, at	- - - - -	<b>13c.</b>
<i>Purer and better all around</i>		
<b>12</b> H/c. choicest Lapsang Souchong Congou, at	- - - - -	<b>55c.</b>
<b>7</b> " " Keemun Congou, at	- - - - -	<b>45c.</b>
<b>10</b> " choice Saryune Congou, at	- - - - -	<b>25c.</b>

Prices on almost all Teas have advanced considerably. We have lots, and our quotations remain the same.

GIVE US A CALL BY MAIL

**THE E. D. MARCEAU CO.**  
MONTREAL LIMITED

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**W. H. MERRIMAN**

WHOLESALE GROCER  
ST. CATHARINES, ONT.

Special Notice to the Trade :

I wish to announce that from this date on I will be the wholesale distributor of the celebrated **International Stock Food Co.'s lines** in the territory as shown on the map opposite. The International preparations are in great demand at this time of year and dealers would do well to have a large assortment of goods on hand for the Fall trade. My representative will call on you in the near future with full particulars. Thanking you for past favors,

I am, yours truly,  
**W. H. MERRIMAN.**



**INTERNATIONAL STOCK FOOD**  
**3 FEEDS FOR ONE CENT**

MANUFACTURED IN THE

**Largest Stock Food Factories in the World**

**MINNEAPOLIS, U.S.A.** Cash Capital Paid in, \$2,000,000 **TORONTO, CANADA**

*We Manufacture and Guarantee :*

International Stock Food  
International Poultry Food  
International Louse Killer  
International Worm Powder  
International Heave Cure

International Colic Cure  
International Harness Soap  
International Foot Remedy  
International Hoof Ointment  
International Pheno-Chloro

International Compound Absorbent  
Silver Pine Healing Oil  
International Call Cure  
International Stock Dip  
International Distemper Cure

THE INTERNATIONAL LINE is well known throughout Canada as the quickest seller and most profitable specialty line a dealer can carry. The goods are well advertised to the consumer, and it will pay you in GOOD HARD CASH to devote a little of your spare time to pushing the sale in your locality. If you don't care to wait till our representative calls on you, write direct to W. H. MERRIMAN for the BEST MONEY-MAKING PROPOSITION of the year.

**QUICK SALES and SURE PROFITS**

A beautiful colored lithograph of Dan Patch, 1.55, and Cresceus, 2.02 1/4, making a fast mile, will be mailed, absolutely free postage prepaid, to any grocer in the above-mentioned territory who writes to W. H. MERRIMAN telling where he saw this advertisement. Grocers in other parts of Ontario address

**International Stock Food Co.**

Toronto, - - - Canada

Get in Line ————— and Order

Freight Prepaid  
on Five Cases  
and Over

# WELCOME SOAP

THE SOAP OF QUALITY

Put up in Boxes.  
Six Cakes in a Box.  
18 Boxes to a Case.

ALSO THE WELL KNOWN **ROYAL CITY** AND **PEERLESS** BARS  
ALL PURE SOAPS ————— AND SOLD ON MERIT

DON'T FORGET TO INCLUDE IN YOUR ORDER THE CELEBRATED **CRYSTAL SOAP CHIPS**  
For further particulars address

**THE GUELPH SOAP CO.**

**GUELPH, ONT.**

## IMPERIAL MAPLE SYRUP



*The standard  
from Ocean  
to Ocean*

**Quality Acknowledged  
Superiority Admitted  
Purity Guaranteed**

Your money back if you do not like it.

ROSE & LAFLAMME, Agents,  
Montreal



## ECONOMY

is successfully combined  
with high quality in

## PATERSON'S WORCESTER SAUCE

It sells for less than other  
high-grade sauces. That  
is one of the reasons it is  
so popular with prudent  
housekeepers.

ROSE & LAFLAMME,  
Agents, Montreal.



## **GOLD STANDARD BAKING POWDER is " GUARANTEED - THE - BEST "**

MANUFACTURED FROM THE PUREST, HIGH-GRADE MATERIALS. THE  
ENORMOUS GROWTH OF ITS SALES, ARE THE GREATEST TRIBUTE  
TO ITS HIGH GRADE, UNVARYING QUALITY.

SAMPLES AND QUOTATIONS CHEERFULLY FURNISHED.

**The Codville-Georgeson Co., Ltd. WINNIPEG, MAN.**



# THIS IS A SELLER!

No doubt about that.

---

IF you have handled it you know.

IF you haven't—write us—you are  
always open for a good thing.

**SEE PRICE LIST IN  
BACK OF THIS ISSUE**

WE will also be pleased to quote you on bulk Teas  
and submit samples. We carry eighty-five  
lines of bulks—We bought away in advance so  
that notwithstanding the rise in prices—we can give  
you good quotations.

New Teas arriving daily.

All orders receive careful attention and shipments  
made promptly.

---

## MINTO BROS.

F. J. WHITE,  
Manager

TORONTO, ONT.

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xes to a Case.

CHIPS

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is

MAN.



## Good Advice

Don't delay ordering your **full season's** requirements of **Fruits** and **Vegetables**.

## Better Advice

Do it **now**.

## Best Advice

Stick to the **best** brands, viz : "Canada First," "Little Chief," "Log Cabin," "Horseshoe," "Kent," "Auto," "Lynn-valley," "Maple Leaf," "Lion," "Thistle," "Grand River," "White Rose," etc.

Yours respectfully,

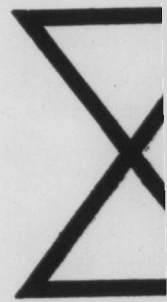
**CANADIAN CANNERS, LIMITED**

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**Ram**



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# James Turner & Co., Limited

Wholesale Grocers and Importers



Our Trade Marks



are

known all over Canada as a Guarantee of Quality.

*Our Big Leaders*

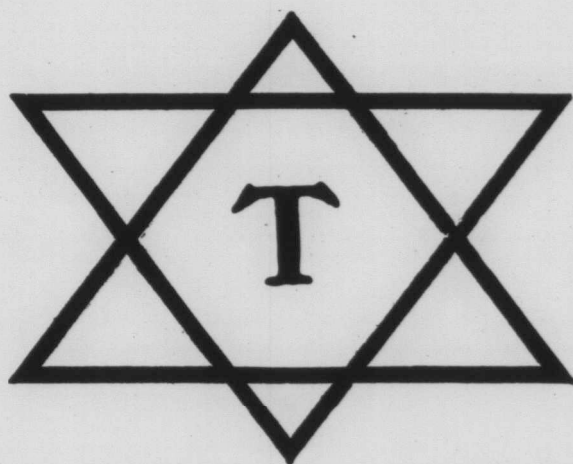
*Ram Lal's Teas*

*Mecca Coffee*

*Damascus Coffee*

*Cairo Coffee*

*Sirdar Coffee*



Canned Fruits and  
Vegetables

Finest Currants, pack-  
ages and cases

Figs and Sultanas

Jelly Powder

Extracts

---

# James Turner & Co., Limited

HAMILTON

# Trade Getters Every One

That is what we hear from every grocer who has stocked Old Homestead Brand Canned Fruits and Vegetables.

It works this way. A customer is attracted by the handsome Old Homestead label. There is something in the name that appeals to her and she buys a can or so to try it. She is delighted with the trial. She finds Old Homestead Brand superior in every way to any canned goods she has used before.

She comes back for more. Trust a woman to tell her neighbors. Your canned goods trade grows apace and with it your general trade with customers who have called for Old Homestead Brand goods

***Old Homestead Tomatoes***

***Old Homestead Peas***

***Old Homestead Corn***

***Old Homestead Strawberries***

***Old Homestead Raspberries***

and the whole list of our pack are the best that are grown and packed.

Every time you sell an order of the Old Homestead you make a friend.

Ask your wholesaler to send you on a few cases as a starter. You will soon want more. If your wholesaler can't supply you write us direct.

**The Old Homestead Canning Co.**  
**PICTON, ONT.**

GIL

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Order

Established 1852.

# GILLETT'S GOODS ARE THE BEST!

**Magic Baking Powder.      Gillett's Mammoth Blue.**  
**Gillett's Perfumed Lye.      Imperial Baking Powder.**  
**Magic Baking Soda.      Gillett's Cream Tartar.**  
**Gillett's Washing Crystal.      Royal Yeast Cakes.**



**CAUTION**—Beware of inferior and adulterated goods. Be wise, and have nothing to do with them. There is the same difference in quality as in Teas or anything else.

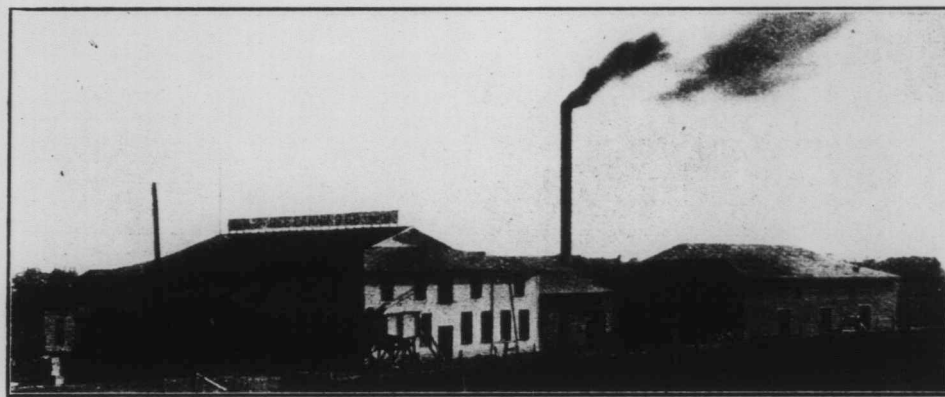
**Order Direct From Us.** If unable to get what you want from your Wholesale Grocer do not hesitate to order from us direct, and shipment will be made promptly.

**E.W. GILLETT**  
COMPANY LIMITED  
CHICAGO, ILL.      TORONTO, ONT.      LONDON, ENG.

# CANADA'S PRIDE

## Canned Fruits and Vegetables

are the pride of every grocer who sells them and  
the joy of every customer who buys them.



Our factory is a model of sanitary convenience.  
Our fruits and vegetables are packed the day received.  
Our finished product is guaranteed perfect in every particular.

If you are not handling Canada's Pride Canned  
Fruits and Vegetables your customers are not  
getting the best.

Let us send you a few cases for a trial.

## The Napanee Canning Co., Ltd.

W. A. CARSON, Manager, NAPANEE, ONT.

# RAKWANA

Is a Tea which every Grocer can confidently recommend to his customers.

The quality of Tea people use should have their most careful consideration. Every grocer and storekeeper knows that it does not pay to handle inferior grades of Tea, and in these days when there are so many different brands being offered on the market, it may sometimes be difficult for the purchaser to decide which to stock to please his customers. In this case the most reliable course is to sell only Teas which you will always be able to guarantee as Teas of first-class quality. Every grocer in Nova Scotia stocks

# RAKWANA

Because they know it is a good seller, and that the demand is steadily increasing all over the province. QUALITY, FLAVOR and STRENGTH are the principal features of this renowned Blend.

As we are desirous of introducing this Tea to the West, we are prepared to give grocers of approved business standing, SOLE CONTROL of RAKWANA TEA for their district or town.

We feel sure that you will find this Tea a trade winner.

### WRITE US

YELLOW LABEL	costs	20	cents,	retails	25	cents	per	lb.
BLUE LABEL	"	22	"	"	30	"	"	"
RED LABEL	"	25	"	"	35	"	"	"
BROWN LABEL	"	28	"	"	40	"	"	"
GREEN LABEL	"	36	"	"	50	"	"	"

(1-lb. and ½-lb. packages; also in BULK, as desired.)

**JOHN TOBIN & CO.** Established 1835

HALIFAX, N.S.

# OLD QUEBEC IS GROWING

## Domestic and Foreign Manufacturers

Are YOU getting your share of Quebec city trade ?

Are YOU getting LIVE, intelligent representation ; or, are your products marketed here ? THEY SHOULD BE.

Twenty years' experience in the trade of Quebec city has given us an enviable connection.

We are prepared to handle effectively accounts for Grocery and allied lines.

GET IN ON THE GROUND FLOOR. We're not too old to hustle.

We think it will be to mutual advantage if you let us hear from you NOW.

# Alf. T. Tanguay and Co.

COMMISSION MERCHANTS and BROKERS

REFERENCES:  
Hochelaga Bank

50 St. Paul Street, QUEBEC

Brunner Mond & Co.'s

# WASHING SODA

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

## Concentrated Sal Soda

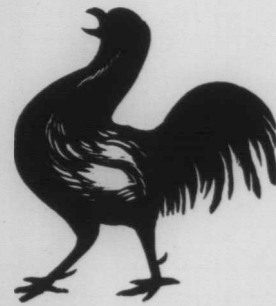
Casks, 560 lbs.

# Winn & Holland Montreal

SOLE AGENTS FOR CANADA.

IF YOU WANT TO BUY

BUTTER,  
CHEESE,  
EGGS,  
ETC.



Write me—I have the right goods at the right prices.

IF YOU WANT TO SELL

BUTTER,  
CHEESE,  
EGGS,  
ETC.

I am open to buy at right market prices.

WRITE OR WIRE

**B. H. POWER**

Produce Commission Merchant

218 Argyle Street, HALIFAX, N.S.



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Oct/29/06  
to Montreal Office  
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Page No. 87  
a.d.w.

## THE SIGN OF GOOD FISH

WHEN a man goes to buy a ring or a watch chain he looks to see the stamp of quality. It is this which determines in his mind the value.

WE have adopted the above sketch as our trade mark and just as quickly as we can get around to it, we shall place it on every package of Fish put up at our different stations. We want you to examine it closely and to fasten this one fact in your mind:

**None but the very best quality of Fish  
Will ever be sold under this Label**

**ATLANTIC FISH COMPANIES, Limited, LUNENBURG**

With which is incorporated the WHITMAN FISH CO., Limited, CANSO

Selling Agents—A. H. BRITAIN & CO., Montreal, H. G. CONNOR, Winnipeg,  
CHAS. MILNE, Vancouver.



## Second to None

The Brand



of Quality

The country is growing at such a rate the demand for **Canned Goods** has been in excess of the supply. This very condition is apt to make Canneries careless of their output, and there is need of more discrimination in buying, if grocers are to be sure of their trade. We claim for the

# ESSEX BRAND

a higher standard of quality than is usually considered necessary. The finest of **Fruits** and **Vegetables** gathered at the right stage of ripeness and packed fresh from the field under the most careful conditions, warrant the statement that the "Essex" Company's goods will give a larger measure of satisfaction to your customers than any other within your reach.

**The Essex Canning and Preserving Co., Limited**

*Head Office : 8 Wellington Street East*

*Toronto, Canada*

FACTORY AT ESSEX, ONTARIO

W



WM



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**WM. BRAID & CO.,** Importers of **TEAS,**  
**COFFEES** and **SPICES**



## BRAID'S BEST COFFEE

is winning its way into Canadian homes on merit, which is the result of careful selection of the bean, and scientific blending, imparting a flavor rich and smooth, which is instantly recognized by the consumer.

**ONCE USED ALWAYS USED**

Packed in 1, 2, 5, 10, 25 and 50-lb. air-tight cans, also in barrels.

**WM. BRAID & CO., Vancouver, B.C.** **BRAID'S BEST COFFEE**  
and **CHALLENGE CUP**  
**TEA ARE THE BEST.**



## PURNELL'S PURE MALT VINEGAR

Brewed from the Finest Grown English Malt.  
The best for Pickling and for the table.

### PURNELL'S PURE PICKLES AND SAUCES

Quality guaranteed. PROFITS GOOD. Sales always increasing.

**Purnell Webb & Co., Ltd., Bristol, Eng.**

*Founded in the year 1750.*

Apply to their Agents for further particulars and samples.

J. W. GORHAM & Co., Jerusalem Warehouse, HALIFAX, N.S.  
R. JARDINE, ST. JOHN, N.B.  
H. HAZARD, CHARLOTTETOWN, P.E.I.  
R. MITCHELL & Co., 26 St. Peter St., MONTREAL

C. S. HARDING, Room 46, Canada Life Building, MONTREAL  
KYLE & HOOPER, 27 Front Street East, TORONTO  
BICKLE & GREENING, HAMILTON, ONT.  
J. CARMAN, 722 Union Bank, WINNIPEG, MAN.  
C. E. JARVIS & Co., VANCOUVER, B.C.



# St. Lawrence Sugars

Granulated<sup>and</sup> Yellows

are the

## Best and Purest

in the market

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

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*aaw.*

There is no finer equipment in Canada than that contained in the White Swan Mills for the preparation of **HIGH-GRADE** goods.

Our **WHITE SWAN** brand stands pre-eminently for **GOODNESS**. Quality is the key-note of our business throughout, and all the facilities of our immense building and extensive plant distinctly emphasize this idea.

THERE ARE NO BETTER GOODS MADE THAN

White Swan Jelly Powders

White Swan Flavoring Extracts

White Swan Coffees

White Swan Prepared Coconut

White Swan Cake Icings

White Swan Spices

White Swan Herbs and Seasonings

White Swan Cream of Tartar

White Swan Baking Powder

White Swan S. R. Buckwheat Flour

White Swan Breakfast Food

White Swan Flaked Wheat

White Swan Barley Crisps

White Swan Flaked Rice

White Swan Flaked Peas

White Swan Graham Flour

White Swan Whole Wheat Flour

White Swan Gluten Flour

White Swan Rye Flour

The King's Food

**ALL ABSOLUTELY UNEXCELLED  
IN QUALITY**

THE ROBERT GREIG COMPANY, LIMITED

WHITE SWAN MILLS

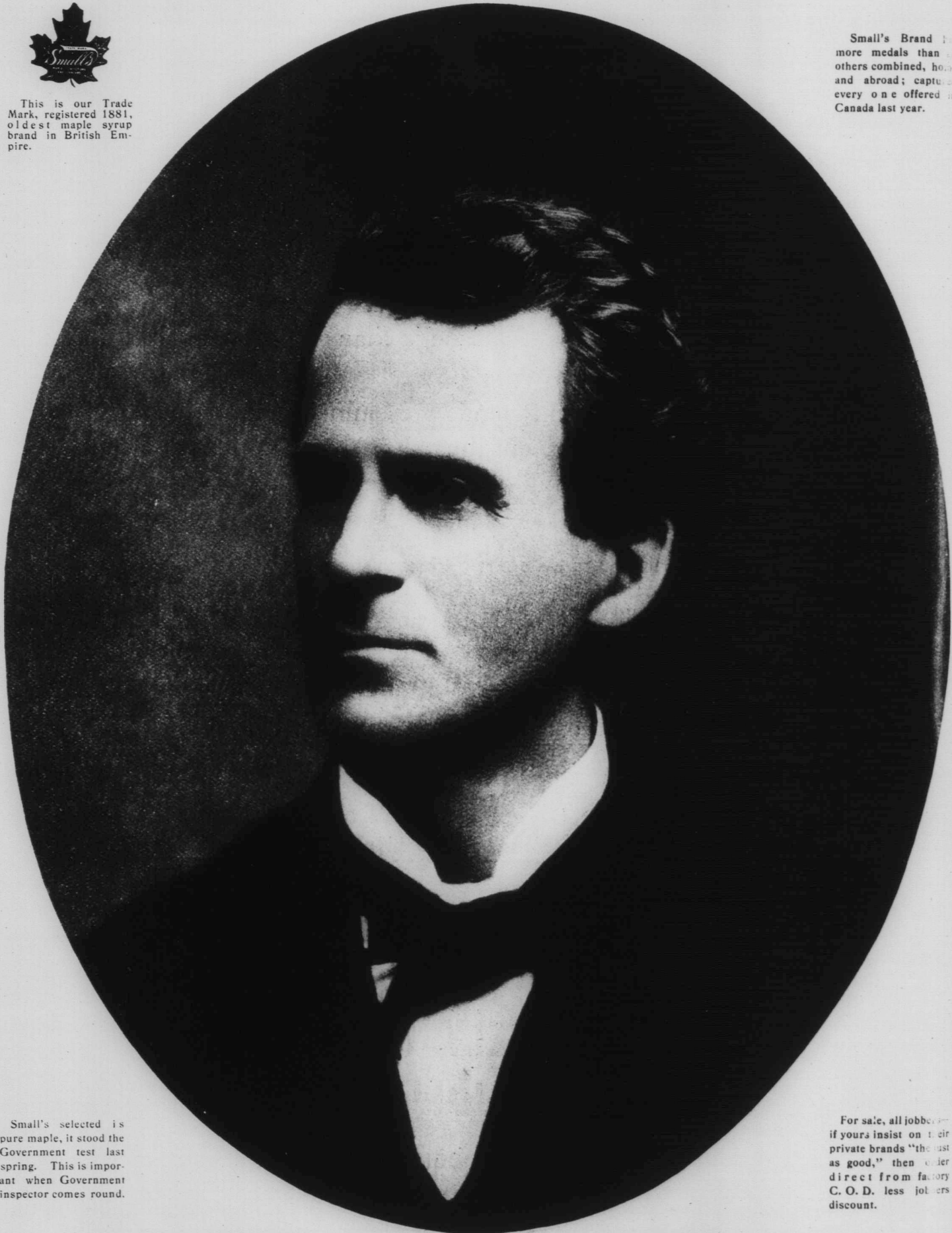
TORONTO

Our complete list sent  
on request

THE CANADIAN GROCER



This is our Trade Mark, registered 1881, oldest maple syrup brand in British Empire.



Small's Brand has more medals than all others combined, home and abroad; captured every one offered in Canada last year.

Small's selected is pure maple, it stood the Government test last spring. This is important when Government inspector comes round.

For sale, all jobbers if yours insist on their private brands "the best as good," then order direct from factory C. O. D. less jobbers discount.

**G. R. SMALL, originator of Small's world-celebrated Small's brand Maple Syrup, Sugar and Confections**

Put up by THE CANADA MAPLE EXCHANGE, MONTREAL, the only firm in Canada exclusively devoted to maple products. Agents: London, New York and all large cities. If you are not now handling Small's the following may interest you. Telfer Bros., Winnipeg (wholesale) in month of JANUARY, 1903, took twenty-two cases. In month of JANUARY, 1904, took 1,072 cases. W. H. Scroggie, Ltd., Montreal (departmental), in year 1903, 1,109 packages. In year 1904, 4,434 packages. W. Maitland & Co., Montreal, (retailer), in 1903 took 1,428 packages. In 1904 took 2,614 packages. All lines hygienically and scientifically packed. Results: Satisfaction to consumer and fair profits to dealer. Write for List.

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Small's Brand has more medals than all others combined, home and abroad; captured every one offered in Canada last year.

Profitable business bringing, trade holding lines.

Lines that will in themselves by their neat appearance, their self-evident quality command attention and entice enquiry from your customers.

These are the lines that are profitable to handle, as they carry the minimum of expenses in selling and so develop the maximum of profit. We have not been satisfied until we could say as we do to-day, that Ozo goods are as good as the best anyhow, anywhere, anytime. Each department is in charge of an expert, the best man we could find and we have been to England, France and the United States for men of experience and reputation in their line.

Our packages and labels are as wholesome, neat and attractive as it is possible to get them.

If you are not as yet handling a line of our products include an order for our goods next time you are buying from your wholesaler. Our guarantee protects you from losing and you will gain increased trade and better profits.

**The OZO CO., Limited**  
**MONTREAL**

For sale, all jobbers if yours insist on their private brands "the best as good," then order direct from factory C. O. D. less jobbers discount.

ons  
on, New York and al  
ook twenty-two cases  
packages. W. Mail  
s: Satisfaction to con

# Crystal Sugar

THE BEST GOODS DIRECT TO YOU

We invite your inspection of our factory,  
which is as CLEAN and BRIGHT as  
time and money can make it. . . . .

THE WALLACEBURG SUGAR COMPANY  
WALLACEBURG, Ontario. LIMITED

WESTERN AGENTS: MASON & HICKEY, Winnipeg.

## QUEEN BRAND

Fruits and Vegetables are now in the hands of the GILT EDGE  
TRADE in Ontario. Are they on YOUR shelves? If not, write your  
wholesaler for QUEEN BRAND goods at once before the supply is  
exhausted. If you cannot get this Brand from him write us direct.

Our Tomatoes, Corn, Golden Wax Beans, Peas, Pork and  
Beans, Catsup, Strawberries, Raspberries, Pears and Peaches, are  
exceptionally good this season, and you will give your customers a  
treat by stocking QUEEN BRAND.

Is it not good policy to buy a Brand that is not only guaranteed,  
but also highly approved of, by every grocer who has stocked it?

*Queen Brand goods will win you a trade and hold it.  
Be loyal to a tried and faithful servant.*

**Belleville Canning Co., - Belleville, Ont.**

E NICHOLSON.



BANN.  
TRADE

CALGARY E

**Open L**

Dear Sir  
for **Manitoba**

Populat

These S  
reaching out fo  
**Grocery trad**  
cover thorough  
your account.

**ROLLE**  
in the world

W

Established 1882.

E. NICHOLSON.

D. H. BAIN

CABLE ADDRESS  
NICHOLSON, WINNIPEG.

CODES,  
A. B. C. 4<sup>TH</sup> EDITION  
WESTERN UNION  
ARMSBYS 1901.



BANNATYNE ST. EAST  
TRANSFER TRACK.

CALGARY BRANCH NICHOLSON & BAIN.



*Winnipeg,* October 12, 1906.

## Open Letter to Manufacturers and Shippers

Dear Sirs,—Have you realized the progress of the **Great West** in 1906. Look at the record for **Manitoba, Saskatchewan and Alberta** crop yield of the three provinces for 1906.

Wheat.....	4,495,000	acres	yield	87,203,000	bushels
Oats.....	1,838,000	"	"	75,725,600	"
Barley.....	546,000	"	"	16,980,600	"
Flax.....	55,660	"	"	690,184	"
<b>Grand Total.....</b>				<b>180,599,384</b>	"

Population of the three provinces in 1906:

<b>Manitoba</b> .....	360,000
<b>Alberta</b> .....	185,000
<b>Saskatchewan</b> .....	260,000
<b>Grand Total.....</b>	<b>805,000</b>

These 805,000 people will have over \$100,000,000 to spend from proceeds of 1906 crop, are you reaching out for some of this **money**. Our business is purely commission, we sell for the **Wholesale Grocery trade, from the Lake Front to the Rockies**. Our selling organization is complete, we cover thoroughly the **Great West**. If you are not represented in this territory we can take care of your account. Write us for particulars. **Warehouses at Winnipeg and Calgary.**

**ROLLED OATS and MILL FEED:** We quote Buffalo Brand delivered to any point in the world. Write or wire us for prices and samples.

**NICHOLSON & BAIN,**  
Wholesale Commission Merchants and Brokers  
**WINNIPEG and CALGARY**



## Don't Rob your Customer

OF THE VALUE THAT IS HIS JUST DUE BY SELLING AN INFERIOR TEA. SELL HIM



## Gold Standard Tea "GUARANTEED THE BEST"

YOU WILL REAP ABUNDANTLY IN CLEAN PROFITS AND SATISFIED, PERMANENT CUSTOMERS.

WRITE FOR SAMPLES AND PRICES.

THE CODVILLE-GEORGESON CO., Limited  
WINNIPEG

*Nov 2/16*  
*to Dames*  
*56*  
*98*  
*can.*

TELEPHONE 35  
P.O. BOX M

ESTABLISHED  
1898

## NORTHWEST JOBGING and COMMISSION CO., Limited

GENERAL COMMISSION and  
BROKERAGE AGENTS

AGENTS  
IMPERIAL OIL CO., LTD.

LETHBRIDGE, ALTA.

WHOLESALE AND IMPORTERS OF

### Groceries, Provisions, Fresh Fruit, Grain Bags

BUYERS AND SHIPPERS OF GRAIN, MILL STUFFS AND HAY.

MAIL ORDERS GIVEN SPECIAL ATTENTION



## Don't Argue

RETURNED  
*Nov 5 16*

to *Dames*  
Cut Book No. *57*  
Page No. *8*  
*can.*

*that cheap goods are  
more profitable—it's  
not a lasting profit.*

## MAGIC BAKING POWDER

*is reliable and  
gives a lasting  
profit.*



Merchants should recommend food products that are produced in clean factories.



## WHITE, COTTELL'S VINEGAR

is the vinegar good housekeepers are looking for,—therefore the vinegar for you to handle.

### For Pickling or Table, it leads!

Have you Tried it?

WHITE, COTTELL & CO., Camberwell, S. E., London, Eng.

MANUFACTURED SINCE 1849  
Supplied under contract to the British and Indian Governments.

P. O. Bo.

Pure  
Gorm

Walla  
WRIT

TRACK WA

108 P

"H



HYGEIA  
Trade Mark

Hy. Th

SOLE AGENTS FOR  
GREEN

P. O. Box 112

Phone 3576

# MASON & HICKEY

## Manufacturers' Agents

AGENTS FOR

**E. D. Smith**

Pure Fruit Jams, Jellies, Preserves

**Gorman, Eckert & Co., Ltd.**

Coffees, Spices and Olives

**Wallaceburg Sugar Refinery**

WRITE US FOR QUOTATIONS—WE CAN SAVE YOU MONEY.

**The Port Huron Salt Co.**

**Ingersoll Packing Company**

**Millar's Paragon Cheese**

TRACK WAREHOUSE—WRITE US FOR STORAGE FACILITIES. CORRESPONDENCE INVITED WITH MANUFACTURERS. ALL GOODS CARRIED IN STOCK AT

**108 PRINCESS STREET, WINNIPEG, MANITOBA**

**“Health”  
COCOA**



HYGEIA  
Trade Mark

— IS —  
**Absolutely Pure**

It is the right article to stock, being

**RIGHT IN QUALITY  
RIGHT IN PRICE  
RIGHT IN PROFIT**

SOLE MANUFACTURERS:

**Hy. Thorne & Co., Limited**  
THE COCOA WORKS

LEEDS, ENGLAND

SOLE AGENTS FOR THE PROVINCE OF ONTARIO:

**GREEN & CO., 25 Front St. East. TORONTO**

**TRURO HIGH GRADE GOODS**

**JERSEY**

Sterilized Cream



**REINDEER**

Condensed Milk



**REINDEER**

COFFEE

MILK and

SUGAR



COMBINED

Ready to use.

Good quality for the Consumer.  
Good profits for the Dealer.

**TRURO CONDENSED MILK CO., Limited, TRURO, N.S.**

## Manufacturers:—

Would you like to have your products ably handled in

# ALBERTA?

We have the connection, organization and experience necessary to gain and hold the market for first-class manufacturers.

Offices and warehouses with A1 railway facilities at

**Calgary and Edmonton.**

Salesmen cover the province thoroughly.  
Write us.

**DOMINION BROKERAGE CO., Limited**  
**CALGARY and EDMONTON**

## T. B. CLIFT

**Broker, Commission Agent and Auctioneer**

Notary Public for the Island of Newfoundland,  
Commercial Chambers, Water Street, St.  
Johns, Nfld. Telephone 513. P.O. Box,  
826. Cable Address CLIFTON.

**AGENT FOR**

- MESSRS. T. M. SINCLAIR & Co., LTD. Packers and Curers of Pork and Smoked Meats. Cedar Rapids, Iowa, U.S.A.
- MESSRS. CARVEL, RATTENBURY & MESSERVY, Charlotte-town, P.E.I.
- MESSRS. LEVI JACKSON & SONS, Hobroyd, Glossop, England. Manufacturers of Cotton Lines and Twines.
- MESSRS. GANONG BROS, St. Stephen, N.B. G. B. Chocolates, etc.
- MESSRS. HANCOCK & WOOD. Currant Exporters, Patras, Greece.
- MESSRS. W. & R. JACOB & Co., Dublin, Ireland. Biscuit Manufacturers.
- MESSRS. COSMELLI, MEYER & Co., Valencia, Denia and London. Fruits, Almonds, etc.
- MESSRS. MAGNUS & LAEUR, New York. Chemicals, Drugs, etc.
- MESSRS. DORKEN BROS, Montreal.
- MESSRS. HOOKE FIELD & Co., Los Gatos, California. Canned and Dried Fruits.
- MESSRS. LIVINGSTONE & Co., Manchester, England. Cotton Waste, etc.

**Correspondence with first-class Houses solicited.**  
**All Business given prompt attention.**

## "EDINBURGH'S PRIDE"

EVERY BOTTLE OF



**Symington's**

**"Edinburgh"**

**Coffee Essence**

does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

**Thos. Symington & Co.**

**EDINBURGH**

**Agents—W. B. BAYLEY & CO.**  
Cor. Church and Colborne Sts. Toronto.

# Following Profitable Advice Paves The Way For Profit.

The course of true business never did run other than smooth. Because giving the Grocer the legitimate profit he is looking for cannot do other than give him the necessary satisfaction.

The true course of business is discovered either through your own counsel or somebody else's.

Say you try ours—secure from us a proposition concerning

## "Riverdale" Brand Canned Goods

### The Lakeside Canning Company, Limited

Wellington, - Ontario

## Ready ?

There's going to be a big demand for

# 'CAMP' COFFEE

Customers everywhere—yours among the rest are determined to *try it*. Once they have tried it, they will be even more determined to use it regularly. "CAMP" Coffee is the safest stock you can buy—never deteriorates in price or quality; never wastes—always does credit to the seller, and gives full satisfaction to the buyer.

Is your stock of "CAMP" Coffee  
READY ?

R. PATERSON & SONS,  
COFFEE SPECIALISTS, GLASGOW.

Agents:  
ROSE & LAI LAMME,  
MONTREAL.



*When your Customers ask for  
Baking Soda you are always  
safe and just to them when  
you tell them that*

## "COW BRAND"



## BAKING SODA

*is the Best to Use—*

**CHURCH & DWIGHT, Limited**

Manufacturers  
MONTREAL

**FROM GROWER TO TRADE DIRECT**



**FARMERS' BRAND  
Peas, Corn,  
Tomatoes**

grown in our own fields, packed in our own factory, and sold under our own guarantee.

A trial order will convince you that Farmers' Brand Canned Fruits and Vegetables are the finest on the Canadian market.

We can supply you with anything in canned fruits or vegetables you may require.

**The FARMERS' CANNING COMPANY, Limited**  
BLOOMFIELD, ONT.

Have your share, don't let it all to others. This is only a sample, make inquiries for your needs, it will pay you.

**No. 1 LABRADOR HERRINGS**

1 to 5 Bbls .....	\$5.75
5 Bbls and over .....	5.65
1 to 5 Kegs .....	3.10
5 and over .....	3.00

**DIAMOND JUBILEE MATCHES**

1 to 5 Boxes .....	3.30
5 and over .....	3.20

Freight prepaid on 5 box lots.

**CANDIES**

No. 1 Imperial Mixed .....	.5½
No. 2 Mixed .....	.5
Assorted Biscuits .....	.5½
Rich Mixed Biscuits .....	.6½
Barrels free, boxes returnable.	
Apple Blossom Biscuits .....	.8

P.S.—I pay the highest price for Produce.  
Agent for Beauport Ale and Porter.

**Joseph Grant**  
Wholesale Grocer  
Ottawa, Ont.



**We want Grocers With  
Quality Ideals to write us  
about the best Jams and  
Marmalades.**

We know such grocers will not be surprised when they are told

**Southwell's Jams  
and Marmalades**

"lead." If they made any enquiries they will have heard that.

Get in a nice fall supply of Southwell's goods.

**FRANK MAGOR & CO.**  
Canadian Agents, MONTREAL

# MORE THAN A VICTORY

The success of Ceylon Teas on the Canadian market has been more than a victory. It has been a complete rout for competitors.

First the Ceylon blacks were introduced. The trade were doubtful. But the men who had faith and specialized on Ceylon blacks are now the leaders of the tea trade.

## The Consumer Decided

that Ceylon blacks were incomparably the best teas made and would have no other.

**Ceylon Greens** are meeting with similar success. All along the line they are supplanting their rivals. The grocer who looks to the future will push Ceylon greens, because they fill the requirements of the Canadian public, are better teas and better value, and are indeed

## THE TEA SUCCESS OF THE HOUR

**Ceylon Teas**

Black and Green

**Ceylon Teas**

Black and Green

## We are Agents For

Ph. Richard & Co.,	Cognac	Brandies
Mitchell Bros.	Glasgow	Scotch Whiskys
Mitchell & Co.,	Belfast	Irish Whiskys
Fred Miller Brewing Co.,	Milwaukee	Lager Beer
Blandy Bros.	Madeira	Wines
Daukes & Co.,	London	Ales and Stouts
Pollen & Zoon,	Amsterdam	Gins
Vigneau & Cambours,	Bordeaux	Clarets
Union Champenoise,	Reims	Champagnes
Morin, Pere & Fils,	Beaune	Wine Burgoyne
Source La Capitale,	Vichy	Vichy Water
Blanc & Fils,	Valencia	Macaroni
Societe Nouvelle de Roquefort,	Aveyron	Cheese
H. E. Boule & Co.,	Marseilles	Olive Oils
Fli Ferrero Ricardo,	Torino	Vermouth
Clement Obrioux,	Rerigneux	Pate fois Gras
B. Gabriel,	Paris	Mushrooms
F. Dolin & Co.,	Chambery	Vermouth
R. LeGall,	Nantes	Sardines
Sir. T. Lipton,	London	Teas
J. P. Wisor & Sons,	Prescott	Whiskys

Every firm on this list has a world-wide reputation.

Write us for prices for any above goods.

### **Laporte, Martin & Cie, Ltee.**

WHOLESALE GROCERS, MONTREAL



**A Skin**  
The best skin food and the  
"Royal Crown"  
**Witch-  
Toilet**

For baby's bath—for "my lady"  
—for any time and all the time—the  
"ROYAL CROWN" WITCH  
Supplied on all Pullman and  
and steamer operations.  
AT YOUR



**For Baby's B**  
You don't have a  
you will be able to  
with a very  
"Royal C  
Witch-  
Toilet



**To Cure Rough**  
To cure rough  
"Royal C  
Witch  
Toilet So



**IT CLEANS AND CURES**  
"Royal Crow  
Witch-Har  
Toilet S

It's a toilet  
It's a toilet  
It's a toilet  
It's a toilet  
It's a toilet  
It's a toilet



**"Royal  
Wit  
Toi**

3 Cakes  
for 25c.

is a pure soap that won't  
delicate skin.  
Its lather is as soft and  
grateful to the skin.  
Your Druggist has it





**TEAS, GROCERIES,  
PROVISIONS,  
WINES and LIQUORS**

**The Largest Stock      The Greatest Variety**

**OUR POLICY**

**Low Prices      Quick Turnover  
Big Business**

A few trial orders will convince you of

**OUR RELIABILITY**

**Best Equipment      Competent Staff  
Perfect Organization**

**Hudon, Hebert & Cie.**

**Importing Wholesale Grocers and Wine Merchants**

**Limited**

**MONTREAL**

**The Most Liberally Managed Firm in Canada**

Al

1-lb

Plum -  
Blackber  
Damson  
Gooseber  
Apricot  
Assorted  
Red Curr  
Strawber  
Greengag  
Raspber  
Black Cu  
Raspber  
Strawber  
Raspber

# Jams, Jellies, Marmalades

ALEX. CAIRNS & SONS, Paisley, Scotland

From the land of the Heather and the Bramble comes this world-wide brand, which needs no introduction. It is so well and favorably known everywhere that you only have to stock it to sell it. A big bunch of satisfaction goes with every pot, so you run no risk when ordering CAIRNS'. Almost before you notice it, you will have built a profitable trade from this brand alone.

## JAMS

1-lb. Patent Glass Jars  
Cases, 2 doz.

Plum - - -	\$1 80
Blackberry - -	1 90
Damson - - -	1 90
Gooseberry - -	1 90
Apricot - - -	2 10
Assorted - - -	2 10
Red Currant - -	2 10
Strawberry - -	2 10
Greengage - - -	2 20
Raspberry and Red Currant	2 20
Black Currant - -	2 30
Raspberry - - -	2 30
Strawberry, cases, 12/7-lb. tins,	11 00
Raspberry, cases, 12/7-lb tins,	11 25

## JELLIES

1-lb. Porcelain Pots  
Cases, 4 doz.

Apple - - -	\$1 90
Gooseberry - -	1 90
Plum - - -	1 90
BRAMBLE - - -	2 00
DAMSON - - -	2 00

1-lb. Patent Glass Jars  
Cases, 2 doz.

Black Currants - -	\$2 80
Red Currants - - -	2 80

## MARMALADES

1-lb. Patent Glass Jars  
Cases, 2 doz.

Scotch Orange - -	\$1 75
Home Made Orange -	2 20
Tangerine - - -	2 20
Apricot - - -	2 30
Fig and Lemon - -	2 30
Ginger - - -	2 30
Ginger and Pineapple	2 30
Green Fig - - -	2 30
Green Fig and Ginger	2 30
Pineapple - - -	2 30
Scotch Orange,	
in 7-lb. tins, 12 tins in case	7 00

F.O.B. Montreal. Net within 30 days. No discount.

In lots of 5 cases or more, 5% off above prices.

**HUDON, HEBERT & CIE.**  
AGENTS LIMITED  
MONTREAL

THE MOST LIBERALLY MANAGED FIRM IN CANADA

RETURNED

to Montreal

Cut Book No. 56

Page No. 812

*aw*



RETURNED  
OCT 27 1908



**Baked Beans  
in Tomato Sauce**

# A Few of Heinz 57 Varieties



**Tomato Soup**

A full line of samples  
can be seen at our es-  
tablishment.

We are selling Agents  
for Eastern Canada.

RETURNED  
OCT 27 1908



**Indian Relish**

RETURNED  
OCT 27 1908



**Evaporated Horse Radish**

RETURNED  
OCT 27 1908



**Sweet Pickles**

# Hudon, Hebert & Cie.

**Montreal**

**Limited**

The Most Liberally Managed Firm in Canada

# Seasonable Lines

Talbot Freres, Bordeaux

## Vegetables in Glass, cases 2 Doz.

Asparagus Tips.....		\$5.00	per doz.
Mushrooms.....	Extra.....	4.50	"
String Beans.....	Extra Fins.....	3.50	"
Green Peas.....	Extra Fins.....	3.30	"
Green Peas.....	Fins.....	2.90	"
Macedoines.....	Extra.....	3.20	"

## Canned Vegetables, cases 100 tins.

Asparagus Tips.....		\$20.00	per case
String Beans.....	Extra Fins.....	16.00	"
	Fins.....	14.00	"
	Moyens.....	13.00	"
Lima Beans.....	Fins.....	14.00	"
Brussels Sprouts.....		15.00	"
Macedoines.....	1st Choice.....	11.50	"
Mushrooms.....	Extra.....	21.00	"
	1st Choice.....	19.00	"
	Choice.....	17.00	"
	Hotel.....	15.00	"
Green Peas.....	Sur Extra Fins.....	17.00	"
	Extra Fins.....	15.00	"
	Fins.....	13.00	"
	Mi-Fins.....	11.00	"
Spinach.....		11.00	"

Terms: F.O.B. Montreal, net within 30 days without discount.

---

**HUDON, HEBERT & CIE.**  
LIMITED  
MONTREAL

— THE MOST LIBERALLY MANAGED FIRM IN CANADA —

# Coffees! Spices! Corks!

If long experience counts for anything,

It should enable us to assure the trade that goods bought from us are the best to be obtained in the market. Our prices for quality are unapproachable.

**Coffees**—Mocha, Java, Maracaibo, Rio, Santos, Costa Rica, etc. We are direct importers, and can always quote special values.

Our "Prince of Wales" and "Club" Brand Coffees have won for themselves a reputation for Perfection unequalled by any other brand in Canada. Write for samples.—

**Spices**—A heavy part of our business, and constantly growing. Exceptional values in Baking Powder, Cream Tartar, Borax, Bicarb. Soda, and all kinds Spices, whole or ground.



Order "Prince of Wales" Brand of Spices, Baking Powders, etc. Are trade-builders—well and handsomely packed.

**Corks and Capsules**—Machine and Hand cut, all sizes cut to order. Brewers' Supplies.

Grocers are constantly asked for corks. We can supply you with all sizes for bottles, jars, kegs, etc.

*Montreal Agents for*

**St. Charles Condensing Co., Ingersoll, Ont.**

**St. Charles Evaporated Cream**

*Write for price list*

Foreign and Domestic  
Correspondence Solicited

Consignments attended  
to on Commission.

## S. H. EWING & SONS!

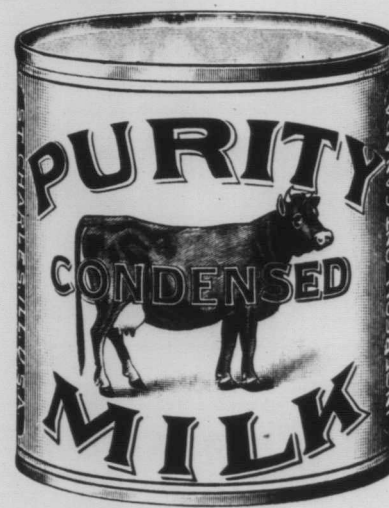
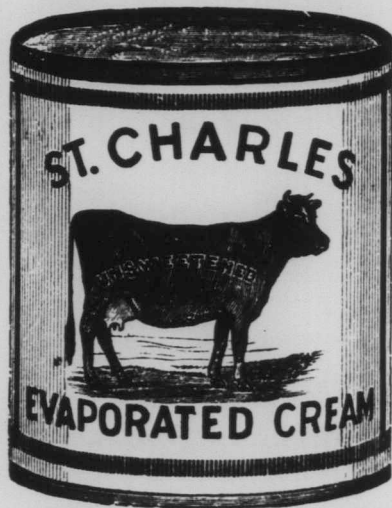
96-104 KING ST., MONTREAL

Telephone Bell Main 65.  
Merchants 522.

TORONTO BRANCH, 29 CHURCH STREET

Telephone Main 3171.

Telephone orders receive prompt attention



Three famous brands well known in Canada as the

### Purest and Best for all Purposes

Made in Ingersoll, Ontario, and sold by all progressive Grocers. No trouble. No loss. Always ready and never fails. **EVERY CAN GUARANTEED.**

**THE ST. CHARLES CONDENSING CO.**

FACTORIES: Ingersoll, Canada. St. Charles and Chemung, Ill., U.S.A.

# Fac-simile of Famous



RETURNED  
 to *Editor*  
 Cut Book No. *51*  
 Page No. *76*

*H. O. L.*

**BLACK—or—GREEN**

On the market for only one year; its success remarkable, sales increasing constantly—

We do no newspaper advertising—It is too expensive—and instead give consumers better values for equal prices with other advertised Teas—Consumers are paying too much for their education—Mr. Grocer, it is up to you to remedy this.

We supply free 1-oz. samples to retailers for distribution to their customers.

AGENTS TO THE TRADE ONLY.

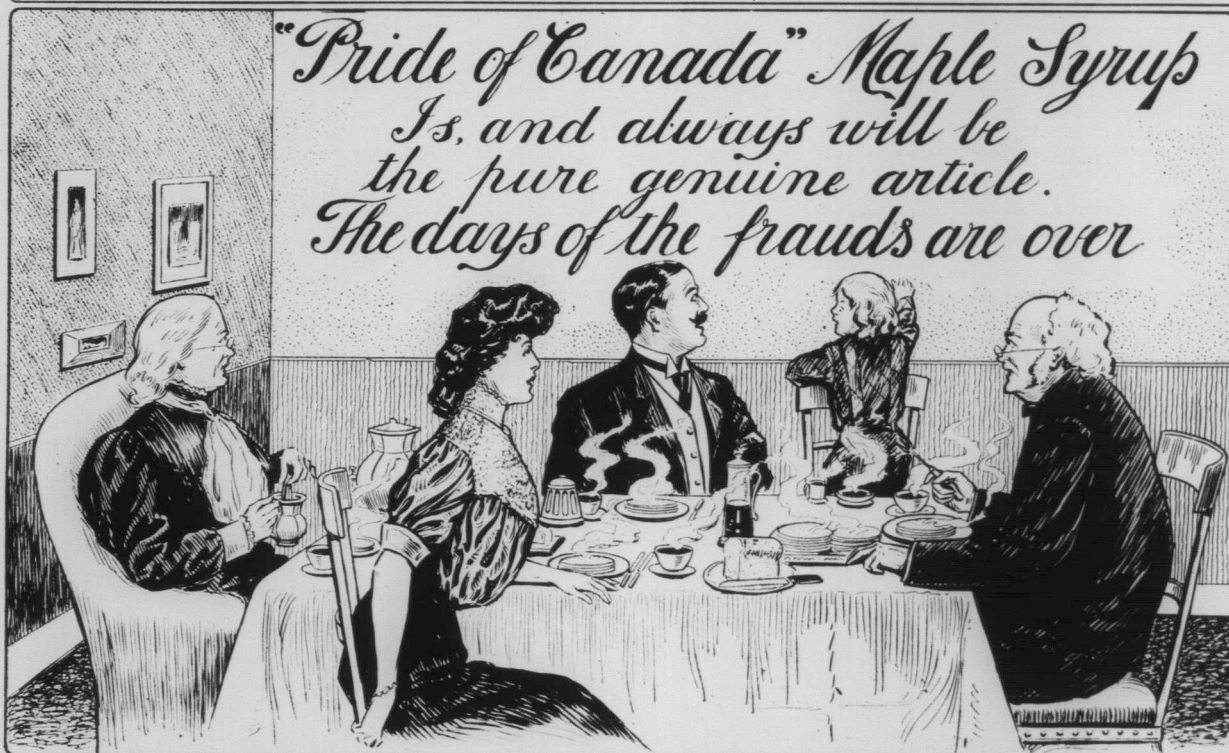
## S. J. MAJOR, Limited

Wholesale Grocers and Importers,

OTTAWA, CANADA

N.B.—Packed where grown, retaining its full strength and aroma.

## THE HANDWRITING ON THE WALL.



### **Time will tell, that the PRIDE OF CANADA MAPLE SYRUP**

is the pure genuine article, and always will be the choicest quality produced.

Canned and bottled in the country where it is made, while fresh, it has that new delicious taste that cannot be imitated. No mixed or adulterated so called maple syrup, ever compared with the genuine article, if you have the pure to compare with it.

Imitations and adulterations are dear at any price.

**A GUARANTEE** from the farmer who makes it, "that it is made only from the sap of the maple tree," (and we give the same guarantee to you) makes it absolutely certain that the Pride of Canada Maple Syrup is only pure concentrated sap of the maple tree. In addition to this we analyse every lot we buy and every lot we sell, to be absolutely sure of its purity.

**The FOOD INSPECTOR WON'T WORRY YOU IF YOU SELL ONLY  
THE PRIDE OF CANADA MAPLE SYRUP AND MAPLE SUGAR.**

Packed in sealed tins and new glass bottles.



SEALED AND GUARANTEED BY THE

## **Maple Tree Producers' Association**

**WATERLOO, QUEBEC, CANADA**

LIMITED

WESTERN TRADE SUPPLIED BY

**FOLEY, LOCK & LARSON, Winnipeg, Man.  
CODVILLE, SMITH CO., Calgary, Alta.**

**A. MACDONALD CO., Edmonton, Alta.  
W. H. MALKIN CO., Vancouver, B.C.**

## Do You KNOW Your Goods?

Can you say positively that you **know** this or that brand of goods are better than some other line?

Supposing Mrs. Morgan comes into your store and asks your opinion of a certain brand of tea. Is your answer based on PROFIT or QUALITY? If on quality, as it certainly should be, then it is your business to **know** the brand you recommend. The reputation of your store depends on it. Take that brand home and try it; compare it with other brands and **know** which is best.

That is the test I would like you to put **RED ROSE TEA** to. Take a pound home with you to-day and put it to that test. You will then recommend it as thousands of others are doing who **know** it is "Good Tea."

If you are not selling it write **to-day** for samples or a sample order.

Lead packages, pounds and halves, Black, Green and Mixed.

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**T. H. Estabrooks**  
**ST. JOHN, N.B.**

**TORONTO—**  
**3 Wellington E.**

**WINNIPEG—**  
**Lombard St.**

L.

b



on

Alta.  
B.C.



THE CANADIAN GROCER

# HOLBROOK'S GENUINE WORCESTERSHIRE SAUCE



That's Good Sauce  
Test It



HOLBROOKS LIMITED, 28 Front St. E., TORONTO

Canadian Manager  
H. GILBERT NOBBS

**GOLD STANDARD JELLY POWDER is  
"GUARANTEED - THE - BEST"**

AS IT IS SOLD DISTINCTLY ON ITS MERITS YOU PAY ONLY FOR  
WHAT YOU GET. SOLD TO THE TRADE AT A MORE REASONABLE  
FIGURE THAN ANY JELLY POWDER MADE. BE PREPARED TO  
MEET THE DEMAND BY PLACING IT IN STOCK.

**The Codville-Georgeson Co., Ltd., WINNIPEG, MAN.**

For over

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To the Trade in the Eastern Townships

For over **A QUARTER OF A CENTURY** we have been established as

**Wholesale Grocers**

... AND ...

**Produce Dealers**

We carry a full line of **STAPLE** and **FANCY GROCERIES**, **DRIED FRUITS**, **FISH**, etc., etc.

**Our Prices are Montreal Prices**

... and ...

**We Pay The Freight**

**As Far As**

**Sherbrooke**

We buy all our goods direct from the makers and are importers of English, French, and American Groceries. Amongst the leaders are Lipton's, Fry's, Rowat's, Loubrie's and many others.

**We Are Also Agents For**

**D. S. PERRIN & CO. } Biscuits and Confectionery**  
**VIAU & FRERE }**

WE SELL CANNED GOODS packed by Canadian Cannery Ltd., comprising all the leading brands such as "Log Cabin," "Little Chief," "Simcoe"; Boulter's.

These goods are sold to you at **LIST PRICES**. F.O.B. SHERBROOKE.

**We Solicit A Trial Order**

**T. A. Bourque & Co.**

**Sherbrooke, Que.**

**Registered**

**K'S**



**RT NOBBS**

**is**

**G, MAN.**

# New Crop Broom Corn

## Now Arriving

The first of this season's crop is just to hand. We have secured an exceptionally fine selection and are now prepared to execute orders for

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**Fine Green Carpet Brooms**

# H. W. Nelson & Co., Ltd.

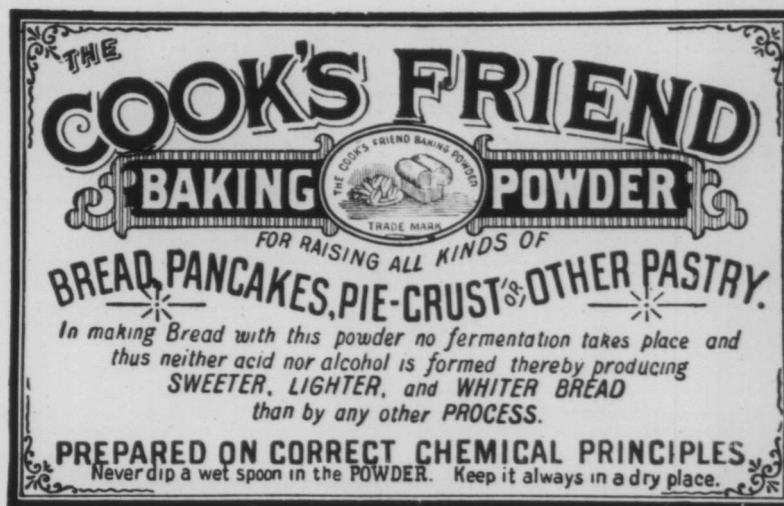
Office and Warehouse,  
92 Adelaide W.

**TORONTO**

Factory,  
15, 17, 19 & 21 Jarvis St.

## “Cook’s Friend Baking Powder”

Grocers who are looking after the interests of their customers and their own always keep the celebrated



The one CANADIAN BAKING POWDER that has stood the test of time, for after being on the market for over 40 years it is just as reliable and successful as ever.

COOK'S FRIEND BAKING POWDER is a household word in Canada. It is the friend of the housewife and its sale by grocers means good business and profit.

Forty years' experience has enabled us to make a better Baking Powder than ever.

Ask your Jobber for the Old Reliable, the Genuine

**Cook's Friend Baking Powder**

**W. D. McLAREN, - Montreal**

# CROSSE & BLACKWELL, Ltd.

## London, England

Some of our new lines are :

**C. & B. Chicken Breasts** (in Jelly). Vacuum Glass Jars.

**C. & B. French Sardines.** In Oval Glass.

**C. & B. Chicken and Tongue.** In Vacuum Glass.

**C. & B. Veal and Ham.** In Vacuum Glass.

**C. & B. Prawns in Aspic.** In Vacuum Glass.

**Potted Meats** (all Styles). In Vacuum Glass.

The finest retail grocery offerings for Xmas trade.

**Agents : C. E. COLSON & SON, Montreal**

## GORDON, GRANT & CO.

ESTABLISHED 1872

St. Vincent Street,  
Port-of-Spain, - - - - - Trinidad  
British West Indies

Merchants, Bankers and Commission Agents  
Exporters of Trinidad and Venezuelan Produce

Agents and Proprietors of  
SUGAR, COCOA, COCOANUT and ASPHALT PROPERTIES  
Local Investment and Finance A Specialty.

**CORRESPONDENTS :**

LONDON, NEW YORK  
and Principal Business Centres in  
EUROPE, AMERICA AND CANADA.

**Representatives of—**

**LONDON**

THE UNION OF LONDON & SMITH'S  
BANK, LIMITED

MESSRS. COUTTS & CO., BANKERS

MESSRS. ARBUTHNOT, LATHAM & CO.,

Great St. Helen's

THE LONDON ASSURANCE CORPORATION,

MARINE DEPARTMENT

**LIVERPOOL**

THE LONDON & LANCASHIRE  
FIRE INSURANCE CO.

## Molasses

We are prepared for

### SPRING TRADE

with a splendid assortment of the Standard  
Grades:

Extra Choice Porto Rico, Lion Brand,  
Cintron Brand, Beaver Brand, &c.

Fancy Barbados Syrup, Choice Barbados  
Grocery.

SEND FOR SAMPLES AND PRICES

## Dominion Molasses Co.,

LIMITED

Halifax, - Nova Scotia

Agents

GEO. MUSSON & CO.	- - -	TORONTO
JOHN W. BICKLE & GREENING,	- - -	HAMILTON
GEO. H. GILLESPIE,	- - -	LONDON
JOSEPH CARMAN,	- - -	WINNIPEG



## THE EARNING POWER

of every dollar invested in your coffee department is greatly increased when you buy coffees that have earned a reputation for excellence of quality which command the appreciation of a discerning public—such coffees are **Chase & Sanborn's** High Grades.

**CHASE & SANBORN,**  
The Importers **MONTREAL**



# CENTURY COCOA

Manufactured by

## Todhunter, Mitchell & Co.

### Toronto

Is **ABSOLUTELY Pure**

10c. Can, 90c. per Doz. 20c. Can, \$1.75 per Doz.

## "Batger's" Strawberry Jam

If you carry this line of jam on your shelves it sells itself. The appearance of the new style glass jar is good and the **Whole Fruit** inside invites tasting.

It is made from the finest English garden strawberries and granulated sugar, by a firm that has been in the business for **over 150 years**.

Once tasted, Batger's Strawberry Jam will be ordered again. If you are not already selling Batger's, why not order a trial case of 4 doz. and see for yourself?

**Rose & Laflamme**  
Montreal and Toronto

## ONE GLANCE

AT  
THESE  
BOTTLES  
OF  
DELICIOUS  
FRUITS

### Always

MAKES  
YOUR  
CUSTOMERS

"Try  
Them"

AND  
THEY  
DON'T  
STOP  
THERE  
EITHER



ROSE & LAFLAMME,  
MONTREAL

From  
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SALTING

From the Atlantic to the Pacific the word "Sterling" is synonymous with the best in Pickles, Relishes, Jams, Jellies and Extracts. Grocers cannot go wrong in keeping well stocked in these famous Made-in-Canada goods.

# Sterling BRAND

3 RETURNED

to *Lehrer's*

Cut Book No. *56*

Page No. *6\**

*a.s.w.*

It's the test of time—the real test in all things—that stands behind these goods. Consumers who use them once demand them again. Grocers who have once put them on their shelves find they must always keep them.

RETURNED

OCT 22 1906



- "Sterling" Brand Pickles in Glass
- "Sterling" Brand Chow-Chow in Glass
- "Sterling" Brand Sweet Pickles in Glass
- "Sterling" Brand Catsup
- "Sterling" Brand Sauces
- "Sterling" Brand South Africa Relish
- "Sterling" Brand Canadian Relish
- "Sterling" Brand Flavoring Extracts
- "Sterling" Brand Jams and Jellies
- "Sterling" Brand Marmalade
- Map'e Syrup in Glass and Tins, all sizes
- Bitters—Bobs, Celery, Orange, Jack Canuck
- Unfermented Fruit Wines
- Unfermented Phosphate Wines
- Mixed Pickles in Bulk
- Chow-Chow in Bulk
- Sweet Mixed Pickles in Bulk
- Mince Meat in wood and Fibre Pails
- Cake and Icing Colorings

**THE T. A. LYTTLE COMPANY,**

LIMITED

Manufacturers of **High-Grade Pickles and Relishes**

Factory and Offices: 124-128 Richmond St. W., Toronto

Phones: Office and Orders—Main 1531.

Shipping Room—Main 4552.

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



**BANISH  
"BLUE MONDAY"**

**SELL**

# SUNNY MONDAY

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

Your stock is not complete  
without our new **LAUNDRY SOAP**

# SUNNY MONDAY

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

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

## SUNNY MONDAY

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

THERE IS PROFIT IN IT FOR YOU

"SUNNY MONDAY BUBBLES WILL WASH AWAY YOUR TROUBLES."

**THE N. K. FAIRBANK COMPANY, - - Montreal**

If your starch business  
is experiencing a touch  
of stagnation get  
"Ivorine"

**GET  
"IVORINE"  
STARCH**

If you want your  
starch business to  
grow get "Ivorine"

**Buy off Mr. Jobber**

**ST. LAWRENCE STARCH CO.**

LIMITED  
PORT CREDIT, ONT.



**Y. & S.  
SCUDDER  
M. & R.**

STICK LICORICE

ACME PELLETS  
M. & R. WAFERS  
LOZENGES, ETC.

and a complete line of

**Hard and Soft Licorice Specialties**

Price Lists and Illustrated Catalogue on request.

**National Licorice Co.**

Brooklyn, N.Y.

Toronto Depot, 120 Church Street,  
R. S. MOINDOE, Agent.  
Montreal Depot, 17 St. Therese St.,  
J. M. BRAYLEY, Agent.

# D. RATTRAY & SONS

Import and Export

## Commission Merchants

QUEBEC

MONTREAL

OTTAWA

REPRESENTING:

ARMOUR & CO., Chicago  
PACKING HOUSE PRODUCTS

ARMOUR LIMITED, Toronto  
PACKERS and PRESERVERS

DA COSTA & CO., Barbadoes  
SUGAR AND MOLASSES

J. WALKER & CO., Greenock, Scot.  
REFINED SUGARS

JOSE RIERA, Denia, Spain  
VALENCIA RAISINS, ETC.

JUAN LLOPIS, Reus, Spain  
TARRAGONA ALMONDS

A. T. ZINI, Patras, Greece  
CURRANTS, ETC.

AG. RUSSO & FIGLI, Catania, Sicily  
SICILIAN PRODUCE

IMPORTERS OF

*Linseed, Cod-liver, Seal, Whale, Cod and  
Porpoise Oils; Pickled Fish*

EXPORTERS OF

*Maple Sugar, Canada Fir Balsam,  
Senega Root, Pickled Fish*

**Sugar** forms a large percentage of every grocer's business:—

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

*Redpath*

the standard for excellence and purity.

Redpath's Granulated Sugar

is the acme of Sugar Refining. Its sale by the grocer guarantees satisfaction to consumer.

All wholesale grocers keep it.

MADE BY

The Canada Sugar Refining Co.,

LIMITED

MONTREAL

If you want to handle the best goods you must have the "TARTAN BRAND." Write for full particulars if our travellers have not called on you.

# Tartan

## BRAND

Soaps  
Spices  
Peels

Canned Vegetables  
Canned Fruits  
Canned Salmon  
Package Teas  
Baking Powder

Coffees  
Currants  
Extracts

FULLY GUARANTEED BY

**BALFOUR, SMYE & CO., HAMILTON, ONT.**

# Opportunity

You remember what Bacon once said : "A wise man will make more opportunities than he finds." The grocer who never has to refuse a customer a widely advertised staple like Windsor Salt (absolutely clean, white, dry), creates opportunity. He gets the trade that his competitor loses.

Folks won't wait for you to "send for" something you don't carry—there are too many grocery stores for that.

Why not make the opportunity to-day —now, and stock up with Windsor Salt.

## Windsor Salt

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The Canadian Salt Co., Limited  
Windsor, Ont.

QUA  
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"SALA  
It's Na  
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It's "S  
5 o'clock  
of Tea  
It's do  
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"SALAD



*15,000,000 packets annual sale*

**QUALITY  
AND  
DEMAND**

**“Go Hand in Hand”**

**“SALADA” Ceylon Tea is as indispensable as our daily bread. It's Name and Fame is household throughout the width and breadth of the entire American Continent.**

**It's “SALADA” for Breakfast, Dinner, Supper, for Social 5 o'clocks, and every other time and place where a cup of Tea “In Perfection” is appreciated.**

**It's dominating influence is alone due to its distinctive and mysterious character which the connoisseur at once detects as the true “SALADA” idea of Tea Quality.**

**It pays every grocer well to push the sale, as the margin of profit is good and actual. Besides this, it has a none too scanty reverence for prolonged acquaintanceship with a dealer's shelves. 'Tis better thus.**

**“SALADA” is controlled and operated by the Largest Handlers of Ceylon Teas (Black and Green) in America. Write for terms, “Salada,” Toronto, Montreal**

## HOW A GROCER CAN IMPROVE HIS BUSINESS AND ENLARGE HIS PROFITS

A Travelers Essay by A. H. Lawson.

Some weeks ago The Canadian Grocer invited the commercial travelers in the grocery and allied lines to enter a competition for the best article on how a retail grocer can improve his business and enlarge his profits. After careful consideration, the judges awarded the 1st prize to Mr. Lawson and his article is here produced.

Many retail grocers to-day are asking this important question, and I can assure The Grocer that their kindness in bringing up the subject will be greatly appreciated. The very fact of the matter being discussed in the columns of this valuable paper will be the means of attracting the attention of the trade generally to the all important question, "How can I improve my business and percentage of profit?" and in consequence will be the means of putting new life and enthusiasm into many a grocer who has not been giving the matter due consideration.

Improvement, as a rule, can be accomplished by a determination on the part of the grocer to place himself in the front rank of his calling. Let his aim be high, continually striving to reach the mark, and good results are bound to follow.

A thorough knowledge of the business is essential; many are working under the disadvantage of a lack of it, who would be able otherwise to increase their trade and profits very materially. They should be more persistent in acquiring the knowledge they lack.

A trade journal such as The Canadian Grocer is a constant source of useful information, and should be a powerful factor in assisting every grocer to improve his system of doing business, increasing trade and enlarging profits. The retail grocer of the twentieth century cannot afford to be without it; it is published exclusively in the interests of the trade, and it would seem like shutting out the light and keeping in the dark to not take advantage of its valuable contents.

### Sell Good Goods.

Generally, business can be improved by more careful consideration of the quality of the goods handled. A poor article at a low price will, in the end, prove detrimental to the seller, while a good article at a fair profit will be much more satisfactory to the purchaser, and will be more likely to secure future trade. As an illustration, take the line of currants, and by handling the best grades the merchant is always sure to obtain his full share of the business, easily outdistancing his rival, who may be pushing cheap currants at a low

price. Tea, coffee and spices should at all times be given special attention. The customer is always willing to pay a fair price, providing he gets a good article. You could waste a fortune advertising cheap tea, coffee and spices, but you would be in the end just about where you started, less the fortune, so little would it attract the general public.



A. H. LAWSON.

Mr. Lawson is one of the most successful grocery travelers in Canada. It is 23 years since he ventured on the road scarcely more than a youth after several years in a retail grocery store. He attributes what success he has achieved to hard work and perseverance. He now represents T. Kinnear & Co., Toronto, and was for a couple of years sample room manager for John Sloan & Co. This is Mr. Lawson's first attempt as an essayist and he succeeded by the same methods that have stood him in such good stead as a salesman.

The trade are usually very particular about the quality of sugar they handle, being ever on the alert to secure the same at the right price, in order that they may be able to compete successfully with their neighbor. Profitable lines given equal consideration, instead of being neglected, would be instrumental in greatly improving business, particularly the financial part of it.

### Make the Store Attractive.

An attractive store, where the goods are displayed to the best possible advantage, will always be a factor in securing new trade and holding more firmly the patronage of the customers already obtained. A good window display is of the utmost importance, especially in all cities and towns, and cannot be dispensed with without seriously curtailing the volume of business and permitting it to go to more enterprising competitors. A good delivery wagon will contribute its share toward keeping your name before the people; and an additional attraction would be the placing of two nicely printed cards, hung conspicuously from each side of the rig, naming the "special" you are offering for the day or the week. Up-to-date methods must be adopted to place yourself at the top of the ladder.

Little need be said in reference to judicious advertising; that it pays there is not the slightest doubt. We have evidence all around us of successful business men who by this means have attained their present positions.

### Public Suspicious of the Price Cutter.

Extensive price cutting is very objectionable, and usually results disastrously, as the public become suspicious of the man who claims to be selling his goods so much below the market price.

Business can be improved by occasionally making a specialty of some particular line. Don't fail to have the article you are placing on sale all that you represent it to be. Everything must be done with the object in view of securing and retaining the confidence of the customer. The grocer should be the best judge as to the class of goods required in his locality, but the policy of handling first-class goods will always prove the most satisfactory and remunerative. Adopt new ideas as far as possible. Doing the same thing year after year will get one into a rut that will eventually stop the progress of the business.

### Get Enthusiastic.

Endeavor to become enthusiastic over the business; enthusiasm makes heavy work light.

Tact is a talent which should be cultivated will make the business run more smoothly and pleasantly, and minimize or abolish many an obstacle.

The tide of opportunity comes, at

some time, to hitious and ho pared to take

Maintain a the effect will the entire es most helpful trade.

### Success

Success depende system the bu thing should from the time morning until will insure co partment, pr goods, and acc counts, all of a customer. C in its way, bu system of con time can be de ity in the way drawing trade.

In buying, open for barga market quotat and foreign, an ments consider made. If a gro right, and in c tation that w the volume of

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Nearly all li being put up i much to be sa packages are u handle, and sa in weight. Th question, howe grocer, and th lowed the reta is altogether t this the case retail grocers' by the trade g much in puttin paying basis. situation, and united action.

### Your Ov

The idea of package goods on them should ly as possible. the grocer w

some time, to every man, and the ambitious and hopeful one is the best prepared to take advantage of it.

Maintain a spirit of cheerfulness, and the effect will be electrical throughout the entire establishment, and will be most helpful in improving the volume of trade.

**Success Depends on System.**

Success depends very much upon the system the business is run on. Everything should be done systematically, from the time the door is opened in the morning until it is closed at night. This will insure correctness in the order department, promptness in delivery of goods, and accuracy in keeping the accounts, all of which are very pleasing to a customer. Originality is a good thing in its way, but by adopting an improved system of conducting the business, more time can be devoted to any natural ability in the way of original ideas toward drawing trade.

In buying, always keep a keen eye open for bargains. Watch very carefully market quotations and conditions, local and foreign, and by anticipating requirements considerable extra money can be made. If a grocer buys right he can sell right, and in doing so will gain a reputation that will ever tend to increase the volume of business.

**An Eye on Side Lines.**

Side lines should not be overlooked. There is a splendid profit in all lines of confectionery, and if properly handled will never fail to bring a large return on the amount of money invested. High grade chocolates of every variety can be sold in surprising quantities in any average grocery store. Sales of confectionery are constantly increasing. Why not get a share of it?

Nearly all lines of groceries are now being put up in packages, and there is much to be said in their favor. The packages are usually attractive, easy to handle, and save time, labor, and loss in weight. There is another side of the question, however, that interests every grocer, and that is, that the profit allowed the retailer by the manufacturer is altogether too limited. Especially is this the case with many cereals. The retail grocers' associations, backed up by the trade generally, could accomplish much in putting these lines on a better paying basis. They have the key to the situation, and all that is required is united action.

**Your Own Package Goods.**

The idea of the grocer putting up package goods with the firm's own name on them should be adopted as extensively as possible. If the quality is right, the grocer will have no difficulty in

building up a nice trade for them. This branch of the business will always prove profitable, and afford an opportunity of advertising lines over which they have full control.

With the improved system of fixtures that are being placed on the market, the grocer should be able to sell more of the bulk goods. The public demands cleanliness, and in this respect the new system should prove entirely satisfactory. It is generally admitted that the bulk article pays a better margin of profit than the package. Consequently, the former should only be replaced by the latter when actually necessary, the exception being the firm's own package.

Keep the financial part of the business well in hand; take all discounts, and with quiet, steady, persistent work the business will surely improve and the profits increase.

The grocery business may seem crowded, but there is plenty of room at the top.

**Drove Out Catalogue Houses**

A North Dakota merchant contributes the following to the Minneapolis Bulletin with regard to his success in developing a profitable business under somewhat trying conditions:

We began, says he, in the depressing times of 1904. We staked our little all in a poor, run-down bankrupt \$6,000 stock of merchandise, for which we paid fifty cents on the dollar and then got the worst of it.

At that time over one-half of the merchandise that came to our town came from catalogue houses direct to the consumer.

The short half that was sold here went out on time and eternity.

This condition of affairs we did not like, but we went to work.

First we prepared a copy for a half-page ad and took it to our printer.

When we asked for a contract for a half-page ad for one year, he fainted away, but soon recovered and gave us figures which caused us to faint.

We closed the deal and have never carried less than a half-page ad in which we vigorously advertised honest goods for honest dollars and one hundred cents worth of goods for every one hundred cents received. For the first five years one part of our ad was made very prominent and ran something like this: "Bring in your bills and let us figure on them. We agree to meet all catalogue

house competition or go them one better."

We kept our word although on a few special bills we lost money, while on others we made from a small to a fair profit.

To-day there is not one dollar in one thousand that comes from catalogue houses to the people of our territory.

Other merchants took up the advertising scheme until the publisher increased his paper from a 2x4 to a ten page seven column sheet, and it is brim full of snap shot prices of merchandise from one end to the other.

What chance has a box-car merchant or a department store catalogue in a town where a paper of that kind is printed and circulated!

Besides, we have the satisfaction of knowing that we have made a bloated bondholder of one newspaper publisher.

The secret of our success in merchandising has been strict attention to business, buy for cash, sell for cash, advertise.

A merchant who cannot pay spot cash for his goods would do better to buy or rent a farm. A merchant who cannot say "no" firmly and pleasantly with a smile that will not come off when asked for dubious credit, had better look for a railroad job.

We are a small concern, yet in our twelve years of business our discount account shows a balance on the right side of our ledger of \$7,111.79, besides we estimate that we have saved \$10,000 by being known as cash buyers, or job lot buyers when we can find the goods we can use at a price."

**HEAD FOR FIGURES.**

Here's an interesting coffee calculation used by a Philadelphia grocer to advertise his coffee with striking effect. This grocer displays a sign reading: "If one grain of our coffee was placed on the first square of a checker board, two on the second, four on the third, and so on doubling throughout the whole sixty-four squares, the total number arrived at would be 18,446,744,073,551,615 coffee beans, or 7,960,915,394,584,601 pounds of coffee. This would represent 331,704,808,107 car loads, and a freight train to carry it would be 3,957,841,460 miles in length. It would reach around the earth 158,313 times and would extend 42 times the distance between the earth and the sun. The quantity would make 13,374,337,862,902,130 gallons of coffee and would cost at 28 cents a pound \$872,407,300,806,397.20. If each person in the country drank three cups daily it would take the entire population of the United States 2,442,801 years to consume it."



## ART OF EFFECTIVE WINDOW DRESSING

Ability to dress a window is one of the most valuable qualifications of the grocer or a grocery clerk. It is not more essential than honesty or knowledge of the goods handled, or how to advertise, or the habit of cleanliness and neatness, in some ways not more important than pleasant manners and the capacity of taking an interest in customers, but it is a class with all these.

\* \* \*

A grocer would not expect to succeed if he and his clerks came to the store in the clothes of a coal heaver or an oiler. But people see his window before they see him. The window is constantly crying out to the people who pass, "See

lot of men who are not so busy and might be a lot busier if they would attend to the window. There are merchants who stand around wondering why trade is so dull, when they should be devising means of sharpening it up. The window is the thing nearest to hand; try that.

Then there is the multitude of commonly dressed windows. In passing them one is aware they are grocery windows but they excite no interest. No one would ever stop to look at them. This class of window may be divided into many groups. There are the windows the grocer is using as a store-room for bulk goods, there are windows

less, and that makes it the easier to change often. A window should be dressed at least once a week.

### GIBBONS BROS., FIRST PRIZE.

Not many more attractive windows could be found than those of Gibbons Bros., illustrated in the accompanying picture and awarded first prize in the competition last Christmas. They are well filled, yet appear well ordered. Mr. Gibbons, whose picture is shown in the doorway, evidently believes in price tickets, neat and not too large. The writer is inclined to the view that they add to the interest and detract nothing from



Winner of the First Prize, Gibbons Bros., Toronto.

what manner of store this is." It is a standing advertisement and for the grocer that knows how to treat it the most profitable single means of publicity he has.

\* \* \*

Why, then, do so many grocers neglect it? A great many would plead they hadn't time. If they appreciated its possibilities they would make time, just as they make time to write advertisements and send out accounts. But there are a

with too little in, others with too much. In many the arrangement looks like confusion, in others colors are used without any conception of color effects. The list is too long.

\* \* \*

Ordinarily, one line at a time is enough to advertise in a window—dried fruit, cereals, canned goods, biscuits, confectionery, or whatever the choice may be. By this plan it is very much easier to secure an effect. The work is

the appearance of the windows. Curiously, they appear to be confined to one window; perhaps he was trying an experiment.

The trimmer of the windows is shown at the extreme left of the picture, J. M. Thom. He has had a pretty thorough experience in the grocery business and got at the window by chance, someone sick or something. He had been with Gibbons Bros. only six months when he dressed these windows and for two years

before that had firm. Aside stunt he thought until he was tion and natur haps had some enthusiast. It and now he is tobacco and a the vicinity.

### SECOND

J. E. Pelan, the second prize competition with merit. The display is the elevation the back consists of two six in a row. centre baskets



rants flanked by other four boxes contain candies. Baskets contain from wall end of the handsomely labeled, flag, and in good taste.

### THEY HAVE

Here are the Ontario grocers tion to their Orillia; C. Rourke, Peneta Belleville; Ma Geo. Ruppell, Co., Berlin; Junction; J. Wariner, Stou Goderich; Wals

before that had been driving for another firm. Aside from doing his weekly stunt he thought little of window dressing until he won a first in this competition and naturally then thought he perhaps had some ability and became an enthusiast. It brought him some notoriety and now he is dressing a hardware, a tobacco and a confectionery window in the vicinity.

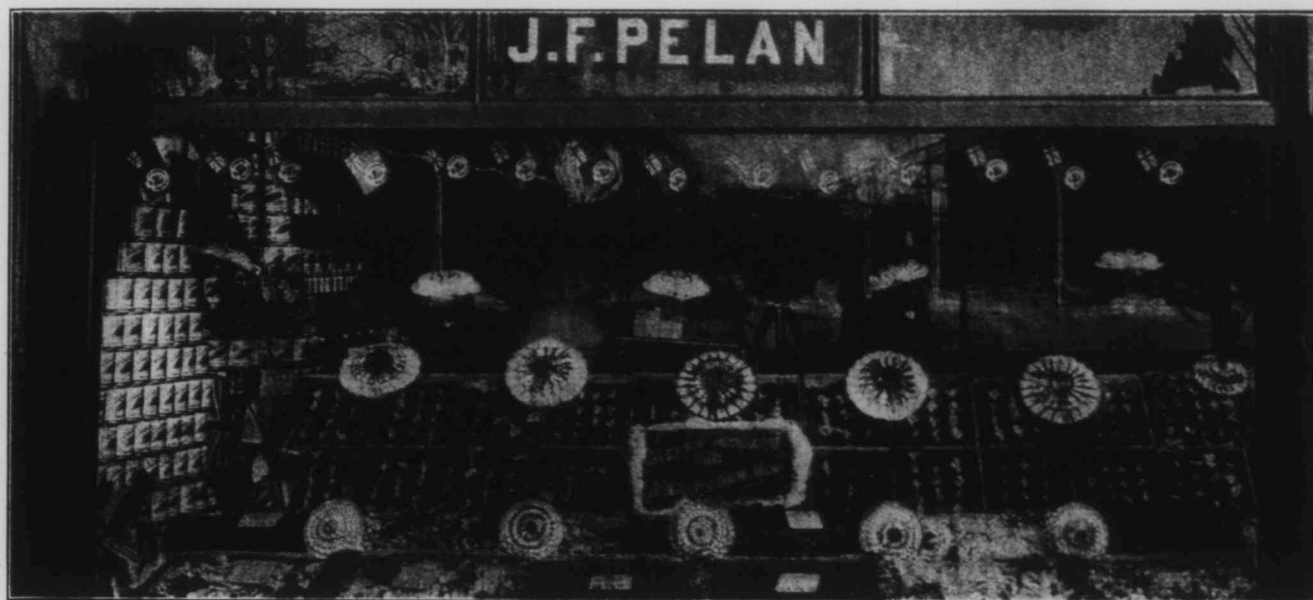
**SECOND PRIZE WINDOW.**

J. E. Pelan, of St. Thomas, Ont., won the second prize in the Christmas competition with a window of distinctive merit. The striking feature of the display is the eleven boxes of oranges that form the background. The foreground consists of two rows of wicker baskets, six in a row. In the front row the two centre baskets contain raisins and cur-

H. Robinson, Orangeville; E. Berwick & Co., Shelburne; McClarty Bros., Owen Sound; Halliday & Stinson, Chesley; J. A. McCrae, Guelph; Wm. Hay, Kincardine; N. McGillivray, Port Elgin; B. A. Belyea, Southampton; Green & McBride, Orangeville; W. A. McClean & Co., Owen Sound; P. Anderson, Guelph; V. S. Hoog, Trenton; W. D. Staples, Port Hope; C. H. Crysdale, Oshawa; J. E. Beaton, Oshawa; F. H. Brown, Port Hope; A. J. McCrodan, Belleville; L. Primeau, Lindsay; T. H. Knight, Bowmanville; Peter Connal & Son, Peterboro; A. Rountree, Peterboro. In Toronto some of those who give special attention to their windows are Michie & Co., Robert Barron, Gibbons Bros., R. H. Stewart, Higgins & Son, W. Greaves, F. Dean, W. F. Armistage.

The Grocer asked how this affected their business.

"Well, it is this way," explained Mr. Robertson. "Being in the dry goods zone, as it were, I guess we are not supposed to do a grocery business. Women, when they go out shopping, do not go with the intention of ordering groceries. This we have found to be the case, but our windows help us out of the difficulty. In our experience we have found that if the window is novel, and at the same time attractive, it will catch the eye of the ladies every time. Consequently it is our aim to so dress the window as to catch the eye of the passerby on first glance. This is half of the battle. The window we have at present is a good example. As you see, it is a tea window. We have a private blend of tea nicely done up in red-wrapped parcels



Winner of the Second Prize, J. F. Pelan, St. Thomas, Ont.

rants flanked by candied peels and the other four boxes, two on either side, contain candies. The second row of baskets contain fruit and candies. At the wall end of the window is a pyramid of handsomely labelled canned goods. The fan, flag, and other decorative aids are in good taste.

**THEY HAVE GOOD WINDOWS.**

Here are the names of a few of the Ontario grocers who give special attention to their windows: J. O. Perry, Orillia; C. Beck, Penetang; Wm. Rourke, Penetang; Wallbridge & Clark, Belleville; Mathison Bros., Whitby; Geo. Ruppell, Elmira; Wm. Metcalf & Co., Berlin; Podgett & Co., Toronto Junction; J. J. Hatley, Orillia; S. M. Wariner, Stouffville; A. C. Nairn, Goderich; Walsh Bros., Stratford; R.

**A Montreal Success**

"Yes, we have always had very good success with our windows," said J. H. Robertson, of John Robertson & Son, Montreal, when interviewed by The Canadian Grocer, "but we have made it a point to give them special attention. We are situated in a district frequented by all classes of people, and giving attention to our windows by dressing them in a way to bring trade, we are able to catch a great deal of passing business."

John Robertson & Son conduct an up-to-date retail establishment on St. Catherine street west, in the heart of the shopping district.

of one pound each. The window is dressed with tea, and only tea, and do you know, we have sold over two thousand pounds of that tea within the last two weeks. And about five hundred pounds of this was disposed of to people whom we had never before seen, purely cash sales attracted by the window. Therefore it is easy to see that if you attract the attention right away, the rest may be taken for granted."

"Do you believe in displaying several lines at once?"

"No, we concentrate our efforts on one class of goods at a time. It is a tea window, a soap window, or a liquor window, as the case may be, but it is never a combination of the three. It does not pay. The idea is to use all the available space to advertise that one certain line. If there is a little room to

the easier to should be dress-

**ST PRIZE.**  
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spare, we put in a few appropriate cards."

During the warm Summer months Robertson's window was nicely dressed on different occasions to resemble a miniature mountain. There were streams of running water, green grass and all the accessories. This was a liquor window. Another very well dressed window was one recently made which advertised Surprise soap.

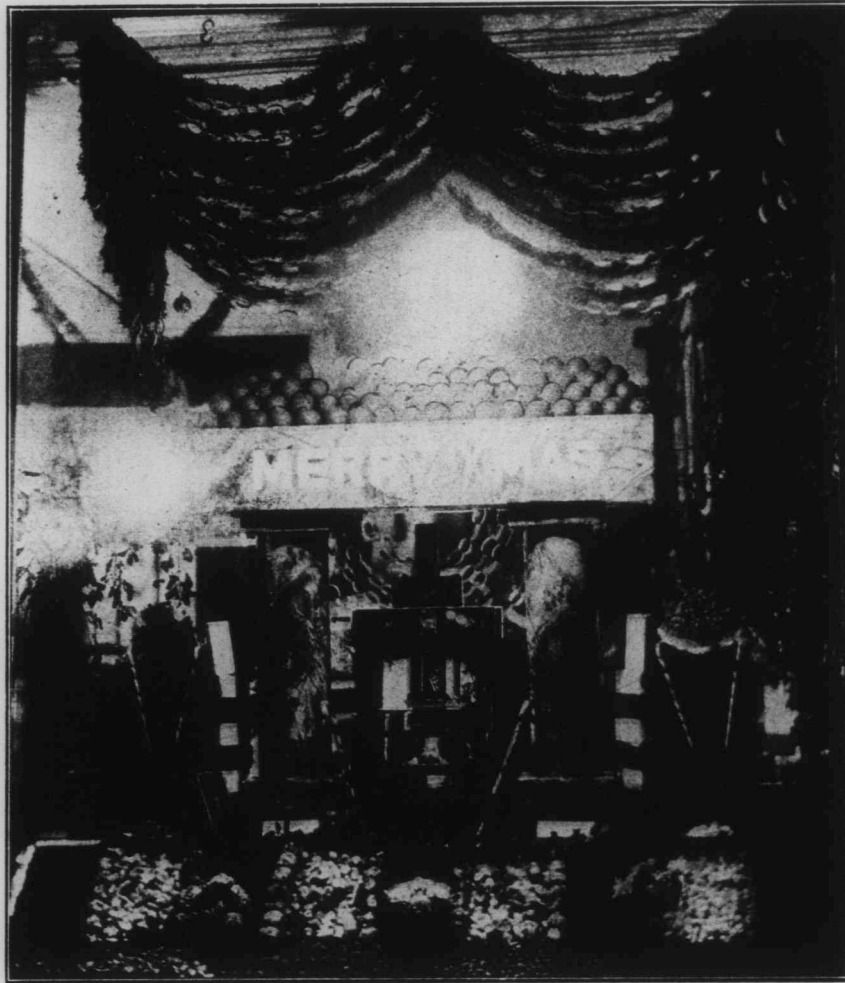
On the whole Robertson's window is, as a rule, one of the most attractive grocery windows in Montreal, reflecting much credit upon the store.

A good many people might award it second or even first prize. The trimmer of the window was A. Hagmuir, and he probably would be the first to admit the fairness of the criticism that the window was lacking in arrangement. The form and order of it does not impress one. It is faulty in composition. But it is a very attractive window nevertheless and in it Mr. Hagmuir demonstrates splendid possibilities as a window dresser. It bespeaks also an intelligent interest on the part of his employer, Mr. Graeb, the lack of which on the part of employing grocers is to a

to time and invariably find where one window has been devoted to the displaying of one article, there has been a marked increase in the sale of that article. You have probably seen the display I had of a well known cereal. Up to making the display of it the sales had been only moderate; during the time of display, say two weeks, I sold ten cases. Not only were the sales increased on that article, but it proved to be a drawing card, from which other sales resulted. I am a great believer in window displays as a means of advertising, and as a means of drawing to your store there is nothing to equal it, especially when you make constant changes. Some grocers think that it is a great expense, but they overlook the valuable returns in increased sales."

This testimony to the value of window display, which could be without doubt substantiated by hundreds of other grocers, is worthy the consideration of the "doubting Thomases," who cannot see any good or consider the time wasted in giving attention to their windows. Of course, all have not the facilities that this grocer has, but if a grocer has only one window instead of six if he will take the pains and get out of that window all there is in it by having a good window display, he will reap the benefit in as large a proportion as the man with the six windows.

It is not the number of windows nor the position of the store, it is rather the time you are willing to spend on your window display, that you have to look for the result.



In the Prize Class—Aaron Graeb, Hespeler, Ont.

**IN THE WINNING CLASS.**

Had there been a third prize in this competition of last Christmas it would have gone to Aaron Graeb, Hespeler, Ont. He submitted photos of two windows here reproduced. The grocery window is undoubtedly a work of great merit. The arch bearing the motto, "Merry Xmas," supported by marbled pillars and surmounted by a low pyramid of fine oranges, is finely and ingeniously conceived. The fruits, peels, nuts, confectionery and decorations that go to fill up the window are very attrac-

great extent the cause of so much in-different window trimming in Canada.

**New York Experience**

"I have six large windows," said a rising New York grocer recently, "two on the avenue and four on the street. I have watched the displays from time

**Value of a Grocer's Window**

The windows of a house are to allow those inside to look out. The windows of a store are to allow those outside to look in. Who wants to look out of windows or into them when there is nothing to be seen, asks Frank Farrington in the Interstate Grocer.

Outward appearances go far toward giving an impression of a person. In spite of the fact that clothes do not make the man, we judge the man often by his clothes. A store may be ever so neat and clean inside and filled with good things, yet it will be passed by as a dirty, unpleasant place if the windows are dingy. The chances of a store with dingy windows being clean inside are about as great as those of a neat man being dressed in slovenly apparel.

Don't be discouraged about your windows and neglect them just because they are not plate glass. Of course, plate glass is the best, and if you can have it

get it by all means without it. Make material at your windows that are big are big enough to them talking with and good goods, a business.

To be successful windows must be do business in a week will do very

The windows of as possible be an of the store—not by week. They out at a time, but the whole stock by de

It ought to be th by your windows

yours is, whether or drugs. Then if sign he will not r

Your window ou information regard It is quite strange look the windows what kind of a s glance at the sign at once.

A man came int and said:

"I was just into a-lookin' for scho have none that that there wasn't here that kep' 'em seen your sponges. I sez to myself, there's school bool

That man drew a but it proved to thing in sight to store you are runn of folks who will it ever so plain.

that you don't ne seen people lift go price card and a these?"

It is worth whil chant to visit one twice a year if only and to have the c him that it is sho the prices attached

A new family co neighborhood. The will use perhaps se worth of your kir They are looking such things. They other neighborhood style to the stores pick out your st available ones of y Well, compare the of your windows a those of the other will get into the s

get it by all means, but you can live without it. Make the very best of the material at your command. Any windows that are big enough to let in light are big enough to let in trade. Keep them talking with plain window signs and good goods, and they will bring the business.

To be successful as advertisers your windows must be changed often. If you do business in a small town, once a week will do very well.

The windows of a store should as far as possible be an index to the contents of the store—not all at once, but week by week. They ought to show one line at a time, but they ought to cover the whole stock by degrees.

It ought to be that a passer could tell by your windows what sort of a store yours is, whether dry goods or groceries or drugs. Then if he miss seeing your sign he will not remain ignorant.

Your window ought to be a bureau of information regarding your whole store. It is quite strange how often people will look the windows of a store over to see what kind of a store it is without a glance at the sign which would tell them at once.

A man came into my store one day and said:

"I was just into Smith's drug store a-lookin' for school books. He didn't have none that I wanted an' to' me that there wasn't any other store near here that kep' 'em; but as I come out I seen your sponges 'out in front here, an' I sez to myself, where there's sponges there's school books, an' here I be."

That man drew an illogical conclusion, but it proved to be right. Keep something in sight to show what kind of a store you are running. There are plenty of folks who will not see your sign, be it ever so plain. That doesn't mean that you don't need a sign. You have seen people lift goods from under a 10c price card and ask, "How much are these?"

It is worth while for a country merchant to visit one of the large cities twice a year if only to get window ideas and to have the conviction forced upon him that it is showing the goods with the prices attached that sells them.

A new family comes to your town or neighborhood. They have money. They will use perhaps several hundred dollars' worth of your kind of goods a year. They are looking for a place to buy such things. They came from a town or other neighborhood where there was a style to the stores. Are they going to pick out your store from among the available ones of your kind? Are they? Well, compare the external appearance of your windows and their dressings to those of the other fellows. Now, people will get into the store that looks from

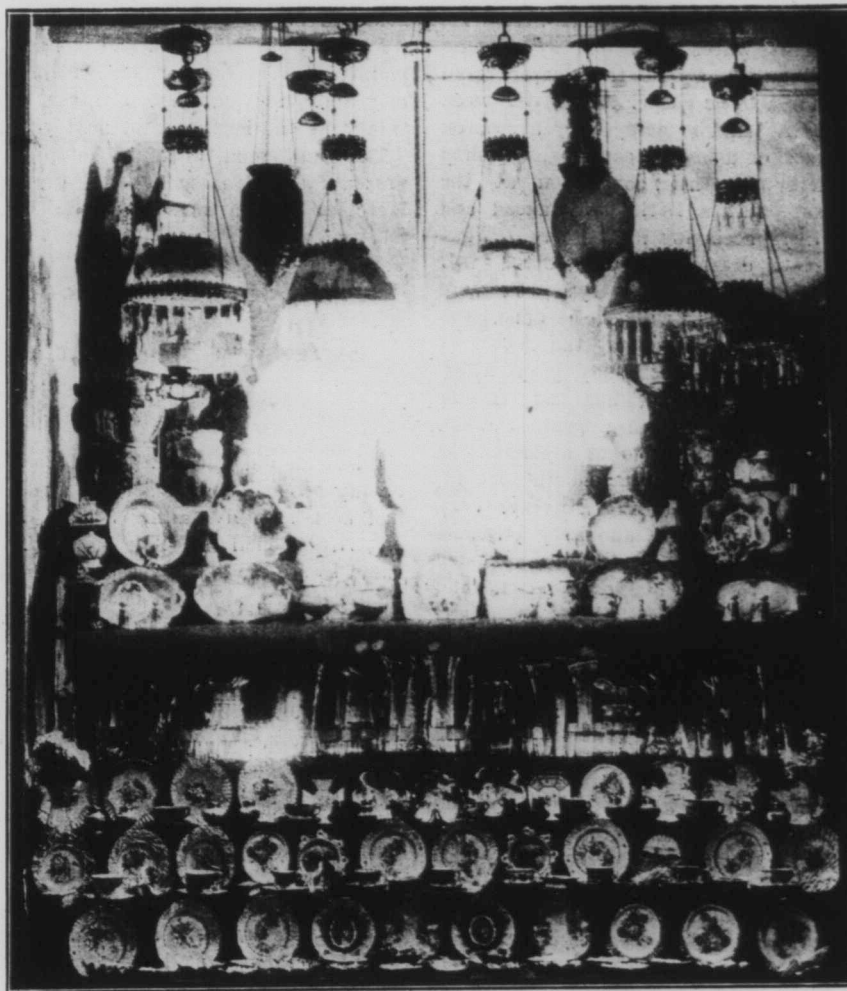
the outside like the best one of its sort. The chances favor it. At least if one store looks better outside than the others, they are going to try it sooner or later and that store will probably keep the family trade if the inside service is good.

Take pains. Windows require pains (no joke intended) more than almost anything else about your store. That doesn't excuse shiftlessness in the back of the store either. Nothing excuses shiftlessness anywhere, but at all events don't have it apparent in your windows.

stands are crescent shaped. Otherwise the picture speaks for itself.

#### PRICE TICKETS.

In the matter of window dressing there seems to be a difference of opinion as to the use of price tickets, one well known authority stating that the goods can or should be arranged in so attractive a manner that they would prove a drawing card of themselves and need no prices. Others favor the use of price tickets because the price in a great many instances governs sales. According to con-



China and Glassware—Aaron Graeb, Hespeler, Ont.

Make the most of your windows, and you will find that there is more to do in the store.

#### CHINA AND GLASSWARE WINDOW

Attractively dressed china and glassware windows are rare and it is with pleasure we reproduce this picture of another window of Aaron Graeb, Hespeler, Ont., and trimmed also by A. Hagnair. The blot of light is one of the blemishes of photography. The window, or rather the stand in it, is a double-decker. This device doubles the advantageous display space in the window. Upper and lower

ditions or location, both systems may be used to advantage. In the better class stores where 90 per cent. of the sales are on credit, price tickets would not cut any figure, but in the district where cash sales are a feature, then, no doubt, price tickets would help sales. This controversy, however, brings one important point to the front, that is as to the value of window dressing, the benefits of which have been conceded, and now the question at issue is what method to use.

Originality and constant change are the two principal features of window dressing.

## COMMERCIAL TRAVELERS AND THEIR WORK

The commercial traveler works harder, kicks as much and laughs more than any other man in business. He's usually working against time—train time; delays are innumerable, but his cheerfulness is still with him when he greets the boss in the warehouse Saturday morning and all gather about the sample room table for a little gospel talk on the week ahead. A train is delayed by a cow on the track or a broken coupling, and fifty travelers miss their connection at the junction point a little way ahead and kick their heels for half a day. What wonder if draw poker is resorted to? The railways don't go everywhere; there is still a lot of driving to be done. Occasionally the horses get the better of the driver, spill everybody preparatory to smashing the rig, and the traveler lies up for a week with a sprained ankle. A friendly customer takes a notion to give the traveler an automobile ride instead of letting him hire a livery. Very kind of him, indeed, and very pleasant till the auto thinks it's a flying machine and tries to hop a 14-foot ditch and lands at the bottom of it. All are minor incidents to vary the routine of the grocery traveler's hard gallop for a living.

Then there's the other side, the variety which is the spice of life, from tough steak to tough gravy and farm hand bed to damp sheets. Of course the customers are always considerate and never keep the traveler waiting. They only stop to clean up a box of raisins and give them a little drink while a clerk picks his teeth. That's nothing with three other customers to see and the train due in half an hour. Yes, there's a fine line of variety in the traveler's life. What wonder that his good humor is always apparent? Why, if it hadn't grown on him from childhood he wouldn't be fit company in a church-going community one Sunday in seven come eleven. Nothing short of a surgical operation or a bad railway wreck will separate the grocery traveler from his smile and careful observation has demonstrated that he's always the jolliest man in church.

### HUSTLING AT SEVENTY-TWO.

There is a commercial traveler in Canada who is a standing rebuke to the "too old at forty" nonsense of which so much has been heard of late. He is seventy-two years of age, and has been on the road for about fifty-five years.

He is still considered one of the best travelers on the road, and that his principals still have confidence in him is evidenced by the fact that at the beginning of the new year an increase of \$300 was made to his salary.

As he is still vigorous and is likely to maintain his vigor for some time, we may look for another advance in his salary at the beginning of next year.

This gentleman, it might be said, represents a large manufacturing firm with factories both in Canada and the United States.

### Swearing a Spur to Action

I had an old friend who had been out on my proposition for several weeks and had been steadily falling behind, writes W. N. Mitchell in Salesmanship. He came to see me about the probable cause of his failure, and was inclined to think that the fault was all with the proposition.

"That isn't possible," said I, "when over 1,000 other salesmen are meeting with success, and when you consider that out of the 500 men we hired last year, only three failed to make good. The fault is with you, old man. You haven't been working. You think you have, but you haven't, really."

He was huffy in a minute, told me the number of prospects he had seen, the sleepless nights he had spent and the pairs of shoes he had scuffed out in my service, and accused me of ingratitude in implying that he hadn't worked hard.

"I told you that I believed you thought you had been working hard," I said, "but there is a great difference between really working and merely thinking you are working. Now, I will make a bargain with you. We will overlook the fact that you have lost the firm some money. I will renew your contract for six months at double the salary I have been paying you, if you will agree to one thing"—I paused impressively.

"I will agree to nearly anything," he said, "if it is going to help me get business."

"Well, then, I want you to promise to go to a notary public each night, no

matter where you may be, and get him to witness your statement that you have worked to the utmost of your capacity for eight consecutive hours that day. I will furnish printed blanks for this purpose, and provide you in advance with money to pay the notaries. When the blank is signed you are to mail it to me the last thing before you retire every evening. I am so sure that you can succeed if you try this that I am willing to enter into a six months' contract with you at double the salary, if you agree to it."

The salesman exploded. He was the maddest man I ever saw. When he had done abusing me, he rushed out of the office, banged the door behind him and disappeared; and yet I couldn't see that my proposition was an insult to him.

An hour later he came back.

"I have been thinking it all over," he said, "and I see that your plan is well meant. It isn't intended for an insult, but just for a stimulant. I shall be heartily glad to accept your offer," and we signed the paper.

Next day the salesman started out. When he had been gone twenty-four hours I received the envelope from him, containing three orders, with a printed blank signed by him and witnessed by a notary public, reading:

"I have worked to the utmost of my capacity, without thought of failure or discouragement, and with the one thing in view—results—for eight consecutive hours to-day."

"This is pretty promising," I said to myself. Next day came another slip accompanied by five orders. They began coming faster after that. Before the end of the month the man had reached next to the highest place in our force, judged by the volume of business. He wrote me a jovial letter, saying that my system had been his salvation. He said that he was spurred all through the day by the thought that he would have to give his solemn word before a notary public at the close of the day, as to the amount of actual effort he had expended on the work. With this prospect before him he had stopped fuming and fretting and wasting time in wishing, and had got right down to the rock bottom of affairs and applied himself to business. The results were more than satisfactory. I discontinued this system at the end of the first month, since it was no longer

necessary, and I exceptionally good. I have used three other cases, salesman needed spur. I have to put it in general in the case of misunderstanding which prompted relied upon to favorably.

### AUTOMOBILE

Since the au pretty general the business wo It is now general purposes, city sally to call on the prairies of North the plains of M great boon to the of rapid transition towns on their

So well is the the uses of the of the leading v Paul are now fu machines for the ing their territory they have been two to three or have been come trains, drive by means that they often being able call in a store, make anywhere towns a day in t ing all the time each town to the lines.

On the whole, thus far equipped chines find it cheap in addition they vice from the t periment will be deal of interest the plan proves doubt that a houses of St. Pa in certain territory for the purpose faster and better

### TRAVELERS

A company of travelers have p terests in a cor Travelers' Invest ment of the company land and subdivi sold on easy terms who wish a home company is common, all commercial incorporated for \$1 each. Twenty already subscribe

necessary, and his results have been exceptionally good since that time.

I have used this scheme in two or three other cases where I knew that the salesman needed just such a prod or spur. I have never been unwise enough to put it in general use or think of using it in the case of a salesman who would misunderstand and resent the spirit which prompted it, or who could not be relied upon to fulfill its obligations honorably.

#### AUTOMOBILES FOR TRAVELERS.

Since the automobile has come into pretty general use its employment by the business world has become marked. It is now generally used for trucking purposes, city salesmen use it extensively to call on their trade, and on the prairies of North and South Dakota and the plains of Montana it is proving a great boon to traveling men as a means of rapid transit between the various towns on their routes.

So well is the automobile adapted to the uses of the traveling men that some of the leading wholesale houses of St. Paul are now furnishing their men with machines for the sole purpose of covering their territory. Where heretofore they have been able to make only from two to three or four towns a day and have been compelled to jump freight trains, drive by team and employ any means that they could to make these, often being able to make only a hurried call in a store, they are now able to make anywhere from eight to twelve towns a day in their automobiles, spending all the time that is necessary in each town to thoroughly talk up their lines.

On the whole, the concerns that have thus far equipped their men with machines find it cheaper in the long run, and in addition they get more efficient service from the traveling men. The experiment will be watched with a great deal of interest by other houses, and if the plan proves successful there is little doubt that a majority of the large houses of St. Paul will equip their men in certain territories with automobiles for the purpose of covering the ground faster and better.

#### TRAVELERS' HOME SCHEME.

A company of Oklahoma commercial travelers have pooled their financial interests in a corporation known as the Travelers' Investment Company, the object of the company being to purchase land and subdivide it into lots, to be sold on easy terms to brother travelers who wish a home or an investment. The company is composed of twenty-five men, all commercial travelers, and incorporated for \$50,000. The shares are \$1 each. Twenty-five hundred shares are already subscribed, and no more shares

will be sold for one year. The subscribed shares are paid for in monthly installments. The idea is one that could be adopted in many of the large commercial centres, and would prove the means of giving many a hard-working traveler a start in life. Philip Daly, a member of the Oklahoma city council, U.C.T., is the leading spirit in the Oklahoma City enterprise.

#### WHERE TIME DON'T COUNT.

An enterprising Salesman from one of the largest cities went to a certain rural community and endeavored to sell an incubator to a farmer. His arguments did not make any impression on the agriculturalist. Finally, as a clincher in favor of his up-to-date improvement, he exclaimed:

"Look at the time it will save!"

The farmer squirted a mouthful of tobacco juice on the ground before replying, and then said, with provoking calmness:

"Oh, what's time to a setting hen!"

#### AN EDITOR'S TRIBUTE.

The editor on his travels is in constant association with traveling men on railroads and in hotels, writes John Wiley, editor of the Hotel Monthly. Our observations of "the man on the road" and our personal knowledge of what he is up against in the way of discomforts a greater part of the time, impels us to write a few words of tribute to the traveling man, in appreciation of his almost universal good nature under conditions that would sour the average human being.

The traveling man away from home is subject to so many petty annoyances that, were it not for a well spring of good nature, would make him a chronic grumbler. We see him waiting in dingy, dirty, uncomfortable depots for trains that are hours late; and he makes the best of it with a few pleasantries, and sees the bright side of life, when the train finally does come in. He reaches hotels after the meals are over, and he has to go hungry until the next meal or the next day, as the case may be, unless he can get a bite in some country eating place where indigestibles are the stock in trade. He is apt to find a good hotel with a nice bed, clean linen and every accommodation for his comfort; and he is also apt to find himself in a hotel where the accommodations are miserable, and the prices charged are extortionate. And he may kick, and sometimes he does kick, but more often he makes a quiet mental note to give the house of poor accommodation as little of his patronage as he possibly can, and to arrange his route to give as much of his time as he can to the house that studies his comfort.

I have heard traveling men kick. And I have observed some of them (very few), kick where they had no excuse to. But these are the exceptions to the rule.

The average traveler who goes out to sell goods finds it necessary to "wear that smile," for the grumpy man cannot sell goods. It is the pleasant fellow, who sees the bright side of life, that makes a success of this business. And the pleasant fellow on the road is not a Dr. Jekyll and Mr. Hyde. He carries his smile into the hotel, and into the store of his customers. He has a cheery word for the hotel clerk, also for the waitress, and the bell boy, and his fellow travelers, and for every one about him. He appreciates the clerk who gives him a cheery welcome; and the clerk who is popular with the traveling man is the one for whom hotelkeepers are looking to pay the salary to.

The traveling man may, occasionally, be up against it hard, and show vexation in his manner; but it is often excusable. There are more traveling men who belong to the "Don't Worry Club" than can be found in any other calling, we believe. They have their troubles; we all have; but, like the old doxology words—

Behind a frowning Providence  
He hides a smiling face.

#### NEW SOUTH WALES' GROWTH.

The remarkable progress made by New South Wales since 1856—the year of the grant of self-government—is shown by the statistics which have been specially prepared for the jubilee. Fifty years ago the population was 252,640; it is now 1,504,700. The revenue of the state has risen from £1,986,553 to £11,740,348; the imports have increased from £5,460,971 to £29,350,034, and the exports from £3,430,880 to £36,756,366; while the value of the wool output has grown from £1,303,070 to £13,446,260. Another very satisfactory circumstance pointed out by Mr. Carruthers (the Premier and treasurer) is that the whole of the interest on the public debt does not go abroad, at least £30,000,000 of the £80,000,000 constituting the total debt being held in the state or in connection with the state.

#### CUBA'S PRODUCTIONS.

Cuba in 1902 produced 5,997,238 bags of sugar and in 1905, 8,163,998 bags. In the meantime the yield of tobacco increased from 452,407 English hundredweight to 1,812,540 hundredweight. The number of live stock, consisting of cattle, horses, mules and asses, increased from 1,190,583 in 1902 to 2,566,835 in 1905. This progress in Cuba's productivity is said to be largely due to the reciprocity with the United States.

## FLOUR MILLING INDUSTRY OF CANADA

Roughly speaking each man, woman, and child in Canada is said to eat a barrel of flour in a year. This is equal to about half a two pound loaf per day. But while this perhaps, obtained when the country was younger, it is doubtful if the same quantity now eaten in the form of bread, when so much breakfast and cereal food is on the market. People demand a mixed diet to the extent that has become customary. The milling industry is growing however, from year to year and at present the annual flour output of Canada may be reckoned at between eight and nine million barrels, about one quarter of which is exported, and the remainder used at home. One would imagine that the export trade would be much larger than it is, but Canadian millers find such a growing market at home that they do not make much of a bid for export trade, and give only of their surplus stock for across seas shipment. In addition to this, it is much cheaper to ship wheat than flour, and as labor in other lands is also cheaper than it is in Canada, they can manufacture flour at a better price than we can lay it down to them.

### Canadian Milling.

The greater part of Canadian milling is done in what is termed the East, or that part of Canada east of Lake Superior. There is scarcely a hamlet in Ontario, that hasn't its small mill which aims at supplying local trade; but although there are a large number of these small mills scattered throughout the province, their combined output does not nearly equal the output of the comparatively few large mills.

There is no doubt however, that before very many years the preponderance of the milling industry will be in the west. Conditions are now shaping that way. New mills, great and small, are going up in Manitoba and the West and large milling companies seem desirous of getting close to the base of supplies, and yearly the local western consumption is becoming greater.

### Reaching the Trade.

Ordinarily there is no middleman or jobber in the flour business in supplying the domestic trade. The miller deals directly with the grocer and the baker, the only man who can be called a wholesaler being the man who centralizes the surplus output of smaller mills, principally for export. Some of

the large milling companies will sell only in car lots, however, and this in a measure makes any buyer a wholesaler as he often supplies small dealers who have not a large enough demand to warrant them buying in quantities.

### Best wheat is Bleached.

With the large volume of wheat that comes from the West year after year one wonders what becomes of the wheat raised in the eastern provinces. Everywhere the slogan of millers is "made from Manitoba wheat," until one thinks Ontario Winter wheat is an unknown quantity. But it has its place—and a prominent place it is—in the manufacture of flour. Being of a moist character, and not so strong as winter wheat flour made from western wheat is almost altogether used by biscuit manufacturers and confectioners. In making of biscuits and pastry, the object is to get a flour that will not rise too high, yet will have the maximum qualities of shortness and lightness desired for this class of food. And even in bread making, eastern wheat is found to be a very valuable element when blended with that of the West. In producing a flour which meets with the general requirements of family baking. A flour thus blended has the rising and baking qualities, yet being tempered with the milder product, answers for all purposes.

### What is Good Wheat.

In every grain of wheat, no matter in what country grown, there are flour elements, the proportion of each in relation to the others determining the value of the grain. These are strength, flavor, color, and yield of flour, and in this connection it might be somewhat startling to those who are wont to herald Manitoba wheat as incomparably better than Ontario wheat, to listen to some of the evidence brought out before the Grain Commission which recently heard the plaint of western grain raisers and dealers that the standard of wheat was too high. One witness who has had years of experience as a miller and baker stated that in only one of the four named elements did Manitoba wheat excel Ontario's wheat, and that was in strength. In yield of flour it was not more than the equal of Ontario wheat; while in flavor it was greatly behind, and in color was also lacking. In the city of Toronto it

was found that when Manitoba flour was first used the rising quality of the dough showed at once a marked advance, but coincident with this came a noticeable lack in the one time sweetness in flavor of the bread. To counteract the loss of this in the introduction of Manitoba flour, other methods of restoring the flavor had to be resorted to, until to-day, the use of malt extract, and sugar is quite common in bakeries.

### Qualities of Flour.

Five grades of flour are made from each grain of wheat. This might seem a little strange, and one is led to enquire if a grain of wheat is not of the same quality throughout. But it is not the consistency of the grain that determines the grade of flour; so much as rolling and sifting that brings out the degrees of fineness, and excludes the coarser particles. After the wheat is cleaned, it goes through a series of rolling. The first rolling does little more than break open the berry and loosening the softer part of the flour-making portion of the wheat so that it falls away. The crushed grain is then carried over a silk bolting cloth or sieve when the flour that is in it is taken off and the balance of the meal carried back to a new set of rollers, and another sifting. The next sifting gives a higher grade flour, on account of being subjected to a heavier pressure which crushes the harder part of the berry left unbroken by the first rolls. This necessarily brings out a finer flour which is bolted through a finer mesh, and hence becomes a higher grade.

### Separate Set of Rolls.

Locality determines to a great extent how flour is put up. Throughout Ontario and Quebec the paper bags containing seven, fourteen, twenty-four or forty-eight pounds are the most popular method of distribution. This makes it easy for the retailer to handle and sell and at the same time brings prominently before the consumer the brand, and name of the manufacturer. Maritime merchants prefer their flour because there people bake their own bread, so buying in large quantities in barrels and in this way the greater part of wheat goes to the eastern provinces is put up in wood. They claim ease of handling and transportation to be the reason they like it in barrels other than in sacks and then the ability

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to turn the barrels into cash by selling to apple packers, and sometimes to fish packers, is said to be an additional reason.

#### Where We Will Ship.

The export trade of flour to England does not at present give promise of growing to any great proportions. It is to other lands that Canadian millers will have to look for a market—to lands where the art of milling has not reached the advanced stage that milling in this country has attained. Egypt has begun to make inquiries for our flour, and other parts of Africa show an inclination to deal with us. Great Britain is now in a position to do its own milling. During the last ten years no British industry has been so profitable as the milling industry, and for this reason a large amount of capital sought investment in it. Like every other industry that shows good results the flour trade was overdone, and mills have increased with such rapidity that the demand is already more than met. British millers are well established in the belief that Manitoba wheat is not equalled by the product of any other country in the world.

#### Flour Trade in Quebec

Most of the flour used in the Province of Quebec is brought from other parts of the Dominion, there not being many mills of consequence aside from the Ogilvie mills, Montreal. Outside of these, there are not in the whole province more than half a dozen mills which are worth taking account of. Ontario and Manitoba supply the greater part of the demand.

Some claim that there is a growing demand for the Manitoba flour, in preference to the Ontario product. They say that for the past few years this has been particularly noticeable. Certainly there is more spring wheat flour used now than formerly and it is for its strength that it is in request. A dealer said to the Grocer, "Flour the people a few years ago would not have looked at, being so strong, they are clamoring for now, giving it preference over all others." City trade and country trade in flour differ materially. Grocers in the city supply the milling companies with very small orders. They must, of course, keep in stock more or less flour, but large stocks are not kept as a rule.

Home-made bread has become practically a thing of the past in Montreal, Quebec, Three Rivers, and all the cities of the Province. People find that there

is too much trouble in baking bread for their own use, especially so when they can have the article delivered at their door at probably less cost than they can make it. In the country, however, home-made bread still survives. In the Eastern Townships there is used probably more home-made bread than in all the rest of the Province put together, and as a consequence the flour trade through grocers in that part of the Province is quite large.

#### Bakers the Big Factor.

Business with the bakers in the cities however, is probably the largest single factor in the Quebec flour trade. With the population of the cities increasing every year new bakery shops are opening up, and old ones are erecting additions to their present premises.

Grocers in the smaller towns in the country districts, as a rule, buy in car load quantities, but the car is not in all cases made up of flour alone. Feed, or other lines often help to make the order. Where home-made bread is in favor the merchants mostly buy in barrels and bags of one hundred and fifty pounds. They stock in the smaller sizes also.

In the matter of the city trade, however, it cannot be said that the bakers are the only purchasers of flour. Every housewife does more or less pastry-baking, and grocers stock flour suitable for this purpose usually blended flours. But they do not buy heavily, ordering rather for immediate use. The smaller sized bags are the selling lines in the average grocery store. Seven, fourteen, twenty-four and forty-nine pound bags are stocked by most grocers in quantities sufficient to take care of their trade. It will be noticed that these weights are based mostly on barrel weight, a barrel weighing 196 lb. Thus here are twenty-eight seven pound bags in a barrel, fourteen of the fourteen pound size, while the forty-nine pound bag is just a quarter of a barrel. The one hundred pound bags are sold as well.

#### Millers Sell to Grocers.

Grocers deal with the millers almost exclusively. The wholesale trade does not attempt to handle the flour business, leaving it to the millers. All the milling companies have travelers covering not only the cities, but the whole province.

There are in the province biscuit manufacturing establishments which use up large quantities of flour every year, and their orders are eagerly sought by the millers.

There are no bread factories in Montreal or other cities.

Considerable of the export flour trade of the Dominion is done through the port of Montreal, large shipments being made every week.

#### COAL TAR LEMON PIE.

(A pure food commission in Chicago recently dissected a lemon pie bought out of stock, and found it to contain neither lemon, butter, nor sugar. The principal ingredients were various forms of coal tar and glucose.—News item.)

They're making cotton clothes from wool  
And iron things from wood;  
They're making goodies out of scraps  
And nasty things from good;  
They're making paper things from rags  
And money out of "sky";  
But this is sure the worst as yet—  
A coal-tar lemon pie!

They're making combs from kerosene,  
And pearls from olive oil;  
They're making Belgian hares of cats  
And syrup out of soil;  
They're making buckwheat cakes from  
paste  
And pumice-stone—O my!  
But this is sure the time to kick—  
A coal-tar lemon pie!

They're making clothing out of glass  
And butter out of grease;  
While maple sugar made from sand  
Is commoner than geese;  
They make from scraps and chicken bones  
Most terrapin you buy;  
But anything we'll stand except  
A coal-tar lemon pie!  
—Baltimore American.

#### NET PROFIT PROBLEM.

Mr. Retailer, what percentage of net profit did you make last year on your gross sales—on your business? How does your profit for the first six months of 1906 compare with the first six months of 1905? Are you going, coming, or standing still?

If you do not know how you stand you would better get down to your desk and do some figuring right quickly.

If you are losing business, try to find out the cause and then endeavor to supply the remedy.

A customer is valuable. If you lose one, find out what caused him to quit. The trouble may disclose a condition in your store that should not exist.

If you are not making a profit on the goods you sell, it is time you were changing your methods.

What's the use of being in business simply to get a small interest on your capital? Wouldn't you be better off to put your money in the bank and draw interest while you direct your energies to a mart where the laborer is "worthy of his hire"?

In all your calculations you must allow a fair salary for your labors.—Ex.



# HOW TO SUCCEED AS A GROCER'S CLERK

## Cheer Up And Get Busy

The clerk, like most people who work, gets into his vocation by chance, at any rate by no choice of his own. A chance advertisement or a card "Boy wanted" in a store window and the youngster whose only object is to get to work becomes "the boy" in a store. It might just as well have been any other kind of a shop or office. The point is he has had just the same chance as most other people. The boy whose mother makes a preacher of him when he should have been a bookkeeper or a real estate agent is just as unhappy as the clerk who should have been a preacher or a policeman. The man who is making the best of his job is not unhappy, and it's the ambitious chap, the one who wants to get the best out of himself and out of his work always that is making the best of it. Ambition means work and enthusiasm; it means keeping everlastingly at it, and it means study, learning all one can about the business, thinking about it, devising improvements.

The sorehead will never get on. If the business is distasteful get out of it. If there's no way out get to work to improve the situation. Just getting to work will let in a lot of light. Cheer up. There isn't any better motto. The man who doesn't cheer up is cheating himself out of much of the enjoyment of living and cheating other people, too — everybody, in fact, who comes in contact with him. Having cheered up, get interested in the business, study it.

\* \* \*

A large manufacturer in a big city recently said to the writer:

"When I came back from my wedding trip I borrowed \$25 to start business on. The girl's folks didn't want her to marry me; they said I was no good. I had learned my trade, but then I started in to study it, got books and papers and found out a lot of things about leather (he was a saddler) that very few saddlers ever learn. I've asked hundreds of saddlers which was the strongest side of leather and very few knew and still fewer why."

Now that man is a capitalist.

\* \* \*

There isn't a good quality in human nature that won't serve a grocery clerk. If anyone thinks there is let him write a line to the editor and get up a discussion about it. Cheerfulness and work, however, are about the best team he can hitch up to.

### PERSONAL APPEARANCE.

In few places does dress and personal appearance count for more than in a grocery store. Why shouldn't it? The grocer and his clerks are handling food stuffs all day. The grocery clerk should not have to be told to be clean and neat in his habits and person. It is one of the things he should study. In a dry goods store people have been educated to expect to see some one moving about in very fashionable clothes, but in a good many groceries wearing apparel has been neglected and there are too many clerks going about with dirty aprons, some without aprons and their trousers show it. It will pay a clerk to be clean and neat. A clean white coat and clean white apron give customers the impression their food stuffs are being cleanly handled.

### The Clerk Who Knows

I've seen so many million grocery clerks in my time and have had a good deal better chance than most men have to size 'em up.

A lot of 'em are all right. Still, I don't suppose more than half are. The other half are in the business for the money they can make. They have no adaptability for it and no liking for it. They're grocery clerks and not dry goods clerks simply because the grocery job came along first.

These fellows will never be grocers in a thousand years.

The other day I spent half an hour or so in a grocery store up at Passaic, N.J. There were four clerks and the store seemed to be doing a good business.

One of the clerks was a sporty-looking youth of maybe twenty-five. He wore a pair of cheap socks so loud that you had to shout to hear yourself think.

When I was in there this clerk was waiting on a lady. As she stood at the counter there was a Ceylon tea sign just over her head. The lady was buying tea.

"I've often thought I'd try that Ceylon tea," I heard the lady say. "What's the difference between it and the regular black tea I always get?"

"There ain't no difference that I know of, ma'am," answered the socks—I mean the clerk—"except that one comes from one place and the other from another."

So the lady naturally didn't buy the Ceylon tea.

As I understand it, there's darned near as much difference between Ceylon and Japan tea as there is between tea and coffee. Surely a clerk ought to know a thing like that.

Another time, not long ago, I heard a clerk guarantee some currants he was selling to be "genuine imported currants." With an imagination that I'd have given a leg for, he told the customer all about how poor California currants were as compared with "our imported currants," and so on.

This fellow was a mixture of good and bad. He was a good clerk, for trying so hard to give his goods a fine send-off, but he was a darned poor clerk for not knowing that there are no California currants. None raised anywhere, in fact, except in Greece.

Here's one you won't believe — true, though, absolutely.

In my hearing a woman was looking at a jar of cheap preserves.

"What's this word 'compound' mean?" she asked the clerk. "I've seen it on other things, too."

"Oh, that means same as 'trade mark,'" he replied.

Wouldn't that jar you? "Same as trade mark!" Great henhouse!

I don't expect a clerk to know everything, neither do I expect a grocer to know everything there is to know about his goods, though both clerks and grocers come pretty close to doing that in England.

I've met maybe a dozen English grocery clerks, and whether we like the comparison or not, they certainly do know more than the clerks on this side.

Why? You can search me. Maybe it's because they go into the grocery business a good deal more seriously than we do here.

Over there the grocery business is a career.

Here it's a livelihood.

See here. I think I know quite a bit about the grocery business myself, though perhaps not enough to make my head hard to hold up. All I know I've absorbed by knocking up against the business, not because I've ever been in it, except for a few months as a boy.

I can answer a great lot of grocer questions. And, incidentally, that can't.

Just read these

First. What is it come from, and why?

Second. What is the characteristics between caibo coffee, Rio de Janeiro, and where do they come from?

Third. What is it produced?

Fourth. What is the California olive oil stores?

Fifth. Name the statistics of Irish, Norwegian, and French.

Sixth. Why are "oleine" soaps?

Seventh. What is the red Alaska River salmon?

Eighth. What is the Spring and Winter?

Ninth. What produces the best is it best?

Now, there isn't about those, is bet a dollar not clerks can answer

You see, it isn't simply for the thing—that isn't

There's a real s

You take a clerence between Nor el. His boss gets ways.

"Mrs. Smith," gotten in a new I this morning—you mackerel, you know ent from the ord

She asks how it tells her.

Ten chances to Madam Smith a cause he has son to offer her—some all hungry for no

Suppose the difference between mackerel. All he is that he has in Don't you see how is than the other in Grocery World.

### GET THE HAD

It is a good thing of doing precisely

That does not is a rare accomplish

You will hear girls, of all sizes

I can answer all the questions that I'm going to write below, and there's a great lot of grocery clerks who can, too.

And, incidentally, there's an awful lot that can't.

Just read these questions over:

First. What is glucose, what does it come from, and what is it used for?

Second. What is the difference in characteristics between Mocha coffee, Mocha coffee, Rio coffee and Santos coffee, and where does each come from?

Third. What is caviare, and where is it produced?

Fourth. What is the difference between the California olive and the Spanish queen olive, as sold in retail grocery stores?

Fifth. Name the different characteristics of Irish, Norway and shore mackerel.

Sixth. Why are certain soaps called "oleine" soaps?

Seventh. What is the difference between red Alaska salmon and Columbia River salmon?

Eighth. What is the difference between Spring and Winter wheat flour?

Ninth. What section of the country produces the best canned corn and why is it best?

Now, there isn't anything very tough about those, is there? All right, I'll bet a dollar not 50 per cent. of grocery clerks can answer 'em all correctly.

You see, it isn't knowing such points simply for the sake of knowing something—that isn't the idea.

There's a real selling force to them.

You take a clerk who knows the difference between Norway and shore mackerel. His boss gets in a lot of new Norways.

"Mrs. Smith," says the clerk, "we've gotten in a new lot of Norway mackerel this morning—you'll like them. Norway mackerel, you know, are entirely different from the ordinary kind. Try one?"

She asks how they're different, and he tells her.

Ten chances to one that clerk will sell Madam Smith a Norway mackerel because he has something new and novel to offer her—something different. We're all hungry for novelty.

Suppose the clerk hadn't known the difference between Norway and other mackerel. All he could tell Mrs. Smith is that he has in some new mackerel. Don't you see how much weaker his talk is than the other fellow's?—The Stroller in Grocery World.

**GET THE HABIT OF LISTENING.**

It is a good thing to get into the habit of doing precisely as you are told.

That does not seem difficult. Yet, it is a rare accomplishment.

You will hear men, women, boys and girls, of all sizes and ages, say: "Why,

I thought you said," etc. This comes from the inability of most persons to accurately listen to what is said, and to make strictly accurate mental note of just what they are expected to do.

You have probably worked for the "fussy" man who is always buzzing, under the impression that he is busy; the man who works his own nerves to a frazzle and wears on those around him. He is the man who will tell you a thing over and over again and does not seem to expect you to remember it or act upon it until it has been drummed in very well.

You probably have also worked for the very quiet man who works effectively himself and tells you what he wants done in such a subdued way that, at first, you hardly take what he says seriously. But you later find that this kind of man means just what he says and expects it to be done with the telling when he has spoken once.

This last man, while seeming to be overburdened with the details of what he did, never seems to forget anything, but can usually tell many days afterward just what he said and the circumstances surrounding the saying.

The fussy man was the man who said "I thought!"

The quiet man was the one who had the faculty and cultivated the habit of exactly taking instructions and doing just what he was told to do.

**An English Grocery Clerk**

An English grocery clerk working in the United States discussing the question of whether the English or American grocery clerks are the better trained says:

"The apprentice system obtains almost generally in the grocery stores of England. If a boy thinks he would like to learn the grocery business he is indentured by an ironclad legal contract to a grocer. The indenture covers a term of four years. During that time the apprentice gets no salary, but is paid what is termed pocket money. In my own case I received 75 cents per week the first year, \$1.25 the second year, \$1.75 the third year, and \$2.25 the fourth year. In consideration of the small salary the clerk is supposed to be carefully taught the business from beginning to end, and indeed he is. In every detail the clerk is instructed, more like a pupil than a clerk, and at the end of his four years he should be a competent and thoroughly-posted grocer. During the term of apprenticeship the boy's board and clothes are provided by the

boy himself, or his parents, as the case may be.

"The wages paid the English grocery clerk are relatively smaller than in this country. The first position which I obtained after finishing my apprenticeship paid me only \$5 per week, though a position of some importance. Some time later I was a part manager of the finest store in London at a salary of only \$10 per week. In the English grocery business a salary as employe of more than \$20 is practically unknown, and very few reach this sum.

"It cannot be doubted by any one who knows them both that the English grocery clerk is better versed in his business than the American grocery clerk, because he is more thoroughly grounded in it. The American clerk knows only what he can pick up or absorb. He is seldom or never painstakingly taught anything. In station, however, the grocery clerk of the United States is much better off than the English clerk, for the reason that he has shorter hours, better pay and much less work, due to the large number of goods sold in cartons in this country. These conditions are beginning to attract English grocery clerks to this country, and they are greatly favored by American grocers, thanks to their comprehensive knowledge of the business. I can name several of the first grocery stores in Philadelphia which employ in some executive capacity an English grocery clerk, or one from the North of Ireland, which is about the same thing, as the conditions surrounding both are the same."

Men work for the sake of work. They play the game. They do not need what they win, but the joy of winning is compensation enough.

What can't be done?  
Nothing.  
All things are possible.  
The job looks pretty big sometimes—looks as if it can't be done.  
But let's take a hack at it, anyway.  
It looks like a stone wall, but let's go up against it good and hard, and maybe something will give.  
Maybe it's only near-stone, after all.  
Anyway, maybe we can climb over, or dig under, or hike surreptitiously around the south-west end of it.

When you see a printing press running at two thousand an hour, it seems impossible that the feeder should get a piece of paper in and out again for each impression of the machine.

But he does it—does it accurately—does it well—and has plenty of time.

A second is longer than you think it is, and quite a number of things can be done in a minute, if you keep moving.

# RETAIL GROCERY ADVERTISING

What it is — What it Ought to be

## TWO COMPARISONS.

For the purpose of studying the retail grocer's ways of to-day in comparison with his ways of this day one year ago, a number of ads were selected by the writer from Sept. 1906, newspapers and ranged alongside of ads clipped from Sept., 1905, newspapers. Some of the ads showed that improvement had taken place in a year's time. Others showed no change.

A few ads were also clipped bearing the names of merchants who had only recently purchased businesses. In almost every case these ads were superior to those representing grocers who had been in business some time.

If any deduction can be made from these comparisons it is this: The newly established grocer accepts the new order of things quicker than the long-established grocer.

But it should not be possible for any one to make such a deduction for it implies undue conservatism on the part of many merchants.

### Time Changes.

Business system is perpetually undergoing change. Not the least important on the list is advertising. What served a decade ago as publicity will not serve to-day. No matter how strongly a retailer is entrenched in the estimation of the people of his locality he must remodel his advertising system according to the dictates of the hour because the very same people are unconsciously being influenced by those retailers who have remodelled their systems.

The grocer situated in a big city should not have to be told what the latest phrase of retail advertising is, but for the benefit of the country grocer, who doesn't get the same opportunities for analyzing advertising problems, this phase will be dealt with here.

### The New Way.

It is no longer necessary for a retail grocer to give lengthy enumerations of general provisions or names of particular brands, unless the occasion is a price-cutting sale. But it is necessary that he put himself into the ads and for just these reasons: The wholesaler merchandizes in big quantities and usually has a long list of brands to sell. When he talks up these brands in a general way he indulges in

general publicity that he may get the retail trade widely and firmly attached to his brands. When he quotes a special offer he bids for direct results—for orders is the result of a day's or week's advertising.

On the other hand, a retail grocer has no inducement to advertise any one make of goods unless the ads are paid for by the maker or the retailer is large enough to secure an agency for his territory. So it will be seen that while the function of the wholesaler is to impress upon the retailer the merits of his goods, the function of the retailer is to impress upon the people the merits of his store—himself, his

etc., but in the general run of the season descriptions are unnecessary.

### A Grocer's Influence.

People buy groceries, fruits, etc., more because they like the grocer and his methods than because they read everything he says in the newspapers, and unless a grocer runs one of those cash Saturday night cut-price businesses, regular custom is the only thing he ever had a right to advertise for and there you come right down to "himself" advertising.

But you grocers may say; "What do you exactly mean by this 'himself' advertising? Some of the ads you reproduce on this page and praise are not that kind." True enough! Buell's and other ads shown herewith are commended not because they measure up to the writer's idea of what a retail grocer's regular ad ought to be in this day, but because they excel in their own class—in other words, are superior to other ads of similar style.

### Criticism With Reproduction.

It is always encouraging to see grocers becoming critical about their newspaper ads—selecting a certain border, selecting certain type and insisting on seeing a proof. When more grocers become critical in these matters more country printers will do better work.

### Clancy M. Buell, Brockville.

When making a representative selection of grocery ads for review on this page, the neat little announcement of Clancy M. Buell, Brockville, immediately appealed as a piece of retail publicity worthy of reproduction. In the single-theme style the tea ad and coffee ad generally get the lion's share of attention. How many grocers think of advertising Olive Oil or Olives? Mr. Buell doesn't neglect the large issues (watch his other ads) but he doesn't forget the small ones, and notice what a well-balanced, well-displayed ad Buell's is!

### Wm. Richardson, Quyon.

Richardson of Quyon, Quebec, has a style as far from Buell's as the poles are apart. But it is a style that has its one value. That value is its naiveness.

Mr. Richardson evidently had no hand in directing the display of his ad or he would have insisted on getting a newer font of type than that to be

PHONE 410

## OLIVE OIL.

Olive Oil is a great help to health and a useful thing for making salads, etc. Be sure and get the purest kind when buying; there are many adulterations. We have some of the most select brands at 25c and 50c per bottle.

OLIVES—The choicest kinds, the largest and best sorts are here from 10c to 50c bottle.

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## CLANCY M. BUELL

The Handy Grocery.

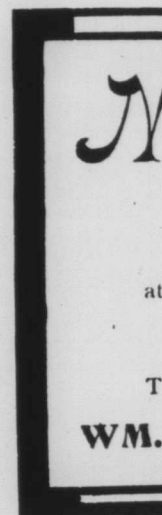
clerks, his groceries, his prices, his delivery—not just one of these factors, but all of them.

### Some Errors.

Failure to distinguish between two classes of advertising necessarily dissimilar has led many a retailer to unintentionally boost the trade of his competitor—an ad is occasionally seen where so-and-so's coffee or pickles are advertised by one merchant while the chances are all the grocers in that town carry the goods.

Another error is paying for space to give descriptions of fruit, etc. These descriptions are all right at the opening or closing of the season when the consumer's eye has to be drawn to the merchandise to minimize spoils, losses,

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seen in his chief display line. But notwithstanding that this ad has the antiquated appearance of the old typographical school it is rescued from mediocrity by a striking border. The white space and the small type and the black border harmonize—look not unlike a framed picture.

prove the layout of your ads, Ruppel & Co. Use smaller type, use a border and get more balance in your ads.

**Goode & McKay, Walkerton.**

Walkerton has a "goode" advertiser in Goode & McKay. The wording of the ad under review is breezy and point-

opening sentences. The ad just starts off with

**Shredded Wheat Biscuits**

2 packages for —

and then follows other enumerations. P. M. McKay's Sons do, however, come into the ad, even if only for a line. They say, at the close: "Give us your trade—we will do the rest." You of Milton, more of the personal element in your ads.

**Cain Bros., Yarmouth.**

"Brevity is the soul of business" might be advanced as the philosophy of Cain Bros. The Cains believe to give the word is all that's necessary. Accentuation is needless. Consequently, in a 65-line double-column space only thirty-five words are to be seen. But Cain Bros.' style has a praiseworthy side to it—their ads will never be lost in a plethora of announcements. The exclamation marks and the white space and the preponderance of rules have a certain magnetism over readers.

**Hunter, of Cornwall.**

The "Cornwall Freeholder" has among other grocery ads that of "Hunter's Tea and Crockery Emporium." The ad under criticism specializes on tea, cof-

**New Grocery**

I have just opened out a full line of Groceries  
Teas, Sugars, Biscuits,  
Confectionary, Fruits,  
and Canned Goods,  
at prices to compete with any establishment in town.

**Wines and Liquors**

of the finest brands procurable.

THE HIGHEST CASH PRICE PAID FOR EGGS

**WM. RICHARDSON, - Quyon.**

It would be impossible to reproduce all the good (or bad) ads to be seen in Canadian dailies and weeklies.

It would also be impossible to comment on them all.

In the criticisms that follow, the writer has attempted to show what different grocers in different parts of the Dominion are doing—comparisons of style, typographical arrangement, time lines, etc.

It is thought that the criticisms will be of particular benefit to the grocers mentioned.

**Kenney Bros., Parry Harbor.**

The ad of Kenney Bros. is a combination of the old and new methods of advertising. The old method was to place the merchant's name at the top of the announcement. Most salesmen now recognize that they must talk about the people first, themselves second.

Kenney Bros.' ad shows its modernness by its symmetry, the personal element and studied display. Practically speaking, the last item on their list should have been first. It is the most important.

**Ruppel & Co., Elmira.**

The White Grocery adhere to the matter-of-fact style—are even less pretentious than Wm. Richardson. They do not seek to clothe their words with typographical strength, which fact is rather to be lamented. Art is a powerful eye element in advertising. Im-

ed, and smacks of self-confidence. In addition, it is timely and free from repetition.

**Kenney Bros.**

**PARRY HARBOR**

MAKE A SPECIALTY OF

**GROCERIES**

You can Rely on the very Finest of Goods  
In Every Line

Fruit and Vegetables will be specialties with us. We can supply you with everything you want, and believe we can save money for you.

At present we have a splendid stock on hand, and our new goods are expected this week.

Order your Teas, Coffees and Butter, through us. We keep the best, and you can always rely on good goods at right prices.

We have bought the Grocery Department from the People's Bargain Store, and will be pleased to have you call and see our stock. With first-class goods and a strict attention to business, we hope to win a share of your trade.

**P. M. McKay's Sons, Milton.**

In the "Canadian Champion," Milton, Ont., P. M. McKay's Son's ad was noticed—for its oddity more than its beauty. No heading is to be seen, no

fee and spices. The short paragraph is employed throughout and the tone of the matter is creditable.

Hunter's ads would be improved by the addition of forceful headings.

**K. George & Co., North Bay.**

K. George & Co., employ publicity methods much similar to Cain Bros. But the compositor hasn't given their ad sufficient balance. As a result it has a top-sided appearance.

**Hughes & Ferd, Boissevain, Man.**

"Exceedingly plain" best describes the ad of Hughes & Ferd clipped from a Boissevain paper. Details are given without any adjectives and very little "exhortation to buy" appears.

**Woodman & McKee, Coaticook.**

Woodman & McKee, Coaticook, Que., have a mastery of the retail "lead-on

**Between Seasons**

Pardon a word about our store. It's clean. The entire stock is gone over at least once a month. That is why there are no bad odors. It's ventilated. That prevents the mixing of flavors, and the store is as sweet Monday morning as on Saturday night.

Our clerks are efficient. Their knowledge of the goods we handle will help you in your shopping.

Our delivery system is prompt. We haven't an airship or an automobile, but we're doing our best and trying to make it better.

We believe that in getting food-stuffs it pays the consumer to buy the best. We get them for you. Our prices are as low as we can make them and get a fair profit.

We want your confidence, and so we won't sell you punk for prunes or turnips for jam. We will tell you just what you're getting so far as we know, and we make it our business to know our goods.

**THE GOOD GOODS GROCERY CO.,  
FAIR VIEW.**

The Personal Ad.

talk. They open up with what might be dubbed an non-committal heading, then comes the advertised article, then this climax: "Price? Why, not higher than the price of common salmon—only 20c. per jar." Woodman & McKee, strive for better type display and enclose your ads in borders.

**Nelson Aubrey, North Bay.**

North Bay has a candid grocer in Nelson Aubrey. This gentleman recently purchased the grocery stock of W. Irving and in proclaiming the fact to the people of North Bay he states his case frankly—with little or no color. Mr. Aubrey evidently cherishes the be-

lief that merit in the man, rather than merit in the ad, secures trade.

**O'Donnell & Co., Forest.**

Think that prices rule the world—at least, around bargain time. So when they have special inducements to offer in white wear and toilet ware, they merely enumerate the particulars and leave the rest to the sagacious instincts of buyers. O'Donnell & Co.'s ads could be set more effectively.

**R. Brett, Tottenham, Ont.**

Has the "because" reasoning down pretty fine. But he really employs the manufacturer's style and on this point, no doubt is influenced by the makers of the particular brand of flour he seeks to boom. Brett's ad is attractively designed and attractively set.

**N. Rousseau, Cookshire.**

The chief facts that N. Rousseau, of Cookshire, Quebec, attempts to impress upon the minds of his readers is that he is a grocer. But N. Rousseau does not employ any of the argumentative arts. Seemingly, he relies upon his name and address and—himself behind the counter.

**J. C. Hanley & Co., Belleville.**

J. C. Hanley & Co., run one of the silent appeal ads on vinegar, spices, etc. In a 55-line space nothing is to be seen but bare particulars. Hanley & Co. come closer to your customers. Tell them some of those things about your store that you know to be true.

**E. O'Flaherty, Stratford.**

Any person glancing over the back page of the Stratford "Beacon" cannot help but notice E. O'Flaherty's ad. It is only a small one—30-lines, single column—but it is characterized by suitable display and there is no crowded appearance. O'Flaherty's style couldn't be improved upon unless he was to make a daily bulletin out of his space, i.e., one day put in, say, butter (quoting prices), the next day tea, and so on.

**J. Ward, Selkirk Ont.**

Has some fairly good matter in an ad that is badly set instead of consolidating the least important statements, thus giving emphasis to the most important, the compositor indents a line here and there and everywhere, which cannot help but give the ad a hacked look.

**G. W. Milton, Sackville, N.B.**

George W. Milton makes his ad in the "Tribune" speak. He employs turned rules, index marks, etc., to assist his "straight from the shoulder" statements. Mr. Milton is on the right track. He might consider the advisability of alternating a catchy side-heading with the plain unadorned side-heading he now uses.

**Henry Robbins, Vienna, Ont.**

Disproportionate emphasis on chief lines constitutes the gravest fault of Henry Robbin's ads. Otherwise the clarity of his enunciations and the pointedness of his comparisons are first-rate factors.

**SAMPLE ADVERTISEMENTS.**

Sample ads ought to be suggestive over a wide territory and consequently may not do for a cutting out or using hokus-holus by grocers anywhere. Here are two, one a little personal talk on the methods and aims when perhaps no particular line is demanding publicity,

**Dried Fruits**

You'll have to pay for them this year. Valencia raisins are a quarter crop; the privileged company in Greece has put up the price of currants; sultana raisins are a failure; there is a good crop in California, but the demand will be very heavy, and the Growers' Association want all they can get. The same is true of prunes.

We have the best goods on the market, and we have lower grades as well.

Valencia Raisins	-	12c	to	15c
Sultanas	-	12c	"	20c
California Seeded	-	12c	"	14c
Currants	-	10c	"	13c
Prunes	-	7c	"	15c

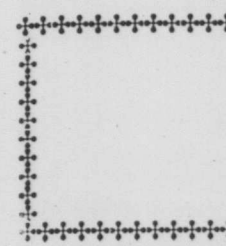
The increased cost will not mean much to any single housekeeper; stop and think before taking inferior goods at low prices. Come and compare the various grades. We always advise the best.

**Sunlight & Season,  
TORONTO**

The Seasonable Ad.

the other is a suggestion in regard to dried fruits. This telling the people things they don't know will interest them. Stimulate interest in your ads and increase your reputation as a grocer who knows. It is the grocer who knows his business in whom the people will have confidence. Demonstrations of knowledge on the part of the grocer ought to be effective. There's one thing about these knowledge talks, there is no end to them. When the entire stock has been gone over the advertiser can begin again and tell something else about each article.

A. A. B.



In buying a pair of shoes for a store how to determine qualities is one difficult mind. Yet there features in the quality the workmanship, the of which will give idea of what a quality of the leather upon the age of the process of tanning; younger animal skin and the simple tests can be ed from the hide of is harder to the to pore that more re ness, and as a result In making a test points, a simple and put some small ob such as the handle or a lead pencil, against the surface This will stretch t able one to easily grain and pores ar fact any method by the leather a slight give the desired res

**Workm**

The workmanship as essential to its is the quality of the connection, very lit the purchaser excep the sole is fastened even defects in this detected by a test the sole from the v cannot give the san test as can be giv shoe for a few day; wearing a number s ber nine foot.) St trying. The ger however, which is is usually a crit expected in the un would really be ve putting a good clas side, and then scan are hidden.

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## THE MAKING OF A GOOD SHOE

An Article for the General Store Clerk

In buying a pair of shoes, or a stock of shoes for a store, the question of how to determine their wearing qualities is one difficult to settle by the lay mind. Yet there are points and features in the quality of the leather, and the workmanship, the close observation of which will give one a fairly good idea of what a shoe should be. The quality of the leather depends largely upon the age of the animal, and the process of tanning and preserving. The younger animal naturally has the softer skin and the smaller pore, which by simple tests can be readily distinguished from the hide of an old animal which is harder to the touch and has an open pore that more readily retains dampness, and as a result stiffens and cracks. In making a test to ascertain these points, a simple and effective way is to put some small object inside the shoe, such as the handle of a pocket knife, or a lead pencil, and press it firmly against the surface to be examined. This will stretch the leather and enable one to easily discern whether the grain and pores are coarse or fine. In fact any method by which one can give the leather a slight pull or stretch will give the desired result.

### Workmanship.

The workmanship on a shoe is quite as essential to its wearing qualities as is the quality of the leather. In this connection, very little is hidden from the purchaser except the way in which the sole is fastened to the vamp, and even defects in this can sometimes be detected by a test in trying to pull the sole from the vamp, although one cannot give the same severity to a hand test as can be given by wearing the shoe for a few days (particularly when wearing a number seven shoe on a number nine foot.) Still the test is worth trying. The general workmanship, however, which is visible to the eye is usually a criterion of what can be expected in the unseen parts, for there would really be very little profit in putting a good class of work on the outside, and then scamping the parts that are hidden.

Essential points to be considered in this connection are, the manner in which the eyelets are put on, the regularity of the stitching, the apparent

strength of each seam, and the way in which the smaller parts are sewed on. The single and double stitching should also be looked into as it will be noticed that some shoes have only one row of stitching, while others have two. The quality of the linings also, are some indication of what the shoe is, and of how it will last. Light, flimsy fabric, poorly sewn certainly detracts from the life of a shoe, and causes annoyance to the wearer by ripping, and puckering.

### The Start to Shoedom.

The first operation in the making of a shoe is the cutting. The cutting is all done by hand, by laying the pattern on and following it around with a small knife. This makes a lot of work and cannot be done by machinery, for in every style of mens' shoes there are ten sizes, and to do the work for all by power would require a die for each size. The linings are cut in the same manner, but being thin, several thicknesses are cut at the same time. After cutting, the pieces are taken to the sewing department where they are sewed to their accompanying parts. The linings are treated in the same manner and are then joined to their counterparts in leather. The uppers are sewed together first, then the black strap is sewed on, and finally the whole is joined to the vamp, or part between the sole and the upper. The soft part of the shoe having then some semblance of the shape it is to be, is lasted, or put upon the wooden form, on which has already been lightly tacked the leather insole. The lasting machine is a wonderful piece of mechanism. It has ten fingers which take hold of the leather in a way that is almost human, and hold it over the shoe form while the operator puts in the tacks with a small hand machine that drops tacks quickly as one could count them.

### Ready for the Sole.

The shoe is then ready for the outer sole, which has had a groove cut around the edge, and about half an inch of its wearing surface turned back to receive the sewing. The soles are sewed on by machine, the operation taking but a few moments. The shoe is then ready

for heel. The heels are built up with solid leather in layers which are cemented, and subjected to a pressure of twenty tons in order to make them compact and show no joints between layers. When the heels are all thoroughly hardened they are taken to a machine where the nails are put in. This also consists of one operation, the whole set of nails around the heel being driven in by one down pressure of the press.

This about completes the general constructive part of the shoe, but it has yet to go through many handlings before it goes out of the factory. All the rough edges of the soles and heels are pared down and smoothed off by knife heads and buffing wheels, and the soles cleaned up and smoothed by sand wheels. The light colored leather is then blackened, and burnished with hot steel burnishes operated by power.

All shoes go through an ironing process, which consists of placing them on a form just as a woman would a garment, and going over them with a double handled hot iron. This smooths out all the wrinkles and gives them an even, finished appearance.

### The Shoe Doctor.

They are then ready for the inspector. Each shoe is picked up and looked over inside and out for flaws either in the work, or the leather, for by this time the leather has had a great deal of pulling and stretching and if it is weak in any part, the defect can be now easily seen. When any faults are found, shoes are turned over to the shoe doctor who looks them over and fixes up the fault if it can be fixed. If it is an "incurable," it is separated from the rest. When a sufficient number of these shoes are gathered together they are jobbed off for what they will bring, going out into the world, unstamped and unnamed.

One of the most interesting machines in a shoe factory is the Goodyear welt stitcher. The Goodyear welt is a strip of heavy leather about three quarters of an inch wide which is first sewed on to the vamp, and then to the sole with a lock stitch. The feature of this stitch is that the sole can be cut anywhere or worn down without the stitching losing its power or coming out

## TEA: WHERE IT GROWS, ITS MAKES AND KINDS

To have an intimate working knowledge of all the multitudinous kinds, styles and gradings of tea is without the bounds of the necessary knowledge of a competent grocer. That is for the expert whose vocation is tea. Without, however, being fanciful in his pursuit of knowledge a grocer might very well make himself aware of the principal kinds and qualities of the teas of the world.

Of these there are something over two hundred. This list looks less formidable when it is remembered that there is considerable similarity in the classification and grading of the teas from the six principal producing countries and that China, the most prolific of varieties, has only some half dozen general classifications.

There are estimated to be in the world some 3,000 tea brands, blends, trade names, trade marks, package names, etc., connected with the tea industry. In the list of China teas given below there are some of too low a grade for admission to America and others too expensive for export, and consequently unknown to the general trade.

### The World's Supply.

Taken in the order of the volume of their contributions to the world's tea supply, that is, their exports, the producing countries and their exports are: India, 207,159,000 lbs.; Ceylon, 157,929,000 lbs.; China, 193,016,000 lbs.; Japan, 46,069,000 lbs. What country produces the most tea is not known, because nothing is known of the volume of China's domestic tea trade. If the 400 millions of Chinese are heavy tea drinkers the total production must be enormous. As it is the foreign tea trade is confined to the treaty ports.

Canada's importations last year with the country of origin were: Ceylon, 11,557,916 lbs.; India, 8,889,343 lbs.; Japan, 3,910,062 lbs.; China, 775,192 lbs.; other countries, 14,709 lbs.

### China Teas.

China teas sent abroad are mostly of two kinds, China greens, the outlet for which is Shanghai, and China Congous, black, so-called "English breakfast tea." There are besides Souchongs, seldom used in America, China Oolongs, also black, scented teas and Mandarin. There are also considerable exportations of compressed tea, fannings and dust.

China greens are of two kinds, country

greens and Ping Sueys. Country greens are classified as to cup qualities as follows: Moyunes, (Nankin, Pakheong and Hyson liquored), Teenkais, Fychows, Soeyoans, Wenchows, local packs.

Each of these kinds is prepared in the following kinds or makes:

Gunpowder — Extras, first, second, third.

Imperial—First, second, third.  
Young Hyson (Foong Mee, Chun Mee, Go Mee, Sow Mee)—First, second, third, cargo.

Hyson—First, second, third—Twankay.  
The gradings for all country greens are: Fancy, choice, finest, fine, medium, standard. Fychows are smoky teas not admitted to America.

### Chinese Styles or Makes.

The styles or makes of Ping Sueys are: Pin heads, extra gunpowder, first gunpowder, second gunpowder, third gunpowder, first pea leaf, second pea leaf, first Young Hyson, second Young Hyson.

China Congous are known as South China, red leaf Congous, North China, black leaf Congous, and some other various types. The classifications of North and South China Congous are:

South China.	North China.
Kaisow	Moning
Cheong-lok	Ning-chow
Chick Sowkai	Ke-Mun
Ching-wo	Ichang
Saryune	Kin-tak
Soumoo	Oonfa
Sin-chune	Oonam
Suey-kut	Chun Sowkai
Yung-how	Yung Low Tung
Yung-tong	Oopak
Paklin	Liling
Paklum	Kutoan
Panyong	Ho-how
	Shuntam

The other Congous are Campoi, Canton, Hoyune, Padrae, Pekoe, Pouchong, Qui-fa, Tayshan.

China Oolongs are sub-divided as follows: Amoy (Kokews, Mohea, Ningyong), Ankois, Bohea, Foochow (Saryune, string teas, with these gradings, choicest to choice, finest, fine, superior, good, fair), Suey Kut, Ching Wo, Tycon, Panyong, Padrae, Pekoe-oolong.

The Souchongs of China are sub-divided into Canton (new make or Macao), Lapsing ("Foochow-souchong"), Oolong-souchong, Padrae, Pekoe, Tonmow-quam, Panyong.

The scented teas are sub-divided thus:

Capers — Gunpowder, called "black pearl."

Pekoes—Pekoe, Orange-pekie, Flowery-pekie, Hung-muey.

Pouchongs—Pouchong, Pouchong-pekie, Padra-pouchong.

Canton scented ("Congee").

Macao.

### System of Marketing.

In India and Ceylon there is a different system of classifying and marketing teas. In China the teas are brought to the treaty ports cured just enough to preserve them. They are put into great warehouses and there graded. In India and Ceylon the tea of every garden is completely cured and packed before leaving the estate. The result is that while the same classifications and gradings are followed quality is not uniform and an orange pekoe of one garden might be no better than a pekoe of another. In China and Japan, where the grading, curing and packing is done in bulk, the buyer can get any number of chests of exactly the same quality.

### Tea of India.

Indasia teas include those of India, Ceylon and Java. Indian teas are classified by the districts of growth, ten of them as follows: Assam, Darjeeling, Travancore, Dooars, Punjab, Kangra, Sylhet, Cachar, Nilgiri, Chittagong.

The gradings are broken orange-pekie, orange-pekie, flowery orange-pekie, pekoe, pekoe-souchong, souchong, fannings, dust—8.

Indian greens are classified as follows: Colored—Gunpowder, 1st and 2nd, Imperial, 1st and 2nd, Young Hyson, 1st and 2nd, Sow Mee, Hyson 1st and 2nd. Uncolored—Young Hyson, 1st and 2nd, Hyson, 1st and 2nd, fannings, dust.

### In Sunny Ceylon.

Ceylon tea is classified and graded almost the same as the Indian product though according to the Tea and Coffee Trade Journal the black has one more kind. The classification from the best downward is as follows: Broken orange pekoe, orange pekoe, flowery orange pekoe, pekoe one and two, broken pekoe pekoe souchong, broken pekoe souchong fannings, dust.

Ceylon greens are classified thus: Gunpowder 1st and 2nd, Imperial 1st and 2nd, Young Hyson 1st and 2nd, and Hyson 1st and 2nd. Dust and siftings are known as choice to fancy, fair to good.

### Island

Java teas are known as Blacks—Pekoe, pekoe oolong.

Greens—Imperial, son.

Japan teas are sun-dried, basket-finished.

The gradings for Java are: Extra choice, finest, fine, good, common, common, dust and fannings.

Formosa produces a choice oolong. The gradings are: The sui and the grading choicest, choice, finer, superior, fully fair cargo, common.

There are four leaf teas: Chap Ko team, Chuitngka.

### Grading and

The grading of tea is not uniform; it varies locally, applicable to the grade, and the goods sample.

Some tea is grown not considered very largely local. It is pekoe, pekoe souchong and other blacks.

The United States, South Carolina and other countries, so-called, shelter, grade and tablets.

### South America

Mate or yerba-mate is grown extensively in Paraguay, Brazil, and consumption in Latin America, averaging 14 million, is only double the large the world, which is on several occasions made to introduce the hemisphere but with

In addition to tea there are scattered a couple of hundred have been used local like infusions. The "tea" of Germany, Great Britain, the Arizona, the "re" New Jersey, the Indasia.

### ABOUT

Very little is known of tea—an essential is supposed to give flavor and aroma.

**Island of Java.**

Java teas are known as follows :

**Blacks**—Pekoe, pekoe-souchong, congou, oolong.

**Greens**—Imperial, Hyson, Young Hyson.

Japan teas are spoken of as pan-fired, sun-dried, basket-fired, porcelain-fired.

The gradings for each of these kinds are: Extra choicest, choicest, choice, finest, fine, good medium, medium, good common, common. Other kinds are nibs, dust and fannings.

Formosa produces but one kind, Formosa oolong. The other name is Tam-sui and the gradings are eleven: Fancy, choicest, choice, finest, fine, fully superior, superior, fully good, good cargo, fair cargo, common.

There are four leading districts in Formosa: Chap Ko Hoon, Paichie, Sinteam, Chuitngka.

**Grading an Uncertainty.**

The grading of tea is not a very certain quantity; the terminology is usually local, applicable to a particular market, and the goods are always sold by sample.

Some tea is grown in Natal, but it is not considered very good and the trade is largely local. They name it golden pekoe, pekoe souchong, flowery pekoe, souchong and other Chinese terms for blacks.

The United States has a tea garden in South Carolina and the product has six classifications, souchong, oolong, sun-cured, shelter, green, and compressed tablets.

**South American Mate.**

Mate or yerba-mate is a kind of tea grown extensively in South America, Paraguay, Brazil, and Argentina. The consumption in Latin America is enormous, averaging 14 lbs. per capita, nearly double the largest tea consumption in the world, which is 7½ lbs. in Australia. On several occasions attempts have been made to introduce it into the northern hemisphere but without success.

In addition to the kinds given above there are scattered throughout the world a couple of hundred or so plants which have been used locally for making tea-like infusions. There is the "camomile tea" of Germany, the "cowslip tea" of Great Britain, the "teamsters' tea" of Arizona, the "revolutionary tea" of New Jersey, the "coffee-leaf tea" of Indasia.

**ABOUT TEA OIL.**

Very little is known about the oil of tea—an essential or volatile oil—which is supposed to give to tea its peculiar flavor and aroma. Upon the amount of

oil contained in the dried leaves depend the strength and pungency of this infusion. It is of a lemon color, lighter in body than water, solidifies easily with cold, and resinifies on exposure to air. It has a strong smell like that of the tea tree. It does not exist in the natural leaf, but appears to be produced during the process of manufacture, and it is possible that more than one kind of oil is produced.

According to Mulder, there is about 0.79 per cent. of oil in green tea, and

oil than old. Physiologically it exerts a stimulating and intoxicating effect which is so powerful that the Chinese do not use tea until at least a year old. But the Chinese have very extraordinary notions. Occasionally, in Winter, ice is seen at Canton, which they collect and keep under the impression that there must be something very cold in it, and so with respect to tea. They have an idea there is a good deal of fire in new tea, and, therefore, keep it to get rid of the fire, as they suppose. It is a well



Tea Plant and Its Bloom.

0.6 per cent. in black. It is supposed that the difference is caused through the fermentation to which black tea is subjected in the process of manufacture, dissipating the essential oil to a greater extent. The question of the effect of the curing process upon the essential oil—to generate or dissipate or liberate or modify it—is an inquiry of no little interest and consequence, and deserves more chemical investigation than it has received. New tea contains more of the

known fact that green tea produces greater stimulating and intoxicating effects than black tea, which is probably owing to the greater amount of oil contained in the former. The headache and giddiness of which tea-tasters complain, and the attacks of paralysis to which, after a few years, persons employed in packing tea are found to be liable, are due to the action of this oil. The essential oil of tea is the only narcotic agent found in the tea-leaf and infusion.



### Production of Oolong Teas

(From the Journal of the Society of Arts.)

In Formosa the leaves used in the preparation of oolong teas are picked by women and children chiefly, and as picked they are placed in closely woven baskets, which are sometimes lined with jute cloth. When delivered by the pickers to the curing house the leaves are spread out in the open air, in the sunshine if possible, on a bamboo mat or in low bamboo trays, and are there stirred every five or seven minutes until the leaves are somewhat wilted, the edges pliable, and signs of fermentation are visible. The length of time required for this depends upon the sun, temperature, and similar conditions. The tea is then placed in bamboo trays, about four pounds in a tray, which are placed in a rack one above the other, with enough space between to permit free circulation of air and to enable the workmen to manipulate the leaves. The leaves are stirred up in these trays at intervals of from seven to twelve minutes as required, the fermentation being regulated and kept as even as possible in this manner.

Fermentation ordinarily is allowed to proceed for about two hours, after which a rack of tea, about 40 pounds of the leaf as a rule, is turned into a large circular bamboo tray and is again stirred and manipulated for two hours more, at the end of which time the edges of the leaf are somewhat dry, reddish brown in color, and have an odor of prepared tea. The leaf is then taken, in lots of four or five pounds, and placed in metal-firing pans over charcoal fires, hot enough to wilt and curl the leaf, giving it the soft, sponge-like quality of damp tea leaves, and enabling it to be rolled, this firing or wilting being accompanied by rapid stirring and tossing the leaf in each pan.

The lot of tea is then turned into a round-bottomed pan fixed in the end of a bench, upon which a workman sits, and the leaf is then rolled by hand to give it something of the form of ordinary country-cured Chinese or Japanese teas. The tea is given a second pan drying, followed by another rolling, and sometimes even by a third rolling and drying, although generally two rollings suffice. This rolling is followed by a drying sufficient to get the leaf in such shape that it can be transported to the firer for export.

This alternate process of drying and rolling varies with the weather, and indeed the whole process depends upon the conditions surrounding the leaf. The

American consul at Amoy says that the process takes the green leaf, oxidises or ferments it until the edges turn a reddish brown and the entire leaf is wilted, then wilts the leaf over a fire until it can be rolled to give it form, later drying it for temporary packing. This latter process often includes a light firing in a basket over a charcoal fire.

The tea thus prepared for temporary keeping is known as "green leaf." It is packed in jute bags holding about sixty-six pounds, and is transported to the export firer. The leaf thus packed is dry, but it lacks the brittle condition of the tea as it is received abroad, and generally is much lighter in color than oolong as known to the trade. When received at the firing house it is picked over by women and girls for the removal of stems, dirt, or foreign matter generally. The final firing for export is done in bamboo baskets, giving the name of "basket-fired" to the product.

The firing which produces characteristic oolong is generally done in a medium sized room in some of the great brick buildings in which the large tea establishments are housed. In a firing room, a brick platform about twenty inches high is constructed, in which are round holes about two feet deep and two in diameter, ordinarily about a foot apart, and numbering from 50 to 300, or even 400, in one establishment. In each one of these holes a charcoal fire is built, and the charcoal is burned until all flame disappears, the room becoming a great furnace, into which coolies rush with covered mouths and nostrils to stir the fires and prepare the little furnaces. When finally the charcoal in each hole or furnace becomes a bed of live coals without flame it is covered with charcoal ashes to temper the heat and preserve the fire. The entire room is still hot, and is maintained in that condition for days at a time. Ordinarily it will require perhaps twelve hours to burn the charcoal to a proper condition and have the room at a proper temperature, the covered charcoal giving off a steady heat.

The firing is done in bamboo baskets about three feet high and a little over two feet in diameter, open at both ends, and with a sieve placed a little below the centre as a bottom. Such a basket is placed over an open furnace or hole in the brick platform, and about seven pounds of the green leaf are placed in it. The leaf is practically untouched for about three hours, until the quantity of leaf in the basket has become thoroughly and evenly heated, naturally running through a slight wilting in becoming heated. Firers then pass from basket to basket stirring the leaf, so as to keep

the drying process even and regular, ordinarily about an hour between the stirrings being sufficient. It generally requires from seven to twelve hours of such firing to evaporate thoroughly all moisture in the leaf, baskets generally being set in the evening and removed in the morning, the tea being boxed while warm. The firing of the tea also varies for the variety of tea desired, heavily fired teas being desirable for some markets because of the darker infusion they give.

Machine curing of tea has been attempted in Formosa, and the Japanese Government is now supporting an experimental machine plant at Auping, Formosa. It is generally agreed by tea men, however, that the results so far have not been successful or satisfactory from any standpoint, and that the plant is run at a loss. There is no present likelihood of the machine method succeeding that of hand firing. The fact is that while, of course, oolong tea derives more or less of its meritorious qualities from the nature of the leaf itself, there is peculiar merit in the manner in which the leaf is handled, and much depends upon little things which a machine cannot accomplish.

### CARE OF SALT FISH.

It often happens that packages of pickled fish are roughly handled in transit when shipped by rail or boat, causing the hoops on barrels, half-barrels and kits to loosen and naturally the pickle leaks out, says the Maritime Merchant. If the packages are left in this condition for a period of five to ten days, the fish are liable to become stained and rusty. It is, therefore, important as soon as mackerel and other kinds of barrel fish are received, to examine the contents of packages, and if they are dry or any of the pickle has leaked out, to make a brine of salt and water, just strong enough to float an egg or potato, and cover the fish with said brine, which will restore the fish to prime condition if attended to immediately.

Barrels and half-barrels of salt and pickled fish when stored should be examined every thirty days, and if packages have leaked any, same should be refilled with brine. Do not pour fresh water into a barrel of fish—this method causes troubles, as it weakens the original brine, and when the pickle is not sufficiently strong to float an egg or potato the fish turn sour. Another important matter regarding all kinds of fish is to keep in a cool place and out of the sun.

### DRIE

There is a lot of the purveyor of food retail, has little of. Recently one of the reliable California wrote to their T. W. G. A. Lamb. tive letter on the part as follows, a common lack of in and its inconvenie

Now, at the ou of the details of t in your own mind at this end, so fruit is concerne country merchant from the farmers, good idea of the difficulties that hold of the right

In the districts all fruit is cured by the farmers whal consequence dried fruit depend character of the f no little care an first-class article, really high-class duced each year i the percentage of compared with the manufactured.

To obtain the t should be fully rip not shaken from often done by far to the expense of fruit.

The fruit is usu girls, who lay the on the trays, which wide by eight fee immediately place where the fruit is ing of sulphur. spread out in the nearly dried. T stacked and the c shade. This meth drying of pears, pe nectarines, etc.

In curing prunes ted to drop, and fully ripe or in pro ing so long as it fruit is first dippe in order to break in cold water,

## DRIED FRUIT IN THE MAKING

There is a lot about dried fruits that the purveyor of food stuffs, wholesale or retail, has little opportunity of learning. Recently one of the largest and most reliable California dried fruit houses wrote to their Toronto representatives, W. G. A. Lambe & Co., a very instructive letter on the subject. It was in part as follows, after a comment on the common lack of information in the trade and its inconvenient results:

Now, at the outset of the discussion of the details of this matter, if you will in your own mind compare our position at this end, so far as securing dried fruit is concerned, with that of the country merchant who takes in butter from the farmers, you will get a very good idea of the situation and of the difficulties that surround our getting hold of the right goods.

In the districts in which we operate all fruit is cured in the sun, and usually by the farmers who grow it. As a natural consequence, the quality of the dried fruit depends largely upon the character of the farmers, for it requires no little care and skill to produce a first-class article, and the percentage of really high-class dried fruit that is produced each year is about the same as the percentage of really good butter as compared with the total amount that is manufactured.

To obtain the best results, the fruit should be fully ripe and picked by hand, not shaken from the trees, as is too often done by farmers, who will not go to the expense of properly picking their fruit.

The fruit is usually cut and pitted by girls, who lay the halves pit side up upon the trays, which are about three feet wide by eight feet long. The trays are immediately placed in the sulphur house, where the fruit is sulphured by the burning of sulphur. The trays are then spread out in the sun, and the fruit is nearly dried. The trays are then stacked and the curing completed in the shade. This method is pursued in the drying of pears, peaches, apricots, plums, nectarines, etc.

In curing prunes, the fruit is permitted to drop, and is never considered fully ripe or in proper condition for drying so long as it hangs on the tree. The fruit is first dipped in a solution of lye in order to break the skin, then washed in cold water, and spread out upon

trays in the sun. It is necessary to cut the skin with lye or the fruit will not dry properly.

Prunes are not sulphured, except in the case of ruby prunes which are simply the black French prunes bleached with sulphur.

In our many years' experience in this line we have learned from what varieties of fruit and from which farmers we can get the best results. It is always our aim to handle the crops of men who thin their fruit properly (that is, who pick off all the excess fruit on their trees in order to permit the full development of the fruit remaining) and who carefully pick and properly dry their crops, and such men are scarce as compared with the total number engaged in the fruit business in this state.

The fruit comes to us just as it is taken from the trays, and is run over a grader, which sorts the fruit into the various sizes. This grader is made up of a series of perforated zinc plates, with apertures of the proper size for standard, choice and extra choice. Anything larger than extra choice goes over the end of the grader, and is carefully sorted by hand.

To grade fruit properly, the grader is run very slowly, but it has become a very common custom to reduce grades considerably by increasing the speed of the grader, which throws a percentage of standard fruit into the choice, choice into the extra choice, etc. This is one of the tricks of the trade, and accounts often for a variation in price on the same grade of goods.

After the fruit is graded for size it is graded for quality, for in many instances fruit may be of the proper size, while it lacks style in appearance, in which event it is often necessary to drop it back a grade. This is particularly true of the higher grades.

In grading prunes it is impossible to get an accurate count, and they are blended after grading to get them to the proper size. It has become the custom to fill orders on the seven point; that is, a 47 is considered a 40-50 prune and a 57 a 50-60 prune, and so on.

Muscatel raisins are simply dried muscat (white) grapes, and are not processed in any way. The grapes when ripe are picked, spread on trays, and after one side of the raisin is cured, an-

other tray is placed upon the top of the raisins, turned over, and the original tray removed. They are then left in the sun until cured.

The large perfect bunches are sorted out when the raisins are taken from the trays, and the balance of the raisins are dumped into sweat boxes, and when delivered to the packing-house are run through a machine somewhat similar to a thresher, which removes the large stems, and the raisins pass over a series of screens which sorts out the various sizes—that is, Seedless Muscatels, Two Crown, Three Crown and Four Crown Loose. It has always been our custom to hand-sort the Four Crown, for it is, of course, in the nature of things that Four Crown, being the large grapes, would take longer to cure properly, and if the grapes were left until the Four Crown were entirely cured, the smaller sizes would be excessively dried, and we find it necessary to sort out and re-dry any large berries not fully cured.

The grading of raisins is susceptible of much manipulation, and this has been a source of considerable profit to unscrupulous packers, who quote what are apparently lower prices than those of the reliable handlers. A very slight difference in the size of the screens, and but little increased speed of the grader will easily make from  $\frac{1}{4}$  to  $\frac{1}{2}$ -cent difference in price.

Before crops were as large as they are at the present time, the fruit was shipped, with the possible exception of prunes, exactly as it came from the growers, that is, in dry, original condition, but competition of late years has become so keen that many abuses have crept in, notably the manipulation of grades and the excessive addition of water, to bring down the price.

This processing is usually done by dipping in either hot or cold water, which increases the weight, and re-sulphuring, in order to retain the color. This affects the eating quality of the fruit.

When processing we do but little more than sterilize the fruit, and if there is anything that can be said in favor of this method, we can say that it will go a long way toward preventing the fruit from becoming wormy during the hot weather, as it effectually puts an end to all eggs and moths.

Standard peaches, faced with choice, and branded "choice"; 25-lb. boxes that will not weigh gross to exceed 25 to 27 lbs., are also methods used to reduce the price. In other words, the punishment is made to fit the crime. If the current market price on peaches is 6 cents, and some one wants a choice

peach at 5½ cents, it is really no trouble to make it.

Now, we have found in long years' experience in this line of business that the only way we can build up a trade that is at all permanent for ourselves, and at the same time for the jobber, is to try to supply good dried fruit. You will agree with us that, after all, the question of the quality of the goods is finally passed upon by the consumer. It is not a question of what you or we want, but what does the consumer want, and what will please him so that he will ask for the same thing the second time? This thought is paramount in our minds.

SUGARS LIMITED.

Progress of an Enterprising Canadian Firm.

Among the younger firms of Montreal that have sprung into prominence during the past few years is Sugars Limited. A Grocer representative on invitation recently paid a visit to their new factory and premises, corner Parthenais and St. Catherine streets, and the visit was an object lesson of what can be done by system, enterprise and push. Three years ago this business was started by Mr. Gardiner and Mr. C. A. McMillan, in a small, unpretentious factory on St. Therese street. Subsequently formed into a joint stock company, it has through the untiring energy, perseverance and management of Mr. Gardiner and the judicious application of the president, Mr. McMillan, developed to such an extent that it may be said that it is of its kind the largest, best equipped and most carefully planned factory in Canada. Mr. Gardiner has long been connected with this particular branch of trade, the maple syrup, sugar and maple products' industry of Canada, and his reputation for push and up-to-date ideas and methods has made him a well known and welcome figure among the jobbing trade of the country.

In company with Mr. McMillan and Mr. Gardiner, a tour of inspection was made of the new factory and a description of the plant will be of interest to the readers of The Grocer and the company's many customers. Situated as the plant is on practically three streets, St. Catherine, Parthenais and De Montigny, the ground space covers an area of over 100,000 square feet, while the main building, which is three storeys and basement, covers over 50,000 square feet. This building has seven large receiving and two shipping doors and the loading and unloading is on a level with the delivery trucks, thus saving a lot of hoisting and extra handling. The main floor of the factory is a double one, the

top and newer floor being of hardwood, laid on latest principles looking to endurance and cleanliness. The syrup boiling and jam and jelly rooms on the second and third floors are models of arrangement and utility, both sections being laid with heavy concrete and the kettles sunk into three feet of solid concrete masonry. This is a feature installed by Mr. Gardiner as it permits of the highest cleanliness and washing down of floors every evening without the slightest chance of any foreign matter entering the kettles and receiving tanks. The floors all slope to the centre, where a drain carries off anything accumulating in the course of the day's work. The walls of every room where manufacturing is done are painted white and are regularly washed and cleaned. In fact, the entire premises devoted to the preparation of the company's products are arranged on the most approved hygienic principles, and with the care exercised by the managers and foremen and forewomen of the different departments, cleanliness is positively assured. To the reporter Mr. Gardiner said: "Our factory is open at all times for inspection and we cordially invite all dealers and others interested in our products to visit the premises and to see for themselves how carefully and hygienically our goods are prepared."

The large warerooms and storage flats were being rapidly filled with fruit, fruit pulp, bottles, jars, tins, cans, kegs and barrels. In the pulp room over \$25,000 worth of raspberry, strawberry and other fruits had already been prepared and housed ready for putting up in season. Carloads of peaches, grapes and plums were coming in and being prepared for reserve storage. This feature, the putting up of pure fruit jams, jellies and juices, is one of the latest additions to the company's products and promises to be a revelation to the trade. Sugars Limited, have been known far and wide as manufacturers of maple sugar, maple syrup and kindred products and the Diamond Brand maple syrup and their patented and original Twin Block pure maple sugar are too well known to dealers to need particular reference in this sketch.

The boiler and engine room, which, by the way, is at the extreme end of the plant, is large and lately equipped with a new 50 horse-power Corliss engine. At the end of the boiler room is an artesian well, 350 feet deep. This feature is worth referring to owing to its uniqueness and the fact that absolutely pure spring water is only used in manufacture where its use is found necessary.

Large and well-lighted offices with a large concreted vault are situated on Parthenais street at the northern end of the main building. In the large yard

space, and removed about 50 yards from the factory proper, are the storage sheds and stables and coal bunkers, all of them arranged for prompt loading, unloading and handling of supplies, while the yard area itself is large enough for another factory 300 ft. by 150 ft. Toilet and wardrobes and lunch rooms have been provided for the help and in this, too, order, system and cleanliness are the striking characteristics.

Though Sugars Limited, have only been established about three years the development has been remarkable and agencies have been established in all the larger Canadian business centres, as well as an opening established in Great Britain, and with the push and brains that are behind the concern Montreal may well feel proud of Sugars Limited.

An Ideal Grocery Store

Sherbrooke, P.Q., situated at the junction of the St. Francis and Magog Rivers, is one of those Canadian cities that appeals to the hard-headed business man and manufacturer and the lover of romantic scenery alike, to the former for its location in the midst of a prosperous thriving community, and its available water-power and to the latter for its really romantic and beautiful natural environments. The St. Francis River on either side has high sloping banks, beautifully wooded and studded with fine residences, parks and ornamental public edifices, churches, hospital and schools. The turbulent Magog tumbling its three hundred feet or more has been harnessed into something like submission to do the will of man for its rushing waters in their descent to join its more placid sister stream, turns many a wheel of industry. Within a stone's throw of where the Magog makes its last and final plunge stands the model store of May & Houlahan, grocers and importers. The two photographs presented herewith give but a general idea of the exterior and interior of this establishment, the personal view is one that is bound to remain impressed on the observer. Two large plate glass windows, both with three sides are built out to the street line. The right window, owing to the fact that the building is built on the street slope has a unique sub-window with an arched plate glass,—this arrangement practically gives two window floors for advertising and display. The lower window during the evening is lit up by cleverly arranged electric lights showing up the package goods so tastefully arranged.

With the upper dressed and illuminated power is very much window to the left Houlahan have whose trays are and greens and the ulated spray from the lettuce, celer beautifully fresh, t to the eye of the prietors have been by their customers and practical arra their business in enormously increa factorily done the admitting. As a ment it is difficult

The interior of t arranged with a v ready service. The is devoted to bis etc., while the rea taken up with tl and cured meat de on entering on the arrangement of t and fancy grocery large and handson net. The offices f cashier are at the

May & Houlahan men, though of m in the grocery t cessors to T. W. I Sherbrooke's oldest prominent manufa E. H. May having and F. P. Houlaha Fuller & Son in t gentlemen are posted in all bran fancy groceries, a ties that go to ma nness, promptness are watchful of th requirements and in/ ers, watching the look-out for new l close observers of as portrayed in and other trade J qualities it is not they enjoy the co of Sherbrooke's Dealing in staple also noted for the ries, importing French and Americ Truly it may be Houlahan possess Store and The C present the accor its readers.

LAMPS AND NEW DESIGNS

With the upper windows also well-dressed and illuminated the attractive power is very much enhanced. In the window to the left of the door May & Houlahan have arranged a fountain whose trays are filled with vegetables and greens and the gentle and well-regulated spray from the fountain keeps the lettuce, celery and other greens beautifully fresh, bright and tempting to the eye of the consumer. The proprietors have been highly complimented by their customers for this attractive and practical arrangement and that their business in this line has been enormously increased and more satisfactorily done they take pleasure in admitting. As a drawing advertisement it is difficult to excel.

The interior of the store is wide and arranged with a view to prompt and ready service. The left side on entering is devoted to biscuits, cakes, fruits, etc., while the rear end of the store is taken up with the large refrigerator and cured meat department. A feature on entering on the right front is the arrangement of the flavoring extract and fancy grocery department in a large and handsome show case or cabinet. The offices for book-keeper and cashier are at the back.

May & Houlahan are both young men, though of many years' experience in the grocery trade. They are successors to T. W. Fuller & Son, one of Sherbrooke's oldest grocers and now a prominent manufacturer in the city. E. H. May having been seven years and F. P. Houlahan twelve years with Fuller & Son in the same stand. Both gentlemen are thorough grocers, posted in all branches of general and fancy groceries, and possess the qualities that go to make success—attentiveness, promptness and politeness. They are watchful of their customers' requirements and interests and keen buyers, watching the markets and on the look-out for new lines and ideas, and close observers of the trade barometer as portrayed in the Canadian Grocer and other trade Journals. With these qualities it is not hard to argue that they enjoy the confidence and support of Sherbrooke's desirable customers. Dealing in staple groceries they are also noted for their fancy table delicacies, importing the finest English, French and American specialties direct. Truly it may be said that May & Houlahan possess an ideal Grocery Store and The Grocer is pleased to present the accompanying photos to its readers.

With the coming of electricity into common use for lighting purposes there have also come new styles and designs for fixtures, so that each succeeding year has eclipsed the previous one in the creation of striking and novel designs. But the old coal oil lamp has not been forgotten by those who have lavished their art and taxed their ingenuity in the endeavor to bring out new designs in lamps and their accessories. In coal oil lamps, one of the newest lines to be brought on the Canadian market is the beaded fringe, reception lamp. They are made in different styles, but each one is a handsome and useful ornament. A particular feature of these lamps is the glass beaded fringe which is sus-

a soft, mellow light from their colored shades and fringes. The Cathedral or Mission design stands alone in uniqueness of color and style. It is a deep, rich red, plain and simple in ornamentation. Its color scheme can best be described by calling it tessellated. Irregular black lines divide the red squares. For a den, or a room furnished in the Mission style, this lamp would have a beautiful effect when lighted.

Considering the value of these lamps the price is not excessive, and some of the cheaper styles could well be stocked by the country store, particularly in the Christmas season. From four to twelve dollars is the range, and for the smaller price some nice lamps can be had.



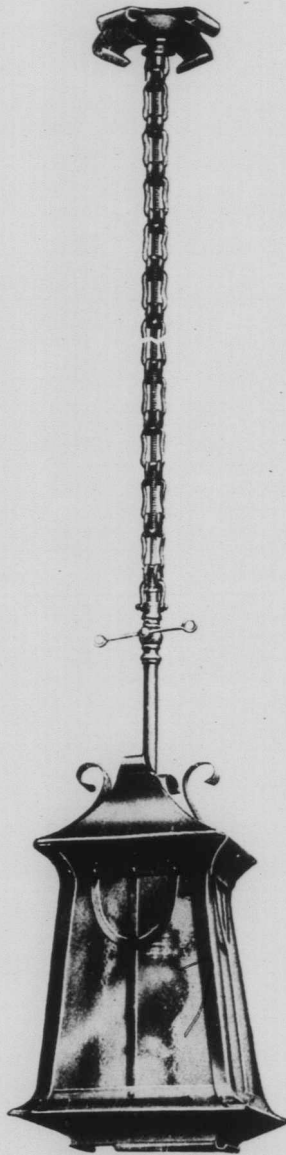
INVERTED GAS LIGHT.

ended from the shade. These fringes are made in clear and tinted glass, and have a softening effect upon the light without materially lessening its power. These fringes are about four inches in length, and do not add any encumbrance either in appearance or weight.

These lamps are made in styles adaptable to the furnishings of any room. The Dutch style is quaint and artistic, with its delicate tints, and its painting typifying the peasant life of Holland. For an odd piece, or for a room furnished in the Dutch style which is now so popular, this lamp gives a grace and finish that few pieces of furniture give. Then there are the Art Nouveau and the Rookwood, which are adaptable to any drawing or reception room, giving out

But not only are new designs in lamps being brought out largely this year, new methods of lighting have also been evolved. Experiments with a new lighting system have been carried out in Scotland in which kerosene oil is used. The oil is stored in a tank, which is attached to the base of the standard carrying the lamp. In the top of this reservoir is a cylinder filled with compressed carbonic acid gas, with a small oil container at the bottom holding from one-half to two gallons of oil, which automatically flows thereto from the larger receptacle. A reducing valve connects the oil container with the carbonic acid cylinder, and a small tube leads to the burner, which has a vaporizer consisting of a jet and an air-mixing chamber,

while the burner is fitted with an incandescent gas mantle. The oil is forced from the oil container to the vaporizer through the small tube by the pressure of the carbonic acid gas. On reaching the vaporizer the oil is converted into gas and passes through the flame spreader where it combines with the air, and thence to the incandescent mantle. The lamp is economical in consumption, a light of 200 candle power being obtained for 45 hours with a consumption of one gallon of oil. The light is said to be



A Unique Design, with Inverted Light.

clear, bright, and of great penetrative power.

**Care of Lamps.**

The care of lamps is a simple thing, yet many serious conflagrations have been caused by the explosion or upsetting of a lamp. Cleanliness is the surest safeguard in the care of lamps, as it is only a dirty, congested lamp that is ever known to explode. A burner that is kept clean radiates heat, while a

dirty burner conducts the heat to the lamp. If the wick is too small the flame will travel down the tube; if there is a leak at the collar, escaping gas ignites, and if the burner has been removed for the purpose of filling the lamp after it has been burning the gas within the globe expands and may reach a nearby light.

**New Cylinder Lamp.**

In gas lighting one of the newest lamps out is the Humphrey nickel cylinder lamp. The cylinder ventilator gives added draft and promotes combustion efficiency, as well as keeping out moths and dust or anything that tends to injure the mantles. This lamp requires no match or taper to light it. There is a minute gas jet burning continually which ignites the main jet upon pulling one of the small chains. This small jet becomes extinct when the large light starts up, but ignites again by the action of putting out the large light. For stairs, hotels and public buildings this is an admirable lamp.

**Inverted Lights.**

The inverted gas light is constantly growing in public favor and the wonder is that it was not brought into more general use before. One of the chief advantages of the inverted gas mantle is that there is no shadow thrown from it, and hence no necessity of adjusting in order to get the direct rays of the light. Then there are decorative results possible with the inverted light that cannot be had with the regular light. This point can be appreciated more in the cluster lights, and grouped lights for large rooms. The accompanying cut shows one of the pretty effects of the inverted lights in a very popular style of hall or reception lanterns suspended from the ceiling with a chain.

**Emancipation of the Grocer**

President Bischoff, of the New York Grocers' Association, addressing the state convention recently said in part on the subject of the power of association and the emancipation of the grocer:

Why the grocers as a class should be so indifferent to their own good it is hard to understand, but it is a lamentable fact that they are.

There is power in association, and the proof of it is before our eyes every day, yet it is the hardest thing to get some grocers to join an association, at least in our city.

As I have stated before, men have combined for good or evil since time immemorial, and at the present day we

have the outgrowth of this tendency in the large commercial corporations, gigantic trusts and combinations of immense capital.

There is power in association, and I would like to have every grocer in every city and every town of this state be a member of an association. He ought to be, and should be a power in the community, in his own city or town, and in conjunction with the sister association, he ought to be a power in the State of New York.

Why should not some of our members have seat and voice in our city councils, and in the legislation halls at Albany? Are there not men among us well able to fill almost any public office? Would not your president and the members of your board of directors, and many a one from your midst, make as good and better public officer than many a one elected?

I would like to see this association a strong and a powerful body and a mighty factor in the State of New York, whose advice would be asking and whose wishes would be consulted, whose just demands would be complied with, and whose influence would be felt, not alone and not so much in politics, but in all matters pertaining to the public good, and to the welfare of the people.

Let us try to emancipate ourselves, let us break away from antiquated customs and habits, and to inaugurate reforms. Let us get out of the rut. Let us try to elevate the standard of our trade, and lift it to a higher plane. Let us try to teach every grocer that only in unity there is strength, and that to accomplish anything we must hold together, stand together and work together. We cannot do singly or individually, we must join hands with our fellow grocers; to bring about reforms it takes the combined effort of all members of our trade.

There is more than enough work on hand, so let us set to work and do it. We have the peddler nuisance, the horse thieves nuisance, dead beats, unfair competitors, price cutting, jealousy among our own members, long business hours, the question of impure milk and spices, unjust discrimination of the manufacturer between the ordinary retailer and the chain store keeper, and other evils that beset our trade on all sides. Let us keep up the fight, and not throw our gems away; success must eventually come.

Let us go out and spread the gospel of association, and when you succeed in building up an organization that counts every grocer in every city, town and hamlet in this state for a member, an active member who will not shirk his duty, you will then have an association that will be a power and a factor.

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We are told growing time and that the Dominion of great prospered imports and emigrants coming much wealth with mental railroads and of existing mileage—of the p increasing by lea little hamlet becom mart where thou land values going thereby—of bank posits increasing and bank clearing prodigious increasume of business things and know this Canada of ou down in these pr conviction clings the magician's w the west in bring ful transformatio ing startling, n these Lower Pro when our turn w

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**Catching**

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## FISH BUSINESS ON THE ATLANTIC COAST

### Its Weaknesses, the Causes, and the Remedies

By C. H. Whitman, of Canso, N.S., for the Canadian Grocer.

We are told that this is Canada's growing time and we rejoice to know that the Dominion is enjoying a period of great prosperity. We read of increased imports and exports—of thousands of emigrants coming in and bringing much wealth with them—of transcontinental railroads projected and building, and of existing railroads increasing their mileage—of the population of our cities increasing by leaps and bounds and the little hamlet becoming a busy, populous mart where thousands congregate — of land values going up and fortunes made thereby—of bank and savings bank deposits increasing at a marvellous rate and bank clearings showing evidence of a prodigious increase in the general volume of business—we read of all these things and know that they are true of this Canada of ours, and we rejoice, but down in these provinces by the sea the conviction clings to us that whatever the magician's wand may have done for the west in bringing about such wonderful transformations it has brought nothing startling, nothing phenomenal to these Lower Provinces, and we wonder when our turn will come.

Some of us are growing grey and are beginning to see the end from the beginning, but the dreams we had in our youth of development and growth have not been realized. Our fathers prospered and so have we, but only in a moderate way and by dint of the strictest economy and the closest attention to business. We are probably as happy as the more prosperous, perhaps happier, but we are not content. The desire for development is in our blood and will not be denied, and the swift-footed years remind us that what we have to do must be done quickly, because there is "no work nor labor nor device in the grave whither we go."

#### Catching and Curing Fish.

We who are here to-day are perhaps more interested in the business of catching, curing and marketing fish than in any other industry. Possibly we were born to it and have followed it through all the intervening years. We have seen splendid possibilities in it and have had an earnest and honest desire to realize some of those possibilities. We realized that the methods employed were crude and inefficient, that in catching, in curing and preparing for market and in

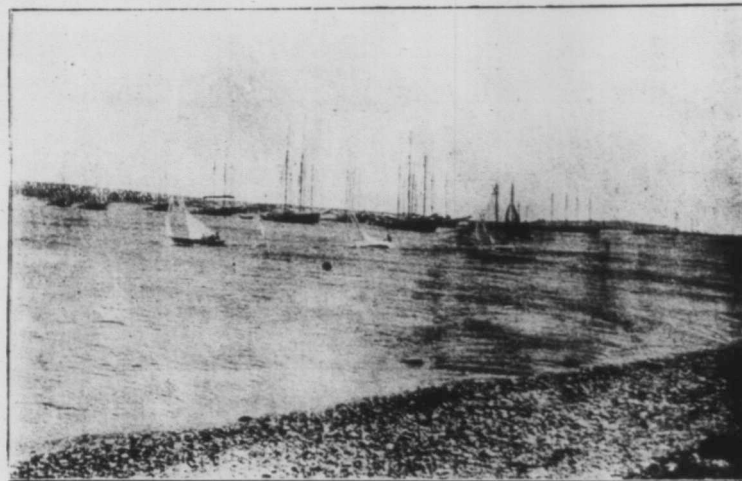
marketing we had much to learn and were willing to learn it. We can congratulate ourselves on having accomplished something, but we realize that much remains to be done before perfection shall have been reached.

We are connected with a business that is subject to great extremes of success or failure, and often the lean years consume the fat ones. Probably very few businesses are subject to such sudden and violent fluctuations. It is a story as old as history. Even the Disciples on the Sea of Galilee had to exclaim, "We have toiled all night and have caught nothing." The winds, the waves, the ocean currents, the caprices of the fish and of the bait by means of which some of them are caught and upon which all of them feed all combine at times to rob

task of working out the world's destiny, for this is, after all, what we, consciously or unconsciously, are doing. Whether we know it or not we are helping or hindering in the working out of a problem, and every man who resolutely faces a difficulty and overcomes it has made himself a better factor in the working out of that problem. Let us be glad that things are not too easy for us, that we are engaged in a business that presents difficulties to be overcome, problems to be solved, losses and disappointments to be bravely borne, as well as possibilities of success and development that encourage us to greater and more persistent effort.

#### Bad Times for Fisher Folk.

Our Nova Scotia fishermen have not been having a good time of late. In



Canso Harbor—Part of the Fishing Fleet in the Distance.

the fisherman of the reward of his toil. We are not sure that it is desirable that it should be otherwise. The very conditions that exist are a school for the development of strong men, hardy, self-reliant, resourceful, brave men, men who are capable of grappling with difficulties and overcoming them, fitted for the task of wresting from nature her choicest secrets and developing themselves in the performing of the task. The native of the tropics who sits down and lets the fruit drop into his lap knows nothing of the joy of conquest and misses the mental and moral development that comes to the conqueror. He is weak, effeminate and possibly bad, a laggard in the

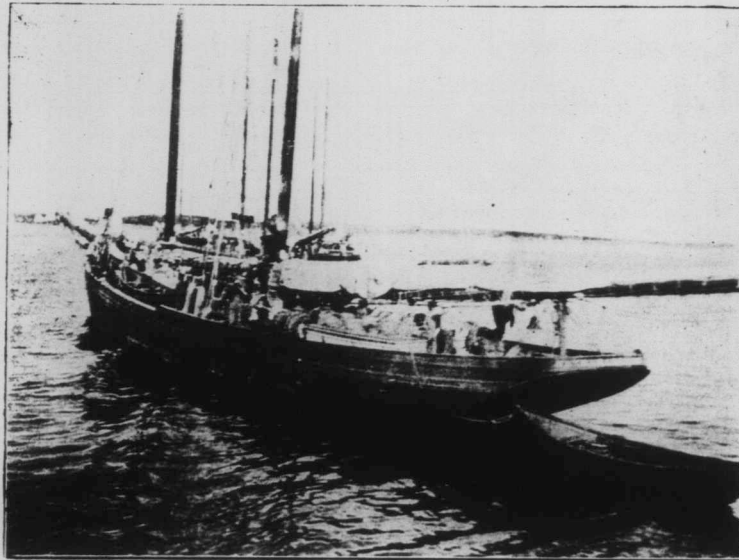
some localities this year there has been a fair measure of success achieved, and this applies chiefly to the shore west of Halifax, along which coast unusual catches of mackerel and herrings and a fair run of line fish have contributed to make the season a successful one for shore fishermen, but to the banking fleet of Lunenburg County and the whole coast from Halifax east to Cape North the season might almost be called a disastrous one. The lobster catch has been small, the weather in the early part of the season rough, bait has been phenomenally scarce and the catch of cod, haddock, pollock, mackerel and herring a failure along the most of the

coast. The fisherman has "toiled all night and has caught nothing."

So far as the Lunenburg banking fleet is concerned last year was but little better than this in its results, and many of the men who make up the crews and some of the owners are saying, "We cannot stand this—we must find some other means of making a living," and when a man gives the best months of the year to a business and returns to his family with nothing laid in for the lean and hungry months to come he may be forgiven if he is ready to abandon a business that will not or does not afford him and those dependent upon him a means of living.

#### No Provision for Lean Years.

This is bad enough, but it is not all. An occasional depression is liable to come to any business and the provident will, in times of prosperity, lay up for the lean years, if the business they fol-



A Banker Waiting for Bait in Canso Harbor.

low will admit of it. A more discouraging feature of the business lies in the fact that the average earnings of our fishermen scarcely admit of their making much provision in prosperous years for years of diminished income that are sure to follow. This is emphatically true of the fishermen manning the banking fleet of the County of Lunenburg and of a large part of the coast outside of Lunenburg County. No one can charge the Lunenburg fisherman with being improvident. He is an example for us all in the careful, saving way in which he husband his resources and makes the most of his yearly income. Many of us with our more expensive, free-handed way of living would feel at a loss to know how to live on an income that would more than suffice for the more careful, prudent Lunenburg fisherman, who thinks himself

well off if he finds that his Summer's work has cleared him \$300, and seldom reaches that amount.

Outside the County of Lunenburg there are hundreds, probably thousands, along our coast whose annual income seldom exceeds \$300, and whose more expensive, less thrifty habits keep the wolf at the door during the most of even a long lifetime. There are exceptions, almost every community has its exceptions, and there are communities, particularly in the western end of the province, where the fishing population is marked by a superior intelligence, a laudable ambition to excel and an energy in the prosecution of their business that will not be denied, and makes them easy leaders in the business they have put their hands to. The same intelligence, the same ambition and the same energy would make them successful anywhere if success were possible, and it must be admitted, with

a remedy for evils that exist? How shall the fisherman make his business less of a lottery, his income larger and more assured? Shall he abandon his calling and seek under other skies and in an entire change of occupation and surroundings a means of livelihood denied him here? There are some countries that are good countries to leave. A man living in Iceland, Greenland, or on the coast of Labrador might wisely seek Summer skies and more pleasing surroundings. A citizen of Russia to-day might be forgiven if he left such a home of the oppressed and down-trodden and sought under a foreign flag the peace, security and plenty denied him in the land of his birth. Many in Eastern Canada are immigrating to the great Northwest, and under entirely new conditions but the same old flag, are seeking to better their condition. Many thousands of our people have crossed the boundary line and sought in the United States a betterment of their condition. Many have succeeded there—many have not. The caves of ocean hold the whitened bones of many of Nova Scotia's sons who left home, light-hearted and hopeful, to find naught but an early grave. Is Canada so poor in natural resources, her future so lacking in promise of material development, that we must leave her behind for the life of an alien under a foreign flag?

Are these provinces by the sea so incapable of satisfying a reasonable ambition and their future so dark and forbidding that the training of years must be thrown away and men who have ploughed the sea abandon it for the ploughing and seeding of the prairie whose rolling surface is not less monotonous and lonesome than the surface of old ocean? We hesitate to give any such advice. We know that even the farmer has his troubles—that for him as for others "moth and rust corrupt and thieves break through and steal." We have not forgotten there have been years when the grasshopper and the locust consumed every green thing, and that frost and drought are liable at any time to step in and scatter disaster and disappointment over the fertile prairies of the west.

#### Stay and Seek a Way.

We need not belittle those fertile plains. They are ours, a part of our God-given heritage and destined to support a prosperous and happy population which will furnish a market some day for our product of the sea. Let us not, without more reason than at present exists, "fly from the ills we have to those we know not of." Let us rather inquire diligently how we may make the incomes of our fishing population larger and more assured, carrying about with us always the conviction that the time

is coming when of people within nish a ready ar our products, w tribute to the y the east and n have spent in cent country and possible. How veloped and mac the same time t evenness not no

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It is not for t industry or the on that they sh line of coast sparsely popula much of the un the industry is large part of ou the stimulus an afford. The sm along our coast advantages, sel with the outsid papers and fewe as they should They seldom ge informed, the i tious from who spiration, and they know all are pursuing, an employ and wh ed are all that sult is we hav unprogressive themselves an ments, difficult in which they run, and look every new thin mation that the lent way as a hopelessly wedd

#### Larger Ce

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#### What is the Remedy?

Perhaps we have said enough about existing conditions. Where shall we find

is coming when Canada, with 50,000,000 of people within her borders, shall furnish a ready and profitable market for our products, when the west will contribute to the wealth and prosperity of the east and pay back the millions we have spent in opening up that magnificent country and making its development possible. How may the business be developed and made more profitable and at the same time be given a steadiness and evenness not now possible?

First, concentrate.

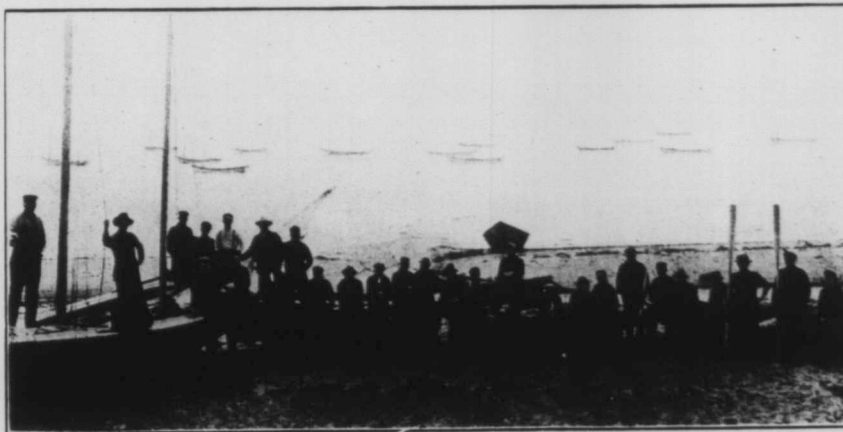
It is not for the interest of the fishing industry or the individuals who carry it on that they should be scattered along a line of coast in isolated settlements sparsely populated. It is clear that much of the unprogressive character of the industry is due to the fact that a large part of our fishing population lacks the stimulus and strength that numbers afford. The small, isolated communities along our coast possess few educational advantages, seldom come into contact with the outside world, get few newspapers and fewer books and do not know as they should what is going on abroad. They seldom get in touch with the well informed, the intelligent and the ambitious from whom they might catch inspiration, and too often believe that they know all about the business they are pursuing, and that the methods they employ and which their fathers employed are all that could be desired. The result is we have a lot of unambitious, unprogressive people, satisfied with themselves and their present attainments, difficult to move out of the ruts in which they and their fathers have run, and looking with suspicion upon every new thing. They resent any intimation that there may be a more excellent way as a personal affront, and are hopelessly wedded to the past.

#### Larger Centres of Population.

We say, get them together into larger communities, communities having the best possible educational advantages, the freest possible intercourse with the world, the best possible connections with the markets of the world. It is easy to say "get them together," but on the face of it the task looks a difficult one. Fortunately, that we may not be without hope, there is a natural though sometimes unrecognized tendency in this direction. The young particularly are attracted by the life and stir of business found in the larger centres of trade, and it is this that has enabled Gloucester and Boston to steal from us so many of our young men, too often to their undoing. The fact that such centres afford a ready market and quick returns forms, and always will form, an additional attraction, and so, after all, the task of promoting this movement is

not so difficult as it appears at first sight.

The tendency in the fish business, and in fact almost every business, is toward centralization. It has been particularly noticeable on the coast of England and Scotland, where the business has reached its highest development. The fishermen have abandoned the outlying coves and harbors to a very considerable extent and concentrated themselves in centres such as Aberdeen, Grimsby and Hull, while places where, at one time, a flourishing industry was carried on, are now practically deserted. The village of Findon, in Scotland, which gave the name to the now popular finnan haddies, has gone out of the business altogether, we believe, and it is now carried on at the above mentioned centres; even London is coming in for a share of the business. In 1902 Aberdeen alone sold two million dollars' worth of the toothsome haddie.



Loxster Fishermen and Their Fleet.

#### Fishing Board's Report.

In their report for 1899 the Fishing Board of Scotland, discussing this tendency to centralization, says: "Various causes are at work in bringing about such a result, the principal being the great facilities at the larger ports for landing fish at any state of the tide, their disposal at a market where there is keen competition among a large number of buyers, and the rapid means of transit to the large industrial centres. Some few years ago Dundee was practically dependent upon other ports for its fish supply, but since the development of the trawling industry in Scotland the authorities there have taken steps to attract trawlers to their port by providing better facilities for landing fish and disposing of it to the best advantage. Harbor and market accommodation is also being extended and improved at the other fishing ports, notably Aberdeen, Fraserburgh and Peterhead. The net and line fishermen on the

east coast are altogether dependent on the industry for their livelihood, and in years of bad results they have no other occupation which they can engage in to supplement their earnings in the immediate vicinity. In the neighborhood of large towns, however, they not only possess the superior facilities connected with the following of their ordinary occupation, but far greater opportunities of supplementing their earnings in bad years. It can hardly be expected that each little fishing community is to be provided with a deep harbor and the market accommodation and railway facilities provided at the larger centres, where the revenue derived from the industry is so considerable."

As an instance of the same tendency on the English coast as we have observed on the coast of Scotland, we may cite the fact that in 1899 there were 31 steam trawlers and 4 steam carriers left Fleetwood, which is a place of consider-

able importance, and went to Hull because of the greater advantages it afforded.

#### Fish Can be Better Marketed.

There is another advantage to be derived from concentration. Fresh fish deteriorate rapidly in being rehandled and those landed along the coast at isolated points and reshipped on coasting steamers or by rail to the point where orders are filled and the fish are despatched to their ultimate destination, are almost certain to have deteriorated because of the repeated handling. We can testify from a long experience that they are seldom satisfactory. It is a settled conviction among those who are familiar with the business that, to as great an extent as possible, they should be brought direct from sea to the point where distribution begins.

We have enlarged at some length, and at the risk of being tedious, upon this tendency to centralization and its ad-



vantages because we believe it to be desirable in dealing with questions of this sort to get at the general trend of things, in order that we may not be found working against the natural course of business instead of with it, and because we have an abiding conviction that the fishing industry will never show satisfactory development while distributed along the coast in a hundred little hamlets, none of which are able to give it the facilities needed or the "esprit de corps" without which it must necessarily languish.

#### Better Control of Capital.

The pursuing of this policy will necessarily mean the death knell of boat fishing except from the larger centres and in a limited way, and we are quite willing to accept the alternative. In fact, other things being equal, it must be an advantage to have the control of the capital of the business—we do not say its ownership—in fewer hands. It is not given to every man to have the knowledge, the judgment, the energy, the



Fish Drying Yard, Canso.

combination of desirable qualities that should go to make up a master among men, controlling the capital of the country and directing its enterprises. These gifts are but for the few and to the few so gifted should be entrusted the conduct of our enterprises. There are hundreds of fishermen along our coast, their own masters for weal or woe, depending upon their own judgment and controlling their own destiny and destiny of those associated with them, who go blundering along through life, in some cases lazy, in others stupid, in others ignorant, in others willing and bright enough but only fitted to obey, and yet these men are controlling the capital employed in the business and shaping its destiny. The fish business, so far as they control it, must of necessity be largely a failure, bringing little credit to

the country and but small returns to those engaged in it.

How much better it would be if the intelligent, well informed, capable men could be put in charge and the helpless and incompetent be subject to their rule. Put them in boats and there are not enough to go round, and, in addition to that fact, they are cramped and hampered by their environment. They are fitted for a larger sphere. "Big ships may venture more, little ships must keep near shore." The fact that the boat is restricted to a limited area tells against its success. It may not always go where fish are obtainable. It is like an animal tethered in a pasture. The rope says, "Thus far shalt thou go, the rich field beyond is not for you." Surely there is a more excellent way.

#### Small Boats and Large.

The net fisherman moors his nets within easy reach of the boat in which he tends them, lets the tide stretch them till every mesh is closed and says to the fish, "Come to my net." The master of

Scotia as soon as our people wake up to the splendid possibilities involved and capital comes forward to make the business possible.

#### Hook and Line Men.

So much for net fishing. What about the fish that are usually caught with hook and line?

If the fishing population is to be concentrated, and we believe this to be inevitable and wholesome, it follows that boat fishing with hook and line will have to be superseded by some other means of capture. This is the less to be deplored because of the fact that the inshore fishing, both by means of nets and by hook and line, has ceased to be as profitable as it once was, though there may be exceptions in particular places. Just why this is so it is difficult to determine. Some blame the thousands of lobster traps, some the increased traffic by steamer and sailing ship, others blame the pollution of rivers and towns finding its way into the sea. That the fact exists few will deny, and it looks as though the inshore fishery is destined to become a negligible factor in the supply.

The modern fish business may be roughly divided into two departments, the "fresh" and the "salt," the former including smoked and canned fish as well as those marketed in a perfectly fresh condition. In the fresh fish business, and with special reference to the stock marketed in a perfectly fresh condition, there must be a regular weekly supply if the business is to be conducted in a profitable and satisfactory way. The bulk of the business is done on Thursday and the morning of Friday in each week. If the city dealer misses his supply for those days his week's business is spoiled and he will soon turn away from a supplier on the coast who repeatedly fails to insure him his needed stock.

#### Steam Trawler the Solution.

We believe that for the supplying of the fresh fish trade the steam trawler such as is now operated by British fishermen comes nearer to the ideal than any other means now employed. The bait question (a very serious one) is eliminated, the boat makes a straight road to and from the fishing grounds regardless of winds or the absence of them, timing her arrival at the home port almost to the hour desired, and there being no dories to launch in rough weather she can fish as long as she can steam ahead and in weather that would prohibit entirely the launching of the frail dory so much in evidence with us. She is equipped with a triangular bag net perhaps 120 feet in length and 80 feet across the open end, at the corners of which are attached "otter boards"

about 4½ feet which is to keep distended. To the 500 to 1,000 fathoms attached from the ship, and the bottom by the s that comes in its net is hauled on the "cod end" at the marketable and the residue, about all the fish bottom of the sea for man, is thrown perhaps to end up many times a day in a somewhat is worth something

#### Rise and

Fifty years ago in England, had engaged in the fishing the fleet grew to about the size of just as seaworthiness passed away, had trawling steamer Hull have about \$25,000,000 300 or 400, the Other ports owners and not among trawlers such splendid steel boats feet long with and boilers carrying pounds pressure, with up-to-date electric lights pliance for their the fleet.

When Nova Scotia a fleet we shall of, and our country fresh fish business will be found no vessels such as they be obtained. If they cannot be bottom is unsuitable difference between on this side of on the other French trawler fish vessels are, has been fishing Canso, and we heard from to be salted fish. This when Nova Scotia home with brok

#### Less C

It is not quite ing so expensive haps \$40,000, it incline to the vessel of from 3 a three-masted

about 4½ feet square, the object of which is to keep the mouth of the bag distended. To these otter boards from 500 to 1,000 fathoms of wire hawser are attached from either quarter of the ship, and the net, dragged along the bottom by the steamer, scoops up all that comes in its way. At intervals the net is hauled on board, the contents of the "cod end" are dumped on the deck, the marketable fish are taken care of, and the residue, a motley assortment of about all the fishes that haunt the bottom of the sea but do not furnish food for man, is thrown again into the sea, perhaps to endure the same experience many times in a fish's life, demonstrating in a somewhat unusual way that it is worth something to be worthless.

#### Rise and Fall of a Fleet.

Fifty years ago the port of Grimsby, in England, had five sailing smacks engaged in the fishing business. Since then the fleet grew to 1,000 such vessels, about the size of our fishing vessels and just as seaworthy, but they have all passed away, have been superseded by trawling steamers of which Grimsby and Hull have about 1,000 to-day, worth about \$25,000,000, and Aberdeen some 300 or 400, the growth of 29 years. Other ports own many of these steamers and not a month passes but numerous trawlers such as these, nearly all splendid steel boats from 120 to 140 feet long with triple expansion engines and boilers carrying from 180 to 200 pounds pressure, many of them equipped with up-to-date cold storage plants, electric lights and every known appliance for their business, are added to the fleet.

When Nova Scotia can boast of such a fleet we shall have something to boast of, and our conviction is that as the fresh fish business of Canada develops it will be found necessary to employ vessels such as these, or better if such can be obtained. It is useless to say that they cannot be operated or that our sea bottom is unsuitable. There is no marked difference between the fishing grounds on this side of the Atlantic and those on the other side. Only recently a French trawler equipped as these British vessels are, and of the largest size, has been fishing within 50 miles of Canso, and was reported when last heard from to haul for 5,000 quintals of salted fish. This, too, in an off year, when Nova Scotia fishermen are going home with broken voyages.

#### Less Costly Might Do.

It is not quite clear that for salt fishing so expensive a vessel, costing perhaps \$40,000, is necessary. We would incline to the opinion that a wooden vessel of from 300 to 350 tons, rigged as a three-masted schooner, short sparred,

and with stump toe-masts that she may rise easily, equipped with an up-to-date cold storage plant and with sufficient cold storage room to hold bait enough for the voyage and carrying, say, ten dories with their equipment of hook and line gear would be preferable. There would be no running about searching for bait, no lying in harbors for a month or six weeks of long Summer days at a time waiting for it, as is too often done by our fishermen. Bait would frequently be found on the fishing grounds in sufficient quantity to enable the vessel so equipped to return to port loaded to the gunwale and with her supply of bait intact ready for another voyage. Such a vessel would not be too large for the business. Ships of 1,000 tons are frequently employed in the Grand Bank fishery by the fishermen of Old France. Surely a vessel of one-third that size would not be too large.

#### Capital the Second Requirement.

In view of what has been said may we not give capital as the second requirement for making the business profitable and at the same time giving it a steadiness and evenness not now possible? Perhaps not much more capital than is now employed, so far as the salt fish business is concerned. Might it not mean rather a wiser and better use of the capital now employed with enough of additional capital to furnish the cold storage equipment needed? We commend the suggestion to the thoughtful, enterprising men now interested in the business, of whom we have so many. Surely there is a more excellent way than the hand-to-mouth methods now employed—methods which have broken down under trial and demonstrated to every one their insufficiency.

The fisheries of these provinces are not a hopeless failure, they are but in their infancy. Let the same intelligence and courage that have given to Nova Scotians a world-wide reputation on sea and land and placed them often in the front of the world's workers be applied to the solution of our fisheries and we need not fear for the result. We are ready to predict that the time is not far distant when the descendants of the men who carried the British flag on Nova Scotia ships into every port in the world will demonstrate their ability to make their conduct of our North Atlantic fisheries the envy of our neighbors and a source of pride and satisfaction to every patriotic Canadian—when Canadian shipyards will be called upon to build and Canadian fishermen to man a fleet of fishing steamers and fishing schooners far and away in advance of anything we have now afloat, and the fishing fleet of Great Britain shall find itself reproduced and improved upon in the ports of Nova Scotia.

#### THE WORMY APPLE.

(By the Khan.)

"Them King apples won't be ripe till the snow flies," quoth Old Twilight.

"Why, uncle," cried Sir Ann's eldest boy, "there's some ripe already."

"Each one uv them has a worm in it" frowned Old Twilight. "I take notice," he continued, with a wink at Aunt Lucy, "that this here dang codlin' moth don't confine all his attention to the apple crop. He seems to hev a likin' fer the human fambly. When I see a precocious youngster who is smarter nor all creation, I says to myself, 'Me pore chee-ild, the codlin' moth has bin at you an' you'll drop off into the grass one uv these days, an' the pig'll eat you, shore thing.'

"When I see a young girl what ought to be in short dresses with her hair hanging down her back, and learnin' her lessons an' helpin' her maw—when I see her flyin' round with beaus and talkin' about gittin' married, I look the little hussy over an' say to myself, 'There's a codlin' moth ripenin' you up all right, sweet Juliet, an' the fust thing you know you'll be skinned and strung up behind the stove fer dried apples.'

"When I see a feller elected to Parliament start in from the word go to run his country on improved principles, I know it's only a case of codlin' moth—he is prematurely ripe, an'll soon be rotten.

"When I see a young preacher start out as a combination Savonarola, Peter the Hermit, Whitfield, Talmage, Dr. Wild, and Henry Ward Beecher, I see his finish in the weeds. Thur's a codlin' moth in him, an' sooner or later a old hen will come along and relieve him uv it.

"When I see a young feller buy a country paper and start in to make Puck, Judge, and Life look like thirty cents, I know it's only a case of codlin' moth.

"What becomes of all the Smart Alecks that get elected to the city, town, and township councils and school boards every year?

"Codlin' moth, Lucy—codlin' moth. Only one in a hundred makes good. The rest git ripe too sudden an' are sold to the vinegar factories.

"The codlin' moth has a particular spite agin our high schools an' colleges, the theological and medical schools in particular. Thousands uv them come out with brilliant records, but the codlin' moth has been at them, an' the first big storm shakes 'em down, an' they are culls—culls—culls!"

"Did the codlin' moth never bother you none?" queried Aunt Lucy.

He put his arm around her waist.

"Nothin' in that line ever bothered me but the kissin' bug."

## CANADA'S EXHIBIT AT THE MILAN EXPOSITION

Canada's exhibit at the International Exposition at Milan has evidently made a great impression in Italy. Returned Canadians who have seen the Canadian pavilion give a most favorable report of it. It is said to have been one of the finest buildings of all those erected at the great fair, while the showing of the products of the Dominion was no less excellent.

In Italy, Canada was not very well known before the exposition. With many, it was but a name. Its commerce, its agriculture, its mineral wealth were unknown and the Italian was equally ignorant of Canada's undeveloped possibilities.

This ice of ignorance preventing Italian

through the aisles gazing in admiration at the products of the young country across the seas. It is not unlikely Canada's showing at the exposition will result in the immigration of a great number of Italians of the farming class.

### The Canadian Pavilion.

The Canadian pavilion, which was built of sheet iron, was in itself very attractive. Its external appearance was excellent and did not at all belie the interior arrangements. No better compliment can be paid the Canadian building than the fact that some of the other countries exhibiting, whose buildings were burned by the fire which occurred shortly after the opening of the fair,

Italians. Maple leaves were everywhere in evidence, being worked out in grain and other materials. On one wall was a large map of Canada showing the lakes, rivers, mountains and natural features. This was always a centre of interest to visitors. At all times the pavilion was well lighted, so that everything was shown to the best advantage.

### The Exhibits.

The central portion of the building was occupied by the exhibit of minerals, agricultural implements and other such lines, while all around the sides were small arched rooms partitioned off from one another, which contained every product of the ground, and a great variety of manufactured goods. To be seen were samples of all the grains, fruits, vegetables, mineral waters, flours, biscuits, and other products of the Dominion. In a word, almost everything produced in the Dominion of Canada was on view. Explanatory signs were placed before each exhibit, while an abundance of descriptive literature was distributed daily. A noticeable feature in the Canadian pavilion was that the exhibits were arranged in natural rotation, thus flour followed wheat, biscuits flour, and so on.

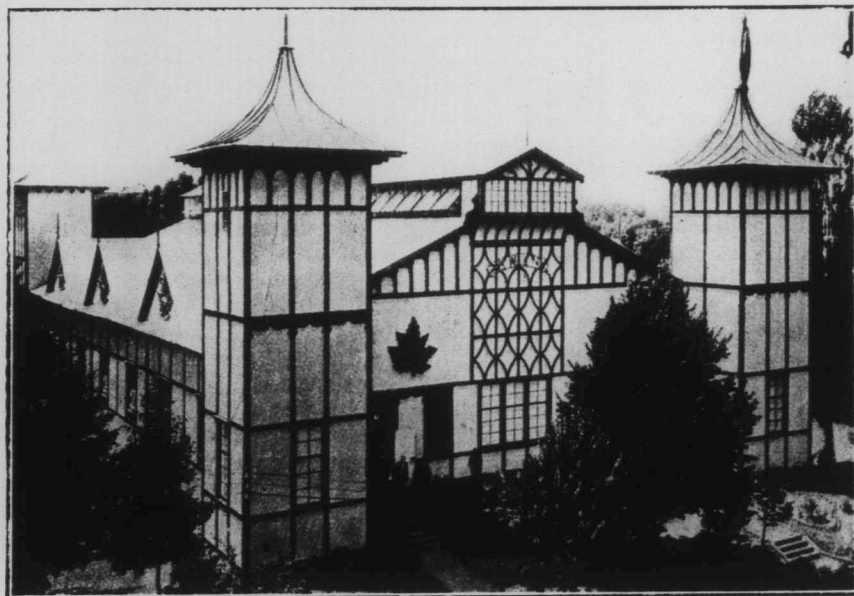
Three lines shown attracted particular attention. These were wheat, flour and apples. The quality of the wheat was pronounced by experts to be above anything imported by Italy at present. The apples on exhibition, which were of last year's growth, were thought to be remarkable. It was hard to convince visitors that the fruit was not artificial. They did not think it possible that such apples could be grown and kept for such a period.

The minerals also caused much comment. Canada is rich in ore of every description, and every metal produced in the Dominion was shown.

Taken all in all, Canada acquitted herself very creditably, and her exhibit, as compared with those made by other countries, was an excellent one.

### Canada's Representatives.

The exhibit was made by the Canadian Government, there being no private interests. Mr. Hutchison, who had acted in like capacity for the Government before, was in charge, and he certainly is deserving of praise for his work. Others who worked in the interests of the Dominion were C. H. Catelli, president



MILAN EXPOSITION—Canadian Pavilion.

trade interest in Canada has been broken by the Dominion exhibit at the Milan exhibition. The Canadian pavilion was visited daily by thousands of Italians from all parts of Italy, and the size and beauty of the building, the variety and all round excellence of the exhibit created such an impression on the mind as will not soon wear off. The Italian Minister of Agriculture, who visited the Canadian pavilion, was very much impressed at the showing made by the Dominion, and expressed himself to that effect. The Italian farmers were particularly enthusiastic over the exhibit. They returned day after day to wander

modelled their new pavilions after the Canadian structure. Over the arched entrance to the building was a large maple leaf emblematic of Canada. This was a beautiful piece of workmanship. Inside everything was neatly and artistically arranged. The decorative scheme was carried out in Canadian grains. Every cereal was used, and, as may be seen by the accompanying illustration, the effect was exceedingly attractive. On the walls were hung pictures depicting harvesting and other incidents of farm life, views of the Canadian Rockies, and other scenes known to the inhabitants of Canada, but new and instructive to the

of the Montreal and C. Mariotti, Montreal. Mr. C commissioner of ment.

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ready Italian bu inquiries with a lations with Car Of course the gr velopment of tra two countries at direct communica steamship connec that the trade be would soon grow

## THE CANADIAN GROCER

of the Montreal Chambre de Commerce, and C. Mariotti, the Italian consul at Montreal. Mr. Catelli acted as honorary commissioner of the Canadian Government.

### Prospects of Trade.

When seen on his return by a representative of The Canadian Grocer, Mr. Mariotti expressed himself as satisfied with the exhibit made by Canada. "We made a great showing," said he, "and without doubt there will be results. Al-

believe that there is a certain large Italian steamship company which would be only too glad to run a monthly service between Canada and Italy if it were made any way profitable for them. But they must have the assistance of the two Governments. The two peoples must understand each other and this they do not at present. It would be necessary that there should be a revision of the tariff also. But the first thing is the direct steamship line. Let us get

ported from Italy to Canada. We require lemons, oranges, marble, while Italy must have grain, apples, coal and other things. Why, the Canadian wheat would command a record price over in Italy, and there is no reason in the world why a large trade should not be built up between the two countries in this commodity alone. The Marquis Doria, representing the Italian Government, has done much to promote trade relations between the two countries. Let us have direct connection by water and the rest will come naturally.

"The exposition at Milan has done a great deal to establish Canada in Italian trade circles, and without doubt the country will derive great benefit from her excellent showing."

### SHE GOT THERE FIRST.

"I say, Gaddersby," said Mr. Smith, as he came into the fishmonger's with a lot of tackle in his hand, "I want you to give me some fish to take home with me. Put them up to look as if they've been caught to-day, will you?"

"Certainly, sir," said the fishmonger. "How many?"

"Oh, you'd better give me three or four barbel. Make it look decent in quantity without appearing to exaggerate, you know."

"Yes, sir. But you'd better take salmon, hadn't you?"

"Why? What makes you think so?"

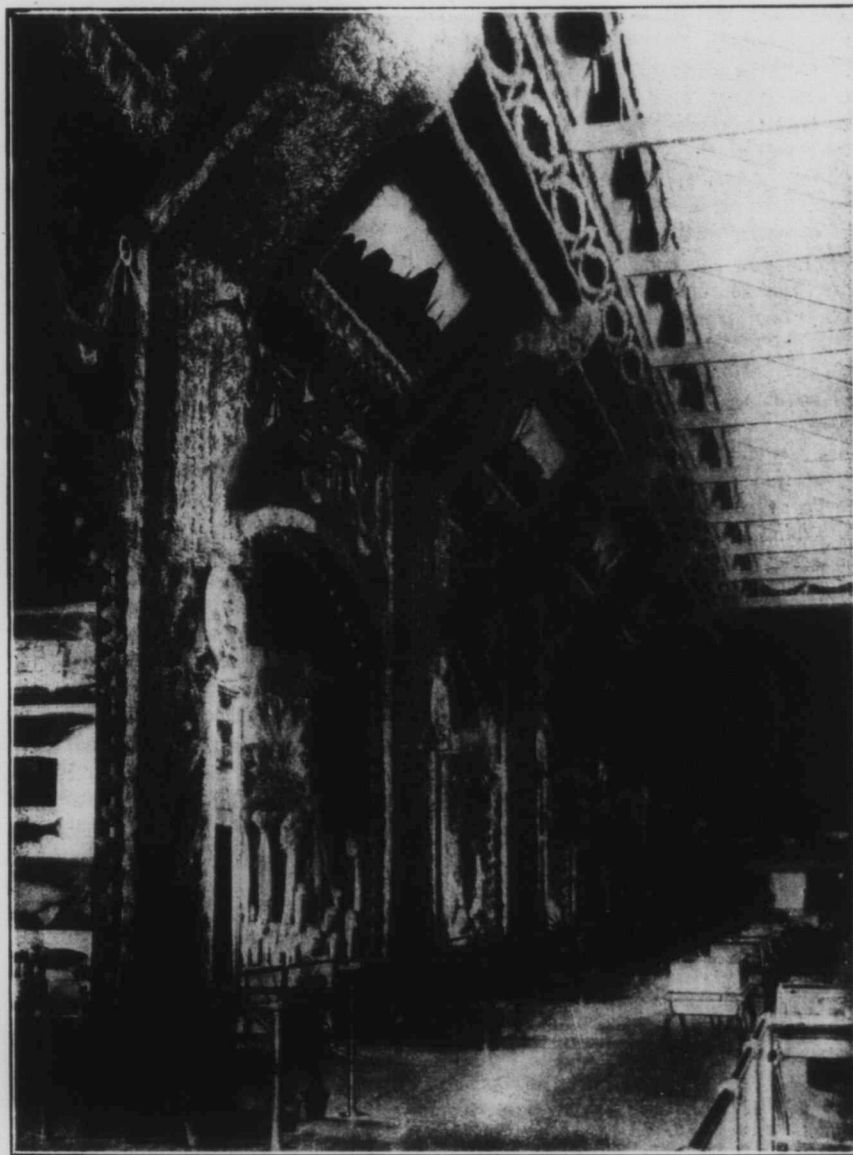
"Oh, nothing, except that your wife was down here early this afternoon and said if you dropped in with your fishing tackle and a generally woe-begone look, to get you to take salmon if possible, as she liked that kind better than any other."

Mr. Smith took salmon.—Punch.

### FATTENED OYSTERS DANGEROUS

When oysters are removed from more saline water to that which is less salt, says Dr. William K. Brooks, professor of zoology in the Johns Hopkins University, who has made the oyster a life study, they absorb water quickly, and become plump, or "fat," but the fatness is nothing but water. The "fattening" is usually carried on in the mouths of rivers, which are always near towns and polluted by sewage.

Every "fattened" oyster is too suspicious to be eaten raw, and the outbreaks of typhoid fever which have been traced to oysters most clearly have been traced to "fattened" oysters. All the fresh water that a "fattened" oyster has absorbed is at once extracted by cooking, so that the "fattening" of oysters that are to be cooked is not only an unnecessary expense, but a fraud on the consumer, who is sold filthy water from the harbors of cities at the price of oysters.



MILAN EXPOSITION—Partial View of Canada's Grain Exhibit.

ready Italian business men are making inquiries with a view to establishing relations with Canada in a business way. Of course the great handicap to the development of trade relations between the two countries at present is the lack of direct communication. Had we a direct steamship connection, I have no doubt that the trade between the two countries would soon grow to large proportions. I

that and we shall have started. At present I believe there are only three or four direct steamers a year. But say we should have one direct steamer a month plying between Canada and Italy. We should soon have results which would be of mutual benefit. There are, as you know, many lines which could be exported profitably from Canada to Italy, and just as many lines which could be ex-

## COFFEE MAKING AND MARKETING

In a recent course of technical lectures before the Brighton (Eng.) branch of the National Association of Grocers' Assistants, J. Collings, a coffee expert and prominent in the Grocers' Federation, gave a very interesting talk on coffee. He drew attention to some interesting quotations from the earlier writers about coffee, and observed that public men, who had much speaking, found a cup of good coffee the gentlest and most effective of brain workers. Answering the question, What is coffee? he said that, unlike tea, which was the leaf of the plant, coffee was the actual fruit which, when ripe, was like a cherry in appearance, and under the outer or fruity covering there was a parchment which contained the seeds or berries.

There were usually two berries in each cherry, but sometimes only one, which, in that case, was oval in shape, and was described as "pea-berry." Whether one or two berries, it was this (when the outer coverings were removed) which had to be finally roasted and ground before being made into the beverage.

Tracing the history of the plant, which was originally derived from Kaffa in Abyssinia (hence its name), he spoke of its rapid cultivation over Arabia, Aden, Mecca, Medina, and thence to Syria and Persia, and went on to say that coffee was first introduced from the east into Europe in 1615, when it was taken into Italy, and France in 1660, coffee houses being opened in Paris in 1672, and something like £3,000 per year being spent by the household of Louis XIV. on this article alone. It was first introduced into England earlier than in France, the first coffee house in London being opened in 1655 in St. Michael's alley, Cornhill, and although at first it cost from £4 to £5 per lb., it soon became cheaper, coffee houses springing up everywhere. The lecturer quoted from an old advertisement in which it was claimed for coffee, among other things, that it "quickeneth the spirits and made the heart lightsome; was excellent to prevent and cure gout, dropsy, and scurvy; was known to be a better drink than any other for people in years; and was a most excellent remedy against the spleen and the like."

Although Arabia was at first the chief producing country, both plant and seeds were introduced into Java, India, Ceylon, the West Indies and Central and South America. At the present time only an infinitesimal proportion came

from Arabia, three-fourths of the whole crop coming from the Brazils, viz., twelve million out of sixteen million bags, or equal to 720 thousand tons out of 960 thousand. Although a tropical plant, it flourished practically everywhere within a limit of 25 degrees, or at the outside 30 degrees, north or south of the Equator. Most of the coffee was grown from the Arabian variety but of late years a good deal of land had been planted with Liberian seed from West Africa, which produced bigger crops, was less liable to leaf disease, and produced berries of enormous size.

In London the coffee was at once put into the customs warehouses, samples were taken from each consignment and inspected by the trade, and on a given day an auction was held, the coffee sold, and so came into the hands of the distributors, whose business it was to continue the curing process by means of the application of intense uniform heat to the horny seed in order to make it yield its aroma and part with its non-food products, the latter chiefly water and gallic acid. The operation of roasting was of supreme importance; it demanded a great natural liking for coffee in the operator and continuous experience. The selection of seed coffee to make blends for use was important in its relation to local water supply wherein the coffee infusion was to be consumed.

Calling attention to the comparative consumption of coffee in various parts of the world, he pointed out that in the United States it was 1,000 million pounds per annum, or 12 lbs. per head; in the United Kingdom 30 million pounds for over 40 million people, or slightly under three-quarters of a pound per head—truly we had something to learn about this article; and in Holland, our pupil in coffee drinking, 16 lbs. per head. We had actually gone back from .090 in 1884 to .071 in 1903, and the reason was that coffee had not been intelligently handled in the past by the grocers of this country.

A series of interesting limelight views were thrown upon the screen, illustrating the planting, growing, flowering, fruiting and gathering, cleaning, and drying, of the coffee, also methods of sorting and grading. Continuing, Mr. Collings described the characteristics to be looked for in testing and buying and points to be noted in selecting. He afterwards practically illustrated, in the following manner, the best way to make

coffee, handing a cup to each person present: Use an earthenware jug, for exactness a pint jug for a pint of coffee beverage, a quart jug for a quart, etc.; make the jug dry hot; put into it for each pint not less than an ounce of genuine coffee; pour on fresh boiling water; stir thoroughly for two minutes; then fill the jug with water to the full extent of its capacity; let it brew for five minutes, and it is then ready for consumption.

### COFFEE ADULTERANTS.

The United States leads the world in the consumption of coffee. The yearly consumption in Great Britain declined steadily during the last half of the nineteenth century. This is attributed to the adulterations which at one time were extensively practised. Probably few articles of food are subjected to so much adulteration as coffee. Substances of an entirely foreign nature are often palmed off as genuine coffee, or are offered as substitutes. Dandelion, parsnip, carrot, and beet roots, beans, lupins, rice, and various cereals, roasted and ground, have all been employed, and within recent years the manufacture of artificial coffee has been undertaken on a considerable scale, the material being mixed to a stiff paste and run through a machine for which patents have been granted, and from which it emerges in the shape of coffee beans, which, after drying and roasting, are well calculated to deceive the eye, though not the nostrils or palate. These adulterations can be readily detected, for genuine roasted coffee may be soaked in cold water indefinitely without the bean losing its smooth surface or hard, tough consistency, nor will it impart its color to the water, whereas chicory and other imitations become soft and spongy and render the water muddy. As far back as the eighties it was estimated that something like 18,000,000 pounds of various vegetable substances were annually sold as coffee.

### GRADES OF COFFEE.

The difference in taste of coffee as found in the markets is principally due to two causes: (1) the roasting to either a reddish-brown or a dark brown; (2) the picking of coffee when some berries are green, others red, and still others a dark purple, the last being the ripe fruit. Thus we have three grades from each tree; add the difference in roasting, as mentioned, and we have six grades; then take the perfect berry, which is flattened on one side, and the spherical berry, the so-called Mocha, and that gives twelve grades of coffee

VEN

There is no class success to such a upon the absolute premises as the gr and at the same ti none who, at diffe year, experience, maintaining the de tions. In Summer question of ventilat one, because the w left open, and in c sonable precaution of air pollution.

In Winter time, are altered, and w ly to be as much mal and vegetable Summer, still such ways taking place time charge the a which are of both a nature.

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### Fire and

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Has it ever oc wherever there is; there is a splendid large amount of as was said, good the proper applian

## VENTILATION OF A MODERN GROCERY STORE

There is no class of tradesmen whose success to such a large extent depends upon the absolute cleanliness of their premises as the grocer and the butcher, and at the same time there are perhaps none who, at different periods of the year, experience greater difficulty in maintaining the desired sanitary conditions. In Summer time, as a rule, the question of ventilation is not a serious one, because the windows and doors are left open, and in consequence with reasonable precaution there is little danger of air pollution.

In Winter time, however, conditions are altered, and while there is not likely to be as much decomposition of animal and vegetable matter as during the Summer, still such decomposition is always taking place and will in a short time charge the air with the results, which are of both a gaseous and organic nature.

Even though the odors in a shop are not the result of decaying matter, but are simply—as in the case of a grocery store—the blending together of the butter, soap, onions, etc., they are sometimes offensive, and, everything else being equal, the store in which these combinations are reduced to a minimum will receive the greatest amount of and the most excellent patronage.

It is commonly supposed that, except with the use of an expensive mechanical plant, it is impossible to accomplish any definite results in the matter of ventilation, and for that reason few attempts have been made along that line.

### Fire and Ventilation.

It is true that where a building or a room is filled with people who are constantly vitiating large volumes of air that no satisfactory results can be obtained except through the medium of a mechanical system which includes a fan, with the necessary motive power, but in the case of a store it is entirely another question, and in most cases very satisfactory results may be obtained by the expenditure of very little money and the exercise of a little common sense (which perhaps is not as common as it is supposed to be) and a good judgment.

Has it ever occurred to you that wherever there is a fire lit in a building there is a splendid means of providing a large amount of ventilation providing, as was said, good judgment is used and the proper appliances are provided?

Let us take, for example, the case of a store heated by a hot air furnace connected to a chimney 12 inches square and 35 feet high. Under such conditions with a very moderate fire the movement of gases in the chimney would average at least seven feet per second and would perhaps exceed that velocity considerably, depending upon local conditions. However, at the figure named the quantity of air or gas passing up the chimney every hour would be 25,200 cubic feet. Now, in most cases, where does that air come from? Most likely through badly fitting cellar windows and doors, perhaps broken panes of glass, and very seldom indeed from a place where it might be drawn with advantage to the storekeeper.

### The Illustration.

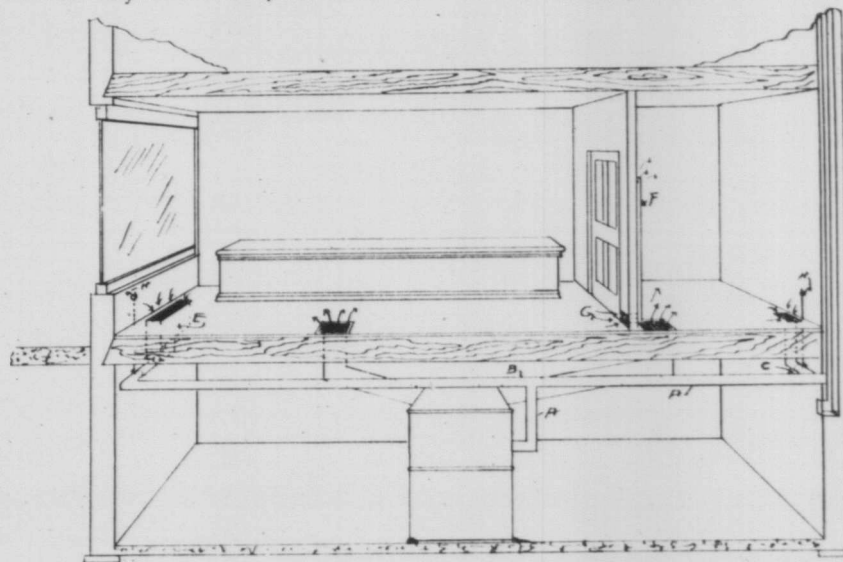
The sketch shown is intended to indicate one way of the many in which this

nections (E) and (C), both fitted with a tight damper from which chains (H H) are run up through the floor and fastened on hooks.

Now, ordinarily, there is a flap damper in a furnace smoke pipe, which when opened allows the chimney to draw the air directly from the cellar, instead of through the fire, thereby checking the latter. In this case such flap damper is omitted, and the openings to cellar made as tight as possible.

### Moving Cold Air.

Assume now that the fire is in condition to check; instead of opening a flap damper in the cellar we would simply pull one or both of the chains marked (H), thereby opening the direct connections from the floor of the store above into the smoke pipe, and consequently into the chimney, and we at once set up



condition of affairs may be remedied and some definite results obtained in the matter of ventilation. It will be seen that the building consists of a front shop and a rear storeroom (though of course the idea would work out in the same way in any size building) and a basement. The furnace, which in this case is hot air, is placed as near the centre as possible, and a hot air register is placed in each room (the cold air inlet to the furnace, which may be taken from within the building or from outside, is not shown).

The smoke pipe (A A) connects with the chimney at the rear of the building. Into this smoke pipe are run two con-

a current from the coldest portion of the store, viz., the outside walls, which will remove cold foul air at the rate of perhaps 25,000 cubic feet per hour, which in most cases will provide ventilation sufficient to produce practically ideal conditions in a store.

It often happens that heat is neither required nor desired in the storeroom, while ventilation is most necessary. In such a case we would omit the hot air register indicated in the storeroom, and allow the cold air from the floor of the shop to pass in at (G) and up through pipe (F), and out through ventilating register in opposite side of the room.

It is desirable that the incoming air

should be compelled to rise, for otherwise it might be drawn across the floor directly to the outlet without changing the air in the upper portion of the room at all.

Of course this system can be greatly modified to suit various circumstances. For instance, the space between two joists may be converted into a duct by nailing paper and boards across the bottom to make it tight and connecting same to smoke pipe at nearest point with a tin or galvanized iron sleeve.

Then again, a foul air pipe fitted with a tight damper may be taken from a cold spot in the shop and enter the under side of the ash pan so that all air passing through the coal or wood will be taken from some place where its removal will accomplish the most good.

The sketch, however, indicates a principle which the individual can, in most cases, work out to produce results at a very small cost.

#### FLOUR IN CHINA.

The Chinese cook stuck the end of an ivory chopstick into a small brown biscuit.

"Taste, sir," he said.

The biscuit was warm, crisp, rich; it was light, well salted, nutritious — a biscuit, in a word, of peculiar excellence.

"This biscuit, sir, is made of flour of lentils," said the Chinaman. "You know lentils? Little green pellets, slightly flattened like split peas. Lentils are considered the most nutritious of all the foods of the earth. This one lentil biscuit, sir, is equal in nourishing power to a pound and a half of roast beef."

He took from a tin a little cake.

"Again taste," he said.

The little cake was rich and good.

"It is made, sir, of the flour of almonds," said the cook—"fresh, sweet almonds, ground into a white powder between two millstones. Such a flour is a finer thing than your flour of wheat, eh?"

Then he lifted a great lid and revealed some thirty or forty compartments, one filled with a pink flour, another with a yellow one, a third with a brown one, a fourth with a white, a fifth with a pale green, a sixth with a blue, and so on.

"All these are Chinese flours," he said. "In China, sir, we make over fifty kinds of flour. We make flour out of potatoes, out of sweet potatoes, out of peas, out of cocoanuts, out of millet, out of pulse, out of oats, out of bananas—the fact is, sir, we make flour in China out of everything but wheat, for in China, sir, we eat no bread, and therefore the coarse, dry, tasteless flour of wheat is useless to us."—Philadelphia Bulletin.

## GINGER AND ITS PREPARATION

Pepper, cinnamon and ginger form the big trio in the galaxy of spices. Pepper is a fruit, cinnamon a bark and ginger a tuberous root or rhizome. When fresh and tender, ginger is preserved by removing the cortical and boiling it in syrup, says William N. Toshach in the Tea and Coffee Trade Journal. It is an agreeable, warm, wholesome sweetmeat, this prepared ginger, although somewhat neglected and awaiting a fancy name and an advertising expert.

The gingers from which the ground products of commerce are produced are the cured dried roots, cleaned, prepared and graded. There are five kinds, called respectively Jamaica, African, Cochin, Calcutta and Japan. Jamaica is by long odds the best in point of flavor and strength. There are those who have proved to their own satisfaction that African and Indian gingers are stronger than Jamaica's, and they present an analysis of the different sorts to establish their conclusions. Jamaica has a rare flavor and pungency, of which it contributes a considerable part to cold water and infusions. The fibre which is extracted in grinding makes an excellent extract and forms a splendid matress to mix with gingers ground too fine for percolation. It is excellent for ginger-ale makers, although many grinders now consider this fibre worthless and throw it away. The pieces of ginger root vary in lengths from two to six inches, with a number of irregular branches, reminding one of miniature deer antlers. They are yellowish white on the outer surface; the inner portion is nearly white. Coated with whiting, this root becomes the bleached ginger of commerce, and although its price is as high at times as 4 cents per pound above the price of the natural root, its spice value has been depreciated, as chalk and water would reduce the value of milk. The dope is prepared by mixing three-eighths of a pound of glue and two ounces of borax in two gallons of water, which, when thoroughly dissolved, is added with seven pounds whiting to sufficient boiling water to make, in all, 24 gallons, which while hot should serve to bleach (whitewash) a ton of ginger, if it is properly dipped and distributed, and afterward well spread out and sun dried. It is superior to a number of wonderful decoctions, a few of which would seem to represent disinfectants and coatings for matches.

African ginger has a flavor which en-

titles it to a place near the head; it is darker than Jamaica, the pieces are distinctly rougher and thicker, and flattened on the upper and lower surface. It communicates a deep color to an extract of Jamaica ginger when added in proportions of 25 per cent., but the color is a decided objection to its ground product. All the gingers except Jamaica are packed in unbleached bags of 100 to 150 pounds. Tare 2 per cent. Cochin ginger is graded by letters, A being the highest and D the lowest. Very little A reaches our market; London, Havre and Hamburg skim the best selections off the ginger crop.

An assortment is shipped to our markets called "A B C," which purports to be a mixture of the three, but it is frequently but C. The better grades are nearly the same in color as Jamaica, but the branches are thicker and obtuse, while the lower grades, especially when the crop is poor, are short, horny and wrinkled.

Cochin serves also to lighten the darker sorts; while not very valuable outside of its color for a ground product of itself, as it is neither a good baker or extract maker, it has a place in many blends. This is sometimes bleached in the same manner as Jamaica.

Calcutta follows Cochin and is a dark root. The price secures it recognition. 'Tis usually dirty, has a rough epidermis which is well wrinkled. It was used largely as a salve for the conscience of those who sophisticated their product with a mixture of

250 lbs. corn meal  
250 lbs. wheat flour  
5 lbs. cayenne  
505 lbs.

which was colored and incorporated with five pounds ginger fibre or cut rope. In the "good old, glad old golden days" fibre was an evidence of purity in ginger and there was not always enough to purify it; therefore, secondhand rope was substituted. It is commonly reported that South street junk dealers were ashamed to look ginger-bread in the face.

Ginger being composed so largely of starch mixes readily with flour and rice polish, and kindly nature, not to be outdone, has provided that gingers shall be a fair haven and most prolific breeding ground for worms. Japan ginger is still cheaper, but lighter in color and has less pungency.

## ST. HY

On every side a progress being made agricultural lines. of growth in this tion of a new dai cinthe.

The new school tion, having been Government. It t ly those residing i bec, and illustrat the cheese and bu vince more than c The school was e old one, which h and quite incapal tion in these day largely with the e the Dairymen's A porters that it w build a new scho

#### Praise for

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## ST. HYACINTHE'S DAIRY SCHOOL

On every side are visible signs of the progress being made by Canada along agricultural lines. The latest indication of growth in this direction is the erection of a new dairy school at St. Hyacinthe.

The new school is a provincial institution, having been erected by the Quebec Government. It therefore concerns chiefly those residing in the Province of Quebec, and illustrates the development of the cheese and butter trade in that province more than other parts of Canada. The school was erected to replace the old one, which had become antiquated, and quite incapable of giving satisfaction in these days of progress. It was largely with the end in view of helping the Dairymen's Association and the exporters that it was finally decided to build a new school.

### Praise for the Institutions.

Everyone who has seen the new school has a word of praise for it. It is probably the best equipped institution of its kind in America, every modern convenience for use in the manufacture of butter and cheese being installed. Everything has been done which would tend to aid the students. There is accommodation for eighty pupils, and the school should soon be taxed to its capacity.

The principal building, which is three storeys high, with a basement, is 50 by 100 feet. The upper floors are twelve feet in height, while it is ten feet from floor to ceiling in the basement. To the left of this building is a cheese factory 84x40 feet, while to the right there is a creamery of the same size. It will be seen that these buildings are quite separated from one another, so that there can be no contamination from one to the other.

### The Cheese Factory.

In the cheese factory are to be found all the latest devices for use in the manufacture of cheese. There is a ripening room which is divided into three compartments. There is also an ice house. It is possible to maintain different temperatures in the different compartments, because the latest ideas in the circulation of air from the ice house or simply from the atmosphere outside, for the purpose of cooling, are used. The floor of the factory is of cement, and there is a gradual slope to the mouth of the drain at the centre, making it possible to wash the floor at will with ease.

The walls are of painted brick, while

the ceiling is of stamped and painted sheet iron. There is accommodation for eighty pupils along the right front wall. Along the left front wall are the machines, while there is a large open space between the machines and the pupils' benches, where may stand the teacher when demonstrating the different processes in the manufacture of cheese.

### The Creamery.

Except that there is a cold room, a storeroom, a washroom, and no ripening room, the creamery is just the same as the cheese factory.

### In the Main Building.

Situated on the first floor of the main building are the reading and waiting rooms of the pupils, and also a small study. Here also are the offices of the managers of the school, and a dressing

leading to the first floor, and also a recreation room and lavatories.

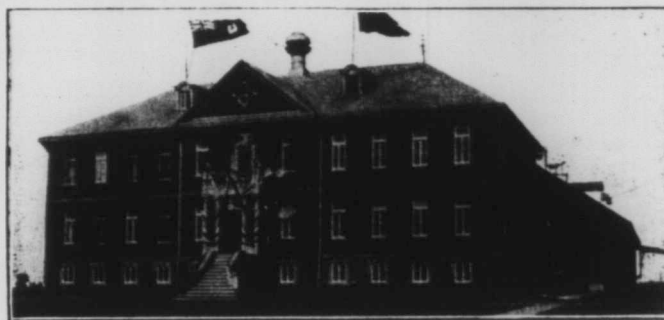
In the basement at the creamery end of the building there are two laboratories where may be studied chemistry and bacteriology. There are also two such laboratories on the cheese side, in the basement. There are two more rooms in the basement of the cheese department, one for the making of soft cheese and the other for ripening.

There is hot and cold water, gas, electricity, and everything up-to-date.

The Provincial Government is to be commended for giving, in such a substantial manner, encouragement to the making of cheese and butter. The new school is sure to be well patronized, and in a few years there cannot help but be a noticeable improvement in the quality of the already excellent cheese and butter turned out by makers in the Province of Quebec.

### GREEN TURTLES.

The flesh of the green turtle, it is claimed, brings up to \$50 a pound, and the meat comes from the coral reefs of



The New Dairy School, St. Hyacinthe.

room and toilet room for the professors. A five-foot passageway runs along the centre parallel with the front of the building. This passage connects with the cheese factory on the left, and the creamery on the right. The pupils' laboratory is between the apartments of the butter instructor and his assistants, and those of the cheese instructor and his assistants. The laboratory contains two large sinks, and two steam babbcocks, one being for cream and the other for milk. Then there are work tables for the pupils. The tables are covered with lead. All necessary instruments are supplied. The laboratories of the provincial chemist are to be found on the next floor. There are three of them, while on the third floor there are three more, one of them being fitted up for photography. The director of the school has rooms on the second floor. The basement contains, besides the living rooms where the pupils pass their spare time, a good-sized vestibule with a staircase

the West Indies. The turtles are caught in nets among the rocks. They are carefully shipped north. It's a different treatment that they get, though, at the natives' hands. If a native is bringing turtles north he nails them fast to the deck by their flippers. Strange creatures that they are, they appear to suffer little under such cruel treatment. The calipee and calipash are respectively the flesh from the breast and the back of the green turtle, tit-bits which are unequalled in the earth beneath, the heavens above, or the waters under the earth. This meat is superlatively rich, delicate and tender. Live green turtles fetch wholesale from a dime to a quarter a pound. What makes the meat so expensive in the end is that out of a 140-lb. fish you'll only get two pounds of calipee and one of calipash. Several times when there has been a tight turtle market the chefs offered \$1 a pound for live turtles.



# WHAT IS THE COST OF DOING A RETAIL BUSINESS?

Subject for an Open Discussion

Only four or five in a hundred of the people who go into business succeed. The other ninety-five or six either go to the wall or eke out a bare existence.

"Ninety per cent. of retailers," said a business man the other day, "don't know the cost of doing business. It's the cause of so many failures and in my opinion the best training for a business career is a thorough course in book-keeping and accounting."

If this be true, and the view is strongly held by a great many business men, it is time the retail grocers and general merchants of Canada were making a thorough study of the cost of doing business. The old school definition that profit is the difference between the cost price and selling price of an article is wrong. The expense of doing business must be subtracted from the profit and the grocery trade affords a great many instances of when that can't be done, for the reason that if a boy has only two cents three can't be taken from him.

## Two Causes of Failure.

There are two reasons for this lack of knowledge of the cost of doing business. The first is bad or inefficient methods of bookkeeping. The second is a failure to include in the cost of doing business all the items of expenditure that go to make it. There may be some difference of opinion in this regard affording subject matter for discussion. As an introduction to the question a representative of The Canadian Grocer interviewed a gentleman prominent in the wholesale grocery trade who has given a great deal of consideration to this aspect of trade inquiry.

## What Should be Counted.

The first item he mentioned was interest on the capital invested. Supposing a man were working on borrowed capital he would pay interest. If a storekeeper borrowed half his capital, the interest on his own money would be as legitimate an item of expense as the interest on what he had borrowed. This should include also interest on the value of stock not paid for. It should include also interest on all outstanding accounts owing him. If a firm has \$1,000 or \$25,000 open accounts on their books the interest on that is assuredly a legitimate cost of doing business.

Then there are some items that leave no room for questioning—rent, taxes,

light, fuel, wages, advertising, insurance. If a storekeeper owns his premises he should include rent, or what is the same thing, interest on the value of the property.

## Some Not so Clear.

Other less obvious but no less actual items of cost are salary of the proprietor, depreciation of stock and plant, loss of goods in weighing out, loss by bad debts, repairs and renewals, delivery.

If a storekeeper employed a manager the business would have to pay the manager's salary. If a man manages his own business he should have a salary just the same. It is what he lives on, his livelihood. Some people might say "His profits are his salary." Not at all. That is putting him in a worse position than the hired manager. If a business failed the worst that could befall a hired manager would be the loss of a position. He risks nothing. The storekeeper risks all he puts into his business. Surely his profits cannot be regarded as his salary. Profits should, as a matter of fact, be something quite distinct, something over and above salary.

## Depreciation.

Depreciation of stock and plant is not a myth. Take fruit, for instance, just as an example. Every bit of it that goes bad on a grocer's hands should be kept count of as stock depreciation. The same rule applies to all other commodities. Scales wear out, horses get old.

The loss of goods in weighing is a case of "many a mickle makes a muckle." It is a very natural tendency in salesmen to appear liberal and the effort to fight against it is not likely to be so strong if one is dealing with someone else's goods. Some people will rashly assert that what is given away in over-weight wouldn't amount to a hill of beans in a year. It is a great mistake to think so. Suppose that on an average a man gave over-weight of an ounce every time he sold a pound. Many sales would be more than one pound, many would be less. In a business of \$32,000 he would be giving away \$2,000. The best cure for over-weight is to have goods weighed up in advance wherever possible.

No one will dispute bad debts as a legitimate item in the cost-of-doing-business account, but some may not

have the courage to make a clean breast of it and admit the loss.

## Things Wear Out.

Repairs and renewals may look like a repetition of depreciation. In regard to plant it might be, in a sense. The point is provision must be made for both repairs and renewals. Repairs are continually necessary. Every person utilizing any kind of plant should know the percentage of depreciation and provide for it. If a horse lasts five years, in one year a fifth of his value is used up, has gone into the cost of doing business.

## Cost of Delivery.

The cost of delivery would surprise some merchants if they would give it careful consideration. Here is how a retail grocer in an Ontario city doing a business of \$125,000 a year figures it out. He keeps eight delivery wagons:

Interest on investment, 6 p.c.:	
Barn .....	\$1,300
Rigs .....	1,000
Horses .....	1,200
	\$3,500
	\$ 210
Wages of drivers .....	4,000
Keep of horses .....	1,162
Taxes on stable .....	33
Repairs .....	400
Total .....	\$5,805

This is just a little over 5 per cent. on the turn-over and shows that it costs this grocer \$725 a year to keep one delivery wagon. It will cost the man who keeps only one more.

## A Wholesaler's Comment.

Commenting on the situation generally the wholesaler referred to above said:

"In the first place a man in business is not in business for fun, or for a mere living. He should accumulate a certain sum each year to the good that would keep him from want by the time he is 55 or 60 at any rate.

"The temptation to cut prices is the curse of the whole business and it is ignorance that is at the root of all cutting, the lack of knowledge of the cost of doing business. It is the principal reason for failures. The result of cutting is that a man's family suffers. He is not able to give them a proper education. He is not able to take the recreation due himself.

"There is no n the retail grocer bed late; he sold is grinding all th ber of the retail merchants through could make ends a family combina sons and daughter them. If the tin in the retail trad portion to its va half the stores w tion of those who business is very, not over five per sarily follow tha they simply exist of business."

## Schedule

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Interest on open	
Salary .....	
Wages .....	
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Total .....	
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## Young Men

An Ontario ge himself "Ruben"

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**A Hard Worker.**

"There is no man works harder than the retail grocer; he is up early and to bed late; he seldom takes a holiday; he is grinding all the time. Quite a number of the retail grocers and general merchants throughout the country never could make ends meet if it was not for a family combination. They get in their sons and daughters and don't half pay them. If the time of all those engaged in the retail trade was paid for in proportion to its value and the work done, half the stores would fail. The proportion of those who succeed in the grocery business is very, very small, probably not over five per cent. It doesn't necessarily follow that all the others fail; they simply exist, go to the wall or out of business."

**Schedule for Statement.**

This gentleman places the cost of doing a retail business at 22 per cent. of the total turn-over. Many men will not agree with him. The Grocer invites its subscribers to fill in the accompanying schedule and forward it to the editor. The name will not be made public unless permission is given.

Interest on investment .....	
Interest on open accounts .....	
Salary .....	
Wages .....	
Rent .....	
Fuel .....	
Light .....	
Taxes .....	
Advertising .....	
Depreciation of stock .....	
Loss in over-weight .....	
Bad debts .....	
Delivery .....	
Repairs and renewals .....	
Freight and express .....	
Paper and twine .....	
Incidentals .....	
Total .....	
Turn-over .....	
Cost of doing business, percentage of turn-over .....	

**Some Retailers' Views.**

With a view to taking up this question The Canadian Grocer requested the views of several leading grocers as a beginning to the discussion, and the following have been received:

**Young Men Should Aim High.**

An Ontario general merchant signing himself "Ruben" writes:

What can or cannot be considered as a proper charge on profit is often asked.

We contend that the cost of doing business has a prospective and retrospective side, and can be considered as a theory or a fact.

To the young man about to start in

business the prospective cost must appeal. To him it is a hazy dream; after years of business it often becomes an awful nightmare.

We will, then, consider the cost of doing business from the standpoint of an investor. What must the young man consider as a legitimate basis of considering cost? All men enter business life for one reason—that of making money. Capital, time, energy, are devoted to that end, and the margin between cost price and price realized (commonly called by the misnomer "profit"—frequently a loss) must carry the business ship to the harbor of success or leave it a derelict upon the sea, a menace to the trade of those who navigate the same waters, dangerous to other interests limited only in proportion to its size, the practical result of not being able to discern between profit and loss. Stocks may differ—as may communities—but when a man draws say \$5,000 from the bank and invests it in stock he must be in a position at the end of a period of time to withdraw that amount plus a profit above interest or he has not succeeded.

To the beginner we say, over-estimate rather than under-rate the cost of doing business. It's safer. You invest say \$5,000 cash in a stock of general merchandise. You estimate you can do \$15,000 worth of business on this investment (we believe that the average stock in Ontario is not turned over more than twice, however). In order to do this you will have to charge against profit: Salaries (other than your own), rent of store, light, heat, taxes, insurance, advertising, freight, cartage, express, office expenses, depreciation of value of stock, and if you are doing a credit business, depreciation of value of book accounts also. We submit the following and contend that a man who hopes to succeed is not safe to alter the estimate only as time and experience together with the yearly balance sheet prove his ability to do so.

**A Concrete Example.**

To do a \$15,000 business on a \$5,000 stock of general merchandise we estimate the cost as follows:

	Per year.
Rent of building .....	\$200.00
Salaries—	
Man .....	500.00
Girl .....	250.00
Boy .....	200.00
Insurance on \$5,000 at 1½ .....	88.00
Light and heat .....	100.00
Advertising, 1 p.c. on amount of business .....	150.00
Taxes .....	50.00
Freight, cartage and express .....	300.00
Office expenses .....	100.00
Interest on investment, 6 p.c. on \$5,000 .....	300.00

Ten per cent. on \$2,000, cost of collecting book accounts, together with bad debts marked off ..... 200.00  
Add to this the depreciation in the value of his stock, worth say 80c. after one year ..... 1,000.00

Total .....\$3,438.00

We have \$3,438 as the estimated amount of the legitimate cost of doing this amount of business. In many items our figures are too conservative, and you will notice we have not taken into consideration the salary of the proprietor, this because we consider the above table as fixed expenditure, a tax against the business which must be met, while the proprietor's salary may be decreased or increased as business may warrant. The man who goes into business for one year, then sells out, may consider himself most lucky if he can do so without an actual loss, while the man who remains in business would not have to consider depreciation of stock more than from 5 p.c. to 10 p.c. per annum, save only the year he should wind up his business, when after five years his stock would perhaps be worth 75 per cent.

It will then be clearly seen that under ordinary circumstances a man must average 33 1-3 per cent. advance on net cost (not 1-3 advance on invoice, as much could be said about the importance of the cash discount and its place in a business man's success). But following up our example, 33 1-3 advance on cost would mean a gross profit of \$3,750, or a salary for the proprietor, providing he remains in business, of roughly \$1,000.

If every business man felt that departure from the above, whether business extravagance or cutting of prices, etc., meant a cutting of his salary (the only item of cost not fixed) fewer business failures would have to be reported.

**From the Pacific Coast.**

A firm of grocers write from Vancouver, B.C.:

Our experience has shown us that our expense, or the cost of doing business, is one of the items that require careful consideration. We have been told that 10 per cent. should cover the cost of handling our business, but we find that such is not the case. We place our expenses in schedule form as follows: Rent, or interest on capital in building, 2 per cent.; delivery of goods, 2½ per cent.; clerks' wages, 5 per cent.; bad accounts, ½ per cent.; interest on value of stock and fixtures, ½ per cent.; light, fuel, insurance and repairs, ½ per cent.; total, 11 per cent.

This we consider to be a very conservative estimate, and we can safely say that while expenses have varied according to circumstances, the volume of

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trade and the competition, these figures may be taken as a basis of a medium or small store's expenses.

### Another Schedule.

"Success," writing from Carleton Place, Ont., says:

I think the following should be considered in arriving at the cost of doing business:

At least bank interest on capital invested.

Rent or interest on value of real estate.

Reasonable salary to proprietor.

Wages to employes.

Insurance.

Taxes.

Horse keep, repairing rigs, etc.

Light and heat.

Telephone.

Depreciation in value of fixtures.

Postage, stationery, and all other expenses incidental to the business.

To illustrate: Suppose a man is doing \$12,000 business per year with \$3,000 invested, I would figure cost something like this:

Interest on capital, 3½ p.c. ....	\$105.00
Rent .....	200.00
Salary to proprietor .....	800.00
Wages to employes .....	850.00
Insurance .....	50.00
Taxes .....	30.00
Horse keep, repairing rigs, etc. ....	75.00
Light and heat .....	50.00
Telephone .....	20.00
Depreciation in value of fixtures ..	25.00
Postage, etc. ....	25.00
	<hr/>
	\$2,230.00

Now suppose he figured 20 per cent. profit on selling price of goods, \$12,000, we have .....	2,400.00
Less .....	2,230.00
	<hr/>
Net profit .....	\$170.00

I do not include freight as I think freight is a part of cost of goods and should not be figured in cost of selling them. In addition to the above I would add a small percentage for waste goods in some businesses where such waste is unavoidable. It seems to me too many merchants act on the principle that to buy an article for 80c. and sell it for \$1 means 20c. profit, and to my mind at least we need just such a discussion as you are undertaking.

### How Another Does It.

A grocer in an Ontario city writes:

In reply to your inquiry re cost of doing business, I will give you my own method. We derive our cost of doing business by keeping an account of our total sales each day and month, also our total expenses (including interest on capital, proprietor's salary and adding 1 per cent. for bad accounts). Multiply the total expenses by 100, then divide

it by the total sales, adding your 1 per cent. for bad accounts, and you have the per cent. of cost of doing business. For example, I will give you our method of keeping account of our daily sales and expenses and figuring our per cent. of cost at the end of each month:

Total business for month .....	\$4,000.00
Total expenses .....	400.00
Per cent. to cover expenses .....	10 p.c.
Bad accounts .....	1 p.c.

Cost of doing business for month of June, 1906 .....

	11 p.c.
	June, 1906.

### Sales—

Cash .....	\$2,000.00	
Credit .....	2,000.00	\$4,000.00

### Expenses—

Wages .....	\$240.00
Freight, etc. ....	10.00
Rent .....	40.00
Paper and twine ..	20.00
Fuel and light .....	8.00
Stable .....	25.00
Interest and insurance .....	35.00
General .....	22.00
	<hr/>
	\$400.00

### EAT CODFISH AND SQUID.

Wood's Hole, Mass., is a place where biologists from all the leading universities of America study during the Summer, says the New York Times. The Government maintains a station here and provides all material free for experimental purposes. Prof. Field is in charge and he occasionally entertains his pedagogical friends at an experimental marine dinner. Among his guests recently were Dr. Mathews, of Chicago; Dr. Conklin, of Pennsylvania; Dr. Carpenter, of Texas, and Dr. Crampton, of Columbia University. All pronounced the work of Professor Field a success. The majority voted that the dinner was a fine one.

Prof. Irving A. Field, who is a fellow of Harvard College and professor of chemistry at the College of Western Maryland, said among other things: "A sea food must pass these standards: Palatability, digestibility, be nutritious and abundant. It should come from deep cold water rather than warm, shallow water. The animal should feed on other living animals or on vegetable matter. The following pass muster under this test: The snail (*littorina*), the squid, the whelk (*sycotypus*), the rock crab, the sand lance and dogfish. The snail is abundant along the Atlantic coast as far south as Long Island. Boil it in salt water for fifteen minutes. Use a pin or needle to extract it from its shell. The squid is clean, and is found all along the coast. It is to be had for 10 cents per bucket, and may be fried or pickled in vinegar and spices. The whelk (large snail) makes a chowder equal to

that of any clam. It may also be fried and is plentiful. The sand lance, or silver side, is better than any sardine if steamed under pressure and then preserved in olive oil. The dogfish may be prepared like any other fish."

Through Professor Field's experiments this fish is now being put up in cans like salmon. It tastes like sea bass. All the fish mentioned by Professor Field were served at his dinner. Professor Field says a cheap food is needed for wage earners, as statistics show that one-half of the wage earner's income goes for food.

### QUEBEC EXPANSION.

Conditions in the flour and feed section of Quebec City trade are more satisfactory than some little time ago, due to more than average crops, assured prosperity and general optimistic feelings resulting from the calls in Quebec of C.P.R. steamers and the building of the new bridge. This is evidenced in no better way than the decided expansion in the trade of many firms. None can show a more striking growth than that of C. A. Paradis, which house although but two years established under his own name has already won an assured position.

Although young in years, Mr. Paradis has had ten years' experience in the trade and has built up a splendid connection as a result of strict integrity in all dealings coupled with exceptional facilities and a great deal of earnest hard work. In fact, he goes so far as to make his business his pleasure, supervising all departments, though by no means a "do-it-all man."

A Grocer representative was recently shown through his premises, taking note of his large warehouses for flour, feed, grain, hay, provisions, fish of all kinds and general groceries. His business is at 81 Dalhousie street. Immediately back of commodious offices is a brick warehouse 160 by 40 feet, amply stored in all its large five flats and basement. This is said to be the largest warehouse in the city. Beside this is another warehouse 40 by 60 with four flats.

These few facts give his retail customers an inkling of his ability to promptly look after their wants and afford manufacturers and millers some idea of the value of his representation. These large warehouses enable him to give ample accommodation to firms wishing storage facilities and his business in this direction is increasing.

Mr. Paradis is planning to extend his business so as to effectively handle foreign and domestic agencies in grocery and allied lines. His experience pre-figures success. He is now open to receive applications from firms wishing up-to-date representation.

PLEA

The grocery business has undergone a revolution, and the tin can, glass jar, bag, box and other methods of overturning influence and conditions in the time grocery trade retail wants his in a package.

jobber in "stuffed" the idea. The retail business, and the minimum dispensing these customers. It is treated, printed business, and, with one package to the grocery trade demand for packages er lines that have box, jar or cart

Seriously, as papers, prunes associated with the years ago, when bought his products tremendous packages hundred pounds, hieroglyphics of customs ports. American prune packing box is customer cleanliness ravages, flavor of the fruit

### Sanitary

Without doubt, the revolution have been leading to this evolution grocery store. The knowledge of his disposition always his representation necessary handling to eat, caused to follow, the idea name of the product outer covering source of a package assurance with steel in brown paper customer. The this same packaging grocer excellence. Wi favor of the product the grocery business

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## PLEA FOR PACKAGE GROCERIES

### Modern Trade Development

(R. C. Brandon, in Interstate Grocer.)

The grocery business is in a state of evolution, and has been for some time. The tin can, glass jar, paste-board carton, bag, box and oiled paper are the overturning influences acting upon methods and conditions bearing upon the old-time grocery trade. The customer at retail wants his goods delivered to him in a package. The manufacturer and jobber in "straight" goods encourage the idea. The retail grocer finds a simplified business, a cleaner, surer profit, and the minimum of time and labor in dispensing these package goods to his customers. It is the age of the illustrated, printed package in the grocery business, and, with the introduction of one package to a new line of commodity, the grocer feels the pressure of demand for packages for half a dozen other lines that have not been adapted to box, jar or carton.

Seriously, as well as in the comic papers, prunes always have been associated with the grocery store. Fifteen years ago, when a grocer in a big city bought his prunes, he got them in a tremendous packing case weighing many hundred pounds, and stamped with the hieroglyphics of the Turkish growers and customs ports. With the coming of the American prune and raisin the handy packing box is coming, assuring to the customer cleanliness, freedom from insect ravages, and the undeteriorated flavor of the fruit.

#### Sanitary Era in Groceries.

Without doubt cleanliness and sanitation have been the greatest forces leading to this evolution of the package grocery store. The consumer, with his knowledge of germs and their menace, his disposition to fear adulterants, and always his repugnance against the unnecessary handling of the things he has to eat, caused him to lead, rather than follow, the idea of the package, with the name of the packer stamped upon the outer covering. This acknowledged source of a packed commodity carried an assurance with it which no grocer's parcel in brown paper ever had given the customer. Then, in the same measure, this same package relieved the dispensing grocer of the authority for its excellence. With only these things in favor of the package the evolution of the grocery business was made plain.

But in a hundred other ways the old-time grocer, looking on at the package business in the modern grocery store,

may see where his old methods were more than archaic by comparison.

#### Freed from the Errors of Clerks.

The grocer selling in packages, first of all, has an absolute assurance against the inaccuracies of the average clerk who handles weights and measures. This clerk is not a scholarly, systematic man. He may be hurried beyond measure. He may be tired out late in a long day. If he makes a mistake on the scales and gives out too much he cheats the house of profits; if he weighs too little he is almost as likely to antagonize the customer and lose the trade for his house. At the best, and at all times, the customer, looking on, expects to see the scale register the proverbial "down weight," and this may mean one penny-weight or two ounces—all dependent upon the clerk or upon the clerk's mood and attention.

Thus in weighing alone the proprietor of a grocery store dealing along the lines of case goods never was certain that even the law of averages would keep him on the right side of reasonable profit. Then eleven eggs in a bag which should have held a dozen; a pound of crackers, full weight, but with half of the squares broken and dog-eared; a parcel improperly wrapped, which on the way to a customer would burst open, spilling half the contents—these conditions in the business of the old-time grocer left him especially open to the suggestion of the package trade.

#### Difficulty in Price Making.

On the other side of his business, too, the old-timer had many guesses coming. For instance, he bought a barrel of cucumber pickles. The manufacturer who sold it to him probably said there were 1,000 pickles in the barrel. Not unlikely it contained 800, with eight inches of salt sediment in the bottom. How could the grocer, paying for 1,000 cucumbers and doubting the number, fix his own retail price to his own customer in any certainty except by counting them?

How could this same grocer, buying a thirty-pound box of soda crackers, fix readily his retail price when he had to consider the problems of down weights, the breaking of the crackers, the deteriorations and losses that came of the goods lying around in the open boxes, subject to moisture, dirt and the petty inroads of the cheese and cracker fiend?

#### Heavy Loss on Bulk Goods.

Considering the old-time grocery store, it might be said that three-fourths of all the goods he handled in bulk were subject to a legitimate loss in weight, and to this extent a deterioration in quality and flavor. But this illegitimate loss that came first through a short count from the jobber and later through the petty shoplifting of the loafing, inquiring, but non-purchasing "customer," was a terror to the average small grocer. These losses made his business as much a guess as the package trade makes it a certainty.

It may be set down as certain that if ever the package grocery ceases for any reason to exist it will be against the strenuous, hard fighting of the package grocery keeper. When package groceries have evolved to include every line handled by the grocer—if that shall be possible—the package grocer will have the simplest, surest business in the world. It will be possible then for him to make an almost absolute statement of his condition of business every night in the week. How shall this be possible?

In the first place, he will know almost at a glance what his sales for the day have been. He will know that neither more nor less has been handed out to a customer than the package paid for has guaranteed. He will have got the packed commodity at a certain fixed price, and it will have been sold at the fixed retail figure beyond any reasonable chance of mistake. And with all this in favor of the packed commodity, the whole business of receiving the goods into the house, the displaying of it, the handling of it to the delivery wagon, and the final dumping of it on the kitchen table of the customer will have saved the grocer at least one-third of the time of his working forces.

#### Chance for Progressive Grocer.

Under the present conditions of the grocery trade there is opportunity for the wide-awake, active grocer to anticipate some of the coming certainties in package development. He may have a certain bulk goods which he knows are up to his standard of quality. He is assured that his customers will be glad to have the commodity in a staple package, if even he have to put his own name and address upon the wrapper in identification. For instance, bulk prunes of good quality may be bought for 8 cents a pound, net. If they are packed at once in a proper carton in a proper way they can be handled satisfactorily by a careful man and without loss. Thus a pound of 8 cent prunes in a carton

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will cost the grocer 9 cents, while the package may be sold to the consumer for 14 cents, giving a clean, sure profit of 5 cents on every package handled.

Naturally as the neatness and general appearance of a grocery package mean much in the sale of its contents, the general tendency of the package commodity will be to enforce tidiness and display of goods to every advantage on the part of the grocer. Goods that a few years ago were in boxes, barrels and bales which served to litter up the best kept store now are placed on shelves down the side of a storeroom and in the front windows, dressing the room attractively and at the same time doing as much as the salesman can do in suggesting purchases for the consumer who has his eyes about him.

### Name Must Carry Guarantee.

Package goods carrying the name of the producer or jobber or retailer are the goods par excellence of the present and of the future. The guarantee of the packer must go with every package. This is an implied condition which the customer will insist upon. A man may go to John Smith's grocery store and buy a commodity from a bulk case, taking it home to

find it distinctly second class. Yet he may use this commodity to the end out of its common brown bag, unmarked, while if the stuff had been in a cardboard carton bearing the name of John Smith the goods would have been returned with indignant protest.

It is in handling package goods that the grocer finds his protection against the operation of the food laws. Goods coming in an original package from the manufacturer or his agents and sold in that package by the retail grocer leaves the grocer free of legal entanglements if the goods shall have been adulterated. If goods are bought in bulk and weighed and sold by the grocer at retail the customer finding short weight or adulteration has recourse against the grocer.

### Spice Trade Proves Point.

No plainer showing of the responsibility of the firms packing groceries can be shown than has been marked in the spice trade in the last fifteen years. In 1890 at least 65 per cent. of all spices were sold in bulk, much of it was ground, and even more of it adulterated. To-day, virtually all spices are in packages, ground, and in the

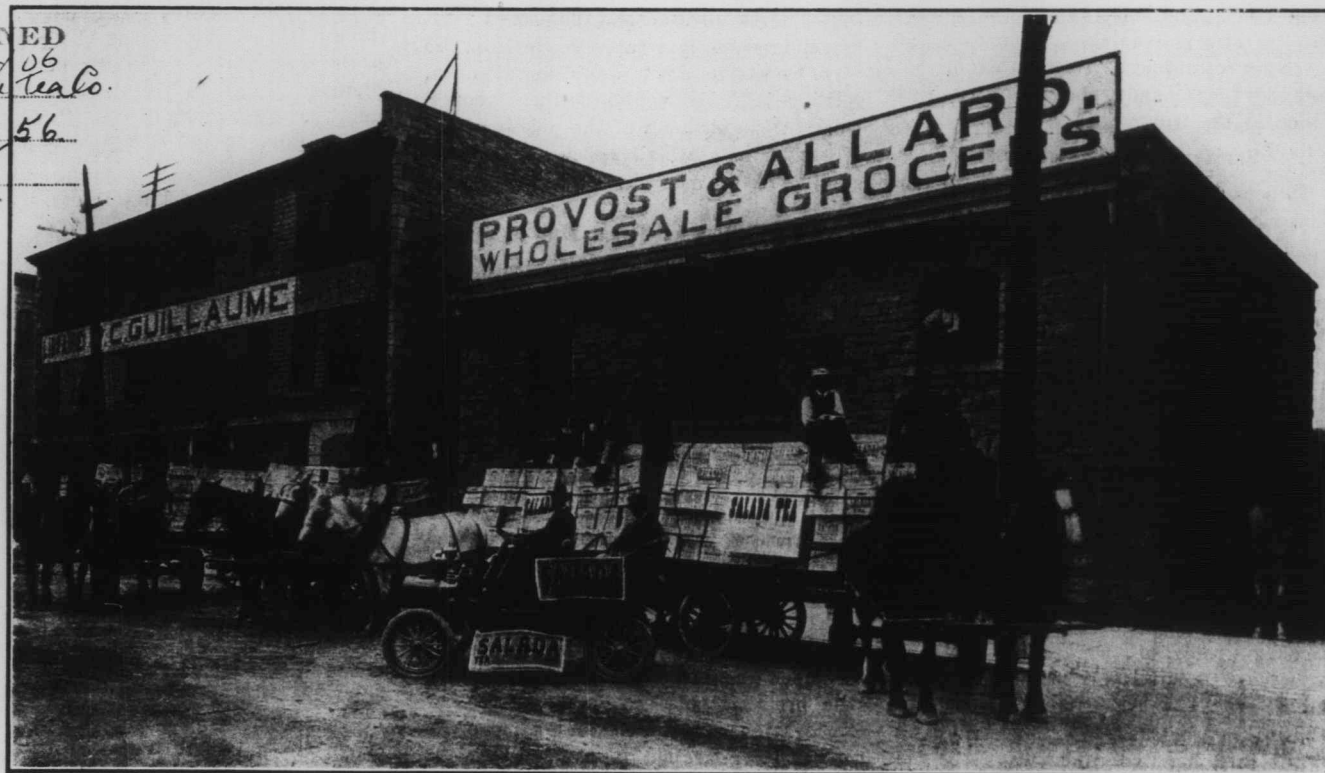
grinding and packing and labelling of these spices the public has its chief assurance that it is getting the best that the markets afford. Few people to-day would buy ground spices from a bulk can, and nobody who buys his whole spices with the intent to grind them himself can feel that he is getting any better commodity than is served in packages by a responsible manufacturer of spices who expects to remain successfully in business.

### Packages Come to Stay.

Package groceries have come to stay. Cleanliness, sanitary precaution, and celerity in the retail business will insist upon the retention of the package. And because of this demand for package groceries the producer and jobbers are to be held to the chalk line of honest weights, values and flavors.

Burglars broke into the store of Hibbard & Son, Ridgeway, Ont., some weeks ago, blew open the post office safe and got away with \$60 cash and \$194 in stamps. They then appropriated a horse and rig and got across the Niagara River. Nothing more has been heard of them. The Government takes the loss as the stuff was securely locked away.

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to Salada Tea Co.  
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One Shipment of Salada Tea to Provost & Allard, Ottawa.

A. R. Denison popular architect conversation with a Canadian Grocer what the interior ought to be. Many of the large and has careful construction and may not appeal to all, but as a whole not fail to inter with the grocery

My idea of a just say a good The entrance should be six inches above windows should be clear plate glass for about eight feet above that to the reflecting glass to the store. The be dust-tight to in them. The floor should be of glass as little wood construction of show window. The store should be should be either of tiles. The should be finished painted or faced counters should be plate glass top.

### Breaking

Here's where the nature from the know them in the store into glass and iron partition would be The rear portion where as much be kept in their a work room for ders.

The front ap selling room, metal-and-glass and little or no upon the walls there may be opinion, and if any it would glass, glass sh

### Stock

The bulk goods fitted with dust

## STORE MAKING AND STORE METHODS

A. R. Denison is a prosperous and popular architect in Toronto. In conversation with a representative of The Canadian Grocer he outlined his idea of what the interior of a grocery store ought to be. Mr. Denison has visited many of the largest cities of America and has carefully observed store construction and arrangement. His views may not appeal to some practical grocers, but as a specialist his views cannot fail to interest everyone associated with the grocery business. He said:

My idea of an ideal family grocery, just say a good family grocery, is this: The entrance should not be more than six inches above the sidewalk level. The windows should be very wide and of clear plate glass without obstructions for about eight feet from the floor and above that to the ceiling should be light reflecting glass that will throw light into the store. The show windows should be dust-tight to preserve goods placed in them. The floor of the show window should be of glass or tiles. There should be as little wood as possible used in the construction of the shop front or inside show window. The entrance-way to the store should be tiled. The store floor should be either of hard wood polished or of tiles. The walls and ceilings should be finished in hard cement and painted or faced with glass tiling. The counters should be of metal with a plate glass top.

### Breaking Away from Usage.

Here's where I would make a departure from the ordinary grocery as we know them in Canada. I would divide the store into two compartments by a glass and iron partition. The front portion would be the public or salesroom. The rear portion would be a stock room where as much as possible goods would be kept in their original packages, and a work room for the putting up of orders.

The front apartment, the sample or selling room, I should furnish with metal-and-glass silent salesmen cases and little or no shelving would be placed upon the walls. As regards shelving, there may be room for a difference of opinion, and if it were decided to have any it would be also of metal and glass, glass shelves on metal brackets.

### Stock Room Fittings.

The bulk goods department should be fitted with dust-proof bins and metal

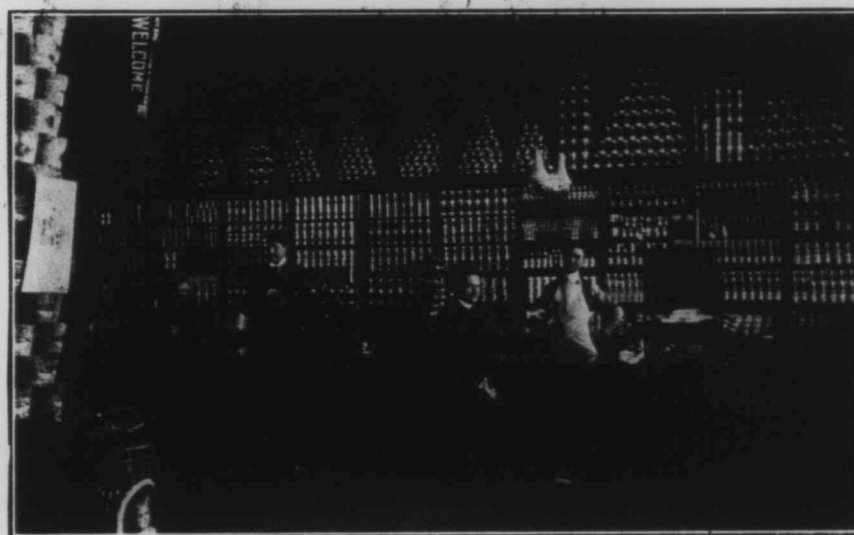
shelving. As much light as possible should be allowed to enter from the rear. For this purpose there should be large fanlights and windows opening into the yard and should be fitted with fine copper wire screens. These would keep out the flies and a great deal of dust.

The electric or gas fixtures throughout should be substantial and of good quality, but very plain. The house entrance, if there was one, should if possible be entirely separate from the business premises.

### Cleanliness Has First Call.

In my judgment the first consideration in a store where food stuffs are sold should be cleanliness. That is why I would substitute metal and glass for wood whenever possible. The division of the store into sample room and stock room or sales room and work room is primarily also in the interest of cleanliness, but it would also economize space and in my opinion permit of a very much more attractive store.

Nowadays everyone with any hygienic sensibility objects to buying goods that



THE UNBEATABLE WEST

The grocer was not expected, a little while ago, to be in the van of colonization, but this is a hustling age, especially in the grocery trade, and the accompanying illustration shows a corner of a grocery store in a little western town not yet two years old. How's that? The store is Smith Bros.' and the town

is Camrose, Alberta. The Canadian Grocer is indebted to J. Dawson Manners for the photograph, and quite prepared to take his word for it that Camrose has "the most up-to-date store in Canada, comparing favorably with some of the best stores in larger towns in Ontario."

The basement is an important part of every properly arranged store. It should have a concrete floor fitted with tight drains and bell traps and should be flushed regularly. The walls and ceilings should be plastered with cement mortar and the window sashes should fit tightly. Covering all openings should be fine wire screens to exclude the dust and flies. There should be no plumbing in this lower portion of the building so that there would be no poisonous gases.

have been displayed on the street exposed to the dust, filth and nastiness of the public thoroughfare. To a degree in proportion to the store's trade the portion open to the public, what we have called the sales room or sample room, is a public thoroughfare. It is my opinion that no food should be exposed to contact with the public and to the dust of even a well kept store. Here is where the silent salesmen cases come in. Samples of all bulk goods should be kept in

## THE CANADIAN GROCER

them and only taken out to show to customers. For example, consider raisins, prunes, currants, figs and dates. Every particle of dust that touches adheres to them and yet in many groceries they stand exposed for days and weeks to dust and flies and the fingering propensity of the public. The stock of all such goods should be kept in their original packages or dust-proof bins in that part of the store to which the public is not admitted. Teas, meals, coffees, spices, and a multitude of other commodities should be similarly treated.

### Saving Space.

In regard to package goods the plea of cleanliness does not apply, but there is

either hand and piles and heaps on the floor in front of them. But I think a room with a recently cleaned hard floor furnished with silent salesman cases filled with samples of goods all under the protection of glass would appeal to the buying public.

### The Counter Going.

I have admitted some counter space, but the most forward stores in American cities are banishing the counter, using instead a draw shelf in the wall fixture similar to those provided in the best office desks. In such a store as I have described everything but the goods could be cleaned and if necessary washed often and easily. Some people are sus-

tion last New Year. The store may look a little crowded, but it certainly presents a very attractive appearance and could not but suggest to customers that Mr. Gibbons had in his heart some of that old-time Christmas cheer, marking him as a safe and comfortable man to deal with.

### Lesson in Salesmanship

"I saw a bit of salesmanship in a grocery store this morning which hardly



First Prize Winner's Interior—Gibbons Bros., Toronto.

the question of space. Why should a grocer provide shelf room for tier upon tier of cans, packages, and bottles, that could be better kept in their original packages?

I don't suppose everyone will agree with me that the arrangement I propose will make the most attractive store. A manufacturer of fine store fixtures tells me that grocers are the most conservative people he knows, and it may be some grocers would not feel comfortable if they hadn't behind them shelving loaded with goods, counters loaded at

picious, others are inquisitive; that is why I would make the partition between the sales room and stock room of iron and glass. It will let the people see that the goods are cleanly kept and carefully handled and it would be a spur to tidiness and neatness on the part of both the grocer and his help.

The interior decoration shown in the accompanying illustration is wholly the work of J. M. Thom, the clerk whose window dressing won Gibbons Bros., Toronto, the first prize in the competi-

pleased me," said a well known business man to the writer recently. "The clerk under observance was waiting upon a lady customer and he did it nicely until about the end of their interview.

"Then he made two mistakes.

"The lady had given him her order. As she stopped for a moment he said, 'Is that all?' That was all she could think of at the time.

"As she glanced about the store he wished to whisper in his ear to amend his question by asking her instead, 'What else can we do for you?'

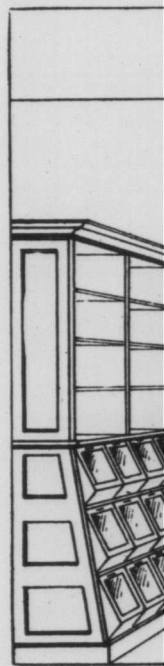
"His next question was a little worse. 'Can you get me some sugar?'

"Now what could the salesman do to push the sale?"

"It is sold at a price which always demanded a high price as the customer could get it elsewhere."

"All around the store I could see club-house cheese, butter, and other special goods."

"If I were a clerk I would let the big sale of all the sugar and the sale of which was very profitable. I would hide the goods and pay no profit when called for, and display profit."



The two leading speakers are worth listening to.

It is a mark of a good salesman never allow the clerk to get tired. It is well, also, to have a desire to sell.

Salesman's tact is needed. It isn't enough to sell.

Selling tact is a lifetime business. It never loses its value. It is a lifetime business the clerk should have a lifetime embark on.

### INSIDE

Scarcely less important than window displays are the store where they are displayed. Frank Farrington

## THE CANADIAN GROCER

"His next question, however, was a little worse. 'Can't we sell you a little sugar?'"

"Now what could have inspired a salesman to push sugar?"

"It is sold at a constant loss and is always demanded in quantities as large as the customer can use."

"All around the shelves in that particular store I could see articles like club-house cheese, lobsters, salad dressing and other seasonable, profit-paying goods."

"If I were a clerk or a merchant I would let the big stores down town sell all the sugar and I would push goods, the sale of which helps to pay my salary. I would hide away the goods which pay no profit and produce them only when called for, but I would play up and display profit bearing goods."

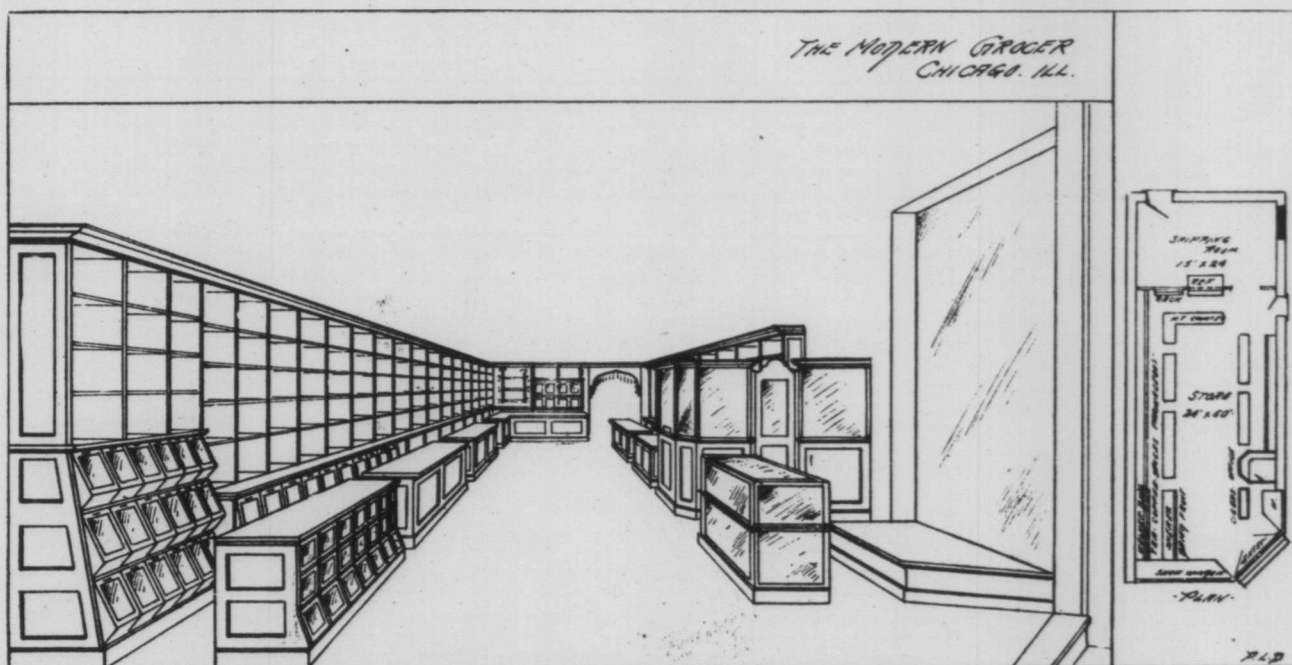
plays comprise the special sale displays and the many regular showings of staple goods both inside and outside of the show cases.

The same taste ought to be used in these as in the window exhibits though many of the window display rules do not apply. Fixtures are very necessary in showing anything but goods which can be stacked up like cord-wood, and they will add to the selling quality of the exhibit.

The goods should be such that they will not be injured by being handled, as they will be by the public. If you don't want the goods handled, don't leave them where they can be, for it will hurt your store to get the reputation of finding fault with people who want to see what the goods are. You cannot afford to be what they call "persnickity."

Nothing repays a display's trouble much better than the exhibiting of edible articles in tempting array. Fruit, candy, bottled and other package stuff can be placed so that it will be almost impossible for any one to go past without buying. Take advantage of the appetites of your customers. Candy dealers who have tried it say that it is profitable to exhibit candy with the "take one" sign on it. People will help themselves and that is what you want them to do. If the candy is good, they will buy in nearly every case. If it is not, don't put it out on exhibition.

There are many things in the grocery store that will pay for tasty displays where they can at least be seen. Don't be afraid to hand out samples of such goods. Bread so cast upon the waters is sure to return.



Grocery Store Plan and Interior Fittings.

The two leading points named by the speaker are worth study.

It is a mark of good salesmanship to never allow the customer to think that the clerk is tired of waiting upon her. It is well, also, to suggest anything except a desire to terminate the interview.

Salesman's tact is the thing most needed. It isn't learned from the books.

Selling tact is a valuable acquisition. It never loses its value, whatever line of business the clerk may in a course of a lifetime embark in.—Ex.

### INSIDE DISPLAY.

Scarcely less important than the window displays are those made inside of the store where they are inspected more closely though by less people, says Frank Farrington in Brains. These dis-

Some goods will be stolen and some will be spoiled by soiling in the displays that you make, but just charge them up to advertising, or to profit and loss, if you keep the old-fashioned account, and the result will be satisfactory at the end of the year.

Make your displays timely always, giving special prominence to goods that are in demand on account of their seasonableness. People who shop in good stores are in the habit of depending upon the shops to keep them posted as to what is new and what is seasonable. The reputation of a shop for doing this or for not doing it is easily made.

Change your displays often even though you make up the new displays of the same kind of goods. A new arrangement and a dusting and polishing will make a new display without putting the seasonable goods back out of sight.

Visit other stores and see how they make use of their display opportunities. That's one of the best ways there is of getting ideas. Next to that comes literature on the subject. Study all of that that you can get and keep it on file. See that your clerks read it too.

Keep in touch with the fixture market and don't let the other fellow find out ways for doubling the display room in his store before you tumble. Be up-to-date and use up-to-dateness to your advantage.

Let the clerks who take care of the stock in the show cases study the arrangement of the stock so that they will always keep the goods showing to the best advantage. Many kinds of goods must be kept under glass and more ingenuity is required to make a display there to attract attention than when



## THE CANADIAN GROCER

the goods can be placed on top of the counter.

Would you show crockery! Show it with the dust off from it and the price on it. Show it right side up and bottom side up, so that any one who wants to know about it can find out without having to call in the crockery specialist to tell her. Information cards ought to go on a great many goods along with the price cards.

Pretty china and glassware attract many a woman and sell on sight where it never would have been asked for at all. You can display a great deal of this sort of goods in racks of shelves that rise in tiers, shelf behind shelf. Set plates and such pieces so that the face and not the edge is visible from the customer's standpoint. The surface of a

lose that customer. You may decline to accept pay for the breakage, but the embarrassment caused the customer will often drive her away for months at least.

Stand all breakage yourself, but make it as small as possible by taking precautions in advance.

In general, the same care and the same judgment is needed about inside displays that are required for windows. The same rules hold good as to colors and many other principles. There should be display all over the store and judgment in all its details is necessary to insure success. Attention to detail is necessary anywhere to make success.

Educate your clerks to that idea and see that they live up to it. First, though, you must live up to it yourself.

Among the lines carried are general dry goods, millinery, men's furnishings, clothing, house furnishings, groceries, boots and shoes, crockery, glassware and graniteware, hardware, stationery, paints and varnishes, and builders' supplies. There is also a custom tailoring department. The store is 120 feet long and two floors are occupied.

"The mail order houses do not disturb us very much," said J. F. Krug. "We watch them pretty closely, and are just as much interested in their catalogues and other literature as anyone. We are then able to size up our own prices and make it worth while for the people to trade at home. An eye is always kept on Stratford and Woodstock also. We advertise in the newspapers from these places which circulate in the country



Interior, May & Houlahan, Sherbrooke, Que.

plate, even a cheap plate, is generally very pretty and attractive. The edge of a plate, or the edges of a pile of cheap plates, are pretty apt to be so uneven that their cheapness becomes obvious. It doesn't pay to put the weak points of cheap bargain goods on exhibition. You may not want to deceive the public — you won't do it if you value your business reputation, but honesty does not call for a merchant's putting the worst foot forward.

In the crockery departments you must have plenty of room for the public to pass among the tables without danger of knocking anything off on the floor. To make it possible for a customer to cause damage is to make it possible to

### Progress in a General Store

Krug's, at Tavistock, furnishes a good example of the general store that is conducted along progressive lines. Nearly everything on the calendar that could be handled by such an establishment is carried, and strong competition has to be met from Stratford, eight miles away, and Woodstock, fourteen miles away. To hold its share of the trade under such conditions the store must be able to offer good attractive features.

districts, and in several other papers besides.

"Generally speaking, we aim to conduct our store on city methods as far as possible. As a means of keeping in touch with what is going on we find trade papers very valuable. We subscribe for a sufficient number to cover every line that we carry.

"General stores are getting out of the rut that they followed for so long. It must be done if business is not to go elsewhere. I have mentioned the advertising that we do. We also use attractive show cards to draw attention to particular articles and prices. Stock is carefully gone over regularly and slow lines in dry goods, etc., are put out on

tables in the e turned into cas make them sell

"Another thin position of the collecting of acc son why this c instances you f ward about ask sonable time be offending old fr to be up-to-dat where they can in the face acc regularly and s By lax method deal of money proaching when able to buy fo counts. How tomers are not selves to more



"The Glasg Krug store is centre of a v city merchants to attract bu time ago a W that it would tains bought Krug's felt th ed suit in sh tained the pra

At Fall fair ago, another sized tent to furs, and had charge. Krug by filling the that bore con

"One season captured a la

## THE CANADIAN GROCER

tables in the centre of the floor and turned into cash at such reductions as make them sell readily.

"Another thing that is bettering the position of the general store is closer collecting of accounts. There is no reason why this cannot be done. In some instances you find merchants are backward about asking payment within reasonable time because they are afraid of offending old friends. If they are going to be up-to-date and gain a standing where they can look competition square in the face accounts must be rendered regularly and settlement insisted upon. By lax methods in this respect a great deal of money is lost. The time is approaching when every merchant must be able to buy for cash and get his discounts. How can he do so if his customers are not made to adjust themselves to more business-like terms?"

tailoring orders that we counted on getting," continued Mr. Krug. "We saw at once where the trouble was, and reorganized this department without delay. A young man from Toronto was placed in charge, and we have regained old orders and new ones besides. It costs something to maintain a first-class man, but it pays handsomely as soon as he gets things in running order."

Butter, eggs, hides, dressed poultry, lard, bacon and hams are taken in exchange for goods to any amount. To do business on this plan a man requires to have expert knowledge of these commodities, and to constantly watch market conditions. To Krug's, exchange of this kind is just as good as cash, and perhaps a little better. There is the profit on the goods in the first place, and a profit also out of the butter, eggs, etc. The farmers like this system.

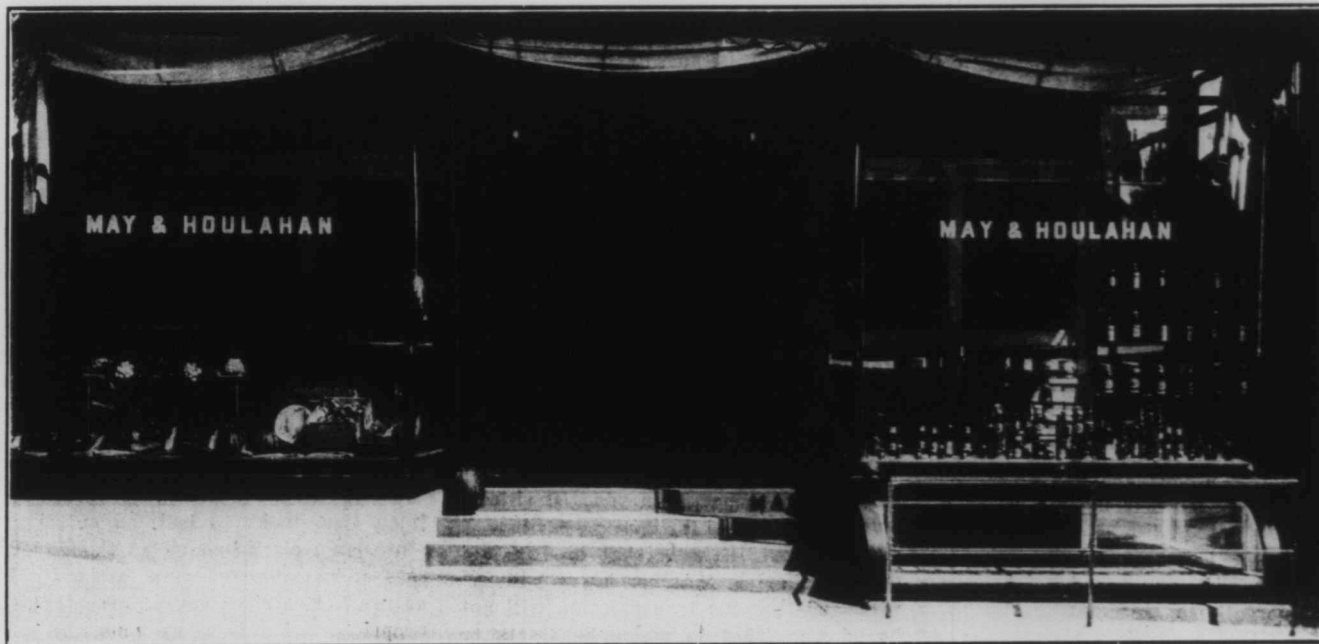
store for thirty six years, and his personality is a valuable asset to the business. At inventory time the stock amounts to about \$35,000, and \$3,000 of this is represented by the glassware department.

"We carry finer lines now than ever before," stated J. F. Krug in conclusion, "and while we are able to show the people of this district that the values are here, we can count on their loyalty to us."

Tavistock has a population of 1,500.

### Store Fitting for \$750

The grocery interior shown in the accompanying plan was designed for an



Handsome Store Front, Sherbrooke, Que.

"The Glasgow Warehouse," as the Krug store is called, is located in the centre of a very fine district, and the city merchants are always on the alert to attract buyers to themselves. Some time ago a Woodstock store announced that it would lay carpets and hang curtains bought from it free of charge. Krug's felt the effect of this, but followed suit in short order, and has maintained the practice ever since.

At Fall fair time in Tavistock, a year ago, another city store put up a good-sized tent to accommodate a display of furs, and had a staff of salesmen in charge. Krug's immediately offset this by filling the store windows with furs that bore comparison.

"One season not long ago a city store captured a large number of the custom-

ers for it saves them the trouble of going to market. During the months of July, August and September every egg is candled—that is, examined by the light of a candle—and none but the perfectly good are accepted. As high as 1,200 dozen have been received in one day. The store is in connection with real good firms, to whom these commodities are shipped. By maintaining high quality, and quantity also, good prices are secured.

Krug's millinery department is a success. Accumulation is kept down to the minimum by very careful buying, though not in such a way as to interfere with the standing of the department in the eyes of the public. A formal opening is held, and an elaborate display given.

Mr. Krug, Sr., has conducted this

Ohio grocer and is reproduced from the Modern Grocer. The store is 24x65 feet and 15 feet at the rear is partitioned off for a shipping room, leaving the store proper 24x50 feet. The entrance is at the corner, as shown in the plan, and located just beyond this, on the right hand side, a window opens on the side street, and in front of that is the cigar case. A small stock pattern tobacco case could be set on the bulkhead in the rear of the cigar case if desired. The shelving and counters extend back to the side door, as shown.

In the rear, set in the partition, is the refrigerator, which is iced from the shipping room. A wrought iron rack for holding hams and bacon is fastened to the wall at the left of the refrigerator, and in front of the latter is an L-shaped

marble-topped counter, on which the meat is handled.

The last three sections of shelving at the rear end of the room on the left are to be used for canned meats, fish, delicacies, and goods of a like nature. On the left, in front, is a three-tier set of Walker bins, which are fixed permanently against the wall. The bins are supplied with plate glass display fronts, and are used for teas, coffees and spices. In front of the Walker bins is a counter with display apartments below for dried fruits. At the rear, farther down, are bins for farinaceous goods, sugars, bulk crackers, etc. Above these bins are shelves, on which crackers in tins, and miscellaneous package goods may be placed. Beyond these, in front, are the service counters, which are divided in the rear for bags and paper. There is also a twine drawer for holding reserve balls to fill holders.

The cost of this fitting, in plain oak, would be about \$725.00.

### Strictly Cash Business

T. A. Forman has carried on a strictly cash business in Woodstock, Ont., for seventeen years. However, his faith in the feasibility of this basis of operation, even in a good-sized village, extends farther back than that. His home was formerly at Port Perry, Ont., where his father was proprietor of a general store. The business was conducted along the ordinary lines, which included a substantial element of credit. Young Forman conceived the belief that this could be done away with altogether, and cash exacted for all purchases. While readily allowing the great advantages that would accrue from such a course, his father did not think it practicable. At this time—twenty-two years ago—Port Perry had a population of only two thousand, so the field was somewhat limited for the test of such a radical change. Finally he acceded in part to the desire of his son, who, with his brother—now conducting "The Fair" at Ingersoll, Ont.—started in with enthusiasm to prove the merit of the plan, even as applied to a place of that size. They were given full charge of the dry goods department, which they separated entirely from the rest of the business. A rigid cash basis was instituted, and at the end of the first year the sales amounted to double what they had been any year under the old system. Mr. Forman proved that his theory could be put into practice, and he has stood by it ever since, with, he states, splendid results.

"When I first came to Woodstock and announced that I purposed doing a cash business, there were plenty of people to tell me that it couldn't be done, and it was prophesied that I would not last long. That was seventeen years ago, and I'm here yet.

"I have always had confidence in the public acceptance of the cash basis, with its advantages to both merchant and customer, and have shown that it can be made a success. I buy for cash and sell for cash, and in that way have no trouble in figuring on close profits.

"We feel the mail order houses here very little, but there is no denying that they have had some effect in the direction of educating the public to pay cash for their goods. Then, a store that refuses credit helps its competitors to a certain extent. A lady coming in here always has the money in her pocket to pay for what she wants. If she does not find the article that suits her, she goes elsewhere and is not likely to have it charged.

"You will doubtless hear in many quarters that it is impossible to do a cash business in a small city or town and have any great degree of success. I'll tell you where the trouble lies. The system is all right, but in most cases of failure the merchant himself is to blame. He advertises that his terms are strictly cash, and starts out with the determination of maintaining that principle. He does so in most instances, but someone, probably of influence in his town, comes along and asks for credit. That person, we will say, is a good customer, and sooner than run the risk of giving offence and losing the trade, he departs from the rule that he has laid down, believing that no harm will result, and that his transgression will not be known. That is where he starts to undermine the success of his plan.

"You know there are in every town a number of people who consider themselves privileged, and they are the ones whom the merchant finds it hard to refuse when they ask to have an account opened. When I started here some of these people came to me, expecting to be exempt from the cash terms which I had advertised. I promptly declined to extend credit, even in the smallest degree. They were generally indignant, and did not come back for a considerable time, but they could not deny that I was justified in acting as I had done; in fact, they talked about it, and this proved a good advertisement for my business. The public soon got to know that I treated everyone alike, and then I had their confidence. That was a big step in advance. It is evident that business generally is working round more and more toward a cash basis."

### Neatness in the Store

It sounds simple enough to say you and your clerks are neat, as is also your store, but is it a fact? Is your store such that your critical customers cannot find any fault with it in this respect, or is it only a half-hearted attempt at neatness?

In the present day of competition all these little things count. The public like to patronize a store where everything is bright and clean and neat. They know then that in the natural course of events the merchant's goods will be wholesome. With such a store he would not tolerate second-class merchandise. This is the way the people feel about it, and every little thing makes an impression upon them. If your clerks wear neat white aprons, if your shelves are neatly dressed, and show evidence of care, then these points are considered, and your prospective customer forms all the better opinion of yourself and your store. And once you get started in the right way, it is a very easy matter to keep things in order if the matter is constantly attended to. There should be a place assigned to everything, and everything should be kept in its place. White aprons for your clerks cost very little, and will bring you in returns in the way of good will on the part of customers.

To put it to yourself, is there anything that looks so bad, on entering a store, as a clerk looking as though neatness and cleanliness were foreign to his nature? It strikes you at once that the proprietor of this store must be careless, that he is an easy-going sort of a fellow, caring nothing for the future, but content to make a bare living to-day. While on the contrary if you drop into a store and are met by a smiling clerk, neat in appearance, and your wants filled quickly and satisfactorily, are you not likely to go back there again? Everything looked so fresh and clean that you could not help remarking the fact. And did you not also notice that business was brisk in this store, while there was nothing like good trade passing in the store first mentioned, where perhaps a strong odor of onions met your nostrils as soon as you opened the door.

Neatness is something of an asset to the grocer, and the merchant who overlooks it is not going to make such a success of his business as is he who is always on the alert for neatness and cleanliness in his clerks and in his store.

### WOR

The collection of cereals reveals and the accompanying some of these in concrete form. It to note the position other nations in production.

The agriculturist depends to some



World's Exports

Russia .....
United States .....
British India .....
Holland .....
Argentina .....
Germany .....
Australia .....
Canada .....
Belgium .....
Austria-Hungary .....
United Kingdom .....
Japan .....
Italy .....
France .....
New Zealand .....
Denmark .....
Spain .....
Uruguay .....
Switzerland .....
Sweden .....

still more upon are other factors: the soil, climate, character of the large influence in cultural imports.

Canada ranks Russia in extent is a large percent not be utilized

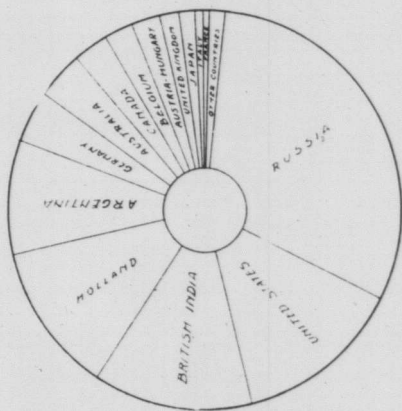
# WORLD'S CEREAL PRODUCTION

The collection and comparison of figures concerning the world's production of cereals reveals many interesting facts and the accompanying diagrams place some of these before the reader in concrete form. It is especially interesting to note the position Canada holds with other nations interested in cereal production.

The agricultural wealth of a country depends to some extent upon its area, and

"barrens" of the northern part there are perhaps 1,000 million acres. There are 800 million acres of forest land, a large portion of which will no doubt eventually come under cultivation. There are 200,000,000 acres of grazing land, and 200,000,000 suitable for agriculture. There are at present about 30,000,000 acres of improved land, of which only one-third is in cereals. As regards the land, therefore, Canada has almost unlimited opportunity for development as a cereal producer. The population, six millions or thereabouts, is not sufficient to place her in the first rank as a producer of cereals. In the charts, Canada accordingly stands low as a producer. Her appearance, however, is proportionately much better as an exporter.

Asiatic Russia, with a population of

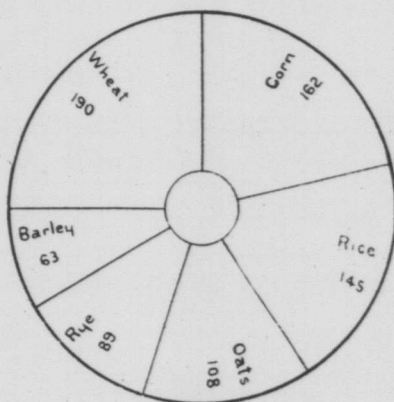


World's Exports of Cereals by Countries.

Russia	.....	\$247,312,785
United States	.....	111,328,020
British India	.....	105,600,759
Holland	.....	98,208,600
Argentina	.....	71,883,035
Germany	.....	33,575,850
Australia	.....	30,613,399
Canada	.....	23,021,100
Belgium	.....	19,743,200
Austria-Hungary	.....	18,589,600
United Kingdom	.....	12,967,325
Japan	.....	10,788,000
Italy	.....	5,468,000
France	.....	2,431,000
New Zealand	.....	1,713,459
Denmark	.....	1,406,464
Spain	.....	1,223,996
Uruguay	.....	723,098
Switzerland	.....	606,200
Sweden	.....	88,976

still more upon its population, but there are other factors, such as the nature of the soil, climatic conditions, and the character of the people, which have a large influence in determining the agricultural importance of a nation.

Canada ranks second only to Asiatic Russia in extent of territory, but there is a large percentage of this which cannot be utilized for agriculture. In the



World's Production of Cereals in Billions of Pounds.

20,000,000, has 27,000,000 acres of cultivated land, of which 12,000,000 are in cereals. Its total area is 3,980 million acres, of which 1,800 million acres are waste. There are 1,400 million acres of forest; 300 million acres suitable for pasture land; 500 million suitable for cultivation.

Russia in Europe has 124 million people, and, with 200 million acres of pasture land and 350 of cultivable land, ranks high as an agricultural nation. Only about 230 million acres are actually cultivated and of these 180 millions are in cereals.

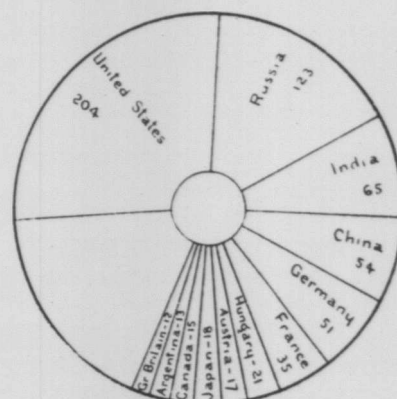
The United States ranks with Russia as one of the greatest producers and exporters. It comprises 1,900 million acres, with a population of nearly 80,000,000. It has about 100,000,000 acres of waste land.

Australia has about the same area as the United States, with about 4,000,000 people. Eleven hundred million acres of

waste land, made up chiefly of arid regions in the interior, and 100 million acres of forest land leave 700 million acres, and of these only 100 millions are suitable for cultivation. There are only 13 million acres actually cultivated, of which 7 are in cereals. There are about 600 million acres suited for pastoral purposes and these are largely occupied by the herds of sheep and cattle. While some of this pasture land may, as population and means of transportation increase, become farm land, still the arid region in the centre precludes it ever having a large population engaged in agriculture.

Argentina has about 5,100,000 people. It is largely devoted to pastoral industries. There are about 300 million acres suited to grazing and 150 millions for cultivation. There are only about 30 million acres cultivated, of which about 18 millions are in cereals. Mexico has a still smaller area, although its population is 13,000,000. About 200 million acres are suited to pasture and 100 millions to cultivation.

India has 400 million acres of cultivable land, although only 250 million acres are actually cultivated, of which 160 millions are in the leading cereals, including millet. Here again there is rich land, but oft recurring famines. India has nearly 300 million people, so that less than one acre per inhabitant is actually cultivated, although there are



World's Production of Cereals by Countries in Billions of Pounds.

about 150 million acres suitable for cultivation lying idle.

The failure of the monsoons brings famine to many portions of India, and this despite the fact that other sections are exporting cereals. In the olden days grain was stored in the different villages in good years, so as to have a supply for bad years. The improved transportation system has resulted in the exporting of this grain.

China has, according to Williams, 650 million acres of cultivated land, or more than any other country in the world. In the chart it is left blank, representing cultivable area, because some

more modern travelers claim that not more than one-half of the area of China is cultivated. They claim while in certain sections there is intensive culture of the most extreme character, alongside of them are areas suited to pasture or forests that are entirely neglected. China has the advantage of very rich soil in the "loess" regions north of the Yang-tse-kiang. But even here when there is an immense rainfall famine occurs, as the water then all runs off and crops are a failure.

The population of China, according to official statistics, is 407 millions, but most travelers say this is exaggerated.

Without question China produces large quantities of food products for man, but it has practically no pasture lands.

Statistics of Chinese agriculture are practically nil, even the best that can be done in rice is to accept estimates of careful observers. China north of the Yang-tse-kiang raises wheat, millet, barley, maize, and other similar products, and south of that river rice is the leading food product.

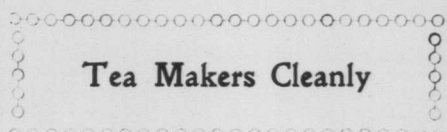
**EASTERN TOWNSHIP WHOLESALE GROCERY.**

The City of Sherbrooke, P.Q., is the distributing centre of a large and prosperous district, being located in the heart of the famous Eastern Townships. Among its best known firms is that of T. A. Bourque & Co., registered. Established in the year 1889 by T. A. Bourque as wholesale grocers and provision dealers, it has from a small beginning reached a foremost rank in the grocery purveying line. Two years ago the business was bought by J. T. Poulin and S. Robitaille, two young and energetic grocers. Mr. Poulin has had a long experience in the retail and wholesale grocery trade and for seven years previous to opening in Sherbrooke, was connected with the well known Montreal wholesale grocery house of Laporte, Martin & Cie., Limited, in the capacity of Eastern Townships representative. Mr. Robitaille, though a young man, received his training under Mr. Bourque, and his thirteen years' connection with the firm makes him conversant with the detail of the business. Mr. Poulin looks after the firm's customers in the Eastern Townships as far east as Megantic and west to Farnham, and as he covered the same territory for his former firm, commands a good and increasing share of the local trade. T. A. Bourque & Co.'s offices, sample rooms and warehouse are located at 156 Wellington street, in the very heart of the business section of the city. Their large storage warehouse is located at 221 Wellington street near the railway.

The company besides staple groceries and provisions are direct importers of fancy English, French and American

groceries, as well as Eastern Townships agents for a number of well known Canadian firms, among them D. S. Perrin & Co., London, and Viau & Frere, Montreal. They have introduced and obtain a good trade in their special brands of pickles, spices, baking powders, "Duchess" brand coffees, etc.

A great impetus has been given to the trade of T. A. Bourque & Co., registered, since Messrs. Poulin and Robitaille purchased the business two years ago, and with the up-to-date ideas and the energy and determination shown by the partners, T. A. Bourque & Co., registered, is bound to become a large factor in the jobbing trade of the Eastern Townships.



**Tea Makers Cleanly**

It is erroneously claimed that only the handling of tea by machinery—the real recommendations of which are despatch, economy and uniformity of grade — insures safety from disease germs, the inference being that danger lurks in a hand prepared tea; but, as a matter of fact, the belief that the Chinese and Japanese are uncleanly in their habits is an exploded one. So far as the Japs are concerned, the narrative of the manner in which they survived the league at Port Arthur is sufficient answer to that charge; and the Chinaman is described as always washing himself, whenever he can find a teacup of water to do it with. Then, too, the native processes are carried on in the country districts, where, according to a high authority, S. Wells Williams ("The Middle Kingdom"), orderliness, thrift and industry prevail, not in the overcrowded and low quarters of the great cities. It may be remarked in this connection that the fire and earthquake at San Francisco, which brought to the light of day his many so-called foul burrows, disclosed the fact that, however dark and devious his ways and quarters might have been, they were not unsanitary, despite their hive-like character. Besides, whether tea be prepared by hand or machine, it is "fired"—roasted—and the germ, which has been proven capable of withstanding a degree of cold approaching the ultimate zero, cannot survive this operation. Again, to make tea, boiling water is a necessity, and the germ does not live that can survive 212 degrees Fahrenheit. This erroneous belief may fairly be classed with that other bogey, that green teas are injurious because they get their color from being cured in copper pans, when, as a matter of fact, they are fired in iron pans, which gives them a slight color, and those that are brought to the western

markets (the Orientals do not use them, but a tea that has been subjected to less firing) are colored artificially. But this coloring matter does not amount to more than 1 per cent.; of this 1 per cent., 1 per cent. is Prussian blue (a vegetable which some people eat), and 99 per cent. is soapstone, which, being a mineral, settles in the liquid.

It is said that this coloring matter, or "facing," was first used in the days of old sailing ships; as it took six months of sea travel before delivery unfermented tea was apt to be injured by the absorption of sea air, and so this facing was applied as a preservative. It imparted the greyish blue color called green, and, foreign consumers becoming accustomed to it, it was thought unsafe to send them the unfermented teas unfaced, though, as is proved in the case of Formosa tea, it can readily be done without injury in these days of swift ocean steamers.

**PEANUT GROWING.**

"Few people who buy a bag of peanuts on the street for five cents realize the extent of the peanut industry," said A. P. Bryan, of Norfolk, Va. "It is a fact that the total sales of peanuts amount annually to between \$8,000,000 and \$10,000,000, and some salesmen sell as high as 1,000,000 bushels each year.

"The seeds of the peanut are planted like beans, and when the vines have come up and the nuts are ready for harvesting, the farmer takes a cultivator especially made for that purpose and starts down the long rows. On either side of this cultivator are two long knives which sink into the ground sufficiently to cut the tap root of the vine. The same process is gone through with on the other side of the vine. The main root being thus severed and the ground loosened, the vines are lifted into shocks like corn. They are cured by allowing them to stand in the sun for about ten days, when colored women and children are sent into the field to pick the nuts from the vines. An average picker will pick about five bushels a day, for which he is paid at the rate of ten cents a bushel.

"It is not known how peanuts first came to this country. Both Africa and Asia claim the distinction of being the home of this vegetable. Its first record in the United States dates back to 1850. In 1861, the crop amounted to about 50,000 bushels, but it was the circus that really made the peanut a valuable article of commerce. At the present time the crop amounts to about 11,000,000 bushels annually. Virginia and North Carolina still maintain their lead, but Tennessee now raises about 800,000 bushels, though of an inferior quality. Of the ordinary variety about twenty-two pounds make a bushel."

**Some Views**

Salesmanship been studying lately. You s vertising man much in the self, but I kee along the sale looking out fo brace up the

The boss ne swelled head and maybe I a ing good righ than he is doi over the size

After watchi for a while I' elusion that n be good sales learn just as good artists o good deal to in behind the something that first sight, an in a minute, a thematic educat

Some men while to take to be a profes don't intend t all their lives can't afford to thing that wil a clerk's wage

**Unlikely Ca**

Of course th issified to remai it always stru is afraid of isn't exactly for promotion tion by being : learning about ting paid for.

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I believe tha knack of tellin tomer they ha the man or w want. That's suppose. I no naturally and line came by met every mi

## QUALITY OF SALESMANSHIP

Some Views of the "Ad" Man—Honesty the Greatest Virtue The Square Deal" Always Pays—Capacity to Read Human Nature.

Salesmanship is a great thing. I've been studying it a little on the side lately. You see, since I've been the advertising man of this store I don't do much in the way of selling goods myself, but I keep my eye out for anything along the salesmanship line because I'm looking out for all kinds of ways to brace up the business.

The boss' nephew says I'm getting the swelled head since I'm the "ad man," and maybe I am, but I seem to be making good right along and that's more than he is doing, so I don't worry much over the size of my head.

After watching the fellows in the store for a while I've about come to the conclusion that nine men in ten can get to be good salesmen if they go at it to learn just as they'd try to learn to be good artists or good singers. There's a good deal to learn before you can step in behind the counter and sell a man something that he isn't suited with at first sight, and it isn't to be picked up in a minute, and a salesman needs systematic education.

Some men say that it isn't worth while to take all the pains of learning to be a professional salesman when they don't intend to stay behind the counter all their lives. They say that a man can't afford to work too hard at something that will never pay him more than a clerk's wages.

### Unlikely Candidates for Promotion.

Of course that's all right if he is satisfied to remain a clerk all his days, but it always struck me that the chap who is afraid of doing his work too well isn't exactly the most likely candidate for promotion. I didn't get my promotion by being afraid I'd spend more time learning about my job than I was getting paid for.

The fellow who wants to be his own boss sometime won't be a very good one if he doesn't know anything about what his men ought to be doing and how they ought to be doing it. Most every man who has made a mark on the top rung of the ladder has begun by making a good deep mark on the bottom rung first.

I believe that some fellows have the knack of telling just what sort of a customer they have as soon as they hear the man or woman ask for what they want. That's reading human nature, I suppose. I never was very good at it naturally and all I learned along that line came by just studying the people I met every minute.

I found that I learned to judge a customer about as well as any one and I could handle them to the advantage of the house where I had been losing them altogether before. And I found out one thing, you don't want to load every customer up with all the goods he'll buy. When I first began, I had the idea that the crack salesman was the man who could sell a customer the most goods—just pile on all that he could possibly be made to take away and pay for.

I worked on that basis for a while until I saw a few cases where men I'd loaded up with too much of something that wouldn't keep forever, sort o' went back on the store. Then I tumbled to the great principle of salesmanship. You may know more about this thing than I do. If you do, you know that the man who is the best salesman is the man who makes the most and the best satisfied customers. Real salesmanship is making satisfied customers and that's the secret of the whole thing, if it is a secret at all.

### A Salesman's Greatest Virtue.

You can't make a satisfied customer by selling a person what that person doesn't want, or what won't give that person satisfaction when it is taken home.

The kind of a salesman to be is the kind that people come back and ask for. When a man gets to pleasing the people he waits on so well that they want to do business with him again, then he has made himself worth something to the store and he is getting in line for a raise.

The greatest virtue in a salesman is honesty. It pays to be honest and it pays in real money. There's nothing to be made in any kind of chicanery. I've tried it and I know. I've tried to make people think that Brazilian turp was pure turpentine and had 'em go away believing it and I've had 'em come back knowing that I fooled 'em. It doesn't pay and it's mighty unpleasant when you get caught trying.

Folks aren't as anxious to trade with a chap who is smooth and smiling as they are to buy from the fellow who tells them things just as they are and who does it every time and gets the reputation for doing it.

A man can't fool a customer once without taking chances of ruining his reputation for a long while with that one customer any way. It takes just about two minutes to fool a man and it takes sometimes two years to get back

to where you stood with him before you fooled him.

### Don't Pay to Fool Customers.

You can't get around the fact that honesty is the mental and moral foundation of good salesmanship. No man ever yet got a lot of customers going regularly to a store unless he treated them right every time he did business with them. People know when they are robbed or fooled, and they don't always come around and kick about it either. As a matter of fact probably about as many just say nothing and don't come back to really make a kick.

The man who comes back and complains gives you a chance to square yourself with him, but the fellow who just makes up his mind that you are crooked and lets it go at that, keeping away from you and advising his friends to do the same, does you a lot of harm that you probably deserve — unless you didn't deceive him on purpose.

There's a good deal more to being honest than just not taking things that don't belong to you. Any man can be honest in the eyes of the law, just seeing that he doesn't do anything that he could be arrested for, and yet cheat people right and left. If you don't want to be honest because it's the right thing to do and because you know that you haven't any business being anything else, then you won't be honest enough to hurt you any. When I go out to buy things myself, I don't want to go up against the fellow who's only just as honest as he has to be.

This isn't any preaching. It's just straight business talk, and any young clerk who thinks that there is money in the "slick" school of salesmanship has my permission to experiment if he wants to, but if I were looking for a clerk I wouldn't hire him if he were the last man in the line.

Salesmanship may be made up of other things than honesty, and it certainly is, but they don't cut much of a figure if the honesty part is left out.

### THE ONLY PEBBLE.

Housekeeper—"Have you any Mocha coffee, sir?"

Small Dealer—"Yes, mum."

"Genuine mocha?"

"Just imported, mum."

"Import it yourself?"

"Oh, yes, mum. I send my orders direct to the—the Sultan, mum."

"Humph! How much have you on hand?"

"'Bout sixty pounds, mum."

"You have, eh, sixty pounds? I read in the paper this very morning that not over fifty pounds of genuine Mocha reached this country annually."

"Yes, mum, that's true. I had ten pounds over from last year."

# Business Management

By HOWARD R. WELLINGTON.

The Eighth in a Series of Articles on a Subject of Interest to Every Retailer.

HAVING all the transactions now recorded in closing the books, we will proceed to take off a trial balance and open a trading account, to ascertain the profits for the period.

It is not at all probable that a small retailer will devote the time necessary each month to take off a trial

or memos with the goods when delivered, and statements on the first of each month, who collects his accounts first. It will be noticed in the trial balance for the end of the period that the proprietor's account stands the same as at the start, although a period of business transactions has been entered through the books. In this connection it might be explained that as soon as the

At the start				At the finish			
Fig. 1.				Fig. 2.			
Trial Balance	Dr.	Cr.		Trial Balance	Dr.	Cr.	
J. M. Russell - Capital	1	5026.00		J. M. Russell - Capital	1		5026.00
Cash	2	5600.00		Cash	2	5050.00	
Exp. Acc.	3	2650.00		Exp. Acc.	3		2500.00
Equipment	4	6000.00		Equipment	4	7500.00	
Real Estate	5	3000.00		Real Estate	5	3000.00	
Expense	6	5500.00		Expense	6	2650.00	
Bills Receivable	7	28000.00		Bills Receivable	7	28800.00	
J. Jones	8	5000.00		J. Jones	8	3000.00	
T. Brown	9	4050.00		T. Brown	9	5000.00	
S. Best	10	5050.00		S. Best	10	10000.00	
A. Best	11	3000.00		A. Best	11	2000.00	
Bank (Discount)	12	2000.00		S. Thomson	17	3000.00	
Bills Payable	13	17500.00		T. Simpson	18	2500.00	
T. Thomas	14	4000.00		T. Thomas	14		10000.00
S. Peter	15	3500.00		S. Peter	15		3000.00
R. Ramsay	16	2000.00		R. Ramsay	16		1500.00
				T. Little	19		10000.00
				J. Jackson	20		2750.00
				Bank (Discount)	12		1800.00
				Bills Payable	13		2000.00
				Total		64850.00	64850.00

It will be noticed that the changes outlined in previous chapters have all been accounted for in Balance opposite Total.

balance, but this should be done at least once in three months. Customers should receive monthly accounts in order that any existing differences may be adjusted before the transaction has been so old that neither party recollects the circumstances, and, besides, collections will be looked after to much better advantage. It is the dealer who is regular with his accounts, sending invoices

profit for the period has been ascertained from the trading and profit and loss account, the net amount is credited to the proprietor's account, which shows the additional capital investment in the business, less any withdrawals as ascertained from his personal account, which account may be transferred at the end of each period to the debit of the proprietor's account.

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GETTING AT THE NET PROFIT.

WE have already found from our merchandise account that the gross profit (that is, the profit on the goods sold, not taking into account any expenses) amounts to \$4,850 for the period.

In order to show more clearly how the net profits are arrived at, the trading account, as per illustration, includes as well the merchandise account, (already shown separately), and this would be a much simpler method in a small business where only a few accounts are kept, and expenses are not sub-divided into a number of different expense accounts.

We find that the net profits for the period amount to \$2,355, which amount is now transferred direct to the proprietor's capital account, which, in addition to the statement of the present condition of the business, will be shown later.

In explanation of the expense account, which amounts in this instance to \$2,495, it might be said that a number of sub-divisions for this account could be kept, such as salaries account, rent and taxes account, insurance, light, fuel accounts, and sundry expense account, in order to arrive at the proportion for each expense to be

end of a period's business exactly the outlay for, say, salaries, delivery, rent and taxes, insurance, light, etc., in order that he may ascertain the percentage which each one of these items bears to his sales. In this way, if any expense item is out of all proportion to the business done, all his energies may be centred on this particular item, with the object of reducing the amount.

These divisions may easily be obtained by having extra columns in the cash book or marking the various items as soon as posted to the ledger.

A COMMERCIAL GRAVEYARD.

A Toronto grocer well up in the trade and of long experience, speaking recently to a representative of the Canadian Grocer, said: "If it were asked of two hundred of Toronto's foremost grocers exactly what it costs them to do business, not fifty could answer the question. In small matters of cost is where many of them fail. They do not think it necessary to put down many of the small items, and it is these that rapidly mount up. Consequently many, by not keeping careful account, mark their goods at a lower price than the dealer who

*Trading Ac*

<i>Dr</i>					<i>Cr</i>					
1906	Jan 1	On Hand	1	2650 00	1906	Jan 30	Sales to date	-	1800 00	
	June 30	Purchases to date	-	1500 00		30	Wdr On Hand	-	450 00	2750 00
				1765 00						
		Gross Expense		2495 00						
		Net Profit for Period		2355 00						
				2250 00						2250 00
	June 1906	Wdr On Hand (Brot down)	-	450 00						
	30									
		Figure 3								

added to the cost price of goods to obtain the selling prices. In a small business, if reasonable care is exercised in distinguishing between expenses and additions to the equipment or store, no difficulty should be experienced in arriving at the correct net profits for a period.

The items of freight and cash discounts should undoubtedly be charged to merchandise account, as these allowances are allowed on, or deducted from, the invoice price of goods.

A great many look upon cash discount as an item to be treated somewhat the same as bank interest, being a rebate for preparing the invoice before the net due date. The method in most favor, however, is to treat this item as an allowance, to be deducted from the actual invoice cost of the goods. It would be interesting and almost invaluable for the retail merchant to have his expense account so divided to enable him to know at the

knows the real cost of doing business, and who knows that to make a profit he cannot afford to recede from his marked price. The man who underestimates the cost of doing business sooner or later begins to feel that trade is going against him. Finally, if he perseveres, he fails, and the failure to rightly appraise the cost of doing business is the larger commercial graveyard."

"Is there any portion of the fowl you prefer, major?" asked the hostess blandly.

"The left wing, if you please."

"The left wing?"

"Yes," retorted the major, gazing dubiously at the platter. "I believe it is always good military tactics to bring the left wing of a veteran corpse into action."





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**CHEER UP.**

Next to business ability cheerfulness is the largest natural asset of the grocer. The grouchy man should stay out of the trade. He may make a living; he can never be a success. Cheerfulness is of many kinds. There is the boisterous, jocular, good-nature of the hail-fellow-well-met. There is the quiet, complacent humor that surveys the world and itself with a kindly eye. An idealistic example of the latter class is the Cherryble brothers in Charles Dickens' Nicholas Nickleby. In actual life the happy old gentleman would be characterized by stronger evidence of business acumen, but the gist of success is there.

Worry and cheerfulness won't mix — moral, don't worry. A young manufacturer in Toronto, employing a score of men, met an old gentleman who said to him:

"You're worrying."

The young man admitted he was losing a little sleep.

"You're worrying about how you'll meet your obligations," pursued the mind-reader positively.

Another admission.

"Well, you quit worrying and put the energy you're using up that way into your business and you'll take care of your debts all right."

Years after, when the manufacturer had accumulated a substantial fortune, though still a young man, he said, "I took his advice and I've never worried about money matters since."

Cheerfulness is a natural endowment, but it may be cultivated, may even be acquired. Putting away worry is an act of the will and may be greatly developed.

"Cheer up" should be painted large on every grocery business.

**SALVATION IN THE SOIL.**

Back to the farm is the motto James J. Hill, president of the Great Northern Railway, would have the American people adopt. In the course of an after dinner speech in Chicago the other night after stating that by 1950 the population of the republic would be more than 200,000,000, he said:

"Practically speaking, our public lands are all occupied. The irrigation of land by the general Government will do something, but all present plans will furnish land for less than 1,500,000 small farms of forty acres each or for a population of 7,000,000 or 8,000,000. Our other natural resources have been exploited with a lavish hand. Our exports, of which we love to boast, consist mostly of the products of the soil. Our iron and coal supplies will begin to show signs of exhaustion before fifty years have passed. The former, at the present rate of increasing production, will be greatly reduced.

"Our forests are rapidly going, our vast supply of mineral oil flows to the ends of the earth. We cannot continue to supply the whole world and recruit our own resources by the methods of trade that now obtain, because the minerals stored in the ground do not re-create themselves. Once used they are gone forever. We shall, with these coming millions to provide for, be thrown back upon the soil, the only resource of mankind that is capable of infinite renewal. Upon the cultivation of the soil depends the future of mankind, and the nature and stability of its institutions.

"In some things we are going back-

ward. The soils of the country are being impoverished by careless treatment. Forests are cut down that the sun may bake it, and the floods scour it into the ocean. It has been cropped with the same grain year after year until its productive power has deteriorated. The census returns show an actual decrease in farm values in a large number of the states. It is easily demonstrable that a reform of methods of cultivation would double the agricultural products and add from five to six billion dollars to the national wealth, while the resort to small farms and the adoption of intensive cultivation would give an equal increment.

"The costliest error will be in a clinging to the delusion that we are to continue to increase our exports and to live upon the profits of the foreign market. The time is coming when we shall need our wheat crop for home consumption and seed, when our mines will not yield, except at increased cost, the iron and coal required to manufacture commodities consumed at home, and when the cheap labor of the Orient, whose wages we cannot hope to meet, equipped with our machinery will vanquish all competitors. To a return to agriculture, to a jealous care of our land resources, we must come without delay if we are to escape disaster."

**CREDIT BETTER THAN CASH.**

James J. Hill, president of the Great Northern Railway, has sold the iron properties of the railway to the New York Steel Corporation for \$400,000,000. Being the principal stockholder of the Great Northern, the deal places him well forward as one of the richest men of the world. Mr. Hill had a talk with a newspaperman afterwards.

"This was a tremendously big transaction," the interviewer commented. "You are quoted as saying there were at least 700,000,000 tons. How much is there?"

"How can I tell? There's a great deal of ore. It has been estimated at between 400,000,000 and 600,000,000 tons."

"Enough to last the world a long time?"

"Yes, enough to last the world a long time."

"How does one of the rich What are you money? A 3 years, of \$14, for money? I only realization west."

"No, I don't had all I want There is some than money."

"And that? "Credit. P great thing to plenty of cred Mr. Hill just be his last heaviest, he a been engaged mind to retire career.

"I'm getting score and ten don't want t horse, with n

**BUSI**

Canadian f: 1906 as repo ber 901, invo ties, a decreas ber and of 3 from the sam ures, assets a nine months

Year	Value
1906	90
1905	1,0
1904	8
1903	7
1902	8
1901	1,0
1900	1,0
1899	9
1898	1,0
1897	1,5

What do t being it is fo last year we and the liabi 1897, when t grip of hard t year were ju liabilities mu looks as if g the business times or bad sertation that

"How does it feel, Mr. Hill, to be one of the richest men in the world? What are you going to do with all that money? A yearly income, after ten years, of \$14,230,000. Or don't you care for money? I have been told that your only realization is developing the Northwest."

"No, I don't care for money. I have had all I want for a great many years. There is something a great deal better than money."

"And that?"

"Credit. Plenty of credit. It is a great thing to have. I am glad to have plenty of credit."

Mr. Hill just hinted that this would be his last financial transaction, the heaviest, he admitted, that he had ever been engaged in, and that he had it in mind to retire from a strenuous business career.

"I'm getting perilously near three score and ten," he remarked, "and I don't want to die, like the trooper's horse, with my shoes on."

#### BUSINESS FAILURES.

Canadian failures for nine months of 1906 as reported to Bradstreet's number 901, involving \$6,803,125 of liabilities, a decrease of 11.6 per cent. in number and of 36.2 per cent. in liabilities from the same period a year ago. Failures, assets and liabilities in Canada in nine months for ten years past follow:

	Number.	Assets.	Liabilities.
1906....	901	\$2,983,773	\$ 6,803,125
1905....	1,020	5,162,992	10,676,595
1904....	832	3,328,256	7,696,688
1903....	712	2,887,323	6,274,132
1902....	851	2,759,989	6,300,413
1901....	1,041	4,160,670	9,376,495
1900....	1,002	3,017,784	7,441,667
1899....	975	3,501,274	8,585,901
1898....	1,091	3,271,772	7,592,510
1897....	1,501	4,141,860	10,653,212

What do these figures mean? Remembering it is for nine months, the failures last year were two-thirds as numerous and the liabilities about the same as in 1897, when the country was still in the grip of hard times. But the failures last year were just about as many and the liabilities much larger than in 1898. It looks as if grim failure takes its toll of the business world regardless of good times or bad, and lends color to the assertion that most failures result from

the lack of knowledge of the cost of doing business.

#### DAIRY PRODUCE IN ENGLAND.

The Canadian commercial agent at Bristol (Eng.), W. A. McKinnon, has been reading the annual Colonial Dairy Produce Review and writes in the Government's weekly report:

This Review states that the supplies of butter from Australia continue to increase. For the twelve months ending June, 1906, the total imports amounted to 26,950 tons, as against 23,368 tons in the previous year, and this in spite of a partial drought in Queensland and New South Wales in the early part of the season.

The exports from New Zealand for the same year were 15,177 tons, a reduction of 490 tons as compared with the previous twelve month. High prices for cheese apparently caused New Zealanders to make more of that product and less butter, the exports of cheese having increased by nearly 30 per cent., the total being 5,870 tons.

The quantity of butter exported from Canada is also affected, if not governed, by the profit to be made on cheese. The exports of butter from Canada amounted to 15,145 tons, an increase on the previous year's output of 2,298 tons, making a record so far as Canada is concerned, the previous highest amount having been 13,238 tons in 1903.

Out of a total import of 130,062 tons of cheese into the United Kingdom for the year ending 30th of June, 1906, Canada supplied 95,884 tons—over eight times the quantity received from the next largest exporting country, namely, Holland.

There is a noticeable change in the dietary of the working classes of the country, cheese being to some extent replaced by the cheap and excellent qualities of frozen mutton and beef, which are now regularly found on the tables of the artisans. Since the beginning of the year a large and unusually heavy consumption of cheese has been noticed; this is attributed to the tinned meat scare, and is one of the unexpected results of the Chicago scandals.

It would appear likely that owing to the trying Spring and hot Summer, the production of butter and cheese in the United Kingdom will be much smaller than last year. There has been a mark-

ed abatement of the supply of milk recently, and there is little prospect that it will be made good this season. But, quoting the Review, "the increased demand for milk in its raw state to supply the wants of the large towns has rendered the sale of new milk a more profitable method of dairy farming than the making of butter or cheese." The general outlook for Australian butter is considered most favorable, and it is stated that already sales of New Zealand butter have been noted for October-March shipment at higher prices than ruled last season. The Canadian trade have every reason to look forward to successful operations, as a result of an increasing demand at excellent prices.

#### AUSTRALIAN FISH BUSINESS.

Australia's importations of fish preserved in tins last year was £288,571. The sources of supply were:

United Kingdom .....	£ 94,134
Canada .....	51,779
France .....	7,412
Norway .....	6,461
Portugal .....	5,774
United States .....	102,845

The Canadian trade last year was much larger than that of any year of the Commonwealth records. The United States was larger than any year except 1901. The importations from Great Britain have declined. New Zealand is furnishing an increasing amount of such food products and last year supplied £7,427. The trade with Portugal and Norway is also increasing. The Canadian shipments were almost wholly of salmon and it can be materially increased by the preservation of other fish, such as herring and mackerel, in the forms in which they are put up in Europe, says the Canadian commercial agent at Sydney. There is no larger possibility in Canada than its fisheries and the Dominion should become the world's principal source of fish food.

#### EDITORIAL NOTES.

The cable line from Norway to Iceland which has been under construction for some time, is now completed. Correspondence between the two countries has become a necessity with the steadily increasing trade of the northern island.

## SIMON SLANDER'S EXPERIENCES DOWN EAST

Specially Experienced for The Grocer.

It came as a distinct shock to my nerves when that important individual, the manager of The Canadian Grocer, leaned over my desk the other day and announced very affably that he would be charmed if I would contribute the prize essay on the Maritime Provinces to his Fall Special.

Now, to tell the honest truth, I had been dreading this announcement all along. You see, dear reader, it is one of the unwritten laws of the office that no special number of The Grocer can be published without a prize essay about the Maritime Provinces, which shall contain a sprinkling of those stereotyped expressions, "the far-famed Valley of the Metapedia," "the Garden of the Gulf," "the Land of Evangeline," etc., etc. Just about everybody round the office has had a try at the job, but so far I have escaped. Last Summer, however, I took a jaunt down east to see the sights and ever since I have felt it in my bones that I would be called on to record something about what I saw.

Before I begin allow me to explain that my mother's maiden name was Bessie Booster and that my father died while I was still an infant. These facts should make it quite evident even to the most thick-headed reader that by nature and up-bringing I am quite the reverse of what my name would indicate. This merely by the way, lest anyone seeing my name prefixed to this article should be deterred thereby from reading it. I might also add that in the office I am familiarly known as the "dog-fish reporter," though, believe me, this has nothing whatever to do with my appearance, manners or morals.

If you are beginning to grow impatient at my slowness in getting down to the provinces, just remember that it's not like going from Toronto to Hamilton or (excuse me) from Hamilton to Toronto. It takes quite a surprisingly long time. In fact, even that paragon, the "Ocean Limited," has to stay out all night to get there and it doesn't saunter round in the dark. The country is too skeery for a skittish young thing like that to dawdle in.

No, sir, the Ocean Limited goes at a mighty quick clip down along the south shore of the St. Lawrence, and about breakfast time you land in among some of the scenery that they talk about—the far-famed valley of the Metapedia.

The valley makes quite a pretty accompaniment for breakfast and I enjoyed

it very much along with my fish, rolls, coffee, etc. The curves, of course, which lie thick along the bank of the river, make coffee-drinking somewhat risky, but by exercising a little caution you can estimate fairly well just when the lurch will come and get your cup out of harm's way in time. Otherwise the valley is fine.

After awhile you get clear of the valley and the curves and strike a long stretch of track, straight as an arrow for miles and miles. It reminded me of a roller-coaster, only without the twists and turns. The Limited would swoop down into a sort of valley, then up over a ridge; down again into a second valley and over a second ridge, and so on until after awhile you began to wonder when you would hit the bottom.

I was loath to leave the Limited at Moncton. The dining car especially was most attractive. Give me an I.C.R. diner for cheapness and quality. It's table d'hote from the olives to the finger bowl and decent Irish waiters; if they aren't Irish it's my mistake and they could certainly pass the imitation.

Of course I was disappointed when Friend Creighton looked up the timetable for the phenomenal Moncton bore and announced that he (or she) wasn't due until some time around midnight. The bore has been running on schedule for a good many years now and it's impossible to get the management to shift it. That's said to be the reason why certain distinguished people cut out the provinces from their itinerary, but of this I have my doubts. I know I shall go and try it again some day.

Going down to St. John in the evening, I was much impressed with the amount of suburban traffic that pours into that good city. The only difference between it and New York or Boston was that the people went into the city in the evening instead of coming out of it. I haven't yet lit on the reason for the phenomenon. At first I thought it was because the Sunday schools all had picnics that day. Then I concluded it might be a half-holiday. But neither surmise was correct so I simply concluded that the good people of St. John were fond of country air. And who could blame them when they are blessed with such a splendid river, navigable up to the provincial capital at Fredericton.

Having heard of the tremendous tides of the Bay of Fundy, I was prepared for

a rough and tumble time of it when I took the ferry across to Digby. But the tides are only incidental and don't come tearing along like an express train or the Moncton bore. The only place I noticed that they were at all disagreeable was around the wharves, where they sometimes leave unpleasant things exposed when they recede.

Just out of St. John we slid past a big, sleepy-looking, top-heavy passenger steamer, making wearily for the port through the shifting fogs. Her passengers swarmed along the railings and waved madly at us. I suppose they took us for Esquimaux, ladies of the snows or other northern aborigines, even though they did hail from Boston.

After awhile we edged over to the Nova Scotian shore and presently ploughed into the bay, where Digby nestles against the hills. Digby is all right, and though I only stayed there about two hours, I made about twenty trips up and down the one-sided main street and thoroughly enjoyed myself. The place swarms with Americans, who are in for a good time and get it. There is a picturesque Summer hotel and free bus service to and from the station and wharf.

My departure from Digby took place soon after lunch on board that famous Nova Scotian institution, "The Flying Bluenose." To the ignorant let me say that this is the most picturesquely named limited express in America. What's your Empire State Express, your Imperial Limited, your Sunset Limited, or any of them to the Flying Bluenose? I am a student of railway trains and I know an aristocrat when I see it. The old Bluenose may be a trifle down in the knee, its cars may not all be of a pattern nor its engine a mogul, but what care I, it gets there just the same and travels on a limited schedule.

Yarmouth, where the Bluenose terminates its day's run, is an aristocratic old Nova Scotia town, living partially on the memory of the past and partially on the hope of the future, but living on the whole very much in the present. Whole-souled hospitality reigns within its limits and there is lots of leisure for a calm enjoyment of everyday blessings. There is also a two-car electric railway and plenty of fogs in season. The latter give plants, trees and foliage a fine complexion and make Yarmouth hedges famous. I could ask for no pleasanter

place to spend old seaport.

Indefatigable building a road fax round by you won't be superintendent hitched up two gine and took down the road It was an ideal gine driver and Would I had th kins or a Rud the scenery, bu fection." Lake and now and th of the sea. O few. It was an and the fisherm

Fram Yarmo Digby into the is another plac being enathoure legends or such any ruins or lo shores of Grand don. I was mu orchards arou Friend De Wo surface of the e grows apple tr it could stand all came to ma

Of Halifax, I pleasant memo fusion of rainst head. Natural subject, I went the fort. It loc Tommies play moat, or whate ly considered Sunday, I visi and got an att vious affection grow too patrio sight to see ti rise up and sing and end up wit Even though ti you come home the service was out of place.

Sydney, whit wrapped in rai tire sojourn. G I could imagine in my memory Old Sol peep were tearing stretch of track lakes. It sh landscapes it ha tune to behold influence I bega By the time Pi evening I could again with a tr Pictou is ano

place to spend a holiday than this same old seaport.

Indefatigable Mackenzie & Mann are building a road from Yarmouth to Halifax round by the south shore. Perhaps you won't believe it, but the young superintendent of the Yarmouth division hitched up two or three cars and an engine and took me (and a few more) down the road to Barrington deadhead. It was an ideal day, and nature, the engine driver and the passengers all smiled. Would I had the pen of a Castell Hopkins or a Rudyard Kipling to describe the scenery, but my one word is "perfection." Lakes spread out on all sides, and now and then would come a glimpse of the sea. Of inhabitants there were few. It was an ideal land for the hunter and the fisherman.

Fram Yarmouth I jumped back through Digby into the Annapolis Valley. This is another place they talk about. Not being enamoured of ancient history or legends or such things, I didn't inspect any ruins or look for footprints on the shores of Grand Pre or caves on Blomidon. I was much more interested in the orchards around Kentville, whither Friend De Wolfe drove me. The whole surface of the earth in that neighborhood grows apple trees and I wondered how it could stand the weight when the fruit all came to maturity.

Of Halifax, I treasure only one or two pleasant memories. The rest is a confusion of rainstorm, fog and cold in the head. Naturally, being a good British subject, I went up and did a turn around the fort. It looked pretty secure and the Tommies playing craps down in the moat, or whatever they call it, evidently considered themselves safe. Being Sunday, I visited the garrison church and got an attack of the shivers, a nervous affection that seizes me when I grow too patriotic. It was an inspiring sight to see the church-full of redcoats rise up and sing "Fight the Good Fight" and end up with "God Save the King." Even though the band did play "Won't you come home, Bill Baillie," as soon as the service was over, it didn't seem very out of place.

Sydney, whither I journeyed next, was wrapped in rain and fog during my entire sojourn. Given a little sunshine and I could imagine it a pleasant place, but in my memory it still wears a black eye.

Old Sol peeped forth again just as we were tearing down that magnificent stretch of track alongside the Bras d'Or lakes. It shone on one of the finest landscapes it has ever been my good fortune to behold, and under its soothing influence I began to recover my spirits. By the time Pictou was reached in the evening I could look on the world once again with a tranquil vision.

Pictou is another ancient burg that ap-

pealed strongly to me. With its odd, narrow main street, its fort and its wharves it made quite a picture. From there I crossed to Charlottetown one charming evening and got my first glimpse of the island of the gulf. I have heard people rave about Prince Edward Island and I thought they were silly. But then I was ignorant. Now I know better and I rave, too, when I get the chance.

It's hard to say just what there is about the island that attracts one. It's

flat and that is enough to spoil any place. But there's an indefinable something in the air—a sort of Midas touch—that makes everything glorious.

After getting through with the island, I made tracks for home. Too much holidaying isn't good for anyone and in my three weeks' visit I had drunk in enough inspiration to last me a twelve-month. If my story is a scrappy one, I am sorry, but as I said before, my specialty isn't scenery, but dog-fish.

## HERE AND THERE WITH THE TRADE

Happenings Among Foodstuff Dealers From the Atlantic to The Pacific—News of Your Brother Grocer in all the Provinces.

H. Brittain, Yonge street, Toronto, has sold his grocery business to R. E. Stroud.

W. F. Morley, of the Canada Brokerage Company, Toronto, was in Montreal last week.

E. P. Baughner, Talbotville, has purchased the grocery business of Mrs. J. Oxford & Son.

J. T. Cuddy, sales manager of the Montreal Packing Company, has been confined to his bed lately by illness.

H. R. Kemp, traveler for the McCormick Manufacturing Co., is ill with typhoid fever in Victoria Hospital, London.

G. H. Macfarlane, assistant general manager E. W. Gillett Co., Limited, Toronto, was in Montreal early part of this week.

Walter C. Elliott, representing E. W. Gillett Co., Limited, was a caller at the Montreal offices of The Grocer last Saturday.

J. F. Brownscob, general merchant, Uxbridge, has opened a branch in New Liskeard and is doing a big business in the New Ontario town.

A. Atcheson, Deer Lake, was in Toronto last week with his family. One of his little girls had to undergo an operation for throat trouble.

John Swan, Vasey, general merchant, has built a chopping mill and will make it a department of his business. He will begin by operating the mill two days a week.

R. L. Corlett, of Williamsford, who has purchased the general store business of the late Hugh Wilson at Cannington, expects to take possession on the 1st of November.

Ewing & Reid, of Alliston, a progressive and energetic produce firm, have bought the grocery and flour and feed business of W. Jenkins. Mr. Jenkins has been forced to retire because of ill health.

A. Wood, Kerwood, has been conducting his general store business for six months and is building up a very nice trade. He is one of the leading men of Kirkwood and the business with him is increasing rapidly.

Mrs. Kent, daughter of B. A. Belyea, Southampton, died very suddenly the week before last. Mrs. G. Kent was in the millinery business and was very popular. Much sympathy is felt for her family and friends.

J. B. Renaud & Co., Quebec, some time ago added a wholesale grocery department to their extensive flour and feed business and have considerably enlarged their premises by taking the neighboring building and warehouses at the rear. The interior has been rearranged and up-to-date office facilities installed.

W. J. Carruthers, who gave up teaching and purchased the general store business of Wm. Cochrane, at Baltimore about a month ago, is doing very well indeed. Mr. Cochrane has opened a general store in Burnley, not many miles distant and he, too, reports trade very satisfactory.

Wiggins & Gray, grocery and crockery merchants, Marmora, have made considerable improvements to their store. A new hardwood floor has been put in, some handsome new fixtures installed and a general clean up was effected. Altogether the firm is keeping well up with the game. They are doing a fine business and it is increasing.

The trustees of the estate of the late Hugh Wilson, of Cannington, are erecting in that town a very handsome bank building for the Standard Bank. It is a building that would do credit to Toronto and will be an ornament to the town of Cannington. It is situated on the corner opposite the general store recently purchased by R. L. Corlett.

(Additional notes on page 198.)

## NESTOR OF TORONTO GROCERS

Henry Swan has Been in Business in the Same Stand Forty-Three Years—  
Memories of Early Toronto Before the Days of Package Groceries.

Forty-three years ago on Oct. 4, Henry Swan opened the doors of the store at 162 King street east, Toronto, where he to-day conducts one of the largest and finest grocery businesses in Canada. The store is twice as deep and three times as wide as when he started, making it six times as large.

Mr. Swan is a Scot, born in Edinburgh and 65 years of age. He learned the grocery business as an apprentice with Dodgson, Shields & Morton, for many years the leading grocers in Toronto. But that was not his first contact with the grocery trade. At the age of eleven he was employed by R. Taylor, who occupied the corner of three stores at Yonge and Albert streets.

"I come passed there every day," said Mr. Swan to The Canadian Grocer representative, "and I see that block as it was then."

The adjoining building was the Franklin House, kept by Rebel John Montgomery, of whom Mr. Swan has a vivid recollection. Past a lane entering the hotel yard was a vacant lot where a little later two small shops were erected. Next south were five little one-storey stores. Adjoining them was the large barn of the Fulljames Hotel and the hotel on the corner. All the block was built of wood.

### Rebel John.

Rebel John, as the historical hotel-keeper was named, was a large man. Very early one morning Mr. Swan, then a mere lad, was sweeping the sidewalk in front of the grocery. Rebel John, hands in breeches pockets, was walking up and down and remarked in his deep bass voice:

"I do like to see little boys up early in the morning."

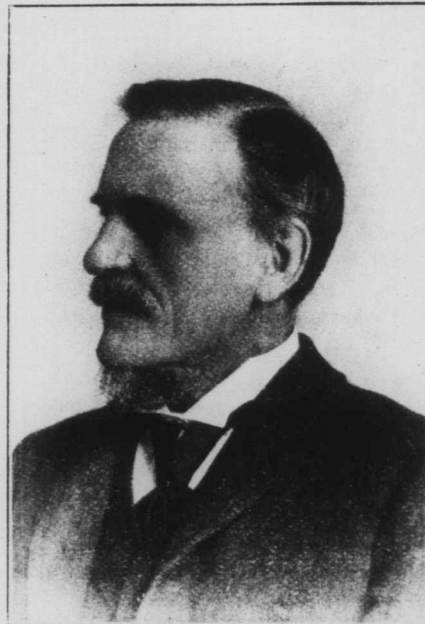
That was long before the era of package groceries. Sardines, mustard, corn starch and matches were about the only goods in ready-to-sell form.

"I remember when canned salmon came on the market," said Mr. Swan. "A lady came in and asked for salmon in tins. We hadn't it and I was sent out to Bilton's to get it. Mr. Bilton said, 'I sell it for 50c. I'll give it to you for three York shillings.' That was the price for a pound tin."

"There is not now in the wholesale or retail grocery business in Toronto a man who was in it when I started here," Mr. Swan said. "Mr. Ince was the last. Between the Don and Yonge street, I don't know of one remaining in any line of business."

One of the most interesting features of the Swan business is the changes it has experienced. It has completely changed in its character twice, giving it three distinct phases. Nothing could more surely indicate the business capacity, resourcefulness and perseverance of the firm than this ability to adapt themselves rapidly to changed conditions and so save their trade from what otherwise meant failure.

A few months after starting the business, Mr Swan was joined by his brother, Robert, and the store sign is still "Swan Bros." They established themselves in the farmers' trade to such an



Henry Swan.

extent that it comprised 90 per cent. of their turnover. At that time Toronto was the market for the whole central portion of the province. The farmers would come in twice a year for supplies and Swan Bros. had a great many customers from the Townships of Brock, Melanthon, Adjola, and others equally distant. One of their customers lived at Southampton on Lake Huron and drove in regularly.

### What the Railways Did.

Railway development took this trade from Toronto. The opening of the Wellington, Grey & Bruce, the Northern, the Midland, and other lines made it unnecessary for the farmers to come to the city. Swan Bros. had to look for other custom. They must acquire a city trade. Their store was then in the heart of the business district and the best residen-

tial districts of the city were within a stone's throw. They laid themselves out to secure a share of this high-class trade and did it. From the semi-jobbing trade of the farmers, who, when laying in half-yearly supplies, could not buy in small quantities, this was a radical change. In addition to a change of method it meant a change of goods. There had been no call by the farmers for the fancy groceries required in a well-to-do city trade. Even staple goods had to be fancy in quality.

The firm's success on this practically new adventure had not been many years established when another change overtook them. Their customers began to move away. The old residential sections had gradually become undesirable and better-to-do people moved away. The problem before the firm was to hold their trade. They did it by going after it. They adopted the plan of calling for orders. That was before the telephone had come to their aid. Now the called-for and telephone trade constitute a very considerable part of their business. Some days they receive as many as 300 telephone orders, which in a ten-hour day would be an order every two minutes.

### Good Goods.

"To what do you attribute your success?" Mr. Swan was asked.

"Giving the very best goods that could be got. If I learned of any better goods than we had I went after them. That has been my hobby all my life—to get the best. The poor trade selling a poor class of goods, any body can get that. It is a great mistake for a grocer to go in for cheap goods. The only time a customer is pleased with cheap goods is when he is paying for them, and never after."

The Grocer representative wanted Mr. Swan to speak of the building up of a grocery trade.

"It's hard to explain," he replied, "how trade is got and kept, but next to fair dealing the most important thing is to get rid of everything in the shape of second-class goods and keeping only the best."

As might easily be imagined, Swan Bros. do a very large credit business. Many of their customers seldom or never see the store.

"Cash or credit trade," Mr. Swan said, in reply to a question, "is a good deal as a person cultivates it. One person prefers a cash trade and another would not have it; one makes a success of cash trade, and would lose all he had with credit. What suits one may not suit another at all. It is largely a matter of temperament. Our losses have not been sufficient to make me think we would have preferred a cash trade."

It must not be inferred from this that the firm eschew cash. The writer knows

from experience that great readiness.

### A Hard

Mr. Swan sticks to his business more than many men with a good deal of ease he has. He sits at his desk, but serves at the counter with the telephone if he has it. A quiet man, and an occasional Scot; he is philosophical in his tendencies.

The writer asked about the elements of success in business.

"I've thought for a long time about why one succeeds and I've seen other fails and I've seen that I can't be sure of my own temperamental personality."

But when asked with long experience in business for a word of advice, "He would not be able to give you any multifarious details."

### Senator Jaffray,

business and political success in many years, said: "He is a hard-worked, level-headed business man who goes more closely to the brother Robert. I am taking much interest in his family and his business. He has an unswerving integrity and insight."

Rev. J. A. Macdonald, editor of the Globe, said: "He is not as a friend but as a community view, one of the men who has strength and stability in the community. Without beating he has built up a business house with and about either his or his commercial success are ever asked. He believes in honesty but because it is that is the type of strength and stability in the community."

### DEATH OF W

### Prominent Businessman Died After a

William Strachan, a prominent business man, died early last Friday. Strachan had only one month, and was then on the road to recovery, with

from experience that they accept it with great readiness.

**A Hard Worker.**

Mr. Swan sticks more closely to business than many men half his years and with a good deal less than half the excuse he has. He presides at the cash desk, but serves as readily behind the counter with the clerks, or answers the telephone if he happens to be nearest to it. A quiet man, given to dry humor and an occasional illustrative story. But the intent of his mind is serious. He is Scotch; he is Presbyterian with the philosophic tendencies the two engender.

The writer asked him to say something about the elements that make for success in business.

"I've thought for years," he replied, "about why one man succeeds and another fails and I've come to the conclusion that I can't tell. It's in the man, his temperament, his methods, his personality."

But when asked why a certain man with long experience would not be a success in business for himself, he replied, "He would not be able to master the multifarious details of a business."

Senator Jaffray, who has been a business and political friend of Mr. Swan many years, said of him to the writer, "He is a hard-working, industrious and level-headed business man. He stuck more closely to the counter than did his brother Robert. I don't know of him taking much interest in anything but his family and his business. He is a man of unswerving integrity and keen business insight."

Rev. J. A. Macdonald, managing editor of the Globe, speaking of Mr. Swan not as a friend but as expressing the community view, said: "Henry Swan is one of the men whose life and work give strength and stability to the business community. Without fireworks or drum-beating he has built up a substantial business house with excellent connections and about either his personal integrity or his commercial stability no questions are ever asked. He is one of those who believe in honesty not because it pays but because it is right, and after all that is the type of man that gives strength and stability to the business community."

**DEATH OF WM. STRACHAN.**

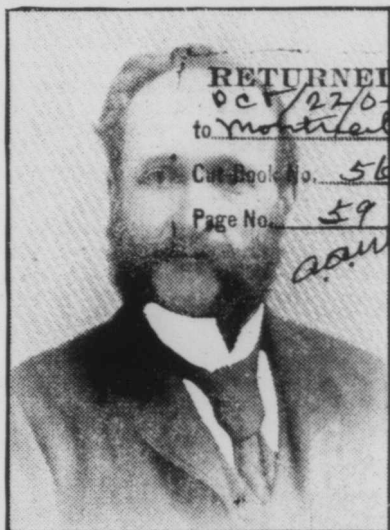
**Prominent Business Man in Montreal Died After a Short Illness.**

William Strachan, one of the most prominent business men in Montreal, died early last Friday morning. Mr. Strachan had only been ill about one month, and was thought to be on the road to recovery, when he suffered a re-

lapse and passed away in the fifty-eighth year of his age.

Born in Ormstown in 1848, the late Mr. Strachan came to Montreal when he was but fifteen years of age. Entering the employ of the Canadian Express Co. he remained with them for ten years, when he went into soap manufacturing. He acquired the soap factory from the William Christie estate, which had been carried on under the supervision of William Christie for years. His business ability soon built up a large connection, and he began to branch out in other directions. From the City of Montreal he and C. M. Acer purchased the Union abattoir, which they ran successfully until it was taken over by the D. B. Martin Co. Later, he organized the Montreal Stock Yards & Abattoir Co., of which he was president and managing director at the time of his death.

President of the Union Cold Storage Co., and vice-president of the Edwards-



The Late William Strachan.

burg Starch Co., Mr. Strachan was also a director in several other concerns, the Herald Publishing Co., the Union Brewery, the Montreal Sand & Gravel Co., and the Manufacturers' Life Insurance Co.

As a member of several clubs Mr. Strachan was favorably known in social circles, and had many sincere friends.

A wife, six sons and a daughter survive him. The sons are: W. C., manager of the William Strachan Co.; W. B., broker; H. G., ranching in Alberta; E. D., Bank of Toronto; K. G., of the Lake of the Woods Milling Co., and H. D., Bank of Ottawa.

**PROGRESSIVE SOAP CO.**

In January, 1905, the Guelph Soap Co., of Guelph, was taken over by J. C. Walker & Son, and the business has been a decided success ever since, it having increased to such an extent that plans are now under way for a new ad-

dition to their factory. Their leading lines are "Welcome" cake soap and "Royal City" and "Peerless" bar soaps. They also put up the well-known Crystal soap chips. This company have been carrying on an aggressive advertising campaign throughout Canada with splendid results. They give no premiums, but invest the money that otherwise would be spent in premiums in the making of a first-class soap. If progressiveness, backed up by a first-class article, count for anything in business, continued success of the Guelph Soap Co. is assured.

**COMBINATION OF DIFFICULTIES.**

**Dried Fruit Situation in California.**

The dried fruit situation in California is a curious combination of difficulties arising out of the destruction of San Francisco. W. G. A. Lambe & Co., Toronto, have received from a large California firm a letter which says:

"The full force of the terrible disaster that overtook this city and state on the 18th day of April is just becoming apparent. The business section of San Francisco was destroyed. There has been for a number of years a shortage of labor in this state. This you will recall if you will go back over the experience we have had during former years. The tremendous demand for labor of all kinds as a result of our disaster, coupled with the fact that a very large number of people left this state immediately after the 18th day of April, and further the very high basis of wages being paid in this city, has turned almost all of the help that we have always used in the country districts to the city, and still the city is short of help. There is not a piece of work being done in this state at this time of any kind or character for which there is sufficient help."

The writers explain the shortage in lumber, the car blockade and the shortage of labels and cartons owing to the destruction of all lithographing plates, and conclude:

"The three vital forces in making shipments are labor, packing material, including labels and cartons, and cars. The shortage of any one of these is bad enough, but this year we have a shortage of all three lines to contend with. There is never a quiet moment with us.

"Everyone in the business is up against the same proposition. We are all anxious to get our shipments made, as it is impossible to get sufficient insurance to cover the stocks of goods we are compelled to carry at this time, owing to the failure and withdrawal from this state of a very large number of insurance companies, and of the inability of the balance to take all the business offered them."

## RUSH READY FOR G. T. P. END

Big General Store Enterprise for Prince Rupert, the New Pacific Terminal—  
Great Fair Planned for Vancouver in 1910

Vancouver, B.C., Oct. 14, 1906.

All the eastern cousins will have the opportunity of visiting the lusty young province of the Pacific Slopes, in 1910, if the plans of the Vancouver Hundred Thousand Club materialize along lines now outlined. It is seriously proposed by that energetic body of westerners to have a big exposition in the Terminal City in 1910, to be called an Occidental-Oriental Exhibition. The club has discussed the matter preliminarily, and will make public later its decision as to taking charge of the organization of such a big proposition. The idea is suggested in the name, to have the products of the Orient and those of the western countries also gathered in exhibition in this city, on lines to be worked out later. Questions of ways and means are to be considered first, and an interesting report is to be anticipated. The advantages to the young city of the western commerce of the Canadian nation are palpable.

Practically the first commercial venture to be announced for the new up coast city, the terminus of the G.T.P., is that in which Robert Kelly, of Kelly, Douglas & Co., wholesale grocers, is associated with the United Supply & Contracting Co., of Montreal, of which Jas. Carruthers is president. By Feb. 1 next it is the intention of the new concern to have an immense general store opened at Prince Rupert, as the coming port is already named. The stock will be shipped north by Messrs. Kelly, Douglas & Co. This movement, taken as it is to be the action of men in close touch with inside information re G.T.P. matters, indicates the expectation of an early and big rush to the new city. In the same connection it is announced definitely by the president that there will be no present chance to speculate in Prince Rupert town lots, for there is no survey yet. Still there are hundreds awaiting first news to move north.

Industries are beginning to locate in New Westminster, attracted no doubt by superior water and rail facilities, combined with comparatively cheap building sites and lower rates of taxes. The latest is a soap factory, which is to be built by an eastern capitalist who visited the Royal City during the fair a week ago. He announced his intention of securing a site at once, and it is expected that a further announcement will be made at any time.

The announced intention of certain parties to start a glass works in the old Royal City will also be recalled. That deal is still pending, and if certain negotiations come to a successful conclusion, as now anticipated, that industry, too, will be added to the list.

British Columbia purchases large quantities of salt in the Old Country because of cheap transportation by sailing vessel from Liverpool, the home of the salt industry. Recently the non-arrival of the British ship Fingal, which

is bringing 1,200 tons for the local market, has been causing a shortage of the commodity required for fish salting purposes. The Fingal, a sailing vessel, was reported delayed owing to bad weather en route.

Though not yet advanced on local markets, flour is considered as very likely to be raised sharply in the coming weeks. There has been a good deal of activity displayed by jobbers in buying up stocks recently, on the strength of the outlook for advanced prices, as indicated by eastern movement. Of course the bulk of the flour used being imported from the mills of the Northwest, the price is practically governed from that direction.

Local business conditions are very bright. The New Westminster Fair last week brought in many up-country and out-of-town dealers, and these had, of course, the usual contingent of buying to do at the wholesale houses before going home. Prices of staple commodities do not show any sharp change, and in the ordinary lines of produce, etc., the stocks and prices are normal.

In produce there is preparation for Thanksgiving. A number of turkeys from local sources will be marketed and a limited stock is coming forward from the east in cold storage. The price is said to be expected to range at 25c. per lb., though dealers who profess to be posted predict that later on the price of dressed birds for Christmas will be much less.

Butter is very scarce, and price is firm at last raise, which made it 30c. from local creameries to the wholesale trade, 35c. to the retailer, and 40c. to the consumer. Eggs of strictly fresh local vintage will now bring 45c. per doz. readily. Fresh candled stock will bring 27c. to 30c.

In fruit the supply of choice apples increases. Many are being sent down from the interior. The crop is not so extra heavy, but is being got out in good shape and forwarded quickly. The interior apples are, as a rule, not forwarded so early in the season. Some of the varieties favorite now are 20-ounce pippin, Wealthy, Alexander, Jonathan, Wolf River, etc. Prices range from 80c. to \$1.50 to the trade.

Pears of late Fall and Winter varieties are being marketed, though the crop is not large. Prices are \$1 to \$1.50 per crate. Plums and peaches are off the market. Crab apples at \$1 the 40-lb. box are still offering, the chief variety being the red Siberian. Tomatoes sell at \$1 to \$1.25 per crate. At Kelowna and other Okanagan points they were being offered at as low as 50c. the 20-lb. crate, and no takers. Oranges, late Valencias, are bringing \$5.50. Lemons, \$7 per crate.

In vegetables, potatoes remain firm round \$15 per ton for local lower main-

land stock, with higher for interior-grown stock. Shipments to the north are over, while on the Aorangi to-day some consignments go to Australia.

### NOVA SCOTIA HEARTY.

#### Crops Good and the Outlook Bright— Many Tourists.

"I tell you the Halifax Board of Trade is now a credit," writes W. G. DeWolfe, of Kentville, "and has done splendid work the past year." Mr. DeWolfe is an enthusiastic and energetic board-of-trader. He has long been impressed with the possibilities for good work by boards of trade throughout Canada.

The Nova Scotia apple crop, Mr. DeWolfe states, is a good average and there will be 325,000 barrels for export. Many English buyers are now in the province.

"Nova Scotia," says Mr. DeWolfe, "is in good heart; lack of help the only drawback. Farmers look cheerful and all crops are a good average."

The tourist trade in the province was heavier last Summer than ever before.

### WESTERN TRADE GROWING.

"The largest business in the history of the firm, and growing rapidly both locally and in Western Canada." The speaker was F. J. Smye, who some few months ago became senior member of the old established firm of Balfour & Co., now Balfour, Smye & Co.

Mr. Smye was delighted with the progress made by the firm and particularly with the growing popularity of Tartan Brand goods, a subject that never fails to arouse Mr. Smye to enthusiasm. In fact he is never happier than when expatiating on the virtues of Tartan goods.

"Just let me show you a few orders," he remarked, stepping over to the desk where a fat pile of carload orders were stacked.

Mr. St. Clair Balfour is returning in a few days from his trip west, begun in June. The trip has been a successful one judging from the orders above mentioned. He reports that Tartan Brand is gaining great favor in the west.

Mr. Smye also reports a large shipment of Tartan Brand canned fruits and vegetables to the West Indies to a customer secured through their advertisement in The Canadian Grocer. Glasgow and London have also taken large quantities of Tartan gallon apples recently. "The chief difficulty experienced," concluded the head of the firm, "is in securing sufficient quantity of these goods from our factory at Grimsby. The demand from the west keeps us hustling."

Mr. and Mrs. R. F. Waddington, of Snellgrove-Waddington Co., Fort William, have returned to their home after a two weeks visit in Hamilton, where they were the guests of F. J. Smye, of Balfour, Smye & Co.

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## LONDON TRADE HAPPENINGS

**Very Satisfactory Situation—Retail Grocers' Association Doing Good Work—  
Has a Large Cash Balance—Canned Goods—Dried Fruit Buying Light.**

Never in the history of the grocery business in London was there such harmony among the dealers. The Retail Grocers' Association is in a flourishing condition and are working together to the interests of all. The result is that there are no useless price wars and everybody is getting good prices. The association was started about a year ago without a cent. To-day they have several hundred dollars to the good and have been able to provide a couple of good picnics that made the grocers talk about.

\* \* \*

Business among the retail men has been very good. They have good reason for thanksgiving. London has been more prosperous than ever in its history and with nobody out of work it is not hard making collections. The difficulty in building trades this Summer has been to get labor and the result is that men have been making good money. The grocer gets his share of it, and what adds to the assurance of good business conditions is the absence from strikes that London enjoys.

\* \* \*

There are few grocery changes here, as those in the business continue in it. The only change in recent weeks was one completed last week by which the grocery and butcher business of T. G. Siddle, Maitland and St. James streets, was purchased by Frank Farnsworth. It is said that another grocery will likely start in the east end where the Sovereign Bank is busily engaged constructing a fine new building with store space at the corner of Dundas and Adelaide streets.

\* \* \*

The only drawback to business at the present time is the high prices of dried fruits and canned goods. The high prices of raisins and currants of course will affect the demand for peels and such composite parts of the Christmas luxuries. The wholesale men claim, however, that though the market is affected just now the demand will come with a rush before long. At the same time the retail grocers feel the squeezing process and are buying lightly and fear that it will hurt the business. The same is true of canned goods. In this district there has not been such a large crop of tomatoes or of corn in ten years, and in ten years prices of these goods canned have not been as high. The northwest trade seems to bolster up prices to the maximum mark.

In both these lines the wholesale trade is affected and purchases are small comparatively. However, in every other line the wholesale trade is most healthy. During September the country grocers were slow in payments owing, they claimed, to the farmers not putting their money into circulation. But for the first half of this month collections were never better.

\* \* \*

The canning business in the districts of Western Ontario is booming and several new factories have been started this Summer. Those at Alvinston, Thamesford and other places report big business. But the new factory here, though now employing 125 people and turning out large quantities for which it is said they have orders ahead, are said to have lost money on the opening. It is said they had contracted for tomatoes in great quantities and when the time came

## ESSEX FOR CORN AND TOMATOES.

**Believes Itself to be the Banner County of Ontario.**

There is not the slightest doubt in the minds of the people there that Essex County, the most southerly portion of the Dominion of Canada, is the banner county for growing corn and tomatoes.

The cut showing the delivery of tomatoes to the Essex Canning & Tomato Co. at their factory in the town of Essex, will give one an idea of the extent of this industry and what it means to the farmers and market gardeners to have a large canning factory situated in their midst.

On the day (Sept. 28) that the photo for this cut was taken, the roadway was lined with delivery wagons, as shown, steadily from noon to 7.30 in the evening, varying in numbers from 15 to 25 at a time, waiting their turn to drive on the scales.

We understand that this company have had even larger deliveries of tomatoes since the date mentioned, on Friday last, Oct. 5, over 90 tons (3,000 bushel) were received.



Delivering Tomatoes at the Essex Canning Factory.

for canning the manufacturers of the tins had not been able to deliver their goods and hundreds of bushels went to waste. But the prospects are now the finest, the entire output for the present being sold in the west.

J. W. Weegar, of Maxville, and a buyer for several Montreal produce firms, was in Montreal last week.

The Essex Canning & Preserving Co's factory is one of the largest in the province, the cut shows only a portion of their works, the main building is 240 feet long by 40 feet wide, three storeys high, (this does not include the wings, additions and adjacent buildings connected therewith) and is equipped with all the latest automatic machinery and every provision made for packing the goods under the most approved, sanitary arrangement.



## WITH THE TRADE AT OTTAWA

Association Establishes a Credit and Collecting Department—It is Carefully Planned—Schedule of Social Seances for the Season—Early Closing By-law—Notes.

It is generally reported that the grocery trade during the past week was hardly as brisk as usual, although very satisfactory for the season of the year. A good business is being done in provisions; housekeepers are buying supplies of flour, potatoes, etc., for winter use, while apples are commencing to be bought by the barrel. Such trade helps sales considerably.

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On the local market prices of produce tend upwards. Butter is selling at 30c. for creamery and dairy prints, while solids retail at 28c. for creamery and 25c. to 27c. for dairy. Wholesale quotations range from 24c. to 26c.

On the Ottawa Cheese Board Friday last 1,576 cheese were offered, consisting of 895 white and 681 colored. Prices reached 12 5-8 and 12 11-16 cents, but no sales were made, sellers refusing that figure. It was reported that about half the offering was disposed of on the curb at 12 11-16.

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At the fruit exchange small fruits continue to be very scarce. Grapes, which should be plentiful, are almost nil, consequently prices are the limit, 23½c. to 25c. for Concord, 6 quarts, and 35c. to 40c. for Rogers, 6 quarts. Quinces and Seckle pears bring 40c. to 60c., pears in barrels \$4 to \$5.75, according to quality. Apples—Snows, No. 1, \$3.50 to \$4; No. 2, \$2.50 to \$3; other varieties from \$2.75 to \$3.50 for No. 1, and \$2.25 to \$2.75 for No. 2. Cranberries, \$7.50 to \$9. Grape fruit, \$4 to \$5.50. Oranges, Floridas, \$3.75 to \$4.25. Lemons, \$5.75 to \$6.50. Sweet potatoes, \$2.50 to \$3 a barrel.

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The Retail Grocers' Association met on Wednesday last with a good attendance of members. President Forde occupied the chair. The committee who have been working for some months past forming a credit and collecting department in connection with the association made their final report. They have worked out a plan that should be of immense benefit to the association, and as all the stationery required is given gratis to paid-up members providing they take an interest in sending information through the proper channels of this department, it is presumed that a greater interest than ever will be taken in the local association. It may be said that all information is taken care of in a private manner and as the committee have dealt very carefully with this mat-

ter and had expert opinion on their work no merchant need hesitate in taking advantage of the benefits of this department of the grocers' association.

The executive committee reported having arranged a plan of entertainment for the social meetings of the association on the fourth Wednesday of each month, as follows:

October—An open meeting to retail grocers. Programme and refreshments.

November—Lecture on business methods by an expert accountant.

December—No meeting.

January—Euchre party.

February—Debate, "Cash vs. Credit."

March—Banquet.

April—Reception by newly elected officers.

The early closing question, which was



A. A. McFall, Bolton.

adopted at last meeting asking the city council to pass a by-law closing all grocery stores at 6 p.m. on ordinary nights and 9 p.m. on Saturdays during the year, was brought up under the head of unfinished business. It was found that the petitions out were being fairly well signed and prospects were very good towards getting sufficient signatures. The president with Messrs. Atkinson and Lamoureux were appointed to look after the lists and make a special effort towards having them sufficiently signed and returned before next meeting.

Mr. Blakeslee, of the Egg-O-See Company, was present and gave a very able address on the benefits of organization. He explained the workings of the grocers' association in parts of the United

States. His remarks proved of great interest to the members.

A resolution of condolence was passed on behalf of H. N. Bate, of H. N. Bate & Sons, who was bereaved of his wife a few days ago.

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C. J. Provost, treasurer of the O. R. G. A., is away on a hunting trip.

John Wilson, city traveler of H. N. Bate & Sons, was in New York for a two weeks holiday. He says 'tis quite a village.

Mr. Stewart, H. J. Heinz's representative, is in the city looking for Fall and Winter orders.

### PROGRESSIVE BOLTON MILLER.

#### A. A. McFall has Up-to-Date Mill and Methods.

A. A. McFall, proprietor of the Bolton flour mill, is one of the most enterprising young millers in Ontario. His mills are equipped with the latest improved machinery and supplied with water-power, which is available for all purposes. The reliability and excellence of its products are acknowledged all over the country; one of the least evidences of their popularity being the phenomenal increase in consumptive demand during the last few years. The principal brands of flour manufactured by the Bolton mill are: "Pure Gold," "Albion's Pride," and "Good Loaf." It also turns out large quantities of Graham flour, cracked wheat, wheat germ, etc. Mr. McFall combines with his milling business an extensive trade in grain and feed.

### WEEKLY SOCIALS.

#### Toronto Grocers will Make an effort to Stir Things Up.

The Toronto Retail Grocers' Association met on Monday night in the Temple Building and decided to hold a social evening for the members and their friends each Monday night during the Winter season. Grocery travelers will be welcome at all these meetings. They will be held in the association's room in the Temple Building. It is thought by this means that greater interest in the association can be aroused.

### MODERN ACCOUNT KEEPING.

The loose-leaf system of bookkeeping has come to stay, not only with the large wholesale firms but with the retailers generally. In fact the retailer has the greater necessity to keep track of the many small leaks to which the grocery business is so susceptible. The advertisement of the chief manufacturers of these modern systems will be found on pages 175 to 179, and on page 194.

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## QUEBEC

POINTERS—

Fish—Revised.  
Evaporated Apples  
Citron Peel—Ac

Montreal

On all sides in the city a complaint is being heard. The wheat has practically ruined the companies so far as it is concerned. But the grocers are not satisfied with the situation. The Montreal in the Bank has caused a loss of fullness, since many that now defunct goods the short feature of the an acute situation and others who not be able to respect. The to

ished but the price has not been made public change in sugar market is about prices is expected. Active trade in not yet commenced are a little weak there are no Ja hands, while the is also limited. currants are price has not b There has been situation in Cal working under t tions. There is and spices. Ev higher this week occurred in citro

CANNED GO... vices which hav tomato pack is percentage has In some quarter pack was about rumor is to the deliveries will that business is this time of year obtainable, and there is no cha ing made. A that he had be ease bonus for packers were no liver him. This treme scarcity o

Cherries—  
2s, red, pitted.....  
2s, red, not pitted...  
2s, black, pitted...  
2s, black, not pitted...  
2s, white, pitted...  
2s, white, not pitted...

# Markets and Market Notes

## QUEBEC MARKETS.

### POINTERS—

Fish—Revised.  
Evaporated Apples—Advanced  $\frac{1}{2}$ c.  
Citron Peel—Advanced 1c.

Montreal, October 17, 1906.

On all sides in the grocery trade there is complaint because of the shortage of cars. The wheat movement in the west has practically tied up the railway companies so far as the obtaining of cars is concerned. But for this jobbers are satisfied with the trend of events in groceries. The action of the Bank of Montreal in taking over the Ontario Bank has caused many a sigh of thankfulness, since many had dealings with that now defunct institution. In canned goods the shortage of strawberries is the feature of the market. This means an acute situation because confectioners and others who require the fruit will not be able to obtain supplies. Grocers, of course, will suffer also in this respect. The tomato pack is now finished but the percentage has not yet been made public. There has been no change in sugar since last report. The market is about steady. No change in prices is expected in the near future. Active trade in molasses and syrups has not yet commenced. Tapioca futures are a little weaker this week. In teas there are no Japans to be had in first hands, while the supply in second hands is also limited. In foreign dried fruits currants are slightly higher, but the price has not been materially affected. There has been no improvement in the situation in California, and pickers are working under the most adverse conditions. There is nothing new in coffees and spices. Evaporated apples are  $\frac{1}{2}$ c. higher this week. An advance has occurred in citron peel also.

**CANNED GOODS**—According to advices which have reached Montreal, the tomato pack is now finished, but the percentage has not yet been given out. In some quarters it is said that the pack was about 65 per cent. Another rumor is to the effect that 75 per cent. deliveries will be made. Jobbers say that business is coming in as usual at this time of year. Strawberries are not obtainable, and according to one house there is no chance of full deliveries being made. A prominent jobber said that he had been offered over 50c. per case bonus for strawberries which the packers were not in a position to deliver him. This would indicate the extreme scarcity of the fruit.

	Group No. 1.	Group No. 2.
Cherries—		
2s, red, pitted	2 25	2 22½
2s, red, not pitted	1 75	1 72½
2s, black, pitted	2 25	2 22½
2s, black, not pitted	1 75	1 72½
2s, white, pitted	2 40	2 37½
2s, white, not pitted	1 90	1 87½

Currants—		
Red, heavy syrup	1 89	1 77½
Red, preserved		
Black, heavy syrup	1 90	1 87½
Black, preserved		
Gooseberries—		
Heavy syrup	1 90	1 87½
Gallons, standard	6 50	
Lawtonberries—		
Heavy syrup		6 50
Gallons, standard		5 50
Apples		
3s	1 02½	1 00
Preserved	1 2½	1 25
Gallons	2 67½	2 65
Preserved	3 52½	3 52
Peaches—		
Yellow, flats, 1½	1 70	1 67½
" " 2	1 90	1 87½
" " 2½	2 60	2 57½
" " 3	2 85	2 82½
whole 2	2 37½	2 35
White	1 75	1 72½
" 2	2 50	2 47½
" 2½	2 70	2 67½
" 3	1 27½	1 25
Pie, not peeled, gal.	3 57½	3 55
Pie, peeled	4 52½	4 50
Pears—		
Flemish beauty 2	1 65	1 62½
" " 2½	1 95	1 92½
" " 3	2 12½	2 10
Bartlett	1 80	1 77½
" 2	2 17½	2 15
" 2½	2 32½	2 30
" 3	1 27½	1 25
Pie, not peeled, gal.	3 27½	3 25
Pie, not peeled, gal.	3 27½	3 25
Pineapples—		
2s, sliced	2 25	2 25
2s " grad	2 35	2 35
3s " whole	2 50	2 50
Plums—		
2s, Damsen, light syrup	1 17½	1 15
" " " "	1 67½	1 65
2s " heavy syrup	1 23	1 33
2½s " " "	1 62½	1 60
3s " " "	1 92½	1 90
Gals. " standard	3 22½	3 20
2s " Lombard, light syrup	1 22½	1 20
3s " " "	1 72½	1 70
2s " heavy syrup	1 37½	1 35
2½s " " "	1 67½	1 65
3s " " "	1 92½	1 90
Gals. " standard	3 42½	3 40
2s " Green Gage, light syrup	1 27½	1 25
2s " heavy syrup	1 47½	1 45
2½s " " "	1 67½	1 65
3s " " "	1 97½	1 95
Gals. " standard	3 72½	3 70
2s " Egg, heavy syrup	1 70	1 67½
2½s " " "	1 97½	1 95
3s " " "	2 27½	2 25
Raspberries—		
Red, light syrup	1 50	1 50
Red, heavy syrup	1 75	1 72½
Red, gallons, standard	5 50	5 50
" " solid pack	1 75	1 72½
Black, heavy syrup	1 90	1 87½
Black, preserved	5 25	5 25
Black, gallons, standard	8 25	8 25
" " solid pack		
Strawberries—		
2s, heavy syrup	2 00	1 97½
2s, preserved	2 15	2 12½
Gallons, standard	6 25	6 25

### VEGETABLES

Asparagus—		
2s, tips	52½	2 50
Beets, sugar	0 85	0 85
Beans—		
2s, wax	80 85	80 82½
2s, refugee	0 85	0 82½
Corn—		
2-lb. tins, per doz.	0 92½	0 90
Gallon, per doz.	5 00	
Peas—		
2s, standard (No. 4)	0 85	0 82½
2s, early June (No. 3)	0 95	0 92½
2s, sweet wrinkled (No. 2)	1 00	0 97½
2s, extra fine sifted (No. 1)	1 25	1 22½
Pumpkins—		
3-lb. tins		0 80
Rhubarb—		
2s, preserved	1 17½	1 15
3s, preserved	1 92	1 90
Gallons, standard	2 65	2 62
Spinach—		
2s, table	1 42½	1 40
3s, table	1 82½	1 80
Gallons, table	5 02	5 00
Squash—		
3-lb.		1 00
Tomatoes—		
3-lb. tins, per doz.	1 17½	1 15
Gallon tins, per doz.		3 52½

### FISH

Lobster, tails	3 50
" 1-lb. flats	3 85
" 1-lb. flats	2 00
Mackerel	1 00

Salmon, Horse Shoe, Maple Leaf, Clover Leaf.	
1-lb. Tails, per doz.	1 80
1-lb. Flat, " "	1 95
1-lb. " " "	1 20
Arrow brand, sock eyes, per doz.	1 75
1-lb. " " "	1 15
Pink salmon, various brands, per doz.	1 00
Cohoos, " " "	1 40
" Thistle" haddies, 4 doz. 1-lb. flats, per doz.	1 20
Canadian kippered herring, 4 doz. ovals, per doz.	1 00
fresh herring in tomato sauce, 4 doz.	
ovals, per doz.	1 00
Canadian plain herring, per doz.	1 00
Scotch kippered herring, per doz.	1 35
herring in tomato sauce, per doz.	1 30

**SUGAR**—Sugar has not changed materially since last report. Jobbers say business is fair to good. Refineries report average sales for this time of year. It is not expected that there will be any change in quotations in the near future.

Granulated, bbls.	84 00
" 1-bbls.	4 5
" bags.	4 35
Paris lump, barrels	5 05
" half-barrels	5 05
" boxes, 100 lbs.	4 95
" boxes, 50 lbs.	5 05
Extra ground, bbls.	4 80
" 50-lb. boxes	4 90
" 25-lb. boxes	5 00
Powdered, bbls.	4 60
" 50-lb. boxes	4 80
Phoenix	4 40
Bright coffee	4 20
yellow	4 25
No. 3 yellow	4 25
No. 2 " bbls.	4 10
No. 1 " bbls.	4 00
No. 1 " bags.	3 95

**SYRUPS AND MOLASSES**—The weather recently has been too warm to warrant the transaction of much business in syrups and molasses. With the coming of the cooler days, however, jobbers expect to find renewed interest in these lines.

Barbadoes, in puncheons	0 30
" in barrels	0 32½
" in half-barrels	0 35
New Orleans	0 22
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls.	0 02½
" 1-bbls.	0 13
" 1-bbls.	0 02½
" 38-lb. pails	1 4
" 25-lb. pails	1 00
Cases, 2-lb. tins, 2 doz. per case	1 95
" 5-lb. " 1 doz. "	2 4
" 10-lb. " 1 doz. "	2 55
" 20-lb. " 1 doz. "	2 25

**TEA**—Practically speaking, there are absolutely no Japans in first hands and what is held in second hands is very small indeed. Anybody possessing medium or fine or medium Japans, finds it comparatively easy to obtain full price. China greens now offered are of better value than those which have been on the market lately. In Ceylon greens there are no Young Hysons to be had. This tea seems to be particularly scarce, even in second hands. Dealers say that it is difficult to have orders filled in the primary market. Other teas show little change since last week.

Japans—Fine	0 26	0 30
Medium	0 20	0 23
Good common	0 18	0 18
Common	0 13	0 15
Ceylon—Broken Orange Pekoe	0 20	0 38
Pekoes	0 17	0 20
Pekoe Souchongs	0 15	0 20
Indian—Pekoe Souchongs	0 12½	0 18
Ceylon greens—Young Hysons	0 17	0 20
Hysons	0 16	0 17
Gunpowders	0 13½	0 14
China greens—Pingsney gunpowder, low grade	0 11	0 15
" " " " "	0 19	0 24
" " " " "	0 31	0 35

**COFFEE**—In coffee circles trade is reported as being very good. Orders from different parts of the country show that the Fall season is now in full swing. Prices are well maintained at figures quoted.

Jamaica	0 10½	0 11
Java	0 18	0 30
Mocha	0 19½	0 22

Rio, No. 7 ..... 0 09½ 0 10  
Santos ..... 0 10½ 0 11  
Maracaibo ..... 0 11 0 13½

**FOREIGN DRIED FRUITS.**— There is very little that is new in the dried fruit situation. The first direct steamer, S.S. Bellona, from Denia, is now due, and several large consignments for Montreal are on board. Before this is unloaded there will be very little new fruit offering in Montreal. There are some small parcels of raisins and currants which have arrived via Liverpool, but outside of these there is nothing new but a few figs which are now on the market over two weeks. Currants are up  $\frac{1}{2}$ c., but prices are not materially affected. The situation in Californian goods presents no new features this week. There are rumors of an all round advance in raisins, but nothing has yet been heard from any of the large coast houses to this effect. In their circular of October 13, A. P. Tippett & Co. explain the situation as follows:

The earthquake in April last is practically responsible for the whole trouble.

First—Because it destroyed all the

**MONTHLY COMPETITION.**

Window dressing, we believe, is one of the most important parts of the grocery business. It needs encouragement in Canada. For that reason The Canadian Grocer has decided to hold a monthly window dressing competition. Three prizes of \$5, \$3 and \$2 will be awarded each month. Those wishing to enter the competition will send photographs of their windows to THE CANADIAN GROCER, 10 Front St. East, Toronto, accompanied by a written description.

This is practically a chance for the clerk. An illustration of this is shown in the case of J. M. Thom, of Gibbons Bros., Toronto, referred to in another column. No department of the grocery trade offers larger opportunities for advancement than window dressing. If you don't know what you can do, try. If you don't surprise yourself the effort will be a great advantage in any case. No grocer is up to his business if he cannot dress a window. Get into the competition.

lithographing plants, and all the dies and plates.

Second—Because it created a most abnormal demand for wood of every kind with naturally exorbitant prices, and box makers are "laying down" on their contracts.

Third—Because rebuilding has absorbed all the available labor, the consequence is that every packer finds himself poorly furnished with boxes, labels and labor. Added to this, the demand this season for fruit has been an exceptionally large one, while the worst car shortage ever known in the history of the business exists, and as if this was not enough, one of Griffin's packing houses, full of raisins, was destroyed by fire last week.

Valencia Raisins—	
Fine off-stalk, per lb.....	0 68
Selected, per lb.....	0 08½
Layers,.....	0 07
Dates—	
Dates, Halloween, per lb.....	0 65
California Evaporated Fruits—	
Apricots, per lb.....	0 13½ 0 14
Peaches,.....	0 12½ 0 14
Pears,.....	0 13½ 0 15
Malaga Raisins—	
London layers.....	2 25
"Connoisseur Clusters".....	2 50
"..... boxes.....	0 80
Royal Buckingham Clusters, ½-boxes.....	1 10
"..... boxes.....	3 50
"Excelsior Window Clusters,".....	4 50
"..... is.....	1 3

**THE MARKETS—QUEBEC**

Californian Raisins—	
Loose muscatels, fancy seeded, in 1 lb. pkgs. ....	0 09½ 0 09½
" " choice seeded, in 1-lb. pkgs. ....	0 09½
" " 2 crown.....	0 07½ 0 08
" " 3 crown.....	0 06½ 0 09
" " 4 crown.....	0 06½
Prunes—	Per lb.
30-40s.....	0 09½ 0 09½
40-50s.....	0 08½ 0 09
50-60s.....	0 08 0 08½
60-70s.....	0 07½ 0 08
70-80s.....	0 07 0 07½
80-90s.....	0 06 0 06½
90-100s.....	0 06 0 06
Oregon prunes (Italian style), 40-50s.....	0 08½
" " " " 50-60s.....	0 07½
Oregon prunes (French style), 60-70s.....	0 07½
" " " " 90-100s.....	0 06
" " " " 100-120s.....	0 05
Currants—	
Filiatras, uncleaned, barrels.....	0 66½
Fine Filiatras, per lb., in cases.....	0 07
" " " cleaned.....	0 07 0 07½
" " " in 1-lb. cartons.....	0 08
Finest Vostizas ".....	0 08
Amaliss ".....	0 07
Sultana Raisins—	
Sultana raisins, per lb.....	0 08 0 12
" " 1-lb. carton.....	0 10
Eleme Table Figs—	
Six crown, extra fancy, 40-lb. boxes.....	0 15
Four crown, fancy, 10-lb. boxes.....	0 09
Three crown.....	0 08
Glove boxes, fine quality, per box.....	0 10
Fancy washed figs, in baskets, per basket.....	0 20
" pulled figs, in boxes, per box.....	0 22
" stuffed figs,.....	0 28
12-oz. boxes.....	0 06½ 0 07

**SPICES.**—The tone of the spice market is firm. Reports from jobbers are to the effect that trade is in good condition, due partly to the opening up of Fall business in earnest. Prices are unchanged locally and advices from the primary markets do not reveal anything unusual there.

Peppers, black.....	Per lb.	0 16 0 22
" white.....	0 25 0 36	
Ginger, whole.....	0 16 0 24½	
Ginger, Cochin.....	0 17 0 17½	
Cloves, whole.....	0 17 0 32	
Cream of tartar.....	0 25 0 30	
Allspice.....	0 12 0 15	
Nutmegs.....	0 30 0 55	

**PEELS.**—Citron peel has been advanced one cent a pound, and is so scarce that it is practically off the market. Other lines are unchanged at figures quoted.

Citron peel, per lb.....	0 19 0 21
Lemon peel, per lb.....	0 10½ 0 11
Orange peel, per lb.....	0 19½ 0 11

**RICE AND TAPIOCA.**—In tapioca the feature of the market is the slight weakness in futures. Late futures are accepted at figures  $\frac{1}{2}$ c. below late prices. Spot stocks are exceedingly small, not being nearly enough to go round. Rice is normal.

B rice, in 10 bag lots.....	3 25
B rice, less than 10 bags.....	3 35
C C rice, in 10 bag lots.....	3 15
C C rice, in less than 10 bag lots.....	3 25
Tapioca, medium pearl.....	0 07½ 0 01

**EVAPORATED APPLES.**—There has been an advance of half a cent in evaporated apples, due partly to the recent snow and frost in the western part of Ontario. Dealers are now quoting 7½c. to 8c.

**HONEY.**—There has been no relief in the honey situation. The scarcity continues and those who have booked orders do not know where to turn to obtain the goods to fill them. Prices are steady.

White clover comb honey.....	0 15
White clover, extracted tins.....	0 10½ 0 11
Buckwheat.....	0 18½ 0 09

**BEANS.**—Prices on beans continue firm but unchanged. More or less business is being done, but the market is quite without feature.

Choice prime beans.....	1 55 1 69
Lower grades.....	1 50 1 55

**MAPLE PRODUCTS.**—Interest in maple products is becoming greater as the season for holiday buying advances. Manufacturers are making deliveries to

**The Canadian Grocer**

the jobbers and throughout the trade there is considerable activity in this line.

Maple syrup, in wood, per lb.....	0 06 0 07
" " in large tins.....	0 06½ 0 07
Pure Townships sugar, per lb.....	0 08 0 09
Pure Beauce County, per lb.....	0 09

**GREEN FRUITS.**—In fruits there is considerable business passing. There have been many changes in prices since last week, but there is nothing of particular note going on in this market. There is a good demand for bananas, which are scarce in New York. As a rule there is a surplus at this time and low prices rule, but this year the situation is quite the reverse. The recent snow and frost in the Niagara district has had an effect on the market. The Grocer was shown one letter from a grocer in that district. According to his report every orchard in that district was practically ruined, while he himself lost at least \$5,000. Wine grapes are high. Pineapples are also hard to obtain. Valencia oranges are slightly lower, but lemons are up.

Late Valencia oranges, per box.....	4 50
Dates, per lb.....	0 04½
Bananas, fine stalk.....	1 75
" " jumbos.....	2 00 2 25
Cocoanuts, per bag of 100.....	3 75
Pineapples.....	5 75 6 00
Apples, bbl.....	2 75 5 00
Lemons.....	7 50

**LAST MINUTE PROVISION MARKETS.**

Montreal, Thursday, Oct. 18, 1906.

**BUTTER** Market steady. Export business quiet. Choicest creamery quoted 23½c to 23¾c.  
**CHEESE**—Business quiet; prices unchanged.  
**EGGS**—Market firm, but situation unchanged.  
**PROVISIONS**—Pork and lard markets rather firm, supplies being short. Otherwise nothing new.

Limes, per hundred.....	1 25
Pears, per box.....	2 60 2 25
Plums,.....	1 25 1 75
Pears per box.....	3 25 3 00
Jamaica oranges, per bbl.....	5 00
New figs, per lb.....	0 09½ 0 11
Spanish Onions, crates.....	2 50
" " 56 lb cases.....	0 90
Cranberries, Cape Cod, per bbl.....	7 75 9 00
Florida grape fruit, box.....	3 50
Jamaica grape fruit, box.....	6 10
Canadian pears, per basket.....	0 60 0 75
" " peaches.....	0 60 1 00
" " grapes, per basket.....	0 20 0 35
Almeira grapes, per bbl.....	4 50 5 00

**VEGETABLES.**—Fair to good trade is being done in vegetables at present. Potatoes are interesting. There are a great many lots offering, but they are such that they will not keep any length of time, and consequently are sold for whatever price they will bring, sometimes as low as 65c. Cucumbers are now quoted at \$2 a dozen, imported stock. Wax and green beans are selling at \$3 a basket. Tomatoes are not so plentiful, while carrots have been advanced. Green peppers are also higher.

Parsley, per doz. bunches.....	0 20 0 25
Sage, per doz.....	0 50
Savory, per doz.....	0 60
Green peppers, per half bbl. basket.....	1 25
Montreal cabbage, per doz.....	0 50 0 75
" " tomatoes, basket.....	0 75
" " " per box.....	1 50
Turnips, bag.....	0 75
Water cress, per doz.....	0 75
Lettuce, per doz.....	0 40 0 50
Boston lettuce, per doz.....	1 00
Spinach, per bbl.....	2 00
Cucumbers, per doz.....	2 00
Celery, per doz.....	0 25 0 50
Potatoes, per bag.....	0 65 0 80
Jersey sweet potatoes basket.....	1 75
" " barrel.....	3 75

**The Canadian Grocer**

Georgia sweet potatoes, bbl.  
Beets, bag.....  
Carrots, bag.....  
Wax beans, per basket.....  
Green beans,.....  
Corn per doz.....

**FISH.**—Trade is in all kinds of fish and owing to the storm that prevailed recently. Cod and haddock while there is no fishable. Frozen stock high. New kippers arriving daily, and the smoked fish market is not so plentiful. Prices on new green are arriving freely. This week from \$6 to

Fresh haddock, express, per lb.....	
Fresh steak cod.....	
" " halibut.....	
Lake trout.....	
Sea trout.....	
Flounders.....	
" " ".....	
Grass pike.....	
Dore, per lb.....	
Mac'ereel large.....	
Small sturgeon.....	
Gaspe salmon, chilled, per lb.....	
Fresh frozen fish—	
B.C. salmon, per lb.....	
Dore, per lb.....	

**SMOKED FISH.**—New kippered herring, per bbl. Yarmouth bloaters, per bbl. St. John bloaters, per bbl. New haddies, in 15-lb boxes. Smoked herring, in bundle.

**OYSTERS.**—Standards bulk, per imp. Selects, bulk, per gal. Oysters, barrels. Oyster shells, pinta, per 100 quarts.

**Prepared fish.**—Boneless cod, "Favorite," fish, 2-lb. bricks, fish, 25-lb. boxes. Skinless cod, large, per case. Scotch cured herring, 25 lb. Salt and pickled fish—Labrador herring, per bbl. No 1 N.S. No 2 " per half bbl. salmon—in bbls. in ½ bbls.

Mac'ereel, per pail.....  
No 1 green cod, in bb's, per 2 Small.....

**ONTARIO POINTERS.**

**Sugar.**—Rather casual. **Dried Fruits.**—The Provision Markets. **Lard.**—Higher.

Toronto. General business on all sides and factory. Sugar considered and the tone slightly easier. D feature of the business getting more attention. scarcity of Valencia seeded are the California apricots practically excluded because of the price 33c. a lb. would not be to the ordinary. Spices are all firm, of moment has reached.

**CANNED GOODS.**—normal. New prices on Red Kidney and kins and squash. Already sold up to

Georgia sweet potatoes, bbl	2 50	2 75
Beets bag	0 75	
Carrots, bag	0 90	1 00
Wax beans, per basket	3 00	
Green beans	3 00	
Corn per doz	0 12	0 15

**FISH**—Trade is reported fair in all kinds of fish and oysters. In fresh fish, owing to the stormy weather which has prevailed recently, all kinds are scarce. Cod and haddock are high in price, while there is no fresh halibut obtainable. Frozen stock is offered but it is high. New kippers and bloaters are arriving daily, and this is the feature of the smoked fish market. Stocks of haddies are not so plentiful. In salt fish olives, herrings, are in good supply. Prices on new green cod are firm, which are arriving freely. New B. C. salmon is not yet offered. Oysters are offered this week from \$6 to \$9.

Fresh haddock, express, per lb	0 05
Fresh steak cod	0 06
" halibut	0 12
Lake trout	0 12
Sea trout	0 12
Flounders	0 12
Grass pike	0 07 1/2
Dore, per lb	0 10
Mac'erel large	0 12
Small sturgeon	0 08
Gaspé salmon, chilled, per lb	0 16
<b>Fresh frozen fish—</b>	
B.C. salmon, per lb	0 14
Dore, per lb	0 08
<b>Smoked fish—</b>	
New kippered herring, per box	1 00
Yarmouth bloaters, per box	1 25
St John bloaters	1 10
New haddies, in 15-lb boxes, per lb	0 07
Smoked herring, in bundles, per box	0 12
<b>Oysters—</b>	
Standards bulk, per imp. gal	1 40
Selects, bulk, per gal	1 60
Oysters, barrels	6 00
Oyster pails, pints, per 100	1 00
" quarts	1 25
<b>Prepared fish—</b>	
Boneless cod, "Favorite," 1 and 2-lb. bricks	0 06
" fish, 2-lb. bricks, per lb	0 05 1/2
" fish, 25-lb. boxes, per lb	0 04 1/2
Skinless cod, large, per case	5 50
Scotch cured herring, 25 lb. kits	0 90
<b>Salt and pickled fish—</b>	
Labrador herring, per bbl	5 50
" No 1 N.S. herring, bbls	5 00
" No 2 " half bbls	2 75
" " per half bbl	3 00
" salmon	
" in bbls	13 00
" in 1/2 bbls	7 00
Jackerel, per pail	1 75
No. 1 green cod, in 1/2 b's, per 250	6 50
Small	5 00

### ONTARIO MARKETS.

#### POINTERS—

Sugar—Rather easier and quiet.  
Dried Fruits—The feature.  
Provision Markets—Steady.  
Lard—Higher.

Toronto, Oct. 17, 1906.

General business is reported brisk on all sides and collections are satisfactory. Sugar consumption has subsided and the tone of the market is slightly easier. Dried fruits are the feature of the business. Currants are getting more attention because of the scarcity of Valencias, but California seeded are the principal beneficiary. California apricots and peaches are practically excluded from this market because of the price. Apricots at 30 to 33c. a lb. would not be very attractive to the ordinary Canadian consumer. Spices are all firm, but no recent news of moment has reached this market.

**CANNED GOODS**—The output is normal. New prices are given this week on Red Kidney and Lima beans, pumpkins and squash. Some wholesalers are already sold up to their limit on Fraser

River sockeye and prices are not advanced.

**Group No. 1 comprises—**  
"Canada First," "Little Chief," "Log Cabin," "Horse-shoe" and "Auto" brands, also all private brands.

**Group No. 2 comprises—**  
"Lynvalley," "Maple Leaf," "Kent" "Lion," "Thistle," and "Grand River" brands.

**Group No. 3 comprises—**  
"Globe," "Jubilee," "White Rose," and "Deer" brands.

#### FRUITS.

	Group No. 1	Groups No. 2
Apples, standard, 3's	1 02	1 00
" preserved, 3's	1 27	1 25
" standard, gal.	2 67	2 65
<b>Blueberries—</b>		
2's, standard	0 92	0 90
2's, preserved	1 42	1 40
Gals., standard	4 00	4 50
<b>Cherries—</b>		
2's, red, pitted	2 25	2 22
2's, " not pitted	1 75	1 72
Gals., red pitted	8 75	8 75
" not pitted	7 25	7 25
2's, black, pitted	2 25	2 22
2's, " not pitted	1 75	1 72
2's, white, pitted	2 40	2 37
2's, " not pitted	1 90	1 87
<b>Currants—</b>		
2's, red, H.S.	1 80	1 77
Gals., red, solid pack	7 25	7 25
Gals., red, standard	5 00	5 00
2's, preserved	2 00	1 97 1/2
2's, black, H.S.	1 90	1 87
2's, preserved	1 12	1 10
Gals., black, standard	5 50	5 50
Gals., " solid pack	8 00	8 00
<b>Gooseberries—</b>		
2's, H.S.	2 15	2 12
2's, preserved	2 37	2 35
Gals., standard	6 50	6 50
Gals., solid pack	8 50	8 50
<b>Lawtonberries—</b>		
2's, H.S.	1 77	1 75
2's, preserved	1 95	1 92
Gals., standard	5 50	5 50
<b>Peaches—</b>		
1 1/2's, yellow (flats)	1 70	1 67
2's, yellow	1 90	1 87
3's, yellow	2 80	2 77
3's, yellow (whole)	2 85	2 82
2's, white	1 75	1 72
2 1/2's, white	2 50	2 47
3's, white	2 70	2 67
3's, pie	1 27	1 25
Gal., pie, peeled	4 52	4 50
Gal., pie, not peeled	3 57	3 55
<b>Pears—</b>		
2's, Flemish Beauty	1 65	1 62
2 1/2's, Flemish Beauty	1 97	1 95
3's, Flemish Beauty	2 12	2 10
2's, Bartlett	1 80	1 77
2 1/2's, Bartlett	2 17	2 15
3's, Bartlett	2 32	2 30
3's, pie	1 27	1 25
Gal., pie, peeled	3 80	3 77
Gal., pie, not peeled	3 27	3 25
<b>Pineapple—</b>		
2's, sliced	2 02	2 00
2's, grated	2 12	2 10
2 1/2's, whole	2 82	2 80
Florida 2's sliced or grated	2 60	2 60
Singapore, 1 1/2's, sliced	1 50	1 50
" 2 1/2's, whole	2 30	2 30
<b>Plums, Damson—</b>		
2's, light syrup	1 17	1 15
2's, heavy syrup	1 32	1 30
2 1/2's, heavy syrup	1 63	1 60
3's, heavy syrup	1 92	1 90
Gal., standard	3 22	3 21
<b>Plums, Lombard—</b>		
2's, light syrup	1 22	1 20
2's, heavy syrup	1 37	1 35
2 1/2's, heavy syrup	1 67	1 65
3's, heavy syrup	1 92	1 90
Gal., standard	3 42	3 40
<b>Plums, greengage—</b>		
2's, light syrup	1 27	1 25
2's, heavy syrup	1 42	1 40
2 1/2's, heavy syrup	1 67	1 65
3's, heavy syrup	1 97	1 95
Gal., standard	3 72	3 70
<b>Plums, egg—</b>		
2's, heavy syrup	1 70	1 67
2 1/2's, heavy syrup	1 97	1 95
3's, heavy syrup	2 27	2 25
<b>Raspberries, Red—</b>		
2's, L. S. (Shafferberries)	1 50	1 50
2's, H. S.	1 75	1 72
2's, preserved	1 95	1 92 1/2
Gals., standard	5 50	5 50
" solid pack	8 50	8 50
<b>Raspberries, Black—</b>		
2's, black, H. S.	1 75	1 72
2's, preserved	1 90	1 87
Gals., standard	5 25	5 25
" solid pack	8 25	8 25
<b>Strawberries—</b>		
2's, heavy syrup	2 00	1 97
2's " preserved	2 15	2 12
Gals., standard	6 25	6 25
Gals., " solid pack	9 00	9 00

#### VEGETABLES.

<b>Asparagus, California—</b>		
2's	3 90	3 90
2's, Canadian	2 75	2 75

<b>Beets—</b>		
2's, sliced, sugar and blood red	1 00	1 00
2's, whole, " "	1 90	1 90
3's, sliced, " "	1 20	1 20
3's, whole, " "	1 10	1 10

<b>Beans—</b>		
Fancy brands		
2's, golden wax	0 85	0 82
3's " "	1 30	1 27
Gals. " "	3 75	3 75
2's, refugee or Valerine (green)	0 85	0 82
3's (green)	1 30	1 27
Gals.	0 95	0 92
2's, crystal wax	1 02	1 00
Red Kidney, 2's	1 02	1 00
Lima, 2's	1 27	1 25

<b>Corn—</b>		
2's	0 92	0 90
Gal., on cob	4 52	4 50

<b>Peas—</b>		
1's, extra fine sifted	1 00	97
2's, standard	0 85	0 82
2's, early June	0 95	0 92
2's, sweet wrinkled	1 00	0 97
2's extra fine sifted	1 25	1 22
Gals., No. 4	3 75	3 75

<b>Pumpkins, 3's</b>	0 92	0 90
<b>Rhubarb—</b>		
2's, preserved	1 17	1 15
3's " "	1 92	1 90
Gal., standard	2 65	2 62

<b>Spinach—</b>		
2's	1 42	1 40
3's	1 82	1 80
Gals.	5 02	5 00

<b>Squash, 3's</b>	1 17 1/2	1 15
<b>Tomatoes—</b>		
3's, all kinds	1 17 1/2	1 15
Gal., all kinds	3 52 1/2	3 50

#### SAUCE, ETC.

Tomato sauce, 1's	0 50
" " 2's	0 78
" " 3's	1 00
Chili sauce same as tomato sauce	0 75
Catsups, tins, 2's	4 50
" gal.	7 70
" jugs	12 00

#### FISH.

<b>Lobster, tails</b>	3 50
" 1-lb. flats	3 85
" 1-lb. flats	2 00
Mackerel	1 00
" Scotch	1 45
Salmon, Fraser River Sockeyes	
1-lb. Tails, per doz	1 80
1-lb. Flat	1 85
1-lb. " "	1 30
Northern River Sockeyes	1 70
Coho, per doz	1 00
Humpbacks	0 14
Sardines, French 1's	0 23
" " 2's	0 08
" " P. & C., 3's	0 25
" " P. & C., 4's	0 35
" Domestic, 1's	0 03
" Mustard, 1's size, cases 50 tins, per 100	3 75
Haddies, per doz	1 10
Haddies, per case	4 25
Kippered herrings, domestic	1 00
" imported	1 45
Herrings in tomato sauce, domestic	1 00
" imported	1 40

#### MEATS, ETC.

Beef, corned 1s, per doz	1 35
" " 2s, "	2 40
" " 3s, "	7 30
" " 1 1/2s, "	16 80

#### Per dozen tins.

Chicken, 1's, boneless	3 70	3 10
Turkey, 1's	3 20	3 10
Duck, 1's	3 20	3 10
Tongue, 1's, lunch	2 85	2 75
Soup, 2's, giblet	2 05	1 95
" " 3's, tomato	1 00	0 95
" " 3's, "	1 45	1 40
Pig's feet, 1's, boneless	1 65	1 65
" " 1 1/2's	2 40	2 40

**SUGAR**—Interest in the staple has subsided with the consumptive demand and the market has taken an easier turn. The raw market has been fluctuating some, but on the whole remains steady. In New York on Friday, however, the price of standard granulated was reduced from \$4.90 to \$4.80, with 1 per cent. off and there was some shading under that. Wednesday of last week European beet was quoted, f.o.b. Hamburg, 1/2d above the previous day at 9s. 4 1/2d, and that price was firmly established. That was equal to 3.96c. duty paid for 96 degrees test centrifugals in New York. The next day, Thursday, prices advanced 1/2d to 3/2d, with buyers. That would be 9s. 5 1/2d f.o.b. Hamburg, equal 3.98c. duty paid for 96 degrees centrifugals in New York. Friday the market was slightly easier and the close was 9s. 5d. Satur-



dian Grocer

THE CANADIAN GROCER

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# Naptho

SOAP

MADE IN CANADA

THE WELCOME SOAP CO., ST. JOHN, N.B.

Experts who have tested Naptho Soap, say that for all household purposes it is one of the finest pieces of Soap in the world. We believe that at the prices quoted to the trade, Naptho is the best value of any Soap on the Canadian market, and we do not think it possible any manufacturer can produce a better article at any price.

RETAIL **5c.** CAKE

NAPTHO is a great soap, and we want you to push it. Order a trial lot and satisfy yourself.

keted. There is a good crop of Nova Scotia cranberries this year. They are quoted at \$6, and Cape Cod at \$8. Jamaica oranges are selling at \$5.50 per barrel and Californias (200 to 216) \$5. Canadian peaches in baskets, \$1.25; American pears, \$9 per barrel, and California per box, \$4.50.

**VEGETABLES**—The receipts of potatoes are increasing. Prince Edward Island are quoted at 50c. and Nova Scotia at 60c. per bushel. Tomatoes are very plentiful and selling at 25c. to 30c. per six quart basket. Parsnips are \$2 per barrel; turnips, \$1.25; beets and carrots \$1.50 and sweet potatoes, \$3.

**FISH**—Thousands of mackerel have been taken in the shore nets during the past week. The fish are sent to Halifax iced in barrels and shipped to the Boston market where they sell for 22c. a piece for the largest. Should the weather hold good the fishermen have hopes of making some good hauls. Shipping oysters from Halifax to South Africa is a new venture. On the last steamer which sailed from Halifax for Cape Town, eight barrels were shipped to fill an order. The markets both here and in Newfoundland are very firm. The Nova Scotia bankers catch is below the average. In Newfoundland, prime shore cod is quoted at \$6.40 to \$6.60 per quintal. Quotations here ex vessel are: Shore cod, \$5.50; bank, \$5; haddock, \$3.75; hake, \$3; herring, July (Cape Balton), \$4.50; Labrador, \$3 to \$3.50; alerines, \$5.50, and Spring mackerel, for No. 3's, \$8. Quite a lot of pickled mackerel are now being shipped to the American market.

## N. B. MARKETS.

St. John, N.B., Oct. 15, 1906.

The wholesale grocers are very busy. Never were so many Fall goods sold to arrive, particularly dried fruits. Orders are rushed forward as soon as goods are received. The weather has continued very mild. Arrangements for Winter port business are being rapidly made. Prices are generally firm, nearly all seasonable goods as raisins, currants, etc., showing an advance in price. Rice is one of the lines which show an advance; market is supplied from England. Quite free purchases have been made at the higher price. The demand is for a rather improved quality. Owing to competition in price there is too often a disposition to buy an inferior grade. Cream of tartar, which has remained at a low figure for some time, is moving up.

**OIL**—In burning oil prices are unchanged. The volume of business at this season is large. It is not a factor with the wholesale grocer, and has not been for some years, as the oil men do the business direct with the retailer. Paint oils are quiet and prices unchanged. Lubricating oils just a fair demand. In this line it is a matter of value, chiefly the giving of a grade that gives the best satisfaction. Cod oil comes to hand in fair quantities. The market is quiet.

**SALT**—Stocks of Liverpool coarse salt quite large. Demand is hardly as

active. Values are well maintained. In fine salt just a fair business.

**CANNED GOODS**—Other and perhaps more seasonable lines take rather a first place. There is not the excitement of last year, when there was a fight on. This season prices are well maintained. While peas are much higher than last year and corn shows a higher price, still, perhaps, the strongest line is Tomatoes. In fruits a fair business. Strawberries firm at high figures. Gallon apples are firmly held; old goods were entirely cleaned up. Meats are held at full figures. Salmon firmly held. In domestic fish, sardines are the strong line.

**GREEN FRUIT**—Apples show a fair business. New Brunswick stock shows fine quality and are in good supply. The quantity offered is larger each year. Prices keep quite low. For best stock Ontario apples, particularly Spies, will again come into the market. Oranges are high, though some nice Jamaicas are offered at reasonable figures. Lemons keep extreme; a few Californias are seen. Ontario grapes rather higher. Ontario peaches, as a rule, are poor. Few pears except American. Cranberries tending higher; some nice Nova Scotias offered.

**DRIED FRUIT**—In prunes prices are firmer. New daily expected; they come on a bare market; they will sell well below the few that are on spot. In raisins the disposition is to buy seeded, while spot goods are hardly as firm. New, to arrive, are higher. Malaga layers higher. No Malaga loose. A few new Valencias here, prices high. Very few have been bought. California loose will supply the demand for bulk goods. New figs and peels are here. Prices quite firm. Evaporated apples firmer. Currants firm at the higher prices. Dates will rule rather higher this year. Onions are held firm.

**SUGAR**—Dealers hold full stocks. The situation is somewhat discouraging; the advance has not been as expected, and the feeling is just now rather easier.

**MOLASSES**—Good stocks are held. Prices are unchanged. Just fair business. The three lines held are Porto Rico, choice and fancy Barbadoes.

**FISH**—There is but a light business in fresh fish. Dry fish, particularly cod, while held at what are full figures, are lower than earlier in the season. Pickled herring just a fair price. High-grade fish hard to get. A few shad offered at extreme prices. Smoked herring are easier. Business in smoked haddies now opening. A very large sale for boneless fish.

**FLOUR, FEED AND MEAL**—In flour prices are unchanged. Feed is very high. Oatmeal unchanged, quite full figures asked. Sales of cornmeal have been large, no change in price. Beans show little change, but tend firmer. Yelloweyes higher. Barley rather firmer.

**PROVISIONS**—Pork is held more firmly. Some domestic mess now offered. Beef is higher; very little American offered. Smoked meats are high. Pure lard is again advanced. Supply of refined compound light; good demand; price firmer. In fresh meats beef just a fair sale. Prices for the season are considered good. Lamb, in the city, is lower than outside market warrants.

Veal, somewhat out of season. Mutton, quite firm. Pork continues high.

Mess pork, per bbl.	\$23 00	\$23 50
Clear pork, "	19 50	22 00
Plate beef, "	13 00	14 00
Domestic beef, per lb.	0 05	0 06½
Western beef, "	0 07½	0 08½
Mutton, "	0 05	0 06½
Veal, "	0 07	0 08
Lamb, "	0 08	0 09
Pork, "	0 08½	0 09
Hams, "	0 14	0 16
Rolls, "	0 12	0 14
Lard, pure, tubs, "	0 13½	0 13½
" " pails, "	0 13	0 14
Refined lard, tubs	0 09½	0 10
" " pails	0 11	0 10½

**BUTTER**—A fair supply but prices are high. There are no accumulations of cheap butter.

Creamery butter	0 25	0 28
Best dairy butter	0 22	0 25
Good dairy tubs	0 21	0 22

**CHEESE**—Prices are firmer for local business. Twins are demanded.

Eggs, strictly fresh	0 25	0 30
fresh	0 20	0 21

**EGGS**—Prices firm but unchanged. A fair supply.

Cheese, per lb.	0 14	0 14½
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## TRAVELLER'S ESSAYS.

### Prizes Awarded Writers on How to Improve Business.

The observant commercial traveler with capacity for initiative, for seeing things that need doing, is probably the best qualified man to tell a retailer what is most needed for the improvement of his business.

Acting upon that belief, the Canadian Grocer in August invited the commercial travelers in groceries and allied lines to enter an essay competition on the subject, "How a retail grocer can improve his Fall business and enlarge his profits."

The first prize was awarded to A. H. Lawson, Toronto, traveler for T. Kinneer & Co., and the article by him appears in this issue. The second prize was awarded to Laurie H. Smith, representative of the E. W. Gillett & Co., Limited, in Manitoba and Saskatchewan. The third place was awarded to T. H. Stewart, who omitted to state his address. There were a number of other contributions, some of them exceedingly good. One or two dealt with special lines, such as tea, which, in the opinion of the judges, placed them at a disadvantage. The essays awarded first and second place will be published in subsequent issues.

### AN END TO THE TAX.

A statement given out by the secretary of the conference of the Premiers, held in Ottawa last week, is to the effect that it was definitely decided that the tax which is exacted of commercial travelers in the Provinces of Quebec, British Columbia and Prince Edward Island, should be abolished, or at least that its removal should be recommended to the different Governments, which amounts to the same thing.

## FINKLE & ACKERMAN

BELLEVILLE and BOWMANVILLE  
ONT. Manufacturers ONT.

Evaporated Apples, Vegetables

# A Good Repeater

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

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

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

ROYAL BAKING POWDER CO., NEW YORK.

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\$23 00 \$23 50  
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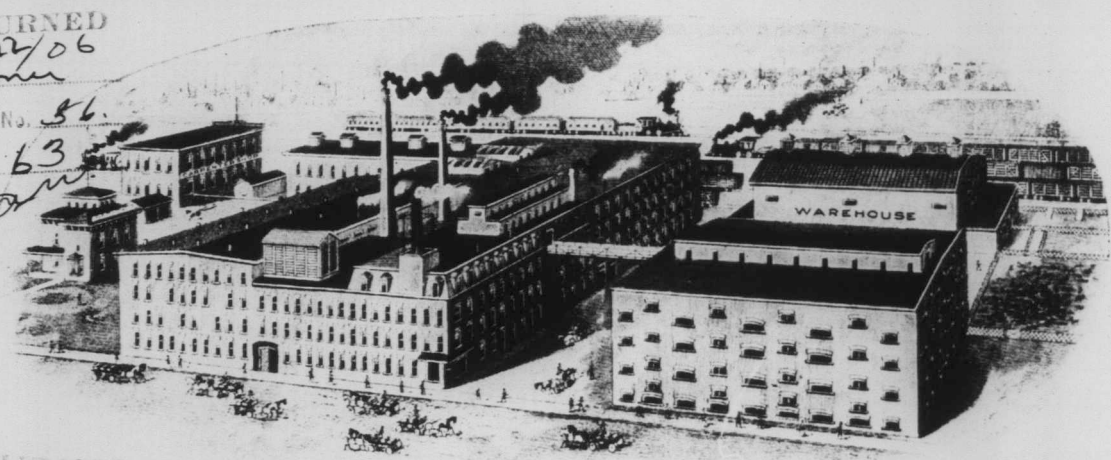
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# “Beaver Brand”

## INGERSOLL HAMS and ENGLISH BREAKFAST BACON

are cut from **Canadian** pea-fed hogs. Each ham and side of bacon is carefully selected and specially mild cured. They are well and favorably known from Coast to Coast.

WRITE US FOR PRICE LIST

# INGERSOLL PACKING COMPANY

INGERSOLL, - - CANADA

MANUFACTURERS OF

## Millar's Royal Paragon Cheese

The Original Canadian Cheese in Jars

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THE

To

London  
Liverpool

# THE PARK, BLACKWELL CO.

LIMITED

Pork Packers, Provision Exporters

MANUFACTURERS

CANNED MEATS

Toronto, - - Canada

*Canadian Wiltshire Bacon*

*Canadian Long Rib Bacon*

*Canadian Glycerined Eggs*

*Canadian Fresh Eggs*

*Canadian Dairy Butter*

*Canadian Creamery Butter*

*Canadian Canned Meats*

London Agents : Messrs. MILLER BROS., 16 Tooley St.

Liverpool Agents: Messrs. W. P. SINCLAIR & CO., 12 North John St.



*The kind that sells again, and AGAIN and AGAIN*  
**GOLD STANDARD JAVA and MOCHA**  
**"THE CHAFFLESS COFFEE"**

*A Coffee that the customer comes back for  
 A Coffee that pays you a good profit  
 A Coffee that you should keep in stock*

*1 pound tins—2 doz. to case  
 2 pound tins—1 doz. to case*

**THE CODVILLE-GEORGESON CO., Limited**  
**WINNIPEG**

**T. LONG & BROTHER**

**COLLINGWOOD, ONT. LIMITED**

**Wholesale Groceries and Provisions**

We respectfully solicit a share of your esteemed business, and will endeavor to merit a continuance of same by giving you

**THE HIGHEST QUALITY OF GOODS  
 AT THE LOWEST POSSIBLE PRICE  
 AND BEST SERVICE.**

Send us a trial order to-day and we will demonstrate what we profess to do. Orders shipped the same day as we receive them. Write for prices.

**T. LONG & BROTHER**

**COLLINGWOOD, ONT. LIMITED**

Before buying

**SALT**

Write us for quotations and we can save you money

**Mason & Hickey**

**108 Princess Street, WINNIPEG, Man.**

**WHYTE'S**

**HAMS, BACON  
 AND LARD**

*Are recognized as being the finest  
 produced in Canada*

WE ARE ALSO LARGE DEALERS IN

**BUTTER, EGGS  
 AND CHEESE**

**THE WHYTE PACKING CO.**

**STRATFORD, CANADA LIMITED**

C. W. BURROWS, Branch at  
 West Smithfield, London, Eng., 592 St. Paul St.  
 Sole Agent for United Kingdom. MONTREAL

—BUY—

**Star Brand**

**COTTON CLOTHES LINES**

—AND—

**COTTON TWINE**

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

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

**Do**

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# Do You Ever Break Eggs When Delivering by Wagon?

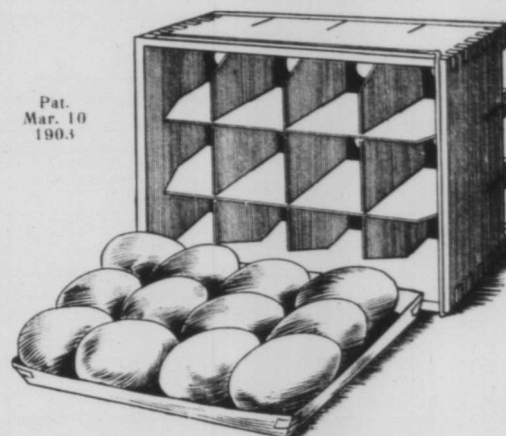
Try a sample order of Star Egg Carriers and Trays. We can assure you they will deliver absolutely safe and for less expense than any other carriers now in use.

## A COMPARISON

If you are now using paper boxes for delivering, experience tells you how much breakage occurs. Your Clerks can tell you how much time is wasted, and figures tell you that your

First Purchase of 5 M. paper boxes at \$9.00 per M. cost you	\$45.00
Second " " " " " " " " " " " "	45.00
Total	\$90.00

Pat.  
Mar. 10  
1903



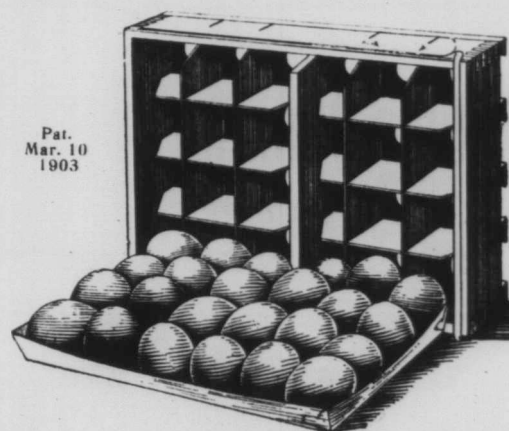
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### We Supply you Star Egg Carriers and Trays

First Purchase 2 doz. No. 1 Star Egg Carriers, \$2.75 per doz.,	\$ 5.50
First Purchase 5000 " " " Trays for \$3.50 per M.,	17.50
	\$23.00
Second Purchase 5000 Star Egg Trays for \$3.50 per M.,	17.50
(You have the Carriers)	Total
	\$40.50

Your Saving is \$49.50, or nearly 60% and no broken Eggs

AGAIN: Take the size for delivering 2 dozen Eggs. To deliver 20 M. dozen eggs with the paper box you would



Pat.  
Mar. 10  
1903

First Purchase 10 M. boxes at \$9.00 per M.,	\$90.00
Second " " " " " " " " " " " "	90.00
Total,	\$180.00

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With No 2 Star Egg Carriers, holding 2 dozen Eggs each you would

First Purchase 2 dozen No. 2 Star Egg Carriers, at \$4.00 per dozen,	\$ 8.00
First Purchase 5 M. No. 2 Star Egg Trays, at \$4.75	\$23.75
	\$31.75
Second Purchase 5 M. No 2 Star Egg Trays, at \$4.75	\$23.75
(You always have the Carriers left)	Total
	\$65.50

Your saving over paper boxes is \$114.50, or nearly 70% and no broken eggs

These facts must appeal to you. Your sample order will receive attention. Try a few dozen—you will discover that, under the old regime, you have been wasting time and money.

To enable you to try this system, we will be glad to deliver you a sample order on request.

MANUFACTURED FOR

## MacLaren Imperial Cheese Co., Ltd.

Selling Agents for  
Toronto and Hamilton

Toronto, Ont., Canada

# MINCE MEAT

It is not necessary for us to tell you dried fruits are high, you know that. But we want to tell you that in spite of that we are quoting our genuine English Mince Meat at the same price as last year. Quality excellent, none finer. Put up in pails, 6 lbs., 12 lbs., 28 lbs. and 70 lbs. Order now for Thanksgiving and Christmas trade.

**F. W. FEARMAN CO.,**  
HAMILTON LIMITED

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**Grocers and Provision Dealers**  
communicate with us when you want

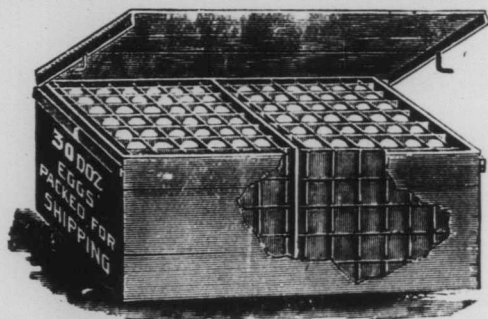
**Hams, Bacon, Lard, Butter,  
Eggs, Cheese, Sausage, Bologna.**

Grocers and Provision Dealers situated in all parts of this country deal regularly with us.

**THE WM. RYAN CO., Limited**  
70-72 Front St. East, TORONTO, ONT.



# EGG CASE FILLERS



**NEW LAID EGGS**  
to bring the highest market price  
**MUST BE PACKED**  
in clean, fresh Fillers.

*These can be obtained from*

**The Miller Bros. Co., Limited**  
Manufacturers of Egg Case Fillers  
30-38 DOWD STREET  
**MONTREAL**

*Board Mills and Filler Factory at GLEN MILLER, ONT.*

THE  
**Manitoba Canning Co. Ltd.**

GUARANTEES  
**ALL ITS TINNED MEATS**

**Corned Beef, Roast Beef,  
Chicken, Tongue, Potted  
Meats, etc.**

**YOU RUN NO RISK**

SELLING AGENTS

**Nicholson & Bain, Galloway & Parnell**  
WINNIPEG and CALGARY VANCOUVER

C

NEW

A CLEAR  
HANDY  
PACKAGING  
FOR THE  
MERCHANT

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# CORONA—

## SELECTED HAMS “ BACON

*NEW CURE—CHOICE—*

### PLATE BEEF FRESH BEEF, PORK and LAMB, Etc.



A CLEAN  
HANDY  
PACKAGE  
FOR THE  
MERCHANT

MAKES  
GOOD  
PASTRY

*SEND FOR SAMPLE ORDERS—PRICE LIST.*

# THE MONTREAL PACKING CO.

MONTREAL Ltd.

# Produce and Provisions

## CHEESE AND BUTTER BULLETIN.

There seems to be a little more strength to the cheese market, as all recent country markets show a shade higher prices than the previous week. Although new business is still very light, last week's shipments were again heavier than the receipts.

There is at this time the usual guessing of stocks. It is difficult to arrive at anything near correct figures, but everybody interested in the trade would like to know just what the available supplies are.

We can only let the figures at hand speak for themselves, and we find them as follows, viz:

Receipts at Montreal were last week 74,569 boxes of cheese and 10,178 packages of butter, against 88,129 boxes of cheese and 17,330 packages of butter for the same week of last year, or a total since May 1 of 1,959,277 boxes of cheese and 534,648 packages of butter, as compared with 1,920,109 boxes of cheese and 674,184 packages of butter for the corresponding period of last year.

Exports from Montreal were last week 82,730 boxes of cheese and 7,202 packages of butter, against 81,089 boxes of cheese and 15,117 packages of butter for the same week of last year, or since May 1 1,869,799 boxes of cheese and 316,393 packages of butter, as compared with 1,730,715 boxes of cheese and 524,495 packages of butter for the corresponding period of last year.

Receipts of cheese, therefore, show an increase of 38,868 boxes and the shipments show an increase of 139,081 boxes. Receipts of butter show a decrease of 139,536 packages and the exports show a decrease of 178,102 packages.

Taking the basis of a deficiency of 10 per cent. in last year's receipts of cheese against 5 per cent. for this year's receipts, which is generally conceded a fair estimate, we would find a stock in Montreal at present of 187,442 boxes of cheese against 381,735 boxes for the same time of last year, or 194,293 boxes less than last year at the same time.

These figures are approximately correct, although some of the larger operators figure our present stocks as much larger than these above figures would indicate, but supposing that this year's figures are no nearer correct than last year's figures, comparing receipts and shipments for the two years, we still find that our stocks in Montreal are 100,216 boxes of cheese less than last year at this time.

Closest statistics show that stocks of cheese on this side of the Atlantic are undoubtedly much lighter than last year. Besides the marked decrease in stocks in Montreal, there is far less cheese back in the country. Factories have sold out much closer this year on account of the ruling high prices, and recent weather conditions have still further reduced the flow of milk, so that there is very good ground for present high prices.

Meanwhile there seems to be an accumulation of stocks of rather undesirable quality in the large British centres, which may affect the market later on during the Winter months. At present, however, there is nothing in sight that would cause a decline in prices here.

According to above figures of receipts and exports of butter, our stocks should be 38,566 packages more than at this time last year, yet there is no noticeable surplus. The market is very firm and prices remain above the export basis. The local trade seems to absorb the offerings, and although butter still remains comparatively cheaper than cheese, farmers seem to be satisfied with their returns, as the by-product is useful, and on the whole it pays them very well.

Our shipments of butter are so small an item on the British markets that we have no voice in the matter of fixing prices there, and, especially for the Winter months, it is the local consumption which regulates market values of butter. If it is discovered that there is a surplus over the local demand, we must seek an export outlet for this surplus at best obtainable prices in British markets. It is therefore at present very difficult to give a forecast of the future, as we cannot calculate on the possible surplus.

### THE PROVISION SITUATION.

The crest of the advance in live hogs is past and the price is again on the down grade. The packers are paying this week \$6.15 f.o.b. country points and receipts are improving. It is expected that between now and Christmas deliveries will be pretty liberal. Domestic prices for pork products remain firm. Stocks seem to be pretty well cleaned up and there is still a good demand for all kinds of meat. Provision dealers, however, say that the demand, owing to high prices, is not as large as a year ago. Even at present prices some of the packers say there is no money in it. One

of them said: "When we were paying around \$6.15 we had about  $\frac{1}{4}$  c. all round. All our smoked meats are smoked and the shrink is heavy, so that at the advance for hogs there is no profit."

The alternative for smoking is dipping in a preparation of creosote called Smokine. It gives the color and something of the flavor, but the product is pickled, not smoked. Its chief advantage is the avoidance of shrink. There is none at all.

In Great Britain there has been a decline of a shilling with a tendency to further weakness. In the export trade Canadian packers, bearing in mind they are marketing a product killed six weeks ago, have come to a point where they could break even; but in view of the subsequent advance in hogs and the probable seasonal decline in bacon on the English market their easy position does not promise long duration.

### OUR LONDON (ENG.) LETTER.

The butter market here has been quieter during the past few days, the inflated prices evidently causing buyers to hold off. Even a drop of 3 kroner in the Copenhagen official quotation has not done much to renew the activity of past weeks. Sellers, however, are not in a hurry and are retaining a firm attitude, relying, no doubt, on continued limited supplies. At present the market is completely cleared of New Zealand butter, arrivals of Australian have naturally been very small now that the season is past. Of Siberian butter a fair quantity has been received, and is realizing from 106 to 90 shillings, according to grade. Just here it might be mentioned that the quality of New Zealand is considered excellent, and it is meeting with a sale such as good quality merits. With regard to Canadian butter, importers are complaining bitterly that they are unable to obtain any offers from Canada --and this just at a time when supplies on hand are not as heavy as desirable. They hardly know what to make of the situation, and anxiously await an opportunity of responding to cable quotations. Such Canadian butter as has changed hands during the week has fetched 114s. to 116s. for choicest, and 108s. for lower grades. Canadian dairies realize 92s. A comparison of these spot quotations with cable offers will show just how much or how little profit is being made over here. As regards quality, there is nothing more to be said beyond what has already been said. Signs are not wanting that the utensils used

for butter making in Indian factories might be cleaner.

Canadian cheese has been quietly on the London market the position of the market is healthy. Holders of high prices, and buyers accept or do without a quieter condition of the market. The unwillingness to pay so much as 64s. for the chances of continuing from Canada there is a possibility that they will eventually accept whatever to be inquired amongst several standing goes to show the coloring of Canadian taken generally, fairly numerous cases where inspectors have taken a nation purposes the factory borne. The lack of high-colored suitable for some of the vices, a fact which what by importers.

Canadian bacon is, of course, sellers are a most of their opportunity to purchase readily. There is on offer.

### SHIP EGGS

It Pays—Saves Price, Makes Pro

Since early Spring a Summer egg dealers complaining of the many have been held before particularly during the weather which prevailed they had every grocer Eggs have arrived in dozen, with one, two and sometimes more. And the cause in near was delay in shipping. Grocers in country to remedy matters if

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which are relatively nutritious.

for butter making in some of the Canadian factories might be kept considerably cleaner.

Canadian cheese has moved rather quietly on the London market, although the position of affairs is decidedly healthy. Holders continue to demand high prices, and buyers are compelled to accept or do without. Possibly the quieter condition of the market is due to the unwillingness of buyers to give so much as 61s. for choicest, but with the chances of continued limited supplies from Canada there can be little doubt that they will eventually be compelled to accept whatever terms are made. Inquiry amongst several importers of standing goes to show that the quality and coloring of Canadian cheese is, taken generally, fairly satisfactory. In numerous cases where Government inspectors have taken samples for examination purposes the test has been satisfactorily borne. There is, however, a lack of high-colored Canadian cheese suitable for some of the English provinces, a fact which is being felt somewhat by importers.

Canadian bacon is very scarce, so, of course, sellers are careful to make the most of their opportunity. Buyers seem to purchase readily enough whatever there is on offer.

#### SHIP EGGS PROMPTLY.

**It Pays—Saves Product, gets Better Price, Makes Reputation.**

Since early Spring and all through the Summer egg dealers have been complaining of the manner in which eggs have been held before shipment. Particularly during the extremely warm weather which prevailed this year have they had every ground for complaint. Eggs have arrived in cases of thirty dozen, with one, two, three and five, and sometimes more, dozen unsalable. And the cause in nearly every instance was delay in shipping the eggs.

Grocers in country districts can help to remedy matters if they will. What

the commission man wants is prompt shipment of all eggs he buys. He wants the eggs while they are fresh, not when they are two weeks or a month old. A great many grocers make a regular business of their egg trade—buying from the farmers in the neighborhood and selling to dealers in the city.

It may not seem so at first sight, but in the long run it pays to ship the eggs while they are fresh. True, a grocer may ship just a day before the market advances one or two cents, and feel put out about it, but there is the other side; the market may turn easier. On the whole, the increased price the commission man will pay for reliably fresh eggs will more than offset any losses sustained by too hasty shipping. Besides there is the loss of the eggs that go bad. More important still is the reputation a country merchant may establish by prompt shipment of his eggs. Reputation is a good thing in the egg trade as elsewhere. Once his is established, a grocer can obtain the highest market price for his eggs every time. The dealer learns to rely on him and when it is a case of a quarter or half a cent a dozen he is willing to give him just that much better price because he knows he is getting first-class value for his money.

The writer knows of one case in which a shipper shipped a lot of 1,920 dozen, of which 148 dozen, over 7 per cent.

The GRAY, YOUNG & SPARLING CO., Limited

#### SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

Butter, Cheese, Eggs, Pork, Lard, Hams, Bacon and Dairy Supplies

Best Facilities.

Correspondence Invited

EMOND & COTE, - QUEBEC

#### BUTTER, CHEESE, EGGS

If you have Butter, Cheese or Eggs to sell, write me. I am always in the market to buy. If you want to buy Eggs, Butter or Cheese, write or wire for prices.

**B. H. POWER**

218 ARGYLE STREET, HALIFAX, N.S.

#### SALT SALT

Table, Dairy and Cheese Salts. Fine and Coarse Salts in Sacks and Barrels, Land Salt.

C. R. COOPER

**TORONTO SALT WORKS**

TORONTO, ONT.

AGENTS FOR THE DOMINION SALT AGENCY



**WILSON'S  
Fly Pads**

**Every country store should stock them, because every housekeeper wants them.**

#### BUTTER and EGGS

—WE ARE—

**BUYERS and SELLERS**

Correspondence solicited from ONTARIO, MANITOBA and LOWER PROVINCES.

**Rutherford, Marshall & Co.**

Wholesale Produce Merchants,

TORONTO.

**B ROOMS  
BRUSHES  
BASKETS**

**WOODEN WARE**      **WILLOW WARE**

**Paper Bags**  
**Wrapping Paper** | **Twines**  
**Grocer's Sundries**

**WALTER WOODS & CO.**

Hamilton and Winnipeg

## The Cost of Living

Has been greatly increased by the high price of meats and dairy products. The remedy lies with the consumer through the free use of

### Clark's Canned Meats

which are relatively cheaper, as well as wholesome and nutritious.

**Is your stock well assorted?**



were cracked, and 189 dozen, over 9 per cent., rotten, while the shipment was 7 dozen short. The shipper expected to get the ruling price, which was 17c., for these eggs which were rotten, cracked or short—344 dozen in all. But he did not. The dealer saw to that. And

also he looked for another shipper in that district.

It pays in the long run to do the right thing; to ship the eggs while they are fresh and will bring the highest price. It is a poor policy to gain to-day and lose every day after to-day.

PROVISION AND DAIRY MARKETS.

MONTREAL.

PROVISIONS—According to packers the situation in provisions is very strong. Lard, particularly, is noticeable for the strength displayed by the market. Locally there is fair trade in hams and bacon. Export business is very light.

Lard, pure tierces	0 11½	0 12
" " 56-lb. tubs	0 11½	0 11½
" " 20-lb. pails, wood (10½)	0 11½	0 12
" " cases, 10-lb. tins, 60 lbs. incase	0 12	0 12
" " 5-lb. "	0 12	0 12
" " 3-lb. "	0 12	0 12
Lard, Boar's Head brand, tierces, per lb.	0 09½	0 09½
" " ¼-bbl., per lb.	0 09½	0 09½
" " tubs	0 09½	0 09½
Cases, 20 3-lb. tins, per lb.	0 10	0 10
" " 12 5-lb. tins "	0 10	0 10
" " 6 10-lb. tins "	0 10	0 10
20-lb. wood pails, each	1 3	1 3
20-lb. tin pails, each	1 85	1 85
Wood net, tin packages, gross weight—		
Canadian short cut mess pork	\$22 50	\$23 00
American short cut clear	22 00	22 50
American fat back	23 00	23 50
Breakfast bacon, per lb.	0 15	0 15
Hams	0 14	0 16
Extra plate beef, per bbl.	12 50	13 00

BUTTER—The market continues firm under a good local demand, while call for export is almost nil. Notwithstanding the decline in England of three kroner, the market here is on the contrary firm in tone and values, proving that the home trade controls the present situation. The demand at present is for good keeping Fall butter to supply the coming Winter's trade. As soon as the quality deteriorates prices will have to decline as exportation at current rates is impossible. Stocks here are of moderate proportions and the situation would be a very healthy one if we could have two or three weeks more export trade with the Old Country.

Choicest creamery, salt	0 23½	0 24
Medium creamery	0 23	0 23½
Western dairy	0 19½	0 20

CHEESE—This week the market rules a little firmer, while demand has also brightened up a little. Contrary to expectations, the October make has so far ruled as high as the September, proving that the situation is a strong one with stocks well held and holders determined to prevent any serious decline. This can be accomplished now that the season is so near its close, with the result that the season of 1906 will go on record as one of the best, if not the best, in the history of the Canadian dairy trade. Stocks in England are large, but here in Canada they are light and prospects are for a much shorter market than we are accustomed to.

Ontario	0 13½	0 13
Townships	0 12½	0 13
Quebec	0 12½	0 12½

EGGS—First-class eggs are difficult to obtain and bring a good price. For selects, fresh dealers are asking as high as 24c., and sometimes 25c. There are several kinds of No. 1 eggs offering, including limed, fresh and held. All sell at 20c. Receipts are very light, and consequently dealers are compelled to use cold storage to a very great extent.

TORONTO.

PROVISIONS—Dealers are beginning to admit that the domestic demand is lessening. "It's not what it was a year ago," said one of them this week. But prices are firm. Long clear is off 1-4c., but that indicates merely a slight accumulation in that one line generally. Stocks are very small. Lard is up 1-4c.

Long clear bacon, per lb.	0 12½	0 12½
Smoked breakfast bacon, per lb.	0 16	0 16
Roll bacon, per lb.	0 12½	0 12½
Small hams, per lb.	0 16	0 16
Medium hams, per lb.	0 16	0 16
Large hams, per lb.	0 14	0 15
Shoulder hams, per lb.	0 11½	0 11½
Bacon, plain, per lb.	0 17	0 17
" " pea meal	0 17	0 17
Heavy mess pork, per bbl.	22 00	22 50
Short cut, per bbl.	23 50	24 00
Lard, tierces, per lb.	0 11½	0 11½
" " tubs	0 12	0 12
" " pails	0 12½	0 12½
" " compounds, per lb.	0 09	0 09
Plate beef, per 200-lb. bbl.	11 00	12 00
Beef, hind quarters	8 00	8 00
" " front quarters	3 00	5 00
" " choice carcasses	6 50	7 00
" " common	5 00	5 50
Mutton	0 07½	0 08½
Lamb	0 10½	0 11½
Hogs, street lots	9 25	9 50
Veal	0 07	0 10

BUTTER—The situation is practically unchanged from last week. Choice dairy is scarce, but there seems to be enough of everything to go round. Some claim to be getting 24c. for choice dairy prints.

Creamery prints	0 25	0 27
" " solids, fresh	0 23½	0 24
Dairy prints, choice	0 22	0 23
" " tubs, choice	0 21	0 22
Baker's butter	0 17	0 18½

EGGS—Price is now much a matter of grade. Practically nothing is coming in. "Five cents a dozen for strictly new laid is nothing," said one large dealer, and he quoted the cream of the market at 25c. to 30c. Last week's prices, however, are still nearly right. "Fresh" might be moved up a cent and the range in "strictly" be narrowed a little.

Eggs (strictly new laid)	0 23	0 24
" " fresh	0 20	0 22
" " bakers'	0 16	0 17

CHEESE—The market has firmed up.

FOWL—Supplies are ample except of young turkeys, and it is too early for good ones. The Thanksgiving demand does not seem to have bettered prices.

Live Weight.		
Old fowl	0 07	0 08
Ducks	0 19	0 19
Young chickens	0 09	0 10
Dressed weight.		
Old fowl	0 09	0 09
Ducks	0 10	0 12
Young chickens	0 10	0 12
Geese	0 11	0 12
Turkeys, young	0 13	0 18
" " old	0 13	0 14

HONEY—The market is firm at present prices.

Honey, strained, 60 lb tins	0 10½	0 11
" " 10 lb tins	0 11	0 11
" " 5 lb tins	0 12	0 12
" " in the comb, per doz	2 00	2 50
Buckwheat honey, per lb.	0 08	0 08
" " in comb, per doz	1 50	1 50

BUTTER-MAKING IN SIBERIA.

Mr. Henry Cooke, writing in the Estate Magazine, says that nothing is more remarkable in the commercial history of the last generation than the growth of the butter making industry in Western Siberia. It is one of the first results of the construction of the railway, and from the point of view of the general well-being of the peasant population the most promising outcrop of the conditions now prevailing. It is at present the main resource of the inhabitants of the entire region. During the succession of bad harvests previous to last year, which crippled the earnings of the peasants and entailed a general stagnation of business in a country so exclusively dependent on the crops as Western Siberia, the income derived from the sale of their milk and butter saved the peasants from much of the suffering and destitution that must otherwise have befallen them. Previous to 1893 no butter was produced in Siberia for export abroad. The first to make butter under modern methods in Siberia was an English woman married to a Russian, whose dairy farm at Ohernaia Reitehka, in the district of Tiumen, was in 1886 the only one in Siberia, and is still a well-known model of its kind.

In 1893 Mr. Wolkoff, a Russian, opened near Kourgan the first dairy producing butter for export beyond the Urals; 14,400 lbs. were exported in 1894. Ten years later butter making had become the staple industry of the country as regards international trade, and the chief resources of its peasant population. Over 2,000 dairies are now scattered over Western Siberia, their export in 1903 being 78,904,720 lbs. Butter, thanks solely to the Siberian supply, now occupies the sixth place in value in the Russian export trade, and promises to exceed all other items except grain. The British market is Siberia's largest customer, Denmark acting as forwarding agent. In 1899 the import from Russia was so inconsiderable as to be merely included in the board of trade returns under "other countries." In 1900 it forced its way to an individual heading, the exports from Russia amounting to 378,452 cwt. Last year the butter exports from Russia, mostly from Siberia, were valued at about \$15,450,000.

Anber & Shabine, general store, Aylmer, Que., have dissolved partnership and the business will be continued by F. N. Anber.

EXPANSION OF AND BEEF PAC

The latest addition to the industry is the plant completed by the old-known firm of G. Toronto.

For over thirty years done a large business and to meet the demand trade have now entered their operations by is universally considered the most modern also one of the largest in Canada.

The location is the well-equipped Stock Yards Co., which have already a share of the live stock country.

An inspection of the revelation of the improved methods of carrying on the modern packing plants of Chicago of that great city, our midst a plant of completeness, and size compares most favorably with the continent.

The plant, which covers six acres in extent of buildings, includes slaughter house, lizer building, e shop, ice house, room, two-storey large horse stable mit more than a some of the chief floor of the main the sausage room

THE

Backed up 1



GUNN LIN

**EXPANSION OF CANADA'S PORK AND BEEF PACKING INDUSTRY.**

The latest addition to this important industry is the large plant just completed by the old-established and well-known firm of Gunns' Limited, of Toronto.

For over thirty years this firm has done a large business in pork products, and to meet the needs of their growing trade have now enlarged the sphere of their operations by the erection of what is universally conceded to rank among the most modern and up-to-date, and also one of the largest, packing plants in Canada.

The location is well chosen—alongside the well-equipped yards of the Union Stock Yards Co., at Toronto Junction, which have already captured a large share of the live stock trade of the country.

An inspection of the new plant is a revelation of the latest and most improved methods and machinery for carrying on the varied operations of a modern packing house. The large plants of Chicago are among the sights of that great city, but we have here in our midst a plant which is a model of completeness, and in all but point of size compares most favorably with any on the continent.

The plant, which is situated on a lot six acres in extent, comprises a group of buildings, including main building, slaughter house, smoke houses, fertilizer building, carpenter and repair shop, ice house, power house, boiler room, two-storey stock sheds, and a large horse stable. Space will not permit more than a brief enumeration of some of the chief features. On the fourth floor of the main building are situated the sausage room and the cook room,

also the ammonia pipe lofts in which the air is chilled for circulation to the beef and hog chill rooms below.

On the third floor is found, connected with the slaughter house building, a large hanging or cooling room in which the dressed carcasses are hung before being run into the chill rooms. These are six in number, two for beef and four for hogs.

The large cutting room is also on this floor, and a large section for preparing canned meats, etc.

On the second floor is the export curing room, several cold storage rooms, and in a bright, sunny place, facing south, large rooms for the use of employees as lunch rooms, etc.

On the ground floor are located the general offices and private offices, handsomely fitted up in hardwood, with plateglass windows, partitions, etc. In another section are the local and export shipping rooms, a number of cold storage and general storage rooms. The curing cellars extend under the entire main building and slaughter house building.

In the slaughter house building the killing floor is the top or third flat. Here the latest machinery and appliances are found for handling hogs, cattle, sheep and calves. The second floor of this building is fitted up as a lard refinery, and the ground floor as a tank room, with rendering plant, etc. In the cellars are hide curing rooms, cold storage, etc.

The visitor is impressed with the thoroughness of the arrangements for light, sanitation and the utmost cleanliness of operation. No expense has been spared in this or other lines. We are informed that the total cost of the plant is in the neighborhood of \$300,000.

The smoke houses are sixteen in number, four on each flat, fitted with rails on which the meats are smoked suspended from "trees," each holding about fifty hams or pieces of bacon.

The entire plant is insulated with cork sheets cemented to the walls and partitions and plastered outside with a white marble cement plaster. This is damp proof, cannot absorb odors, and presents an appearance of cleanliness that is very attractive.

The refrigeration plant consists of two 75-ton machines, installed by the Linde British Refrigeration Co. In the power house is also found a complete plant for generating electric light and power, the machinery throughout the plant being operated by motors.

Special attention has been paid to reducing the risk of fire to a minimum. The buildings are subdivided by solid brick walls with fire doors on every opening. On the roof of main building is a 30,000 gallon tank supplying the sprinkler system, while outside water curtains over exposed windows, with a system of standpipe and hydrants, complete the arrangements for protection from fire.

The past years have proven the ability of Gunns' Limited, to successfully handle anything they may undertake, and their energy and enterprise in this new venture deserves the support of the retail trade throughout the country, as we understand they purpose catering specially to this trade. The capacity of the plant is 6,000 hogs per week and 1,000 cattle, besides sheep and calves. Owing to scarcity of hogs, it is not expected to operate to full capacity for some time, but in any event the motto "Quality, not quantity," will always be the guiding principle of the management.

**KEEPING UP WITH THE TIMES**

To meet the demands of this growing time we have just completed at

**UNION STOCK YARDS, TORONTO JUNCTION**

**THE MOST UP-TO-DATE PACKING HOUSE and COLD STORAGE PLANT**

IN CANADA

Backed up by over 30 years' experience we have

Every facility known to the trade for producing THE FINEST QUALITY

**Pork and Beef Products**

besides having greatly increased facilities for carrying on our large and growing business in

**Eggs, Butter, Cheese, Poultry, ETC.**

WE SOLICIT YOUR ORDERS AND GUARANTEE SATISFACTION.

**GUNNS**  
LIMITED

**PORK and BEEF PACKERS PRODUCE DEALERS**

**TORONTO and TORONTO JUNCTION, ONT.**



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**"VICTORIA"**

Hungarian Patent

**"ROYAL"**

Patent

# How About Flour ?

We want a chance to prove to you that we make and sell the best flour of any mill in Canada, based on a life-long experience in every detail of flour manufacture and every facility for doing things right. If your customers once get to using Brampton Flour, the trade will stick, and nothing short of an earthquake will make them change. Write for quotations. We're equal to any amount of business.



## Brampton Milling Co.

**"MAJESTIC"**

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**Brampton**

**"ELECTRIC"**

Patent

**FLOUR**

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Quebec, O  
of all kinds

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Bell Tele

# C. A. PARADIS

WHOLESALE DEALER  
AND COMMISSION MERCHANT  
OF

## FLOUR, GRAIN, SEEDS AND PROVISIONS AND GENERAL PRODUCE

**81 DALHOUSIE STREET, QUEBEC**

I am always a **buyer** and **seller** of all qualities of Flour from Ontario and Manitoba millers; also Canadian and American Corn; Quebec, Ontario and Manitoba Oats; White Beans; Peas; Seed Grains of all kinds; Middlings; Barley; Bran.

### FULL LINE OF GROCERIES

Canadian and American Pork in barrels; Pure and Compound Lard; Salt Fish of all kinds; Pressed Hay to suit every buyer.

*Open to accept agencies for grocery and allied lines. Home and foreign manufacturers are guaranteed up-to-date and thorough representation.*

I WORK ON SMALL PROFITS, QUICK RETURNS

Orders Promptly Attended to.

Satisfaction Guaranteed.

**Bell Telephone: QUEBEC—No. 1324; BELLECHASE LEVIS—No. 100B**

# Mr. Grocer's Money-Making Friends

**"Beaver" Oats  
(Premium 776)**

**Swiss Food**

**McIntosh's "Crown"  
Brand Rolled Oats**

**Swiss  
Food**

Do you retail this prince of breakfast foods, the first package breakfast food on the Canadian market, and the only breakfast food that has seen nearly two decades of continuous patronage? Twenty-four 3-lb. packages to case. Twenty-five per cent. profit for Mr. Grocer.

**"Beaver" Oats  
(Premium 776)**

The new Premium, 776, in *"Beaver" Oats* has made that great brand go forward by leaps and bounds. The premium consists of cups, saucers and plates, genuine china, a piece in each package. As a package of *"Beaver" Oats* can be opened and a delicious breakfast eaten right off a "free" plate, you can readily understand why the women are on the lookout. Twenty 5-lb. packages in case.

**McIntosh's  
"Crown" Brand  
Rolled Oats**

Some customers always insist on getting a pound of flaked oats instead of a package. Such customers should be given *McIntosh's "Crown" Brand Rolled Oats*. It's clean, fresh, and contains no dust.

Prices and information sent gladly

**P. McIntosh & Son**  
Toronto, - Canada

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The Only Best

# FLOUR

**GUARANTEED BRANDS**

ONTARIO BLEND BRANDS

MANITOBA BRANDS

**"Walzen"**

**"King Patent"**

**"Diamond Pure"**

**"Monarch"**

Mixed cars supplied of Ontario and Manitoba Flours, Graham Flour, Farina, Whole Wheat Flour, Bran and Middlings

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SOLICITED**

**St. Jacobs, Ontario, Can.**

### The T. H. Taylor Co., Ltd.

**Chatham, Ont.**

make a speciality of shipping in any quantity desired

## =Beans=

Oats, Barley, Corn, Bran Middlings, Feed Flour, Mixed Chop, Crimped Oats, Rolled Barley and Cereals.

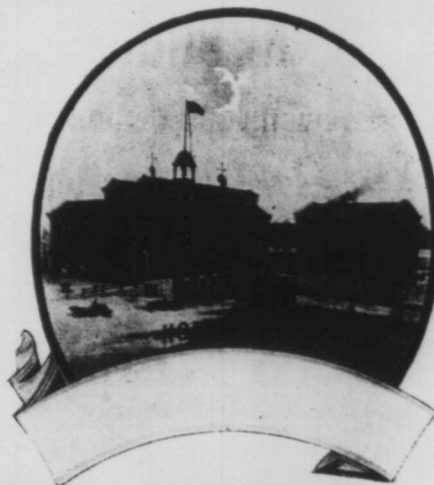
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## "Beaver" Flour

will double your sales and increase your profits.

**The Only Best Blended Flour on the Market**

### NORVAL MILLS



**ROBT. NOBLE**

**MERCHANT MILLER  
NORVAL, ONT.**

**Choice Winter Wheat  
and Manitoba Blended Flours  
a Specialty.**

## Flour from the "Wheat City"

Brandon is called the "Wheat City" because it is situated in the centre of the best wheat growing section in Manitoba.

So our raw material is the best that's grown and we grind our wheat in a modern mill equipped with the latest machinery.

Should be able to make good flour, shouldn't we? If you are "from Missouri and want to be shown" let us send you a sample of any of

### Our Brands:

**"Premier Hungarian," "White Rose" and "Royal Patent"**

We put up our flour in 24½ and 49-lb. sacks specially adapted for the grocery trade, and that's a point worth noting.

Milling Capacity 600 barrels per day.

SEND FOR SAMPLES AND PRICES.

## The Alexander Milling Co., Limited

BRANDON, MANITOBA

## Nap. G. Kirouac & Co.

RECEIVERS and SHIPPERS

### Flour, Grain, Mill Feed

AND

### Grocers' Supplies

CORRESPONDENCE INVITED  
FROM ENGLISH AND SCOTCH  
IMPORTERS OF FLOUR :: ::

125 St. Peter St., QUEBEC, CAN.

24 YEARS' EXPERIENCE IN CAR LOT BUSINESS

## "Health for Everybody"

Try Our New Process

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### GEORGIAN BAY MILLING

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### POWER CO., Ltd.

Meaford, Ont. - - Canada

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Your orders will

# The Alexander Brown Milling and Elevator Co., Limited

Mills and Elevators at Toronto, Ont., and Portage La Prairie, Man.

POINTS TO CONSIDER:

1. Bread that retains its freshness and moisture for a considerable time must be made from a well-milled choice flour.
2. A flour that makes a large quantity of bread to the sack must be milled from the best wheat.
3. The best wheat in the West is grown on the far-famed "Portage Plains," near our mill.
4. If you have ever handled our hard wheat flour you know these points are characteristic of

**"Imperial"**  
and  
**"Prairie Rose"**

**"Blue Brand" Patents**

and **"Reliance" "Red Brand"** Strong Baker.

These Flours build up trade. Send us a trial order and let us prove it.

Remember our name is on every sack.

**PORTAGE LA PRAIRIE, MAN.**

## C. O. GENEST & FILS

WHOLESALE GROCERIES

Flour,

Grain,

Provisions

LEADING WHOLESALE HOUSE OF THE  
EASTERN TOWNSHIPS

**SHERBROOKE P.Q.**

Your orders will have prompt and careful attention.

## Wilson's Flour Mills

Indian Head, - - Saskatchewan

The wheat that made Indian Head famous as the largest shipping point in the World is what is used solely for our flour.

The percentage of high grade wheat is very high.

The quality of flour is second to none and no artificial bleaching is practised.

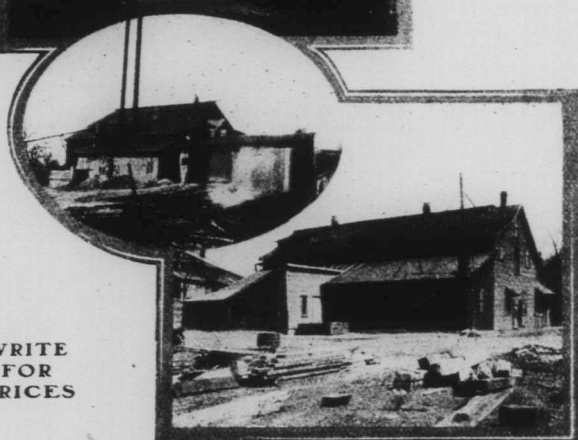
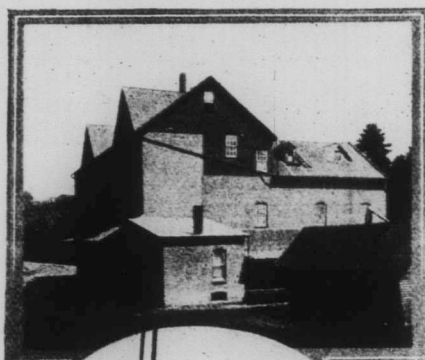
Inquiries Solicited

**Wm. Wilson, Proprietor**



# QUANCE BROS.

## MILLERS



WRITE  
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WINTER WHEAT FLOUR  
"Moss Rose"


BLENDED FLOUR  
"Maydew"  
"Ladies' Favorite"  
"White Swan"

MANITOBA FLOUR  
"Kitchner"  
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CHOICE FAMILY and BAKERS'  
FLOUR from choice Ontario and  
Manitoba Wheat. Also PATENT  
PROCESS BUCKWHEAT FLOUR  
and RYE FLOUR.

*Delhi, Ont., Canada*

## A. A. McFALL

Miller and   
Grain Merchant

Bolton, Ontario, Canada

Write for Samples and Prices

## Rolled Oats Oatmeal Split Peas Pot Barley

Quotations for any  
quantity cheerfully given, delivered  
at any point.

QUALITY GUARANTEED.

### WOODSTOCK CEREAL CO.

WOODSTOCK, Ont., Canada LIMITED



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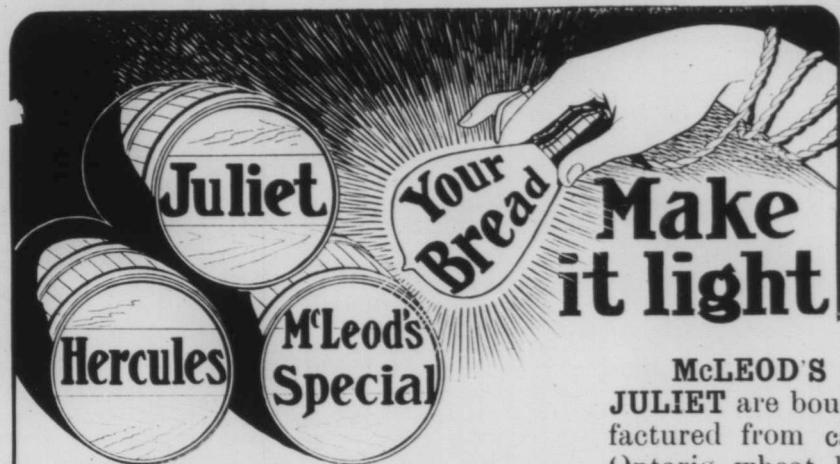
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with butter, cl

TRISCUIT  
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TRISCUIT  
before serving.  
Wheat Compa  
shredded whea  
sent free.



"It's All



## A Trio Of Trade Building Flour

The way to build up a permanent flour trade is to supply your customers with brands which are always uniformly satisfactory.

MCLEOD'S SPECIAL HERCULES and JULIET are bound to satisfy as they are manufactured from carefully selected Manitoba and Ontario wheat by modern methods and expert

operators. With such a combination the result is bound to be light and wholesome bread of a quality which compels the "Ladies to Talk."

Write us or wire at our expense for quotations.

P.S.—In mixed cars we can supply a full line of Oatmeal, Beans, Split Peas, etc.

# MCLEOD MILLING CO., LIMITED

Stratford, Ont.

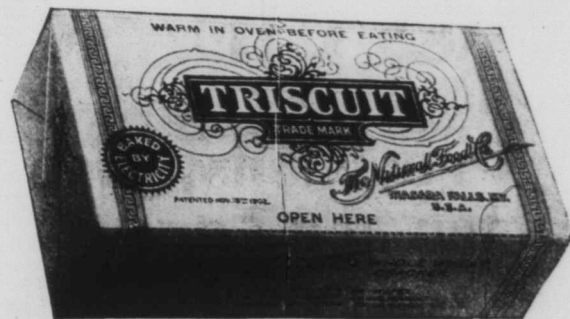
## TRISCUIT TRUTHS

TRISCUIT is shredded whole wheat, made the same as Shredded Wheat Biscuit—except that it is compressed into a wafer and baked by electricity.

TRISCUIT is not a "breakfast food." It is a substitute for white flour bread and is used as a TOAST with butter, cheese or marmalades.

TRISCUIT is an ideal food for flat-dwellers, light house keepers, campers, for picnics, for excursions on land or on sea. The best of all wafers for chafing dish cookery.

TRISCUIT should always be heated in an oven before serving. It is made by The Canadian Shredded Wheat Company at Niagara Falls, Ont., makers of shredded wheat products. The TRISCUIT booklet is sent free.



"It's All in the Shreds"

C 10c. F  
A "English" Canada Flakes L  
Larger than any 15c. package on the market.  
N Coupon for Silverware in every packet.  
A \$2.85 per case.  
D 25c. K  
A "Household" Canada Flakes E  
Every package contains a piece of beautiful chinaware or tableware.  
A Most successful advertising scheme.  
S Brings you constant customers.  
\$5.00 per case. \$4.90 in 5-case lot.  
The most nutritious, crispiest, best toasted food made

**GRANOLA**

is the most nutritive breakfast food on the market. One pound of Granola exceeds in vigor two pounds of round steak.

Sold in one pound cartons at 15 cents.

Your customers want it. Get stocked.

The Battle Creek Health Food Company,  
Limited  
Canadian Factory and Office, LONDON, ONT.

**WE WANT YOUR WINDOW**

If you have a well-dressed window, one you are proud of send us a photo for or window dressing department.

**THE CANADIAN GROCER, 10 FRONT ST. E., TORONTO**

What About Our

**POT and PEARL BARLEY and FEED**

WRITE FOR INFORMATION

**JOHN MACKAY, LIMITED - - BOWMANVILLE, ONT.**

**BEST BAKERS' FLOUR IN THE WORLD**

is produced by the perfect union of skilled milling and fine wheat. This ideal is thoroughly realized in

**PURITY FLOUR**

It contains nothing else than the very choicest Manitoba Hard Wheat. The Wheat itself is made into Flour by the most skilled and scientific millers in the best improved milling plant in the world.

For Superior Bakers' Trade **PURITY FLOUR** is without a peer in the Great Dominion.

**Western Canada Flour Mills Co., LIMITED**



Mills at  
**WINNIPEG, GODERICH and BRANDON**

Toronto Office:  
Long Distance Phone Main 8060.

Phone in your Orders at our expense

**STOP FOR A MINUTE AND TAKE NOTICE**

**TO STOCK OWNERS: Do you use any Stock Food?**

**TO MERCHANTS: Do you sell any Stock Food?**

If not, I want to convince you to use the Canadian Concentrated Vegetable Stock Food. After twenty years' experience in horse feeding and stock raising, the proprietor of the Canadian Concentrated Vegetable Stock Food offers his preparation to the public with full confidence that the principle on which this preparation is compounded will meet all the requirements necessary for improving and keeping in a healthy and natural condition all kinds of stock.

While not wishing to discredit any of the numerous stock foods at present on the market, The Canadian Concentrated Vegetable Stock Food take no second to any competitor, as per the following analysis of the Inland Revenue, Bulletin No. 116, Ottawa, March 16, 1906.

Total proteids . . . . .	23.31	Crude fibre . . . . .	6.20
Moisture . . . . .	0.00	Total ash . . . . .	3.56
Pretolic ether extract fat . . . . .	10.52	Water insoluble ash . . . . .	0.00
Alcohol extract after pretolic ether . . . . .	28.20	Acid insoluble ash . . . . .	0.00
Water extract after alcohol . . . . .	8.28	Sodium chloride . . . . .	0.00

THE CANADIAN CONCENTRATED STOCK FOOD is at present in use amongst a number of the best feeders and stock raisers in the surrounding countries as well as in the cities.

A trial will convince that the modest claims made for this preparation are fully warranted.

Each bag contains a measure holding the amount to be fed at each meal.

PREPARED BY

**A. GUERTIN, Farm Produce and Stable Supplies**

Proprietor { Woodbine Farm, St. Heubert, Que.  
Mountain View, St. Bruno, Que.

ALL COMMUNICATIONS TO BE ADDRESSED TO

**A. GUERTIN, 91 Inspectors St., Montreal, Que.**

**J. B. RENAUD & CIE.**

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**Flour, Grain, Feed and Provisions, also Groceries, Meats, Butter and Eggs**

The largest exporters of Beauce Maple Sugar

CORRESPONDENCE SOLICITED

**118-140 St. Paul Street, QUEBEC**

**LATES**

Western Canada gun and Cor

One of the most established in Wi few years of th growth is the pla ada Flour Mills C St. Beniface. On 1905, the first sod the new mill w twelve months th posing the plant equipped, and wh be the most up-to its kind in the wo operations.

The company cho of land between



S. A. M. Eastern Manager, We

dian Pacific, the and the Grand T thereby obtaining even at present p loaded simultane

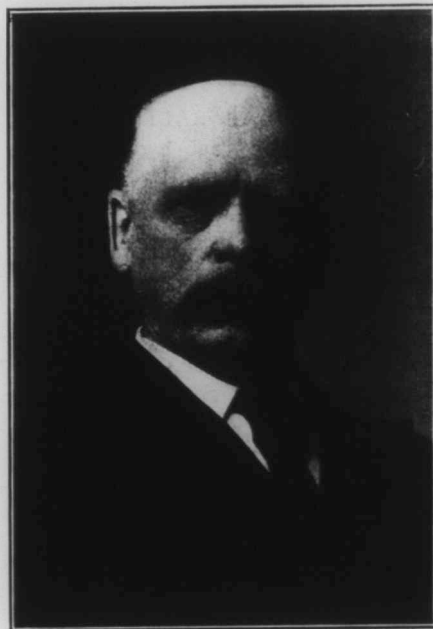
As regards the nothing is left to struction is mod especial attention dering them fir with this the cor own water suppl; a corner of the b water is pumped tank elevated 16; this is a complet extending throu From the tank : water can be thr of the working ho

## LATEST CANADIAN FLOUR MILL

Western Canada Flour Mills Co. Plant at St. Boniface—Great Structures Begun and Completed Within a Year—The Men Behind the Enterprise—Flourmaking.

One of the most important industries established in Winnipeg during the last few years of that city's phenomenal growth is the plant of the Western Canada Flour Mills Co., recently started at St. Boniface. On the 9th of August, 1905, the first sod for the foundation of the new mill was turned. Within twelve months the three buildings composing the plant were completed and equipped, and what is acknowledged to be the most up-to-date establishment of its kind in the world was ready to begin operations.

The company chose for its site 35 acres of land between the lines of the Cana-



S. A. McGaw, Toronto.

Eastern Manager, Western Canada Flour Mills Co.

dian Pacific, the Canadian Northern, and the Grand Trunk Pacific Railways, thereby obtaining track facilities which even at present permit of ten cars being loaded simultaneously.

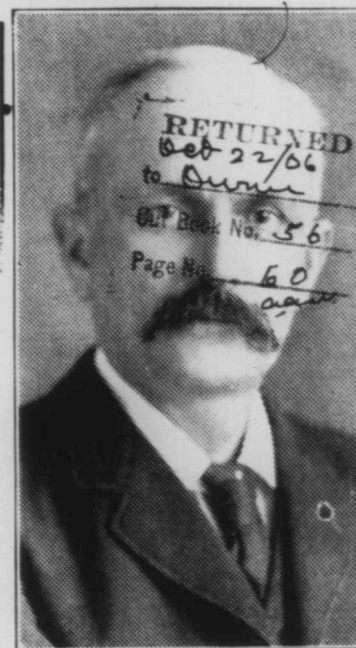
As regards the buildings themselves, nothing is left to be desired. Their construction is modern in every way, and especial attention has been paid to rendering them fireproof. In connection with this the company has provided its own water supply by sinking a well in a corner of the boiler room, from which water is pumped into a 100,000 gallon tank elevated 165 feet. Connected with this is a complete system of sprinklers, extending throughout the buildings. From the tank a powerful stream of water can be thrown right over the top of the working house of the elevator. At

the base of the tank are two additional reservoirs, one of 100,000 and the other of 40,000 gallons capacity. This system of protection, together with the splendid construction of the buildings themselves, has resulted in insurance companies considering this the safest flour mill risk in the world, and granting it the lowest premium paid by any concern in the same line of business.

The elevator consists of a working house and ten tanks each 80 feet high. The foundation walls are four feet thick and of solid cement and steel, while the piers have bases seven feet square. Between these piers are arches of cement and steel, forming long corridors through which pass the 36-inch conveyor belts. In the floor of each tank the steel binding rods are only two inches apart, while the walls are reinforced by perpendicular steel rods every two feet, and by flat 1 1/4 inch circular steel bands every foot, one band being near the outside and the other near the inside of the wall. If the wheat is to remain in the elevator it is received in the pits at the base of the working house, elevated to the scales, weighed, and passed through cleaners, then transferred to the tracks for storage. If desired for use in the mill it is returned to the working house by the conveyor belts, and is there re-weighed and forwarded to the mill for grinding. The mill is six storeys with cupola, and is 200 feet long by 56 feet wide. The basement walls are four feet thick and the brick walls up to the third floor two feet six inches. All sash and lintels are of galvanized iron, and the windows are glazed with wired glass. The mill has a capacity of 4,000 barrels per day.

From the fifth floor of the mill the manufactured flour passes by a system of elevators and conveyors across the double railway tracks to the warehouse. This building is 216 feet long, 70 feet wide, and three storeys high at its lowest point, and six storeys high in the centre, where the packing is done. It has a storage capacity of 70,000 barrels. The flour passes into great steel tanks, covered with asbestos, so that it is absolutely protected from every form of dirt, and from the intrusion of any insect life. Below the tanks is the packing floor. The bags are filled and weighed automatically, but the sewing up is done by hand. When sewed, the bags drop through a hole in the floor onto the conveyor belt to be delivered to the cars or any part of the ware-

In addition to the Winnipeg mill, the company operates branches in Brandon, Man., and Goderich, Ont., capable of producing 400 and 1,800 barrels per day, respectively, giving a total daily production by this one company of 7,200 barrels of flour per day. Some idea of what this amount means may be gathered from the fact that a year's product of 300 days' running would fill enough freight cars to cover 150 miles of track, while if placed in barrels and these barrels were laid end to end they would stretch from Quebec to Vancouver. To make these 7,200 barrels of flour daily requires a close approximate of 36,000 bushels of wheat, and the amount needed to run these mills the 300 days of a year would be 10,800,000 bushels, which at 75c. per bushel, would call for the distribution by this company among the farmers of Western



Andrew Kelly,

President, Western Canada Flour Mills Co.

Canada of \$8,100,000. The company employs in Winnipeg about 100 men, with 75 more in Goderich and Brandon.

The necessity of good shipping facilities is shown by the fact that the "Purity" brand is shipped to Great Britain, Continental Europe, South Africa, South America, Japan, China, Siam, Burmah, Russia, Australia and the Oceanic Islands. This export trade demands the attention of two offices, that via Montreal and New York, being handled at Toronto, and that via Vancouver at Winnipeg, and in all the principal ports of the world are special or general agents for "Purity" flours. The principal officers, Messrs. Andrew Kelley, of Brandon, president, and S. A. McGaw, of Goderich, vice-president and general

manager, have their offices in Winnipeg.

From whatever standpoint it may be looked at, Canada—and Winnipeg es-

**OGILVIE MILLS PROFITS.**

Shareholders of the Ogilvie Flour Mills Co. held their annual meeting in Montreal the end of last week. C. R.

ed to be \$235,262.45. At the meeting there was considerable comment upon the misfortunes which had been the lot of the company during the year, notably the loss by fire incurred by the Glenora mills, Montreal, and the accident to the elevator at Fort William.

Directors of the company were elected as follows: C. R. Hosmer, president; F. W. Thompson, vice-president and managing director; Sir George A. Drummond, Sir I. Montague Allan, E. S. Clouston, H. S. Holt, Shirley Ogilvie. The following officers were appointed: T. Williamson, secretary; S. A. McMurtry, treasurer; W. A. Black, general manager western division; Col. A. E. Labelle, local manager; Frank H. Anson, general superintendent; George A. Coslett, Fort William, manager.

McCabe Brothers, of Duluth, owners of elevators at Bergman and Rosewell, Man., have purchased the Plum Coulee elevator from Graves & Riley, of Winnipeg.

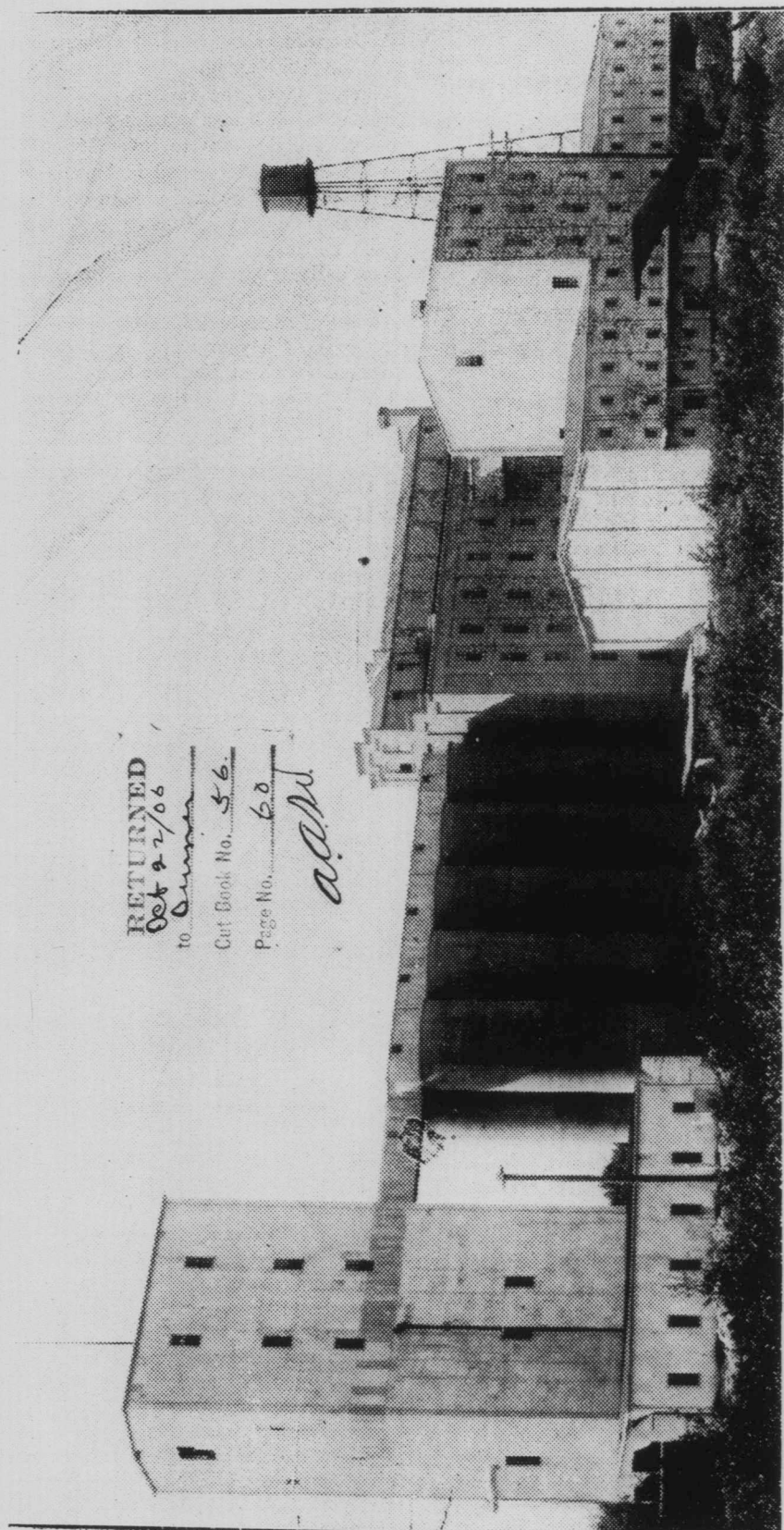
**A POPULAR SALESMAN.**

Goodfellowship ran high at Roumougos, King street west, Toronto, on Saturday evening last. The occasion was a dinner and presentation of a handsome suitcase to W. H. Turpin, the genial city representative of the E. W. Gillett Co., Limited, and president of the Grocery Clerks' Association of Toronto, who has just been appointed to represent his company in the Niagara Peninsula and South Western Ontario.

A very happy time was spent, and Mr. Turpin's many friends wished him much success in his new field. Mr. Turpin will be succeeded by John J. Watt, who will look after the interests of Gillett's goods in the city.

**CANNED MEATS PRETTY GOOD.**

The report of Chief Government Analyst MacFarlane on canned meats selected in various parts of the Dominion, has just been received by the Inland Revenue Department. The goods analysed were samples packed in Canada and an equal number put up by United States manufacturers and offered for sale in this country. Only four samples out of the total collection were found to give evidence of decomposition, a proportion amounting to only 1/4 per cent. Boric acid was the only preservative found, and only in very small quantities, not exceeding the limit fixed by the English Parliamentary Commission of .05 oz. In general it may be stated that the results are favorable to the manufacturers, both in the east and west.



Western Canada Flour Mills, St. Boniface.

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pecially—has every reason to be proud of the Western Canada Flour Mills Co.

Hosmer, president, occupied the chair. Net earnings for the year were declar-

**Flour, C  
Pork,  
Meats,**

**SEEDS A**

**GEO.**

Office: 4  
Warehouses: 33-  
**QU**

**NAP. G. KIROU**

Receivers and  
Western Dealer  
benefit to

HIGH-GRADE

**Juliet**  
Scientifically mil  
Do you se  
**THE McLEOD M**  
Stratf

**EUGENE I**

87 Dalhou  
Jobbers i  
Special Machinery I  
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Open to accep



**Flour, Grain, Hay,  
Pork, Smoked  
Meats, Fish, Etc.**

**SEEDS A SPECIALTY.**

**GEO. TANGUAY**

Office: 48 St. Paul St.  
Warehouses: 33-35, 34-36 St. Andrew St.  
**QUEBEC**

**NAP. G. KIROUAC & CO., QUEBEC**

Receivers and Shippers of Oats.

Western Dealers will find it to their benefit to make us offers.

**HIGH-GRADE BLENDED FLOURS  
Juliet and Anchor**

Scientifically milled for family purposes.  
Do you sell these winners?

**THE McLEOD MILLING CO., LIMITED**  
Stratford, Ontario

**EUGENE PICHER & CO.**

87 Dalhousie St., Quebec  
Jobbers in Grain and Hay.  
Special Machinery Lines for Cheese Factories—  
Also Farm Implements  
Open to accept Provision Agencies

Established 1870

**WM. RENNIE CO.**

Limited

Importers, Growers,  
Wholesale Dealers in

**Garden, Field and  
Flower Seeds**

**CLOVER, TIMOTHY AND GRASSES**  
A Specialty

HEAD OFFICE: BRANCHES:  
Cor. Adelaide and Jarvis Streets  
TORONTO, ONT. 190 McGill St., Montreal  
Main St., Winnipeg  
66 Hastings St. W., Vancouver

**BETTER FLOUR**

means a better trade  
for the grocer.

**Anchor Brand**

Flours are the better  
kind. A trial order  
will convince you.

Mixed cars if you want  
them.

**LEITCH BROS.**  
OAK LAKE, MANITOBA

**R. F. CREAM & CO.**

General Brokers and  
Commission Merchants

**Flour, Grain, Provisions,  
Teas and General  
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75 Dalhousie St., Quebec, P.Q.

**TRADE WITH ENGLAND**

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

**"Commercial Intelligence"**

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

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



# MEAT OF WHEAT

The oldest food—by the newest process. Retaining only the best food parts of the best grain. Shows a good margin. Brings repeat orders.

**SOLD BY ALL JOBBERS**

**The Western Cereal Co., Manufacturers**

**WINNIPEG**

**W. L. MACKENZIE & CO., Selling Agents, Winnipeg**

# FLOUR AND CEREAL

**Advance in Wheat—Car Shortage Mainly Responsible—Conditions in the Argentine—Domestic Flour Trade is Active and There is Some Export.**

Last week's advance in wheat was due primarily, it is said, to the car shortage. People with October contracts on their hands were not getting the wheat down fast enough to make their shipments. A contributing cause was the news of unfavorable weather conditions for the growing crops in the Argentine Republic. The Argentine crop comes to harvest about the end of December or first of January, therefore now is a critical period. Argentine weather will be a factor in the wheat market for a couple of months or more. The car shortage is general in both Canada and the States and an advance in Chicago assisted the advance here.

## MONTREAL.

**GRAIN**—Oats are higher this week. Few lots are offering since the harvesting of the new crop. Corn, although still firm, is expected to ease off shortly, since the crop is said to have been a particularly good one. Other lines are unchanged.

No. 4 barley, store	0 57½
Feed barley, store	0 51½
No. 2 white oats	0 41½
No. 3 white oats	0 41½
No. 4 white oats	0 39½
No. 3 yellow corn	0 8
No. 2 peas, basis 78 per cent. points	0 7½

**FLOUR**—Flour has not changed since last report. The market is firm but, while an advance would not cause surprise, higher prices are not expected at the moment. Prices this year are considerably lower than those of 1905 for the same period. Business locally is reported excellent. Good orders are being received from all sections of the country and millers are quite satisfied with the turnover they are having. Export demand is not particularly large, but a fair amount of trade is being transacted. South Africa still imports a great deal of this article, while orders from the Old Country are by no means small.

Winter wheat patents	4 40	4 70
Straight rollers	4 00	4 20
Extra	4 10	4 40
Straight rollers, bags, 90 per cent.	1 75	2 00
Royal Household		4 60

Glenora	4 10
Manitoba spring wheat patents	4 60
" strong bakers	4 10
Buckwheat flour	2 00
Five Roses	4 60

**ROLLED OATS**—The rolled oats market this week is strong, but it has not yet been found necessary to advance prices.

Fine oatmeal, bags	2 20	2 40
Standard oatmeal, bags	2 40	2 50
Granulated	2 40	2 50
Rolled oats, 90-lb. bags		2 30½
" 80-lb. bags		2 07½
" bbls.		4 90
Choice boiling peas	1 00	1 10

**FEED**—Bran and shorts is very scarce and there is little prospect of the situation being relieved in the near future. A good demand for mixed feed is reported. Prices rule steady.

Ontario bran	18 50	19 50
Ontario shorts	21 00	22 00
Manitoba shorts	21 50	22 00
" bran	18 00	19 00
Mouillie, milled		24 00
straight grained	25 00	28 00
Feed flour	1 25	1 30

**HAY**—No change has occurred in the hay situation. Locally the market is slightly firmer with prices unchanged. Farmers are still inclined to hold their stocks despite tempting figures obtainable. Export business is quiet for this reason.

Advices from the Old Country state that there has been little change in the conditions there. Reports from Liverpool quote the ruling price as 72s., c.i.f.

No. 1	12 00	12 50
" 2		11 50
Clover mixed	10 50	11 00
Clover, pure	11 00	10 50

## TORONTO.

**GRAIN**—Wheat is considerably higher than a week ago. There was an advance last week of 3c., reaching the highest on Saturday. On Monday the market took a return and went back half a cent. On Saturday the northern ruled at 82c., Monday at 81½c., and closed at ½c. bid and ¾c. asked. Trade was quiet. Millers did not seem disposed to follow the advance. On the other hand, there were reports of pretty good export business, but the reports were difficult of confirmation. Opinion here seems to be general that if receipts were as free as they should be at Fort

William and Port Arthur we would have cheaper wheat. Receipts are not one-half what they were a year ago, due probably to the scarcity of cars. Ontario wheat advanced ¼c. Barley and oats are about unchanged.

(F.o.b. Georgian Bay points.	
No. 1 hard	0 84
Manitoba wheat, Northern No. 1	0 81½
" " " No. 2	0 79
" " " No. 3, nominal	0 76
Red, new " per bushel, 78 per cent. points	0 71½
White, new " " " "	0 71½
Mixed, new " " " "	0 71
Spring, nominal " " " "	
Goose, " " " "	0 65
Barley, No. 1, " " " "	
" No. 2, " " " "	0 49
" No. 3a, " " " "	0 47½
" No. 3, " " " "	0 45½
Oats, white " " " "	0 35½
" mixed " " " "	0 34½

**FLOUR**—There is considerable export business passing and the domestic trade continues very active. The export basis is about \$2.70 to \$2.75. Domestic quotations are unchanged.

Pure winter wheat per bbl in sacks	4 00	4 25
85 per cent patents	3 70	3 80
Straight roller	3 65	3 70
Blended	3 80	3 90

**CEREALS**—Domestic trade continues active but prices are unchanged.

Rolled wheat in boxes, 100 lbs.	nominal	2 25
" 50 lbs.		1 25
Rolled oats, carlots, per bbl., in bags		4 23
" " " for broken lots in wood		4 75
" " " broken lots in bags		4 50
Oatmeal, standard and granulated, carlots, on track, per bbl.		4 80
" " " in bags		4 55

The elevator at Grand Coalee, Sask., belonging to Joseph Glenn, of Indian Head, collapsed on October 5. There were about 44,000 bushels of grain in it at the time. The C.P.R. provided facilities for immediate shipment, and now that the grain is removed the owner expects to be able to jack the building into position again.

Up to October 12, 18,863,000 bushels of wheat and 1,123,000 bushels of coarse grains had been marketed in Western Canada, compared with 12,698,000 bushels of wheat and 623,000 bushels of other grains marketed at the corresponding date last year.

**J. A. McLANDRESS, West Lorne, Ont.**  
**WM. McLANDRESS, Dutton, Ont.**  
 Successors to D. McKillop & Son. Dealers in all kinds of Grain, Wool, Live Stock, Wood and Coal, Screened and Graded Pea Beans in car lots a specialty.

## Choicest Canadian Cereals

Always on top for quality and flavor—the Peerless Brand

We are manufacturers and Exporters of high-quality Cereals made from Canada's best grain.

Flaked Oats

Flaked Wheat

Rolled Oats

Corn Meal

All Kinds of Feed, Etc.

Ours is the most modern IMPROVED PROCESS, and our millers are thoroughly experienced, picked men. Everything contributes to make our brands A No. 1, and we guarantee satisfaction.

CORRESPONDENCE SOLICITED.

Parkinson Cereal Co., ∴ Thornbury, Ontario, Canada

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CANADA: No better Country

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Remember to spe

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"ELIT

For sale

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J. A. TAYLOR MONTREAL

Everybody who drinks Cocoa acknowledges that

**COWAN'S**

Perfection

**COCOA**

is superior to all others for purity, strength and fine flavor

**COWAN'S**

**Milk Chocolate**

**Cream Bars, Maple Buds, &c.**

are the highest class confections

**Cowan's Cake Icings**

used in every family

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

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

**MOTT'S  
Chocolate**

That's all you require to say when asked for the Best. Your guarantee is the reputation borne by the goods for over forty years.

Remember to specify

"DIAMOND" brand for cooking

"ELITE" brand for eating—

For sale by all up-to-date jobbers and—

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

J. A. TAYLOR  
Montreal

SELLING AGENTS:  
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**WEBB'S**

**CHOCOLATES**

High-class goods for  
High-class grocers.

The largest and finest line of packages  
and Christmas novelties in the Dominion.

**The HARRY WEBB CO., Limited**

31-35 Buchanan St., Toronto



# REX CHOCOLATES RECORD

In September, 1902, we began the manufacture of high-grade Chocolate Confections under the now famous Brand of REX.

Our success has been astonishing. Once a customer has been secured the fine and uniform quality of Rex Chocolates makes him an enthusiastic friend.

Here are the sales of two of our customers since the above date :

<i>1st Customer has sold</i>		<i>2nd Customer has sold</i>	
Rex Chocolates	- - - - 73,047 boxes	Rex Chocolates	- - - - 80,584 boxes
Rex Caramels	- - - - 1,512 "	Rex Caramels	- - - - 792 "
Rex Salted Peanuts	- - - - 3,024 "	Rex Salted Peanuts	- - - - 28,332 "
Rex Butter Scotch	- - - - 18,546 "	Rex Butter Scotch	- - - - 19,968 "
<b>Total</b>	<b>96,129 "</b>	<b>Total</b>	<b>129,676 "</b>

These figures are guaranteed absolutely correct, and are shown in our books.

You can build up a similar business with Rex Chocolates. Price list cheerfully forwarded on application. Special discounts on all mail orders.

Don't wait for traveller, send us in a trial order direct.

**GILPIN-MOFFATT CO.**  
Toronto, Ontario

## THE ADVANTAGES

to you in making Suchard's Cocoa your leader are two-fold.

The immediate gain is in a larger profit per pound than you make on lower grade goods.

The second advantage comes from the quality of

## SUCHARD'S COCOA

It has a distinctive, delicate flavor that is sure to please your customers, and which they cannot get in any other Cocoa. You can push it with perfect confidence, and with great benefit to your business.

We will be very glad to send you a sample on request, so that you can test it and see for yourself the superiority of Suchard's Cocoa.

Canadian Depot

**FRANK L. BENEDICT & CO., Montreal**  
MITCHELL & SAUNDERSON, Winnipeg, Man.



Lowney's Cocoa is a triumph in pure food products. It is the best cocoa made anywhere or at any price.

THE WALTER M. LOWNEY CO. of Canada, Limited  
165 William St., - - - MONTREAL, CAN.

**UPTON**  
Jams  
Jellies  
Oranges  
Marmalades

They have been sold in Canada and stand the test.

Other brands may go, but Upton's

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# UPTON'S

**Jams  
Jellies and  
Orange  
Marmalade**

**ARE LEADERS  
IN THEIR LINE**

They have been made and sold in Canada for years and stand the test of time.

Other brands come and go, but Upton's will stay.

## WHEN ASKED FOR



"some gelatine," your safest course is to supply

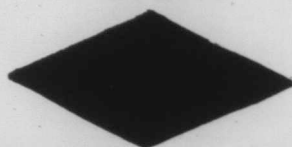
### COX'S

It is so uniform in quality, so clear,

so pure, strong and nourishing that it will be sure to give satisfaction in the kitchen, and on the table. Over 60 years since Cox's came on the market. Been the standard all the time, too.

Canadian Agents: **J. & G. COX, Ltd.**  
C. E. Colson & Son, Montreal  
D. Masson & Co., "  
A. P. Tippet & Co., " **Gorgie Mills, EDINBURGH**

## DIAMOND Brand



### MAPLE SYRUP

has that delicate flavor of New Sap Syrup direct from the bush. Try it.

ALL JOBBERS

**Sugars Limited, Montreal**

## "KIT" COFFEE ESSENCE

The latest and Best Coffee production in the Home Market.

**A PERFECT TREAT** in comparison with any bottled Extract previously before the public. **A SURE SELLER IN PROPER HANDS.**

The proprietors invite application for Sole Agency throughout CANADA. Only Agents or firms quite definitely in a position to place same on the strength of established connection need apply. The sale of a good quality WORCESTER SAUCE may be associated with any agreement entered into.

Apply giving full particulars to

**"KIT" COFFEE LTD.**  
GOVAN, GLASGOW

# Taste and Buy

Is the "Mooney" adaptation of the old proverb

**Perfection  
Cream  
Sodas**

supply a case where a verdict is reached without any trial, and it is the verdict of public approval, too.



enjoy a splendid reputation in the eyes of the people of particular biscuit eating.

Taste them for your own satisfaction—will find crispness, lightness, palatableness—the triumphant Taste Trio.

3-lb. Cards or Tins

**THE Mooney  
Biscuit & Candy  
Company,**

LIMITED,

Stratford, - Canada.

# CROWN BRAND CATSUP

In Pints and Quarts

**GUARANTEED FINEST IN CANADA**

Write for quotations before purchasing elsewhere

**CROWN MANUFACTURING COMPANY, LIMITED**

9 and 11 Francis Street, TORONTO, ONT.

## BISCUITS AND CONFECTIONERY

Manufacturers of Biscuits all Increasing Trade—Greater Call for Finer Lines—  
The Insatiable West—Candy Possibilities.

The large biscuit makers in Canada are all increasing their business and one wonders what the explanation of this consumption is. The manager of Christie, Brown & Co. attributes it to the increased prosperity and wealth, combined with the cultivation of taste fostered by the excellence of the product. He didn't say this last—he was too modest; but it is true enough. There's no country in the world where better biscuits are made than in Canada.

"What means are adopted by grocers to increase their sales of biscuits?" this same manager was asked.

"Some of the more progressive ones," he said, "have established a biscuit department. But we have found that the men who push other goods will push biscuits. Some time ago I was in a grocery in Hamilton. A customer came in—a lady—and after she had got what she wanted the proprietor, who was serving her, brought out a new line of biscuits. 'Here's something new and very nice. Wouldn't you like some?' 'Yes, you may send me a pound.' 'And here's something new in canned goods, fish, very appetizing, indeed.' 'Yes, I'll take a can of that.' When the lady had gone I told the grocer I much admired his manner of introducing and pushing goods. 'We've got to do it,' he said. That man has a large account with us.

### Afternoon Tea.

"Some grocers have a weekly afternoon tea. They serve a certain line of tea to all comers and usually serve biscuits with it. We often receive word that a grocer is going to serve tea on a certain day and if we have any line of biscuits we want to introduce send them along. Some grocers make a display of biscuits on plates and when drawing the attention of customers to them invite them to sample lines they may fancy."

What may be termed the staple lines of biscuits number perhaps a hundred, but large firms make up to 500 varieties. In the west the biscuit trade is increasing enormously. The finest lines go to the Klondike and sodas sell there for a dollar a pound. There is a biscuit made for miners that looks like a nicely browned very high grade dog biscuit, but it is delicious and highly nutritious. When steamed it swells to the size of a small loaf. It is made from flour in which practically all of the nutritive elements have been retained and is so rich in gluten that when steamed it can be picked up by a corner and will hold together.

### Demand for Expensive Lines.

In old Ontario the maximum consumption has not been reached. It is surprising what expensive kinds can be bought in very small stores. Biscuits retailing at 50c. a pound are commonly carried. They are very light and small and a few cents worth will make a plateful.

There are lines which a very few years ago were made only for the Christmas trade and now there is a steady trade for them all the year. Such are plum pudding, short bread, and fruit cakes. There still is an extra demand for them at Christmas time. The demand for these goods in the west is very large.

There probably is no specialty so easily pushed as biscuits and if grocers would make it a practice to call customers' attention to the better lines they would find it much more profitable than worrying about whether or not their customers have sugar enough to carry them over Sunday.

### SPEAK OF THE CANDIES.

R. Higgins & Son, a prosperous Toronto firm of grocers, have been specializing in their confectionery and seemingly without advertising have built up a department in their business which has well repaid their trouble. "The secret of success in this line," said Mr. Higgins, "is to keep the show cases bright and attractive and to mention to your customers that you keep confectioneries. In this way even though they do not really need them they will think of the children's sweet teeth and be tempted to buy. Never forget to mention any new line of confectioneries you may have on hand and anything novel, such as little pails containing candies resembling seashore stones, is almost sure to sell well. At Christmas and Easter there should be special decorating in the show cases and windows, as these are the times when trade is at its best."

### NEW SWISS CHOCOLATES.

A new line of Swiss milk chocolates is about to be put on the Canadian market by S. H. Ewing & Sons, Montreal, who have been appointed Canadian agents for Ribet's Swiss Milk Chocolates. Ribet's chocolate house was established in 1856, and the quality of the goods turned out was soon recognized, first in France where it was preferred to all others by the Empress Eugenie. The company has experienced a gradual

growth until it has attained its present size. Its factories, situated at Renens, Lausanne, Switzerland, are equipped with the most modern machinery. Many fancy lines are manufactured. Bars, cakes and croquettes are obtainable at different prices. The chocolate is always neatly wrapped and is in this way able to attract attention the moment it catches the eye.

### CONFECTIONERY POSSIBILITIES.

Confectionery is one of the most profitable specialties a grocer can carry and only a little pains need be taken to make a candy department a substantial feature. The first essential is means for effective display. Carry the good goods. Let the little shop round the corner have the cent goods. At any rate don't take up valuable display room with them. Handle good lines and handle them well and the candy department will soon be as easy as money from home.

### CONFECTIONERY NOTES.

Jas. McLaughlin, of Jas. McLaughlin & Co., biscuit manufacturers, Owen Sound, has purchased property in Fort William, and it is understood that the firm will erect a warehouse on the site.

Walters & Son, confectioners, Sydney, C.B., have patented a cabinet designed by Mr. Walters for the purpose of displaying biscuits. The cabinet is on the plan of the extension bookcases used in many offices and libraries, and is planned to hold standard-sized boxes furnished by the manufacturer who purchases the rights to the invention.

The grocery, hardware and bakery business conducted by J. Windover & Son in Frankford for some years has been taken over by the son, W. E. Windover. Mr. Windover, sr., is going west. He has been in the prairie provinces this Summer and was in the passenger train wrecked recently near Sudbury. Fortunately he escaped injury. Several Frankford people were killed or badly injured.

### HELD THE EGGS TOO LONG.

Charley Hands, of the London Daily Mail, went into a New York beanery for a quick breakfast. The eggs the waiter brought him appeared to be debilitated.

"Waitah," said Hands, in his best British voice, "these eggs can't be fresh."

"Oh, yessir," said the waiter, "them's fresh laid—laid yistiddy."

"Very well," said Hands, as he moved back, "p'raps they are. But I will say this—the hen must have carried them about in her system a long time."

The Canadian Grocer

45 HIGHEST  
In Europe and

Walter Baker

The Largest



Registered U. S. Pat. Off.

Their Premium No. 1 Wrappers and Yellow chocolate in the market for

Their German Sweet and good to drink. It is palatable; a great favorite with

Buyers should ask for authentic goods. The above package.

Walter Baker

Established

Dorchester

Branch House, 80 St.

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If he cannot

J. H.

ST. CATHARINES

45 HIGHEST AWARDS  
In Europe and America

Walter Baker & Co., Ltd.



The Oldest and  
Largest Manufacturers of

PURE, HIGH GRADE  
**COCOAS**  
AND  
**CHOCOLATES**

No Chemicals are used in their manufacture. Their **Breakfast Cocoa** is absolutely pure, delicious, nutritious, and costs less than one cent a cup.

Their **Premium No 1 Chocolate**, put up in **Blue Wrappers and Yellow Labels** is the best plain chocolate in the market for family use.

Their **German Sweet Chocolate** is good to eat and good to drink. It is palatable, nutritious and healthful; a great favorite with children.

Buyers should ask for and make sure that they get the genuine goods. The above **trade mark** is on every package.

Walter Baker & Co., Ltd.

Established 1780.

Dorchester, Mass.

Branch House, 86 St. Peter St., Montreal, Can.

SPRAGUE

CANNING MACHINERY CO.  
CHICAGO, ILL., U.S.A.

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.



An Auto? No!

Peanut and Popcorn Seller.  
Catalog show'em \$8.50 to \$350.00. On easy terms.

KINGERY MFG. CO.  
106 E. Pearl St., Cincinnati

Cultivate your Biscuit trade by ordering

**McLAUCHLAN'S**  
**Cream Soda Biscuits**

McLAUCHLAN & SONS CO. Limited, Manufacturers, OWEN SOUND, Canada

**EPPS'S** GRATEFUL  
COMFORTING

IN 1/4-LB. LABELLED TINS.

14-LB. BOXES.

Special Agents for the entire Dominion, G. E. COLSON & SON, Montreal.  
In Nova Scotia, E. D. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg.

THE MOST NUTRITIOUS **COCOA**

When Sorting Up

kindly look up your stock of

**WETHEY'S**  
**MINCE MEAT**

(In Packages)

Now is the time to begin pushing  
this line.

Ask your jobber for it.

If he cannot supply you then write us direct.

**J. H. WETHEY,**

LIMITED

ST. CATHARINES, - - CANADA

The Good Old Days  
The Good Old Mince Meat

Haven't you often wished you could get English Quality Mince Meat in Canada?

In this case your wish has been father to our move—we are now located in Canada, are now making the

"17-year-high-reputation"  
Mince Meat in Canada

Put up in glass, gold-lined tins, tubs and wood pails. **Guaranteed Pure.** All our experts are the most up-to-date in the trade.

WAGSTAFFE, Limited, HAMILTON, ONT.

# FISH AND OYSTERS

Fresh fish arriving daily by express.

Bulk and shell oysters.

All kinds salted and prepared Fish, Haddies, Bloaters,  
Kippered and Smoked Herring.

Labrador Salt Herring in bbls. and half-bbls.

*Price lists mailed on application*

*Correspondence solicited*

## LEONARD BROS.

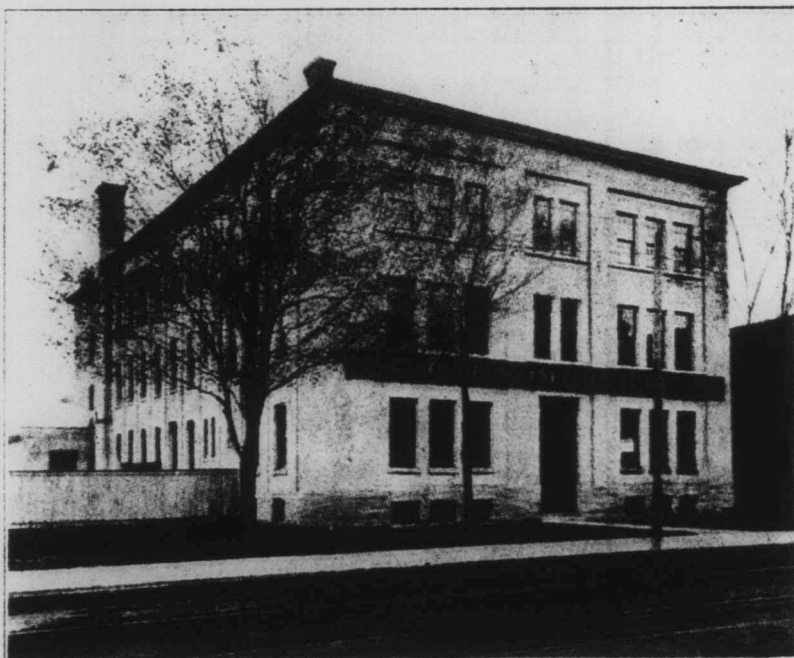
20, 22, 24 and 26 Youville Square

### Montreal

*Long Distance Telephones*

*P.O. Box 639*

## SOMERVILLE'S



## Mexican Fruit Chewing Gum

Pays the best

Sells the best

Pleases the best

Try it

Sold by the Wholesale Trade

**C. R. SOMERVILLE,**

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**LONDON, CANADA**

JAMES LA  
W. H. DES

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JAMES LANGSKILL, President  
W. H. DESPARD, Mgr. and Sec.-Treas.

Cable Address: "WHITCO"  
All Codes Used

*Established 15 Years*

# WHITE & CO.

TORONTO and HAMILTON

LIMITED

*Up to date  
Reliable  
Prompt*

BANKERS  
Canadian Bank of Commerce  
(Market Branch)

Extensive Importers of

## FRUIT, PRODUCE AND FISH

**1,000 Boxes New Messina Lemons**

*Due November 27th, the first to come to Canada this season*

**New Dates, New Figs, Florida Oranges, Grape Fruit,  
Cranberries, Bananas, Nuts**

**AUCTIONEERS** of California and other fruits. Our receipts of California **Peaches, Pears, Plums and Grapes** from July 1st to date, total exactly 50 cars, all sold by auction.

### VEGETABLES

All the season's specialties, such as **Celery, Hot-house Cucumbers, Head Lettuce, Tomatoes, Mushrooms** carried constantly.

### FISH DEPARTMENT

*Cold Storage Throughout the Building*

**Large Supplies** of Fresh, Salted, Frozen and Pickled Fish of large assortments.  
**Long Island Native Oysters**, (Sole Agents) conceded by the trade as the largest, finest and most profitable line to handle.

**Syda & Cousins'** Scotch Cured Finnan Haddies.  
**Atlantic Fish Co.'s** full line of Codfish in packages.

### BUTTER, EGGS AND POULTRY DEPARTMENT

This department has long been recognized by the trade as a splendid outlet to market their surplus produce. We have experienced men in this department, thoroughly conversant with the business.

**BUY FROM US**

**SHIP TO US**

RETURNED

to *Owner*

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OCT 20 1906

FRUITS, VEGETABLES AND FISH

The Canadian Grocer

The Canadian Grocer



TELEPHONE

TELEGRAPH

or WRITE

for whatever you need in the line of Fish. We specialize on fresh, frozen, smoked and salt fish, and devote all our energies towards discounting the market as regards values. We receive fresh shipments daily and are in a position to make prompt deliveries.

Those who care to make comparisons will find us distinctly and positively in the lead. We fill all orders and answer all correspondence same day as received.

The following are a few of the lines we carry :

**Finnan Haddie, Ciscoes, Oysters, Labrador Herrings, Boneless Cod, Digby Smoked Herrings.**

**ALL KINDS OF FRESH, FROZEN, SALT AND SMOKED FISH.**

James' Famous Blue Point **Oysters** are the best bulk oyster on the market and have won a reputation all over Canada for quality and flavor. Cutting out our fruit and vegetable department enables us to concentrate more thoroughly on all kinds of **Fish** and keep in closer touch with supply and demand.

**THE F. T. JAMES CO., LIMITED**

WHOLESALE FISH MERCHANTS

**76 Colborne St., Toronto**

**DRIE**

**The V**  
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6 Reason  
**King**

1 KING OSCA  
choices

2 KING OSCA  
virgin

3 KING OSCA  
whole-pres

4 KING OSCA

5 KING OSCA  
clean and

6 H. M. KING  
H. M.  
Sardine  
quality.

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**John W**

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## **DRIED APPLES**

Get the habit of shipping to us.

We are largest dealers and pay highest prices.

**The W. A. GIBB CO.**  
PACKERS and EXPORTERS  
5 & 7 Market St., HAMILTON

## **NORTHRUP & CO.**

23 and 24 South Wharf  
ST. JOHN, N.B., CANADA

Are sellers of all kinds of

## **FISH**

DRY COD  
SMOKED HERRING  
PICKLED HERRING  
CANNED CLAMS  
HADDIES, HERRINGS, ETC.

Your orders will be promptly looked after by

**NORTHRUP & CO.** Wholesale Grocers and Fish  
ST. JOHN, N.B., CANADA

## 6 Reasons for Buying and Selling **King Oscar Sardines**

1 KING OSCAR SARDINES are packed from the choicest fish.

2 KING OSCAR SARDINES are packed in the purest virgin Olive Oil.

3 KING OSCAR SARDINES are packed in patented whole-pressed tins and are practically solderless.

4 KING OSCAR SARDINES are boneless and scaleless.

5 KING OSCAR SARDINES are supplied in the most clean and attractive tin in the market.

6 H. M. KING OSCAR has granted us permission to use H. M. name and picture on the King Oscar Sardines which is a guarantee for superior quality.

For Sale by all Wholesale Grocers  
**John W. Bickle & Greening**  
(J. A. HENDERSON)  
Canadian Agents, HAMILTON

## Are You Losing Money Trying to Save Money?

It is false economy to wrap parcels up cheaply.

Cheaply wrapped parcels may go from your store all right but by the time Mrs. Buyer reaches her home the parcel is all grease-spotted on the outside and she doesn't like it.

Real economy on your part would be to get in a supply of our

## Oval Wood Dishes

They are inexpensive, strong, neat and can be used on many occasions. Have your patrons satisfied. Use our Dishes.

## **GRAHAM BROS., Kinmount, Ont.**

Agents—Maritime Provinces

W. S. CLAWSON & CO., 11-12 South Wharf St., St. John, N.B.  
Quebec, W. J. EYRE, 60 Queen St., Ottawa.  
Ontario, McEACHERN & McPHERSON, 23 Scott St., Toronto.  
Winnipeg, A. E. ROY, 159 Portage Ave. East, Winnipeg.



# DOMINION EXHIBITION

The exhibit that was awarded the Gold Medal given by the Canadian Bank of Commerce was that of the Halifax Cold Storage Co., Limited. The Package Fish in this exhibit were our **H. F. Co.**, **Scotia** and **Chebucto** brands. They are the best.

## HALIFAX FISH CO.

LIMITED

Head Office: HALIFAX, CANADA

Works—DARTMOUTH, N.S.

Fishing Plant—Mutton Bay and Mecattina Island, Labrador.

SELLING AGENTS:

Pyke Bros., Halifax, N.S.

John A. Moir, Montreal, P.Q.

Anderson, Powis & Co., Toronto, Ont.

Wm. G. Coles & Co., London, Ont.

Robert Stewart, Quebec, P.Q.

F. Grierson, Ottawa, Ont.

Alfred Powis, Hamilton, Ont.

Traveling Agent: H. T. Graham, Montreal, P.Q.

See our nearest agent for prices, etc., or write us direct.

## DELICIOUS KIPPERED HERRING

We have the Best Pack that was ever placed on the Canadian market.

Ask your Wholesale Grocer for the

**"BRUNSWICK BRAND"**

KIPPERED HERRING

ALSO

FINNAN HADDIES

PACKED BY

**Connors Bros., Limited**

Black's Harbour, N. B.

Shipments Now Arriving

NEW PACK

## Horse Shoe Salmon



Secure Supplies

While Obtainable

## J. H. Todd & Sons

Victoria, B.C.

PACKERS

Wholesale buyers can obtain quotations from  
Geo. Stanway & Co., Toronto, for Ontario. C. F. Thompson, Winnipeg, Manitoba.  
W. S. Goodhugh & Co., Montreal, Quebec. J. Hunter White, St. John, Lower Province.  
Bedlington & Fisher, Edmonton and Calgary

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CANADIAN FRUIT PRODUCTS

In Ontario aside from apples this has been one of the most successful seasons fruit growers have had. This is the verdict of one of the Government inspectors whose duties keep him constantly in contact with the industry throughout the province. There was not throughout the season a pronounced slump or glut. Everything grown was wanted at good prices. This has been due largely to the abnormal consumption attributable to a hot Summer and good times. Wholesale fruit dealers in Toronto are of one opinion that demand for fruit in Ontario had never been so heavy.

The only failure was the plums, and they did not even get a start.

Western Demand.

A marked feature of this year's fruit trade has been the demand of the north-west for all classes of fruit and vegetables. From one shipping point, St. Catharines, one hundred carloads of fruit and vegetables have been shipped this season to Winnipeg and beyond. These shipments included all the small fruits, besides peaches, pears, early apples, grapes, corn, many tons of tomatoes, peppers, cucumbers and other vegetables. Certainly not more than half the shipments to Western Canada from the Niagara district were from this station. Besides there have been considerable shipments from other districts and there will yet be large shipments of apples. Altogether Ontario's contribution of fruit this year to the west will be measured by hundreds of carloads.

Apple Crop.

The same authority says of the apple crop: "The apple crop in Ontario may be said to be light, or light to medium. The quality is somewhat irregular. The dry weather of some time back had a tendency to make the fruit small in many localities. The codling moth also, encouraged by the dry weather, made its appearance and we find many apples badly affected. While the black spot cannot be said to be prevalent, we have something worse in the form of a sooty fungus, or fly speck, often termed the ink spot (*Leptothyrium pomi*) is reported on a large number of apples, Greenings particularly, from Southern and Western Ontario. It developed with the recent wet weather. It is feared that it will have a serious effect upon the keep-

ing quality of the fruit and seems to develop even in cold storage."

Official Review.

The Government's latest fruit crop report, dated September 30, says of apples:

"The reports show a lessened estimate of the crop again this month so that upon the whole the Winter crop must be regarded as light to medium. There will be a fairly large aggregate available for market purposes from the fact that there is some crop almost everywhere, but in very few cases is there an average crop. The Nova Scotian reports show no improvement beyond a medium crop of Winter apples. The Ontario crop, north of Lake Ontario, is seriously affected by the dry weather. There is still time if the weather should turn cooler with more moisture for an improvement here, but without these favorable conditions the crop will be almost a failure. Georgian Bay is more favorably situated for Winter stock than any other part of Ontario. Growers are beginning to pack the Winter varieties in Southern Ontario three weeks earlier than the normal time for ripening."

Three Districts.

The Ontario apple crop is in three districts, east, north and west of Toronto, or more definitely, the north shore of Lake Ontario from Oshawa to Napanee, the Georgian Bay district and the western district. East of Oshawa the growers specialize more. The district has many great orchards. The farmers have made a business of growing for the British market and are the principal producers of the Ben Davis. In this district, at Oshawa, Cobourg, Colborne, Brighton and Trenton, are great storage warehouses. At Colborne and Brighton together there is storage for three or four hundred thousand barrels. Heretofore the principal part of the crop from this district has gone east for export and does still, but a change is noticeable this year. It is in this district that apple culture is developing and progressing most rapidly. Thousands of new trees have been set out this season, but they have been selected with a view to supplying the demand from the Canadian west and are mostly of the Fall variety, though many Winter trees have been set out too.

Little Storage West.

Many apples from Western Ontario are stored in the lake towns mentioned. West of Toronto there are practically no apple storehouses.

For the Georgian Bay district there are large storehouses at Thornbury and Meaford. The principal source of the apples heretofore shipped to the west has been Western Ontario and the Georgian Bay district.

The co-operative movement among growers is developing very rapidly and is regarded by the Government inspectors as a source of strength and a promise of healthy development.

At Oakville last week a meeting was held to mark the opening of the storage house for the co-operative association of that district. There were about 60 present, Government Inspector P. J. Carey, H. W. Dawson, Toronto; R. Thompson and D. E. Stewart from the Niagara district. The president, W. H. MacNeil, occupied the chair. They discussed pretty thoroughly the fruit situation and transportation difficulties.

Making Progress.

Progress is being made in the packing and grading of fruit. Great quantities of apples are marketed direct from the orchard, but many thousands of barrels go into storage. Then the grading and packing are more deliberate. Greenings, Kings, Wagners, Seeks and other early kinds go out first, to be followed by Phoenix, Baldwin, Fallwater and such Fall varieties. The hardy Winter kinds, Spy, Russett, Ben Davis, Stark, etc., come last and many are held through the Winter to be re-packed and shipped in the Spring when prices are high.

British Columbia's Fruit Industry

For a province which has not been considered seriously in other parts of the Dominion from an agricultural or horticultural point of view, British Columbia is doing wonders in the way of producing fruit on a commercial basis, and marketing it in most scientific and approved modern manner. Indeed, in the last particular, that of the handling

and shipping, the packers in British Columbia may give an example to be imitated in the older fruit districts of the eastern provinces. Here in the west, the fruit-growers have not only adopted what is good, of the methods in use in California, but they have done much on their own account in the way of improving and specializing the handling of fruit to get it in shape to stand long distance transportation and to place it on the market in attractive packages as well as in good condition. Two features alone, the peach crate, and the apple box, are well worth adopting as they are in use in British Columbia. These are so far ahead of the basket for peaches and the barrel for apples, as still in vogue in Eastern Canada, that there is simply no comparison.

#### Good Average Crop.

But of the fruit crop itself, as it has turned out, is turning out, so far this year, the general statement is perhaps true, that it is fully up to the average and quite as large as that of last year. The early, small fruits, especially strawberries, were not so plentiful as might have been desired, and in the coast sections, some backward weather knocked out part of the crop. The raspberry crop was excellent, but not large enough to meet demand. But that is always true of all the varieties grown in B.C. There is an avid market always ready for many times more than the quantity produced.

This year the cherry crop of the coast was good, that of the upper country, not quite so good, frost striking some of the blossoms in the Okanagan Valley. The production in the different districts is yet very limited, as cherries are always in such demand for home consumption that very few find their way into the big Northwest market. The price in almost every instance has been such as to net the grower from 7c. to 10c. per lb. This price is not out of the way, proceeds in other years being as great. There will be many cherry trees in the Southern Okanagan Lake district coming into bearing in a few years, and in the coast districts there will also be a greater number of trees producing, as numbers have been set out and this is one fruit which does very well in the coast districts. Perhaps Vancouver Island cannot be beaten in any part of America for its cherries. Certainly the famed Black Tartarians and Royal Anns as grown there fully equal if not surpass the finest shipped from California.

#### Peach Crop a Factor.

For the first time the peach crop of British Columbia has been a factor of any size in the market. This season too, the fruit has been quite extensively shipped down to the coast, for the Okan-

agan and Kamloops districts are the peach-growing sections of the province. The lower portion of Okanagan Lake will be one vast peach orchard in a few years, thousands of trees having been set out and as many of them have been now set and cultivated for three years, next year's production is bound to be vastly greater than any this, as the fourth year of an orchard's standing in the favored districts, it will produce a good crop. Peachland, about half way down Okanagan Lake on the west side, is the largest producer of peaches, having gone into the planting of this fruit early. For two or three seasons the fruit has been marketed in ever increasing quantities, until this year, no less than from 1,000 to 3,000 boxes per week were shipped by express. In one shipment from Peachland, a whole car of peaches and tomatoes was sent out, while even larger shipments were made at one time, though not to a single point.

The total crop from the peach orchards of British Columbia this year, is hard to estimate. Peachland probably sent out over 10,000 crates, while Kelowna, another big fruit centre on the lake, Vernon and Kamloops were also shippers to a certain extent. The price netted the growers an average of \$1 per crate. There was no difficulty to find sale for the fruit, as Vancouver and other coast cities sought the fruit as soon as it was available, and the Northwest market was in large part not covered. The quality of Okanagan peaches is such that in competition with those from California the latter have no show, being very inferior in every way. While being remarkably well-flavored and juicy, Okanagan peaches, like the apples and other fruits of the district are extremely large, and no matter how large they are, there is never that dry flavorless quality and texture of southern peaches.

#### Two New Sources of Supply.

Next year, Summerland and Penticton, two large districts near the southern end of Okanagan Lake, will have many peaches to market, their trees in many cases being now old enough to bear. While the peach production of the province is increasing and will increase, the market is so large that there is no fear of over-reaching the demand. Then the area suitable particularly for peaches is limited, so that the industry is an especially attractive one. When one finds orchards turning out from 300 to 450 boxes of peaches per acre, on the average, and the net price to the grower \$1 per box, the returns are seen to be very profitable.

In plums, and other stone fruits, not so much attention has been paid as to peaches, apples, cherries and pears, in the Okanagan and other interior dis-

tricts. On the coast, and in the Fraser Valley, plums and prunes are freely grown, but most varieties of the former are hard to mature, owing to the damp climate, too much humidity spoiling the fruit before it ripens. The crop this year was well up to the average, while prices were fairly good. The Kootenay districts, not yet, to any extent, on the producing list for tree fruits, have made a record in production of small fruits, especially the strawberry. From Nelson, many thousand boxes of strawberries have been shipped during the past two seasons. Next year there promises to be a much larger production, as all along the Kootenay River and the shores of Kootenay Lake small ranches are dotted, and development of these has been going on very rapidly. West of Nelson too, and where the Kootenay joins the Columbia River, there are many plantations, and orchards which will in very short time be in full bearing.

#### Strawberry Crop.

The strawberry crop netted the growers almost an average of \$2 per crate of 24 lbs. this year, and like the peach crop there was not half enough to meet the demand in the Northwest. The coast districts of the province are also large shippers of strawberries, and there is a section between Kamloops and Sicamous Junction, on the C.P.R., centring round Salmon Arm, which is also shipping a large amount of small fruit, and is increasing its production annually.

At the present time the apple and pear crop is being marketed. There are many varieties of Winter and Fall pears which are now in their prime and these are being put on the market rapidly. The apple crop is not larger than last year. The area in bearing orchards has not materially increased, the trees not maturing so fast as peaches. In all sections of the province greater attention is now being paid to variety, and those sorts adapted to the district where they are to be grown, are being selected. In former times, when the first orchards were set out the same care was not exercised, so many of the older trees produce fruit of little commercial value. The commercial side of fruit-growing is receiving close attention in B.C. and the results have amply repaid the efforts, at the same time demonstrating the importance of the province as a field for the horticulturist seeking a place where his industry will be profitable if pursued on right lines.

#### Wonderful Progress.

From a close personal inspection of the various districts of the interior, the writer is able to say without hesitation that no adjective of less emphasis than "wonderful" will adequately describe the progress made in the fruit-growing

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# HEADQUARTERS

FOR

**Canned Fruits, Vegetables and Fish,  
Green, Smoked, Dried and Pickled Fish,  
Jams, Jellies and Pure Preserves.**

**We sell only wholesale dealers. Correspondence Solicited.**

**J. W. WINDSOR**  
Montreal, Canada

**WE ARE HAVING**



OF

**Ocean Brand Fish**

THE PICK OF THE MARKET—EVERY BOX  
GUARANTEED STRICTLY FIRST-CLASS

**Haddies  
Bloaters  
Kippered Herring  
Mild Cured Smoked  
Salmon  
Kippered Mackerel**

We are headquarters for all kinds of

**Fresh, Frozen, Smoked and Salt Fish, etc.**

both for home and export trade.

**HALIFAX COLD STORAGE CO., Limited**  
SUCCESSORS TO E. M. BOUTILIER  
**HALIFAX, N.S.**

The market is getting well cleaned up on Home grown Fruits, therefore you will be looking for imported, of which we have full lines at right prices.

**FLORIDA ORANGES**  
**JAMAICA " "**  
**CALIFORNIA " "**

**" LEMONS**  
**VERDELLI LEMONS**

**Almeria Grapes, Cran-**  
**berries, Figs, Dates,**  
**Nuts, etc.**

See our price lists. If you are not receiving one, write and we'll be pleased to mail you one weekly.



**Canadian Fruits in Baskets**  
**PEACHES PEARS GRAPES**

## DRIED APPLES

BRIGHT, DRY STOCK  
WANTED

**O. E. ROBINSON & CO.**  
INGERSOLL

ESTABLISHED 1886

# BASKETS

We make them in all shapes and sizes. We have

**Patent Strawboard Berry Box**  
**Grain and Root Baskets,**  
**Clothes Baskets,**  
**Butcher Baskets,**

In fact, all kinds; besides being very neat in appearance, they are strong and durable. Send your orders to

THE . . .

**Oakville Basket Co.**  
Oakville, Ont.

industry. "Marvellous" would not be too emphatic a term to use in describing results seen in some districts, especially in the irrigated sections. Of these, the lower Okanagan Lake districts are perhaps the most remarkable. Kelowna, Peachland, Summerland, and Penticton are centres of districts each as large in area and with as great capabilities as the famed Niagara Peninsula of Ontario, while the climate and many other considerations are such as to put them in a class far ahead of the "Garden of Old Ontario."

At Kelowna there are many large orchards nearly as old and quite the equal of the great orchards at Vernon and those at Armstrong and Enderby, Okanagan points not on the lake, but of older settlement. At Peachland the results of five or six years of tree culture have been referred to. At Summerland a visit to Prairie Valley, only one of the sections of the settlement, is like a peep into paradise. In fact any one wanting something better in the way of paradise than is to be found in the Okanagan, deserves no paradise.

### Millionaire's Row.

"Millionaire's Row" at Summerland is the local name for one driveway between three-year-old peach orchards of wonderfully thrifty growth, and which will next year bear the first crop. There, side by side, are seen plantations owned by Sir Thomas Shaughnessy, R. B. Angus, E. B. Osler and other C.P.R. magnates, while resident is R. H. Agur, who is the first to build a country home of size and beauty to quite equal those of England or the old colonials of the Southern States.

Messrs. Shatford have about completed the second season in the great work of developing the Ellis estate, a magnificent demesne of 30,000 acres, which is being sold in small holdings of two to ten acres, and set out in peach, apple and other trees and irrigated by a system of ditches and pipes now being installed. The other settlements mentioned, above have all had an irrigation system for some time. Kamloops district has some irrigation development also, the Canadian Real Properties Co. having many thousands of acres to develop. Keremeos and the Similkameen await rail communication before they can grow. One other interior district, that of Grand Forks, in the Boundary, might be mentioned in addition to those enumerated discursively above. Here an old settlement has been rejuvenated by irrigation, the land has been divided into small holdings and planted with trees, irrigation has been provided and with a perfect climate large development has been made. Isolated from an outside market, to great extent, this section has found ready sale in the home

mining camps surrounding it, for all the produce of ranch and orchard.

In the near future the Province of British Columbia is destined to supply not only all its own local demand for fruits, but that of the provinces of the Northwest, shutting out almost entirely the large importations from the States of Washington, Oregon and California. There is a day not far distant, when the citrus fruits of California will be the only fruit importations into Western Canada, where now many cars are brought in every year, comprising all varieties of fruits grown in B. C.

## The Consuming Middle West

The people of the three prairie provinces are large consumers of fruit, practically all of which has to be brought in from the other provinces and from the United States.

Winter apples are brought in almost entirely from Ontario and British Columbia, very few Maritime Provinces apples coming so far west. Quebec supplies the greater part of the Fameuse or Snow apples consumed in the west. Until recent years the Province of Ontario had a practical monopoly of the supply of Winter apples but recently the British Columbia fruit has become a strong factor in the market. Fruit men say that the British Columbia apples are more uniform in quality, but opinions differ as to the relative flavors of the apples from the two provinces. Generally speaking, it may be said that the British Columbia fruit growers show more care in packing than do the fruit growers in Ontario.

Ontario and British Columbia supply a good part of the small fruits, such as currants, gooseberries, plums and pears, but in these fruits there is considerable competition with imports from the United States. Fruit men in Winnipeg complain of the slight attention given to the packing of these fruits by Ontario shippers.

In an interview a few months ago with The Canadian Grocer, K. J. Johnston, of Bright & Johnston, wholesale fruit dealers in Winnipeg, dwelt at length upon this point.

### Big Loss Every Season.

"Ontario currants and gooseberries," said he, "always come to this market packed only in market baskets and there is a big loss every season. The fruit is packed about as carefully as one would pack potatoes. Currants and gooseberries should be packed in small straw-

berry boxes and crates.

"As to pears, to be continued, "the separately in paper in baskets or crates that California tartaric tomatoes with green and red criminally; the the hard green to ones and about h Winnipeg from C this way.

"Pears are often cars with other goods ly bruised when tario shippers must to careful and scientific want to extend of ness in this market.

From the above it may be seen that dissatisfaction at the manner in which per packs his fruit attention to the growers and ship western trade in Columbia shippers particular in this small fruits on package which he ing it. But even shippers do not pay to packing that do, with the result fruits are sold in west.

### Measure of

Winnipeg houses fruit sold in the firms in Brandon Calgary, Lethbridge other points are considerable trade Winnipeg houses oranges and lemons value of about \$ side firms are all These figures give by the represent California oranges give some idea market.

### Nova Scotia

The fruit growers and Cornwallis packing their apples all along the line Atlantic Railway productivity. Many of Annapolis are p South African mangoing put up in b

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berry boxes and shipped in strawberry  
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"As to pears, tomatoes and peaches,"  
he continued, "they should be wrapped  
separately in paper and packed tightly  
in baskets or crates in the same way  
that California fruits are packed. On-  
tario tomatoes come here in baskets  
with green and ripe fruit mixed indis-  
criminately; the consequence is that  
the hard green tomatoes crush the ripe  
ones and about half of what comes to  
Winnipeg from Ontario is damaged in  
this way.

"Pears are often shipped out here in  
cars with other goods and they are bad-  
ly bruised when they arrive. The On-  
tario shippers must pay more attention  
to careful and scientific packing if they  
want to extend or even hold their busi-  
ness in this market."

From the above interview it may read-  
ily be seen that there is considerable  
dissatisfaction among fruit men with  
the manner in which the Ontario ship-  
per packs his fruit. By lack of sufficient  
attention to the packing the Ontario  
growers and shippers are losing a big  
western trade in small fruits. British  
Columbia shippers as a rule are more  
particular in this respect and put their  
small fruits on the market in a neat  
package which helps very much in sell-  
ing it. But even the British Columbia  
shippers do not pay the same attention  
to packing that their California rivals  
do, with the result that California small  
fruits are sold in large quantities in the  
west.

**Measure of the Business.**

Winnipeg houses handle the bulk of the  
fruit sold in the west, but wholesale  
firms in Brandon, Moose Jaw, Regina,  
Calgary, Lethbridge, Edmonton and  
other points are beginning to develop a  
considerable trade. It is estimated that  
Winnipeg houses import California  
oranges and lemons each year to the  
value of about \$342,000, and the out-  
side firms are also large direct buyers.  
These figures given The Canadian Grocer  
by the representative of one of the  
California orange growers' exchanges  
give some idea of the extent of the  
market.

**Nova Scotia Orchards**

The fruit growers of the Annapolis  
and Cornwallis Valleys are now busy  
packing their apples, and the warehouses  
all along the line of the Dominion At-  
lantic Railway present a scene of great  
activity. Many of the apple growers of  
Annapolis are packing fruit for the  
South African market. This fruit is be-  
ing put up in bushel boxes and half-

**None Better—Few as Good**

*"Southern Belle," "Florida Coon," "Florida Globe,"* you'll find  
on the boxes containing the cream of Florida's Orange Crop. **Bulge Pack,**  
**Sweet, Juicy, Heavy Fruit.** Pay you well to ask your dealer for these brands.

**W. B. STRINGER & CO., Sole Agents - Toronto**

**SPANISH ONIONS** Ours are the best. \$1.00 per small  
crate, \$2.75 for large crate.

Your consignments of Poultry, dead or alive, solicited. We have the trade.

**THE DAWSON COMMISSION CO., Limited, TORONTO**  
Cor. West Market and Colborne Sts.

<b>SEASONABLE GOODS</b>	}	<b>CAPE COD CRANBERRIES JERSEY SWEET POTATOES CALIFORNIA VALENCIA ORANGES</b> <small>(The only good Orange now NEW LEMONS</small>
Also—All kinds of DOMESTIC FRUITS		
Our prices always right		
<b>HUGH WALKER &amp; SON GUELPH ONT.</b>		



**"E.D.S." Brand  
JAMS**

Are the purest you can get.  
The best sellers you can get.

**"E.D.S." Brand  
JELLIES**

Are the safest to retail. The most profitable  
to retail regularly.

Agents: W. G. Patrick & Co., Toronto; W.  
H. Dunn, Montreal; Mason & Hickey, Winnipeg;  
W. A. Simonds, St. John, N.B.; A. & W. Smith,  
Halifax, N.S.

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

barrels with very attractive stevelings.  
Quite a fruit trade is being worked up  
with South Africa and when the fruit  
arrives in good condition high prices are  
obtained. The cold storage facilities  
greatly aids the fruit grower in his ship-  
ments to Africa.

The Nova Scotia apple crop this sea-  
son will in quantity be about the same  
as last year, when 325,000 barrels were  
exported to foreign markets. In qual-  
ity the crop is fair. Gravensteins are a  
failure. In regard to prices it is not  
expected that these will be quite as high  
as last year. when an average of \$2.75  
per barrel was netted, but the returns

will be good. Recent advices from Eng-  
land are that the crop, which at one  
time promised to be very abundant, has  
been materially diminished through  
drought and gales, while the recent hot  
weather has caused it to mature quick-  
ly, so that it will not keep well, and the  
fruit will be off the market earlier than  
usual. Prices in New York will be high-  
er than at the corresponding time last  
year. In Nova Scotia prices are ad-  
vancing. Buyers who began paying \$1.50  
per barrel earlier in the season, are now  
offering \$2.00 per barrel in some ases  
for the run of orchard fruit.

(Continued in our next issue.)

**EVAPORATED APPLES**

Chops, etc.  
Quality Guaranteed  
Correspondence Solicited.

COLLIER BROS., NAPANEE, ONT.

W. H. WILSON CO., Limited  
HIGH GRADE VINEGARS

CIDER AND EVAPORATED APPLES

TILLSONBURG, CANADA

W. S. LOGGIE CO., LIMITED  
CHATHAM, N.B.

We are now booking orders for Frozen Smelts, Mackerel Atlantic Salmon, Flounders, Herring, and can make shipment as soon as weather is suitable.

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

Cable Address: "SMIQUOD"

**T. F. SMITH & CO.**

Codes used (A. S. O. 5th Edition Private)

**Canners' Supplies**

**LOBSTER PACKERS**

**HALIFAX, N.S.**

SHIPPERS OF

**Live, Boiled and Canned Lobsters and Dry and Pickled Fish.**

Lobsters Packed in Hermetically Sealed Glass Jars a Specialty.

**Choice Creamery Butter in Tins, all sizes, 1/2-lb., 1-lb., 2-lb., 5-lb., 10-lb. and 25-lb., and Kegs for Export.**

CORRESPONDENCE SOLICITED.

**J.V DE YBARRONDO & CO**

Successors to James Violett & Co  
IMPERIAL PLUMS IN BOTTLES

OF THE OLD & WELL KNOWN BRANDS  
R<sup>o</sup> ROSE CHOICE  
SUPERIOR EXTRA  
EXCELSIOR  
EXCELSIOR FLOR

WALNUTS IN SHELL & SHELLED  
GREEN PEAS OLIVE OIL  
MUSHROOMS SARDINES &c

**BORDEAUX FRANCE**

Shippers Also of

**All Canned Vegetables, Pure White Wine Vinegar, Clarets, Brandies and Champagnes.**

**DRIED FRUIT,**

I HANDLE SPECIALLY FINE LINES OF

**CURRENTS, Cleaned and Otherwise, VALENCIA RAISINS, SULTANAS, FIGS, and DATES**

Direct from my own houses in the countries of production. Goods packed under private brands if desired, according to buyer's wishes.

REPRESENTED BY—  
Halifax, N.S. E. D. Adams  
St. John, N.B. J. Punter White  
Montreal, D. Rattray & Sons

Toronto, P. L. Mason & Co.  
Winnipeg, Jas. Carmon  
Victoria, B.C. H. Donkin  
Vancouver, C. E. Jarvis & Co.

**TH. J. PSIMENOS,**

4 Cullum St., E.C., LONDON, ENG.

**"ANTITIS PEPPER"**

The New Pepper

Packed in 2, 4, and 8 oz., 1 lb. and 7 lb. Tins.

**KING OF ALL PEPPERS**

Guaranteed absolutely a pure blend of Finest Peppers

Specially Selected Carefully Ground. Scientifically Prepared

Write for particulars and samples, to

**ANTITIS PEPPER CO.,** 40 Botolph Lane LONDON, England  
TRIAL ORDERS SOLICITED

ESTABLISHED 1874

**D. HATTON & CO.**

**Wholesale Receivers of Fish MONTREAL**

We are the largest dealers in all kinds of Fish—

Pickled, Salted, Green Smoked, Boneless, Shredded, Frozen, Smoked, Fresh, Shell and Canned Fish.

**Canadian Apples**

All Kinds of Fall and Winter Fruit in Season. Over 6,000 Acres of Orchard. Carloads a Specialty.

Also offer 50,000 bags of Potatoes. For these apply to W. LeCamp, LaFontaine, Ont.

**The Georgian Bay Fruit Growers, Limited**

Headquarters: Thornbury, Ont., Can.

**FRUIT**

Value of the We

A fruit man reports from Toronto that the value of small growers of small fruit is the greatest kind of giving the attention of the markets of the M their fruit to the British Columbia States.

"The Ontario growers continue to pack and the lower transport. In British Columbia and Washington are packed in crates, insure a free circulation fruit arrives in ex-

"Ontario can be a majority of people from Ontario, a east, and have a dian fruit. There million people b and the Rockies. and they won't st

"If Ontario growers market and sent would improve least 10 per cent. would more than charges on the sh

The market for ing, due, it is sa mand. Nothing l year, when the to however, anticipat mated this year a 240 to 260 thousa sey, 240 to 300 t

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Trade generally Ontario crop is ab of fine quality con first Almeria grap are selling at \$6 a Sweet potatoes, turnips and citron past.

FRUIT—The fru for the season. T grapes, it is report snowstorm last we ity is arriving. I advanced. Oranges er all round. Len new crop won't be menth and in the t

# FRUITS, VEGETABLES AND FISH

Value of the Western Market to Ontario —An Undeveloped Possibility—Question of Packing—The Storm and the Orchards.

A fruit man recently returned to Toronto from Winnipeg says the Ontario growers of small fruits are loosing the greatest kind of an opportunity by not giving the attention they should to the markets of the Middle West by packing their fruit to compare with that from British Columbia and the United States.

"The Ontario growers," he said, "will continue to pack their fruit in baskets and the lower tiers get damaged in transport. In British Columbia, California and Washington, the fruit is packed in crates. These are solid and insure a free circulation of air and the fruit arrives in excellent condition.

"Ontario can beat them in flavor; the majority of people in Manitoba are from Ontario, at any rate from the east, and have a preference for Canadian fruit. There are very nearly a million people between Lake Superior and the Rockies. They must have fruit and they won't stick at the price.

"If Ontario growers cultivate that market and sent what it would take it would improve the home market at least 10 per cent. Their gains at home would more than pay the freight charges on the shipments to the west."

The market for cranberries is advancing, due, it is said, to excessive demand. Nothing like the prices of last year, when the top was about \$18, are, however, anticipated. The crop is estimated this year as follows: Cape Cod, 240 to 260 thousand barrels; New Jersey, 240 to 300 thousand bushels; Wisconsin, 40,000 barrels. As yet but 52,000 barrels of the Cape Cod crop have been shipped, and nothing from other districts. The Wisconsin crop was only 22,000 barrels last year. It is felt that in view of the large stock ahead the price will not advance a great deal.

Trade generally is very active. The Ontario crop is about over, but grapes of fine quality continue to arrive. The first Almeria grapes have arrived and are selling at \$6 a barrel.

Sweet potatoes are cheaper. So are turnips and citrons. Green beans are past.

## TORONTO.

**FRUIT**—The fruit market has closed for the season. Though a good many grapes, it is reported, were lost by the snowstorm last week, fruit of fine quality is arriving. Prices are somewhat advanced. Oranges are somewhat cheaper all round. Lemons are easier. The new crop won't be in till the end of the month and in the meantime the trade is

getting on with Verdillias and Californian.

Canadian plums are off the market but another car of Toledo prunes was received this week. Peaches are higher. Cranberries have advanced half a dollar a barrel. Almeria grapes are on the market and are selling at \$6 a barrel.

Oranges, late Valencia, 96's, 126's, 250's, 288's, 324's	4 25	5 00
" Jamaica, per barrel	5 00	5 50
" " box	3 00	
" Florida, 126's-216's	3 75	
Grape fruit, 54's 64's 80's	5 00	5 50
Lemons, Verdillias and Californian	6 50	7 50
Limes, per crate	1 25	
Apples, Fall, per bbl	2 10	2 50
" Fancy snows, per bbl	3 00	3 25
" Spies XXX, per bbl		
" XX, per bbl		
" Baldwin, XXX, per bbl		
" XX, per bbl		
" other Winter varieties, XXX, per bbl		
" XX, per bbl		
" farmers', per bbl		
Bananas, per bunch	1 75	2 35
Red bananas per bunch	2 20	2 50
Plums, Idaho, 4 basket crates		1 15
Peaches, per basket	0 65	1 00
Pears, per basket	0 40	0 75
Grapes, small baskets	0 25	0 30
" Almeria, per barrel	6 00	
Chestnuts, per peck, \$1.75, per bush		6 50
Crabbs, per basket	0 30	0 40
Cranberries, per barrel	9 00	
" crate	3 15	

**VEGETABLES**—Shipments of potatoes from New Brunswick are not as free as formerly and the opinion is held here that eastern growers are manoeuvring for a higher price. The price is unchanged. Carlots are quoted at 70c. a bag. Spanish onions are easier. Canadian onions, it is said here, will be higher owing to short crop. Tomatoes are firmer. Some continue to come in, but the frost pretty nearly finished the crop. Turnips are quoted lower. Citrons, too, are in larger supply. Sweet potatoes are considerably lower.

Potatoes, Delawares, per bag	0 80
" Ontario	0 75
Sweet potatoes, per barrel, 10 pks	2 50
" per basket	0 60
" 3 bushel	3 25
Onions, Spanish, per large case	2 50
" small case	1 00
" Yellow Danvers, bags	1 15
" Canadian, per bag	1 15
Cabbage, new Canadian, per bbl	1 00
Beets, new, per bushel	0 30
Carrots, Canadian, per bushel	0 40
Lettuce, per doz. bunches	0 20
Radish, per doz.	0 20
Mushrooms, 1 lb. boxes, per lb.	0 75
Beans, white, prime, bush	1 00
" hand-picked, bush	1 75
" Lima, per lb.	0 07
Tomatoes, Canadian, per basket	0 35
Watercress, per doz. bunches	0 25
Egg plant, per basket	0 25
Peppers, per basket	0 30
Parsley, per doz.	0 20
Turnips, per bushel	0 30
Mint, per doz.	0 15
Cauliflower, per doz.	0 75
Celery	0 40
Squash, per doz	1 00
Vegetable marrow, per doz	0 35
Leeks, per doz	0 25
Pumpkins, per doz	0 75
Citrons, per doz	0 75
Spinach, per bushel	0 40
Fennel, per bush	0 50
Sage, savory, thyme, etc, per doz bunches	0 10
Oyster plant, per doz bunches	0 40

**FISH**—Dealers are still waiting for cold weather to stimulate demand. The trade in sea fish especially is better in Winter. Quotations are unchanged

Fresh halibut	0 10	0 13
Haddock, fresh caught, per lb.	0 06	0 06 1/2
Fresh cod, per lb.	0 07	0 08
Fresh lobsters, boiled, per lb.	0 18	0 20
Shrimps, per gal.	1 00	1 25
Whitedfish, per lb.	0 10	
Salmon trout, per lb.	0 08	0 09
Cliscoes, per basket	1 25	

Perch, per lb.	0 05	6 06
Herring, large, per lb.	0 08	
" medium, per lb.	0 04	
Brook trout, per lb.	0 25	
Pike, per lb.	0 05	0 06
Blue fish, per lb.	0 25	
Fresh mackerel	0 20	
Eastern salmon, per lb.	0 20	
Finnan haddie, per lb.	0 08	
Oysters, per gal.	1 75	
Labrador herring, per half bbl.	3 25	

(For Montreal and Winnipeg quotations see general markets.)

## NOT MUCH DAMAGE.

By Snow and Wind Last Week—Grapes For Ten Days.

In reply to a question as to the damage to the Niagara district orchards by the snow and wind storm last week, Robt. Thompson, St. Catharines, one of the best informed men in the district, writes that from the ridge to the lake (in this area are growing nine-tenths of the small fruit trees of the Niagara Peninsular) no serious damage followed; not any more than from many of our heavy wind storms that occur two or three times a year. In this area little or no snow gathered at any point more than one inch in depth. But from the ridge to the foot of the mountain snow gathered to the depth of four inches, and orchards in this strip suffered considerably, many limbs being broken off and in many cases every limb being broken. Peach trees suffered most. On the mountain, in Welland County, snow gathered to a greater depth and as a result more trees suffered. But I am pleased to say that to the outside public the results from damage will never be noticeable. The frost of the night of the 11th inst. killed the bulk of the tomato vines, although many tomatoes underneath are still sound and good and marketable. Grapes did not suffer, as the frost only touched the tips of the leaves and graperies look nearly as fresh as ever. Grapes will be good for another ten days.

## NEW WINE FIRM.

Bernard & Laporte is the name of a new wine and spirit firm which has been established in Montreal. The partners, J. H. Bernard and J. O. Laporte, are experienced in the wine and liquor business and have been able to secure several fine agencies from European houses. Mr. Bernard has had some years experience in France, while Mr. Laporte has traveled for various liquor firms in Montreal for some years. The new firm is located at 253 and 255 St. Paul street.

J. Loughheed, Tullamore, has sold his business to W. J. Simpson. Mr. Loughheed is retiring after 25 years of very active commercial life, and as he is still young at 60 he has a long evening for the enjoyment of his well-earned leisure.



## HAS THE PAYNE WAY APPEALED TO YOU YET?

I haven't heard from you and was just wondering if you grasp the content of my statements in The Canadian Grocer.

You know, some of you grocers get the reputation of being slow-movers with the pen.

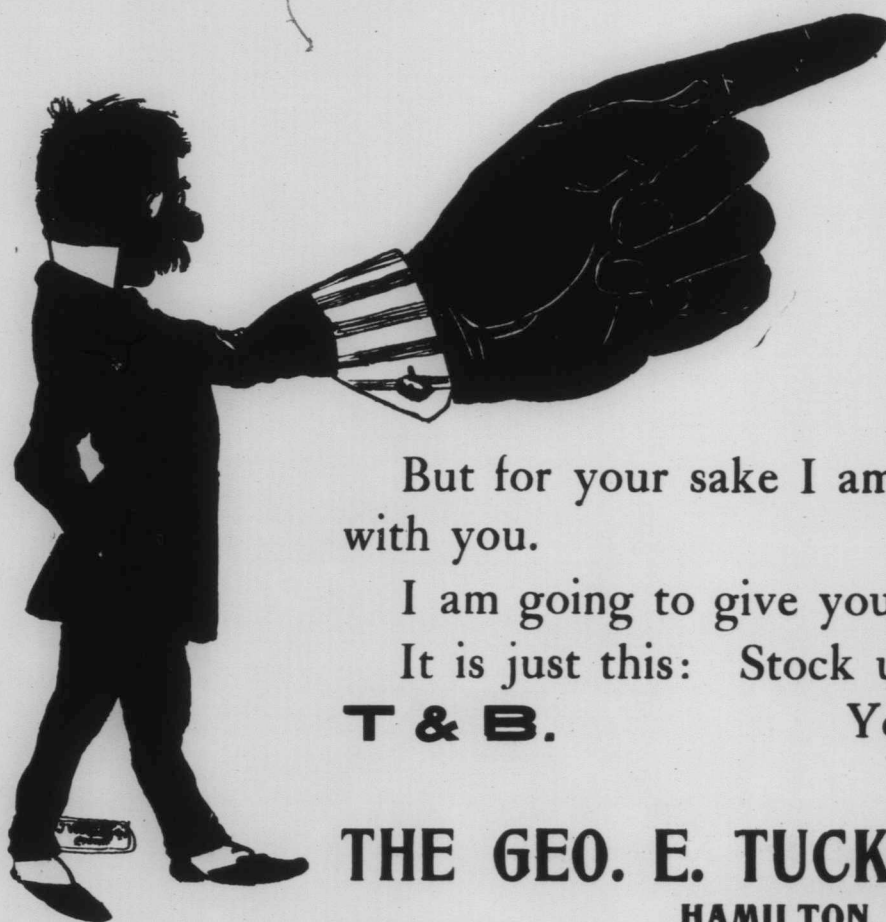
You make your decision all right, but you put off carrying it out.

***I want you to write and command me to tell you how to retail Pebble and Pharaoh Cigars at a profit in your particular store, your particular town.***

SEE HOW PROMPT YOU CAN BE.

**J. BRUCE PAYNE, Limited, GRANBY, QUEBEC**

CANADA



# NOW

I told you some time ago to get into line.

If you neglected to take my advice, I am not responsible.

But for your sake I am going to be generous with you.

I am going to give you another bit of advice.

It is just this: Stock up that great tobacco,

**T & B.**

Yours truly,

A. WISEMAN.

**THE GEO. E. TUCKETT & SON CO.**

HAMILTON, CANADA

LIMITED

## CUBAN

Did you ever get a stock of cigars which other than what you sell? Take one for a while. It is for a while. It is few know anything about tobacco and its manufacturing industry in Canada, as Canadians to have a knowledge of the business factories turning out cigars in various ways, so you ought to consider it once. But take one cigar, because it is and follow it from where it is grown in a Cuban country, and you will find it sold behind the dealer, and you will find it interesting, and you will find the goods you are

The

As everybody knows, the sugar industry is distinguished from other industries—sugar is usually the whole of



## TOBACCOS, CIGARS AND ACCESSORIES

### CUBAN TOBACCO GROWING: HAVANA CIGARS

Did you ever give a thought to the stock of cigars which you probably have, other than what had to do with their sale? Take one cigar and think over it for a while. It is really surprising how few know anything about the growth of tobacco and its manufacture. Cigar manufacturing is becoming a great industry in Canada, and it is surely up to us Canadians to have some inside knowledge of the business. There are various factories turning out various goods in various ways, so that it would be difficult to consider the whole question at once. But take one line, say the Havana cigar, because it is so much in demand, and follow it from the time the tobacco is grown in a Cuban field, until the cigar is sold behind the counter of a Canadian dealer, and you will learn much that is interesting, and will know more about the goods you are handling.

#### The First Step.

As everybody knows, Cuba is distinguished from other countries by two industries—sugar and tobacco. Practically the whole of the cultivated area of

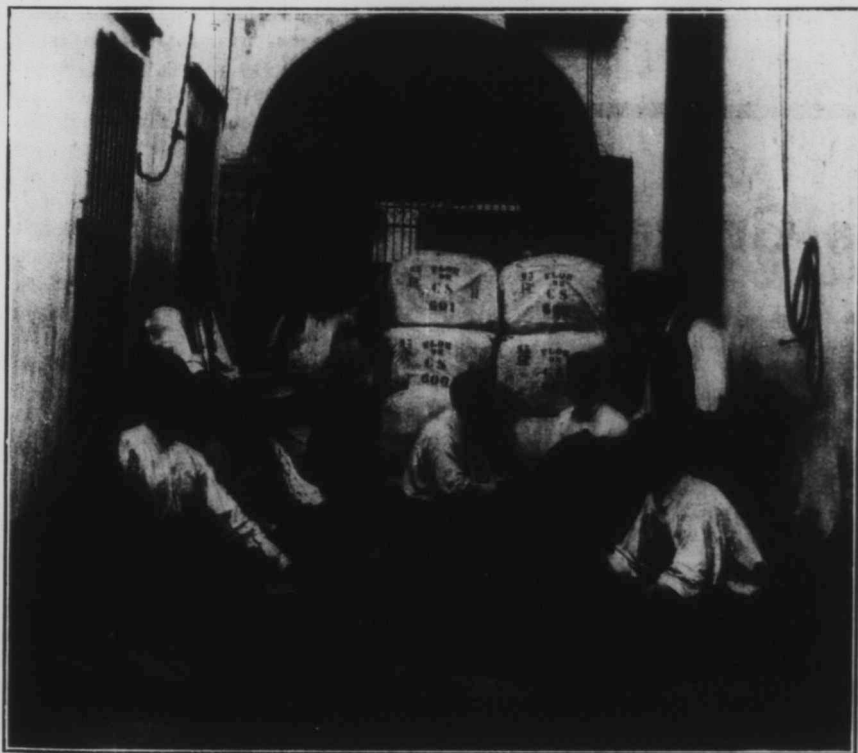
the island is taken up with sugar and tobacco plantations. There are any

number of plantations in Cuba given entirely to the growing of the tobacco from which our Havana cigars are made.

Seeding time, when the fields are planted, is the latter part of August



Stripping and Selecting Room of a Cuban Factory where Tobacco is Prepared for Cigarmakers.



Buyers Examining Tobacco in Havana Warehouse.

and the early part of September each year. This year, owing to political disturbances, the fields were neglected altogether during August and September, no seeding at all being done. It was not until the first of this month that efforts were made to get next year's crop under way. Cigar manufacturers were beginning to wonder in what position they would be next year, having no tobacco, and no prospects of any. At the time of writing, however, the outlook is fairly bright, since seeding is going on apace. But the tobacco in 1907 will not be of the same quality as in previous years, because growers will be caught napping in the rainy season. This cannot now be helped, and manufacturers accept the situation philosophically, being glad to have the prospect of obtaining any tobacco at all.

#### Picking and Curing the Tobacco.

It is the end of February, and often the end of March, before the tobacco is ready to pick. The location of the plantation, the year, climatic and other conditions have their influence upon tobacco in growth, so that no stated time can be given as the period when it is ready for picking. The best tobacco is

# SWEET CAPORAL



## CIGARETTES

STANDARD  
OF THE  
WORLD

Sold by all leading Wholesale Houses.

### CLAY PIPES

Those made by  
**McDOUGALL**  
are peerless. Insist upon  
having them.

D. McDOUGALL & CO., Glasgow, Scot.

#### IT PAYS TO INVESTIGATE

It pays to buy Pipes, Tobaccos and  
Smokers' Sundries from

**JOS. COTE**

Importer of Pipes, Havana Cigars,  
Wholesale Tobacconist

186-188 St. Paul St.  
**QUEBEC**

Don't forget that this firm is the leader for  
Leaf Tobacco in Canada.

grown on the slopes, the rain draining off better, and the soil being apparently richer, than in the valleys or low-lying lands. The sun, too, influences the tobacco more in such a situation. The very best tobacco is produced in the fertile Vuelta Abajo district of Cuba.

#### Proper Curing.

Possibly it is not generally known that a great deal depends upon the proper curing of the tobacco when it is picked. In fact the quality of the tobacco, and therefore the price it will bring, depends upon the attention given to the curing. The tobacco is laid in the sun and allowed to get mellow. Some planters give more care to this process than do others, turning the tobacco every hour perhaps, while others would turn it but daily. Upon the curing depends the producing of the different shades or colors, some seventy in number, but chiefly five: Claro, Colorado Claro, Colorado Maduro, and Maduro and Oscuro. Maduro is the Spanish for ripe, while Oscuro means very dark.

#### How Tobacco is Packed.

When the curing process is finished, the tobacco is gathered and packed into what are known as hands, fifty to seventy-five leaves arranged together. Four of these hands are tied together with native grass in such a manner as to make a compact parcel called a carot. There are eighty of these carots in a bale, to wrap which the bark of a native tree is used. When the tobacco is sold each bale is wrapped in an airtight canvas package, and it is then ready for shipment to any part of the world.

#### First Process in Manufacture.

Casing is the first step in the cigar factory. By this is meant that when a bale is opened, one carot or more is taken out and placed in water to soak over night, to make it soft and pliable. This must be done every evening, so that the next day's supply of tobacco may be prepared. For this reason in Cuba it is understood that whenever the cigarmakers contemplate going on strike they must give one day's notice to the manufacturer. After casing, the stem is taken out of each leaf by girls specially employed for this purpose. This is called stripping. The selector now has his say.

#### Duties of the Selector.

Whether a cigar manufacturer shall make or lose money depends very largely upon his selector. It is this man's duty to select the tobacco and decide in which class each and every leaf shall be placed. He must decide whether a leaf is suitable for use in making a cigar to sell at \$35, or whether it should go into the manufacture of a line to sell at \$500. It will be seen that he must have a thorough knowledge of tobacco, and his responsibility is great. But there are compensations. The selector is the best paid man in the factory, making \$50 a week, if he is any good at all. The leaves, as he sorts them, are made into rough pads, and these pass into the hands of the cigarmakers.

#### Making of the Cigar.

To watch an expert cigarmaker at his trade is a pleasure. He must be a good man to give satisfaction. Some factories use machinery to a greater or less extent in their work, while other manufacturers turn out nothing but hand-made goods. And some of the handworkers can turn out the cigars and do it artistically. In the rolling of the cigars the work is simple to watch, but difficult to perform without experience. There is what is called the filler, comprising the tobacco leaves first wrapped up. Then there is the wrapper, a fine-looking leaf forming the outside cover of the cigar. The cigarmakers are paid so much per thousand cigars, and they turn out one hundred and fifty or more a day.

#### Finishing Touches.

After they are made the cigars are banded and packed, ten, twenty-five, fifty or a hundred, into the artistically labelled boxes which we well know, and are then taken out and sold by the travelers. And this brings the cigar to the merchant's counter or show case. It will thus be seen that the innocent-looking Havana cigar is the product of much time and labor.

## All First-Class Grocers

Handle

# OLD CHUM

## Cut Plug Smoking Tobacco

It's a Trade Bringer.



# Rock Com

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## GET the LION'S SHARE OF THE CIGAR TRADE

There's no reason why **you** can't do a **good** cigar business, if you stock and push

### HOGEN-MOGEN (Havana Filled Cigar)

It's a **five** center in price, as good as the usual **ten** center. Its value is the surprise of the trade.

**It Wins and Holds Trade.**

*For a ten center we recommend*

### ROYAL SPORT (Santa Clara Havana Filler)

As good a cigar as anyone could wish to smoke.

You will really find it's worth the effort to write us.

**The Sherbrooke Cigar Co.**  
 Sherbrooke, Que.

## Rock City Tobacco Company, Limited

Manufacturers of the Celebrated

**Long Tom  
Smoking  
Mixture**

One of the Best  
 Selling Brands on the Market.  
 SOLD ALL OVER CANADA.

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Head Office and Factory,  
 QUEBEC, P. Q.

## J. N. WARMINTON

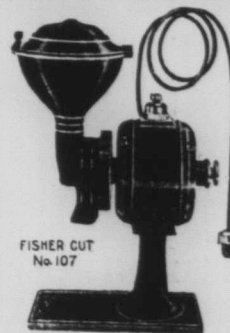
207 St. James St., MONTREAL

Strapping for Binding Cases

### CLUTCH NAILS

for repairing or strengthening  
 Cases and for holding several  
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## ELECTRIC POWER COFFEE MILLS



FISHER CUT  
 No. 107

This small cut illustrates another of the designs we make.

Fitted with 1/4-H.P. Motor furnished for direct or alternating current and with metal or nickel hopper.

Granulates 2 pounds and pulverizes 1/2 pound per minute.

Makes neat, attractive store fixture. Saves time and labor—increases profits.

*Write for Catalog and prices*

**THE A. D. FISHER CO., LIMITED, - TORONTO**

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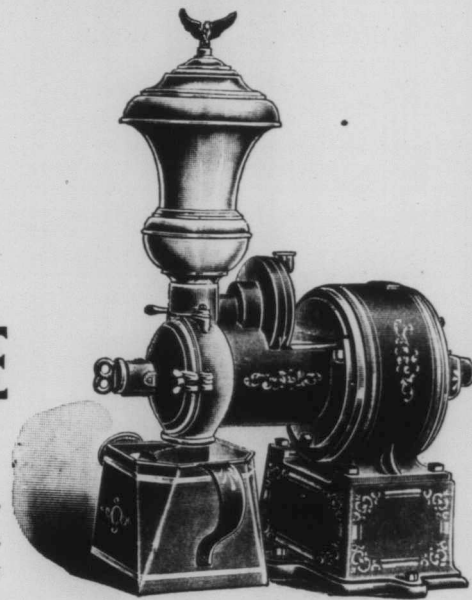
You are looking for a way to increase sales, save time and labor, advertise your store and make hay while the sun of prosperity is shining. Here it is:

## THE ENTERPRISE

### Electrically Driven Coffee Mill

The  $\frac{1}{4}$  H. P. Mill shown here has 4 lbs. capacity. Will granulate 1 lb. per minute or pulverize  $\frac{1}{4}$  lb. a minute. Can be regulated, fine or coarse, while running. Direct or alternating current. Write for catalog.

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



## COLES Electrically Driven Coffee Mills.

GRANULATOR. PULVERIZER.



No. 65

### Single and Double Grinder

#### Pulverizing and Granulating

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

#### Our Grinders Wear Longest

Height, 29 in.  
Length, 33 in.  
Width, 23 in.  
Weight, 275 lbs.

GRINDING CAPACITY.  
Granulating 2 lbs. per minute.  
Pulverizing  $\frac{1}{2}$  lb. per minute.  
Capacity of Iron Hoppers, 5 lbs. of Coffee.

We make 25 other styles and sizes of Grocers' Counter Mills, Floor Mills and Electric Mills. For Prices, Terms and Discounts, address

### COLES MANUFACTURING CO.

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## Automatic Pendulum Computing Scale



The "Dayton"

to any other style? If so be sure to get the best and at the same time the cheapest—**We have it.**

### No. 103 DAYTON

is constructed throughout of best material and workmanship and guaranteed by us.

No Loose Weight on Pendulum.  
Full Capacity Thirty Pounds.  
Each Pound Same Width on Chart  
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Working Parts Always in Plain View.

Plate Glass encloses Pendulum.

A Most Beautiful Fixture.

**\$57.00**

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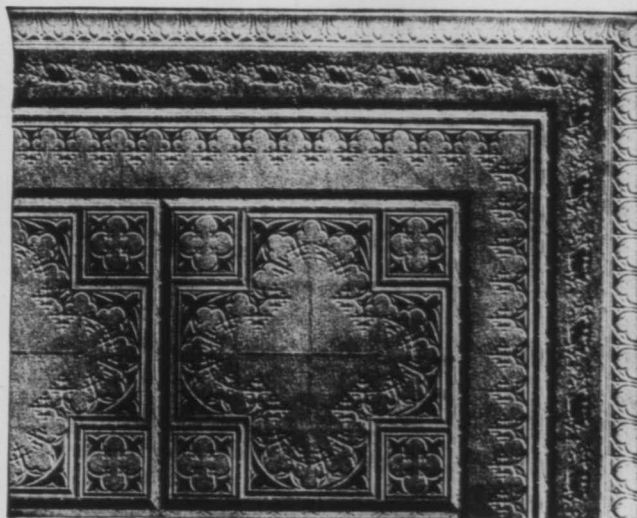
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The Carter-Crume Company, Limited

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### What a Difference It Makes

When you look up at a ceiling and, instead of seeing smoky plaster, see beautifully designed

### METAL CEILING

That's the aesthetic point! Then there is the sanitary point. **Metal Ceilings** are more healthful than plaster or wood. Then there is the financial point. **Metal Ceilings** need never be repaired. They last forever.

IF YOUR STORE NEEDS THIS CEILING YOU SHOULD GET IT.

**METAL SHINGLE & SIDING CO., Limited**  
PRESTON, - - - ONTARIO

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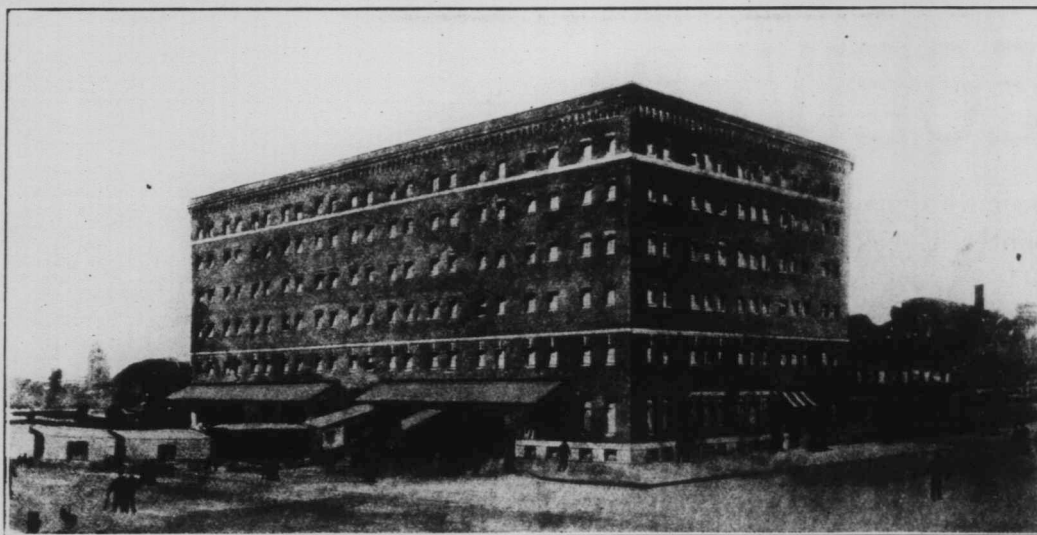


Front of Wholesale Drug House, Montreal

WRITE OR SEE US FOR FULL INFORMATION

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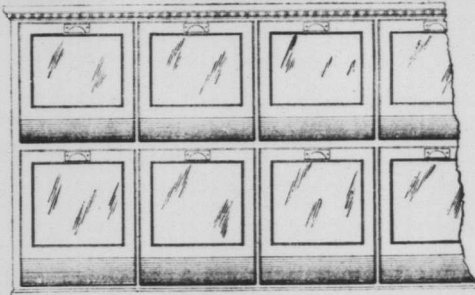
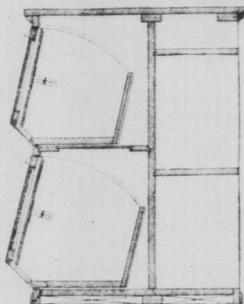
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FREE  
OR  
IN BOND**

**T**HE TERMINAL WAREHOUSE & CARTAGE COMPANY, LIMITED, are now ready to receive goods for Storage, Free or in Bond, in their new absolutely Fireproof Warehouse.  
Canadian Canning Companies will increase their business by storing car load lots for sale to Montreal Merchants "Ex-Warehouse," or transhipment to East or West. We can always catch the "last boat."  
Merchants and Manufacturers should keep a reserve of goods in a Modern Frost-proof Warehouse where Fire insurance is low, and where deterioration and damage by vermin is reduced to a minimum.  
Write for Storage and Insurance rates to the

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**"WALKER BIN" COUNTERS**



No. 2 COUNTER.

Our No. 2 WALKER BIN COUNTER has two rows of full glass display bins in front, 7 bins to row in 10 ft length. The rear is fitted with open spaces for the storage of goods that sell on the 'brand' and do not need to be displayed.

**There is no better silent salesman for the Grocer**

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If you have a well-dressed window, one you are proud of send us a photo for or window dressing department.

**THE CANADIAN GROCER, 10 FRONT ST. E., TORONTO**



**20th Century  
Account  
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Don't think because your grandfather made money 50 years ago with old style keeping of accounts, YOU can do so. Times have changed, and if you would be successful you must watch your credits. Why use the old style pass book with your credit customers? Be modern. See here—

**IF A MAN WANTS CREDIT**

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

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**C. O. BEAUCHEMIN & FILS, MONTREAL.**

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**ALLISON COUPON CO.,**

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Indianapolis, Indiana.

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

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That's wh  
the Bowser  
Oil Tanks.

S. F. Bowser & Co  
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Gentlemen:—

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the convenience of the Loose-Leaf Systems in the retail, wholesale or, in fact, any business where accounts are kept, you would not be without them. For the retail trade

## The Grain Monthly Account System

is recognized as the acme of perfection for keeping of accounts. One writing serves to charge up an account and at the same time make out the bill.



**It Saves One-half the Labor. It Saves One-half the Expense. Accounts Are Always Ready.**

No further need of keeping customers waiting while you ponder over page after page of your Ledger and Day Book. A few minutes each day is all that is required to keep everything posted up to date.

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## Fourteen Years and Still in Use

That's what this man says about the Bowser Perfect Self-Measuring Oil Tanks.

Stanhope, N.J., March 24, 1906.

S. F. Bowser & Co.,  
255 Atlantic Ave, Boston, Mass.

Gentlemen:—

I want to buy a gasoline storage outfit. I think the one of which I enclose circular will be what I want, what will the cost be to me?

I desire to say that I have been using one of your old model kerosene tanks for fourteen years' continuous use and have never had a leak or any trouble with it of any kind, and it gives just as good service to-day as it did the first day I used it, and from all appearances it will last another fourteen years. Let me know in reference to gasoline tank at your earliest convenience, and oblige,

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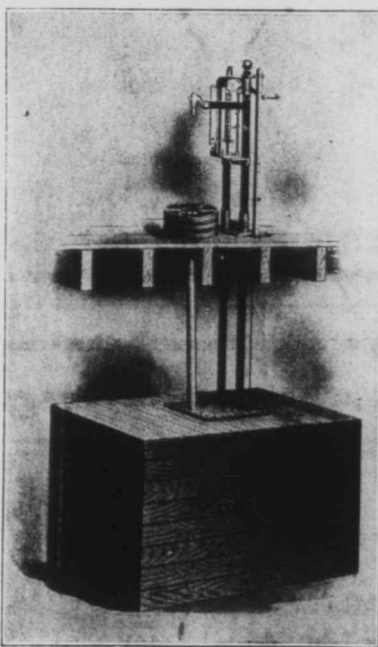
H. A. TIMBRELL.

Isn't that the kind of oil tank you want? For price and other information send for catalog.

**S. F. BOWSER & CO., Inc.**

Manufacturers of Kerosene and Gasoline Tanks

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Cut No. 1.  
Cellar Outfit.  
One of Fifty Styles.

## VICTORY DINNER RELISH



is the sauce for every dinner—hot or cold, and the sauce for every Grocer,—large or small.

Awarded 16 Medals.

**SPECIFY IT IN YOUR NEXT ORDER.**

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## What is Your Book-Keeper's Time Worth ?



Is your ledger arranged on any special system ?

Ten minutes wasted six times a day looking for an account means a daily loss of one hour. On a ten hour day, this means a loss of a month a year.

And your book-keeper has more than six accounts a day to look up.

Can you afford it ?

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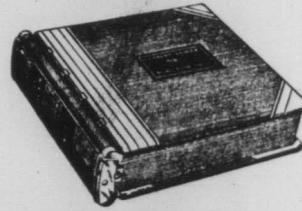
Business Systems ledgers are all built on the loose-leaf principle.

Business Systems make your ledger accounts run alphabetically; if an account runs over the space you gave it, you merely drop in another leaf.

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Write us to-day for full particulars.

This will not obligate you in any way and will enable us to tell you exactly how Business Systems may be most economically applied to your accounting department.



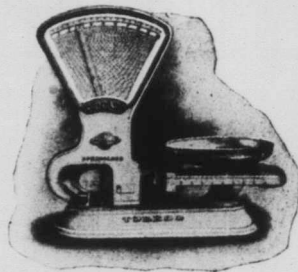
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TORONTO, CANADA

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Automatic but Springless.  
The "Toledo" is a money saver because it positively stops the giving of overweight.  
A time saver because it is Automatic.  
A labor saver because there are no weights to lift, no poises to slide, or prices to set.  
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It is honest both to the merchant and customer.  
The Toledo system costs you nothing because it is paid for with the money you are now losing.  
For Catalogue and information apply,



THE TOLEDO COMPUTING SCALE CO., Hamilton, Ont.

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  
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## Gold Standard Flavoring Extracts

"GUARANTEED THE BEST"

MANUFACTURED FROM PUREST FRUIT JUICES. OUR VANILLA IS THE BEST VALUE IN CANADA. TEST THEM ANY WAY YOU WISH. WE ABSOLUTELY GUARANTEE THE QUALITY.

Write for Samples and Quotations

THE CODVILLE-GEORGESON CO., LIMITED  
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cold water baths.

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This first-class hote  
ated in the coolest  
city. Five minutes  
steamer stallings, and  
buildings. Cool and  
Dining and Ladies'  
Electric li

### WOODSIDE HO

Corner of Man  
GEORGETO  
Cool and airy Be  
Attendance qualifie  
tric Car Loop at gat  
Solicited. Manag

### VICTOR HAMILT

Mrs. J. F. SMITH  
Opposite Victoria  
Private Board \$1  
Open Nov. 1

### WINTER QUEEN'S

PORT OF SPAN  
JOHN McEWEN, I  
apply Trinidad S  
29 Broa

### THE GR The most

OTTAWA, Ont.

### DOMINI W. H. DUR

RENFREW,  
The most popular

### HALIFA HAL

### ACCOUNTANT

JENKI  
Assignees, Charter  
Fire Insurance Age  
465 Temple

### PERCY Chartered Ac

622 McIntyre Bloc

HOTEL DIRECTORY

**WINDSOR HOTEL**  
HAMILTON, BERMUDA  
This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. McNICOL, Prop.

**TOWER HOTEL** GEORGETOWN  
DEMERRA  
BRITISH GUIANA  
This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stallings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

**WOODSIDE BOARDING HOUSE**  
Corner of Main and Lamaha Streets  
GEORGETOWN, DEMERRA.  
Cool and airy Bedrooms. Excellent Cuisine. Attendance qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Manageress, E. COTTAM.

**VICTORIA LODGE**  
HAMILTON, BERMUDA  
Mrs. J. F. SMITH Proprietress.  
Opposite Victoria Park and Cedar Ave.  
Private Board \$12 to \$14 per week.  
Open Nov. 1 Closes in May.

**WINTER RESORT**  
**QUEEN'S PARK HOTEL**  
PORT OF SPAIN, TRINIDAD, B.W.I.  
JOHN McEWEN, Manager. For Rates, etc apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

**THE GRAND UNION**  
The most popular hotel in  
OTTAWA, Ont. JAMES K. PAISLEY, Prop.

**DOMINION HOUSE**  
W. H. DURHAM, Proprietor  
RENFREW, ONTARIO  
The most popular Hotel in the Ottawa Valley.

**HALIFAX HOTEL**  
HALIFAX, N.S.

**ACCOUNTANTS AND AUDITORS**  
JENKINS & HARDY  
Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 154 Toronto St., Toronto. 465 Temple Building, Montreal.

PERCY P. DAVENFORTH,  
Chartered Accountant and Assignee,  
622 McIntyre Block - WINNIPEG, MAN.



**F**ifteen years ago we introduced in Canada the now universal method of accounting by perpetual books.

For six hundred years previous to our invention, accounts—and there were accounts before that period, even from the day the world began—were kept in bound books, either on parchment or paper.

It is easy from this to understand what we have done to simplify the work of record keeping by changing from bound to perpetual books, but you must enquire into our new systems to appreciate what an advancement has recently been made toward further simplifying and making perfect the art of modern accountancy.

We make systems for every business, wholesale or retail, or for any concern or profession where record keeping is demanded.

Write to us stating your business. It will give us an opportunity to let you know what we have designed to facilitate your particular work.

The **Copeland-Chatterson Co.** Ltd.

Devisers and Manufacturers of  
Systems for Business

Works: Brampton, Ont.

General Offices: Toronto

Liverpool, London and Globe Building Montreal  
141 Bannatyne Avenue, East - - Winnipeg  
14 Citizen Building - - - - - Ottawa



## Dealers, Buy Wisely

Wise buying is just as essential as successful selling — combined they are the only foundation of business prosperity.

# Mathieu's Syrup

## of Tar and Cod Liver Oil

### Wholesalers Who Stock Mathieu's Remedies


L. Chaput, Fils & Cie, Montreal  
 Laporte, Martin & Cie, Limited,  
 Montreal.  
 Hudon & Orsali, Montreal.  
 Demers, Fletcher & Cie, Montreal  
 Hudon, Hebert & Cie, "  
 D. C. Brosseau & Cie, "  
 Mathewson & Sons, "  
 Carter, Galbraith & Co'y, "  
 Forbes Bros., "  
 Birks, Corner & Co'y, "  
 J. B. Bedard & Freres, Quebec  
 N. Rioux & Cie, "  
 N. Turcotte & Cie, "  
 S. J. Major, Limited, Ottawa  
 H. N. Bates & Sons, "  
 Skinner & Co'y, Kingston, Ont.  
 Martin, Bole & Wynne Co'y,  
 Winnipeg. Man.  
 Fillmore & Morris, Amherst, N.S.  
 Haltie & Mylins, Limited, Halifax  
 Brown & Webb Co'y, "  
 Simpson Bros. & Co'y, "  
 Canadian Drug Co., St. John, N.B.,  
 McDairmid Drug Co'y "  
 T. B. Barker & Sons, Limited,  
 St. John, N.B.  
 Carvell Bros., Charlottetown,  
 P.E.I.

is one of the most reliable articles to stock. Wherever humanity is affected with throat and lung troubles there Mathieu's Syrup has a ready-made market.

Truthful and extensive advertising, backed up by real merit, have made it known all over Canada as the unsurpassed remedy for Coughs and Colds.

**J. L. Mathieu Co.**  
 Proprietors  
**Sherbrooke, P.Q.**

SIROP  
DE



**GOUDRON**  
—ET—  
D'HUILE DE  
**FOIE DE MORUE**

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

**Syrup of Tar**  
—AND—  
**COD LIVER OIL**

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

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

**PRIX, 35 CTS.**

# Malaga Raisins Seeded

An article appearing in last week's GROCER is evidently inspired by the selfish narrow-mindedness of the would-be monopolist. We, however, believe that

## Competition is the Life of Trade

and are willing to allow the consuming public to judge of the excellence of the Malaga Raisin seeded. The rich and delicate lusciousness of flavor and tenderness of skin, readily digested, will commend the Malaga Seeded Raisin to the consumers as the only fruit to use. The up-to-date grocer will study his interests and please his trade by introducing to them the **Malaga Seeded Raisin**.

The price is reasonable, the fruit is prepared by the latest improved machinery, carefully packed and attractively put by, only, by

# José Segalerva

## Malaga, Spain

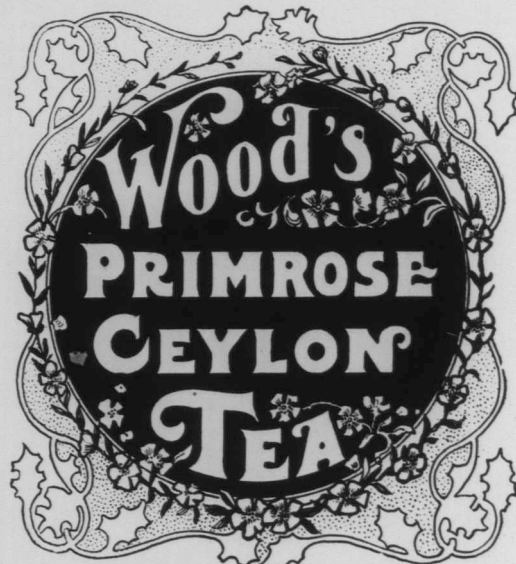
Agents for the Dominion :

### Rose & Laflamme, Montreal



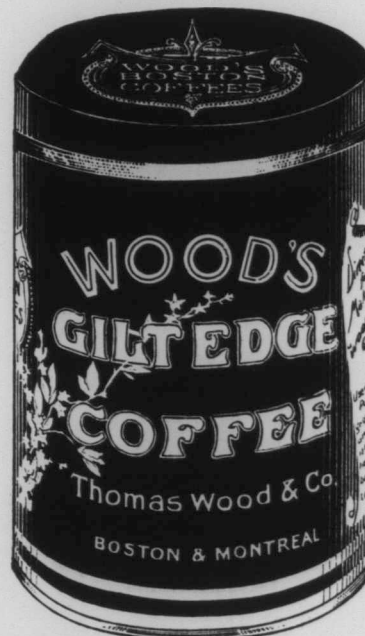


# THOMAS WOOD & CO., Importers



Sold only in half-pound tin cubes  
Choicest of the New Season

No. 428 St. Paul St., MONTREAL



Sold only in 1-lb. and 2-lb. cans  
The Best the World Affords

**Coupon Books—Allison's.**  
For sale in Canada by The Eby Blain Co., Limited, Toronto. C. O. Beauchemin & Fils, Montreal.  
\$1, \$2, \$3, \$5, \$10 and \$20 books.

In lots of less than 100 books, 1 kind assorted.	4c.	4c.
100 to 500 books	3c.	4c.
100 to 1,000 books	3c.	3c.

Up-Covers and num Coupons bered. numbered

**Allison's Coupon Pass Book.**

\$1 00 to \$3 00 books	3 cents each
5 00 books	4 "
10 00 "	5 "
15 00 "	6 "
20 00 "	7 "
25 00 "	8 "
50 00 "	12 "

**Cleaner.**

BRUNSWICK'S EASYBRIGHT	Per doz.
4-oz. cans	\$ 0 90
6-oz. "	1 35
10-oz. "	1 85
Quart "	3 75
Gallon "	10 00

Wholesale Agent  
The Davidson & Hay, Limited, Toronto

**Fly Pads.**

Wilson's Fly Pads, in boxes of 50 10c. packets, \$3 per box, or three boxes for \$8.40.

**Bode's Brands of Chewing Gum.**

RETAIL PRICE LIST.

Bode's Mental "Pepsin" Gum, 40 5-cent pkgs. to the box	\$1 5
Bode's Crushed Fruit Gum, 36 5-cent pkgs. to the box	1 00
Bode's Pepsin Gum, 23 5-cent pkgs. to the box	0 75
Bode's Chulets in 3-lb. boxes, guaranteed 200 to the pound	1 4
Bode's Chulets, 60 5-cent. pkgs. to the cartoon	1 00

**Infants' Food.**

Robinson's patent barley 1-lb. tins	\$1 25
" " 1-lb. tins	2 35
" " groats 1-lb. tins	1 95
" " 1-lb. tins	2 25

**Jams and Jellies.**

SOUTHWELL'S GOODS. Per doz.

Frank Magor & Co., Agents.

Orange marmalade	\$1 50
Clear jelly marmalade	1 80
Strawberry W. F. jam	2 00
Raspberry " "	2 00
Apricot " "	1 75
Black currant " "	1 75
Other jams	\$1 55
Red currant jelly	2 75

**T. UPTON & CO.**

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	\$1 00
2-lb. tins, 2 doz. in case, per doz.	0 72
5 and 7-lb. tin pails, 8 and 9 pails in crate	0 07
7 and 14-lb. wood pails, per lb.	0 07
30-lb. wood pails, per lb.	0 062

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 072
7 and 14-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 062

Home Made Jams—absolutely pure—

1-lb. glass jars (16-oz. gem) 2 doz. in case, per doz.	\$1 60
5, 7, 14 and 30-lb. pails, per lb.	0 09

**Lard.**

THE N. K. FAIRBANKS CO. BOAR'S HEAD LARD COMPOUND.

Tierces	\$0 092
3-bbls.	0 092
Tubs	0 092
Cases, 3-lb. tins	0 102
" 5-lb. "	0 10
" 10-lb. "	0 092
20-lb. wooden pails	1 93
20-lb. tin pails	1 83
Wood net, tin gross weight.	

**Licorice.**

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	\$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
" Ringed " 5-lb. boxes, per lb.	0 40
" Acme " pellets, 5-lb. cans, per can	2 00
" " (fancy boxes 40) per box	1 50
Tar licorice and Tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 5-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
" Purity " licorice 10 sticks	1 45
" " 100 sticks	0 73
Dulce large cent sticks, 100 in box	0 00

**Lye (Concentrated).**

GILLETT'S PERFUMED. Per case

1 case of 4 doz.	\$3 50
3 cases of 4 doz.	\$5 50
5 cases or more	3 40

**Mince Meat.**

Wetley's condensed, per gross net \$12 00  
per case of doz. net 3 00

**Mustard.**

COLMAN'S OR KEEN'S.

D.S.F., 1-lb. tins, per doz.	\$1 40
" " 1-lb. tins	2 50
" " 1-lb. tins	5 00
Durham 4-lb. jar, per jar	0 75
" " 1-lb. jar	0 35
F. D., 1-lb. tins, per doz.	0 85
" " 1-lb. tins	1 45

**E. D. MARCEAU, Montreal.**

**"Condor," 12-lb. boxes—**

1-lb. tins, per lb.	\$ 85
1-lb. tins	0 35
1-lb. tins	0 322
4-lb. jars, per jar	1 30
1-lb. jars	0 35

**Orange Marmalade.**

T. UPTON & CO.

12-oz. glass jars, 2 doz. case, per doz.	\$1 00
Home-made, in 1-lb. glass jars	1 40
In 5 and 7-lb. tins and 7-lb. pails, per lb.	0 07
Golden shred marmalade, 2 doz. case, per doz.	1 75

**Saratoga Chips.**

MRS. RORER'S SARATOGA CHIPS.

36 large size pkgs., per case	\$5 40
72 small " "	5 40
Assorted 18's and 36's	5 40
In bulk—Bbls., 50-lb., per lb.	0 25
" " 1/2 bbls., 25-lb.	0 25

Terms 30 days net, or 1 per cent. 10 days.

**Sauces.**

Worcestershire, Holbrook's, small, per doz. \$2 15  
Worcestershire, Holbrook's, large, per doz. 3 00  
Less than case lots, 10c. and 15c. doz. extra

**Soda.**

OW BRAND.

**DWIGHT'S BAKING SODA.**

Case of 1-lb. containing 60 packages per box, \$3 00.  
Case of 1-lb. (containing 120 pkgs. per box, \$3 00).  
Case of 1-lb. and 1-lb. (containing 30 pkgs.) per box, \$3 00.

**MAGIC BRAND.**

Per case.

No. 1, cases, 60 1-lb. packages	\$2 15
No. 2, " 120 1-lb. "	2 75
No. 3, " 60 1-lb. "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	2 85
1 case	2 85
5 cases	

**Soap and Washing Powders.**

QUELPH SOAP CO.


Welcome Soap (cake), 1 case, 5 case	\$4 00	\$3 75
Royal City Soap (bar)	2 40	2 25
Peerless Soap (bar)	2 25	2 15
Standard Soap (cake)	2 25	2 15
Crystal Soap Chips, per lb. 4c.		

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

Maypole soap, colors, per gross	10 30
" black	15 50
Oriole soap	10 30
Gloriola soap	12 00
Straw hat pollab.	16 30

# Canada's Standards

for purity, excellence and reliability

Benson's "Prepared" Corn  
 Edwardsburg "Silver Gloss" Starch  
 Crown  brand Table Syrup

All grocers in all cities and  
 distributing centres sell them

**EDWARDSBURG STARCH CO., Limited**

ESTABLISHED 1858

53 Front St. East  
 TORONTO, ONT.

Works:  
 CARDINAL, ONT.

164 St. James Street  
 MONTREAL, P.Q.

When buying your  
**Valencia Raisins**

Ask your Wholesaler  
 for these Reliable Brands

**MAHIQUES, DOMENECH & CO.**

"M. D. & Co." Special Fancy Quality

"W. Abel" Standard Quality

4 Cr. Layers  
 Selected  
 Fine Off Stalk

**They will please you**

AGENTS—

**ROSE & LAFLAMME** MONTREAL  
 TORONTO

**Shelled Almonds**

VALENCIAS & JORDAN'S

**Cluster Raisins**

From Sunny Spain

You can give your custom-  
 ers the richest flavor, most  
 tender skin, and finest  
 quality, if you insist on hav-  
 ing the pack of

**Jose Segalerva**

MALAGA, SPAIN

**Rose & Laflamme**

MONTREAL AND TORONTO

**RECKITT'S BLUE and ZEBRA PASTE** } Always give your  
 Customers Satisfaction.

s



cans

hips.

TOGA CHIPS.  
 ..... \$5 40  
 ..... 5 40  
 ..... 5 40  
 lb. .... 0 25  
 ..... 0 25  
 per cent. 10 days.

s, small, ..... \$2 15  
 s, large, ..... 3 00  
 and 15c. doz. extra

ND.  
 ase of 1-lb. contain-  
 ing 50 packages pe-  
 box, \$3 00.  
 ase of 1-lb. (con-  
 taining 120 pkgs.  
 per box, \$3 00.  
 ase of 1-lb. and 1-  
 lb. (containing 30  
 1-lb. and 50 1-lb.  
 pkgs), per box, \$3 00.  
 (ing 96 pkgs.), per

AND.  
 Per case.  
 ages..... \$ 2 75  
 ..... 2 75  
 ..... 2 75  
 100-10-oz. pkgs.  
 ..... 2 85

ng Powders  
 AP CO.  
 1 case. 5 case.  
 ... \$4 00 \$3 75  
 ... 2 40 2 25  
 ... 2 25 2 15  
 ... 2 25 2 15  
 lb. 4c.

CO., Agents.  
 ... per gross 10 30  
 ... " 15 30  
 ... " 10 30  
 ... " 12 30  
 ... " 10 30





## A GUARANTEE THAT IS WORTH SOMETHING

is printed and packed in every box of our SUN PASTE Stove Polish. Our guarantee stands at par, because all you have to do is to notify us if any of our SUN PASTE is found defective in any

way and we do the rest. It is no surprise to us, however, that so many thousands of storekeepers are selling our SUN PASTE year in and year out with never a defective tin. We make the goods right. That is the kind of Paste Polish you find it worth while to push.

### MORSE BROS., Props. - Canton, Mass., U.S.A.

**Starch.**

EDWARDSBURG STARCH CO., LIMITED.

Laundry Starches—		per lb.
No. 1 White or blue, 4-lb. carton	\$0 06 1/2	
No. 1 " " 8-lb. "	0 06 1/2	
Canada laundry	0 06 1/2	
Silver gloss, 8-lb. drawlid boxes	0 07 1/2	
Silver gloss, 8-lb. tin canisters	0 07 1/2	
Edward's silver gloss, 1-lb. pkg.	0 07 1/2	
Kegs silver gloss, large crystal	0 07 1/2	
Benson's satin, 1-lb. cartons	0 07 1/2	
No. 1 white, 6-lb. and kegs	0 07 1/2	
Canada White Gloss, 1-lb. pkg.	0 07 1/2	
Benson's enamel	per box 1 25 to 3 50	

Culinary Starch—		
Benson & Co.'s Prepared Corn	0 07	
Canada Pure Corn	0 07 1/2	

Rice Starch—		
Edwardsburg No. 1 white, 1-lb. car.	0 10	
AMERICAN PURE FOOD COMPANY.		
Japanese Starch.		

1 case, 5 doz.	\$5 00
5 " " 5	4 85
Lot 5 cases, freight paid.	

12-oz. case, 4 doz.	0 50
Lot 10 cases, freight paid.	

BRANTFORD STARCH WORKS, LIMITED	
Ontario and Quebec.	

Laundry Starches—		
Canada Laundry, boxes of 40-lb.	\$0 06 1/2	
Acme Gloss Starch—		
1-lb. cartons, boxes of 40 lb.	0 0 2 1/2	
Finest Quality White Laundry—		
8-lb. Canisters, cases of 48 lb.	0 06 1/2	
Barrels, 300 lb.	0 04 1/2	
Kegs, 100 lb.	0 07 1/2	

Lily White Gloss—		
1-lb. fancy cartons, cases 30 lb.	0 07 1/2	
6-lb. toy trunks, 8 in case.	0 07 1/2	
6-lb. enameled tin canisters, 8 in case.	0 07 1/2	
Kegs, ex. crystals, 100 lb.	0 06 1/2	

Brantford Gloss—		
1-lb. fancy boxes, cases 36 lb.	\$0 07 1/2	
Canadian Electric Starch—		
Boxes of 40 fancy pkgs., per case	2 50	

Celluloid Starch—		
Boxes of 45 cartons, per case	3 50	

Culinary Starches—		
Challenge Prepared Corn—		
1-lb. packages, boxes 40 lb.	0 06 1/2	
No. 1 Brantford Prepared Corn—		
1-lb. packages, boxes 40 lb.	0 07	
Crystal Maize Corn Starch—		
1-lb. packages, boxes 40 lb.	0 07	

SAN TOY STARCH.	
pkgs, cases 5 doz., per case.	4 75
ST. LAWRENCE STARCH CO., LIMITED.	
Ontario and Quebec.	

Culinary Starches—		
St. Lawrence corn starch, 40 lb.	0 07	
Durham corn starch, 40 lb.	0 06	

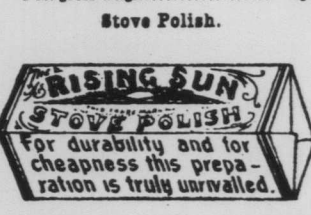
Laundry Starches—		
No. 1 White, 4-lb. cartons, 48 lb.	0 05 1/2	
" " 8-lb. cartons, 36 lb.	0 05 1/2	
" " 200-lb. bbl.	0 05	
" " 100-lb. kegs.	0 05	
Canada Laundry, 40 to 48 lb.	0 05	
Ivory Gloss, 8-6 family pkgs., 48 lb.	0 07 1/2	
" " 1-lb. fancy, 30 lb.	0 07 1/2	
" " large lumps, 100-lb. kegs	0 06 1/2	
Patent starch, 1-lb. fancy, 36 lb.	0 07 1/2	
Akron Gloss, 1-lb. packages, 40-lb.	0 06 1/2	



OCEAN MILLS.  
Chinese starch, per case of 4 doz., \$4, less 5 per cent.

J. & J. COLMAN'S, LIMITED.

Rice Starch—		
Packed in cases of 56 lbs. each (cases free)		
No. 1, London—		Per lb.
In papers of 4 to 5 lbs.		6 1/2c.
Blue, white or assorted.		
In Pictorial Cardboard Boxes—		
4 lbs. net weight.		8 1/2c.
1 lb. gross weight		8 1/2c.
1/2 lb. gross weight		9c.
1/4 lb. gross weight		10c.
Buff Starch, for Curtains, Lace, etc., in Cardboard Boxes.		
1 lb. gross weight.		9 1/2c.



Stove Polish.		
Rising Sun, 6-oz. cakes, 1-gross boxes	\$8 50	Per gross.
Rising Sun, 3-oz. cakes, gross boxes	4 50	
Sun Paste, 10c. size, 2-gross boxes	10 00	
Sun Paste, 5c. size, 2-gross boxes	5 00	
Syrup.		
"CROWN" BRAND PERFECTION SYRUP.		
Per case.		
Plain tins, with label—		
2 lb. tins, 2 doz. in case	1 95	
5 " " 1 " "	2 49	
10 " " " "	2 35	
20 " " " "	2 25	
(10 and 20 lb. tins have wire handles.)		

SMALL'S BRAND—Standard.		
5 gal. tins, per can.	4 40	
1 " " per case.	4 90	
" " " "	5 45	
" " " "	5 70	



Teas.		
SALADA CEYLON.		
Wholesale. Retail.		
Brown Label, 1's	\$0 20	\$0 25
Green Label, 1's and 1/2's	0 21	0 26
Blue Label, 1's and 1/2's	0 22	0 30
Red Label, 1's, 1/2's and 1/4's	0 30	0 40
Gold Label, 1's and 1/2's	0 36	0 50
Gold Label, 1's	0 44	0 60



LUDELLA CEYLON, 1's AND 1/2'S PKGS.		
Cases, each 60 1-lb.	\$0 36	
" " 60 1-lb.	0 36	
" " 30 1-lb.	0 36	
" " 150 1-lb.	0 36	

Blue Label, 1's	\$0 18 1/2	\$0 25
Blue Label, 1/2's	0 19	0 25
Orange Label, 1's and 1/2's	0 21	0 30
Brown Label, 1's and 1/2's	0 28	0 40
Brown Label, 1's	0 30	0 40
Green Label, 1's and 1/2's	0 35	0 50
Red Label, 1's	0 40	0 60



MOTHER'S FAVORITE MELAGAMA TEA.		
put up in 30, 60 and 100 lb. boxes.		
Wholesale. Retail.		
Black, green, mixed, 1 lb.	0 18	0 25
" " 1 lbs.	0 19	0 25
" " 1 lbs. & 1/2's	0 20	0 30
" " 1 lbs. & 1/2's	0 23	0 40
" " 1 lbs. & 1/2's	0 35	0 50
" " 1 lbs. & 1/2's	0 40	0 60
3 p.c. off 30 days or 3 months.		



Ceylon Tea, in 1 and 1/2-lb. lead packages, black or mixed.		
Black Label, 1-lb., retail at 25c.	\$0 19	
1-lb.	0 20	
Blue Label, retail at 30c.	0 22	
Green Label, " 40c.	0 28	
Red Label, " 50c.	0 35	
Orange Label, " 60c.	0 42	
Gold Label, " 80c.	0 65	



Wholesale. Retail.		
Brown Label, 1's and 1/2's	0 20	0 25
Crimson " 1's and 1/2's	0 22	0 30
Green " 1's and 1/2's	0 25	0 35
Blue " 1's, 1/2's, 1/4's	0 30	0 40
Bronze " 1's, 1/2's, 1/4's	0 36	0 50
Gold " 1's, 1/2's, 1/4's	0 44	0 60
All grades, either black, green or mixed.		



Wholesale. Retail.		
Yellow Label, 1's and 1/2's	0 20	0 25
Green Label, 1's and 1/2's	0 22	0 30
Blue Label, 1's and 1/2's	0 25	0 35
Red Label, 1's, 1/2's and 1/4's	0 30	0 40
White Label, 1's, 1/2's and 1/4's	0 35	0 50
Gold Label, 1's and 1/2's	0 42	0 60
Purple Label, 1's and 1/2's	0 55	0 80
Embossed, 1's and 1/2's	0 70	1 00



Cases, each 60 1-lb.	\$0 36
" " 60 1-lb.	0 36
" " 30 1-lb.	0 36
" " 150 1-lb.	0 36

"CROWN" BRAND		
Wholesale. Retail.		
Red Label, 1-lb. and 1/2's	\$0 35	\$0 50
Blue Label, 1-lb. and 1/2's	0 28	0 40
Green Label, 1-lb.	0 19	0 25
Green Label, 1/2's	0 30	0 35
Japan, 1's	0 19	0 25

E. D. MARONAU, Montreal.

Japan Teas—		
"Condor" I 40-lb. boxes	\$.....	
" " II 40-lb. boxes	.....	
" " III 50-lb. boxes	.....	
EMD AAA Japan, 40 lb " at	.....	
" " AA " 40 "	.....	
Blue Jay, basket fired Japan, 70 lbs.	.....	
"Condor" IV 80-lb. "	.....	
" " V 80-lb. "	.....	
" " XXXX 80-lb. boxes	.....	
" " XXX 80-lb. "	.....	
" " XXX 80-lb. "	.....	
" " XX 80-lb. "	.....	
" " XX 80-lb. "	.....	
" " LX 60-lb. per case, lead 0 27 1/2 packets (25 1's and 70 1/2's)	.....	

"Condor" Ceylon black tea in lead packets		
Green Label, 1's, 1/2's and 1/4's	60-lb. cases	retail 0 27 1/2 at 0
Grey Label, 1's, 1/2's and 1/4's	60-lb. cases	retail 0 30 at 0 33
Yellow Label, 1's and 1/2's	60-lb. cases	retail 0 35 at 0 38
Blue Label, 1's, 1/2's and 1/4's	60-lb. cases	retail 0 40 at 0 30
Red Label, 1's, 1/2's and 1/4's	60-lb. cases	retail 0 50 at 0 54
White Label, 1's, 1/2's and 1/4's	60-lb. cases	retail at 0 60

Black Teas—"Old Crow" blend—		
Bronzed tins of 10, 25, 50 and 80-lb.		
No. 1	per lb.	0 25
No. 2	"	0 30
No. 3	"	0 35
No. 4	"	0 40
No. 5	"	0 45

THE EMPIRE TOBACCO CO., LIMITED.

Smoking—Empire, 4s, 6s and 12s		
" Amber, 8s. and 3s.		0 60
" Ivy, 7s.		0 50
" Rosebud, 7s.		0 51
Chewing—Currency, 12s. and 6s.		0 48
" Old Fox, 12s.		0 48
" Snowflake, 6s.		0 51
" Pay Roll, 7s.		0 56
" Stag, 10 oz.		0 45
" " 10 oz. bars, 6s.		0 45
" Fair Play, 8s. and 13s.		0 53
" Club, 6s. and 12s.		0 48
" Universal, 13s.		0 47
" Dixie, 7s.		0 56

JOS. COTE, QUEBEC.

Cigars, per thousand.		
Cote's Fine Cherokees, 1-10		\$15 00
V. H. C., 1-20		25 00
St. Louis (Union), 1-20		33 00
Champlain, 1-20		35 00
El Sergeant Premium, 1-20—1-40		55 00
J. C. Cl. Havana P. Finos, 1-20		75 00
Cut tobaccos.		
Petit Havana, 1-3, 1-13—1-6.		0 48
Quesnel, 1-4, 1-2		0 65
" " " "		0 60
Cote's Choice Mixture, 1-lb tins		0 75
" " " "		0 75
" " " "		0 60

Vinegars.

E. D. MARONAU, Montreal.		
EMD, pure distilled, highest quality.		\$0 33
Condor, pure distilled.		0 27
Old Crow		0 23
Special prices to buyers of large quantities.		
Yeast.		
Royal yeast, 3 doz. 5c. pkgs.		\$1 10
Gillett's cream yeast, 3 doz. in case		1 10

2 of w

Frank M

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SIX

2 of the best trade-winners in Canada:

Keen's



Oxford Blue  
THE BLUE OF THE WORLD



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Robinson's Patent Barley

Once introduced to your trade will show you a steady business.

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OUR SPECIALTY is CURRANTS. The best growers in Greece—from the best districts in Greece—supply us. Our goods are about ¼c. per pound higher in price, and one cent per pound better in quality—but it pays to buy QUALITY. Poor currants are always dear—ever think of it? Our travellers will tell you We are the largest dealers in currants in Canada.

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Wholesale Grocers

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## PICKLES and OLIVES

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Business increasing

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Manufacturers' Agents and  
WAREHOUS  
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**THE MOOSE JAW FRUIT**  
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Wholesale Grocers' Broker,  
and Job  
1483 Notre Dame St  
Open for few more foreign  
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**BANA**  
exclusively the year ro  
Best fruit Properly cr  
**JOSEPH BROV**  
29 and 31 You  
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**J. T. ADAMS**  
Customs f  
and Wareh

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TEL. MAIN 778.

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Firms Abroad Open for Canadian Business

**THOS. BOYD & CO.,**  
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This space \$15.00 per year.

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NEWCASTLE-upon-TYNE.  
invites consignments of green and dried  
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Are open for Agencies for Canadian pro-  
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Confectioners and Jelly makers, and are in  
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**HERMAN RAPP & CO.**  
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Liberal advances on consignments.

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Daily capacity of our plant: ten thousand lbs  
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just the Thing on Which  
to Make or Extend a  
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The Best Grocers make  
a point of keeping it  
always in Stock.



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**JONES & SWAN**  
GENERAL COMMISSION MERCHANTS AND SHIPPERS OF WEST INDIA PRODUCE.  
CABLE ADDRESS—JONESWAN, BARRADOS.  
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**HALIFAX, N.S.**

**J. W. GORHAM & CO.**  
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Manufacturers' Agents and Commission Brokers.  
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**THE MOOSE JAW FRUIT & PRODUCE CO.**  
D. STAMPER, Prop.  
Wholesale Agents and Jobbers  
Fruits, Groceries, Tobaccos, Cigars, etc.  
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**A. J. HUGHES**  
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Open for few more foreign and domestic agencies.  
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**BANANAS**  
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Best fruit Properly crated Lowest prices  
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Phone Main 2647

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White Beans -- All Grades  
**W. H. MILLMAN & SONS**  
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WE CAN handle your account to our MUTUAL ADVANTAGE.  
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ESTABLISHED 1887.  
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**R. B. WISEMAN & CO.**  
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Wholesale Brokers and Storage Warehousemen.  
CENTRALLY LOCATED.  
Can handle a few additional lines.

(Continued on page 190.)

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Direct Importer of Pure Ceylon green and black teas of all grades, and coffees. Will act as manufacturers' agent in other lines of merchandise.

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Choice boiling Peas in two-bushel bags; also, good malting Barley. Send samples with prices delivered Montreal.

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Mill Feed always wanted.

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Storage. Track Warehouse. Central Location. Low Insurance. Quick facilities for handling Goods Open for Foreign and Domestic Agencies.

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**Genuine Pratts Astral Lamp Oil**

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



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Better and more profitable than others.

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

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### LONG DISTANCE TELEPHONE SERVICE

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**ASSURANCE COMPANY.**

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AND  
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<i>Toronto,</i>	Assets, over	-	3,460,000.00
<i>Ont.</i>	Income for 1905, over		3,680,000.00

HON. GEO. A. COX, President.

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Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,119,347.89.

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## THE METROPOLITAN BANK

Capital Paid Up, - - \$1,000,000  
Reserve Fund, - - - \$1,000,000  
Undivided Profits, - - \$ 133,133

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Your Collections promptly attended to.

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Account open at all branches.  
Interest allowed on all deposit  
of one dollar and upwards.

## Money

CAN BE SAVED BY MEANS  
OF AN ENDOWMENT POLICY.

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

Pamphlets and Full Particulars regarding the  
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J. K. MACDONALD,  
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HEAD OFFICE, - TORONTO, CANADA.

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How much time do you devote each day to reading? It is true you are a busy man and have not time to read many publications. If you wish to be up-to-date you must read an up-to-date publication. It is to meet the requirements of busy men like yourself that **The Busy Man's Magazine** is being published.

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**MACLEAN PUBLISHING COMPANY**  
TORONTO LIMITED

# WILLIAM GALBRAITH & SON, Montreal

OFFER THIS WEEK TO THE RETAIL TRADE

250 Hf.-Chests Uncolored Japan Tea, at 17½c. (the best value in the Dominion)  
 150 Chests New Pekoe Souchong Ceylon, at 11½c.  
 2,000 Boxes, 2, 3 and 4 Crown California Muscatel Raisins } All at  
 500 Boxes, full pounds, Seeded, choice brands } bottom  
 250 Brls. Genuine Labrador Herrings } prices

Correspondence Solicited  
 It will pay you to try us

William Galbraith & Son, Montreal

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"Queen's Laundry Bar" is a line every dealer who is in business for money should handle. It is a pure economical soap suitable for every household requirement—and a necessity in every home where there are always articles to be washed, which are of too fine a nature to send to the laundries. It is so pure that many use it for the bath. It is a soap that will make the people return to your store.

## Queen's Laundry Bar

One of the excellent lines manufactured by Albert Soaps Limited, Montreal.

You can't keep a grocery store without

## Matches

You can't keep the best Matches unless you buy

### Our Matches

Made from the best material by skilled workmen with the most up-to-date machinery.

Write us for price list and see how much more money you can make selling our Matches than any other brands.

## The Improved Match Co., Limited

Head Office:  
 BOARD OF TRADE,  
 MONTREAL.

Factory:  
 DRUMMONDVILLE,  
 P. Q.

# WATSON, BOYD & CO.

TRINIDAD, B.W.I.

COCOA, COMMISSION AND GENERAL MERCHANTS

Dealers in

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 American  
 and Eastern Produce

Consignments

Promptly Attended to.

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NEW YORK—Frame & Co., 132 Front Street

Cable Address: BOYD—TRINIDAD.

CODES USED: Lieber's, ABC 5th edn  
 A1—Premier  
 and Standard Shipping.

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"LION"

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IT'S UP TO YOU



WHITE PASTE

MR. GROCER

RIGHT NOW

Don't be satisfied with a small profit, but turn right in with the rest for good profits and let us have your trial order for the

"LION" BRAND

PUTZ TRIPLE EXTRACT METAL POLISH

IN LIQUID AND PASTE

- "LION" Brand is being extensively advertised and is without doubt the finest metal polish in the market.
- "LION" Brand will polish all metals, does not scratch, saves labor, and gives a lasting brilliant lustre.
- "LION" Brand will give you a better margin of profit than any good metal polish you can handle.
- "LION" Brand is a sure seller, because we are helping you in every direction.
- "LION" Brand is put up by us. Let us have your postal at once for our best terms. Terms that will please you.



WHITE LIQUID

ENGLISH EMBROCATION CO.

MONTREAL

RE Montreal office  
to  
Cut Book No. 56  
Cut Book No. 51

OCT 20 1906

RETURNED  
to Montreal office  
Cut Book No. 56  
Page No. 51



# PROCLAMATION TO THE NATION!

¶ The makers of "Unisystems" hereby proclaim that they have devised for the many retail merchants—the System—to handle their accounts. The system that will give them the results of their business from purchases to sales.

The makers of "Unisystems" also proclaim that to any honest man willing and wishing to become acquainted with such they will take pleasure in making up a system and sending it on thirty days' free trial. Should the honest man, after an honest trial, not care to keep the system, it will be received back by the makers of "Unisystems" and no charges made.

Should the honest man, after the trial, feel it is worth twenty-five gold dollars of the realm, he will remit that amount forthwith.

UNIVERSAL SYSTEMS, Limited, 8-10 ADELAIDE ST. W., TORONTO, CANADA

I am \_\_\_\_\_ of the town of \_\_\_\_\_  
NAME  
in the Province of \_\_\_\_\_, and am desirous of becoming acquainted with your  
system for my business, which is \_\_\_\_\_. I enclose herewith copy of my present  
statement head, and will give your system thirty days' honest trial, pay for it if satisfactory, or return it if not so.

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# ELEME FIGS

Lowest Prices  
For immediate delivery

## THE DAVIDSON & HAY, LIMITED

WHOLESALE GROCERS, TORONTO

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## CANADA'S STANDARD

FOR

## REFINED SUGAR

Manufactured by

THE

### CANADA SUGAR REFINING CO.

LIMITED

Montreal



### CAPSTAN BRAND PURE MINCE MEAT

Package Mince Meat  
Put up in 1/4 Cross Cases

2-lb. Pails, 2 doz. in Crate

1/4 " 1/2 " "

25-lb. Pails. 75-lb Tubs

1/2-Barrels and Barrels.

Ask Your Wholesale Grocer for It

The CAPSTAN MFG. CO., Toronto, Ont., Can.



### NICHOLSON'S MINCE MEAT

Means Much to the Family Exchequer

Just the reason you should speak  
its merits to customers. They will  
save the money and you will secure  
the business.

About: N. & B. Jelly Powder, N. & B.  
Icing Powder, N. & B. Pudding,  
N. & B. Veriquick Tapioca,  
Brock's Bird Seed.

NICHOLSON & BROCK, 9 Jarvis St., Toronto, Ont.

**Advertise Your Own Store By  
Inexpensive Signs, Tickets and  
Show Cards.**

We supply these specially adapted to your store.  
They work both day and night for you.  
They draw customers your way and hold them.  
They give the impression that you and your store  
are all right.

72-page catalogue yours for the asking

**THE MARTEL-STEWART CO.,**  
MONTREAL, CANADA Limited

## BLACK JACK

WILL BRING NEW CUSTOMERS TO YOUR STORE.



TRY IT

SOLD BY ALL  
JOBBER'S

1/4-lb. tins—8 doz. in case.

**OUR PREMIUM DINNER SET PLAN**  
**Hits The Credit Business Square On The Head**

It is a CONTINUOUS BUSINESS BRINGER and a THOROUGH ADVERTISER

It is the Most Efficient System for the Particular Purpose for Which it is Intended

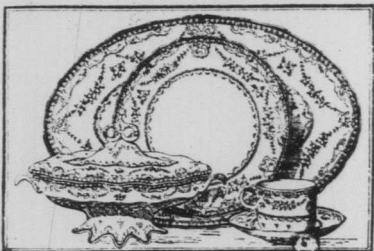
We have something of special interest to Merchants just starting up or to a "New man in a town."



We give you a HOLD on the CASH TRADE in your town in that we give you exclusive right to our goods in your line of business.

Hundreds of Progressive Merchants are to-day making GOOD HARD DOLLARS by the use of our "CASH GETTING" System. We have an Exceptional Offer by which WE PROVE OUR PLAN. Send us a Post Card for Particulars

**The MONTREAL CROCKERY CO., Limited**  
 1693 Papineau Avenue, Montreal



**Can You Appreciate a Really Good Advertising Scheme?**

Our Premium Dinnerware System reaches right after **New Trade**, secures **it** and **Holds it**.

More than that, it means **More Sales, Larger Sales** and **Cash Sales**.

Write us for particulars. We would like to send you the information, and also a list of General Store Merchants throughout **Canada** who have been using our system for years, and whom it pays handsomely.

**The British-Canadian Crockery Co. Limited**

25 MELINDA ST., TORONTO, ONT.

**We Deserve Your Order**

If, quality of stock, quick-selling patterns, reputation for promptness and the desire to please you in

**Wall Papers**

gives any house a preference in your estimation, then we deserve your orders. Our lines this season are the most attractive we have offered. Take a good look at them when our salesman calls. It's hurry-up time for orders now.

**Stauntons Limited**  
 Wall Paper Manufacturers  
 Toronto



"GLC"  
 This is drawn remains We The Char list.

**R. CAN**

HAMILTON

- Jugs
- Crocks
- Churns
- Flower Pots
- Filters
- Rockingham
- Earthenware
- Fire Brick
- Drain Tile, e

**Can**

of Table Fig

**Tho**

Wholesale



**"GLOBE," with Percolator.**

This pot speaks for itself. When tea is drawn take the Percolator out and tea remains free from tannin.

We make seven sizes of this, also The Champion Tea Pot. Send for price list.

**R. CAMPBELL'S SONS**

HAMILTON POTTERY

HAMILTON, - ONTARIO

Write for a Copy of  
**Gowans, Kent & Co's**  
**Monthly Bulletin"**

Full of Seasonable  
 Ideas for the up-to-  
 date Crockery Mer-  
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**GOWANS, KENT & CO.**

LIMITED

Wholesale

Crockery and Glassware, China and Lamps  
 Makers of Rich Cut Glass

TORONTO

Jugs  
 Crocks  
 Churns  
 Flower Pots  
 Filters  
 Rockingham  
 Earthenware  
 Fire Brick  
 Drain Tile, etc.

RETURNED BELLEVILLE POTTERY Co.  
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**BELLEVILLE, ONT.**

Your  
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**Camel Brand**

of Table Figs, - 3 Crown, 5 Crown, 6 Crown, 7 Crown. The finest Goods  
 in the market.

**Thomas Kinnear & Co.**

Wholesale Grocers

**TORONTO and PETERBORO**

QUEBEC EXPANSION.

Conditions in the flour and feed section of Quebec City trade are more satisfactory than some little time ago, due to more than average crops, assured prosperity, and the general favorable sentiment resulting from C.P.R. steamers and the beginning of the new bridge. This is evidenced in no better way than the decided expansion in the trade of many firms. None can show a more striking growth than that of C. A. Paradis, 81 Dalhousie street, whose business (though but two years established under his own name) has long passed the experimental stage.

Although young in years, Mr. Paradis has had ten years experience in the general flour and feed trade and has already established a splendid connection, due to strict integrity in all dealings, coupled with exceptional facilities and a good deal of earnest, hard work. In fact he goes so far as to make his business his pleasure, supervising all departments, though by no means a "do it all" man.

A Grocer representative was recently shown through his premises, noting his large warehouses for flour, feed, grain, hay, provisions, and general produce,

and fish of all kinds as well as groceries.

Right back of commodious offices is a large brick warehouse 160x40 feet, amply stored in all its five flats and basement. This is said to be the largest warehouse in the city. At the side of this is another warehouse 40x60 with four flats. These warehouses enable him to give ample accommodation to firms wishing storage and warehouse facilities. His business in this direction is increasing.

He is planning extending his business by handling foreign and domestic agencies in grocery and allied lines. His experience presages success. He is open to receive applications.

GUILD CASES STAND OVER.

The prosecution of the Dominion Wholesale Grocers' Guild on the charge of conspiracy will not be gone on with at the forthcoming Hamilton assizes, as it has been found that the agreements between the grocers and manufacturers are practically the same as those disclosed in the prosecution of the druggists at Toronto a few months ago. The druggists have appealed, and the Attorney-General's Department has decided to allow the grocers' case to stand

over until the other is settled in the court of appeal.

HERE AND THERE WITH THE TRADE.

The assets of Scannell Bros. & Cooke, grocers, Ottawa, are to be sold on the 23rd inst.

The stock of Sibbald & Stewart, Gravenhurst, was advertised for sale by auction on the 17th inst.

St. Clair Balfour, the wholesale grocer, of Hamilton, has returned from an extended visit in Winnipeg.

Joel Goodrick, Wheatley, has assigned to Arthur M. Wilson, and a meeting of creditors is called for the 23rd.

Jos. Giguere, Hebertville, has assigned, and Lefavre & Taschereau have been appointed provisional guardians.

Before the Grain Commission, Mr. L. Goldie, of Guelph, suggested that all grain elevators be put under Government control.

F. A. Wilson, grocer, St. Catharines, is making some improvements to his store. Among other things he is installing some silent salesman cases.

SALESMEN WANTED.

TWO experienced salesmen wanted on a commission basis; will be given exclusive territory. A first-class contract will be made with salesmen of good address and character who can sell high-grade specialties. Address, Toledo, Computing Scale Company, Hamilton, Ont.

CLASSIFIED LIST OF ADVERTISEMENTS.

- Baking Powder.**  
Codville-Georgeson, Ltd., The, Winnipeg  
Gillett, E. W. Co., Toronto.  
McLaren's W. D., Montreal.  
Royal Baking Powder Co., New York.
- Biscuits, Confectionery, Gum, Etc.**  
Benedict, F. L. & Co., Montreal.  
Cowan Co., Toronto.  
Gilpin-Moffat Co., The, Toronto.  
Kingsley Mfg. Co., Cincinnati.  
McLaughlin, Sons & Co., Owen Sound.  
Mooney Biscuit & Candy Co., Stratford.  
Mott, John P. & Co., Halifax, N.S.  
National Licorice Co., Brooklyn, N.Y.  
Somerville, C. R., London, Ont.  
Webb, Harry, Co., Toronto.  
White Candy Co., St. John, N.B.
- Brooms and Brushes.**  
Nelson, H. W. & Co., Toronto.  
Woods, Walter, & Co., Hamilton.
- Canned Goods.**  
Balfour, Smye & Co., Hamilton.  
Belleville Canning Co., Belleville, Ont.  
Bloomfield Packing Co., Bloomfield, Ont.  
Canadian Cannery, Hamilton.  
Lakeside Canning Co., Wellington, Ont.  
Manitoba Canning Co., Grande Pointe, Man.  
Napanee Canning Co., Napanee, Ont.  
Old Homestead Canning Co., Picton.  
Turner, James & Co., Hamilton, Ont.
- Cans, Tin.**  
Acme Can Co., Montreal.  
Carter-Crume Co., Toronto.
- Cash Sales Books.**  
Walker-Bin and Store Fixture Co., Berlin
- Cheese Cabinets.**  
Walker-Bin and Store Fixture Co., Berlin
- Cigars, Tobaccos, Etc.**  
American Tobacco Co., Montreal.  
Cote, Joseph, Quebec, Que.  
Empire Tobacco Co., Montreal.  
McDougall, D. & Co., Glasgow, Scot.  
Payne, J. Bruce, Granby, Que.  
Rock City Tobacco Co., Quebec, Que.  
Tuckett, Geo. E. & Son Co., Hamilton, Ont.
- Clothes Lines.**  
Hamilton Cotton Co., Hamilton.
- Clutch Nails.**  
Warrington, J. N.
- Cocoas and Chocolates.**  
Baker, Walter & Co., Dorchester, Mass.  
Cowan Co., Toronto.  
Dunn, Wm. H., Montreal.  
Epps, James & Co., London, Eng.  
Lowney, Walter M., Co., Boston, Mass.  
Mott, John P. & Co., Halifax, N.S.

- Peter's Chocolate, Montreal.  
Thorne, Hy. & Co., Le ds, Eng.  
Todhunter, Mitchell & Co., Toronto.
- Computing Scales.**  
Computing Scale Co., Toronto.  
Toledo Computing Scale Co., Hamilton.
- Concentrated Lye.**  
Gillett E. W. Co., Toronto.
- Condensed Milk and Cream.**  
Borden's—Wm. H. Dunn, Montreal.  
Truro Condensed Milk Co., Truro, N.S.
- Counter Check Books, Etc.**  
Allison Coupon Co., Indianapolis, Ind.  
Carter-Crume Co., Toronto.  
Crain, Rolla L., Co., Ottawa.
- Cordials.**  
Batger's, Rose & Lafamme, Montreal.
- Crockery, Glassware and Pottery.**  
British Canadian Crockery Co., Toronto.  
Gowans, Kent & Co., Toronto.  
Montreal Crockery Co., Montreal.
- Dairy Produce and Provisions.**  
Clark, Wm., Montreal.  
Dawson Commission Co., Toronto.  
Emond & Cote, Quebec, Que.  
Fearman, F. W. Co., Hamilton.  
Ingersoll Packing Co., Ingersoll, Ont.  
Long, T. & Bro., Collingwood, Ont.  
MacLaren Imperial Cheese Co., Toronto  
Montreal Packing Co., Montreal.  
Park, Blackwell Co., Toronto.  
Power, B. H., Halifax, N.S.  
Renaud, J. B. & Co., Quebec.  
Rutherford, Marshall & Co., Toronto.  
Ryan, Wm., & Co., Toronto.  
Tangany, Geo., Quebec.  
Whyte Packing Co., Stratford, Ont.
- Financial Institutions & Insurance.**  
Bradstreet Co.
- Fish.**  
Atlantic Fish Co., Lunenburg, N.S.  
Connors Bros., Black's Harbor, N.B.  
Halifax Cold Storage Co., Halifax, N.S.  
Halifax Fish Co., Halifax.  
James, F. T., Co., Toronto.  
Loggie, W. S. & Co., Chatham, N.B.  
McWilliam & Everist, Toronto.  
Millman, W. H. & Sons, Toronto.  
Nyrhup & Co., Halifax, N.S.  
Smit, T. F. & Co., Halifax, N.S.  
Windsor, J. W., Montreal.
- Flavoring Extracts.**  
Capstan Mfg. Co., Toronto.  
Crown Mfg. Co., Toronto.  
Imperial Extract Co., Toronto.

- Fly Pads.**  
Wilson, Archdale, Hamilton, Ont.
- Foreign Importers.**  
Boyd, Thos. & Co., Liverpool, Eng.  
Colbeck, Henry, Newcastle-on-Tyne, Eng.  
Doughty, A. C. & Co., London, Eng.  
Galtkell, J. H., Liverpool, Eng.  
Gregson, W. C. & Co., Liverpool, Eng.  
Little, Geo., Manchester, Eng.  
Murray, Oswald & Co., London, Eng.  
Rapp, Herman, & Co., Liverpool, Eng.  
Scott, David, & Co., Liverpool, Eng.  
Vincentelli, P. & F., Antwerp.  
Wickes, Hamilton, & Co., London, Eng.
- Fruits—Dried, Green, and Nuts.**  
Brown Bros. & Sons, Montreal.  
Davidson & Hay, Toronto.  
Dawson Commission Co., Toronto.  
De Y Barrondo, J. V. & Co., Bordeaux, France.  
Finkle & Ackerman, Belleville, Ont.  
Georgian Bay Fruit Growers, Ltd., The, Thornburg, Ont.  
Gibb, W. A. & Co., Hamilton.  
Gillard, W. H. & Co., Hamilton, Ont.  
Griffin & Skelle Co., San Francisco.  
Hilborn, W. W., Leamington, Ont.  
James, F. T., Co., Toronto.  
Kinross, Thos. & Co., Toronto.  
Lucas, Steele & Bristol, Hamilton.  
McWilliam & Everist, Toronto.  
Ozo, The Company, Montreal.  
Ratray, D., & Son, Montreal.  
Robinson, O. E., Ingersoll.  
Rosenberg Bros. & Co., San Francisco, Cal.  
Segalerra Jose, Malaga, Spain.  
Smith, E. D., Winona, Ont.  
Stringer, W. B. & Co., Toronto.  
Tippet, A. P. & Co., Montreal.  
Turner, James, & Co., Hamilton.  
Walker, Hugh, & Son, Guelph.  
Warren Bros. & Co., Toronto.  
White & Co., Toronto.
- Gelatine.**  
Cox, J. & G., Edinburgh, Scotland.  
Nicholson & Brook, Toronto.
- Grain, Flours and Cereals, Seeds.**  
Alexander Milling Co., Ltd., Brandon.  
Battle Creek Health Food Co., Battle Creek, Mich.  
Brown, Alex., Milling & Elevator Co., Portage la Prairie, Man.  
Genest, C. O., & Fils, Sherbrooke, Que.  
Georgian Bay Milling and Power Co., Meaford, Ont.  
Greig, Robert, Co., Toronto.  
Hamilton Saratoga Chip Co., Hamilton.  
Kirouac, Nap. G. & Co., Quebec.

- Leitch Bros, Oak Lake, Man.  
Mackay, J. Co., Ltd., Bowmanville, Ont.  
McFall, A. A., Bolton, Ont.  
McIntosh, P. & Son, Toronto.  
M-Leod Milling Co., Stratford, Ont.  
Nicholson & Bain, Winnipeg.  
Nicholson & Brook, Toronto.  
Noble, R. bt. Norwich, Ont.  
Paradis, C. A., Quebec.  
Parkinson Cereal Co., Thornbury, Ont.  
Picher, Eugene & Co., Quebec.  
Peterboro' Cereal Co., Peterboro', Ont.  
Quaker Oats Co., Chicago.  
Quance Bros., Delhi, Ont.  
Rennie, Wm., Montreal.  
Snider, E. W. B., St. Jacobs, Ont.  
Tanguay, Alf. T. & Co., Quebec.  
Taylor, T. H., Co., Ltd., Chatham.  
Western Canada Flour Mills Co., Toronto  
Western Cereal Co., Winnipeg, Man.  
Wilson, Wm. Co., Tillsonburg, Ont.  
Wilson, Wm., Indian Head, Sask.  
Woodstock Cereal Co., Woodstock, Ont.
- Grocers—Wholesale.**  
Balfour, Smye & Co., Hamilton.  
Bourque, T. A. & Co., Montreal.  
Codville-Georgeson Co., Winnipeg.  
Colson, C. E. & Son, Montreal.  
Davidson & Hay, Toronto.  
Eby, Blain Co., Toronto.  
Eckardt, H. P. & Co., Toronto.  
Gillard, W. H. & Co., Hamilton.  
Grant, Joseph, Ottawa, Ont.  
Kinross, T. & Co., Toronto.  
Lucas, Steele & Bristol, Hamilton.  
Northwest Jobbing & Commission Co., Lethbridge, Alta.  
Turner, James, & Co., Hamilton.  
Warren Bros. & Co., Toronto.
- Grocers' Grinding and Packing Machinery.**  
Coles Mfg. Co., Philadelphia, Pa.  
Enterprise Mfg. Co., Philadelphia, Pa.  
Fisher, A. D. Co., Toronto.  
Sprague Canning Machinery Co., Chicago
- Infants' Foods.**  
Keen, Robinson & Co., London, Eng.
- Interior and Exterior Store Fittings.**  
Walker Bin and Store Fixture Co., Berlin
- Jams, Jellies, Etc.**  
Batger's—Rose & Lafamme, Montreal.  
Goodwillie's—Rose & Lafamme, Montreal  
Smith, E. D., Winona, Ont.  
Southwell & Co.—Frank Magor & Co., Montreal.  
Upton, Thos. & Co., Hamilton.  
Wagstaffe Limited, Hamilton, Ont.

- Manufacturers' Agents, & Commission Merchants.**  
Adam, Geo., & Co., Winnipeg.  
Adamson, J. T., Montreal.  
Ashley & Lightcap, Winnipeg.  
Carman, Joseph, Winnipeg.  
Carrier, P. W., Quebec.  
Clift, Thos. B., St. John's, N.B.  
Cream, R. F., & Co., Quebec.  
Dawson Commission Co., Tor.  
Dominion Brokerage Co., Os.  
Dunn, Wm. H., Montreal.  
Gordon, Grant & Co., Port of Gorbham, J. W. & Co., Halifax.  
Haszard, Horace, Charlottet.  
Hughes, A. J., Montreal.  
Kyle & Hooper, Toronto.  
Lambe, W. G. A., & Co., Tor.  
MacLaren Imperial Cheese C.  
Maiden, J. H., Montreal.  
Millman, W. H., & Sons, Tor.  
Moose Jaw Fruit & Produce Jaw.  
Nicholson & Bain, Winnipeg.  
Radford, Herbert, Winnipeg.  
Rutherford, Marshall & Co., Ryan, Wm., Co., Toronto.  
Scott, Bathgate & Co., Win.  
Stevens, H. J., Montreal.  
Tanguay, Alf. & Co., Quebe.  
Taylor, W. A., Winnipeg.  
Thompson, G. B., Winnipeg.  
Tippet, A. P. & Co., Montre.  
Watson, Stuart, Winnipeg.  
Wiseman, R. B. & Co., Wini.
- Matches.**  
Improved Match Co., Montr.
- Mince Meat.**  
Capstan Mfg. Co., Toronto.  
Clark, Wm., Montreal.

- A**  
Acme Can Works .....  
Adam, Geo. & Co. ....  
Adamson, J. T., & Co. ....  
Albert Soaps .....  
Alexander Milling Co. ....  
Allison Coupon Co. ....  
American Cereal Co. ....  
American Tobacco Co. ....  
Antitis Pepper Co. ....  
Ashley & Lightcap .....  
Atlantic Fish Co. ....

- B**  
Baker, Walter & Co. ....  
Balfour, Smye & Co. ....  
Battle Creek Health Food C.  
Belleville Canning Co. ....  
Belleville Pottery Co. ....  
Bell Telephone Co. ....  
Benedict, F. L. & Co. ....  
Bickle, J. W. & Greening...  
Blue Ribbon Tea .....  
Bourque, T. A., & Co. ....  
Bowser, S. F. & Co., Inc. ....  
Boyd, Thos., & Co. ....  
Bradstreet's .....  
Braid, Wm., & Co. ....  
Brampton Milling Co. ....  
British America Assurance  
British Canadian Crockery (.  
Brown, Alex. Milling Co. ....  
Brown, Joseph & Sons .....  
Business Systems Limited ..

- C**  
Campbell's, R. Sons. ....  
Canada Map & Exchange ..  
Canada Paper Co. ....  
Canada Sugar Refining Co. ....  
Canadian Cannery .....  
Canadian Press Clipping Bu.  
Canadian Salt Co. ....  
Canadian Shredded Wheat (.  
Canadian Manufacturing Co.  
Carman, Joseph .....  
Carter-Crume Co. ....  
Ceylon Tea .....  
Chaput, L., Fils & Cie .....  
Chase & Sanborn .....  
Church & Dwight .....  
Clark, Wm. ....  
Clift, Thos. B. ....  
Codville-Georgeson Co. ....  
Colbeck, Henry .....  
Coles Manufacturing Co. ....  
Collier Bros. ....  
Colson, C. E. & Son .....  
Computing Scale Co. ....  
Confederation Life Associat.  
Connors Bros. ....  
Copeland-Chatterson Co. ....  
Cote, Joseph .....  
Cowan Co. ....  
Cox, J. & G. ....  
Crain, Rolla L., Co. ....  
Cream, R. F. & Co. ....  
Crown Mfg. Co. ....

- D**  
Davenport, Percy P. ....  
Davidson & Hay .....  
Dawson Commission Co.  
De Y Barrondo, J. V., & Co.,  
Dominion Brokerage Co. ....  
Dominion Milling Co. ....  
Doughty, A. G. & Co. ....  
Dunn, Wm. H. ....
- E**  
Eby, Blain Co. ....  
Eckardt, H. P., & Co. ....  
Edwardsburg Star & Co. ....  
Emond & Cote. ....

THE CANADIAN GROCER

Manufacturers' Agents, Brokers and Commission Merchants.

Adam, Geo., & Co., Winnipeg, Man.  
 Adamson, J. T., Montreal.  
 Ashley & Lightcap, Winnipeg.  
 Carman, Joseph, Winnipeg, Man.  
 Carrier, P. W., Quebec.  
 Clift, Thos. B., St. John's, Nfld.  
 Cream, R. F., & Co., Quebec, Que.  
 Dawson Commission Co., Toronto.  
 Dominion Brokerage Co., Calgary, Alta.  
 Dunn, Wm. H., Montreal and Toronto.  
 Gordon, Grant & Co., Port of Spain, Trin.  
 Gorham, J. W., & Co., Halifax, N.S.  
 Hazard, Horace, Charlottetown, P.E.I.  
 Hughes, A. J., Montreal.  
 Kyle & Hooper, Toronto.  
 Lambe, W. G. A., & Co., Toronto.  
 MacLaren Imperial Cheese Co., Toronto  
 Maiden, J. H., Montreal.  
 Millman, W. H., & Sons, Toronto.  
 Moose Jaw Fruit & Produce Co., Moose  
 Jaw.  
 Nicholson & Bain, Winnipeg.  
 Radford, Herbert, Winnipeg.  
 Rutherford, Marshall & Co., Toronto.  
 Ryan, Wm., Co., Toronto.  
 Scott, Bathgate, & Co., Winnipeg.  
 Stevens, H. J., Montreal.  
 Tanquay, Alf., & Co., Quebec.  
 Taylor, W. A., Winnipeg.  
 Thompson, G. B., Winnipeg, Man.  
 Tippet, A. P., & Co., Montreal.  
 Watson, Stuart, Winnipeg, Man.  
 Wiseman, R. B., & Co., Winnipeg.

Matches.

Improved Match Co., Montreal.

Meat Meats

Capstan Mfg. Co., Toronto.  
 Clark, Wm., Montreal.

Fearman, F. W., Co., Montreal.  
 Lytle, T. A., Co., Toronto.  
 Nicholson & Brock, Toronto.  
 Wethey J. H., St. Catharines.

Office Supplies.

Copeland-Chatterton Co., Toronto.  
 Crain, Rolla L., Co., Ottawa.  
 Luxfer Prism Co., Toronto.  
 Universal Systems, Toronto.

Oils.

Queen City Oil Co., Toronto.

Oil Tanks.

Bowser, S. F., & Co., Toronto.

Pass Books, Etc.

Allison Coupon Co., Indianapolis, Ind.

Pickles, Sauces, Relishes, Etc.

Capstan Mfg. Co., Toronto.  
 Crown Mfg. Co., Toronto.  
 Douglas, J. M., & Co., Montreal.  
 Gillard's Pickles, London, Eng.  
 Holbrook & Co., London, Eng.  
 Hudson, Hebert & Co., Montreal.  
 Lytle, T. A., Co., Toronto.  
 Paterson's—Rose & Laflamme, Montreal.  
 Purnell, Webb & Co., Bristol, Eng.  
 Sutton, G. F., Sons & Co., Ontario, Ont.  
 Taylor & Pringle, Owen Sound, Ont.

Polishes—Metal.

Oakey, John, & Sons, London, Eng.

Polishes—Stone.

Nickel Plate Polish Co., Chicago.  
 James' Dome, W. G. A. Lambe & Co.  
 Toronto.  
 Morse Bros., Canton, Mass.

Refrigerators.

Eureka Refrigerator Co., Toronto.

Salt.

Canadian Salt Co., Windsor, Ont.  
 Gray, Young & Sparling, Wingham, Ont.  
 Mason & Hickey, Winnipeg, Man.  
 Toronto Salt Works, Toronto.

Soap.

Albert Soaps, Montreal.  
 Guelph Soap Co., Guelph, O. T.  
 Royal Crown Limited, Winnipeg, Man.  
 Welcome Soap Co., The, St. John, N.B.

Soda—Baking.

Church & Dwight, Montreal.

Starch.

Edwardsburg Starch Co., Cardinal, Ont.  
 St. Lawrence Starch Co., Port Credit.

Stoneware.

Belleville Pottery Co., Belleville, Ont.

Stock Food.

International Stock Food Co., Toronto.

Sugars, Syrups and Molasses.

Canada Maple Exchange, Montreal.  
 Canada Sugar Refining Co., Montreal.  
 Crosby, The Molasses Co., St. John, N.B.  
 Dominion Molasses Co., Halifax, N.S.  
 Edwardsburg Starch Co., Cardinal, Ont.  
 Lucas, Steele & Bristol, Hamilton.  
 St. Lawrence Sugar Refining Co.,  
 Montreal.  
 "Sugars" Limited, Montreal.  
 Tippet, A. P., & Co., Montreal.  
 Wallaceburg Sugar Co., Wallaceburg.

Teas, Coffees, and Spices

Balfour, Smye & Co., Hamilton.  
 Braid, Wm., & Co., Vancouver, B.C.  
 Ceylon Tea Traders Ass'n.  
 Chase & Sanborn, Montreal.  
 Codville-Georgeson Co., Winnipeg  
 Crown Mfg. Co., Toronto.  
 Ewing, S. H. & Sons, Montreal.  
 Gillard, W. H., & Co., Hamilton.  
 Greig, Robt. Co., Toronto.  
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 Truro Condensed Milk Co., Truro, N.S.  
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