

CANADIAN GROCER

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

Montreal: 781-783 Eastern Townships Bank Bldg.
London, Eng.: 20 Fleet St., E.C.

Toronto: 145-147 University Ave.

Winnipeg: 201 Union Bank Building
New York: Rooms 1129-1131, 149 Broadway.

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, OCTOBER 14, 1910

NO. 41.

All the World Loves a Winner
AND

KEEN'S



OXFORD

BLUE

has proved a world winner because of its satisfaction-giving qualities. Keen's goes further than any other blue, and is just the line to handle to build up the trade you are after—the steady family trade. See to the stocking of your shelves. For sale by all the Canadian jobbing trade.

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

Agents for the Dominion of Canada

DRIVE THESE TANDEM

BENSON'S

"Prepared" Corn
STARCH

and

EDWARDSBURG

"Silver Gloss"
STARCH

They are the leading Laundry and Cooking Starches in Canada, and are noted for their purity and ease in handling. Moreover, they leave a "worth while" profit for the dealer. Order from your jobber.

EDWARDSBURG STARCH CO., LIMITED

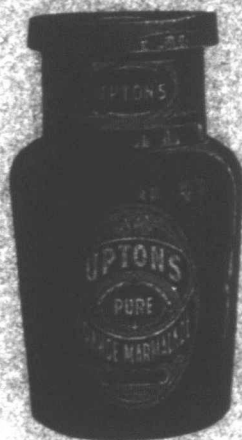
ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

The Best Proposition!



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

UPTON'S Jams, Jellies and Marmalade

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

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

ORDER TO-DAY THROUGH YOUR JOBBER

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

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

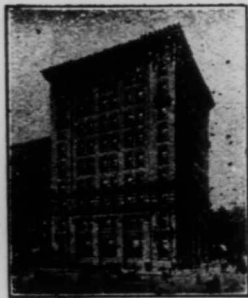
Codou's Macaroni

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. “Codou's”—that is the name to think of when the best is wanted.

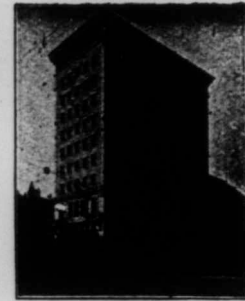
Arthur P. Tippet & Co.
Agents

8 Place Royale, Montreal 84 Victoria St., Toronto



Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

<p>R. B. Colwell BROKER HALIFAX, N.S. REPRESENTING LEADING MANUFACTURERS, SUCH AS E. D. Smith Lowneys Toblers</p>	<p>W. S. CLAWSON & CO. Manufacturers' Agents and Grocery Brokers. Warehousemen ST. JOHN, N.B. Open for a few more first-class lines.</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</p>
<p>J. W. GORHAM & CO. JERUSALEM WAREHOUSE, HALIFAX, N.S. Manufacturers' Agents and Grocery Brokers WAREHOUSEMEN can give close attention to few more first-class agencies. Highest references.</p>	<p>"Good Luck" This is the brand of our Valencia Raisins, now in transit. They will turn out true to name.</p>	<p>ON SPOT Fresh Cracked Bordeaux Whole, Halves and Broken Shelled Walnuts Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>FOR SALE Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order. J. T. ADAMSON & CO. Customs Brokers and Warehousemen 27 St. Sacramento Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>W. H. Millman & Sons Wholesale Grocery Brokers TORONTO NEWFOUNDLAND T. A. MACNAB & CO. ST. JOHN'S, NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS Importers and exporters. Prompt and careful at- tention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A. B. C, 5th edition, and private.</p>	<p>NOTICE TO MANUFACTURERS We WILL SELL your goods to your satisfaction—write us. The HARRY HORNE CO. Grocery Brokers, Manufacturers' Agents and Importers 309-311 King St. West, Toronto</p> <p>WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, MAN. Domestic and Foreign Agencies Solicited.</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Representing Morris Packing Co. Pork and Lard—Finest Quality</p>	<p>G. G. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p>—WINNIPEG— H. G. SPURGEON Wholesale Broker and Manufacturers' Agent United Kingdom and Foreign Agencies Solicited. 230 Chambers of Commerce. P.O. Box 1812</p>
<p>WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our posi- tion is your opportunity. SASKATOON, WESTERN CANADA</p>	<p>W. G. A. LAMBE & CO. TORONTO Grocery Brokers and Agents. Established 1885</p>	<p>DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. We sell direct from the Manufacturer to the Retail Track connection with all Railroads.</p>
<p>BUCHANAN & AHERN Wholesale Commission Merchants and Importers QUEBEC, P.Q. Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc. Correspondence Solicited. P.O. Box 29</p>	<p>Canadian Manufacturers and Exporters Are you aware of the fact that there are 44 millions Irishmen prepared to buy Canadian Goods? Don't you want some of this business? You can get into touch with 5,000 distributors every week by advertising in THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES' JOURNAL, the best known general store and grocery paper in Ireland. Write for sample copy and particulars to 10, Garfield Chambers, Belfast, Ireland</p>	<p>90,000 People Think of the amount of PORK and LARD there is consumed in this centre. Are you repre- sented here, Mr. Packer? I am open to consider a first class American or Canadian agency.</p>
<p>M. Allan Deans GROCERY BROKER AND MANUFACTURERS' AGENT Bank of Hamilton Chambers - 34 Yonge Street Domestic and Foreign Agencies Solicited.</p>	<p>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</p>	<p>A. FRANCOIS TURCOTTE Room 16, Minor Block QUEBEC In Quebec City</p>

Ready for Fall Shipping—

J. F. EBY, President
HUGH BLAIN, Vice-President

We now have our first shipments of all lines of fall goods in stock. We can make immediate shipment of

New Currants **New Figs**

New Raisins Table and Valencia **New Shelled Almonds**

Have you seen "Angelus" Marshmallows and our line of Pascall's English Confectionery?

Send us your orders

EBY-BLAIN, LIMITED

Wholesale Grocers, - - - - TORONTO

Sell Tea That Has Quality

"RAM LAL'S PURE TEA"

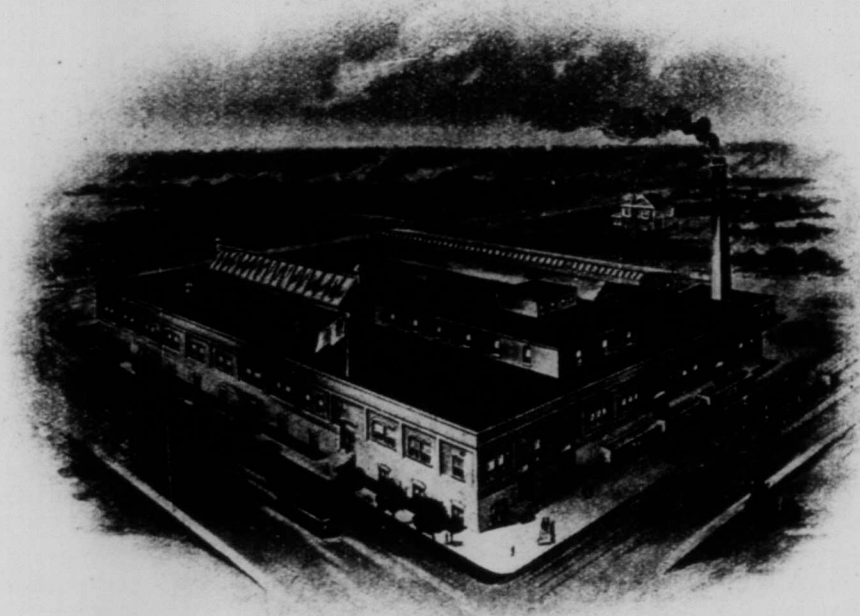
It meets the exacting taste of better-class tea-buyers.

Has distinctive character to maintain a permanent high class trade.

It is most carefully selected and blended.

The Ram Lal's Pure Tea Co., Limited

MONTREAL, : : : : CANADA



THE MOST MODERN AND UP-TO-DATE FRUIT PRESERVING FACTORY IN CANADA

WAGSTAFFE'S

Pure Jams, Jellies, Marmalade, Mince Meat,
Fine Old English Plum Puddings and Sealed
Fruits, Etc.,

have been awarded the highest Diploma at Ottawa Exhibition and a special Medal at Winnipeg.

Ask your wholesale houses for our list of new Specialties, comprising Preserved Ginger, Green Fig Marmalade, Ginger Marmalade, Fruit in Jelly flavored with wine, Apricot Conserve, Pulled Green Figs, Apricots in heavy syrup in glass. These are splendid lines for up-to-date grocers to handle.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON

You make better profits on the better grade peas



INSTEAD of selling imported French Peas to supply the demand for better grade peas, sell our Extra Fine Sifted (Petits Pois) Sweet Wrinkle Extra Sifted and Early June Sifted.

Not from sentimental or patriotic reasons, but because they will yield you a better profit, give your customers much greater satisfaction and help to increase the demand for the more profitable higher grade peas.

That vivid green color which makes some lines of imported French Peas look so pretty is produced by Sulphate of Copper—a chemical that is not only very injurious to health, but which kills the true flavor of the peas.

We never use sulphate of copper or any other coloring chemicals in our canned peas.

Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted and Early June Sifted are thoroughly sterilized, the very pick of the pack, fine, tender, and of exquisite flavor.

You can materially increase your profits and your reputation by pushing these lines. Try it.

Dominion Cannery, Limited
Hamilton, - - - Canada

'REPEATS'—the order of the day!



No more convincing proof could be produced of the sterling merit of

BRAND'S ESSENCE OF BEEF

than the fact that in a number of instances where this product has been introduced to the Grocers of the Dominion, repeat orders have poured in.

The reason is not far to seek. Brand's Essence of Beef is unlike the meat extracts you are familiar with, and is on a plane by itself as a food for invalids and convalescents.

Every bottle or tin sold RECOMMENDS ITSELF and creates further custom, and the profit for the dealer is an excellent one.

Don't imagine it is out of your line. Although it is sold in immense quantities by druggists, a much larger quantity is handled through grocery stores. We, on our part, are doing all we can to help YOU to dispose of Brand's specialties.

Don't lag behind! Here's a splendid opportunity for further profit making



WRITE FOR DETAILS TO-DAY

T. O. BAXTER, 25 Front Street East, TORONTO

H. HUBBARD, 27 Common Street, MONTREAL

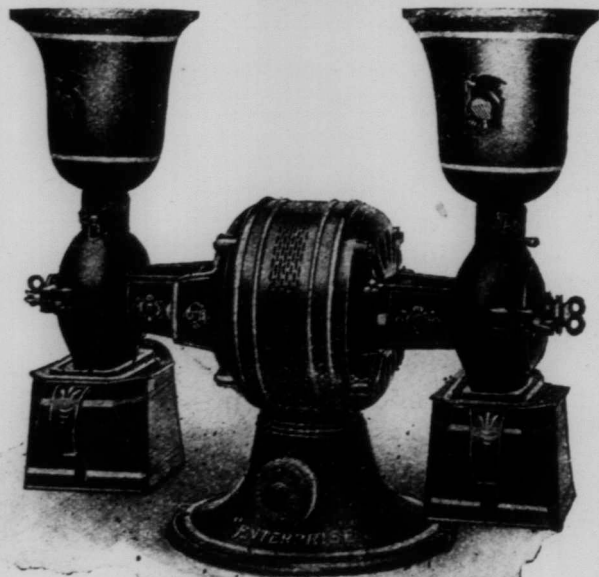
BRAND & CO., Limited

Purveyors to
H.M. the King

London, Eng.

"ENTERPRISE"

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



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

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

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

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

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U.S.A.

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

IMPORTANT NOTICE

ST. LAWRENCE GRANULATED SUGAR

Is now packed only in machine sewn

SEPARATE BAGS

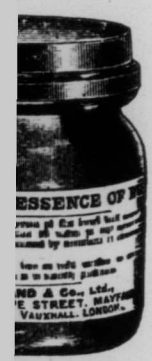
A fine cotton bag enclosed in an extra heavy jute bag. These can be taken off separately. The machine sewing prevents the bags being tampered with in transit, and is a guarantee that the sugar is delivered as it left the Refinery.

The St. Lawrence Sugar Refining Co'y, Limited
Montreal, Que.

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BEEF



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Pa.

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Francisco

The makers of Oxo are the originators of Concentrated Beef Foods

ESTABLISHED 1865.

FLUID
(IN
BOTTLES)

OXO

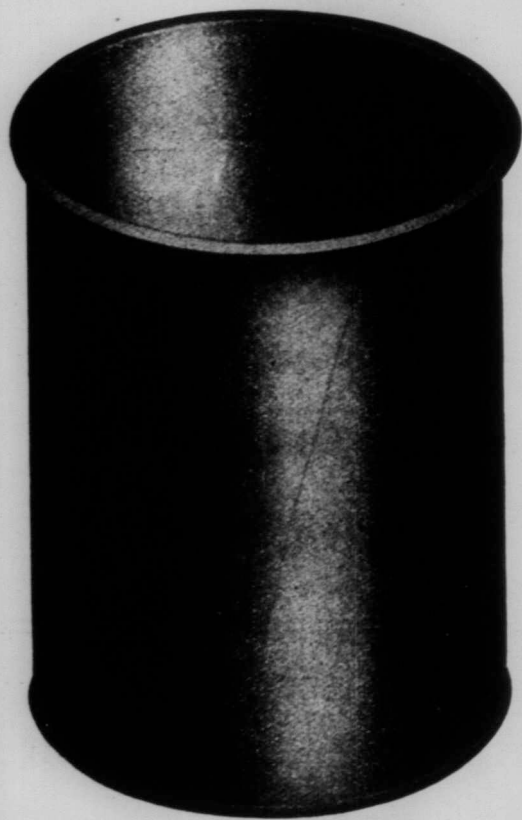
CUBES
(IN TINS)

These articles will be pushed this winter by a strong original advertising campaign. Get your share of the trade. Our organization is at your disposal. Let us hear from you.

CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO
52 Nicholas Street, OTTAWA

334 Clarence Street, LONDON, ONT.
41 Common Street, : MONTREAL



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

Adapt the **Opening** to the size of the **Tomato**, not the **Tomato** to the size of the **Opening**.

Pack **Whole Tomatoes**, not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Amis Patent

**THE GREAT
BAKERY
QUALITY
BUILT**



From a tiny shop in 1858 to this mammoth plant—the largest biscuit and candy manufactory in Canada, the most modern on this continent—growth due to **QUALITY** and square-deal methods

JERSEY CREAM SODAS and FANCY SWEET BISCUITS

McCormick's Biscuits are made from Best Blended Flour, First Quality June Creamery Butter, Fresh, Sweet, Whole Milk, Pure Sugar, etc.

Great numbers of discriminating American women-visitors to Canada have pronounced McCormick's Jersey Cream Sodas vastly superior to the American Crackers. They have even insisted on the factory shipping a supply to their grocers, stating that they were willing to pay the duty if, by so doing, they could enjoy such a luxury.

We have appreciated the confidence and assistance of the Grocery Trade in Canada in placing our biscuits before the consumers, and hope still further to merit your approval in our present efforts to assist your sales of our biscuits by advertising them extensively amongst the consumers. We hope you will keep on hand a good supply of these lines.

**McCORMICKS
OF LONDON**

PROMPT DELIVERY FROM OUR
WAREHOUSES AT

**Montreal Ottawa Kingston
Hamilton Winnipeg Calgary**

NATION'S CUSTARD POWDER

Noted
for its Flavor and Purity.

Attractively Packed
in Large 5c. Packets, and in half-
pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

Your biggest asset

THE drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT

It is absolutely safe, better and cheaper than electricity or gas and safer than coal oil and candles.

Special prices direct to merchants.

Get our circular.

MacLaren & Co., Merrickville, Ont.

AGENTS WANTED.



"Kootenay" Brand

JAMS and
JELLIES
in Bottles and Tins

You have our unqualified guarantee of purity and freshness back of every bottle of "KOOTENAY" PRESERVES you sell.

Kootenay Fruits have a deservedly high reputation for quality, and only the very choicest of these fruits and the purest Cane Sugar are employed in the manufacture of "Kootenay" Jams. The whole process is carried on in a special, up-to-date and sanitary plant, which ensures the fruit remaining whole after boiling, and retains to a remarkable degree the natural flavor of the fruit. See to your stocks and feature our 5-lb. tins. There's profit and reputation in handling KOOTENAY BRAND.

Donnelly, Watson & Brown, Limited

AGENTS

CALGARY and VANCOUVER

Poulton & Noel's
Meats in glass are obtainable in great variety and are of particular quality and attractiveness.



A little attention to these goods will prove this.

Rose & Laflamme, Ltd., Montreal and Toronto

Canadian Selling Agents

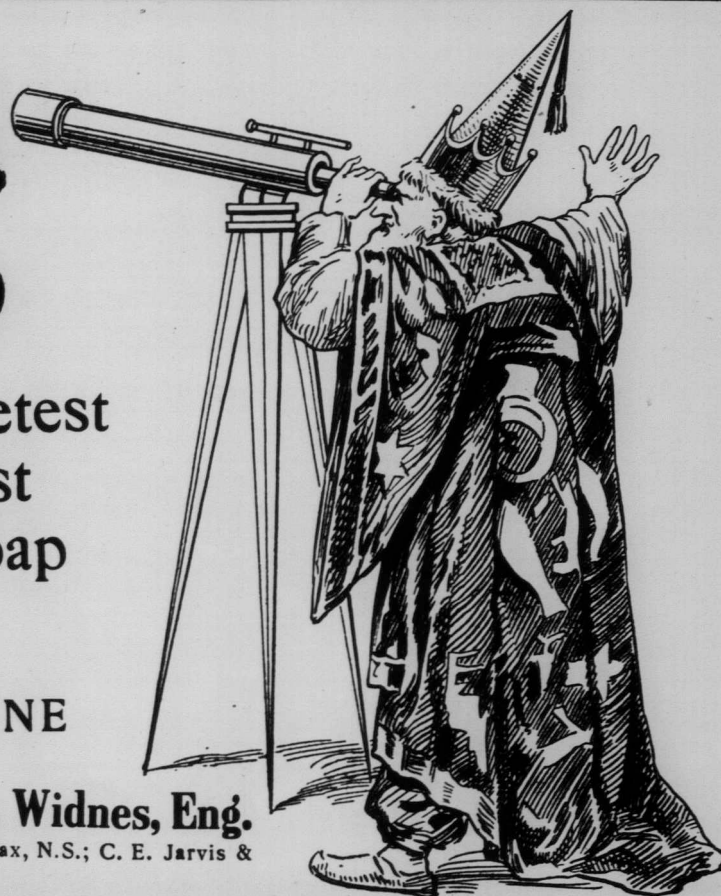
Gossages' Magical Soap

The Best, The Sweetest
and The Cheapest
Free Lathering Soap
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the **best** and **most perfect**. To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best
sellers are

*"Eagle Brand" Condensed Milk
and "Peerless Brand" Evaporated Cream.*

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver,
Victoria, Nelson and Calgary.



"Ontario" Lantern Footwarmer!

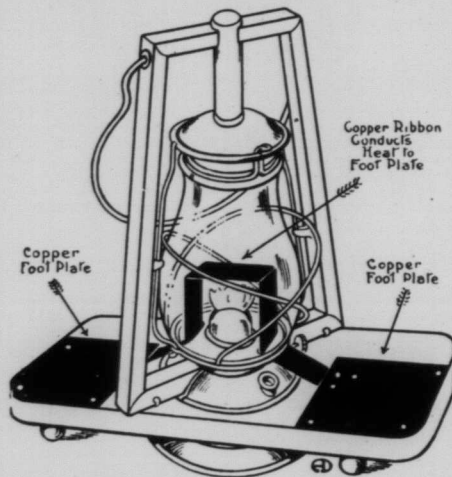
No More Cold Feet

The

Entire Body Kept Warm

Also

A Light Whenever Needed



Indispensable

To

Farmers, Doctors ; Travellers

No

Danger to Lap Robes

A Novelty! Useful!! and A Seller!!!

Have YOU seen one? For sale by all Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Ltd., Hamilton, Ont.



Do you want increased business in Baked Beans ?

If so, write us for prices and information
regarding

Balaklava Brand Baked Beans

Satisfied customers are our biggest asset.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. O. Hannah, London, Ont.; G. Wallace Weese, Hamilton;
H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.



VALENCIA RAISINS

You will find the raisins packed by Mahiques, Domenech & Co., Denia, Spain, to be of a consistently reliable quality. Their well-known brands are:

Beaver Brand—Special Fancy Quality.
W. Abel Brand—Of Standard Quality.

SPECIFY **"BEAVER"** FOR FANCY QUALITY.
"W. ABEL" FOR STANDARD QUALITY.

JOSÉ SEGALERVA

MALAGA, SPAIN

TABLE RAISINS

This packer's name on any style package of Malaga Table Raisins (or Blue Fruit) is a guarantee that the contents are fully equal in every respect to the grade and quality specified on the outside of the box. You cannot go wrong in ordering and featuring Segalerva's Malaga Table Raisins.

**PRICES MAY BE OBTAINED FROM
YOUR WHOLESALER.**



Rose & Laflamme
Limited
Montreal - Toronto



EVERY
CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good
Stock of
St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

MADE IN CANADA

You want a new supply of Stationery
for your office?

Well! You want good paper. That's
one sure thing!

**SUPERFINE
LINEN RECORD**

is the best for Letter Heads, Blank
Books, Loose Leaf Forms, etc.

SAMPLES ON REQUEST.

THE ROLLAND PAPER COMPANY, LIMITED

HIGH-GRADE PAPER MAKERS

GENERAL OFFICES:
53 St. Sulpice Street
MONTREAL, P.Q.

MILLS AT
St. Jerome, P.Q.

Your particular customers
will be delighted with their flavor and freshness.

**QUEEN
QUALITY
PICKLES**



They are a line that
reach you always in
perfect condition,
and are made from the
finest vegetables and other ingredients only. Put up in 10-oz.
and 20-oz. bottles. Send to-day for discounts and prices.

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

OK

ENGLAND'S
LEADING
FRUIT SAUCE

25 years' reputation, and the only
sauce backed up by a purity guar-
antee of

1000 GUINEAS

Sells at 15 cents and 25 cents
BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers

LONDON, ENG.

Sole Canadian Agents

S. T. NISHIMURA & CO.
MONTREAL

SUB-AGENTS:-

Toronto, Ont.—Geo. Stanway & Co
Hamilton, Ont.—James Somerville
Ottawa, Ont.—H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.
 Accurate in Weight. Pleasing to the Eye.
 It pays to buy a Perfection Cutter.
 It is built to last; made substantial and strong.
 It prevents overcuts, scraps and waste.
 It saves its cost in time, labor and money in less than twelve months.

Patented and Manufactured by
The American Computing Co. of Canada
 Hamilton, - Ontario
 SOLD BY THE WHOLESALE GROCERS.

CREST BRAND OLIVES

When you are handling "Crest"
 Brand you are sell-
 ing the real **quality**
 article, and can be
 sure
 that
 there
 are
 no
 culls
 or
 blight-
 ed
 fruit under our label.



Just the line to recommend to your
 particular customer. Your jobber can
 supply you; if he can't, write us direct.
Canada Spice and Grocery Co., Ltd.
 London, Ont.

"KITCHENER" BRAND
 OF
CANNED GOODS

At this time of year this
 subject should have your
 consideration.

WE ARE PACKERS of full
 lines of FRUITS and VEG-
 ETABLES, and guarantee
 the quality of all goods.

*Write us before placing
 your order.*

**The Oshawa Canning
 Co., Limited**

OSHAWA : : ONTARIO

Say, brother Grocer, are you carrying

SNAP?

THE MAGIC HAND CLEANER

which is without a rival for chasing grease, paint,
 dirt and tar from soiled hands.

SNAP SELLS AT SIGHT

is antiseptic, beneficial to the skin, and leaves
 you a good margin of profit.

Order from your jobber.



**Snap Co.
 Limited**

Montreal

In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

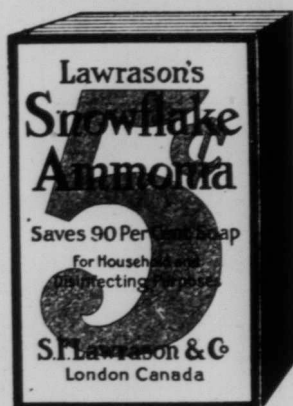
WINDSOR BUTTER SALT

Practically every pound of prize-winning butter at Dairy Exhibitions is made with "Windsor" salt.

No other salt is good enough. No other salt sells.

THE
CANADIAN SALT CO.
LIMITED
Windsor, - - - Ont.

The Only 5 Cent Package of Powdered Ammonia



We are telling your customers, in a vigorous advertising campaign, about the saving they can effect by using Snowflake Ammonia

Are You Selling It?

The people WILL HAVE Snowflake Powdered Ammonia. NONE of the various substitutes for Snowflake are equal to it in cleansing properties—but they

ALL COST MORE. Your customers WILL BUY IT where they know they can get it. Protect your trade by ordering Snowflake NOW. The profit is good.

S. F. Lawrason & Co.
London, Ontario.

The Demand for **SAUERKRAUT**
is daily increasing

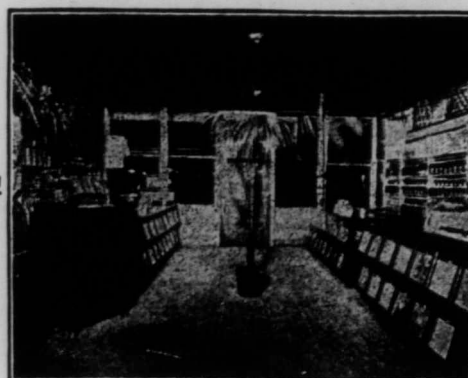
ASK
FOR
QUOTATIONS



SHIPMENT
OCT.
TILL
SPRING

Place your order early

CANNING DEPARTMENT
ONTARIO SEED CO., Successors, WATERLOO, ONT.



A Strong Combination :

UTILITY CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the
Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario

Healthful and Delicious

Telfer's Graham Wafers



There's nothing in the biscuit line quite so appetising and seductive in flavor as **Telfer's Graham Wafers**. They are real favorites at 10c. a packet, and are a line every Grocer should handle and recommend. Look after your profit-making by featuring our wafers.

We also make all kinds of high-grade and dainty biscuits.

Toronto Winnipeg Hamilton Fort William

TELFER BROS., Limited, COLLINGWOOD, ONT.

Wake Up!!! and Sell Baird's Sauce



"The
Best

of All
Sauce"

Agents:—Maclure & Langley, Ltd. 12 Front Street East, Toronto—604
Lindsay Building, Montreal: W. L. McKenzie & Co., Winnipeg;
R Robertson & Co., Vancouver and Victoria.

ASEPTO SOAP POWDER

"The Enemy of Dirt"

Whether for washing clothes or for house-cleaning, "ASEPTO" will be found the most effective, quickest and most economical soap on the market. Recommend "ASEPTO"—its qualities only want to be known—and you will be astonished how it sells.

Leaves you a good profit. Write us.

Asepto Mfg. Co., St. John, N.B.

Agents—Rose & Laflamme, Ltd., Montreal

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

Tartan BRAND

IN STORE:

New Malaga Raisins, Clusters and Loose Muscatels.
 New Shelled Almonds, Valencias and Jordans.
 New Table Figs.
 New Valencia Raisins.
 New California Peaches, Apricots and Nectarines.
 New Peels, Drained and Candied.
 New Labradors and Holland Herrings.
 Codfish, all lines.

Ask for Phone 3595—connects you with all our lines.

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

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

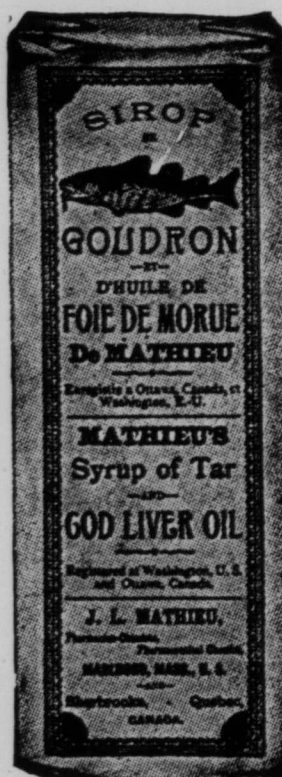
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them:—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
 Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
 Winnipeg, Edmonton, Vancouver.
 L. Chaput, Filz & Cie., Wholesale Depot, Montreal.

"CANADA FIRST"

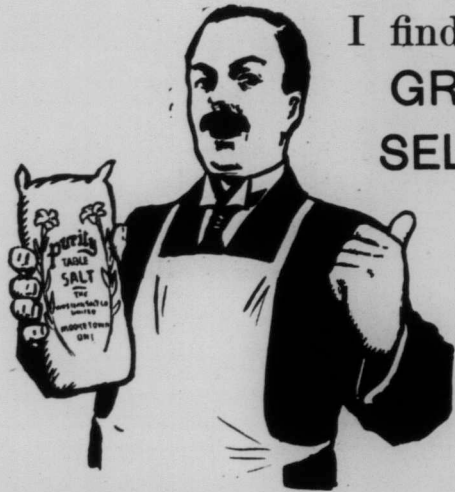


EVAPORATED CREAM

The most perfect substitute for Fresh purity and quality of every can of unreservedly guaranteed. Order from your jobber.

Cow's Milk it is possible to obtain. The "Canada First" Milk are absolutely and

THE AYLMEY CONDENSED MILK CO., LTD. AYLMEY, ONT. Head Offices, Hamilton, Ont.



I find this a
**GREAT
SELLER**

PURITY SALT

It is pure. The women say it is the most satisfactory salt they know of
The Western Salt Company, Limited
MOORETOWN, ONTARIO

MASONS WORCESTERSHIRE SAUCE

A line you can
handle with profit

Without a doubt the finest relish on the market, for use with fish, flesh or fowl, is

MASONS WORCESTERSHIRE SAUCE

It retails at 10 cents a bottle, leaving a good margin for the dealer. Prepared from the choicest ingredients only, and bottled in our up-to-date sanitary factory—a model of cleanliness.

*Send for samples
and prices.*

**MASONS
LIMITED**
25 Melinda Street
TORONTO

On the lookout for the better-
class trade?

Then be wise to your own
interests and feature

PURNELL'S Pickles, Sauces and Pure Malt Vinegar



They have proved throughout the Dominion the most ready and profitable sellers of any imported line. Our Watchword is Quality and Right Packing.

Order through your
Jobber.



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STOVE POLISH

A good demand now sets in for stove polish; stoves, etc., coming into general use for the fall and winter season.

JAMES DOME BLACK LEAD

is the old reliable polish that can be depended on every time to give entire satisfaction.

Works Well.

Sells Well.

Pays Well.

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

THE WORTH OF
WHITE SWAN

PERFUMED **100%** POWDERED

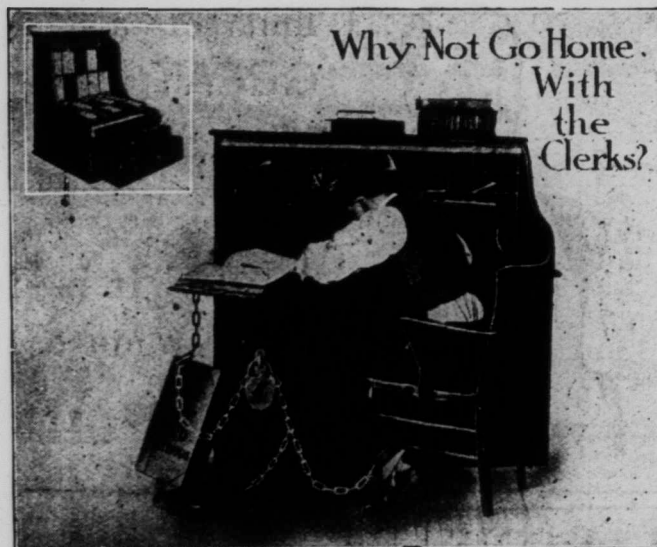
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HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS
OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE **PURE** LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.



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You can learn more about your business in five minutes with

The McCaskey Gravity Account Register System

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If it saves time, labor and money for the

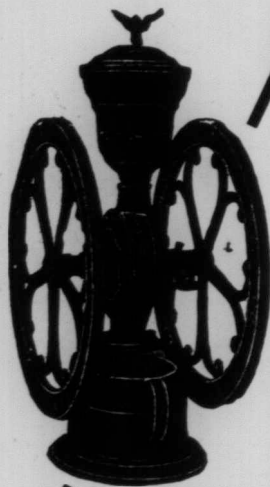
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who use it, it will do the same for you. Ask any user or write

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Manufacturers of Duplicating and Triplicating Sales Books in all varieties

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Built on Merit

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

ELGIN

NATIONAL COFFEE MILL

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

Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
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MONTREAL—The Canadian Fairbanks Co. (and branches).

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

SMOKED HERRING
IN BOUILLON

For your best-class trade!

There's no more delicious dish and none which you can so readily sell to your particular customer as SMOKED HERRING IN BOUILLON.

It is put up by Chr. Bjelland & Co. of Stavanger, Norway, the packers of the famous "King Oscar" Sardines, in itself a sufficient guarantee of quality. Made of prime small fish and purest spiced bouillon only.

Ask your wholesaler.

John W. Bickle & Greening
(J. A. Henderson)

Canadian Agents, - Hamilton

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things,
First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

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

No other sugar will compare with it.

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

Established in 1854 by John Redpath

"CANADA'S BEST"

LAUNDRY SOAP

So pure and sweet.
Does the work alone.
Does not waste away.
Washes all kinds of things.
Will not injure clothes.
Contains no resin.

*It's the Soap
For You To Sell*

UNITED SOAP CO.

OF CANADA
MONTREAL

JAPAN TEAS

FANNINGS and SIFTINGS

JOBBER'S CAN SECURE THE BEST VALUE AT

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN



ROWAT & CO.

GLASGOW, SCOTLAND

offer the dealer two lines than which there are no better in the grocery field to-day.

Rowat's Pickles & Olives and Paterson's Worcestershire Sauce

are specialties which will yield fine returns to the grocer who realizes the value he can give to his customers by featuring these goods.

Canadian Distributors:

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Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

TEA good enough for Monarchs is none too good for your customers!

Sell

TWINING'S TEA

the most reliable of package teas.

We have Bona Fide Warrants from the Crowned Heads of Europe which only emphasize the fact that for Palace, Mansion, Home, or Cottage, TWINING'S TEA is unsurpassed.

Sold in Packets Only

CANADIAN AGENT

HAROLD RITCHIE

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Goodwillie's PURE FRUITS in GLASS

Your customers will find in these fruits a peculiar delicacy of flavor vainly sought in most other makes.

Consumers may experiment with other brands, but they always return to GOODWILLIE'S, for the simple reason that its quality is unique, inimitable.

It is wise merchandising to feature a product such as this, for in doing so you please, and it is by pleasing them that you retain customers.

YOUR WHOLESALER CAN
SUPPLY YOU

Rose & Laflamme, Limited

Sole Agents

MONTREAL and TORONTO

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BRITISH COLUMBIA COMPANIES ACT 1910

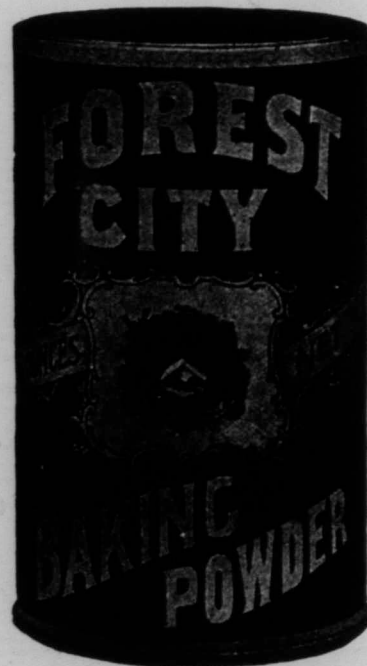
We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, Nelson, B. C.,
and Calgary, Alberta

FOREST CITY BAKING POWDER



THE STANDARD
FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " \$1.25 "
16 oz. " \$1.50 "

Manufactured By

**GORMAN
ECKERT &
CO., Limited**

London & Winnipeg

White Dove Cocoanut

No
Equal
for
Quality

W. P. Downey
Montreal



No Odor
It dries them up
KILLS *Common Sense*
Roaches and Bed-Bugs
Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

A. C. LANDRY
ST. E. FLAVIE STATION, QUE.

Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Beans, Peas and Canned Goods

WINES! WINES! WINES!

Port, Sherry, Malaga, Burgundy, Moselle,
Madeira, Native, etc.
DRAUGHT OR CASE GOODS
We are Specialists in Clarets and Sauternes
Write, Wire or Phone.

THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

The GRAY, YOUNG & SPARLING CO., Limited
**SALT
MANUFACTURERS**

Granted the highest awards in competi-
tion with other makes.
WINGHAM ESTABLISHED 1871

Don't worry over "bad debts."

Worry won't avoid the loss. But
THERE IS A WAY to eliminate "bad
debts" and still accommodate and
please your credit customers.

Allison Coupon Books

systematize credit accounts, simplify collections,
and eliminate arguments. They cost but little and
pay for themselves many times over.

HOW THEY WORK



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

For sale by the jobbing trade everywhere.
Manufactured by Allison Coupon Company.
Indianapolis, Ind.

THE PEOPLE OF JAMAICA

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

KINGSTON "GLENER"

might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax

IF YOU HAVE ANY LIVE POULTRY

TO OFFER, SHIP OR WRITE TO

P. POULIN & CO.

36-39 Bonsecours Market, Montreal

SUCHARD'S COCOA

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

PICKLING SPICES

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

Prince of Wales Brand

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

**MINT
THYME
SAVORY
SAGE
MARJORAM**

All herbs in ¼ lb. open face
cartons.

Send us a trial order.

S. H. EWING & SONS

Montreal and Toronto



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

**OCEAN MILLS
MONTREAL**

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

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound.

H.P.

SAUCE

W. G. Patrick & Co., Toronto and Montreal.
R. B. Secton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson, & Brown, Ltd., Calgary, Ala.
The Midland Vinegar Co., Birmingham, Eng.
Kirkland & Rose, Vancouver.



GINGERBREAD
—BRAND—
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX . . . NOVA SCOTIA

Commercial Account Register

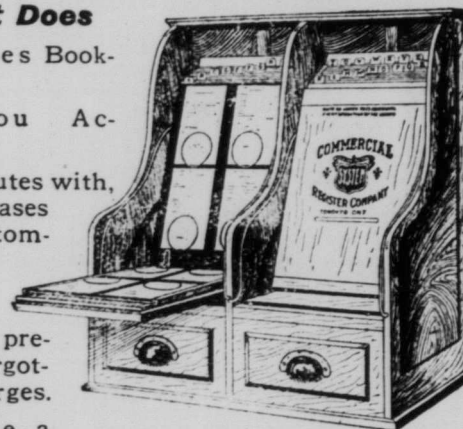
PATENTED AND MADE IN CANADA

What it Does

Eliminates Book-keeping.

Collects you Accounts.

Saves disputes with, and pleases your customers.



Absolutely prevents forgotten charges.

So simple a child can use it.

Sheets lift out and fit any safe.

Pays for itself in a few months.

COMPACTNESS—Made compact so as to take up little Counter Space.

FIRE PROTECTION—The only system that will fit any safe.

Send postal for Catalogue and full information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

—BUY—

Star Brand
Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manilla and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

McLean's
COCOANUT

Known everywhere and has a reputation for quality. That's why it sells so well.

The Canadian Coconut Co.
Sole Makers

MONTREAL



Are YOU after the Peddler?

Not half-heartedly—but really fighting hard to regain the trade you have lost.

Up in Brantford our men find over ONE-THIRD OF THE TRADE CONTROLLED BY PEDDLERS, and the same story is true of forty odd towns throughout Ontario, sampled this year

The peddler is a REAL EVIL—steadily growing.

He must be fought, and here are the weapons.

Get the people to buy a better tea than the peddler sells—a tea the peddler cannot

buy—a package tea of the highest quality—“SALADA.”

“SALADA” Tea and no other will regain this trade for you.

It has a familiar name—familiar because nineteen years of service, quality and value stand behind every package. A sale of over twenty million packages each year—EACH package giving pleasure and satisfaction—THE ASSURANCE OF REPEATED SALES.

Sales that should be yours—that WILL be yours. Sit down now—drop us a card—tell us the trouble—get our plan for helping you. It wins every time. Write now.

THE SALADA TEA CO., Toronto and Montreal

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One Canner's Reasons for the Present High Prices

This Year's Quotations, he says, Includes Freight Allowance and Wholesalers' Profits—Law of Supply and Demand Another Reason Given—Last Year Pack Was Large and Carry-over From Preceding Year Heavy, he Claims—Comparisons With Past Seven Years and With U. S. Prices—Says That Machinery Promoters are Responsible for Some Cannerys Losing Money.

By W. R. Drynan.

No doubt there has been quite a deal of discussion over the opening prices of canned fruits and vegetables. Prices appear high contrasted with those of last year, for one reason, especially, that this year's prices include allowance for freight, wholesalers profit, etc., whereas last year's prices were net F.O.B. factories.

Moreover, last year on top of a large carry-over, the pack was probably the largest in the history of the industry. This year when the new pack came on the market there was not a single case of corn, peas, tomatoes or beans in packers' hands, and the pack, notwithstanding a heavier acreage than ever before, is very much lighter than that of last year. Although the total orders of the trade are not heavier than last year, the pack of peas only permitted a delivery of about 65 per cent., tomatoes promise only 60 per cent. and corn between 80 and 90 per cent.

If the pack had been normal, that is to permit of a 100 per cent. delivery, prices would have been correspondingly low, but unfavorable crop conditions are not confined to Canada only as the U.S. packers are only able to make pro rata deliveries in some cases as low as 40 per cent.

Supply and Demand.

No one disputes the fact that prices are governed by the law of supply and demand. If more people want an article than can be supplied, prices are bound to enhance, and it is only a question, therefore, as to who is entitled to the enhanced price; as the manufacturer assumes all the risk of the business, he surely is the one entitled to any advantage of price by reason of a short supply. The canned goods packer's cost is also greatly increased in a season of short pack. He has to invest at the beginning of the season large sums of money in cans, cases, labels, solder, etc., and he must provide for his maximum requirements, based on his contracts with the growers. In the event of a failure, or partial failure of the crops, he has to carry over a portion of these supplies until the following year at considerable expense of interest and depreciation.

His cost is also proportionately higher. His skilled labor must be hired by the year, and as the packing season is confined to a few months, this burden of expense is very heavy. In addition, all other help must be engaged for the season and be numerically large enough to enable him to take care of a maximum pack. Consequently, with half a pack, the labor cost is nearly double. Again,

when the season is untoward, and the quality of the raw material inferior on account of weather conditions, the average yield is greatly reduced, owing to waste, etc., which again enhances the cost.

Effect of Climate.

Again, climatic conditions one year may be such that the time and temperature for processing require to be entirely different than for other years, and if this vital factor is overlooked, the packer stands to lose his whole pack, or a large portion of it. Few people stop to realize that the canning industry is a hazardous one, and requires a large amount of technical knowledge.

There is plenty of evidence to prove that last year there was scarcely a canning factory that made money. In fact, those who know, state that very few, if any, factories ever made any money in canned goods, and notwithstanding the apparently profitable prices ruling during the past seven or eight years, a number of factories presumably prosperous, were practically bankrupt.

Blames the Promoters.

Promoters for machinery supply houses are responsible to a large extent for would be cannerys losing their money in the canned goods industry, as they hold out specious promises of large profits which fail to materialize, the important fact being overlooked that the industry to ensure success requires large experience, technical knowledge and systematic economies at every point.

It is the purpose of this article to show that taking the facts mentioned above into consideration, prices this year cannot be justly considered as unreasonable.

Some Comparisons Made.

It will be shown that prices this year compare favorably with average prices during the past seven or eight years. In fact, in 1903, before there was any consolidation of cannerys, tomatoes sold at \$1.60 per doz. to the wholesale trade, and corn at 85c per doz. or equal to about \$1.00 per doz. to the retail trade, including freight, wholesaler's profit, etc. Within the past seven years, tomatoes opened in two years at \$1.15 per doz. and in one year at \$1.25 per doz., and a close study of prices will invariably show that in years when prices have been low there have been large carry-overs and heavy packs, and when prices have been high, there have been small carry-overs and light packs.

The law of supply and demand governs prices.

Large Packs Appreciated.

It goes without saying, that 99 packers out of 100 would far sooner see a

large pack and low prices, than a small pack and high prices.

Average retail prices for years 1903 to 1909, inclusive, as compared with 1910 are:

	7 Years' Average.	1910.
Corn	90	92½
Peas	80	95
Tomatoes	105	112½
Beans	85	90
Raspberries	175	175
Strawberries	175	150
Peaches	190	185
Pears	180	175

These prices, it may be said, include freight, wholesalers' profit, brokers' commissions, cash discount, etc., so that a line listed at \$1 means, possibly, not more than about 82 to 83c at the most to the packer.

While no attention is paid to United States' prices, in arriving at prices in Canada, yet inasmuch as the canning business in the United States is in a very bad way owing to excessive competition, it is interesting to compare their prices with those ruling in Canada where competition is not so fierce.

Middle Prices Compared.

Basis prices are taken from the New York Journal of Commerce of Oct. 4, 1910.

That the comparison of prices may be fair, middle prices have been taken, although the taking of the maximum U.S. prices would be justifiable in view of the fact that Canadian goods are equal in quality to the U.S. best. In fact, it would be a very risky thing for anyone to buy U.S. canned goods that were not of established brands on account of inferior quality of so many of their packs.

Also for purposes of comparison, to the United States F.O.B. factory prices have been added the same charges as to the Canadian, viz., freight, wholesalers' profit, brokerage, cash discount, etc.

U. S. Retail Prs.	Canadian Retail Prs.	
Corn97½	.92½
Peas	1.12½	.95
Tomatoes ..	1.05	1.12½

From this it will be seen that there is not much difference between the Canadian and United States retail prices, and this in spite of the competition of the several thousands of United States packers.

Poor Crops in U.S.

The explanation is that the crop conditions in the United States are much the same as in Canada. Peas, in some instances were only a 40 per cent. delivery. According to the American Gro-

Alberta Merchants Watch Co-operative Movement

Many Petitions to the Premier for the New Legislation—Secretary of Edmonton Retail Merchants' Association Issues Warning to Retailers—Monthly Meetings of This Organization Held at Which Trade Matters are Discussed.

Edmonton, Alta., Oct. 13.—There is now a Retail Merchants' Association operating here. Its aims and objects have been set forth by N. Y. Burnett, the secretary, who gives his reasons why the association should be assisted in its work by all merchants.

He advises particularly about the Co-operative movement which he says is one of the most important points to be watched by every retailer from now on.

He says that the U. F. A. have repeatedly petitioned Sir Wilfrid Laurier about this legislation during his recent western tour.

"It will be remembered by many that such legislation was promoted in the Federal House for two years in succession, and that it did not become law owing to the action taken by the eastern retailers' association. In the next session it is evident that the west, and particularly Alberta, will be quoted by the promoters of the bill as desiring its passage. This, for every retailer in business to-day is a serious menace, and it behooves all to unite for the purpose of defeating the legislation."

Dangers Not Realized.

"If the members of the U.F.A. and those who have been prominent in their petitions to the Premier only knew the past history of co-operative movements in Canada, if they only realized that this movement was instigated by a group of capitalists and manufacturers for the purpose of establishing a string of stores across the continent with exceptional legislation to back them, and to procure for them customers at a more rapid rate than would otherwise be the case, if they knew the losses which have been suffered by the members of similar associations in Ontario and Quebec, they would petition Sir Wilfrid Laurier to strenuously oppose this legislation instead of seeking to promote it.

"Some may believe that since the life of these organizations rarely exceeds two years, it will not permanently injure the local merchants. But the injury done is much worse than would appear at first, and in this way: it is the easiest thing in the world to set up the cry of robbery and extortion—the public are always ready to listen to a specious organizer who tells them that the local stores are robbing them, and there is already a sufficiency of that kind of literature from the mail order houses.

The Public Mislead.

"The net result of the establishment of the Co-operative Trading Company is that the public are led to believe more than ever that they should buy their goods anywhere rather than from the local store, so that after the co-operative company has perished the mail order

house receives a large increase of business from that community.

To Hold Debates.

Meetings take place every month or more often if necessary, and during the winter there will be debates and discussions on live subjects common to all trades. The competition of the mail order houses will be discussed and dealt with, as well as such subjects as advertising, store help, municipal taxation, etc., etc. The annual general meeting will take place in the Edmonton Bonspiel week.

The officers are: president: T. S. Thompson; vice-president, M. W. Webb; treasurer, H. W. B. Douglass; secretary, H. Y. Burnett.

The address of the secretary is 1 McDougall Court, Edmonton Alta.

OPEN TO ALL RETAILERS.

B.C. R. G. A. Changes It's Name to B.C. Retail Merchants' Association.

Victoria, B.C., Oct. 13—A meeting of some import to the retailers of British Columbia was held here recently when the executive of the British Columbia Retail Grocers' Association passed a resolution to change the name of the association to the Retail Merchants' Association of British Columbia, making membership open to all classes of retailers in the province.

This has been done with the idea of making it possible to organize a branch of the association in every town large or small. Letters have been received by the association asking that branches be established at Cranbrook and other points in the fruit district, and the executive has decided to take steps to form branches at Kamloops, Revelstoke, Nelson, Rossland, Cranbrook and Fernie during the latter part of November. A delegation consisting of the president, secretary and one other director will visit these towns for that purpose.

It has been decided that the associations of Victoria and Vancouver will continue their separate existence, but both will affiliate with the association of British Columbia.

The objects of the association are to secure better relations among retailers, wholesalers and manufacturers.

John Rich, general merchant, Gimli, Man., has assigned to the Winnipeg Jobbers' Credit Clearing House, Ltd.

One advantage claimed in selling fruit and vegetables by weight is that the purchaser cannot have any complaint of receiving short measure and likewise the grocer is not robbing himself by giving more than he should through an over generous impulse.

cer, Sept. 28th, page 7, the pack of tomatoes in Maryland, Virginia and Delaware, will be 30 to 40 per cent. behind last season.

Again note, that although the canners' retail prices for Standard peas this season are 92½¢ per dozen, even wholesalers who now want peas are buying them, where procurable, at \$1.15 per doz. The reason is plain—the supply does not equal the demand. It may be the same with tomatoes and other lines.

It may also be said that before the largest packers made their prices this season, some other canners were asking as much as 10¢ per doz. more for their products than the opening prices. One pea factory last year sold its pack of peas at 10¢ per doz over the opening prices, for the simple reason that they were the only peas obtainable.

Take the prices of other food stuffs, how do prices compare with last year, for instance:

Evaporated apples in 1909 were 7½¢ and 8¢ per lb.; this year they are 9½¢ and 10¢.

Prunes, the boarding house staple, in 1909 were 5½¢ and 6¢ per lb.; this year they are 7½¢.

Canned salmon in 1909 was \$1.70; this year is \$2, and so on with numerous other lines, such as raisins, currants, Californian fruits, all of which are 20 to 25 per cent. higher in price this year.

It would be hard to prove in the face of these facts, that prices this year are unreasonable. Indeed, the probabilities are that the market will be much stronger as the season advances.

Should Clear Out Stocks.

Under normal conditions, it may be said that the factories at present existing would have produced far more than the country could consume in any one year, and with favorable weather conditions next year, there should be a heavy pack and low prices, so retailers should see to it that they clear out their stocks before new pack next year.

IS BUSINESS GOING BACKWARD?

Another Co-Operative Society Said to be Retrogressing.

Rossland, B.C., October 13.—I. H. Stephens, who has been secretary-manager of the Union Co-Operative Association, Limited, Rossland, since its beginning in May, 1908, has severed his connection with the business and has gone to Kamloops. Up to October, last year, the progress was satisfactory, and in that month the business of Paulson Bros., was bought out. Since then the results are stated to have not been so satisfactory, a small deficit totalling up, and Mr. Stephens has been adversely criticised.

The business of J. A. Howse & Co., grocers, North Bay, Ont., has changed hands, having been taken over by a man named O'Donnell, lately engaged in railway contracting. Mr. Howse will manage the business for a time.

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Salesmanship Includes Educating the Customers

Buying Must Take Second Place to Selling, Says Merchant of Long Experience—Claims That the Dealer's Power to Suggest and to Talk Intelligently About His Goods Adds Greatly to His Business—Stocking "Table Luxuries" and Selling Them at a Good Profit.

By Henry Johnson, Jr.

The adage, "Well bought is half sold," has wrought an amount of harm impossible to calculate, and it should promptly be relegated to the scrap heap. For our business is primarily selling to which buying is a secondary incident—important, truly; but still secondary.

I can go into this another time in more extended detail, if desirable; but meantime let us adopt the saying of the successful Hebrew merchant: Any fool can buy goods, but it takes a merchant to SELL them." And while I am talking of this merchant, I'll tell you one thing he did. He was offered a line of shirt waists at 98 cents, or \$1.06, or some such figure, and, while thinking over the proposition, he took one of the waists over to the sales counter and asked: "Girls, can you get \$4.95 for these?" The girls examined the goods and came back with the unanimous verdict: "Of course, we can!" The waists were bought, advertised as a "great special," and sold—at \$4.95 each. You can judge for yourselves whether this was a game of buying or of selling. I leave it to you.

Take Time to Educate.

The difference between the two stores in your town, with which you are familiar, lies in this faculty of SELLING as opposed to buying. You know they have about equal natural and locational advantages, but one makes money and grows, while the other about plays even and stands still. One is run on the selling idea, the other on the buying maxim. The aim of the one merchant is to get rid of his goods faster than they come in; the other is always looking for "bargains." One studies to tell what he has, attractively, in every way possible, while the other thinks that prices will talk alone—and so he does no particular talking himself. The one gives his customers so much to think about; keeps them so interested in what he is doing, that they have no time to listen for faint echoes of the doings of the other. The other "buys" at "right prices," and mostly keeps his stuff because he "is so busy buying that he has no time to advertise" and "cannot take time to educate the public."

This matter of "educating the public" is something to which caustic reference is frequently made, by the idle-minded, shallow-brained dealer. He does not think deeply enough to realize the great truth that we learn by teaching and that only through telling things to others do we learn them ourselves.

Was Against Suggestion.

The elder Johnson was a good merchant for his day; would be a good mer-

chant were he alive to-day; but he had some fixed ideas and principles of his own. One idea was that we should advertise, telling people by the printed word what we had and the price thereof. Many things he could tell remarkably well and, with articles which he wanted to tell about, his descriptions were full, snappy, pithy, complete. Thus he was great on the tea, coffee, flour and kerosene which constituted the bulk of his business.

But another of his ideas was that when the customer came into the store we should be promptly courteous and attentive to that customer's wants, but should refrain from making suggestions; holding that it was not our business to "increase the customer's list of wants." He held that many worthy people would come for things they needed, and their needs might be modest—also their resources—so that it would needlessly embarrass them, and maybe drive them away, to talk up articles which they might feel they could not afford. All of which may to-day be translated into the statement that any salesman, wholesale or retail, in any line of business, must be tactful; which means he must say and do the right thing at the right time and under the right circumstances.

A visit to a Big Store.

When it came my turn to handle the Johnson business something had quickened in me a desire to make the business a better business, an up-to-date business; and, as nearly as I can recollect it, the first inspiration came thru a visit to the once famous store of Chas. S. Slack, in Chicago. I remember well how staggering to my senses was the gorgeous display of groceries I saw there. I had no previous idea that there were so many things in the grocery line. Sardines at 60 cents, 75 cents, 90 cents, for a single box; goose liver sausage in short single casings packed in tin at \$1.25 a tin; it was past belief. When I got back to our store a few days afterward I found a great change. It had been a "big store," but was now shrunk to very small proportions; and was as bare as it was small. Obviously, I had a long way to travel to reach a knowledge of the difference between what is called "long berry Mocha" and the true article from Aden or Mokha; and other things too numerous to mention."

Later on I began to reach out for some better trade. A sign which I had seen in a Chicago window read: "Table Luxuries" and it looked like a pretty sign to me. I gathered together the few items in our stock which might pass as the beginning of a fancy grocery stock and put them into a window. It was an

old fashioned window, glazed with many small panes, but it was the background of the beginning. I remember that we had a few cans of hotel mushrooms, called for by those whom I looked upon as the high-livers; a modest stock of bottled mustard; a few bottles of "olive oil"; a little meat sauce, and a few other things. Surely a small line of "table luxuries," but the exhibit took the place of an untidy shelf of soap which had spread its fly-specked length across that window—so was a step in advance. Best of all, however, this was the beginning of an effort to develop selling power; and in a few years that effort completely changed the character of that business.

Must Have the Goods to Sell.

A Chicago jobber whom I once consulted about putting in a small lot of candied cherries, Jordan almonds and angelica, told me: "You cannot sell fancy groceries unless you have them to sell," and therein enunciated a great truth. The beginner must go slowly—especially on angelica—but he must have the courage to put in a few things such as are likely to appeal to the more fastidious and well-to-do trade; and, if he has that courage, he will likely have the further necessary initiative to SELL those things. And that is the way it works.

We learn by teaching. When a customer asks you what angelica is and you have to brush up your own knowledge so as to tell her you are "educating the public," to be sure; but note how your efforts educate yourself. And it is so throughout your entire business.

Good Profit on New Lines.

One great trouble with us is, has been, and I fear bids fair to be for some time to come, our fear to ask sufficient compensation for our efforts and enterprise. Whenever we got a new item into the old store the first question we asked ourselves was: "For how little can we afford to sell this?" which is a dangerous question. The proper plan is to add as wide a margin as the traffic will bear until the item is tested out. If it sells readily and becomes a staple, it is true that it can be handled for less; but even so, the price should not be reduced until there is plain evidence that you are asking too much, and that evidence you can recognize without special help. Also, conditions which may render it imperative on the part of your neighbor, whose trade is more of the staple, workingmen's or farmers' character, to reduce his price may not affect you at all; and my strong advice is that you be sure you have to cut the price before you do it.

The Canadian Grocer

Established 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

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

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

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Subscription, Canada and United States - \$2.00
 Great Britain, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY

DECLINE IN SYRUP AND STARCH.

Corn syrup and starch declined during the week, the changes being issued by manufacturers on Tuesday.

The decline on syrup is about 25 cents per case and $\frac{1}{4}$ of a cent per lb. bulk. On starches it is from $\frac{1}{4}$ to $\frac{1}{2}$ cent.

The cause is attributed to a plentiful supply of corn in the United States from which these products are manufactured.

ANOTHER DROP IN SUGAR.

Following the slump in sugar last week another decline is recorded amounting to 10 cents. This was given out by the refiners on Tuesday.

The claim is that the raw market is decidedly weak and the break in prices was a natural sequence. It was pointed out in last week's issue that even at the reduced quotations published then the situation was weak. This view of the question has been fully borne out.

During the corresponding week last year the price of standard granulated on a Montreal basis was \$4.70. Now it is \$4.85.

AFTER THE BAD EGG.

The opponents of the bad egg in Canada are hot on its trail. Wholesale men have presented a petition to the Minister of Agriculture requesting that a law be passed and enforced making it an offence to sell rotten eggs.

It is about time something were done. A few months ago The Grocer published an article pointing out that all sorts and conditions of eggs were coming on the large wholesale markets. There were rotten eggs, boiled eggs, half hatched and hatched, china nest-eggs, etc.

This had a direct tendency to advance prices, for when the wholesale men had thoroughly candled their receipts, they had either to destroy or sell at a low price the bad and deteriorated eggs. For the good variety they raised the prices to retailers in order to get a profit and hence eggs to the consumer were high.

If this new legislation comes into effect it will tend to remove the difficulties at the source of supply. It will mean that farmers will take greater care in gathering and marketing their eggs and that shippers to the large centres will be more particular in accepting them and forwarding on to the commission men.

Anything that will raise the quality of a food-stuff to the consumers is to be commended, and it is the hope of all handlers of eggs that something advantageous to both wholesale and retail dealer will be effected.

EDUCATIVE COMPETITIONS.

"Name and place in order, and state market value of samples of dried fruits; samples provided."

The above is a sample question from the list that will be placed before grocers and their assistants at the 18th annual London Grocery and Allied Trades International Exhibition. In connection with the exhibition there is a big competition in all the various work connected with the grocery trade for which valuable prizes are given. Grocers from all parts of the United Kingdom gather at London, Eng., where the Exhibition is held and with every year greater interest is manifested in the competitions.

A few more of the subjects under which competitions are held may be mentioned to give an idea of the comprehensiveness of the questions.

The three best executed advertisements, written with chalks on ordinary sugar paper, any color, royal hand, advertising butter, eggs and bacon.

Salesmanship—Competitors will be required to show their methods in serving a customer, introducing to him new goods, etc.

There are questions for master grocers only, for managers of shops and for assistants only, all the questions bearing upon the ordinary problems that are presented to grocers in the pursuance of their general duties.

At the exhibition hundreds of manufacturers have displays and this union of the different interests in the trade results, it is said, in good effects for all.

This illustrates the value which retailers in the Old Country place upon

the Science of Retailing. If all the merchants in this country studied such questions as are presented to those on the other side of the Atlantic, the retail trade would be placed upon a much better basis. We would hear of less price-cutting and less failures.

PREPARE FOR THANKSGIVING.

It is not too early to begin planning for Thanksgiving. There is every prospect of a good demand for poultry, grapes, cranberries, oranges and bananas. These are not the only lines for dried fruits will no doubt prove an important item.

The occasion will of itself bring an increased business but it is a sign of real ability when the grocer plans for something extra, trade that will be the result of his special endeavors.

MAKING AN AUTUMN WINDOW.

An autumn or harvest window can be easily arranged now and with only a little care it can be made quite attractive. Different ideas will be suggested to different grocers. Only the fruits and vegetables of the season need be used.

One plan might be followed in this way: Secure four or five fairly thick bundles of corn stocks and a sheaf or two of wheat and arrange these as a back ground. On the floor of the window spread maple leaves, preferring, if possible, to get those that are beginning to show the golden colors of autumn. Arrange them evenly over the floor. Place a little pyramid of honey in jars on one side at the rear and another of the same size on the opposite side near the rear of the window. Make a small pyramid of apples and put it well up to the front; one of peaches and another of pears might be placed not far from the honey at the back.

In each of the rear corners a pumpkin would be appropriate. A small bunch of beets or carrots might be placed here and there, and also a few bunches of grapes.

The artist who arranges it should be careful not to get too much in the window as it will then have the appearance of being overcrowded and the effect will be lost.

The pyramids should not be large and should be arranged as regularly as possible. The clerk who begins this window will find that he has many methods of completing it and there is really nothing about it that presents a difficulty. A neatly written card bearing words something like this: "The Season's Harvest." "Harvest of 1910." "Nature's Generosity." etc., as well as a few price tags might well be added.

May Soon be an Offence to Offer for Sale Bad Eggs

Petition Goes to Minister of Agriculture, as Intimated in Previous Issues of The Grocer—Wholesale Dealers Behind the Proposition—They Suffer Too Many Hardships, They Claim, With Present Conditions.

Toronto October 13th.—The produce section of the Toronto Board of Trade have forwarded a petition to the Minister of Agriculture at Ottawa, Hon. Sydney Fisher, asking their assistance in procuring the necessary legislation to have the sale of rotten or decayed eggs prohibited.

The petition concludes "We would be pleased to have an opportunity to meet you in conjunction with the members of the Montreal Board of Trade and explain our views on this question. The condition of the eggs that have been received this summer may be considered as "the last straw."

The amount of waste often reached a high percentage until the patience of the wholesale men had about reached its limitation.

During some periods of the past season the shrinkage was altogether too heavy, they say, and as all the goods received from the country were "candled" the wholesalers knew to a fraction the exact state of affairs. "Receipts of questionable and bad eggs is an old evil but it remained for the season just closed to witness the trouble in its worst form" said one.

Throughout the country the reports were identical, proving that the trade as a whole, had to endure the same conditions.

Bad Eggs Raise Prices.

"The farmer or shipper from the country received his price and from the quality of a large portion of the eggs it could be assumed that nothing else concerned him. Having paid for both good and bad, the jobber could not be expected to bear the loss and he had to make good the deficit by raising the price to the retailer and finally to the consumer. In many of the States of the union in the south it is made a criminal offence to circulate on the market such impure food products as rotten eggs."

The produce jobbers are seeking a law that will make it an offence to sell impure eggs. By this it is thought the farmer will be more careful in his examination of the eggs before shipping them.

In the presentation of their case the Toronto wholesale men will be supported by the Montreal Board of Trade and by Professor Elford, of Macdonald College, Quebec, and by Professor Graham, of Guelph, both of whom have been active in promoting the cause of purer food production on Canadian farms.

BUILT CATHEDRAL OUT OF SOAP.

North Bay, Ont., Oct. 13.—The windows of R. Rankin, grocer, and mayor of North Bay, last week presented a novel appearance.

His son Willie, a lad of only fourteen years of age, built from blocks of soap, a Cathedral which in itself was certainly unique.

It was enclosed within an imitation stone fence and with wing, belfry and spire was a fine piece of architecture.

He obtained the idea while visiting the Exhibition in Toronto. This is only one of the many little things that have the tendency towards the making of successful business men in the future.

A CLERK'S INTEREST IN DISPLAYS

Toronto, Oct. 13.—A feature in window dressing is the special work that may be seen on Friday evenings in the windows of R. Higgins & Son, Yonge St. While goods are always displayed there in an attractive manner a special endeavor is made to give distinction to the Friday evening windows and of late they have been decidedly meritorious.

A fruit window recently displayed was exceptionally good and gave evidence of the artistic and appropriate ideas of R. H. Patchett who dressed it. Particular effect was given the window when seen by night as the lights greatly enhanced the ensemble effect, and attracted practically every passer-by. It is encouraging to find that among the clerks of today there are those who are preparing themselves for the best the trade demands of them.

A window of poultry and meats was also well designed and carried out. It was the work of C. Currier, the manager of the meat and poultry department.

PEGS AS REMINDERS.

Chatham, Ont., October 13.—"Just stick in a peg" is the way the H. Malcolmson grocery store helps the customer to remember her wants when the order taker calls.

The store supplies the customer with a list of two score or more household articles which the grocery handles, ranging all the way from matches to sugar. Instead, however, of printing this list on cardboard, it is printed upon a bit of smooth wood, half an inch or less in thickness and about eight inches long by five across. There is a hole at the top of the board, for hanging in a convenient place on the kitchen wall. Opposite the name of each article is a small hole, and the customer is supplied with pegs which fit these holes.

The lady of the house, when she finds her supply of sugar running low, just slips a peg tightly into the hole opposite the word sugar, and so on down the line. When the store's representative calls for her order, or when she is ready to telephone, instead of having to rack her memory to find out what she needs or search her entire larder to see which tins are empty, the house-

wife takes down her "card" from the wall, and from the pegged items compiles her list.

This saves the housewife's time and temper, leads to the inclusion in the order of items which would often be forgotten, and leaves the salesman free, if he wishes, to devote his time and attention to pushing "specials" not included in the regular list of goods.

In addition the card is, of course, a practically permanent advertisement of the store, hanging in the kitchen day in and day out. Besides the list it contains the firm name, telephone number, and other advertising matter.

The device is comparatively inexpensive since, after the first expense, it does not have to be renewed; the only requisite being to keep the housewife well supplied with pegs.

RETAILERS BLAME CANNERS.

For Prices of Canned Corn and Tomatoes—Talk of Holding District Convention.

Hamilton, Ont., Oct. 13.—At their last meeting the Retail Grocers' Association passed a resolution of protest against the action of the canners in increasing the price of canned goods. The grocers claim that the crops of tomatoes and corn have been good. The canners were also blamed for unnecessarily closing down some canneries.

On the other hand the canners maintain that their action in closing down canneries was inevitable on account of the short crops.

The association also talked over the holding of a two-day district convention next year at the time of the grocers' picnic, and a committee was appointed to look into this and see if it is feasible.

As a mark of the association's appreciation of the work accomplished by J. M. Semmens, the chairman of the picnic committee, he was presented with a handsome morris chair.

NOW A GUILD MEMBER.

Picton Wholesaler is Notified That His Application Has Been Accepted.

Picton, Ont., Oct. 13.—Fred. Newman, wholesale grocer, has been officially notified that he has been accepted as a member of the Wholesale Grocer's Guild. He received notice that his application had been favorably considered and that with the forwarding of cheque covering admission he would receive his certificate. The cheque has been sent.

A TIME EXTENSION.

Manufacturers of condensed milk, etc. have been given an extension of time of three months from Oct. 1, in which to utilize their evaporated cream labels. The Department of Inland Revenue, Ottawa, have granted this.

J. L. Clark, of the Eastern Canning Co., Port Canada, N. B., is in Toronto. He expects to spend the next two months there on business.

The Markets—Decline in Corn Syrup and Starch

Refined Sugars Take Another Drop of Ten Cents and They Have Not Yet Reached the Bottom—Canned Goods are Strong—Demand is Good but Supplies are Scarce—The Situation in Tomatoes—Prices of Dried Fruits are Quoted for New Stocks this Week—Nuts are Firm and Higher Prices are Likely in Some Lines.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

Sugar—Declined 10c.
Malaga table raisins—15c. higher.
Beans—Declined 15c.
Salmon—10c. higher and scarce.
Montreal, Oct. 13th.—The feature of the week is the continued downward trend of the sugar market. After the decline of last week it was thought perhaps there would be a momentary respite, but a second decline this week, combined with the continued declines in the raw market, shows that the end is not yet in sight. How far matters will go before any improvement takes place, it is hard to say, but certainly there is no danger of any advance for some time to come.

The arrival of the first Mediterranean fruit boat is awaited with eagerness, as already Malaga raisins have gone up, due to the first arrivals here.

Canned salmon is at a premium. Some lines are almost impossible to obtain, and the prices of others have gone up. Buyers are eagerly snapping up the few lots offered, and all future quotations have been withdrawn.

Sugar.—Sugar has again declined 10c. Even at this figure the market is so weak (raw) that it seems almost a certainty that the bottom may be lower still. As one dealer puts it, "we are apt to have United States sugar coming in, unless ample provision is made to meet their price on this side of the line." Almost every day sees a still further weakening of the raw market, and refined prices cannot keep to their present level in the face of this, unless something unforeseen turns up.

Jobbers say that their sales are becoming light, buyers evidently holding off. The combination looks very bad indeed for prices.

Granulated, bags	4 85
" 20-lb. bags	4 95
" Imperial	4 71
" Beaver	4 70
Paris lump, boxes, 100 lbs.	5 65
" " 50 lbs.	5 75
" " 25 lbs.	5 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 55
" " 100 lb. boxes	5 65
" " 50 lb. "	5 75
" " 25 lb. "	5 95
" " 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
Extra ground, bbls.	5 30
" " 50-lb. boxes	5 50
" " 25-lb. boxes	5 70
Powdered, bbls.	5 10
" " 50-lb. boxes	5 30
Phoenix	5 30
Bright coffee	4 80
No. 3 yellow	4 70
No. 2 "	4 60
No. 1 "	4 45
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrups and Molasses—Of late the increase in the demand for syrups has been so marked as to call considerable attention to it. It

is largely due to large country buying, and seems to have seriously affected the molasses trade, as dealers report that there is little sale for any but the fancy grade in this commodity.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03 1/2	
" " 1-bbls.	0 03 1/2	
" " 2-bbls.	0 03 1/2	
" " 3 1/2-lb. pails	1 80	
" " 25-lb. pails	1 30	
Cases, 2-lb. tins, 2 doz. per case	2 50	
" " 5-lb. " 1 doz.	2 85	
" " 10-lb. " 1 doz.	2 75	
" " 20-lb. " 1 doz.	2 70	

Tea—There is a noteworthy improvement in China gunpowders this week. Japans continue to sell steadily, and at the same quotations as formerly. Ceylons might be showing better than they are, but still a fair amount of trade is passing. The market as a whole has become somewhat more settled down.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
" Medium	0 25	0 28
" Good common	0 21	0 23
" Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
" Pekoe	0 20	0 22
" Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 22
Ceylon greens—Young Hysons	0 20	0 25
" Hyson	0 20	0 22
" Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " " pea leaf	0 20	0 30
" " " pinhead	0 30	0 50

Coffee—The coffee situation presents little change from its former firm and high condition.

Mocha	0 18 1/2	0 25	Santos	0 16	0 19
Rio, No. 7	0 12	0 15	Muracabe	0 16	0 19

Spices—Again are the spice men reporting a busy week. This has become so much a habit of theirs through the summer that it is the exception rather than the rule when they report a falling off. Pickling spices are responsible in a large degree for the present state of things. Among other lines ginger and peppers show firmness, though no changes in prices have taken place.

Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace	0 15	0 20
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—The new malaga table raisins are on the market, and are quoted at a 15c. advance. So far they are the only line to appear here, but others are expected this week and the early part of next, when figures on them will be forthcoming. The cause of the advance is scarcity. It is stated that some inferior figs are being packed this year, and it behooves dealers to be very careful in buying. Dates are scarce, though no change has so far been made in quotations.

Currants, fine filiatras, per lb., not cleaned	0 08 1/2
" " cleaned	0 07 1/2
" Patras, per lb.	0 08
" Vostizaa, per lb.	0 09
Dates	0 05 1/2
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06 1/2
80-90	0 06
90-100	0 05 1/2
Raisins—	
Australian, per lb. (to arrive)	0 08 1/2
Old seeded raisins	0 09
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscatels, 3-crown, per lb.	0 07 1/2
" " 4-crown, per lb.	0 08 1/2
" sultana, per lb.	0 07 1/2
Malaga table raisins, clusters, per box	2 40
Valencia, fine off stalk, per lb.	0 06
" select, per lb.	0 07
" 4-crown layers, per lb.	0 07

Nuts—The nut market continues on a firm basis, though no changes in prices have taken place. Should present conditions not change, nuts will be high all winter, as there is a scarcity in practically all the standard lines. In the primary market walnuts are reported as being somewhat higher, and with no large quantities in sight. Almonds are in a similar state.

In shell—		
Brazils	0 13 1/2	0 14 1/2
Fiberts, Sicily, per lb.	0 11	0 13
" Barcelona, per lb.	0 10	0 12
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenobles, per lb.	0 13	0 14 1/2
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11 1/2	
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown "	0 33	0 35
" 2-crown "	0 31	0 33
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 16	0 17
Peanuts—		
Spanish, No. 1	0 12	
Virginia, No. 1	0 13	0 15
Pecans, per lb.	0 05	
Pistachios, per lb.	0 07	0 08
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

Evaporated Apples—It is thought that the new winter pack, when it arrives, will be held at higher prices than last year. In fact, this seems to be almost a certainty. The apple crop is short, and yet of such good quality, that there will not be many of the evaporating grades. At present the market is very stagnant.

Evaporated apples, prime	0 08
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Beans and Peas—Beans are down 15c. This is due to a rather unexpected slump in demand, together with several large holdings having been placed on the market. It is thought that the lowest level to be reached for some time has now been arrived at.

Ontario prime pea beans, bushel	2 10
Peas, bolting, bag	2 50

Rice and Tapioca—For the next two weeks there will be a scarcity of tapioca. Then it is expected that cargoes already on the water will arrive and relieve the situation. Meanwhile prices are holding firmly, and buyers are waiting developments.

THE CANADIAN GROCER

than others hence old prices were quoted. Conditions are becoming more certain. new goods are now ready for delivery and new prices are quoted in many cases. The dried fruit market is undoubtedly holding its own. Currants are rather quiet and raisins are a little easier but it is agreed that there is as yet no weakness and many hold that weak conditions need not be expected.

Prunes—	Per lb.
30 to 40, in 25-lb. boxes.....	0 11 1/2 0 12 1/2
40 to 50 " "	0 10 1/2 0 11 1/2
50 to 60 " "	0 09 1/2 0 10 1/2
60 to 70 " "	0 08 1/2 0 09 1/2
70 to 80 " "	0 07 1/2 0 08 1/2
80 to 90 " "	0 06 1/2 0 07 1/2
90 to 100 " "	0 05 1/2 0 06 1/2
Same fruit in 50-lb. boxes 1/2 cent less.	
Apricots—	
Standard.....	0 15 0 16
Choice, 25 lb boxes.....	0 16 0 17
Fancy.....	0 19 0 20
Candied and Drained Peels—	
Lemon..... 0 09 0 11 Citron.....	0 14 0 17
Orange.....	0 11 1/2 0 12 1/2
Pigs—	
Elmes, per lb.....	0 08 0 10
Tapeta, ".....	0 04 0 04 1/2
Raz figs.....	0 04 0 04 1/2
Dried peaches.....	0 09 0 10
Dried apples.....	0 10 0 10
Currants—	
Fine Filistras... 0 07 1/2 0 08 1/2	Vostizzas..... 0 10 0 12
Patras..... 0 08 0 08 1/2	
Uncleaned 1/2 cent less	
Raisins—	
Sultans.....	0 09 1/2 0 10
" fancy.....	0 10 0 11
" extra fancy.....	0 12 0 15
Valencia selected.....	0 08 1/2 0 09
Seeded, 1 lb packets, fancy.....	0 09 1/2 0 10
" 16 oz packets, choice.....	0 09 0 09 1/2
" 19 oz.....	0 07 1/2 0 08 1/2
Seeded 2 oz. packets fancy.....	0 08 0 08 1/2
Dates—	
Hallowees..... 0 06 0 06 1/2	Ponds choice..... 0 10
Natural, from 4 1/2 up.	

Coffee—Owing to reports of reduced crops in the primary market there is a general tone of firmness to the coffee market. The volume of trade just now is heavy.

Rio, roasted..... 0 14 0 16	Mocha, roasted... 0 25 0 28
Santos, roasted... 0 16 0 18	Java, roasted... 0 27 0 33
Martinahio, " 0 14 0 20	Rio green..... 0 11 0 12
Bogoras " 0 18 0 25	

Spices.—There is a steady trade in spices. Prices are unchanged but firm.

Peppers, black... 0 15 0 18	Cream of tartar... 0 25 0 28
" white, 0 22 0 25	Allspice..... 0 14 0 16
" whole..... 0 16	" whole... 0 14 0 16
Peppers, whole.....	Mace, ground... 0 75 0 80
white..... 0 23	Mixed pickling.....
Ginger..... 0 20 0 25	anise, whole... 0 15 0 16
Cinnamon..... 0 21 0 23	Cassa, whole... 0 20 0 25
Nutmeg..... 0 20 0 30	Colony seed..... 0 24
Cloves, whole... 0 22 0 35	Turmeric..... 0 20
	Curry powder... 0 30
	Mustard seed... 0 15 0 18

Nuts.—Nuts are among the articles that are pulling up the slope. Light crops in the majority of the varieties have affected the price of those in which the yields have been about the average with the result that the whole market is decidedly firm.

Almonds, Formigetta.....	0 14
" Tarrasona.....	0 14 1/2 0 16
" shelled.....	0 39 0 35
Walnuts, Grenoble.....	0 14 1/2 0 15 1/2
" Bordeaux.....	0 11
" Marbata.....	0 19 0 13
" shelled.....	0 35 0 28
Pilberts.....	0 12 1/2 0 13
Pecans.....	0 18 0 20
Braxils.....	0 13 0 14
Peanuts, roasted.....	0 08 0 12 1/2

Rice and Tapioca.—There is a good demand for rice and the same may be said of tapioca. Both markets are rather firm and steady.

Rice, stand. B.....	Per lb.
Standard B. from mills, 500 lbs. or over, f.o.b.,	0 03 0 02 1/2
Montreal.....	0 30
Rangoon.....	0 03 0 03 1/2
Patna.....	0 04 0 06 1/2
Japan.....	0 04 0 05
Java.....	0 06 0 07
Carolina.....	0 10 0 11
Sago.....	0 06 1/2 0 06
Seed tapioca.....	0 06 0 06 1/2
Tapioca, medium pearl.....	0 06 0 06 1/2

Evaporated apples—The situation in regard to evaporated apples has not cleared up much. Prices are high and the prospects of lower prices are few and not worth holding.

Evaporated apples.....	0 09 0 10
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Beans.—New beans are about in sight and are expected on the market soon.

Prime beans, per bushel.....	2 10
Hand-picked beans, per bushel.....	2 25

MANITOBA MARKETS

POINTERS—

California Raisins—Advanced.
Peel—New stock.
Sugar—Weak and lower.
Shelled Walnuts—Advanced.
Coffee—Very firm.

Winnipeg, Oct. 13, 1910.—In spite of the advancing prices in nearly all staple goods, merchants are buying freely and an active trade continues. Wholesalers are disappointed in the weak condition of syrup and are anxious to increase their output. With the exception of this commodity, and a temporary weakness in sugar, all other lines are strong and advancing. Travelers in every corner of the West report conditions everywhere favorable. There seems to be no dearth in the money market, and merchants are curtailing credit in a way that was never known before. Wholesalers are also making satisfactory collections and as far as western trade is concerned, everything is going smoothly.

Sugar.—Following the market conditions of Montreal and New York, sugar declined here 10 cents last week and another 10 cents this week.

Montreal and B.C. granulated, in bbls.....	5 45
" in sacks.....	5 40
" yellow, in bbls.....	5 05
" in sacks.....	5 00
Ice sugar, in bbls.....	6 05
" in boxes.....	6 05
" in small quantities.....	6 25
Powdered sugar, in bbls.....	5 85
" in boxes.....	6 05
" in small quantities.....	6 20
Lump, hard, in bbls.....	6 35
" in 100-lb. cases.....	6 35

Foreign Dried Fruits.—Valencia raisins advanced 5s. per 100 lbs. this week and the market is held strong. New stuff here is \$2.50 per box, and a lower price is not anticipated. California raisins are up 1-4 cent. Although all these lines are held firm it is expected that lower prices will be quoted soon. The prune market is bare, and the future is not known, as it will be some time before lower prices can be quoted.

Smyrna Sultana raisins, uncleaned, per lb.....	0 12
cleaned, per lb.....	0 13
California raisins, choice seeded in 1-lb. packages	
per package.....	0 07 1/2
" fancy seeded, in 1-lb. packages	
per package.....	0 07 1/2
" choice seeded in 1-lb. packages	
per package.....	0 08 1/2
" fancy seeded in 1-lb. packages	
per package.....	0 09 1/2
Raisins, 3 crown muscatels, per lb.....	0 06
Prunes—	
25-lb. box, 50-100, lb..... 0 07 1/2	Prunes, 50-60 "..... 0 09 1/2
" 80-90 "..... 0 08	Prunes, 40-50, lb..... 0 10 1/2
" 70-80 "..... 0 08 1/2	Silver prunes, ac. to quality..... 0 11 0 14
" 60-70 "..... 0 09 1/2	
Currants uncleaned, loose pack, per lb.....	0 07 1/2
dry, cleaned, Filistras, per lb.....	0 07 1/2
wet, cleaned, per lb.....	0 08
Filistras, in 1-lb. pkg. dry, cleaned, per lb.....	0 08 1/2

Pears, per lb.....	0 13 1/2	Nectarines, lb.....	0 12
Peaches, stand-ard, per lb.....	0 09	Dates, per lb.,	0 05 1/2
Peaches, choice.....	0 10	Hallowes, bulk.....	0 06 1/2
Apricots, stand-ard, per lb.....	0 15 1/2	Dates, packages	0 06 1/2
Apricots, choice	0 16	30 in case.....	0 06 1/2
per lb.....	0 16	Peel, lb, lemon.....	0 10
Plums, pitted, lb.....	0 12	" " orange.....	0 11 1/2
		" " citron.....	0 13 1/2

Syrup.—Syrup continues weak and \$2.13 price continues for the 2 lb. tins. There is not the quantity moving that there should be and possibly orders will come thick and fast very soon, as merchants' stocks are not heavy.

Syrup—	
24 2-lb. tins, per case.....	2 13
12 5-lb. tins, per case.....	2 58
6 10-lb. tins, per case.....	2 41
3 20-lb. tins, per case.....	2 47
Half bbls., per lb.....	0 03 1/2
Barbados molasses in 1/2-bbls., per gal.....	0 80
New Orleans molasses, 1/2 bbls., per gal.....	0 36

Nuts.—Walnuts have been advanced two cents and the trade will be supplied from now on at strong prices. Almonds are firm too. The quality of all nuts is excellent, but the quantity to come into Canada is not large.

Shelled Walnuts, in boxes, per lb.....	0 35 0 36
" small lots, per lb.....	0 38
" Almonds, in boxes, per lb.....	0 25
" small lots, per lb.....	0 36
Peanuts, Virginia, per lb.....	0 11 0 13
Filberts, per lb.....	0 12 1/2

Tapioca and Sago.—Nothing lower is possible on these markets. Stocks are limited and prospects are that higher prices will be paid in future years for these commodities.

Pearl tapioca, per lb.....	0 06 0 06 1/2
Sago, per lb.....	0 04 1/2 0 05

Beans.—New stuff has not come in but will arrive shortly. The Canadian export is heavy and a bare western market must be expected before the year is out.

3-lb. picker, per bushel.....	2 25
Hand picked, per bushel.....	2 35

Evaporated Apples.—New stuff is hard to get, although the western demand is good. It is believed that there will be a break in the price this month and supplies will come easier and at lower prices.

25-lb. box, per lb.....	0 10
50-lb. box, per lb.....	0 09 1/2

Coffee.—Green Rios is very scarce and the price to-day is 13 1/2 cents per pound; 15 cents is expected to rule the market on coffee here in a few days.

ALBERTA MARKETS.

Calgary, Alta., Oct. 13.—Alberta is unfortunate in its location when the importing of apples is considered. The province is too far away from Ontario to enable dealers to pay freight from that eastern province, and then, too, the Ontario dealers pack No. 1 and No. 2 grades together, local dealers claim, and there is such a difference between the two that it does not pay to bring them out here for sale. The majority of the local importers get their apples from Washington state and the duty is forty cents a barrel, with heavy freight rates added. Thus about seventy-five cents is added to the price of each box (apples are imported from that state in boxes, altogether) and the consumer is charged this.

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on page 60

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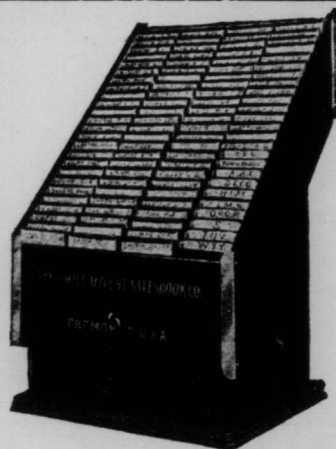
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WINNIPEG

ST. JOHN



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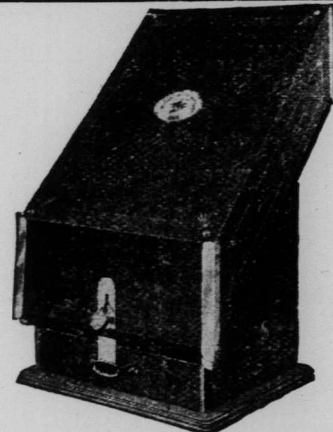
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and HARTFORD, CONN.



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THE CANADIAN GROCER

ALBERTA MARKETS.

Apples, per box, 1 60	2 00	Evaporated Apples, .	0 11
Apricots, dried 0 11	0 13	Eggs, local, doz.	0 40
Butter, local, cream-		Eggs, east-rn	0 30
ery choice, lb.	0 28	Flour, standard, per	
Butter, eastern, dairy		bbl	6 90
in tubs	0 25	Ham, cooked	0 30
Butter, eastern, dairy		Ham, sugar cur'd 0 21	0 22
choice	0 29	Haddies, per lb	0 12
Beans per lb	0 03	Halibut, per lb	0 09
Bacon	0 22	Kippers, per box	2 25
" breakfast	0 24	Lard, pure	0 18
" long clear	0 17	" compound	0 14
Cantaloupes, crate	4 25	Lea ons, Cal., box	9 00
Currants	0 04	Oranges, Val., box	5 25
Cornmeal, 100 lbs	2 60	Oranges, Cal. 4 70	5 75
Cod, per lb	0 07	Onions, American, lb	0 03
Cheese, Ont. 0 14	0 16	" Spanish, crate	1 50
" Manitoba	0 14	Potatoes—	
" Alberta, lr g 0 13	0 16	Alberta, per cwt.	1 30
" twins 0 15	0 15	B.C., new, cwt.	1 65
Canned Goods—		Prunes	0 07
Peas, Early June	1 25	Raisins—	
Apricots, cal., case	6 00	Valencia, lb. 0 03	0 03
Apples, cases, 6 one		California	0 09
gallon	2 01	Rice, per ton. 68 00	76 00
Dried Fruits—		Rolled oats, 80's, sack	2 50
Evap. apples, lb	0 10	Salmon, Fraser River	
Apricots, lb. 0 17		per case	8 50
Peaches, lb. 0 09		Sugar, std. gran.	6 04
Dates, bulk, lb	0 07	" imported	6 00
Figs, natural, choice		Tapioca, per lb.	0 06
per 25-lb. mat.	1 85	Trout, per lb.	0 16

NEW BRUNSWICK MARKETS.

St. John, N.B., Oct. 13, 1910.—The jobbers were not surprised last week when refined sugar declined ten cents per hundred pounds. They had been expecting it and also the decline of 10 cents on Tuesday, making 20 cents in two weeks.

In the provision line pork is high. Potatoes are also higher than at this time last year, selling at \$1.25 to \$1.50 per barrel. One shipment has gone forward to the Cuban market, which was such a factor in last year's business, and another steamer is expected to sail next week. Eggs are quoted from 26 to 30 cents a dozen. Poultry is high and butter is slightly cheaper. Canned vegetables are higher this year than last.

W. J. Wilson, of S. H. Ewing & Sons, Montreal, was in Quebec City this week.

The Canada Sugar Refining Co., Montreal, Ltd., are making rather extensive additions and changes in their plant.

G. S. Buchanan, of Buchanan & O'Hern, who was in Montreal recently, has returned to Quebec.

J. B. Harker, Belleville, Ont., who by the way, is one of The Canadian Grocer's oldest subscribers, was in Toronto during the week on a business trip.

M. J. Hurley, grocer, Wallaceburg, Ont., who has been ill in the London hospital is recovering and it is likely will be back to business soon.

H. D. McCarty & Son, grocers, etc., Ingersoll, Ont., carried on a forced-out sale last week. They have had to make room for railway construction. They advertised the sale of \$6,000 stock to be all sold at reduced prices in one day.

Grocers

of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our Customers are doing so;

Why not you?

The Young Company LIMITED
North Bay and Sudbury

Quick Selling Seasonable POP CORN SPECIALTIES

- Crispetts (entirely new).
- 3 in. Pop Corn Balls, 144 in case.
- 5c. Pop Corn Bricks, 3 doz. in box.
- 1c. Pop Corn Bricks, 100 in box.
- Sugared Corn, 40 qts. to the bu.
- Hully Gee, 144 boxes to the case.
- Kandy Kid, 144 boxes to the case.

E. R. Fuller & Co.

Successors to C. Fuller & Bro.

WINDSOR,

ONT.

CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

W. D. MIDMER & CO., "Canada," LIMITED
New Glasgow, N.S., and London, Eng.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price \$3.50, Postpaid.

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada

Are You Looking for Western Trade?

New Towns are springing up every day in the GOLDEN WEST, and both Merchants and the youth of the nation are finding many trade opportunities! What about you, Mr. Manufacturer? Are you grasping this opportune time, right now, to secure a new and ready market for your goods?

We are on the spot to tell you what the needs, prospects, opportunities and demand for any line of goods are in the West, and we will also handle your goods for you on a reasonable commission basis.

We have large track warehouses at the chief distributing centres, and can offer you every shipping and storage facility.

Get in touch with us to-day. We are after more business.

NICHOLSON & BAIN

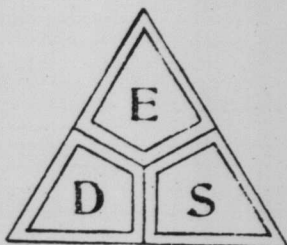
Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY SASKATOON EDMONTON FORT WILLIAM

Storage for all classes of merchandise.

Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Fort William

Of Vital Importance!



May we have a word with you about the Jams you sell? It is a subject literally of vital importance to every one of your customers, who will surely clamor for

“E.D.S.” BRAND
Jams, Jellies and Catsup
 once they have tried them.

The secret lies in the absolute purity of “E.D.S.” Goods—not just a little purer than some other brands, but 100% pure, and certified by the Government Analyst to be so. Write to the Department of Inland Revenue for Bulletin 194, containing full evidence on this point. See to your stocks! You’ll find “E.D.S.” Brand will pull and retain the best-class trade.



Made by **E. D SMITH** at his own fruit farms
 WINONA, ONT.

AGENTS—N. A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

The Season Suggests

GUNNS

TASTY, APPETIZING

Pork Sausage

Place a standing order with us for regular weekly shipment.

MADE UNDER GOVERNMENT INSPECTION

GUNNS PORK AND BEEF PACKERS LIMITED TORONTO

Fresh Pork Sausage

The Season for this line comes in with the 1st of October.

Your customers will appreciate them if you have them on your counters and we shall be glad to have your orders for daily or weekly shipments.

F.W. Fearman Co.

LIMITED

Hamilton

THE MILK

Everywhere acknowledged to be **Richest and Best**



Reindeer Condensed Milk

The dealer wins customers by selling reliable goods that give satisfaction

The Truro Condensed Milk Co., Limited, Truro, N.S.

We want your regular shipments of

POULTRY BUTTER EGGS

AND ALL FARM PRODUCE

We have a large trade to take care of and must have the goods. We are in a position to give your shipments prompt attention and realize full market value. If not already shipping to us start at once, it will pay you.

WILLIAM RYAN, LIMITED

Packing Houses **FERGUS**

70 Front St. East **TORONTO**

New Laid Eggs are Scarce and Prices are High

Dealers Have Had to Depend on Storage Supplies for the Bulk of the Demand—Retail Grocers in Some Places are Paying 35 Cents a Dozen for New Laid—The Butter Situation—Make is Still Good and Supplies Should be Liberal for Some Time Yet—Poultry Has Been in Heavy Demand—Easier Tone to Provision Market.

The past week has practically marked the appearance of storage eggs on the market, and as the result of the scarcity of new laid, and also of the demand for them, their price has gone soaring. From 32 to 35 cents is the general price, with the latter ruling in Montreal. That means that consumers will have a tidy sum to pay for fresh eggs, even before the winter sets in, and during the coming season the price is likely to reach a high figure. There seems to have been a marked increase in the demand for eggs, judging by the business of the past spring and summer.

The weather up to the present could scarcely be improved, from a butter standpoint. The flow of milk has been steady and heavy, thanks to the splendid condition of the pastures. The result has been that butter is still heavily produced, and from the present, at any rate, there is no strong indication of upward prices. Of course, butter is likely to be advanced, but bullish tendency is not as great as might be expected. The market in the States is overstocked with a medium and undergrade creamery, and not being in a healthy condition is liable to break at any time. Should this take place, the Canadian factories that are now shipping cream will immediately turn to butter, and the market here would be overloaded.

The maké of cheese has continued heavy right up to the last, although operations for 1910 are not yet concluded. Shipments of cheese have been large.

There has been a dullness in the provision market this week. Prices have been declining slightly, and among the list was compound lard. Supplies of hogs have been better, but the demand for the finished product varied in different places.

Poultry has been coming in freely, and especially during the past week has the demand been extremely heavy, owing to the demand from Jews, who have been celebrating their New Year's festival.

MONTREAL.

Provisions—Outside of a few minor changes in bacons and hams, all reductions, the feature of the provision market is a decline of $\frac{1}{2}$ cent in all compound lards. Slack demand is the reason given. However, the generally lower tone of the provision market may have considerable to do with it. Trade has been picking up in most lines, and a brisk business is prophesied for this week.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 15
Cases, tins, each 10 lbs., per lb.	0 15
" " " 5 " " "	0 15
" " " 3 " " "	0 15
Pails, wood, 20 lbs. net, per lb.	0 15
Pails, tin, 20 lbs. gross, per lb.	0 14
Tubs, 50 lbs. net, per lb.	0 15
Tierces, 375 lbs., per lb.	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 13
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 13
" " " 5 " " "	0 13
" " " 3 " " "	0 13
Pails, wood, 20 lbs. net, per lb.	0 13
Pails, tin, 20 lbs. gross, per lb.	0 12
Tubs, 50 lbs. net, per lb.	0 13
Tierces, 375 lbs., per lb.	0 13
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" " 200 "	18 00
" " 300 "	28 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14
Long clear bacon, heavy, lb.	0 14
Long clear bacon, light, lb.	0 15
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 16
Large sizes, 18 to 25 lbs., per lb.	0 17
Medium sizes, 15 to 18 lbs., per lb.	0 18
Extra small sizes, 10 to 15 lbs., per lb.	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 18
" " small, 9 to 12 lbs., per lb.	0 19
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 17
Spiced roll bacon, boneless, short, per lb.	0 17
Hogs, live, per cwt.	9 25
" dressed, per cwt.	12 50 13 00

Butter—In spite of the bear stories in circulation, the butter situation is as strong as formerly. There has, it is true, been a slight decline in the country, but this is only temporary, owing to a large make recently. Large shipments are going to the west almost daily, and the price obtained is a good one. Also the demand from that quarter is growing. Receipts for the week are 10,253 packages, as against 7,623 same week last year. For the season they are 360,593 packages, as against 319,735 same season last year.

New milk creamery	0 25	0 25
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 22	0 23

Eggs—Sales recently have been heavier than the corresponding time last year. Eggs seem to be growing in popularity. It is to be hoped the quality of the arrivals will be bettered by the steps egg dealers are taking locally. Stocks are only reasonable here, and the situation looks strong. Receipts for the week are light, being only 2,396 cases, as against 2,564 same week last year. For the season they are 169,005 cases, as against 173,750 same season last year.

New laid	0 35
Selects	0 28
No. 1	0 24

Cheese—Cheese prices are somewhat weaker in the country this week, but not sufficient to affect local conditions to the retailer.

Shipments during the past week are large, over 100,000 boxes. The figures are also to hand regarding the stocks in England at the present time. They amount to 363,000 boxes, the largest

figure on Oct. 1st for the past ten years. It is feared this may have some weakening effect on prices. Receipts for the week are 67,142 boxes, as against 61,368 same week last year. For the season they are 1,635,868 boxes, as against 1,633,309 same season last year.

Quebec, large	0 12	0 12
Western, large	0 12	0 12
" " twins	0 12	0 12
" " small, 20 lbs.	0 12	0 12
Old cheese, large	0 15	

Honey—Honey matters are quiet just now, though there is considerable offering in the country. This is particularly true of buckwheat. Prices continue fairly steady, with little likelihood of any immediate change.

White clover comb honey	0 15
Buckwheat, extracted	0 08
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12

Poultry—Until after the Jewish holidays there will undoubtedly be a brisk trade in all lines of poultry, but after that dealers look for a weaker and more quiet market. Arrivals are coming in freely, particularly fowl. Prices are somewhat easier in the country, but are as yet unchanged locally.

Chickens	0 16	0 17	Ducks	0 18	0 19
Fowl	0 14	0 15	Turkeys	0 20	

TORONTO.

Provisions.—A temporary shortage in the supplies of light and medium hams this week have sent the prices for these articles up a little. Supplies of hogs have been coming in a little more freely and as a result there has been a drop in the price at country and local points. Lard is stationary in price this week but there is a good demand for it. This market has been pretty steady during the past week.

Long clear bacon, per lb.	0 15	
Smoked breakfast bacon, per lb.	0 20	
Pickled shoulder	0 11	
Roll bacon, per lb.	0 15	
Light hams, per lb.	0 19	
Medium hams, per lb.	0 19	
Large hams, per lb.	0 18	
Cooked hams	0 28	
Fresh shoulder hams	0 13	
Shoulder butts	0 17	0 18
Backs, plain, per lb.	0 21	
" " pea meal	0 20	0 22
Heavy mess pork, per bbl.	26 00	27 50
Short out, per bbl.	30 00	31 00
Lard, tierces, per lb.	0 15	
" tubs "	0 15	0 15
" pails "	0 15	0 16
" compounds, per lb.	0 13	0 13
Live hogs, at country points	8 40	8 50
Live hogs, local	8 75	9 00
Dressed hogs	12 25	

Butter.—The closing of the cheese factories, according to one jobber, is not likely to have much influence on the butter market. The people have developed a preference for creamery butter and even if it may cost a few cents more than dairy they are willing to purchase it. The dairy may even be of good quality but the consumer seems to know that creamery is uniform in its flavor and they are unwilling to take a chance on the dairy make. Therefore, while the closing of the factories may have the effect of making the prices of dairy a little easier the general market is not likely to be affected to any appreciable extent.

Fresh creamery print	Per lb.	0 26	0 27
Creamery solids	0 25	0 25	
Farmers' separator butter	0 24	0 25	
Dairy print, choice	0 22	0 23	
No. 1 tubs or boxes	0 20	0 21	
No. 2 tubs or boxes	0 19	0 20	

Eggs.—New laid eggs are decidedly scarce and for that reason they are quoted at from 30 to 31 cents a dozen. All

the houses have begun to draw upon their storage supplies which are said to be in good condition. There are those who want new laid eggs if it is all possible to get them, but henceforth they will have to pay a pretty stiff price for them as the scarcer they become the higher goes the price. It may be expected that new laids will advance steadily from time to time.

New laid eggs.....	0 30	0 31
Selects storage.....	0 26	0 28
Fresh eggs, doz., storage.....	0 23	0 25
Second grade, doz., storage.....	0 19	0 21
Chips, doz.....	0 18	0 19

Cheese.—The cheese market is steady with practically no change locally. There is a good demand but there are no features to the market. Prices at present are rather firm.

New cheese—		New twins.....	0 12	0 12
Large.....	0 12	0 12	0 14	0 14
Old cheese.....	0 11	0 15		

Poultry.—There has been an exceedingly heavy demand for poultry during the past week. In the Jewish colony the previous week demanded a certain amount of fasting and abiding from the number of hens and ducks that disappeared during the past six or seven days the period of feasting was celebrated within the very letter of the law. All the poultry houses received heavy supplies every day but they quickly disappeared. Receipts of poultry are coming in freely but prices are holding their own.

Spring chickens, live.....	0 11
Hens, per lb. live.....	0 09
Turkeys, per lb., large, dressed.....	0 16
Spring duck, lb., live.....	0 10

Honey.—There is a fairly good demand for honey indicating a normal trade. The honey season is here to stay now and dealers are beginning to take advantage of that fact.

Clover honey, extracted, 50 lb. cans.....	0 10	0 11
" " " 10 lb. pails.....	0 11	0 12
" " " 5 lb. pails.....	0 12	0 12
" " comb, per dozen.....	2 00	2 50
Buckwheat honey, lb.....	0 07	0 07

TRADE CHANGES.

Business Notes From One End of the Dominion to the Other.

Ontario—L. P. N. Brotherton has opened a grocery business at Savanne, Ont.

G. D. Gault, grocer, Ottawa, Ont., has retired.

David Rush, grocer, Wingham, Ont., deceased.

J. Skelton grocer, Toronto, Ont., has sold to W. L. Brown.

C. E. Phillips, grocer, Toronto, Ont., has sold to J. L. McKee.

Cath. Tierney, grocer, Toronto, Ont., is succeeded by E. Dean.

Mary E. Deacon, grocer, London, Ont., advertises business for sale.

T. P. Gillespie, grocer, Ottawa, Ont., is succeeded by And. Cochrane.

R. J. Johnston, general merchant, Gormley, Ont., is selling to C. H. Keys.

Quebec—Demand of assignment has been made on J. A. Sicotte, general merchant, Boucherville, Que.


Sylivo Turcotte, grocer, Quebec, Que., has assigned.

T. H. Charest, grocer, Mount Carmel, Que., has assigned.

J. H. Adams, grocer, Matapedia, Que., offers to compromise.

J. A. Bastein, grocer, Montreal, has filed contestation of demand for consignment.

The assets of J. A. Lapoint & Co.,



An
all-the-year-round
Success!

Huntley & Palmers
Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but retain them.

Huntley & Palmers, Ltd.
Reading
Eng.

general merchants, Yamachiche, Que., are to be sold.

Morin & Goupille, general merchants, St. Helen de Chester, Que., have registered.

Maritime Provinces—E. A. Sloat, grocer, Perth, N. B., assigned.

Western Canada—George Bradley & Son, general merchants, Bowsman River, Man., have dissolved; the business to be continued by Bradley & Green.

W. W. McRae has opened a grocery at Moose Jaw, Sask.

A. Doran, grocer, Vancouver, B. C., sold to J. Edwards.

H. B. Scott & Co. have opened a general store at Alsask, Sask.

W. J. White, general store, Eyebrow, Sask., sold to A. W. Nairn.

H. Curran, general merchant Grand Forks, B. C., sold to J. MacDougall.

Harper & Weir have opened a general store at Killam, Alta.

Grant & Schneider, grocers, Chase, B. C., have dissolved.

Bruning & Co. have opened a general store at St. George, Sask.

John Gunn, grocer, Victoria, B. C., has sold to Sam Brooks.

David Findlay, grocer Vancouver, B. C., has sold to W. S. MeeKnie.

Stewart & Co., grocers, Nelson, B. C., have dissolved C. D. Clark retiring.

J. W. Robson, grocer, New Westminster B. C., has sold to C. B. Deans.

Kelly, Hobbs & Co. are conducting a general store at Goodwater, Sask.

Steffes and Hittinger, general merchants, Morinville, Alta., have sold to E. H. Ward.

The Paterson Mercantile Co., grocers, Victoria, B. C., are incorporating successors to Thos. Redding.



Royal Yeast Cakes.

Most Perfect Made.

Sold and Used Everywhere.



With Royal Yeast on your shelves you have in stock the Standard Yeast of Canada. **You** know it and **your customers** know it, two good reasons why you should not experiment with unknown and unsaleable brands.

Order from your wholesale grocer.

A Pure Dry
Hop Yeast.



ESTABLISHED 1852.

Highest Honors
at all Expositions.

FOR THE CHILLY DAYS

Some of your customers no doubt have been led to think that Shredded Wheat is a "Summer food." Of course it is a Summer food—but it is just as wholesome, nourishing and strengthening in Winter—or in any other season.

Here's a hot dish full of warmth and strength, for a chilly day: Heat the Biscuit in the oven to restore crispness; pour hot milk over it, adding a little cream and a dash of salt. It is better for children or grown-ups than mushy porridges.

Shredded Wheat

is equally delicious in Fall and Winter with sliced bananas, stewed prunes, peaches or other fruits. Take a little time and tell your customers about it. It will please them and add to your profits.

"A FAIR DEAL FOR THE FAIR DEALER"

No Coaxing Required

It is easy to sell

Clark's Pork and Beans


and the other CLARK'S MEATS which are so well and favorably known. From coast to coast the already enormous demand is still increasing. Are you getting your share of this trade?

Your Jobber will supply you

Wm. Clark - Montreal

Manufacturer of High-Grade
Food Specialties

CANADA: No better Country



MOTT'S No better Chocolate

All the year round
Mott's
 "Diamond" and "Elite"
 brands of
Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.
 EVERY JOBBER SELLS THEM

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

SELLING AGENTS:
 J. A. Taylor Montreal R. S. McIndoe Toronto Jos. E. Huxley Winnipeg Arthur Nelson Vancouver
 Arthur M. Loucks Ottawa R. G. Bedlington Calgary

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers
 EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
 RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

"Advance In Coffee

Alarms both Importer and Retailer—Demand Exceeds Supply—Prices Higher"—*Interstate Grocer.*

The above news item is interesting.
 Do you realize, Mr Grocer, that your profits on

POSTUM

are equal, if not more, than on coffee?

And some Grocers feel better when they drink POSTUM.

"There's a Reason"

Attractive, easy-to-put-in Postum Window Displays help sales! Sent free by prepaid express upon request. Write for it!

POSTUM CEREAL CO., Ltd., Battle Creek, Mich.

There in the fl Prices 1 tent-of tory. I flour is for a ti it is lov the ruli state th tion is no p wise. Accor tion wa for the that at getting and all fore in price o possibil the lat it shou it is by it may nent si tion or market its char is app strange are mo tations dollar. the far the be around of the he fea and se short from 9 exmpl seems cents mark ent fr classes good t going The and b Canad ed an ies are Russia time ada, w foreign allurin and e leavin able p port t its str

Wheat Exports Still Remain Insignificant

Price is Too Low to Attract Canadian Farmers who are Holding Firmly to Their Stocks—Grain is Accumulating in the Western Elevators—Claim Canadian Wheat Superior to Russian and Other Grades—Ontario Wheat Prices Have Sagged, Resulting in Increased Deliveries—Heavy Demand for Rolled Oats and Mills are Busy.

There has been no appreciable change in the flour market during the past week. Prices remain as they were and the extent of business transacted is satisfactory. It has been asserted by some that flour is not likely to take another drop for a time for the reason that even now it is lower than the figures warranted by the ruling quotations for wheat. Millers state that at present they have no intention of changing the prices and there is no particular reason to believe otherwise.

According to one miller, keen competition was responsible to a certain extent for the recent declines and he claims that at the existing prices they are not getting enough to cover milling expenses and allow a half decent profit. Therefore in the event of a decline in the price of wheat there is not the same possibility of a lower price in flour, as the latter market is now ahead of what it should be. That is one opinion but it is by no means unanimous, and while it may be stated that there are no prominent signs of a movement in any direction one cannot depend on the wheat market, as it seems to prefer to make its changes unannounced. Ontario wheat is approaching the 80 cent mark and strange as it may seem the deliveries are more numerous than when the quotations were between 90 cents and one dollar. The conclusion is therefore that the farmer's waiting game is not always the best. When wheat is hovering around 90 cents the farmer sees visions of the dollar, but when it drops to 80 he fears a further decline to 75 cents and sells at the lower price, when but a short time previous he could have got from 90 to 95. This case has just been exemplified in Ontario, for winter wheat seems to have a tendency to sag to 80 cents and it is not far away from that mark now. But the farmer is no different from stock brokers and all other classes of men who when they get a good thing generally imagine that it is going to be better.

The demand for flour just now is brisk and bakers are giving it close attention. Canadian export trade has not yet reached an appreciable figure and the enquiries are for the most part not important. Russia and the Danubian districts continue to sell at lower figures than Canada, with the result that the British and foreign wheat markets are far from alluring to the Canadian grain grower, and consequently few consignments are leaving this country. So soon as reasonable prices are established again, the export trade of the Dominion will get into its stride.

At present it is a waiting game played by the grain growers for more tempting offers than those now prevailing. It is claimed that the majority of the grain grown in the European fields does not measure up to that now awaiting delivery in our upper lake storehouses. Some take the opposite view to the effect that our prices have to be reduced and there the matter stands with grain accumulating every day in the granaries throughout the west.

There is not much new in regard to rolled oats. Mills are working night and day with a heavy demand now felt. Oats have been a heavy crop. Market is normal.

MONTREAL.

Flour.—Export demand has been on the increase if anything, lately, and millers report good shipments during the past few days at firm prices. The firm state of the market has been helped greatly as well by the increase in local demand. Spot stocks are large at present, showing increases both over last week and over last year. It is thought that these will be materially reduced in the near future by several large shipments for export.

Winter wheat patents, bbl.	5 45
Straight rollers, bb	5 25
Extra, bbl.	5 25
Manitoba spring wheat patents, bbl.	5 80
strong bakers, bbl.	5 30

Rolled Oats.—Since the recent decline in bolted cornmeal there has been no further change in this market. Prices are firmer than last week, however, and there seems to be little immediate prospect of any weakening.

There has been a fair demand for export with some local trade. The figures are somewhat less than last year's nevertheless.

Fine oatmeal, bags	2 45
Standard oatmeal, bags	2 45
Granulated "	2 45
Bolted cornmeal, 100-bags	1 70
Bolted oats, bags, 90 lb.	2 20
" barrels	4 65

TORONTO.

Flour.—Local mills are busy with flour in good demand. Deliveries are coming in freely and the market has a satisfactory tone. Prices are steady and millers assert that they do not anticipate any changes in the immediate future.

Manitoba Wheat.	
1st Patent, in car lots	5 70
2nd Patent, in car lots	5 24
Strong bakers, in car lots	5 00
Feed flour, in car lots	3 10 3 30
Winter Wheat.	
Straight roller	4 25 5 25
Patents	4 80 5 35
Blended	5 00 5 20

Rolled Oats.—A good demand for rolled oats is giving the millers plenty of work. Just now it seems to be a steady trade with the demand increasing every



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The
**MOONEY BISCUIT
& CANDY CO., LTD.**
Stratford and Winnipeg

MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

**Frederick E. Robson
& Co.**

26 Front St. E., Toronto



day. Prices remain unchanged from a week ago.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Rolled wheat, small lots, 100 lb. bris.	2 88
" " 25 bris. to car lots	2 5
Standard and granulated oatmeal, 58 lb. sacks	2 47

Canadian made Licorice
Y&S BRAND
All Druggists.



Manufactured by
NATIONAL LICORICE CO.
Montreal.

Grocers
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

Delicious Y&S Licorice Pepsin Gum


Soft Mints, 5c. boxes | M.&R. Wafers 5c. bags

Acme Pellets, 5-lb. tins | Lozenges, etc.

Write for price lists and illustrated catalogue

Send
To-day

AGENTS
ONTARIO, R. S. McIndoe, 54 Wellington St.-E., Toronto
PROVINCE OF QUEBEC and MARITIME PROVINCES, W. H. Dunn, 394 St. Paul St., MONTREAL
MANITOBA and SASKATCHEWAN, O. F. Lightcap, 214 Princess St., Winnipeg
BRITISH COLUMBIA, Shallcross, Macaulay & Co., Vancouver
PROVINCE OF ALBERTA, Tees & Perse, Calgary and Edmonton

By Royal  Letters Patent

NELSON'S POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S Gelatine and Licorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.



MINUTE
TRADE MARKS REGISTERED U.S. PAT. OFF.

ALWAYS READY
TAPIOCA
NO SOAKING

Tell this to the WOMEN

By using Minute Tapioca a first-class, delicious dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance. MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

Ask your jobber for
MINUTE TAPIOCA

Minute Tapioca Co., Orange, Mass.

MAKING MORE MONEY!

THE GROCER who is handling a full line of
“White Lily” Brand Biscuits



is on the road to greater profit in his business.

HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.

‘Sogginess’ is unknown with **‘WHITE LILY’ BRAND BISCUITS**. They reach you in as crisp and fresh condition as they leave our ovens.

We also recommend **WHITE LILY Cream Sodas — Marshmallow Jam Jams and People’s Fancy Mixed.**

Write for prices

J. A. Marven, Limited
MONCTON, N.B.

And this, Brother Grocer, is the only way to make money in selling flour—

HERE are just *two* ways of making money in retailing, viz.:

Small profits on big sales, Big profits on small sales.

In selling Specialties, you seek the *Immediate Profit*, since your sales are inevitably *limited*.

In selling Staples, you must above all else consider the **TURNOVER**—the small profit oft repeated, *compounded*, so to speak.

Now, flour is the *king of staples*, consumed by every Canadian in a thousand forms of bread and pastry.

Your expansion of flour sales is limited only by *one* consideration:

Population, *actual* population and *potential* population.

Unfortunately, Brother Grocer, the profit on any *one* bag of flour is uncomfortably small.

It doesn't pay to sell *one* bag of flour—you must keep on selling until you have sold very many.

You must, while securing To-day's profit, not overlook To-morrow's good-will; a brand which gives one without the other is worthless, more than worthless, since it weakens your asset of public confidence.

Every customer dissatisfied is an irreparable loss, a vital stab in your pocketbook, more or less disastrous according to the number of customers you *think* you can lose without yelling for help.

Be it noted, however, that a disappointed client usually influences in favor of your competitor another *prospective* customer who *might* have been yours had you not lost his trade by antagonizing his friend.

So, you see, your competitor gets *two* new customers, and *your* turnover is reduced not only in *actual* trade, but *possible* trade.

Yet, Brother Grocer, all your flour profits must come from a Big Turnover.

If you can see it this way—and we defy any open-minded dealer to see it otherwise—you will without delay begin selling FIVE ROSES.

FIVE ROSES binds your present custom to you with the *unbreakable* ribs of Uniform Satisfaction.

FIVE ROSES influences towards you all the friends of pleased patrons.

FIVE ROSES helps a lot to get and *hold* the other fellow's discontented.

FIVE ROSES positively will increase *your* turnover, this we guarantee.

Since there is *no* other way to make money in flour sales, Brother Grocer—

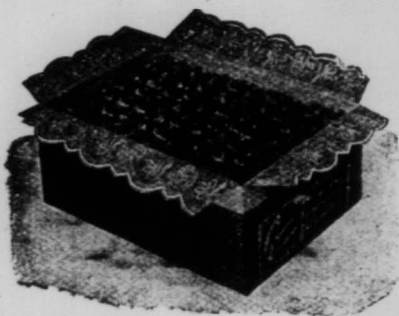
Sell FIVE ROSES *now*.

LAKE OF THE WOODS
MILLING COMPANY, LIMITED
MONTREAL



FIVE ROSES FLOUR

Yours for a Bigger Turnover.



Mr. Merchant

You should embrace this opportunity.

Just stop and think.

If anyone has something that he says will help you to boost your sales, or beat a competitor, or make more customers, if he offers you something to make you better off than you are now, the shrewd business man's plan is to find out about it.

We offer you Chocolate "Bordo," the Chocolate with the flavor that is different to all others. Mr. Dealer, you simply cannot afford to sit tight and try to sell your customers the ordinary kind of Chocolate when we offer you the greatest Chocolate ever produced---bar none.

Find out about it--- you cannot afford to overlook this. "Bordo" wasn't born twins, nor has it any near relatives. Naturally imitators are always sounding the old familiar "Just as good," others, "Just the same," but "Bordo" success has never been equalled.

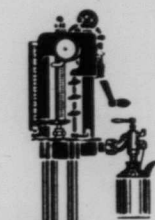
Whether you are a Confectioner, General Merchant, Grocer or Druggist, it will pay you to know what we can offer you. Find out.

Don't wait, you'll forget it.

Request samples and particulars at once.

The Montreal Biscuit Co.
MONTREAL

"We Originate — Not Imitate."



A BOWSER SELF-MEASURING OIL TANK

looks after the profit-end of your kerosene and gasolene business. You realize that it is on the last few gallons of the barrel that your profits come in. Do you know that these few gallons are often lost through leakage, open faucets, etc., and especially through evaporation when the oil is sold from the original barrel? Bowser tanks enable you to check every pint of oil sold against every pint bought—gives you all the profit there is in the oil.

With a "Bowser," all you have to do is to hang the can on the nozzle and turn the crank to get accurate gallons, quarts or pints of oil. No measures, no funnels, no smell. Clean hands; clean goods, clean floors. Quick-acting, space-saving and fire-proof. Send for description of our variety of outfits to suit all requirements. Just ask for Booklet No. 5.

S. F. BOWSER & CO., Limited
66-68 Fraser Ave. : : TORONTO

NO CHEMICALS are used in the manufacture of EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

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

Nova Scotia: **E. B. ADAMS, Halifax.**

Manitoba: **BUCHANAN & CORDON, Winnipeg**

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER, Co. 138 Front Street, NEW YORK

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

MAPLE SYRUP!

Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE
Montreal

THE HODGSON GUM CO.

896 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset*.

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are “*The Purest of all Pure Foods.*”

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's*.

The name is a guarantee of biscuit purity and perfection. And the fact remains that

“*Christie Biscuits sell more than Biscuits.*”

CHRISTIE, BROWN & CO., LIMITED

BISCUITS

APPLES

If you want a car of Winter Apples for storing drop us a line for quotations.

Grape Fruit and Oranges

The Grape Fruit is very fine this year.

Canadian Grapes

arriving in large quantities. Late

Peaches and Pears

Cranberries, Sweet Potatoes.



25-27 CHURCH ST. TORONTO
are Largest Receivers

Extra Fancy

TRACUZZI, Packets

St. Nicholas and Home Guard Puck

J. J. McCABE, Toronto
AGENT

Extra Choice

New Florida Fruit Now Ready for the Market

Grapefruit Quoted at a High Figure and New Crop Oranges to be Received Shortly—Smaller Fruits are Becoming Scarcer, With Plums all but Done, and the Bulk of Peaches are Gone—Cranberries are Easier and Prospects Point to a Good Demand—Sweet Potatoes are Moving Steadily and Market as a Whole is Rather Satisfactory.

One of the features of the fruit market this week is the arrival of new Florida oranges and grapefruit, both of which will be coming freely in a short time. Oranges have only been sent along practically as samples, but they are ready for shipping and the market will soon feel their presence. Grapefruit from Florida have already arrived and are being sold on some of the markets.

The smaller fruits are passing. Plums are nearly all done and what few are left are bringing a high price. Pears are becoming scarcer and the peach market has seen better days. Grapes are receiving freely and are moving out at a fair price. It is expected that they will be fairly plentiful for Thanksgiving week. In fact the supply of fruit for that occasion should be sufficient.

Cranberries are a little easier and the whole market possesses a steady tone. Apples are a sort of a puzzle. Prices are already at a pretty high figure and it is expected that they will go much higher when conditions become settled and the dealers find out where they are at.

MONTREAL.

Green Fruits.—As yet the apple situation is too unsettled to arrive at any very definite conclusions as to the final price level. Apparently, from what sales have taken place so far, the market will likely be higher for winter grades than last year. Already as high as \$5.25 per bbl. has been paid first hand for Spies, and Greenings are on a \$4.50 basis.

Wild grapes are on the market in fair quantity, and are selling from 3 to 5c per lb. Preserving tomatoes are going very well at 50c a basket. Generally speaking the market is fairly active, and has been so for the past week. Cranberries are coming in freely and the price has sagged to \$7. Pineapples are also easier.

Apples, bbl. 4 00 6 00	Lemons..... 4 25 5 00
Bananas crated, bunch 2 00 2 25	Oranges—
Cranberries, bbl. 7 50 8 00	California, late
Cocoanuts, bags. 4 25	Valencia..... 4 00 5 00
Grapes, Delaware crates 2 00 2 25	Pineapples—
Wild grapes, lb. 0 03 0 05	Florida, case..... 5 00
Limes, per box..... 1 25	Plums, crate... 2 00 2 25
Cal. Malaga..... 2 00	Plums, Quebec 0 45 0 50
	Peaches..... 0 75 1 00
	Pears, bbl. 7 00 10 00

Vegetables.—The vegetable market has been rather quiet during the past week. Still there have been one or two lines to hold their fair share of attention. Sweet potatoes are selling briskly and are held at firm prices.

Beans are also in good demand at former quotations. Reports seem to indicate that there will be none too many for this season's consumption. Arrivals

from the country are numerous. All lines seem to have their fair share.

Beans, green, basket..... 0 75 1 00	Onions—
Beans, wax..... 0 40 0 50	Spanish, cases..... 2 10
Beets, bag..... 0 75 0 90	Potatoes, bag 0 50 0 50
Carrots, bag..... 0 75 0 90	Sweet potatoes, basket 1 50
Cabbage, new, dz 0 40 0 50	" " bbl. 4 00
Celery, doz..... 0 75 0 90	Parsley, dozen 0 15 0 20
Cauliflowers, Montreal..... 1 00 1 50	Parsnips, new, bag 0 75 0 90
Corn, doz..... 0 08 0 15	Radishes, dozen bunches..... 0 20 0 30
Cucumbers, bkt. 0 50	Rhubarb, doz .. 0 25 0 30
Garlic, 2 bunches 0 25	Spinach, bbl .. 3 50
Green Peppers, basket 0 75	Tomatoes, box. 1 00 1 50
Leeks, doz 1 50	Preserving tomatoes, bkt. 0 50
Lettuce..... 1 00 1 25	Turnips, new, bag..... 0 75 0 90
Montreal, doz..... 0 40 0 60	
Boston..... 1 00 1 25	

TORONTO.

Green Fruits.—The local fruit market's days as far as the present year is concerned are numbered. The season is fast drawing to a close and it will not be long now until the different companies are back to their winter quarters. The small fruits are still offered, that is what is left of them, but the heavy business is over. Crawford and Elberta peaches are practically done, although peaches seem to be of good quality. Pears are still going out and are bringing a good price. There has been a good supply of grapes and prices have been reasonable. The growers have been told that they have marketed their grapes too soon, and should have waited until the bulk of the peach crop had been sold before delivering grapes to a large extent. Apples are scarce, dear and in good demand. Everywhere high prices are already prevailing.

On Monday of this week a car of Spitzenbergs and other varieties was received from California by one of the local houses. They were packed in boxes and were particularly good eating apples. Before the day was over the entire car load had been disposed of. They brought from \$2 to \$2.50 a box.

Cranberries are a little cheaper this week and are not only selling in barrels, but also in boxes, the figure in the latter case being \$3. Malaga grapes are arriving now and also Tokays. Plums have practically bade a last farewell for the season, and as the smaller fruits become scarcer, more attention is paid oranges and the rest of the old guard. A sample box of Florida oranges, the first of the new crop, arrived in the city this week for one of the fruit brokers. While the outer skin was green as the fruit was ripe inside, this being a peculiarity of this orange.

It will not be long now until the fruit is received here in regular shipments. Florida grapefruit are being sold on the market this week and are fine looking stock. There is a good demand for them. The lemon market is firm with not much change since last week. Cantaloupes are still offered and there is a slight demand for them.

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Basket
Rocky
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Cocoanut
Cranber
Cranber
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Market

Apples, bbl. 3 00 4 00	Florida, per case. 6 00
Apples, Canadian, basket. 0 30 0 45	Egg Plant, 11 qt. basket. 25
Apples, St. Lawrence, basket. 0 50 0 65	Lemons—
Bananas 1 50 2 00	Verdelli. 5 00
Cantaloupes, Canadian—	Limes, box. 1 25
Crate. 0 50	Oranges—
Basket. 0 40	Valencia. 4 50 5 00
Rooky Ford, basket. 0 40	Peaches—
Cocoanuts, sack 4 00 4 50	Yellow, bkts. 0 60 0 75
Cranberries, bbl. 8 00	Yellow Lens cover. 0 75 1 15
Cranberries, case. 3 00	Pears, Canadian basket. 0 30 0 75
Grapes, case. 2 25	Pears, Bartletts basket. 0 50 1 00
Canadian, basket. 0 174 0 25	Pineapples, case. 4 00
Malaga, bbl. 6 00 6 00	Plums, basket. 0 75 0 90
Grape Fruit—	Quince, basket. 0 50 0 75
California. 3 00	

Vegetables.—A steady trade in vegetables is passing. Tomatoes are still coming in rather freely, but the price has become much firmer. In some parts of the country potatoes are spoken of as a poor crop, but nothing serious has yet been announced in this regard. Onions are becoming more and more important and now occupy an important place on the market. There is steady demand for the smaller vegetables.

Canadian beet, bag. 0 75	Spanish, 1-cases. 1 50
Beans, wax, per 11-qt. basket. 0 15 0 25	Ontario. 1 00
Cabbage, case—	Domestic. 0 40
Canadian. 0 50 1 50	Potatoes, Ontario, new, bag. 0 75 0 80
Carrots, Canadian, bag. 0 60	Sweet, bbl. 3 50
Cauliflower, dz. 0 75	Parsley, per doz bunches. 0 25 0 30
Celery, dozen. 0 40	Radishes, doz. 0 25
Cucumbers, bag 0 20 0 25	Red pepper. 0 10
Egg plant, 11-qt. basket. 0 95	Green peppers, 11-qt. basket. 0 35
Gherkins. 1 00 1 25	Tomatoes, Can., basket 11 qt. 0 30 0 40
Lettuce, Canadian, head. 0 25 0 30	New turnips, p.r. 11-qt. basket. 0 5
Onions—	
Spanish, large. 2 25 2 65	

Peaches go to Great Britain in Good Condition

An important feature of the Niagara peach season this year has been the successful shipping of peaches to England. Great care was taken in their packing. They were put in shallow boxes and packed in wood wool, made from the ashen willow. The fruit and cars were precooled before loading. Altogether the quantity of peaches shipped was considerable, but the success of the efforts indicate the possibilities of this English trade.

It is reported that a number of Hamilton men are to form a company with a capital of \$100,000 to handle peaches, grapes and apples for export. Arrangements are being made with a large concern in England to handle this fruit on a special commission. Only the choicest fruits are selected and shipped. Should this come to pass the tendency will be to higher prices.

“Monogram”

Brand

DATES

Fards

About 12 lb. boxes—9 per case.

WM. HILLS, Jr.

IMPORTER, NEW YORK

FISH FOR FALL TRADE

Haddies, Bloaters, Kippers, Cliscoes, Fresh Halibut, Trout

Labrador Herrings, Bbls. and ½ Bbls. Trout, in ½ Bbls., and a full line of package Codfish. Our stock is all fresh and new, none old or carried over. Prices at bed rock. Order your wants from us.

WHITE & CO., Limited
TORONTO

MAIL ORDERS SOLICITED.

FRESH ARRIVALS

THIS WEEK

Fancy Cape Cod Cranberries
in barrels.

Fancy Sweet Potatoes
in barrels.

ARAM HAMPERZUM
Celebrated Camel Brand Fancy Layer Figs.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

“Camel”

Brand

DATES

Persian

Cartons—30 per case.

Neatly and attractively packed.

W. B. STRINGER

SALES AGENT, TORONTO

Dates are the product of the Palm Tree which grows to a height of from 60 to 80 feet and are a fruit-food, pleasant and healthy. The fruit forms a staple article of food in its native country and is growing in favor here. It is as varied in color, size and quality as are our apples, and responds as quickly to care and cultivation. Our Brands are selected with care from the best gardens. Ask for them and see that your wholesale does not want to substitute others. Your customers will come back for our packs.



Fish - Oysters



Continued Scarcity in Many Varieties of Fish

Conditions on Eastern Coast Have Not Permitted Fishing to Any Extent—Haddock and Halibut are Scarce and Should Situation be Long Drawn Out Higher Prices May be Looked for—Some Fairly Good Hauls of Mackerel Received This Week—Interior Markets Feel the Effects of Short Supplies—Oyster Season Improving.

Equinoctial gales and dog fish are again the causes of great scarcity in all lines of ground fish. Haddock and halibut are hard to obtain in any quantity. On the other hand, lake fish are coming in freely.

Reports of frozen Pacific coast fish are that the crop will be a little better than last year, and that the prices will probably be slightly easier, principally, however, for large contracts. This is important, in view of the eagerness of European buyers to place orders for frozen salmon now, and this new factor will be a decided aid in maintaining the present market level.

Cod fishing has improved in some localities, and the market is a little relieved of the recent anxiety. Moreover, news comes that Newfoundland intends to ship a couple of cargoes, which will be sufficient to fill all the requirements of this market.

Pickled salmon and lake trout are reported scarce.

QUEBEC.

Montreal, Oct. 13.—Local dealers say that the present market shows the most decided scarcity of ground fish (fresh) of all kinds, that has been the case since the present bad run has been in progress. The causes are the same as previously stated in these columns—dogfish ravages and heavy storms on the coast.

Haddock show particular scarcity, with halibut a close second. All fresh sea fish are firm, most of them being higher. With the fairly brisk demand evinced it looks as if higher prices would be the order of the day in the near future.

FRESH	
Pike.....	0 08
Perch.....	0 07
Steak cod.....	0 05
B. C. salmon.....	0 13
Market cod.....	0 05
Sturgeon.....	0 13
Lake trout.....	0 10
Blue fish.....	0 15
Sea trout.....	0 13
Sea bass.....	0 15
Fresh Lab'dor. salmon	0 16
Whitefish.....	0 11
Mullet.....	0 08
Haddock.....	0 06
Halibut.....	0 10
Bullheads.....	0 09
Carp.....	0 08
Dore.....	0 11
Mackerel, lb.....	0 12
Swordfish.....	0 11

FROZEN	
Codfish.....	0 04
Dore, winter caught, per lb.....	0 09
Haddock, per lb.....	0 04
Halibut, per lb.....	0 09
Herring, per 100.....	1 70
Market cod.....	0 04
Steak cod.....	0 05
Mackerel.....	0 12
Pike.....	0 07
Salmon, B.O., red, per lb.....	0 09
Gaspe salmon.....	0 16
Smelts, 10 lb. boxes.....	0 07
Whitefish, large, lb.....	0 09
Whitefish, small.....	0 07

SALTED AND PICKLED

Green cod, No. 1, bbl.....	7 00	7 50	Lake trout, half bbl.....	6 00
Labrador herring, bbl.....	5 50	3 00	Salmon, B.C., red, bbl.....	14 00
Labrador sea trout, bbl.....	10 00		" " pink, bbl.....	12 00
Labrador sea trout, half bbl.....	5 75		" " Labrador, bbl.....	16 50
No. 1 mackerel, pall.....	2 00		" " bbls.....	8 50
" bbls.....	9 50		300 lb.....	22 00
No. 1 pollock, l.....	5 00		Salt eels, per lb.....	0 14
Scotia herrings, bbl.....	5 00		Salt sardines, 20 lb. pks.....	4 50
			Scotch herring.....	1 00
			" " keg.....	1 00
			Holland herring, bbl.....	5 50
			" " keg.....	0 75

SMOKED

Bloaters, large, per box, 60s.....	1 20
Haddies.....	0 08
Boneless haddies.....	0 09
Herring, new smoked, per box.....	0 15
Kipper herring, per box, small.....	1 20
Kipper herring, per box, large.....	1 50

SHELL FISH

Shell oysters, bbl., choice.....	12 00
Shell Oysters.....	9 00
Lobsters, live, per lb.....	0 30
ters, choice, bulk, imp. gal.....	1 40
Selects, imp. gal.....	1 65
bulk, selects.....	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb.....	5 1/2, 6 1/2 and 7 1/2
Pure mixed boneless fish, blocks and packages, lb.....	0 05
Shredded cod, per lb.....	0 15
Skinless cod, 100 lb. case.....	5 50
Dried cod, medium, 100 lb. drum.....	7 00
Dried cod, large, bundles.....	6 00
Dried cod, medium, bundles.....	5 50
Dried haddock, medium, bundle.....	5 10

NEW BRUNSWICK.

St. John, Oct. 13.—The past week brought no relief in the situation as regards the scarcity of fresh fish. The past three weeks have been particularly hard on fish dealers here, as the fishermen from whom they have been receiving their supply have forsaken the usual lines and have been giving nearly all their attention to gathering in sardines, which have been abundant. This has been more profitable for the fishermen, but it has kept the local market bare. Dogfish continue to make great inroads on the store of cod and haddock, and the fishermen are much alarmed at the trouble they are causing.

A new turn was given to the strike inaugurated by the sardine fishermen last week, when the fishermen from down the bay agreed to sell their catches to the canneries for \$6 per hoghead. In view of this the local men have also decided to sell at the same price, so that the canneries have scored a victory.

BRITISH COLUMBIA.

Vancouver, October 13.—One boat came in with 170,000 pounds of halibut

at the beginning of the week, and it will be some time before the next cargo arrives. The fishing companies report that it is harder to get halibut, and that this condition is noticeable more all the time. Prices have not changed yet, though they will doubtless go up shortly. With halibut scarcer in winter, the query has been made if halibut go into deeper water at this season of the year, or change their habitation. Certainly they are not so plentiful. It may be, however, that the fish are being thinned out. This feature is the more probable for time was when halibut was caught in the gulf of Georgia, and that only since Vancouver became a city.

Fish shippers here are interested in the report from South Africa that there is a market open there for fresh frozen fish. While there is fish here for export, the absence of any cold storage boats operating between this coast and that part of the world prevents the dealer here taking advantage of the condition that is reported to exist there.

ONTARIO.

Toronto, October 13.—An annoying feature in regard to the fish market is the continued scarcity of supplies in most lines. Both lake and ocean storms have affected the fishing activities and stocks are limited. There is a good demand just now with improved business in cod, haddock, fillets and haddie. Oysters are not as plentiful as they might be and the price of standards has taken a little soar.

FRESH CAUGHT FISH

Halibut.....	0 09	0 10	Herring.....	0 06
Salmon trout.....	0 12		Yellow pickerel.....	0 11
White fish.....	0 12	0 13	Steak cod.....	0 08
White fish, pan.....			Perch.....	0 07
frozen.....	0 10		Haddock.....	0 07

FROZEN LAKE FISH

Pike.....	0 07	Gold eyes.....	0 06
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OCEAN FISH (FROZEN)

Herring, per 100.....	2 00
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SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box.....	1 60	Herring (Labs.) half-barrels.....	3 25
Acadia, 2-lb. boxes, pr. crate.....	2 40	Haddie, Finnan.....	0 08
Boneless Digbys, box.....	1 00	Halifax, 1-lb. bss., pr. crate.....	3 12
Codfish, Bluenose, ".....	1 40	Oysters, extra selects, gal.....	2 25
Cod steak, per lb.....	0 07	Oysters, selects, gal.....	1 85
Cod, Imperial, per lb.....	0 05	Oysters, standard, gal.....	1 65
Fillets, per lb.....	0 12	Quail on toast, per lb.....	0 06


NOVA SCOTIA.

Halifax, N.S., October 13.—Mackerel struck in along the western coast of Nova Scotia this week and some good hauls were made. The appearance of these fish on the coast at the present time caused activity in fishing circles, as there is now a scarcity.

There was keen demand among the buyers for the fish, and the fishermen practically got their own prices.

Mackerel are very scarce on the Boston market, and over two hundred barrels were iced and shipped fresh. Only small quantities of the fish came on the local market. Those that did were retailed at 25 cents each.

The receipts of the other fresh fish were limited during the past week. Bait is scarce and the weather has been un-



**We
Handle
Only
the BEST**

**Kipper
Bloaters
Finnan
Haddies**

Our line of Large, Fat, July Salt Herring are put up in the most careful and sanitary way we have been able to devise. We are using a Specially Made Iron-hoop Barrel, guaranteed not to leak.

**Ask your wholesale house for these lines or
WRITE US DIRECT.**

The Halifax Cold Storage Co., Limited

45 William Street
(Selling Branch)
MONTREAL

You can do this—try it!

TOWARDS closing time on Thursday evening, October 6, one of Belleville's most prominent grocers received a shipment of Coast Sealed Oysters. While his clerk was transferring the oysters from the refrigerated container to the Coast Sealed Display Cabinet he commenced to make the telephone wires hum telling his best customers

about those newly-arrived, delicious Coast-Sealed Oysters. He was a little late getting home that night; but before going he had the satisfaction of knowing that nearly half his oyster stock was already sold. That's the way to move oysters—don't wait for people to come in—hustle some and you will get them coming.

And Remember This—The sustained good quality of Coast-Sealed Oysters will increase the oyster business of any merchant who handles them. They are sealed at the coast, shipped in properly refrigerated carriers, and reach you just as fresh and delicious as when they were first drawn from the ocean bed.

Write us for particulars as to our proposition—it will pay you.

CONNECTICUT OYSTER COMPANY,
 88 Colborne Street, Toronto, Ont. Head Office, Milford, Conn.

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favorable for off-shore fishing. It is probable that the revolution in Portugal will, for a time, disturb the foreign fish market. At present there are two Halifax schooners at Oporto discharging cargoes. The prices of all dry and pickled fish are firm. The current price for Labrador codfish at Newfoundland this week was \$3.50 per quintal. Some

of the buyers, however, paid as high as \$3.70 per quintal for the best made fish. This is the highest price paid this season for Labrador fish.

On the local market prices remain firm and unchanged. Some herring are striking in at coast points, and the indications are that there will be a fairly good run.

Have Fish Department Separated from Grocery

System R. Barron, Ltd., Toronto, Have in Use—Make Special Feature of Cleanliness—Interior of Sales-Room in White—Customers' Demands Anticipated and There is no Over-Stocking.

Toronto, Oct. 13—The grocer contemplating a fish department for his store can draw a certain hope for success from the fact that so many fellow grocers have made a success of this part of their business. The fact is that the grocer possesses certain advantages over others who handle fish because his store is the headquarters for so many household goods for which the women of the district must visit and visit it frequently.

Therefore, to begin with he has a following of customers who are often in his store and everything else being satisfactory he should be able to build up his fish department.

Have a Separate Department.

A number of grocers who have been successful with this feature of their business have rooms entirely separate from the rest of their grocery stores. The principal reason for this is they claim if in proximity to many articles of food the fish will transmit a flavor that is not relished by consumers. Moreover, they say that the fish department can be made more attractive by devoting a special room to it as the fish can be displayed to better advantage. From every standpoint they say it is the proper plan.

This policy is well illustrated in the grocery store of R. Barron, Ltd., Yonge Street. Their fish business has grown to a large extent and the neatness and cleanliness of the department and of the method of handling fish, etc., is in itself a striking appeal to the customer who always approves of the utmost care in the handling of food stuffs.

A White Interior.

The sales room is entirely of white, the walls being of white tile, the window flooring of white marble and the whole presents the appearance of wholesomeness and unscrupulousness in the attention it receives. Along the walls are glass cases in which poultry is displayed and in the centre of the room is a marble-top table on which fish of practically all seasonable varieties are shown.

Whitefish, salmon trout, haddock, halibut, cod, haddie filets and others are there. Only a few fresh fish were displayed while the rest were kept on ice in large boxes or tanks especially made for this purpose.

In the case of fresh fish the aim should be to know the demand that will be made on the department in order that the fish will be disposed of practically as soon as it is received. By selling it when it is fresh and before it has been long on ice, customers will develop a faith in the department which is one of the essentials to building up a fish trade. In summer extra precautions are necessary to safeguard the quality of the fish and it might be remarked that the white effect secured in Barron's department together with the tile and marble suggest a coolness which helps.

Anticipate The Demand.

By knowing the extent of the demand of fresh fish there is no holding over of stocks that are liable to deteriorate in warm weather if held too long. A hand to mouth business is preferable during that time.

Barron's fish department has grown to such an extent that they handle not only the ordinary fish that is asked for but practically all the delicacies in this line that are demanded by people who can well afford them. While the amount of fish they handle reaches a big figure still their summer trade in fresh fish is based on the same lines as those mentioned. They are enabled to keep in close touch with the demand upon the department, and this enables them to keep their stock fresh.

THE MACHINE SEWN BAG.

Machine sewn bags are coming into such universal use for all articles sold in large quantities, such as flour, salt, sugar, rice, etc., that the trade should by this time appreciate and impress upon their customers the advantages of these packages. They make a neat package, are economical for the manufacturers, thereby tending to reduce the cost of the article to the consumer, and as they are in almost every instance put up by large and responsible firms, full weight is guaranteed and the contents cannot be tampered with or exchanged for goods of an inferior and cheaper grade, because if a bag is opened after leaving the factory, it can be detected at once. The consumer, by following out the very simple instructions, can open the bag in an instant, as it simply requires the cutting of the chain at the side of the bag and pulling out the single

thread. Should the wrong end be cut, it is only a moment's work to cut the other end and pull out the thread. If the end of the thread after being cut, comes out on the side of the double thread, it is only necessary to pull it through the bag with the point of the knife, when it will come out instantly. Once the simple knack of opening the bag is acquired, a machine sewn bag can be opened in a fraction of the time required to open a hand sewn bag, and the machine sewn bag will be found to be in a much better condition and more salable than the handsewn bag.

TRADE NOTES.

Reamsbottom & Edwards, of Giroux Lake, Ont., near Cobalt, are opening a branch at Kelso, Mileage 222, where they will conduct a general store.

Jas. Forsythe, general merchant, Cochrane, Ont., who was burned out in the recent fire in that town, expects to occupy his new premises this week. The store is built about four doors north of his old stand, he having disposed of his former property to Chamandy Bros. for \$1,200.

Hugh B. Hales has purchased the grocery business on St. Clair St., Chatham, Ont., formerly owned by H. Chiffin, who has gone into farming.

Thos. J. Primeau, formerly of J. W. Primeau, Chatham, Ont., has built a store on Taylor Ave., where he has opened out a stock of groceries.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE Manager

Highest price paid for DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular?

Fish and Oysters

Haddies **FRESH**
Kippers **FISH**
Bloaters

It pays you best to deal with the largest Fish and Oyster Warehouse in Canada because you always have a larger choice of stock and you receive the benefit of our many years' experience in buying and handling Fish and Oysters. The completion of our new cold storage warehouse places us in a better position than ever to look after your interests.

Use our 5 Long Distance Telephones or write for Price List.

Boneless Bulk and Shell
Prepared **OYSTERS**
Dried Malpeques
FISH "Sealshipt"

P. O. Box 639
Leonard Bros.
20-26 Youville Square : Montreal
Also St. John, Grand River, Gaspe.



THE MOST POWERFUL LEVER

to move the whole family trade round your way is the

BRUNSWICK BRAND SEA FOODS

For fourteen years this brand has held the premier position for quality, and you had better be out of business than handle other than **Quality Goods**.

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hilloat, Sydney, C. B.; J. L. Levitt, Yarmouth, N. S.; Buchanan & Abers, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallowcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

The Catalogue Sharks Known to Davison Grocers

Lansing, Mich., Oct. 6.—The Michigan Retail Grocers and Merchants' Association is contemplating a credit rating system for all the grocers in the state, which will probably be completed at the present session. In discussing the matter State Secretary J. C. Percival foreshadowed the likelihood of some such step. He added, with reference to present conditions:

"Each city has its own system of credit rating. Some of the 60 members of our association have none at all, and others have a very good one. Lansing, for example, has a system, but it is unlike all the rest. The little town of Davison, near Flint, has about the best system of any place that I have yet heard from. They keep in close touch with the catalogue 'sharks' over that way, and if you see a man's name on their list with the letter 'C' after it and ask what that means they will tell you that the man cannot get any credit in town for the reason that he is a 'catalogue shark,' and sends all his ready cash away to some outside concern, and then, when he is broke, will go to the local retailer and ask for credit."

J. Redmond, Chatham, Ont., has purchased the grocery business lately owned by J. W. Wilson on Grand Ave. near the works of the Chatham Wagon Co.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The handlers of "Codou" macaroni will learn with pleasure that the addition to the factories of the manufacturer has been completed, and they will now be able to ship all that is required promptly. This firm has earned a splendid reputation for the quality of their goods, and their business has grown by leaps and bounds. They claim that it pays, however, to make first class goods much better than to make low grades. The outlook on macaroni products is for distinctly higher prices, owing to the great shortage of wheat suitable for the purpose.

The St. Croix Soap Manufacturing Co., St. Stephen, N. B., recently received a photograph from the northern wilds of Ontario, of a log cabin. This in itself is nothing out of the ordinary, but on the front gable end of the cabin is to be seen a large Surprise Soap poster. This cabin is situated at a trading post 200 miles north of the C. P. R. track in New Ontario, on Heathcote Lake near the transeontinental line. It may or may not be that their advertising man displayed poor judgment in trying to interest the wild animals of the north in soap. No doubt, hereafter they should be clean, even if they are not heavy users of this article. At any rate, it all goes to show what modern manufac-

turers are doing to extend the sales of their products.

E. R. Fuller & Co., pop-corn specialists, Windsor, Ont., wish to advise the trade that they will not be able to fill orders for holiday lines mentioned in their advertisement unless booked prior to, or between, Nov. 1 and Nov. 15. Jobbers should, therefore, anticipate their wants at once.

TRADE NOTES.

The McEown block, Saskatoon, Sask., in which is located Cave Bros., grocers, has recently been undergoing improvements. When completed Cave Bros. will have additional floor space, and will instal a meat market.

A retail grocer of Bracebridge, Ont., writes that the potato is likely to prove troublesome this year on account of rot. He advises dealers to be careful in stocking their winter's supply.

The B. Rothschild's Stores Co., Cochrane, Ont., are rising from the ashes of the recent fire and when completed, the store will be one of the handsomest and best equipped in New Ontario. They have already erected, in the rear, a large warehouse which is being utilized as a post office in the meantime.

Even if the statement that is now going the rounds, to the effect that only one oyster egg out of 50,000,000 survives to maturity be true, still the oyster has managed to come regularly to market.

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better class customers, and will prove a remunerative line to handle.



LIST OF AGENTS:

R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.

Free Trade — Free Fish

It is coming—We are prepared already to face the situation—Our stock is now most complete and well assorted.

OYSTERS, either in Bulk or Shell,
SMOKED FISH, NIOBE BRAND
HADDIES, BLOATERS, Domestic
and Imported SCOTCH KIPPERS,
PICKLED FISH, SALMON, TROUT,
HERRINGS, MACKEREL, CANNED
FISH, LOBSTERS, SARDINES,
ANCHOVIES and all kinds of Fresh
or Dried Fish.

D. HATTON COMPANY,
MONTREAL

Reach Out For The Sealshipt Oyster System



because it guarantees you a bigger oyster business at bigger profits than you ever had, made certain by our wonderful selling helps and price-protecting arrangements.

The primary idea of the Sealshipt System is to deliver oysters to the consumer with all their natural freshness and sea flavor. But we have done more than that. We have increased the dealer's profits and fixed a minimum margin under which no *SEALSHIPT AGENT* can cut, and thereby changed the oyster business from a *money-loser* to a *money-maker* for the grocer—a *big money-maker*.

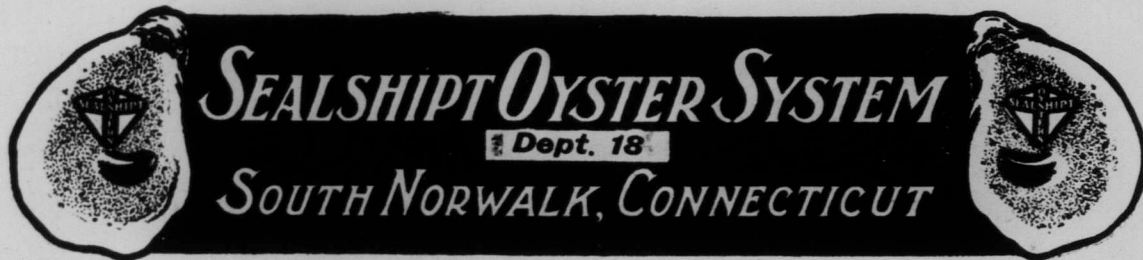
YOU MUST MAKE 25% PROFIT HANDLING SEALSHIPT OYSTERS

Now is the time to arrange for a *SEALSHIPT AGENCY*. 10,000 grocers have found it means more business at better profits. The newspapers have the public interested on the subject of food purity. *SEALSHIPT OYSTERS* have been highly endorsed by all Pure Food authorities. Add to this the effect of our extensive magazine advertising, which has never hesitated to tell the public, *your customers*, the truth about oysters, as well as the absolute purity, freshness and full flavor of *SEALSHIPT OYSTERS*. Our advertising also urges people to go to the Sealshipt Agent for their oysters.

WE'LL HELP DRAW CUSTOMERS INTO YOUR STORE FOR SEALSHIPT OYSTERS

Perhaps the greatest aid to the success of the *SEALSHIPT SYSTEM* is the local advertising help we give you. We'll supply you with advertisements to use in your local papers, a blue and white steel sign and muslin signs for your store front, transparent signs for your door or windows, and arrange with you for the installation of a clean, white and blue transparent *Sealshipticase* for the storing and display of *SEALSHIPT OYSTERS*—a fixture that's a feature of all our advertising, and brings *SEALSHIPT OYSTERS* to the minds of all who see it. Remember — "WE HELP YOU SELL SEALSHIPT OYSTERS."

Write us NOW for catalogue and full details of *SEALSHIPT OYSTERS*.



Island of Trinidad the Land of the Humming Bird

Some Facts and Peculiarities About One of Canada's Sister Countries—What it Produces and Its Possibilities—Lake of Pitch, One of the Wonders of the Island—Comparison Between Canadian and U.S. Imports—Suggestions for Promoting Trade Relations.

By David Williams.

The island of Trinidad, the Pearl of the Antilles, as it is fondly called by its people, is one of the most interesting of the West Indies. The approach to the harbor is exceedingly beautiful. As the steamer glides through either of the entrances great towering rocks loom up on each side presenting a grand and beautiful appearance. Along the sloping shore on either hand in little nooks and valleys are seen cocoa and cocoonut plantations, some of them creeping up the sides of the mountains almost to their summits.

The Island, like most of the West Indies, has no docks, and vessels of large size have to anchor from a mile to two miles from the shore. Here a swarm of boatmen surround the steamer keeping at a respectful distance as they are not allowed to approach the side until summoned by an officer at the gangway. These ferrymen of dusky hue and strong lungs vie with each other in hailing each passenger that makes his appearance on the deck, calling out the number of their boat and soliciting their patronage to convey them ashore at two shillings—or as much more as they can get per head.

After the passenger, or group of passengers, have selected a boatman, he is allowed to come alongside the vessel. The travelers climb down a rickety stairway to the boat and are rowed ashore. Here another throng of negroes surround the unfortunate traveler wanting to convey him to his hotel or wherever he may be going.

Land of The Humming Birds.

Port of Spain, the chief city of the island, is a flourishing place containing about 60,000 people. It is quite a modern city being well laid out and liberally supplied with beautiful parks and some wide streets and avenues. It has many of the modern conveniences of civilization being lighted by electricity and has a fine electric street car system. It has also an excellent water-works system, the water being supplied from springs in the mountains behind the city. The island is situated in the southern part of the Caribbean sea on the east coast of Venezuela. It was discovered by Columbus on the 31st of July, 1498, when, like the greater part of South America, it became a Spanish possession until 1797 when it was ceded to Britain. Its former name was Jere, the land of the humming birds.

The island is about 55 miles long by 40 miles in width and has an area of 1,750 square miles. It is the largest but one of the West India islands. The population is about 280,000 of whom one-third are imported from the East Indies

to work chiefly upon the sugar estates. Of the balance the large proportion are black or creole. The great bulk of the business of the island, however, is in the hands of the whites.

Trinidad's Chief Products.

The principal products are cocoa, sugar, cocoonuts and rum. The former is grown extensively all over the island both on large and small estates. In Port of Spain great storehouses are to be seen filled with bags of cocoa ready for shipment to Europe and America.

Sugar is also extensively manufactured and exported largely to Canada, while rum, a by-product of sugar, is quite an important item in the output of some of the sugar mills. Large quantities of cocoonuts are grown and exported. Cocoonut oil is also manufactured, there being a number of mills producing it. It finds a market chiefly among the islands.

The production of crude petroleum is a promising industry at the present time, a number of wells having been sunk showing excellent prospects while more are being drilled of which the promoters are sanguine of success. One English company has erected a tank with a capacity of two million gallons and some well-known Canadian capitalists are interested in the ventures. It is the hope of the promoters that this will at no distant date be one of the chief supply stations of the British navy for fuel oil.

One of Nature's Wonders.

Any description of Trinidad would be incomplete without some reference to its great pitch lake, one of the wonders of nature. It is a large lake miles in extent containing only pitch of good quali-

ty. An apparently inexhaustible supply lies quite close to the sea from where its product can be shipped to all parts of the world.

Considerable attention is being directed to the question of closer trade with Canada and the opinion is freely expressed among merchants that much more might be done on those lines than is at present. Almost every merchant and exporter spoken to were in favor of closer trade relations. The only question was as to the best means of promoting them. The granting of a preference to Canadian goods is viewed by many as a dangerous experiment and does not meet with much favor, not on account of any hostility to Canada but

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his
groceries where he buys
his SHAMROCK tobacco

CLAY PIPES
The best in the world are made by
McDOUGALLS
Insist upon this make
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Black Watch
The Big Black Plug
Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



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from the fear of retaliation on the part of the United States. It is however, claimed by some Trinidad merchants that if the United States follows their usual policy they will discriminate against them in any case just as soon as they feel assured they can do without their trade and find their requirements in their own country or in dependencies.

Visits From Canadian Houses.

In the opinion of Trinidad merchants much might be done to increase mutual trade between the island and Canada even under existing conditions. Some of the suggestions made are worthy of close consideration of Canadians. One thing suggested was more regular and systematic visits on the part of travelers representing Canadian houses.

It is said that most of the commercial men coming to the island are neither regular or systematic. It is often someone who is trying to combine pleasure with business and is frequently little acquainted with the lines he is endeavoring to introduce and does not properly understand how to present his house's claims to the parties to whom he is trying to sell goods. Being irregular in their visits, they are not able to make a proper study of local conditions and the requirements of the trade.

Shipped Butter In Wrong Way.

One result of this is that many of the details which may seem small but in reality go a long way in turning the balance are neglected or not understood. For instance, one merchant stated that

not long ago some Canadian exporters tried to introduce their butter in the Island but with poor success owing to the fact that they persisted in shipping it in the same manner as they would to Europe or other northern countries. After conforming, however, to proper methods and putting the butter up in quite small and perfectly air tight tubs with sealed tops, their trade increased to large dimensions.

Another instance shown was that of the shipment of biscuits. Three boxes of biscuits were selected from prominent Canadian firms and from a U. S. shipper. In the two from the Canadian houses at least one-third of the biscuits were badly broken while in the American packages there was scarcely one to be found broken or damaged. These three manufacturers made biscuits of good quality, there being little difference in them, but it can readily be understood that any merchant would prefer the box with the unbroken biscuits. The whole trouble was in the method of packing and shipping. Much improvement might also be made along the line of prompt shipment and the keeping of stocks at convenient points so that orders could be immediately filled on receipt.

Subjoined is a list of the respective importations to the island from Canada, and the United States, taken from the official figures. But they are not entirely reliable owing to the fact that a considerable quantity of Canadian goods are imported through the United States

and classified as exports of that country. The figures given are customs values in English pounds.

	From Canada.	From U. S.
Carriages and Motors	£ 232	£ 1,437
Leather, Boots & Shoes	186	21,797
Soap	2,638	3,051
Cordage and Twine	1,373	2,667
Meats of all kinds	889	79,587
Meal	50	5,985
Butter	630	3,485
Cheese	110	5,861
Flour	9,159	213,423
Peas	5,922	4,586
Oil Meal	None	13,958
Potatoes	7,152	432
Lumber	6,724	32,425
Machinery	14	13,625

Although as said above those figures are not absolutely reliable so far as actual shipments are concerned, yet they are near enough to give a fair idea of what might be done in the way of stimulating Canadian trade and the carrying of goods under improved conditions.

It may be said further that Trinidad has by no means reached the limit of its productiveness. There are great areas of country that are still uncleared and uncultivated. Upon much of this land there is some of the finest timber to be found anywhere awaiting exploitation and manufacture. In fact the island affords many opportunities for the profitable and safe investment of capital in developing its latent wealth.

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GLASGOW,
SCOTLAND

CO.,

**Are You Keeping Your Tobacco Stock
Up-to-Date ?**

IF NOT, WHY NOT?

“Tucketts Special”

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited
HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postage, etc.

BUSINESS CHANCES.

FOR SALE—General grocery and china in best town in Western Ontario. Doing good business. A bargain. Box 366, Ridgetown, Ont. (41p)

FOR SALE—Grocery and provision business in a good town in south-western Ontario. Stock new; good stand; rent very reasonable. Easy terms to good man. Box 636, CANADIAN GROCER, Toronto. (43)

FOR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about \$30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover \$20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

FOR SALE—Splendid grocery business, well located, Bloor West. Fixtures at a price, and stock at invoice price. Apply 668 Bloor W., Toronto. (42)

REPRESENTATIVES WANTED.

A well-known old established firm of English Cocoa Manufacturers, whose goods are already on the Canadian market, desire to enter into an arrangement with a first class firm of wholesale grocers in Vancouver with a view to their actively pushing the Cocoa amongst the retail stores in return for the sole right of sale for the Province of British Columbia. Box 39, CANADIAN GROCER, 88 Fleet Street, London, England. (41p)

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

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ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

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ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumont "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

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EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fire-proof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St., Montreal. (tf)

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FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

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HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

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SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley Street, Toronto. (tf)

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THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

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Diamond
1-lb. tins, 3
1-lb. tins, 3
1-lb. tins, 3

IMPERIAL
Cases
4-dozen...
3-dozen...
1-dozen...
3-dozen...
1-dozen...
1-dozen...



Special discount cases or more



CROWN Baking Powder

Strawberry
Raspberry
Black currant
Red currant
Raspberry & currant
Raspberry & gooseberry
Plum jam
Green gages
stoneless
Gooseberry

Strawberry
Black currant
Raspberry

Freight all
WHITE SW
White Sw
doz. in cas
1-lb. tins, 80



Cartoons—
No. 1, 1-lb.
No. 1, 1-lb.
No. 2, 5-oz.
No. 2, 5-oz.
No. 3, 2 1/2-oz.
No. 10, 12-oz.
No. 10, 12-oz.



QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
W. H. GILLARD & CO.

1-lb. tins, 3 doz. in case \$2 00
1-lb. tins, 3 1 25
1-lb. tins, 3 0 75

IMPERIAL BAKING POWDER

Cases	Sizes	Per doz.
4-dozen	10c.	\$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
1-dozen	2 1/2-lb.	10 50
1-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Cases	Sizes	Per doz.
6 dozen	5c.	\$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2 1/2-lb.	5 00
1 "	5-lb.	9 50
1 "	12 "	12 00
1 "	16 "	16 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Cases	Sizes	Per doz.
6 dozen	5c.	\$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2 1/2-lb.	5 00
1 "	5-lb.	9 50
1 "	12 "	12 00
1 "	16 "	16 00

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

CANADIAN CANNERS, LIMITED

	Per doz.
Aylmer Jams Peach	1 80
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum	1 55
stoneless	1 75
Gooseberry	1 75

Jellies

	Per doz.
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Plum	1 70
Grape	1 85

Marmalade

	Per doz.
Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

5 lbs.	7 lbs.	14's & 30's per lb.
Strawberry	0 59	0 82
Black currant	0 59	0 82
Raspberry	0 59	0 82

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3 doz. in case, \$2 doz; 1-lb. tins, \$1.25 doz; 1-lb. tins, 80c doz.

COOK'S FRIEND BAKING POWDER

WORLD PANCAKES, PIE CRUSTS, OTHER PASTRY

Mott's breakfast cocoa, 10c. size 90 per dr.

" breakfast cocoa, 1/2 lb. boxes	0 38
" No. 1 chocolate, 1/2 lb. boxes	0 38
" Navy	0 38
" Vanilla sticks, per gross	1 00
" Diamond chocolate, 1/2 lb. boxes	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

FOREST CITY BAKING POWDER

Dozen	Per doz.
6 oz. tins	\$0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 3 doz. in case, per case \$3.00.

The King's Food, 2-doz. in case, per case \$4.00

White Swan Barley Crisps, per doz. \$1.

White Swan Self-rising Buckwheat Flour, per doz. \$1.

White Swan Self-rising Pancake Flour, per doz. \$1.

White Swan Wheat Kernels, per doz. \$1 40

White Swan Flaked Rice, per doz. \$1 00

White Swan Flaked Corn, per doz. \$1 00

COCONUT

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb.

1-lb. packages	0 26
1-lb. packages	0 27
1-lb. packages	0 28
1 and 1/2 lb. packages, assorted	0 26
1 and 1/2 lb. packages, assorted	0 27
1 lb. packages, assorted, in 5 lb. boxes	0 26
1 lb. packages, assorted, in 5 lb. boxes	0 29
1 lb. packages, assorted, 5, 10, 15 lb. cas.	0 30

Bulk

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 19	0 21	0 17
Best Shredded	0 18	0 17	0 16
Special Shred	0 17	0 16	0 15
Ribbon	0 19	0 18	0 17
Macaroon	0 17	0 16	0 15
Dessicated	0 16	0 15	0 14
White Moss in 5 and 10 lb. square tins.	\$1.00		

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—Featherstrip, pails, 0 18
Shredded, 0 16
In packages, 5-oz., 8-oz., 8-oz., 1b 0 30

Blue

Keen's Oxford, per lb. 0 17
In 10-lb. lots or case 0 16
Gillett's Mammoth, 1/2-gross box. 3 00

Chocolates and Cocoas

THE COWAN CO., LIMITED

Cocoa—

Perfection, 1-lb. tins, per doz. \$4 50
Perfection, 1-lb. per doz. 3 40
Perfection, 1-lb., per doz. 1 30
Perfection, 10c size 5-lb. tins 0 90

per lb. 0 37
Soluble, bulk, No. 1, per lb. 0 30
Soluble, bulk, No. 2, per lb. 0 18

London Pearl, per lb. 0 22
Special quotations or Cocoas in bbls.

Unsweetened Chocolate— Per lb.
Plain Rock, 1/2's & 1/4's, cakes, 12-lb. boxes, per dozen 0 26
Perfection chocolate, 20c size, 2 dozen boxes, per dozen 1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen 0 90

Sweet Chocolate—

Queen's Dessert, 1/2's and 1/4's, 12-lb. boxes, per lb. \$0 40
Queen's Dessert, 5's, 12-lb. boxes, per lb. 0 35
Vanilla, 1/2-lb., 12-lb. boxes, per lb. 0 30
Parisian, 3's, 12-lb. boxes, per lb. 0 30
Royal Navy, 1/2's, 12-lb. boxes, per lb. 0 24
Diamond, 1/2's, 12-lb. boxes, per lb. 0 25

Icing for cake—
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in 1-lb. pkgs., 1-dozen in box, per dozen 0 90

Confections— Per lb.

Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 35
Chocolate wafers, No. 2, "	0 30
Nonpareil wafers, No. 1, "	0 25
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

Agents, C. E. Colson & Son, Montreal.

In 1, 1/2 and 1-lb. tins, 14-lb. boxes, per doz. 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'S

R. S. McIndoe, Agent, Toronto; Arthur J. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; J. Ross & Perras, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

MOTT'S DIAMOND CHOCOLATE

Elite, 10c size (for cooking) doz 0 90

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	\$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85

TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen) \$3 50
"Reindeer" brand, per case (4 dozen) 5 00

JERSEY CREAM

REINDEER BRAND CONDENSED MILK

Coffees

ROY BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

Club House	\$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole	0 17	" ground	0 17
Golden Rio	0 14		

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, 1/2 and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.

Mocha & Java Coffee

1-lb. decorated tins, 32c. lb

Mo-Ja, 1-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicules 1-lb. fancy glass jars, per doz. \$3.60

Cafe Aromatic—1-lb. amber glass jars, per doz. \$4

Presentation (with 3 tumblers) \$10 per doz

THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins \$0 35
"Gilt Edge" in 2 lb. tins 0 35

Canadian Souvenir 1 lb. fancy lithographed canisters 0 30

Cheese—Imperial

Large size jars, doz. \$ 25

W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 etc.; No. 1, 90c; No. 2, \$1.25; No. 3, \$1.75 dozen. Oz. Tomatoes (English Brand), No. 1, \$1.00; No. 2, \$1.25

Canada Cream Cheese

In carbons, each 1 dozen	0 88
Large blocks, dozen	2 85
Medium blocks, dozen	1 40

MELAGAMA COFFEE

W.S.P. Ret. P.

Ground or bean, 15 lb. cases	W.S.P. Ret. P.
15 lb. cases	0 50
15 lb. cases	0 50
15 lb. cases	0 40
15 lb. cases	0 30
15 lb. cases	0 20
15 lb. cases	0 10

Packed in 30s and 60lb. cases Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box	1 35
" " 10c cakes, 36 in box	2 55
Chocolate Wafers No. 1, 5-lb. boxes, 1b.	0 33
" No. 2	0 25
Maple Buds, 5-lb. boxes, 1b.	0 36
Nut Milk Chocolate, 1-lb. cakes, 12-lb. box, 1b.	1 35

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95
Medium, cases 2 dozen	1 80
Large, cases 1 dozen	2 75
Tumblers, cases 2 dozen	1 35
25-lb. pails	0 15

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchamps & Fils, Montreal \$2, \$3, \$5, \$10, \$15 and \$20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 04
500 books to 1000 books	03

For numbering cover and each coupon, extra per book 1/4 cent.

Infants' Food

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

Flavoring Extracts

SHIRIFF'S

1 oz. (all flavors), doz. 1 00	
2 "	1 75
3 "	2 00
4 "	3 00
5 "	3 75
8 "	5 50
16 "	10 00
32 "	18 00

Discounts on application.

CRESCENT MFG. CO.

	Per doz.
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at \$1.50)	12 50
16 oz. bottles (retail at \$3.)	24 00
Gal. bottles (retail at \$20.)	14 50

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Ladhamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. \$2 20

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.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 07

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen \$1.20. Chicken soup, \$1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. \$1.40. Tomato Ketchup—Bottles (10c. size only) doz. \$1.40. Tabasco-Ketchup—Bottles (10c. size only) doz. \$1.40. Chili Sauce—Bottles (10c. size only) doz. \$1.40. Mustard (prepared)—With spoon (new) doz. \$1.40; No. 80 jars, doz. \$1.44.

W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 etc.; No. 1, 90c; No. 2, \$1.25; No. 3, \$1.75 dozen. Oz. Tomatoes (English Brand), No. 1, \$1.00; No. 2, \$1.25

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A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.



The Polish OF Preference

It pays to handle a quick-selling line like "2 in 1" Shoe Polish—a line that's always in demand and that always gives satisfaction.

"2 in 1" is positively waterproof, preserves and softens the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Get a generous supply and display it well.

The F. F. DALLEY CO. LIMITED
Hamilton, Can., and Buffalo, N.Y.



BRANDS
"BANNER" & "PRINCESS"
CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

TEA LEAD

Best Incorrodible

Buy **"PRIDE OF THE ISLAND" Brand**

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

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MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

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Ocean corn starch.
30-lb. wood pails...
Pure assorted jam,
dozen in case.

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The GENUINE.



Prices On
Less than 5 cases..
Five cases or more

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We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co.

Hamilton and Winnipeg

BLACK JACK

QUICK, CLEAN HANDY

TRY IT



SOLD BY ALL
JOBBERs

1/2-lb. tins 3 doz. in case.

THREE REASONS Why you should stock Royal Polishes

They are made in Canada.
They are cheaper than the
imported.
They afford a larger margin
of profit.

Ask your Jobber or Write Us.

Royal Polishes Company
MONTREAL



OCEAN MILLS
Montreal
Chinese starch, 48
1-lb., per case \$4.00;
Ocean Baking Pow-
der, 48 3-oz., \$1.40;
48 4-oz., \$1.80; 60 8-
oz., \$4.50; 36 1-lb.-
\$3.75; 48 1-lb. pkg.
\$4; 10 1-lb. tins, \$5;
loose 25 lbs., \$1.75;
Ocean blancmange,
48 8-oz., \$4; Ocean
borax, 48 8-oz.,
\$1.60; Ocean cough
syrup, 36 6-oz., \$3.00;
36 8-ounce, \$7.20;

Jam Per lb.
Ocean corn starch, 48 1-lb. \$3.60.
30-lb. wood pails..... 0 06 1/2
Pure assorted jam, 1-lb. glass jars, two
dozen in case..... 1 75

Jelly Powders

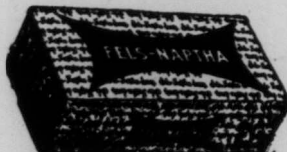
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices Ontario and Quebec:
Less than 5 cases..... \$5 00
Five cases or more..... 4 98



WHITE SWAN SPICE
AND CEREALS, LTD
White Swan, 15
flavors, 1 doz. in
handsome counter
carton, per doz., 90c.



List price.
"Shirriff's" (all
flavors), per doz
Discounts on applica-
tion.

LARD
H. K. FAIRBANK CO. BOAR'S HEAD
LARD COMPOUND.



F.O.B. Montreal.



GUNNS
"EASIFIRST"
LARD
COMPOUND.

Tierces... 0 13
Tubs... 0 13 1/2
20-lb. pails... 0 13
20-lb. tins... 0 13
10-lb. " 0 13 1/2
5-lb. " 0 14
3-lb. " 0 14
1-lb. cartons 14 1/2

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 box, 60), per box... 1 50
Tar licorice and tolu wafers, 5-lb. cans,
per can..... 2 00
Licorice lumps, 4-lb. glass jars..... 1 75
" " 10 5-lb. cans..... 1 00

"Purity" licorice, 10 sticks..... 1 45
100 sticks..... 0 73
Dulc, large cent sticks, 100 in box.....
Lye (Concentrated)



GILLETT'S
PERFUMED LYE
Per case
1 case of 4 doz \$3 50
3 cases of 4 doz 3 40
5 cases or more 3 35

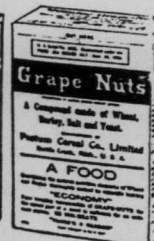
Marmalade.

T. UPTON & CO
12-oz. glass jars, 2 dozen
case, per doz. \$1; 16-oz.
glass jars, 2 doz. in case,
per doz. \$1.45; 5 and 7
lb. tins and 7-lb. pails,
per lb. 8c.; pint sealers
(24 oz.), 1 doz. in case,
per dozen \$2.25.

SHIRRIFF BRAND
"Imperial" orange -
1-lb. glass, doz... 1 55
2-lb. " " 2 80
4-lb. tins, " " 4 85
7-lb. " " 7 35
"Shredded"-
1-lb. glass, doz.... 1 90
2-lb. " " " 2 10
7-lb. tins, " " " 8 25



Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. 17, \$2.85.



ST. CHARLES
DENSING CO

PRICES:

St. Charles Cream,
family size, per case
..... \$3 50
Baby size, per
case..... 2 00
Ditto, hotel, 3.70
Silver Cow Milk 4.55
Purity Milk.... 4.25
Good Luck.... 4.00

Mustard

COLMAN'S OR KEEN'S
D.S.F., 4-lb. tins..... per doz. \$ 1 40
" 1-lb. tins..... " 2 50
" 1-lb. tins..... " 5 00
Durham 4-lb. jar..... per jar 0 75
" 1-lb. jar..... " 0 25
F.D. 1-lb. tins..... per doz. 0 85
" 4-lb. tins..... " 1 45

IMPERIAL PREPARED MUSTARD
Small, cases 4 dozen..... 0 45 dozen
Medium, cases 2 dozen..... 0 90 "
Large, cases 1 dozen..... 1 35 "

Olive Oil

LAFORTE, MARTIN & CIE., LTD.
Minerva Brand—
Minerva, qts. 12's..... \$ 5 75
" pta. 24's..... 6 50
" pta. 24's..... 4 25

Sauces

PATERSON'S WORCESTER SAUCE
1-pint bottles, 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases, doz. 1 75

Soda

OOW BRAND
Case of 1-lb. contain-
ing 60 packages, per
box, \$3 00
Case of 1-lb. con-
taining 120 pks. per
box, \$3 00
Case of 1-lb and 1-lb.
containing 20 1-lb.
and 60 1-lb. pks. per
box \$2.00
Case of 50 pks. containing 80 pks. per
box, \$3.00



MAGIC BRAND Per case
No. 1, cases 60 1 lb. packages..... \$3 00
No. 2, " 120 1-lb. " " 3 00
No. 3, " 80 1-lb. " " 3 00
No. 4, " 80 1-lb. " " 3 00
No. 5 Magic soda—cases 100—10-cs. pks.
1 case..... 2 65
5 cases..... 2 67

The North Queensland Meat Export Co., Ltd.

WORKS, GOLBUN TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: **G. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.**

The washday wonder worker

For economy in use and effective cleansing properties no soap is so good as

Wonderful Soap

and in addition to its sterling qualities, it is very attractively packed and made up, and commands a rapid and profitable sale.

Write for details of our dealer-helper selling plan

THE GUELPH SOAP CO.

GUELPH ONTARIO

Toronto Agents—MacGregor Specialty Co.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and

therefore GOES FURTHEST of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

DAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN DAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

R

of the

TED

Montreal



90 cents per dot

OMAR WOOD & CO., LTD.

Montreal and Boston.

Food's Premium per pound 40c; re 40c; Golden 35c and 50c; Ir-de-La, 30c; 40c. Packed in black, green

Per doz

Per case

Per doz

Per doz

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

Per lb

SURE!

to be right

SALT

Order from

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

**WETHEY'S
Condensed
Mince Meat**

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

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

"We have been advertising in The Canadian Grocer for a number of years, but never realized the good work you are doing—

—until last fall, when the writer took a business trip through the Northwest and British Columbia."

The above paragraph is taken from a letter written by the manager of a well-known Hamilton firm. Formerly he was inclined to judge all advertising according to the *direct* returns it produced. Now he realizes that such returns are merely incidental to the real value of most advertising. In further reference to his western trip he says:

"Your paper seemed to be well thought of by the retail grocers, and many of them, especially in Vancouver and Victoria, took the trouble to mention that they had seen our goods advertised in The Grocer.

"This was appreciated by us, as it is rather difficult to know just what class of advertising is giving us results. However, we are now satisfied that your paper is an excellent medium for any manufacturer to use who wants to talk business to the wholesale or retail grocer of Canada."