

**PAGES
MISSING**

CANADIAN GROCER

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

Montreal: 78-79 Eastern Townships Bank Bldg.
London, Eng.: 25 Fleet St., E.C.

Toronto: 14-15 University Ave.

Winnipeg: 211 Union Bank Building

New York: Rooms 1189-1191, 28 Broadway.

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 16, 1910

NO 37.

KEEN'S OXFORD BLUE



In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

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

Agents for the Dominion of Canada

Canada's
Leading
Starches

Edwardsburg

"Silver Gloss" Starch

(for laundry purposes has no equal)

Benson's "Prepared" Corn

Most perfect for cooking, puddings, desserts, etc.

These brands are found in every up-to-date grocery store. They make satisfied trade.

Demand them of your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

THE CANADIAN GROCER

We Help You Sell Our Goods!

The accompanying cut illustrates our large sign in colors for store display, reproduced as used in the leading magazines to stimulate demand for our products.

But that is not the only way we help you. You have, in addition, back of every can or bottle of

UPTON'S
Pure Jams and
Orange Marmalade you sell, our unqualified guarantee of
PURITY.

Isn't this the line to recommend--the line that your customers know and have confidence in?

Order
UPTON'S
To-day

The T. UPTON CO., Limited
Hamilton Ontario

PURE FOOD

You are quite safe and sure when you sell your customers pure, unadulterated goods, and every one of the following are the purest human skill can pack and money can buy.

CODOU'S
Macaroni
Vermicelli
and Pastes
Always the Best

COX'S
Gelatine
Perfectly Pure

Griffin's
Seeded Raisins, Canned
Fruits, White and Green
Asparagus, Griffin's
Prunes, Cured Fruits,
Griffin's Seedless
Raisins

Taylor's
PEELS
Candied or Drained

"Thistle"
"Canned"
HADDIES
The best packed

All first-class dealers sell these.

IT PAYS



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>W. G. PATRICK & CO. Manufacturers' Agents and Importers 77 York Street, Toronto</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>FINEST LARD in America, Morris's Chicago. AGENTS: W. H. Millman & Sons Wholesale Grocery Brokers TORONTO</p>	<p>MacLaren Imperial Cheese Co. Limited AGENCY DEPARTMENT Agents for Grocers' Specialties and Wholesale Grocery Brokers TORONTO, Ont. DETROIT, Mich.</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. Sacrament Street, Montreal TEL. MAIN 778 BOND 28</p>	<p>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>RAW SUGAR ON SPOT Barbadoes, Muscovado, Jamaica Light and Dark Crystals Lind Brokerage Company 73 Front St. E., Toronto</p>
<p>ROBERT ALLAN & CO. MONTREAL General Commission Merchants Representing Morris Packing Co. Pork and Lard—Finest Quality</p>	<p>G. C. WARREN Box 1036, Regina IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT Trade Established 12 Years. Domestic and Foreign Agencies Solicited</p>	<p>Agency required for Canned Goods, Etc. The HARRY HORNE CO. Grocery Brokers and Manufacturers' Agents. 309-311 King St. West. - Toronto Good warehouse and distributing facilities.</p>
<p>WESTERN DISTRIBUTORS LIMITED Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Dis- tributed, Warehouse 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>WATSON & TRUESDALE (Successors to Stuart, Watson & Co.) Wholesale Commission Brokers and Manufacturers' Agents. WINNIPEG, - MAN. Domestic and Foreign Agencies Solicited.</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>If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is The Irish Grocer, Drug, Provi- sion and General Trades' Journal. 10, Garfield Chambers, Belfast, Ireland</p>	<p>—WINNIPEG— H. G. SPURGEON Who'sal- Broker and Manufacturers' Agent United Kingdom and Foreign Agencies Solicited. 230 Chambers of Commerce. P.O. Box 1812</p>
<p>TRY A CONDENSED AD. IN THE CANADIAN GROCER.</p>	<p>When writing advertisers kindly men- tion having seen the advertisement in this paper.</p>	<p>BUSINESS IS BOOMING IN WINNIPEG BAWLf, DAVEY & CO. Wholesale Grocery Brokers. AGENCIES WANTED WINNIPEG MAN. DISTRIBUTORS, LIMITED P. O. Drawer 99 EDMONTON, ALBERTA Manufacturers' Agents, Commission Mer- chants, Warehousemen. We sell direct from the Manufacturer to the Retail Track connections with all Railroads.</p>

J. F. Eby,
President.

Hugh Blain,
Vice-Pres.

New Eleme Figs

Our first shipment of "Camel"
Brand is due this week.

As it looks as if prices are going to be
higher this season, you cannot do better
than book your orders with us for—

RAISINS

VALENCIAS CALIFORNIA SEEDED SULTANAS

Get our Quotations for
Immediate Shipment.

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

The Quality of the Tea You Handle

A Tea of
Guaranteed
PURITY

IS VERY IMPORTANT

A Good Tea Makes and
Sustains a Reputation.

A Tea of
Unvarying
FLAVOUR

RAM LAL'S PURE TEA

will give satisfaction to every buyer.

Send to us for Samples and Particulars.

Ram Lal's Pure Tea Company, Limited

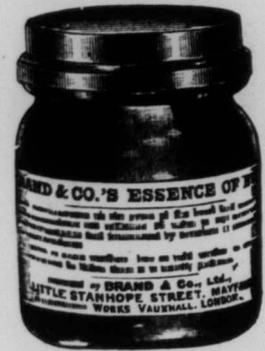
MONTREAL, CANADA

NOT "JUST THE SAME"

There's nothing similar to the meat extracts with which you are familiar, about



BRAND'S ESSENCE OF BEEF



We issue a hearty invitation to every Canadian grocer visiting the Exhibition to call at our stand in the Manufacturers' Building and get particulars of our **Special Introductory offer**. Brand's Essence is specially recommended by leading physicians the world over for invalids, and although immense quantities are sold by druggists, a much larger amount is handled through grocery stores. There is a very good margin of profit for the dealer, and every assistance will be given and no expense spared by the manufacturer to help you to dispose of Brand's Specialties.

READ WHAT ONE DELIGHTED DEALER SAYS:

Thos. O. Baxter

Peterboro, 9th July, 1910.

Dear Sir,—Would you please send us by Express, one dozen Brand's Essence of Beef in tin, same as we had before. There is a growing demand for it. Two new customers are waiting for this lot to arrive. The case of one man with the worst type of Anaemia has been a great advertiser. It has been a great thing for him, and all his friends are talking about it, so it has a good start now. You will find enclosed Express Order in payment of last lot. Your kind attention will oblige.

Yours truly,
A LEADING GROCER. (Name on request)

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

or H. HUBBARD, 27 Common Street, MONTREAL

BRAND & CO.

Purveyors to
H.M. the King

London, Eng.

"ENTERPRISE"



"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch — they **grind** to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.

We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

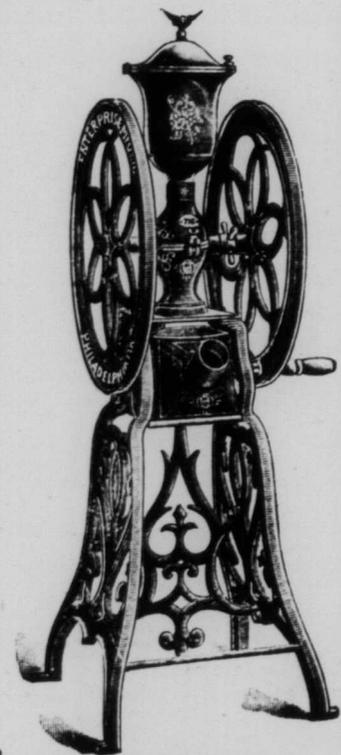
Complete catalog mailed on request.

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



Sweet Wrinkle Peas



THE Sulphate of Copper used in producing that vivid green color you have observed in some lines of Imported French Peas is distinctly injurious to health and kills the flavor of the peas. That's why we never use it.

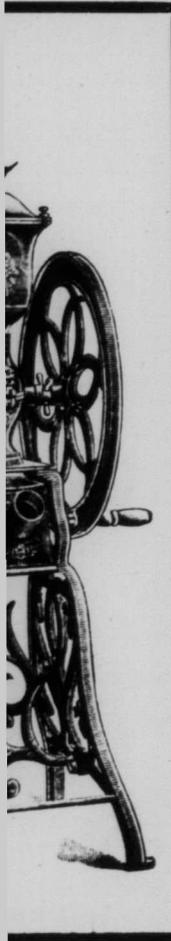
You will find our Sweet Wrinkle Extra Sifted Peas more tender and better in flavor than the best imported French Peas you ever tasted.

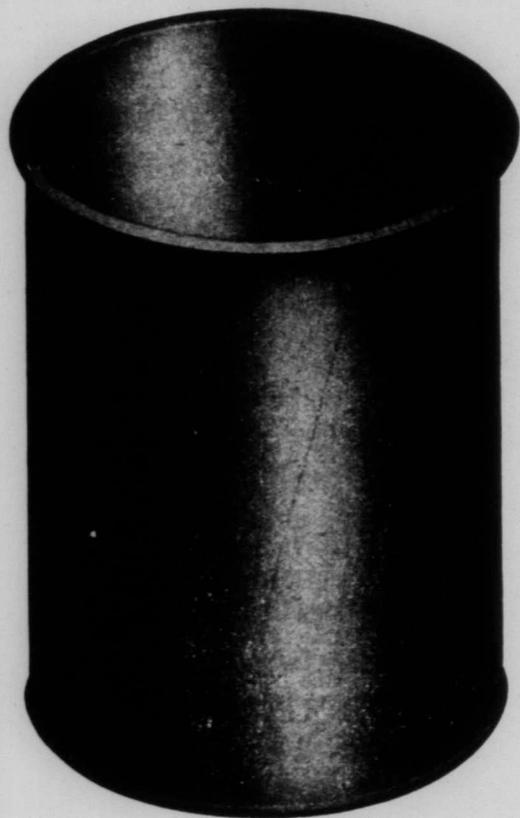
This is one of our finer grades upon which you can make a much better profit than on our lower-priced lines.

A little judicious promotion of our better quality peas among your good customers will increase your profits considerably and add greatly to your customers' satisfaction. Try it.

Dominion Cannery, Limited
Hamilton, - - - Ontario

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ESSENCE OF
1910.
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quest)
MONTREAL
Eng.





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 Am's Patents

No trouble or expense has been spared by us to make

"KOOTENAY" BRAND Pure Fruit Jams and Jellies

IN BOTTLES AND TINS

a line which can be recommended without the slightest hesitation. "KOOTENAY" BRAND is composed of the freshest and most luscious British Columbia fruits and the purest cane sugar. They retain the natural fruit flavor to a remarkable degree. They are very attractively bottled and are handled in an up-to-date, sanitary factory. A line to swear by!

See to your stocks, and feature our 5-lb. tins.

Donnelly, Watson & Brown, Limited

Agents

CALGARY and VANCOUVER

THE CANADIAN GROCER

"More Sales Every Year" IS THE MOTTO OF



1907



1908



1909



1910

Our big, strong, convincing advertisements in the leading national magazines and newspapers, keep telling people everywhere of the perfect purity, nutritiousness and economy of CAMPBELL'S SOUPS and each year a greater number of people are first "trying" then becoming steady users of CAMPBELL'S

Campbell's SOUPS

SOUPS. It will pay you to push CAMPBELL'S SOUPS and get your share of this increasing sale, because CAMPBELL'S SOUPS pay you a good profit. (See quotations in price list.) We guarantee that CAMPBELL'S SOUPS will please your customers: if they fail to please for ANY reason, we'll refund the purchase price.

JOSEPH CAMPBELL COMPANY

"21 Kinds—Look for the Red-and-White Label."

CAMDEN, N.J.

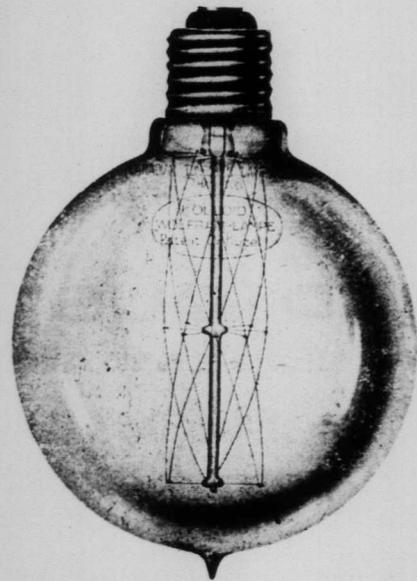
ROSE & LAFLAMME, Limited, 400 St. Paul St., Montreal, Sales Agents for Provinces of Quebec and Ontario.

"Kolloid-Wolfram"

(REGISTERED TRADE MARK)

Brighter the Store!

Better the Business!!



Tungsten Lamps

Better the Lamp!

Brighter the Store!!

Use "Kolloid-Wolfram" Lamps, increase your business and reduce your expenses. For sale everywhere, but beware of imitations.

Manufactured in HAMILTON, ONT., by

The Canadian Tungsten Lamp Co. Ltd., Lighting Experts

THE CANADIAN GROCER

PERRIN'S BISCUITS

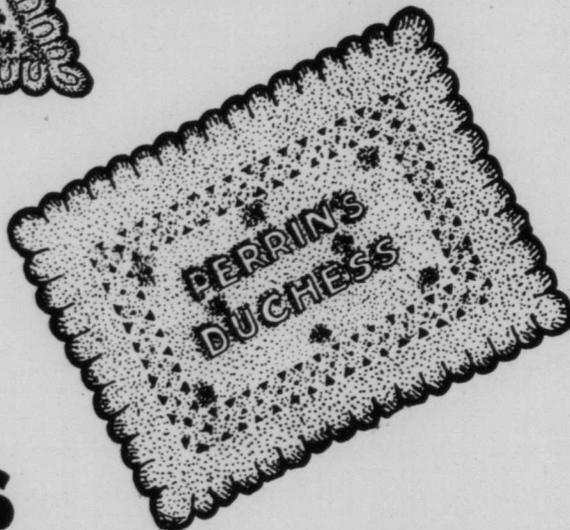
THREE



SELLERS



**AND
ALL
TRADE
KEEPERS**



SATISFIED CUSTOMERS

OUR BIGGEST ASSET

Give your customers

Balaklava Brand Baked Beans

And you can rest assured that the merits of these goods
will bring repeats and satisfied customers.

Write us for Information and Prices. Your Interests are Ours.

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.

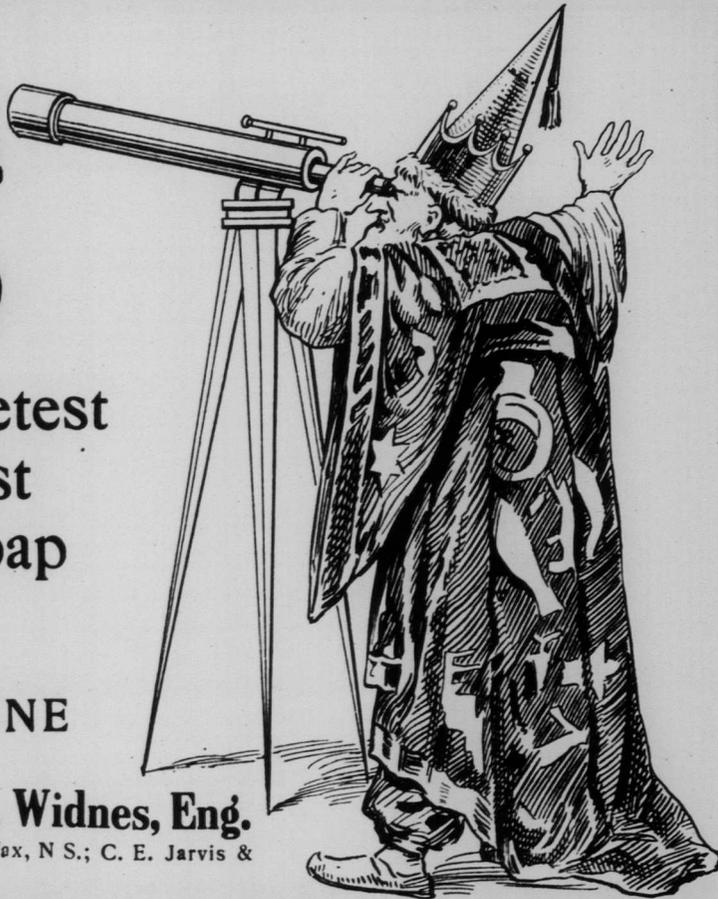
Gossages' Magical Soap

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.



The Original

Merit and Integrity

Have sustained the
High reputation of

BORDEN'S BRANDS

For over 50 years

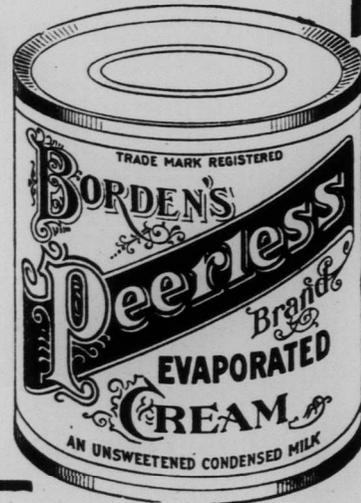
Borden's Condensed Milk Co.

"Leaders of Quality"

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

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



GEO. KEMP., LTD.

LONDON, ENGLAND

BISCUITS



Do not miss these
good selling lines

Satisfaction on
all points

Repeat orders
with every mail

\$ \$ \$ \$

in these dainty
goods

FOR QUALITY

Export Agents:

H. COLLINGS & CO.

16 Philpot Lane

London, England

**Make your Sauce Stock pay you
Bigger Dividends! Feature**

**MASON'S
No. 1 SAUCE**

It's a line that has been delighting the palates
of particular people for years.

The ingredients are of absolute and guaranteed
purity and the sauce is made in a Canadian
factory that is a model of efficiency and cleanliness.

Why not stock and recommend this delightful
sauce? It's a 'well-worth-while' proposition to
handle No. 1 SAUCE.

Send for samples and details.

MASONS LIMITED

25 MELINDA STREET

TORONTO

Agents Wanted where not Represented

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V
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**G
U
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St. Charles

Evaporated Cream

**BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS**

**With a Good
Stock of
St. Charles**



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

GET THE HABIT

of stocking goods of known quality for which
there is a regular and
insistent demand.



**Queen
Quality
Pickles**

will meet every require-
ment of your best class
trade, because they
are real quality goods.
Only the freshest and
choicest vegetables
and other ingredients
are used, and QUEEN
QUALITY give satis-
faction, because of their
purity and flavor.

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

Send to day for
Discounts and Prices.

Taylor & Pringle Co., Limited

OWEN SOUND, ONT.

Banish Trouble!

How? Handle "Quality" Goods!
Sell

Crest Brand Olives

They are "Quality" through and through. No culls or blighted fruit under our label. Particular people will thank you for recommending this line, and the satisfaction it invariably gives will add to your reputation for handling none but "Quality" goods.

*Your jobber can supply you;
if not, write us direct.*

Canada Spice &
Grocery Co., Limited

LONDON,
ONT.



"KITCHENER" BRAND OF CANNED GOODS

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

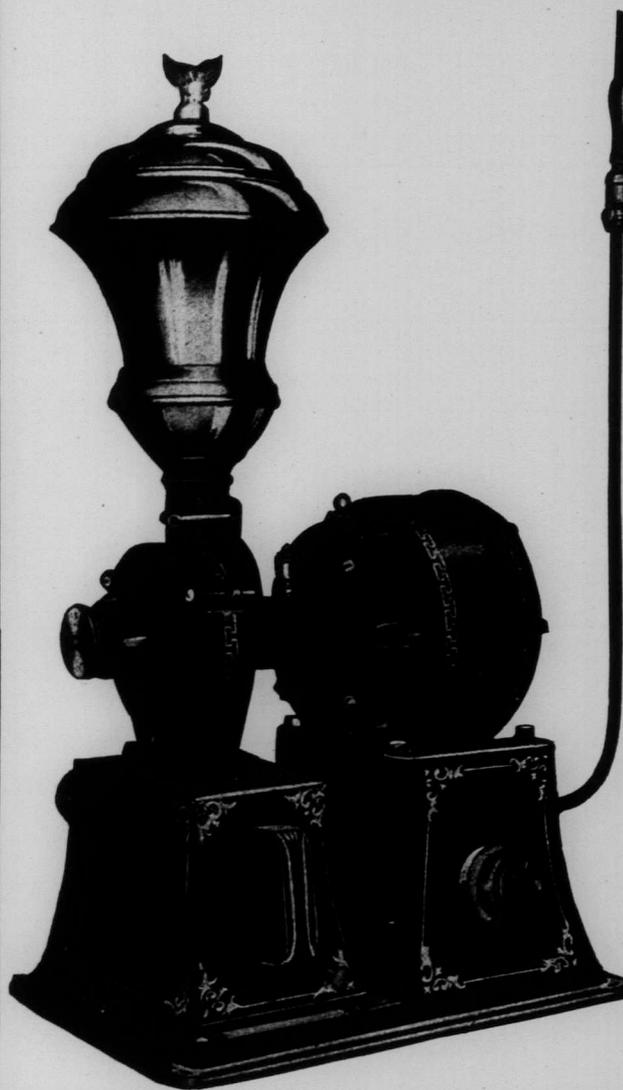
WE ARE PACKERS of full lines of FRUITS and VEG-ETABLES, and guarantee the quality of all goods.

*Write us before placing
your order.*

**The Oshawa Canning
Co., Limited**

OSHAWA : : ONTARIO

The Ideal Mill for the Grocer



In compactness, neatness and stability, no less than in attractiveness, finish and beauty of design

Coles' Electric Coffee Mill

has no peer at any price.

It will granulate 2 lbs. of coffee per minute, and is connected direct up to your lamp socket, saving cost of wiring. The price cannot fail to attract you.

\$65 for D.C. current (\$75 for A.C. current), and we guarantee each machine perfect. Write for details.

COLES MANUFACTURING CO.
1625 North Twenty-third St., Philadelphia

AGENTS:

Chase & Sanborn, Montreal
Todhunter, Mitchell & Co., Toronto and Winnipeg
Young Bros., Vancouver, B.C. Wm. Braid & Co., Vancouver, B.C.
L. T. Mewburne & Co., Calgary, Alta.

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

Cut this out for Reference

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

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.

Quality's the Magnet

that always attracts, and it's the quality of

Wonderful Soap

that attracts and endears it to the busy housewife. It is unrivalled in chasing dirt from soiled clothes and commends itself to the retailer because it is attractively packed and made-up. The profit, moreover, is a real good one.

Have you heard of our sales-helping proposition? If not, write and ask us about it to-day.

The Guelph Soap Co.
GUELPH - - - ONTARIO

Toronto Agents—MacGregor Specialty Co.

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

Redpath

Extra Granulated and other grades of Refined Sugar represent perfection in Sugar refining and are the result of experience and modern machinery.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

Change in Price means Change in Profits

It's up to you now, Mr. Jobber, and Mr Retailer, to PUSH

KANDY KID

and

HULLY GEE

— lines that net you the pleasing profit of

$33\frac{1}{3}\%$

Write for circular. You'll be interested.

E. R. Fuller & Co.

Successors to C. Fuller & Bro.

WINDSOR,

ONT.

JAPAN TEAS

The season is near to the close. Jobbers who have not yet placed orders for their requirements will be able to get best value from

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

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

You Can Sell Purnell's Sauces, Vinegar and Pickles

to your particular customer because their reputation is based on general quality and right packing.

They are a line that are genuine satisfaction-givers, and they leave the grocer a very liberal margin of profit.

They are general favorites and are more in demand than any similar imported line.

SEE TO YOUR STOCKS



All Good Jobbers handle

**Purnell's
Pure
Products**

Canadian Agents:
Charlottetown, P.E.I., Horace Haszard;
St. John, N.B., C. E. McMichael;
Halifax, N.S., Erb & Rankin; Montreal
and Ottawa, C. S. Harding, Canada
Life Building; Quebec, Cy. D. Bon-
homme, 131 St. Peter St.; Toronto,
Lind Brokerage Co., 73 Front St. E.,
Hamilton, J. H. Stratton & Co.; Winni-
peg, Carmat Brokerage Co., 141
Bannatyne Avenue E.; Vancouver,
B.C., C. E. Jarvis & Co., Mercantile
Bldg., Corner Cordova and Homer Sts.

Bigger Sales & Better Profit

for every grocer who is handling

MINCEMEAT



MINCEMEAT

It is well known through-
out the Dominion for its freshness and
quality, and is just what your best
customer requires.

See to your Stocks

T. A. LYTTLE CO., Limited
Sterling Road, - - - - - Toronto

HAVE A CARE

that your stocks of a staple article like marmalade are right. Be on the safe side by handling

Shirriff's Orange Marmalade

It is made solely of luscious Seville Oranges and highest grade sugar, and in flavor is unapproachable. SEE TO YOUR STOCKS.

Order From Your Jobber or Direct



Imperial Extract Co., 8-10-12 Matilda Street, TORONTO

The kind that is different!



There's a "something" distinctive about the flavor of our RED LABEL SODA CRACKERS that commends them to your particular customer. No soda biscuit is at once so crisp, fresh and appetizing.

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

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: - Toronto, - Winnipeg, - Hamilton, - Fort William

THERE IS NO PROFIT IN KEEPING BOOKS

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, yet most efficient way to handle accounts of goods, money, labor, anything, is by the use of

The McCaskey Account Register System
(First and Still the Best)

which, with **One Writing**, handles every detail of business from the time the goods are bought, until the money for them is in the bank.

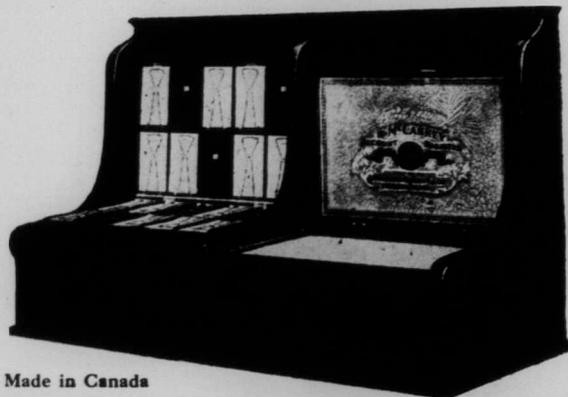
Over Sixty Thousand in use. Ask any user or write

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

99-104 Spadina Avenue - TORONTO, Can.

Agencies in all Principal Cities



Made in Canada

ASEPTO

SOAP POWDER

"The enemy of dirt."

Housecleaning of every kind is done in half the time and with half the labor if "Asepto" has been called in to the housewife's aid.

It is very economical to use, and its effective cleansing properties are a guarantee of 'repeats.'

See to your own profits by featuring "Asepto."

ASEPTO MFG. CO.

ST. JOHN, N. B.

Agents— ROSE & LAFLAMME, Ltd. Montreal

"JAMES DOME"

This is the brand of **STOVE POLISH** that will give satisfaction all the time. The old reliable **BLACK LEAD** that has been used for more than 60 years. It will stand the test every time. Gives a clean, bright, quick shine. Pays a good profit and sells well.

Canadian Agents:

W. G. A. LAMBE & CO.

Tartan
BRAND

We have Specials in—
Salmon, Canned Goods
and other lines

See our travelers or phone at our expense

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

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

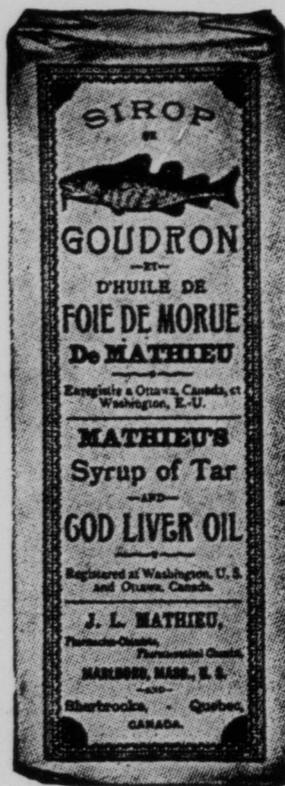
Made only from Pure Cane Sugar

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, Fils & Cie, Wholesale Depot, Montreal.

Pure, Rich and Digestible

The finest substitute for Fresh Cow's Milk for every grocer is

CANADA FIRST
Evaporated Cream

Every can is guaranteed absolutely pure and fully sterilized.



Infants, Invalids and Convalescents can get no better food, its preparation being one long tale of care and cleanliness.

We help the grocer's sales by our extensive advertising and the quality of "Canada First" does the rest.

See to your stocks. Order from your Jobber.

The Aylmer Condensed Milk Co.
AYLMER, LIMITED, ONTARIO
HEAD OFFICES—HAMILTON, ONT.

If it's CUSTOMERS you want, Sir—

You certainly want H. P. SAUCE to bring them in

In many ways H. P. is unique, its flavor is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

Why Not Sell It?

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.

H.P. SAUCE

THEY STAND ALONE



**Goodwillie's
Pure Fruits**

In Glass
are
highest
quality
packed

Agents:

Rose
&
Lafamme
Limited
Montreal
and
Toronto

The Commercial Account Register

The Only Perfect
One-Writing System
Cuts Out Bookkeep-
ing, Statements
and Trouble.

Best collector
known,

Fire
Protection

The only sys-
tem that will fit
any ordinary
safe.



Sheets lift out and fit any safe.

TIME SAVER

Saves full time of one man in ordinary store,
and pays for itself in few months.

Send postal to-day for catalogue and full information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

Glad to quote any merchant low prices for Counter Check Books.

The West India Co., Ltd.

The Canadian house of

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

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

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

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

"Pansy" and "Daphne"

(FANCY) (CHOICE)

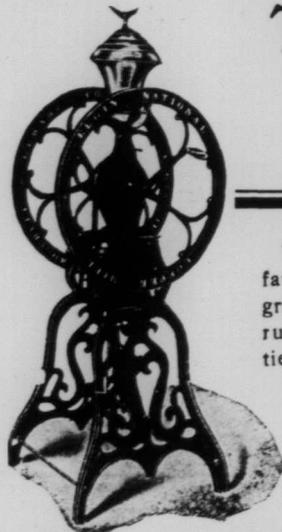
**SEEDED RAISINS and
EVAPORATED FRUITS**



are put up in
California, and
have no superior.
The fruits are
carefully select-
ed and attract-
ively packed by
men who know
their business.
You will not go
astray in order-
ing these brands.

GUGGENHIME & CO.
California

Agents:—Rose & Laflamme, Ltd., Montreal; E. D. Adams, Halifax, N.S.; W. S. Clawson & Co., St. John, N.B.; H. D. Marshall, Ottawa, Ont.; C. L. Marshall, Toronto, Ont.; Geo. H. Gillespie, London, Ont.; G. B. Thompson, Winnipeg, Man.; Shallock, Macaulay & Co., Calgary, Alberta; Dominion Brokerage Co., Edmonton, Alta.; H. Donkin & Co., Vancouver, B.C.; H. Donkin & Co., Victoria, B.C.



THE ELGIN National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Snye & Co.; McPherson, Glasco & Co.
TORONTO—Ely, Blain, 112.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches.)

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

A HANDSOME PROFIT

Are you handling the new line put up by
CHR. BJELLAND & CO., Stavanger,
Norway, (packers of King Oscar
Brand Sardines).

There's a splendid profit retailing

Smoked Herring

In Bouillon

At ten cents a tin!

A large tin of small herrings packed
sardine style in Spiced Bouillon.

SEE TO YOUR STOCKS.

J. W. Bickle & Greening

(J. A. Henderson)

Canadian Agents,

Hamilton

TWO NEW DELIGHTFUL BISCUITS

JACOB & CO.'S BUTTER PUFFS

Resembling puff-paste in character. Delicious plain or served with preserves, stewed fruit, savouries, cheese, etc.

JACOB & CO.'S CURRANT PUFFS

A choice puff-paste variety containing currants. Very appetising.

W. & R. JACOB & COMPANY - - Dublin, Ireland

Agents:—K. H. MUNRO, Christine Buildings, Montreal. WILSON BROS., Victoria, B.C. C. & J. JONES, Winnipeg. THOS B CLIFT, St. John's Newfoundland.

\$3.00

will enable you to get highly desirable information on any investment possibility through

The Financial Post

of TORONTO, Canada

The Post has proved its independence and reliability by exposing in its columns unsafe and "fake" promotions. A subscription also gives access to advice of a more private nature from our "Information Bureau," which is highly regarded by those using it. *Let us help you.*

Send for a sample copy to The Financial Post.

Montreal, Toronto or Winnipeg

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

The "All-night-soak" Eliminated

By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co.

Orange, Mass.





Many
Kinds
of
Pickles

—but

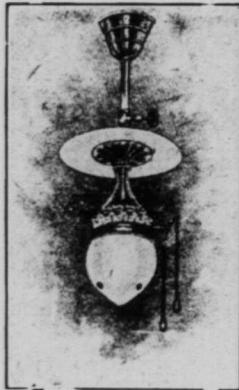
only one kind
that makes you
wish you could
eat some more.

ROWAT'S
Sauces and Pickles

The
Connoisseur's
Choice

Rowat & Co.
Glasgow, Scotland

Canadian Distributors:
Snowdon & Ebbitt, 325
Coristine Bldg., Mont-
real, Quebec, Ontario,
Manitoba and the North-
west; F. K. Warren,
Halifax, N.S.; F. H.
Tippett & Co., St. John,
N.B.; C. E. Jarvis &
Co., Vancouver, B.C.



LET THERE BE LIGHT

A steady, brilliant white light in your store will prove an asset whose value cannot be over-estimated. Get in touch with us. Our apparatus is absolutely safe, is better and cheaper than electricity or gas and safer than coal oil and candles.
Clean and sanitary.

Write for circular and special price to merchants direct.

MacLAREN & CO.

Gasoline Lighting Systems

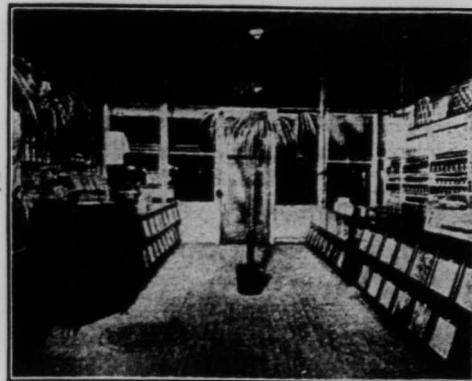
AGENTS WANTED MERRICKVILLE, - ONTARIO

McLean's

"The Name"

AND THE PACKAGE
TO THE RIGHT

The Canadian Coconut Co.
Sole Makers
MONTREAL



A Strong Combination :

UTILITY CLEANLINESS
ATTRACTIVENESS

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

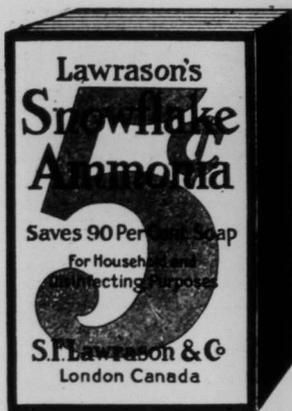
Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario



**YOUR CUSTOMERS WILL HAVE
"SNOWFLAKE" POWDERED AMMONIA**

Snowflake is the only 5-cent package of Ammonia on the market. And while all substitutes for it cost more, they are all much less effective as cleansers. Our vigorous advertising campaign is persuading your customers to try Snowflake. And when they once have tried it they will have Snowflake and no other. As there's an excellent margin of profit in it for you, why delay ordering? Send in your order to-day.

S. F. LAWRASON & CO., - - London, Ontario

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.

BAIRD'S

**"Second-to-None"
Pickles**



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND
VEGETABLES
and
PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:-Maclure & Langley, Ltd., 12 Front E. Toronto. 604
Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robert-
son & Co., Vancouver and Victoria.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN 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: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng



FACTS ABOUT ADVERTISING



By The Advertising Manager

III.

The advertising value of any paper depends entirely upon the standing it has with its readers.

• • •

You wouldn't hesitate to recommend your favorite magazine to a manufacturer who contemplated using space in it.

• • •

A thousand chances to one it is a magazine, not of the lighter class, but one that appeals to your thinking nature—your intelligence.

• • •

Advertising in no other kind of medium brings adequate returns, for advertising is a serious proposition, and it must have the proper setting to get that attention which gives it a selling influence.

• • •

Advertising has its highest value in a publication whose advertising deals with the same topics as the reading matter—where the advertising really supplements the reading matter, just as it does in The Canadian Grocer.

• • •

Dealers in every city, town and village in Canada read The Canadian Grocer for news and comment regarding the goods they handle, and for information about systems of buying, selling, accounting, etc. Side by side with these articles they find the selling talks of the firms who make or distribute the goods and appliances about which they have been reading.

What immense possibilities this advertising has for attracting favorable attention, when the interest of the dealer has already been aroused in precisely the topics with which it deals!

• • •

More than that—the dealer deliberately sits down to read about these very matters, prepared and willing to have his interest in them focused on the arguments of the advertisers.

• • •

The dealer has the same incentive to read advertisements as the sellers have for inserting them—the profit incentive.

• • •

The dealer reads advertisements as attentively as the editorial matter, because they treat with articles, upon the handling and use of which his bread and butter depends.

• • •

The Canadian Grocer stands high in its trade. As a matter of fact, it is generally regarded as the best grocery paper published anywhere. We do not say this boastfully; we are merely repeating the judgment of the best firms in America and Europe.

• • •

The advertising value of The Grocer is high, because this paper has the confidence and close interest of its thousands of readers, and because these readers are all merchants whose buying power is worth cultivating.



As yet unrivalled
White Dove
Cocoanut



The friend of
every cook.

W. P. DOWNEY
MONTREAL

No Odor

It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs*
Rats and Mice

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

FOR SALE
STANDARD CEDAR SHINGLES
Extras \$2.20 Clear \$1.75
2nd Clear 1.40 Clear White 1.30
Extra No. 1 65c.
AND ALL LUMBER
A. C. Landry, Ste. Flavie Station, Que.

When writing advertisers kindly mention having seen the advertisement in this paper.

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 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

QUIT LOSING!

What's the use of sticking to anything that is continually causing you loss? If your credit customers are the source of the greatest loss to you, why not try the ONE way to make them a safe, profitable ASSET? You can do this by adopting the Allison Coupon Book System, which has proved its worth to hundreds of progressive merchants all over the country.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customers 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.

PICKLING SPICES

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

Prince of Wales Brand

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

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in 1/4 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 mention having seen the advertisement in this paper.

Here's a
line
to
recommend!

A line of package tea that is used by the Crowned Heads of Europe will surely please even your most fastidious customer! Sell

Twining's Tea

the most reliable of all package teas. We have bona fide warrants from Monarchs of the World, which are your guarantee of purity and flavor. The favorite tea with all classes, sells at a moderate price, and leaves a good margin of profit.

Just the line for your best class trade.

Sold in packets only.

Canadian Agent,
**HAROLD
RITCHIE,**

8 Matilda St., TORONTO

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

—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.

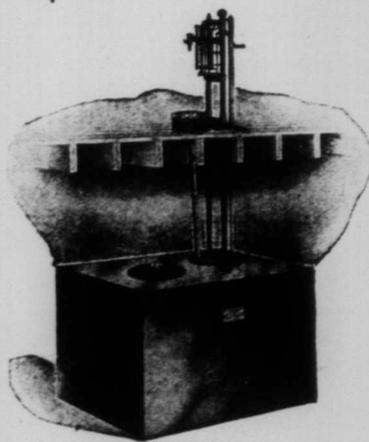
A Square Deal for Yourself



Don't handle oil as an accommodation. Your investment, brains and time are worth more than a mere "Thank You."

No doubt you have often thought, when filling your customer's can, that, everything considered,—oily hands, smell, contamination of other goods, oil-soaked floors, fire risk, evaporation, leaking barrels, dripping faucets, overflowing, sloppy cans, measures and funnels,—that all these little losses and inconveniences combined inevitably eat up your few cents of profit, and you reasoned that it couldn't be prevented.

A Bowser Self-Measuring Oil Tank and Pump



CUT No. 1

would change all this, would make your oil business paying, clean and pleasant. With a Bowser you sell every gallon of oil just as quickly, conveniently, and with as clean hands and sure profits as when you hand out a package of tea.

Send for our free booklet showing how to make money on your oil, insuring a square deal both for yourself and your customers. Just ask for Booklet No. 5.

S. F. Bowser & Co., Ltd.

66-68 Fraser Avenue :: Toronto

A Great Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.



Again we say—



TASTE THE TASTE OF

FROU-FROU

THE WORLD'S GREATEST WAFER



Canadian Distributors

MacGreegor Specialty Co.

TORONTO : : ONTARIO



INDEX TO ADVERTISERS

A	Adamson, J. T. & Co. 1	Escott, W. H. 72	M	Rowat & Co. 20
	Allan, Robt., Co. 2	Ewen, J. W. 72	MacGreegor Specialty Co. 25	Royal Polishes Co. 86
	Allison Coupon Co. 23	Ewing, S. H., & Sons 23	MacNab, T. A., & Co. 2	Ryan, Wm. Co. 64
	American Computing Co. 12	F	McCabe, J. J. 74	S
	American Tobacco Co. 82	Fearman, F. W. Co. 64	McCready, Thos. & Son 58	St. Charles Condensing Co. 10
	Andrews & Nunn. 58	Fuller, Clyde & Bros. 13	McDougall, D., & Co. 82	St. Lawrence Grocery 72
	Asepto Mfg. Co. 15	G	McIntosh, F. R. & Co. 58	St. Lawrence Sugar Refining Co. 16
	Aylmer Condensed Milk Co. 16	Gibb, W. A. Co. 76	MacLaren Imperial Cheese Co. 2	Sanitary Can Co. 6
B	Balfour, Smye & Co. 16	Gillard, W. H., & Co. 13	MacLaren & Co. 20	Sealshipt Oyster System. 81
	Bawlf, Davey & Co. 2	Gillett, E. W., Co., Ltd. 67	McLeod & Clarkson. 58	Segalerva. 70
	Benedict, F. L. 72	Goodwillie & Son. 17	McVitie & Price. 68	Shallcross, Macaulay & Co. 12
	Bickle, J. W., & Greening. 18	Gorham, J. W., & Co. 2	McWilliam & Everist. 74	Shredded Wheat Co. 67
	Blue Ribbon Tea Co. 3	Gorman, Eckert & Co. 9	M	Slater Bros. 58
	Borden Condensed Milk Co. 9	Gossage & Sons, Ltd. 9	Magor, Frank. outside front cover	Smith, E. D. 83
	Bowser, S. F. & Co. 24	Graham Bros. 72	Mahiques, Domenech & Co. 70	Smith & Schipper. 63
	Brand & Co. 4	Gray, Young & Spurling. 24	Malcolm, Jno., & Son. 86	Snap Co., Ltd. inside back cover
	Buchanan & Ahern. 2	Green & Co. 12	Marven, Ltd., J. A. 83	Sprague Canning Machinery Co. 42
C	Campbell Co. Jos. 7	Guelpth Soap Co. 12	Masons Ltd. 10	Spurgeon, H. G. 3
	Canada Maple Exchange 72	Guggenlime & Co. 18	Mathewson's Sons. 77	Stevens & Solomon. 74
	Canada Spice and Grocery Co. 11	Guns Ltd. 64	Mathieu, J. L., Co. 2	Stewart, I. C. 23
	Canada Sugar Refining Co. 13	H	Millman, W. H., & Son. 16	Stringer, W. B. 74
	Canadian Coconut Co. 20	Halifax Cold Storage Co. 77	Minute Tapioca Co. 19	T
	Canadian Milk Products, Ltd. 72	Hamilton Cotton Co. 34	Montreal Biscuit Co. 72	Taylor & Pringle. 10
	Christie, Brown & Co. 73	Hodgson Gum Co. 72	Mooney Biscuit and Candy Co. 69	Telfer Bros. 15
	Clark, W. 67	Horne, Harry, Co. 17	Morse Bros. 86	Tippet, Arthur P., & Co. 1
	Clawson & Co. 2	H. P. Sauces. 17	Mott, John P. & Co. 68	Toronto Salt Works. 72
	Coles Mfg. Co. 11	Huntley & Palmers. 66	N	Trester, M. 76
	Colwell, R. B. 2	I	National Licorice Co. 68	Truro Condensed Milk Co., Ltd. 64
	Commercial Register Co. 17	Imperial Extract Co. 14	Nelson, Dale & Co. 68	Tuckett, Geo. E., & Son Co. 83
	Common Sense Mfg. Co. 23	Imperial Tobacco Co. 82	Nicholson & Bain. 63	Twining & Co. 24
	Computing Scale Co. 7	Irish Grocer. 2	Nickel Plate Stove Polish. 87	U
	Concord Canning Co. 77	Island Lead Mills Co. 87	Nishimura, S. T. & Co. 13	Upton, T., Co. inside front cover
	Connecticut Oyster Co. 79	J	O	Verret, Stewart Co. outside back cover
	Connors Bros. 79	Jacobs, W. & R. Co. 19	Oakey, John & Sons. inside back cover	Victoria Fruit Exchange. 58
	Crescent Mfg. Co. 69	James Dome Black Lead. 12	Ocean Mills. 23	W
D	Dalley, F. F. Co. 86	Jameson Coffee Co. 58	O.K. Sauce. 12	Walker Bin and Store Fixture Co. 20
	Distributors, Ltd. 2	Johnston, Baird & Co. 21	Ontario Lantern and Lamp Co. 7	Walker, Hugh, & Son. 75
	Dominion Cannery, Ltd. 5	K	Oshawa Canning Co. 11	Warminton, J. N. 23
	Dominion Molasses Co. 19	Kemp, Geo., Ltd. 10	P	Warren, G. C. 2
	Dominion Register Co. 15	Kootenay Jam Co. 6	Perrin, D. S. & Co. 8	Watson, Andrew. 86
	Dewney, W. P. 83	L	Pickford & Black. inside back cover	Watson & Trusciale. 2
	Dunson, W. W. 58	Lake of the Woods Milling Co. 71	Piggott, C. J., & Co. 21	Western Distributors, Ltd. 2
E	Eastern Canning Co. 8	Lambe, W. G. A. 2	Poulton & Noel. 59	Western Salt Co. 83
	Eby-Blain Limited. 3	Landy, A. C. 23	Purnell & Panter. 14	West India Co. 17
	Eckardt, H. P. & Co. 21	Lascelles de Mercado & Co. 2	Q	Wetley, J. H. outside back cover
	Edwardsburg Starch. outside front cover	Lawrason, S. F. & Co. 21	Queen City Oil Co. inside back cover	White & Co. 75
	Enterprise Mfg. Co. 4	Lemon Bros. 76	R	White Swan Spice & Cereals, Ltd. 18
	Epps, James & Co. 72	Lind Brokerage Co. 21	Robertson & Co., R. 58	Winn & Holland. inside back cover
		Lyle, T. A. Co. 14	Robinson, O. W., & Co. 76	Wood, Thomas & Co., Ltd. 88
			Rolland Paper Co. 21	Woodruff & Edwards. 18
			Rose & Laflamme. 70	Woods, Walter, & Co. 87
				Young, A. J., Ltd. 14

Incidents Which Happened in Canadian Stores

Experience of a Grocer Who Weighed His Biscuits and Found Short Measure—A Lemon Sale Fraught with Many Difficulties—Retail Dealer Shows Himself a Competent Salesman—Another Didn't Know the Goods He Carried in His Store and Became Wrathful When Told.

"Say," said a retail dealer to a representative of The Canadian Grocer the other day, "do you remember that article in your paper about short-weight in biscuits written by a merchant in Dauphin, Manitoba?"

The item was remembered.

"Well just as I was reading it a biscuit traveler came into the store and I re-read it out to him.

"He assured me that every box of biscuits sent out by his firm bore the correct net weight.

"I did not doubt him but suggested that we weigh out a couple of filled boxes which had just come in a short time before.

"He readily agreed, and we did so and what do you think? Well in one box of fancy biscuits the net weight, was 5 ozs. short and in the other 4 ozs.

"That traveler was certainly much surprised but you can readily see how important it is that we should weigh everything like that which comes into the store. Of course the firm was very good about it and wrote me to say that they were deducting the price of the short weight.

"A grocer weighing biscuits like that might say: 'Oh, what does it matter about 5 oz., that's nothing'; but I bought 40 boxes of biscuits and if each were 4 or 5 ozs. short I would lose some money."

Loss of \$1.70 on 40 Boxes.

As a matter of fact the dealer who is short 5 ozs. in a box of biscuits bought at 13½ cents—as were the above—loses 4¼ cents on the box. On 40 boxes he would lose \$1.70—a fairly large leak.

"After this," continued the dealer. "I'm going to take the trouble to weigh the goods which come into my store; I'm glad I saw that item in The Grocer because I believe it will be the means of saving me a lot of money."

A Peculiar Lemon Sale.

In another store The Grocer representative observed a good method for losing trade.

The dealer was behind the counter when a woman and her husband called to purchase their Sunday groceries. The following conversation ensued:

"Have you any lemons?"

"Yes," replied the dealer.

"What are they worth?"

After some hesitation; "3 for 5—20 cents a dozen."

Lemons are high and this surprised The Grocer representative.

"I'll take half a dozen," replied the woman, "that'll be enough?" she asked,

looking at her husband. She evidently had 10 cents to spend on lemons.

The dealer went to the window where the lemons were located, with a paper bag but before filling in any walked back to the rear of the store and out into a sitting room where were seated two women.

On his return he said: "Lemons are 2 for 5; I made a mistake before."

This time the customer hesitated. "I'll take 10 cents worth then," she said.

The grocer again went to the window and brought back 3 lemons in his hand and dropped them into a paper bag on the counter.

The woman noticed the operation and remarked: "I thought you said lemons were 30 cents a dozen?"

"Ye-es, that's right."

"Well you have only put 3 in the bag and there should be four."

"Thirty cents a dozen is 3 for ten," he said, dubiously.

"No it isn't," piped in the husband, "it's 4 for ten."

"Oh yes, that is right too," and the merchant was forced to add another lemon to the bag.

As a matter of fact lemons were 40 cents a dozen and 3 for ten was the correct retail price.

The Dealer, A Salesman.

Here is an incident to show that the retail dealer is a salesman and in command of his own business.

A traveler for a certain manufactured article was in his store trying to sell him some goods. While he was standing beside the counter a customer came in and asked for the very article the traveler was selling.

"No I wouldn't advise you to take that" remarked the dealer. "Here is an article I can recommend to you in every way."

"I'll take it then," said the customer, with no hesitation.

When she had left the store, the surprised salesman, who had heard the sale, remarked: "So you are knocking me, I see."

"No, I'm not knocking you," said the dealer, "but I'm knocking your goods because I think I substituted a better article."

Some days later one of this dealer's clerks came to him and said: "I've changed four sales already to-day to that article you told us to push;" and the dealer himself claims that his sales on this article have increased 50 per cent. since he decided to 'get behind it.'

This serves to illustrate that the retail dealer is a salesman and not merely

an automaton behind a counter handing out goods mechanically like a penny-in-the-slot machine.

Didn't Know He Had the Goods.

Perhaps a look into still another Canadian grocery store will prove interesting, as it again illustrates the necessity of retailers knowing their goods in stock.

A traveler for a breakfast food called on a retailer not long ago for a repeat order. The conversation ran like this:

"How is your stock of —?" asked the salesman.

"My stock of what?" exclaimed the surprised somewhat wrathful grocer.

"Of —?" repeated the traveler.

"Humph, I never had that stuff in my store and I wouldn't either." was the uncourteous reply.

"That's peculiar; every grocer carries our goods, you know."

"No they don't, I don't," shot back the man behind the counter.

Salesman Was Overcome.

This was too much for the commercial man who when he first entered the store observed his firm's goods on the top shelf.

"Oh you don't, don't you," he said, "and what are those goods up yonder?"

The grocer turned scarlet, he actually did not know he had the goods in stock.

To make matters worse he showed his lack of gentlemanliness on becoming very wrathful and in ordering the salesman, who had shown him the goods out of the store.

Of course, such incidents are becoming infrequent, but this one serves to show the limits to which some will go.

FARRINGTON PHILOSOPHY.

Unless the customer is treated well when making the small purchase, he is not likely to come back for the large one.

Every customer is supposed to be honest until proved to be otherwise, but all the same it is not wise to leave strangers free to fill their pockets if they have the disposition.

Employees should not be allowed to turn down the customer with a complaint to be adjusted. Unless it is something that can be settled agreeably to the visitor, let it come to the proprietor.

To look for trouble is to find it. The man with a chip on his shoulder will always find someone to knock it off.

Because you have never heard of the article for which you have a call, it is not indisputable evidence that it does not exist. Better never deny the existence of anything a customer asks for. Rather say you will get it for him if it is to be had.

Stores

Half a Million Dollars Extra Spent in Montreal

This is an Estimate of Additional Amount Circulated for Food Alone During One Week of the Eucharistic Congress — Both Staple and Delicacies Being Sold in Large Quantities—Advantages to Retailers.

Montreal, Sept. 15.—For some weeks past the daily papers have been commenting on the great Eucharistic Congress in Montreal, treating it, of course, almost solely from its religious and spectacular importance. Undoubtedly these are two main features in the present gathering, and they have been well and thoroughly written up.

There is another aspect, however, of which so far little has been said, and that is the commercial importance to Montreal of such a tremendous gathering. When a quarter of a million strangers come to any city, it is a momentous occasion, if only taken from the purely commercial point of view.

To take up the many branches of trade to which such a gathering brings added business would be out of the question in the scope of this article. As the grocery business in all its lines was one of the largest beneficiaries, it will pay to trace the full working out of the present Congress and its effect more in detail, on the volume of the grocery business.

Accommodation Taxed.

Naturally the first thought arising when considering such a multitude is "they must be fed." The hotel men, restaurant and boarding-house keepers, feel the first effects of any such influx. Just to show to what an extent accommodations have been taxed, it was almost impossible to secure desirable lodgings for weeks before the Congress. Trainload after trainload of people were deposited in the city long before any actual start of the festivities, and once they began, it became a daily problem of the transportation companies to handle the immense, and growing, crowds.

Naturally the result of this was to tremendously increase the local food consumption. So great was the rush for food at the various catering establishments that proper service of meals was practically impossible. The people were "fed" and that was all that could be said about it.

The hotel keeper, restaurant man and others akin naturally drew, and drew heavily, on the grocer, both wholesale and retail supplies.

From the larger establishments many orders went to the wholesaler, but every retail grocer in the city who has spoken on the subject at all, states a large, and usually very large, increase in trade.

The Foodstuffs in Demand.

As to what lines were principally affected it would be hard to choose. There are several outstanding, however, for one reason or another. There was almost a bread famine for a day or two. Staples of all kinds seemed to be the most in demand. It looked decidedly as if people

did not care for the fancy articles, relishes, etc., as much as they did for something substantial. Meats were in heavy demand. Sugar, tea and coffee might also be included in this list.

To trace still further the results, let us follow the effect on the retailer. His stocks were rapidly dwindling and must be replenished. Back he goes to his wholesaler and puts in new orders. Thus his stock turnover is helped, and he has a chance to clear his store of many odds and ends, finishing the week with much of his stock new, and more money in the bank as a result.

Half a Million Dollars Extra.

An estimate, based on the figures of a man conversant with the situation places the additional food bill of Montreal for the week at over half a million dollars. This he considered conservative and stated that personally he thought it very largely in excess of that sum. Entertainment on a large scale by local men helped to swell the total in a great measure. It was more to this line of cus-

tomers that the higher priced delicacies were sold, the visitors, when providing for themselves, seemingly restricted their provender to the necessities.

Taken all in all the Congress, though apparently a costly affair, will pay for itself and more, even from a financial standpoint, and that is not taking into account the advertising value of such an important event. Montreal certainly has done itself proud in its reception and entertainment of its visitors.

Simcoe Clerks and Merchants Picnic Together

Simcoe, Ont., Sept. 15.—The first annual picnic of the merchants and clerks of Simcoe held in the town's beautiful "Lynwood" park was a good success. In the early part of the day it looked as if the weather man was going to be contrary but later the weather looked brighter and the programme was carried out with about 2,000 people in attendance.

It is the hope of all that the merchants' and clerks' picnic will be an annual event which would encourage the merchants to get together for a day and forget that they were competitors in business.

Things That Shouldn't Be



It is an indication of poor Merchandising When a Clerk has to ask the Proprietor the price of an article asked for by a Customer.

The Canadian Grocer

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PUBLISHED EVERY FRIDAY

HINTS ON WINDOW DRESSING.

In this issue retailers will notice several cuts showing the exhibits of manufacturers at the Canadian National Exhibition. These are worth a close study because from practically every one of them the dealer can obtain good suggestions on window dressing and interior displays.

These exhibits were arranged with the greatest care, because the exhibitors realized that nearly a million people would see them. They contain many splendid hints on display; let the retailer, therefore, make use of the suggestions, because they will mean business to him.

Besides the hints that can be picked up from the pictures, there are scores of selling points brought out in the various descriptions of the booths shown.

The dealer who makes a study of these will be able to sell the goods described more readily and more extensively, and therefore it behooves him to read carefully these descriptions.

TIME FOR PICKLING SPICES.

The retailer's attention is again called to the season of pickling spices. This year the demand has been greater than ever and manufacturers are called upon for greatly increased quantities. For instance, one manufacturer states that his sales already are equal to his entire sales last year up to the middle of October.

Is the retailer getting his share of this extra business? If not, it is his own fault.

Probably it is going to the druggist. If so, extra advertising, backed up by salesmanship, is required. The grocer has ten chances to sell spices to one of the druggist, because he gets customers to his store at least ten times to the druggist's one.

It is, therefore, up to the grocery dealer to extend his spice business in a season when little effort is required on his part to sell the goods. He should point out to a customer who is buying her spices from the druggist, that the grocery store is the logical medium for them. There are no odors to spoil their flavor, but it is necessary, nevertheless, that care should be taken not to sell any that have been exposed to the atmosphere for any length of time.

NEWFOUNDLAND'S FISHERIES.

There is much satisfaction to not only Newfoundlanders, but to Canadians and Britons, as well, over the award at The Hague in the dispute concerning Newfoundland's fishing rights.

The decision rendered by The Hague tribunal is greatly to be commended, not because Newfoundland has been sustained on the most essential points, but because of its sane insistence upon that in which sovereignty consists.

The crown in Newfoundland has won on all questions involving sovereignty, and the rights of United States fishermen under the treaty of 1818 have been defined and confirmed.

In some ways the right of Newfoundland to regulate the fisheries was the most important point raised. This right was questioned because it might be exercised to infringe upon treaty rights established in 1818. But it has been amply confirmed to Newfoundland as inherent in her jurisdiction over the waters.

The United States also set up the extraordinary contention that territorial waters must follow the sinuosities of the shore. This has been a vexed question in international law since its science was first studied.

But the United States did not come into the court with clean hands, as it has always refused to admit the contention it wished to apply to Newfoundland in regard to its own harbors and bays. The United States failed to establish its case, so that the general result is that Newfoundland has not only had her jurisdiction confirmed, but has had it considerably extended territorially.

The decision is of stupendous importance to Canada, because it settles the sovereignty of Hudson's Bay, whose fisheries are valuable and which is not affected by any treaty with a foreign power. That sovereignty should be immediately and vigorously asserted.

This should be done before foreign fishermen have become accustomed to neglect its existence.

THE DEALER'S UNSELFISHNESS.

What the retail grocery trade needs probably more than anything else in each town or city and in each district in these centres are a few missionaries to promote a good feeling among the different merchants.

Here is a story to illustrate: Not long ago in a large Canadian city a grocer decided to branch out and erect a second store in another part of the municipality.

Having got settled in his new establishment he set out from the very first to gain the good-will of all his competitors. Some readily reciprocated his friendship, but there was one particular competitor who would not make the slightest advance towards familiarity.

The newcomer brought about the Wednesday half-holiday in the new section by calling on his neighbors, making himself a "good fellow," and by pointing out the reasonableness of having a rest occasionally.

The one grocer held aloof; he remained firm and would not consent to the innovation, although several letters were addressed to him, asking for his cooperation.

It was always his method to charge a competitor the same price for an article as he would the consumer. His rigid determination made his influence felt all over the district. If any grocer ran short of an article he never allowed the customary rebate in the trade and his competitors were disposed to act likewise.

When the new arrival—who had had some good experience in an association and in his old community—came on the scene, he began giving the rebate at every opportunity, just to show his desire to work harmoniously among his competitors.

Once or twice he had occasion to send one of his employes to the store of the man who was not disposed to reciprocate his advances. He was charged the full retail price every time.

Later his competitor sent to him for some articles and each time he gave the rebate. This had the desired effect. The other changed his policy and began working harmoniously with all in the district. He gave the friendly rebates and before long decided to close on Wednesday afternoon during the summer months. He is now quite friendly to his competitors, who were somewhat surprised to see the change—and it was all brought about by the little acts of kindness of the newcomer. Had he been disposed to treat this merchant the way he

was treated by him, the congenial relations among all would still be a dream.

This is a lesson from real trade life that might well be followed by others.

IDEAS FOR SELLING VINEGAR.

The pickling season brings new business to the grocer, and the whole trade is aware of the opportunities it affords. Glass jars, corks, rubbers, spices, etc., not to mention the fruits and vegetables that are to be preserved for winter use.

In this connection vinegar may be emphasized as one of the necessary articles for which there is a heavy demand now that the housewife has commenced her annual labor of laying away pickles and preserves of all kinds. There are different grades of vinegar all of which can scarcely be recommended for pickling.

It is essential that vinegar for this purpose must be of the best. In these advanced times it is hardly necessary to mention that the principal reason for using spices and vinegar is that they preserve the different articles practically in their natural form. Therefore, the grocer should for his own welfare handle at least one grade of vinegar which he is not afraid to recommend, even to his most exacting customers.

The writer knows of a merchant in a Canadian town who almost cornered the coal-oil market until electricity diminished the demand. Consumers formed the idea that his coal oil was better than that of other merchants, and while it was uniformly good the difference was not outstanding. There are grocers, too, who have the reputation of selling good vinegar. Most women are afraid of getting watered and otherwise inferior stock when buying vinegar, and it should be the grocer's business to remove this suspicion if he is desirous of building up his trade in this particular commodity. These grocers who have the confidence of their customers have gained it by honest dealings, and women do not neglect telling each other the merits of their respective tradesmen.

The grocer is now receiving his new stock, if he has not already bought it, and it rests with himself as to how he shall act. It is an easy matter to dilute the genuine goods, but retribution is bound to follow. It may not be tomorrow, nor even the next day. But it will come. But after having taken the trouble to get a few brands of vinegar, which you are sure are of the best quality, it is after all not good business to turn the hose into the barrel.

As stated before, there are different grades of vinegar and it behooves the grocer to assist his customers in securing one of the best brands, if that is what they want. An instance is known where the cucumbers, etc., that were pickled

were reduced to powder through the action of the so-called vinegar.

It is not an easy matter to make a display of vinegar, but if the grocer has space in his daily paper he could to advantage talk quality vinegar. Window cards and show cards in the store should also be used and the proprietor and clerks should talk vinegar when their good judgment prompts it.

AN ENORMOUS TURNOVER.

One of the marvelous developments in Canadian business life is the growth of the mail order business. In the United States there are departmental stores and mail order houses, separate concerns, but in Canada both are carried on under one canvas, as it were.

The gross sales of the Eaton business, including the Toronto and Winnipeg stores, and the mail order business of both stores, reached the enormous total of \$47,000,000 last year and it is said that J. C. Eaton's share of the profits was \$1,250,000, and his salary as manager was \$50,000.

The only United States firm which is reported to be beating this record is Marshall Field & Co., Chicago, whose sales reached the enormous total of \$51,000,000.

There are many men in the trade who can remember Timothy Eaton's early struggles, both in St. Mary's and in Toronto, and the ridicule his ideas created at that time. To these men as to many others the enormous growth of the Eaton business must be little less than a miracle. Buying for cash, selling for cash alone, persistent and extensive advertising, and a real endeavor to please and satisfy all customers seem to be the elements from which the store has built its success.

CHEAP HELP IN STORES.

The importance of good service in a grocery store cannot be over-estimated; and it is not possible to give it with a poor class of help. In an up-to-date establishment, where the buying is well looked after, an efficient staff of salespeople will pay for themselves several times over. You depend upon them to sell goods and please customers. Cheap help is not capable of doing this, and it will steadily lose trade for you.

Put yourself in the place of a lady in a hurry going into a store and being attended by an inefficient salesperson, who wastes her time, and is so lacking in tact, and the ordinary common sense of experienced salesmanship, that she decides not to purchase after all. Over at your competitor's she finds a staff which is required to be efficient and is paid in accordance. There she is served quickly and satisfactorily. The chances are in

favor of your competitor getting a large share of her trade in the future.

BUSINESS MEN CO-OPERATE.

The business men of Jacksonville, Ill., are following a custom that should be worth a great deal, not only to each man individually, but to the community in general. They get together at a noonday luncheon about every two weeks, get better acquainted and exchange ideas on the various subjects that come up at such times. They do not, however, rely on some one bringing up a subject that will be interesting to them, but make it a point to have some subject that is of general interest brought up for general discussion.

Now that the season of cooler weather is approaching and the vacation season passing by, it would be practical for merchants in Canadian towns to take up this suggestion and organize a similar lunch-meeting with their fellow merchants.

The executive of the Retail Merchants' Association at Guelph hold a monthly luncheon and find it very profitable both from the standpoint of creating better fellowship and of maintaining interest in their organization.

The Canadian Club movement, which has been so successful in numerous cities and towns throughout the Dominion, is another instance of how the lunch-meeting idea has caught on with business men.

Apply the idea to your town on your local merchants' association and good results are almost certain to follow.

CAUSE OF THE TROUBLE.

The farmer sends his mail order to the catalogue house utterly overlooking his grocer. The same day this house cuts the price of butter and eggs. The next day the farmer goes to the nearest grocer with eggs and butter, gets trade for some of his produce and hard cash for the rest all the time blaming the grocer for the decrease in price and haggling for the last cent. Surely there is room for some mutual understanding between at least two of these parties. It looks as if the farmer is mostly to blame.

The road to success is not short, and it is not easy, but it certainly is well worth traveling.

Personal magnetism rarely exists in the man with an unpleasant speaking voice. If your voice is not agreeable, train it.

If you have been playing in hard luck and think you are about to the end of your rope, just bear in mind that plenty of other men have been worse off and have yet made good.

How Sugar is Manufactured in the Barbados

Growing of the Cane an Interesting Bit of Farming—Sugar Factories Operated by Windmills With Arms 80 Feet Long—Refuse when the Juice is separated and used for Fuel—Average Value of an Acre to the Grower.

By David Williams.

The little Island of Barbados in the West Indies is, for its size, one of the greatest wealth producing communities in the world. It has been richly endowed by nature with a beautiful climate; although it is warm nearly all the year yet the trade winds cause a constant stirring of the atmosphere and prevents the heat being so oppressive as it might otherwise be. The soil, for the most part a deep heavy black loam, is exceedingly productive.

Nearly all the products of the tropics can be grown upon it in abundance. The main crop, however, is sugar cane. Travel where you will on the island during the months of January and February great fields of tall waving cane which, to the Canadian or United States citizen, resembles Indian corn. Alongside of these are fields of the new crop about a foot to eighteen inches in height. The young cane is grown from stalks of the old cut in lengths about twelve inches. These are planted in hills something similar to potatoes, the rows being usually six feet apart and five feet between the hills. This leaves sufficient room for the plants to grow and spread. The planting is generally done during December, the crop taking about fourteen months to mature.

The space between the rows is kept constantly worked to keep down the weeds. This is done chiefly by hand, the ground being gone over each week until the cane is high enough to shade the ground and choke the weeds.

How Sugar Cane is Harvested.

Cutting usually commences about the first of February and if the crop is good it lasts till June. The cane stalks which attain a height of eight to ten feet are cut with a bill; the top is cut off and the leaves stripped. They are then loaded into large wagons usually drawn by oxen or mules and hauled to the factory of which there is one on nearly every estate.

The process of manufacturing the sugar is quite interesting. The motive power of the older fashioned factory is supplied by the quaint Dutch windmill as shown by the illustration. These are mounted on towers of solid stone, built round, large at the bottom and tapering smaller at the top. The wings of the windmill, of which there are four, are about forty feet in length and eight in width, being over eighty from tip to tip. To see these great wings revolving with the wind is quite a novel and picturesque sight.

Separating the Juice.

In the centre of the conical stone structure in which there are four large archways, is the crushing mill. This

consists of three massive iron rollers about twenty inches in diameter and five feet long. The cane stalks are carried into the mill by colored men and women and fed into the crusher which squeezes out the juice. The refuse of the cane from the mill is gathered into baskets and supplies fuel for the boilers in another building.

The juice or sap of the cane after it is crushed out runs into a receptacle be-



A Stick of Sugar Cane for a Cent; Barbados Boy gets Big Value for his Money.

low the rollers and is strained, then pumped up and driven into the boiler house. Here it is run into a large copper receptacle called the racking kettle where it is treated with lime and after being heated the impurities rise to the surface. The purified liquor is then drawn off and run into a series of copper kettles, being lifted with long handled ladders from one to another down the row. In each of these kettles it receives a certain amount of boiling until it is reduced to syrup.

Sugar Made Ready for Shipping.

From the last kettle it is carried in a conveyor to a vat with revolving wings where it is constantly stirred until cool-

ed. When the temperature is sufficiently reduced it is taken from this vat and put into large stone vats. In these it remains for about a week and congeals



A Sugar Mill in the Barbados.

into a soft brown sugar. Then it is put into a large bin or box with holes in the bottom and sides to allow the syrup in it to drain off, a process that takes about four weeks. The sugar is then ready to be filled into bags or hogsheads for shipment.

The cultivation of the cane, although not as profitable as it used to be in the plummy days of sugar, is still quite remunerative with good management. An acre of cane, if a fair crop, will produce two and one-half tons of sugar worth at present prices about \$45 per ton. The cost of manufacture by the old method is about eight dollars per ton exclusive of the cost of growing the crop. It requires about thirty-five men and women to harvest the cane and keep an ordinary windmill plant running.

ALBERTA MARKETS.

Calgary, Sept. 15, 1910.

The market this week did not see any sudden change in the prices of commodities in this district. There seems to be a general upward tendency, however, and few reductions in prices have been made.

There has been a good pack of Fraser River salmon, and the price in this city is \$8.50 a case. Alberta cheese is rising in price and quantities are being sold. The price now is 15 cents for large, and a half cent more for twins.

All the stock of blueberries have been sold, and there will be a decided scarcity from all appearances. Apricots have advanced a couple of cents in price, due to the thin crop in California.

Apples, per box	1 80	Evaporated Apples	0 11
Butter, local, creamery choice, lb.	0 25	Eggs, local, 30 dz. case	7 50
Butter, fresh, dairy No. 1	0 26	Flour, standard, per bbl.	6 90
Butter, fresh, dairy No. 2	0 23	Ham, cooked	0 30
Beans, per lb.	0 04	Ham, sugar cur'd	0 21
Bacon	0 22	Halibut, per lb.	0 09
" breakfast	0 24	Kippers, 20-lb. box, lb	0 06
" long clear	0 17	Lard, pure	0 18
Currants	0 08	" compound	0 13
Cornmeal, 100 lbs.	2 80	Lemons, Cal., box	10 00
Cod, per lb.	0 07	Oranges, Val., box	5 25
Cheese, Ont.	0 15	Onions, American, lb	0 03
" Manitoba	0 14	" Spanish, crate	1 50
" Alberta, lg	0 15	Potatoes—	
" twins	0 15	Local, per ton	14 00
Canned Goods—		Ashcroft's, per cwt.	2 50
Peas, Early June	1 25	B.C. new, cwt.	2 25
Appricots, Cal., case	6 00	Cal Burbanks, ton	50 00
Apples, cases, 6 one gallon	2 01	Prunes	6 to 0 08
Dried Fruits—		Raisins—	
Evap. apples, lb.	0 10	Valencia, lb.	7 to 0 04
Apricots, lb.	0 17	California	0 08
Peaches, lb.	0 09	Rice, per ton	70 00
Dates, bulk, lb.	0 07	Salmon, Fraser River	
Figs, natural, choice per 28-lb. mat.	1 85	per case	8 50
		Sugar, std gran.	6 04
		" imported	5 94
		Tapioca, per lb.	7 to 0 14
		Trout, per lb.	0 06

Provisions and Limitations of Fire Insurance Policies

Importance of Careful Consideration of Provisions of Policies Pointed Out in an Interesting Series of Booklets Issued by the National Association of Credit Men—Features of Standard Policy Used in New York and Other States Outlined.

A series of six booklets on "Burning Subjects" has been issued by the National Association of Credit Men, 41 Park Row, New York. Insurance policy contracts are forbiddingly lengthy and merchants often fail to realize the importance of knowing their contents.

Booklet No. 1 emphasizes the necessity of insuring. No. 2 points out the fact that no other business contract is treated so lightly as the insurance policy, and therefore policyholders often have to take settlements on their losses which they think are unfair. The point is made that all conditional and restrictive clauses should be made to apply exactly to the merchant's property or stock of goods.

About Insurance Companies.

The character of insurance companies and methods of getting information regarding them are covered in booklet No. 3. To quote.

The points to consider in order to determine how sure is the guarantee against fire for which you are paying your good money are much the same as one follows in investigating a concern or individual to whom he is to extend credit.

1. What is the net surplus above capital and all other liabilities?

2. Has it (the insurance company) a record of paying its debts (losses) promptly and without unjust deductions?

3. Are the men who manage its affairs men of character and high standing in the community, upholding the principles of business which assure a long and honorable existence?

Reducing the Rate.

Rate reduction is discussed in No. 4. "Instead of railing at the insurance companies," it says, "might it not be more sensible to see what we can do to cut down the losses?" It is pointed out that insurance companies have suggested methods, many involving but small expense to adopt, by means of which, experience has shown, losses can be cut down, and rates correspondingly reduced.

The next booklet in the series touches upon co-operation of municipal authorities and individuals, in order to prevent loss by fire.

Features of Standard Policy.

Booklet No. 6 the latest of the series reviews the more salient features of the standard policy form and gives in a concise fashion information of great value. The article, reproduced in full below, will help to equip the merchant to safe-guard himself against fire losses:

"Up against hard luck and a soulless corporation! That's the way the man talks who had a fire and failed to collect what he thought he was entitled to. More than likely you know him or have been told his story.

"It makes the company look black, but possibly there's the company's side, which you haven't heard. Your friend who had the fire wouldn't be expected to tell it.

Contracts Not Drawn to Fit Risk.

"There are some mean adjustments made, close bargains struck by insuring companies, especially when they are in the midst of a bad year; but if you will take as much pains as I have to seek the truth, you will find that in the great majority of cases the trouble is with the policy contracts. When it comes to a loss, they are found not drawn up to fit the risk.

"The agent may have been a good fellow, but you never thought of your policy as a contract full of conditions; and this friendly agent, the company's representative, though competent in other matters, may not be well posted regarding insurance contracts.

"He may have taken some very vital things for granted which were not true, the result being an imperfect policy contract which can't be enforced.

"There's scarcely a merchant who will pay for a \$10 invoice of goods without checking every item, no matter how numerous they may be, yet the merchant is rarely to be found who will check the clauses of his policy, which, if correctly drawn, may be worth 50 times \$10 to him some day.

"So get out your policy and follow along, observing first the printed matter. The frequency of the word "void" should draw our attention. For instance, we destroy the validity of the policy IF (without specific agreement to the contrary written in the policy).

"(a) We had, when the policy was written, or at any time during its life, procured any other contract of insurance on property covered by the policy.

"(b) We knowingly increase by any means the chances of fire.

"(c) We employ mechanics in building or repairing the insured premises for more than 15 days at a time.

"(d) Our interest as insured is other than unconditional and sole ownership (not the property, but the person named in the policy is protected—that's important to remember); or, if

the property insured be a building on ground not owned by the insured.

"(e) In the case of property other than buildings, if it becomes encumbered by a chattel mortgage.

"(f) Illuminating gas be generated or there be kept or used on the premises benzine, dynamite, ether, fireworks, gasolene, powder, naphtha, explosives, phosphorus, petroleum, or any of its products of greater inflammability than kerosene oil of United States standard, and then in prescribed quantities. (This clause, generally speaking, is in harmony with State or municipal prohibitory statutes.)

"Again, unless specifically mentioned, the following property is not covered by the policy: Signs, awnings, store and office fixtures, tools, etc.

"In the compass of this talk I can't pretend to list all the printed conditions of the policy. My main purpose have been to awaken you to the fact that your policy is a contract full of conditions.

Special Provisions.

"Now for a consideration of the special provisions which the agent inserts in the space above printed portion of the policy. They have two special purposes:

"1. To make the policy fit the property and method of conducting business.

"2 To make certain modifications of the policy in the company's favor for protecting the company against hazards not contemplated. Don't trust anybody's mere 'say so' regarding them. See for yourself that they fit the risk.

"If any of the printed conditions are not now, or probably will not be, strictly lived up to in your business, insist that there be written in this space the necessary permissions. Insist that they be written on the policy, and do not take the friendly agent's "Oh, that will be all right."

"Three-Quarter Value" Clause.

"Now, there are certain clauses supplied by the companies to the agents, the use of which you should understand.

"For instance, there is the 'Three-quarter Value Clause,' which means that the amount of insurance permitted to be carried is to be limited to three-quarters of the actual value of the property covered, and the companies shall not be liable for an amount greater than three-quarters of said value. Insurance companies figure that this clause removes considerable temptation to carelessness.

"Percentage Co-Insurance" Clause.

"Strikingly in contrast with the 'Three-quarter Clause' is the 'Percent-

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, American, lb	0 03
Spanish, crate	1 50

l, per ton.....	14 00
rofts, per cwt.	2 50
new, cwt.....	2 25
Burbanks, ton	50 00
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ncia, lb..7 to	0 04 1/2
ornia.....	0 08 1/2
er ton.....	70 00
, Fraser River	
case.....	8 50
old gran.....	6 04
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THE CANADIAN GROCER

age Co-insurance Clause' (80, 90, 100 per cent.). This clause is used, for the most part, in towns where the fire protection is good enough to make it probable that a loss will be partial, or when the property insured is contained in more than one building and not subject to one fire.

"It is a warranty on the part of the policyholder that he will maintain insurance on the property described for not less than 80, 90 or 100 per cent., as the case may be, of its actual value, and in the event of loss in a case where the total insurance amounts to less than the percentage stated in the clause, the policyholder will be considered as co-insurer for the difference between the total insurance and the percentage of the value stated, and as such co-insurer he will bear his proportion of the loss, just as if he were another company insuring this shortage.

"I want you to notice that the 80 per cent. (90 per cent. or 100 per cent.) clause does not say that you shall not collect the full amount of loss under any conditions. On the contrary, it provides only for a proportion of the loss to be borne by the insurer where the total insurance carried is less than the prescribed percentage (80 per cent., 90 per cent. or 100 per cent.).

"In many parts of the country the 'Iron Safe Clause' is in use. It requires the taking of an inventory at least once yearly; that the assured keep a complete set of books, both books and inventory to be locked securely in a fire-proof safe, or kept at night or during hours when business is shut down in some secure place not exposed to a fire which would destroy the building where the business is conducted.

"Failure so to do constitutes perpetual bar to recovery under the contract.

Standard Policies.

"Just a word as to standard policies. Legislatures have made policies standard for the protection of the people. It is a great protection to know that the printed text in one policy is exactly the same as in all the others, and that after understanding one you need only examine in each the written or attached portions which, by the way, should read word for word exactly alike in all policies applying to the same property.

"This will distinctly increase your chances of getting a clear and satisfactory settlement in adjusting a loss; also the advantage of a liberal clause in one policy, you will, on reading the policy, probably find is lost if the same liberality does not appear in all other policies applying to the same property.

"If what I have said stirs up any thinking, out of it will come this question: 'Why, in the first instance, does the legislature prescribe the use of a basic contract containing so many conditions and allowing the insertion of still more?'

"Why can't the misfortune of fire be averaged and a charge made to cover all in a plain unqualified contract

of indemnity, so that I shall be protected against fire in any contingency?

"Why must I forever watch out against these conditions as I would against a lurking enemy?"

"Well, a plain, unqualified standard policy would be possible if all property were subject to practically the same chance of burning up, but such is not the case, and the standard policy is made to exclude the specially hazardous conditions.

"Then, to meet special conditions known to be dangerous, a blank space is required in the policy where insured and insurer can come together and such clauses added as the degree of hazard attached to the property many require.

"You will see at once that without these special clauses it would be necessary to charge the same rate for a dwelling as for a store or lumber mill.

"While, generally speaking, it is true that clauses written into policies modify them to the advantage of the insurance company, it is only fair to remember that the company is at a natural disadvantage.

"It can't see the property insured all through the year; it can't know as much about it as you do, and therefore it seeks by restrictive clauses to guard against risks not anticipated at time of the application. Your duty is to know the contract and to know that you are living by its terms. It is not enough that the agent who signs the policy reads it. For, remember, he is the company's agent and not yours."

NOVA SCOTIA MARKETS.

Halifax, Sept. 15, 1910.

Wholesale dealers report a general improvement in business, and collections are more satisfactory. High prices prevail in all lines. Dried fruit is especially firm. Wholesalers say that the opening prices on the new crop of Valencia raisins will be high this season. The first importations will go to the trade from 8 to 8½ cents per pound. The price of Sultanias will be the highest for ten years. The California stocks now on hand have been advanced one cent per pound.

Pork remains firm with a probable advance.

The price of refined sugars remains steady, and the market for the raw material is strong.

Eggs are firmer, and have advanced one cent per dozen.

Although the flour markets are easier, the mills having reduced high grade Manitobas 30 cents per barrel, and Ontarios 20 cents per barrel, the local dealers have not as yet made any change in prices. There are no large stocks of flour on the local market, and that is the reason for maintaining the present prices.

Plums are quoted from 30 to 40 cents per six-quart basket, and pears from 30

to 45 cents per basket. American Bartletts are quoted at \$4.50 to \$5 per barrel. Ontario plums are selling at 65 cents per basket and Ontario peaches at 85 cents. Tomatoes are easier, being quoted at 35 cents per ten-quart basket.

The first shipment of Jamaica oranges—200 barrels—for the season, reached here this week, direct from Jamaica. Dealers say that this is the earliest date of arrival for years. The fruit was in green state. The crop, it is said, will be a fairly good one. The same steamer also brought 4,056 bunches of bananas, and a large quantity of sugar.

Butter—		Fruits—	
Creamery prints		Lemons, Verdilli	6 00
per lb.	0 26	Oranges—	
Creamery solids		Valencias	6 25 7 50
per lb.	0 23 0 94	Mediterranean	4 40 4 75
Dairy, tubs, lb.	0 22 0 23	Pineapples	2 75 3 50
Bananas	1 75 2 50	Pork, American	
Beans, box, wax	2 50	per bbl.	26 00
Cornmeal, bag, 1 60	1 65	Pork, clear bbl	29 00
Fresh eggs, doz.	0 22	Hams smoked	0 18½
Canned goods—		Beef, American	22 50
Peas, std.	1 00	Codfish, quintal	5 50
Peas, early June	1 15	Herring, pickled	
Corn beef, 1½	1 85	per bbl.	5 00
Corn beef, 3's	3 25	Potatoes, new,	
Sugars—		per bbl.	1 75
Extra Standard,		Onions, Spanish	
granulated	5 23	per lb.	0 02½
Unbranded Fel-		Onions, Ameri-	
low	4 55	can, per lb.	0 02½
United Empire	5 10	Lard	0 17½
No. 1 yellow	4 70	Molasses, fancy	
Flour h. wheat		Barbados, bbl.	0 36
per bbl.	6 75	Molasses, fancy	
Flour, Ontario		Barbados, gal.	0 32
blends, bbl.	6 00	Raisins, Val.	0 08 0 08½
Roller oats, bbl.	6 50	Tomatoes, 10-qt.	
		basket	0 35

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., Sept. 15, 1910.

There is talk of an increase of a cent or two in the price of pure lard, the quotation of which now is 18 cents. The outlook is that it will go up to 19 or 20 cents.

Local eggs are quoted at from 42 to 45 cents, without much change, and as usual they are hard to get. With colder weather coming on, the price is expected to go much higher.

Local creamery has advanced five cents, and is now 35 cents. This necessary article is expected to be higher this season than ever.

California peaches are on the market in quantity, at 80 cents. The cheapest these have been before is 85 cents. The fruit crop all along the Pacific coast has been exceptionally good this year, with favorable climatic conditions and increased fruit-bearing acreage. Okanagan peaches are also here, coming at about 70 cents per twenty pound box, which usually runs about eighteen pounds.

Sugar, standard		Butter, Eastern	
granulated	5 80	dairy, choice	0 28 0 29½
Sugar, Imported	5 25	Butter, local	
Val. raisins, lb.	0 05½	creamery	0 35
Cal.	0 07½	Eggs, Eastern	0 26 0 30
Prunes	0 05½ 0 07½	Eggs, local	0 42 0 45
Currants	0 06½ 0 08½	Cheese, Ontario 0 14½	0 15½
Dried apricots	0 11 0 13	" Manitoba	0 14
Flour, Standard,		Bacon	0 25 0 31½
bbl.	7 40	Ham, cooked	0 23 0 23½
Cornmeal, p. 100		Lard, pure	0 18
lbs.	2 60	Lard, compound	0 17½
Beans, per lb.	0 05½ 0 04½	Potatoes	
Rice, per ton	68 00 76 00	Ashcroft, ton	20 00 25 00
Tapioca, per lb.	0 03½	Canned Goods—	
Apples, box	2 75 3 00	Peas, Early June	1 35
Apples, Cal Grav.	2 25 2 50	Tomatoes	1 27½
Cantaloupes, crate	4 26	Corn	1 02½
Evaporated		Apples	3 42½
apples	0 06½	Strawberries	1 75
Butter, Eastern		Raspberries	2 02½
dairy in tubs	0 26	Canned salmon	6 50

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bbl.	26 00
clear bbl	29 00
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ng, pickled	
bbl.	5 00
oes, new,	
bbl.	1 75
s, Spanish	
lb.	0 02½
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per lb.	0 02½
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MARKETS.

Sept. 15, 1910.
Increase of a cent
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A View of the Grounds of The Canadian National Exhibition When the Crowd Was Large.

Canada's Great Exhibition is Climbing Upwards

An Increase in Numbers of Almost 100,000 People in Spite of Some Extremely Bad Weather—World's Fair Suggested for 1914 to Celebrate Peace Centenary—A Truly National Exhibition—Many Fine Exhibits of Special Concern to the Retail Dealer—West India Products Displayed.

Staff Correspondence.

Toronto, Sept. 15.—Canada's National Exhibition this year triumphed over many obstacles and achieved another distinct success, despite the unusual incident of adverse weather conditions.

This is evidenced by the fact that the total attendance was 837,000, about 85,000 in excess of 1909 and almost 200,000 in excess of 1908. This is a phenomenal increase in view of the disappointment of Labor Day when excessive rain kept the attendance 51,000 below that of Labor Day alone last year. The surplus is estimated at \$45,000, so that there can be no question of the greatness of this greatest of continental annual events.

The Peace Centenary.

There is considerable stir just now over the proposal to celebrate in 1914, in Toronto, the hundred years of peace between Great Britain and Canada on the one hand and United States on the other, and it is suggested that the grounds and buildings of the Canadian National Exhibition be utilized as the site for a World's Fair under the supervision of an International Commission representing the countries named.

It is claimed that from an historical standpoint the suggestion is a good one. For it was on the grounds on which the National Exhibition is annually held that one of the bloodiest engagements of the war of 1812-14 was fought. At the close of that struggle the capital of Upper Canada fell into the enemy's hands, and its public buildings were burned, an act that led to the

historic justice meted out in the burning of the public buildings at Washington by a British squadron. The mingled dust of British soldiers, United Empire Loyalists, and stout New England Republicans who fell at the battle of York rests to this day beneath the soil over which every year hundreds of thousands of pleasure-seekers walk unheeding. It is therefore sacred soil fit to teach the highest lessons of patriotism to those who may attend the Fair of a Century of Peace.

Whether this comes to pass or not the Canadian National Exhibition will go down through the annals of history as one of the greatest, if not eventually the greatest of similar annual fairs in the whole world.

That it is National is proven by the interest the other provinces of the Dominion take in it. We have British Columbia in the far west proudly showing the products of her soil. Her fruits are among the finest the world produces and they were admirably displayed. Alberta, Saskatchewan and Manitoba—the vast prairie lands of the west—are now being looked up to as among the greatest of the world's wheat producing districts, while only a few years ago that earth resounded with the tramp of the majestic buffalo. They were represented at the Exhibition with their "No. 1 Hard Wheat" and other examples of western progressiveness.

The products of Ontario's fields, orchards and vegetable gardens were displayed in commanding manner while Canada's mines showed forth their greatness. Quebec and the Provinces-

down-by-the-Sea sent their quotas of exhibits and people and all have reason to feel elated at the culmination of this great event.

West India's Products.

While on the subject of exhibits, that of the British West Indies deserves attention. This exhibit occupied a section of the Horticulture Building and displayed in excellent fashion the products of these sister colonies of Canada which should be more closely related in trade to us than they are to-day.

This exhibit at the Canadian National will serve to point out emphatically the business that can be done between Canada and the British West Indies. The latter produces the food-stuffs which Canada requires and must have from somewhere and Canada manufactures and grows the goods which the West Indian needs.

Palms and plants from the tropics lent a realistic touch to the display. Much interest was taken in the Trinidad cocoa pods and beans because many visitors had not before observed the source of the product that makes our delicious cocoa beverage.

Better Trade Relations Coming.

Other products were the grape fruit, lime, orange and lemon, all kinds of spices, raw sugars, coffee plant and coffee bean, Jamaica rum, Panama hats, cigars and varieties of West Indian curios. The setting given these products in cuplolas, glass cases, and stands was indeed attractive and altogether served to increase the interest

taken in the products of these Islands which are bound to come into closer and better trade relationship with Canada in the near future.

In the descriptions of the various booths which follow, retail dealers have much food for thought. The strong selling points of each is set forth in concise style and the retailer can profit by studying them carefully.

THE COWAN CO.

That the products of The Cowan Co., Toronto, manufacturers of cocoa and chocolate, are annually gaining a broader reputation was evidenced by the throngs of people who visited the company's attractive booth at the Exhibition. Everybody knows their Perfection

Cocoa, their dainty Maple Buds, Cream Bars, Nut Milk Chocolate and Cake Icings. These have, through a wide-spread and systematic advertising campaign become known, with their prices, from coast to coast, and the retail dealer should bear this fact constantly in mind. The Cowan Co. are doing everything in their power to increase the demand by turning out goods of the best possible quality, and by backing up this quality with good, sound advertising literature. Their sales are now greater than ever before because of this consistence of quality and aggressive publicity.

The display booth, as will be seen by the accompanying cut, was an attractive one. The decorations consisted of

the company's advertising matter. The same show-cards as are received by every grocer and which should be used by him in his store to show that he sells Cowan's goods, were there, including several of the handsome big Maple Buds posters. At one corner of the booth was an attractive showcase in which every product of the company was tastefully displayed. There was also a miniature exhibit showing the various processes of the evolution of cocoa from the cocoa tree until it is transformed into a hot, delicious, invigorating cup of Perfection cocoa.

It should also be remembered by the retail trade that The Cowan Co. is the largest cocoa and chocolate manufacturing concern in Canada, and that its



CANADIAN NATIONAL EXHIBITION. —Cowan's Cocoa and Chocolate Exhibit.

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extensive business has been built up on the basis of quality. It is a growing one and has gone, and is going ahead by leaps and bounds. This is forcibly illustrated by the fact that the company is building an addition to their already large factory; additional machinery will be installed to further facilitate the output to meet the growing demand.

Several young ladies were in attendance at the booth at the Exhibition and with purchases of cocoa and chocolate gave away attractive souvenirs including Teddy bears, fans, etc., which will do a great deal to keep the name of Cowan's products before the public. By securing such mementos children grow up familiar with the name and partial to the goods. The retail dealer who always keeps a stock of Cowan's goods on his shelf shows sound business judgment—there will be a demand for them; this demand will last because it is built up on a quality basis and besides the dealer makes a good profit on his investment.

RED ROSE TEA.

The most talked about booth at the exhibition this year, was the Red Rose Tea room in the Manufacturers' Build-

ing. Of the thousands of visitors entertained there, most of them had to wait their turn to get in, but they had heard of or sampled the delicious tea so daintily served, and would not go without it. These waiting crowds every day of the fair bore remarkable testimony to the importance to the grocer of selling tea of such well known quality.

The unique plan originated by Red Rose Tea last year of charging 5c and giving it back as a ticket good for 5c anywhere when buying a package of Red Rose Tea, was again adopted, and worked out even more successfully than last year; for nearly half as many more people were served. The value and simplicity of this original plan has been greatly praised by many of the most experienced advertisers.

Everything about the booth was pleasing and inviting, the snowy linen, the fine china, the attentive, courteous young ladies, each wearing a red rose, and there was the same careful attention to detail in every particular. Special attention was paid to grocers. A portion of the booth was reserved for them, and they were admitted by a separate en-

trance, so as not to have to wait. A very large number of grocers and their friends were entertained during the fair.

The striking effectiveness of this demonstration is an exact illustration in miniature of the remarkable success of the Red Rose Tea business for nearly twenty years in the Maritime Provinces, and for ten years in Ontario. The reason for both is the same, the unequalled quality of the tea and the confidence and friendliness of the grocers. The deliciously smooth strength, delicate full flavor and delightful fragrance in every cup of Red Rose Tea, properly made, were to many visitors at the fair a revelation of tea goodness.

Red Rose Tea is the result of a deliberate purpose on the part of T. H. Estabrooks, of St. John, N.B., to put upon the market a tea that in every grade would be the best possible tea value at the price. It is his unswerving adherence to that high quality standard that has won for Mr. Estabrooks, not only an enviable position in the tea trade of the Dominion, but the confidence and respect of his thousands of customers, the retail merchants of Canada.



CANADIAN NATIONAL EXHIBITION.—The Red Rose Tea Exhibit.

E. D. SMITH'S JAMS AND JELLIES.

Retail dealers throughout Canada are recognizing more and more the advantage in handling only goods of absolute purity. This is why such a manufacturer of jams, jellies, catsups and grape juice as E. D. Smith, Winona, Ont.—the heart of Ontario's renowned fruit-growing district — is making such wonderful progress.

His striking exhibit at the Canadian National Exhibition this year was just another evidence of his energetic campaign in placing his goods before the Canadian people. It illustrates forcibly that he is a staunch believer in the quality and purity of his own goods, and in the ability of others to recognize these characteristics. The E.D.S. trade-mark always stands for purity.

To prove these assertions retailers have only to take a look at the latest bulletin (No. 194), issued by the Inland Revenue Department of the Dominion Government, showing the results of the inspection of fruit jams. Ten samples of the E.D.S. brands were analyzed and every one of these was found to be genuine—free from all preservatives and dyes, and with less than the maximum quantity of water allowed. This is a perfect record and more than can be said of many other manufactures. While the government permits 10 per cent. glucose, E. D. Smith uses none whatever to further insure purity.

At the booth demonstrations were made by young ladies to the public and attractive cards and literature were given away, all of which will serve to keep the E.D.S. brands of goods more in public view. The Toronto representative for E. D. Smith's goods is N. A. Hill, 25 Front St. East, Toronto.

HUYLER'S CHOCOLATES.

Retail grocers are rapidly recognizing the fact that confectionery of the finest quality is a profitable department of their business. They are realizing too that the grocery store is the logical medium for confectionery since it is most directly connected with the consuming public. Dealers who want to carry lines of undisputed quality should, if they have not already done so, stock Huyler's chocolates and cocoa with the chocolate flavor. These were exhibited in a handsome booth at the Canadian National Exhibition again this year, and interested many thousands of people.

"A man is known by the candy he sends," is recognized to be a true statement and the retailer is absolutely safe in recommending Huyler's.

At Huyler's exhibit this year was shown an illuminated model of the Metropolitan Tower, New York, which is used to advertise Huyler's Metropolitan chocolates. Another feature of their exhibit was the display of a model among others of the latest improved machinery used in the manufacture of Huyler's cocoa and chocolate.

Huyler's confectionery is manufactured for all Canada in their establishment on Yonge Street, Toronto, where they have one of their finest retail stores.



CANADIAN NATIONAL EXHIBITION.—E. D. Smith's Jams, Jellies, etc.



CANADIAN NATIONAL EXHIBITION.—Huyler's Chocolates.

BORDEN'S CONDENSED MILK.

It has long since been recognized by the retail dealer who handles condensed milk that there is no brand more pure than Borden's Eagle Brand and none which will give better satisfaction.

The dealer who is not handling Borden's Eagle Brand condensed milk is missing a good deal of custom which must of necessity go to his competitor. Everyone realizes that health departments in all the leading cities are from time to time issuing warnings against the indiscriminate use of dairy milk. This has served to turn the attention of the public to Eagle Brand condensed milk and the result has been a wonderful increase in the sales during the past few years. It is an assured fact that

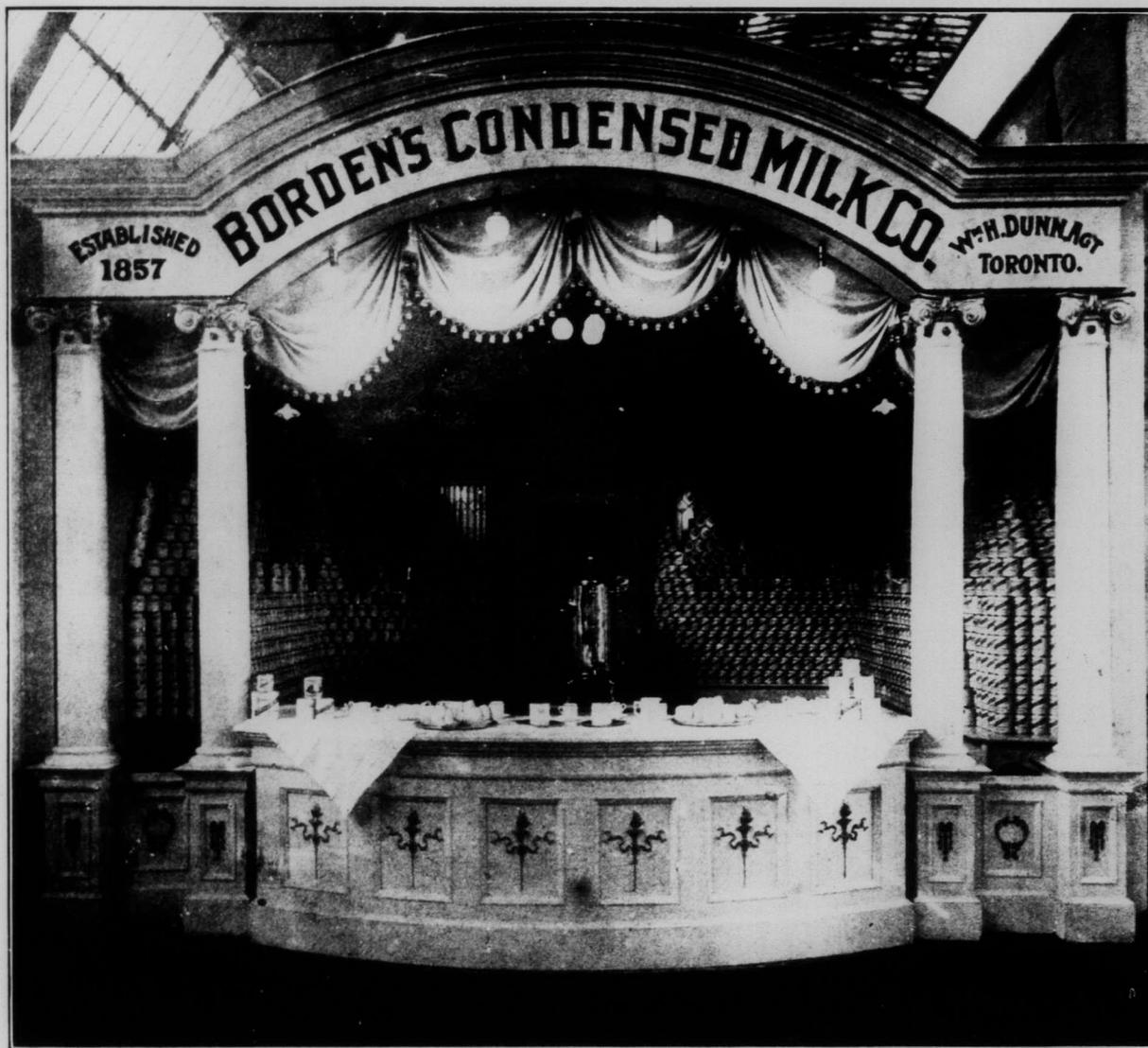
sweetened. The latter article is simply pure, rich, dairy milk evaporated to a creamy consistency by Borden's original process, preserved by sterilization only. There is nothing whatever added and Borden's Condensed Milk Co. claim that it is absolutely pure and safer than so-called "fresh milk" ordinarily obtained, as it has all the advantages of fresh milk and none of the disadvantages. Peerless Brand Cream is suitable for any modification and is largely used for any recipes calling for the use of fluid milk.

Condensed milk was originated in 1857 by Gail Borden and Borden's Eagle Brand is the best known on the market. Besides this it is acknowledged to be the highest standard on the market and therefore the retail dealer has everything

handles these brands, knowing these facts, has strong selling points which will stand him in good stead. He has an opportunity of displaying and developing his own salesmanship abilities without fear of contradiction or the loss of a customer.

The reputation of Borden's products has been founded on merit; their quality is undisputed and this fact has more than once been realized by the retail dealer who has stocked these goods.

The company's system of manufacture which has already been referred to and their eagerness to give to the public a reliable article does not begin in their Condensary. It goes back to the dairy farms which are the sources of the raw



CANADIAN NATIONAL EXHIBITION. —Borden's Condensed Milk.

the demand will develop more and more as years pass by and therefore the dealer who continuously carries a stock demonstrates his good business judgment.

Borden's Condensed Milk was prominently displayed in the Manufacturers' Building at the Canadian National Exhibition again this year and thousands of visitors were once more impressed with the attractive exhibit and the demonstrations.

In addition to Eagle Brand Condensed Milk the company also demonstrated Borden's Peerless Evaporated Cream, un-

in his favor in handling this brand, every can being guaranteed.

With Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream Borden's Condensed Milk Company solves the milk problem by providing a pure, substantial, wholesome nourishment. This is prepared in compact form at their Tillsonburg Condensary with scrupulous care. They are manufactured under the latest improved system of sanitary regulations so that their purity and wholesomeness can always be guaranteed. The retailer who

milk and embraces the care, feeding and health of the cattle, proper construction, lighting and ventilation of the dairy and of the milk houses on the farm.

They thus know that their products are reputable beyond question and that the course of Borden's products from the cow to the can aims to give cleanliness, quality and purity.

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

RICHARDS PURE SOAPS.

"A Soap Church" was the out-of-the-ordinary display which met the gazes of the thousands of visitors in the exhibit of Richards Pure Soap and Richards Quick Naptha soap at the National Exhibition.

The bars of soap with the labels turned outwards made appropriate bricks as will be observed by the accompanying illustration. The church stood in the centre of the booth, was 6 feet by 7 ft. in dimensions, including the steps, the top of the steeple being 14 feet from the ground.

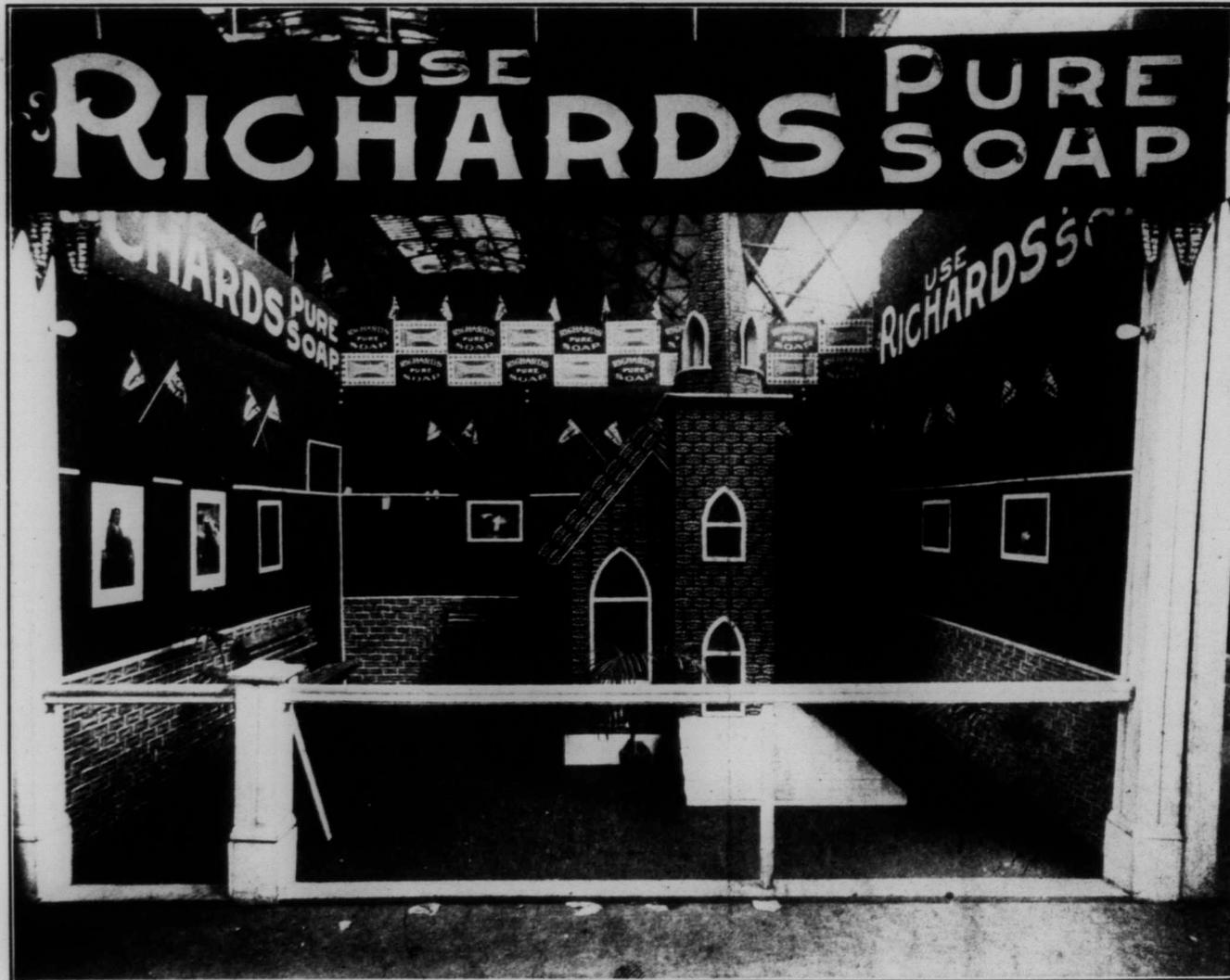
The church-yard fence was made attractive by the use of Richards Quick-

small Richards Soap flags. These flags were given away every day of the exhibition, no less than 20,000 people asking for them during the fortnight. Sample bars of Richards Pure Soap were also given away. This is something that the retail dealer should remember. Every bar received will be given a trial and as Richards Pure Soap is guaranteed to give perfect satisfaction thousands of other housewives in Canada will now be partial to it so that all that is necessary is the addition of the salesmanship of the dealer to create a wider demand for this brand.

In doing so he is able to use the strongest arguments in favor of Rich-

tailers realize that soap quality is the biggest factor in successful soap selling and the above named brands are the kinds the dealers need, because they are stamped with the hallmark of quality. They are favorites with the exacting housewife and are moreover a profitable proposition for every grocer to handle.

All these conditions combined with the fact that many more thousands of people are now interested in Richards Soaps, on account of having visited the Exhibition, should appeal to the dealer as being extra-important reasons why he should handle and sell these quality goods. So great was the rush for



CANADIAN NATIONAL EXHIBITION. —Richards Pure Soap.

Naptha bars, and inside the fence at short intervals were miniature benches and several palms.

This display is one that retail dealers can make use of in their own windows in order to increase their sales of Richards profitable soaps. Soap-bars are easily built up in almost any shape, and grocers should constantly keep this fact in mind.

About the walls of the exhibit were shown several beautiful premium pictures and here and there were pinned

ards Pure Soap and Quick-Naptha Soap because they are absolutely reliable and will give the best of satisfaction. They will increase business, hold the very best class of trade and return to the dealer a substantial profit—the three things to be most desired by any merchant.

The complete lines sold by the Richards Pure Soap Co. are Richards Pure Soap, Quick-Naptha Soap, Snowflakes Soap Chips, Ammonia Powder, 100 per cent. Pure Lye and Toilet Soaps. Re-

Richards Soap flags one day at their exhibit that the front railing was broken down several times.

Woodstock, Ont., is the place of manufacture of the Richards Pure Soap Co., J. A. Chipperfield being the general manager. The agents for Toronto and Hamilton are the Omand Manufacturing Co. (Mr. Hutchison) 76 Colborne St., Toronto. The exhibit was in charge of A. Holtze.

SALADA TEA.

"A bit of the Orient in the Occident," was the happy description of the Salada Tea Company's exhibit made by a lady with a touch of imagination, and a nice turn of expression. The whole surround-

ings spoke of the Far East—the ebony elephants, the palms and the numerous curios, including a collection of gods, one of which represents the various diseases to which the Hindus are subject, and a most formidable looking weapon, which

has been used in war by the frontier tribes of Northern India.

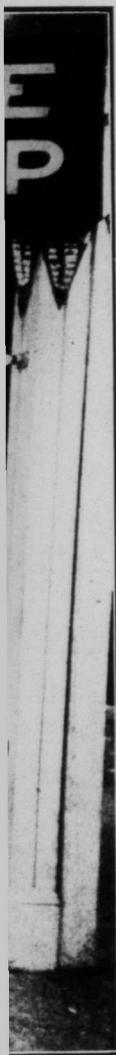
The most noticeable object in the exhibit was a large brass dome lamp hanging from the ceiling, and, at night especially, the effect was weird, but



CANADIAN NATIONAL EXHIBITION.—Exhibit of "Salada" Tea.

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beautiful. This lamp is the result of fifteen months labor, and is a remarkable example of the work that can be produced with hammered brass.

The figurative manner adopted to convey some conception of the company's growth—an array of ebony elephants on a graduating scale—symbolizes perfectly the progress made since the company's inception in 1892.

The history of Ceylon and India tea is inseparably associated with Salada. This firm have been pioneers in introducing the cheerful beverage on this continent, and from a small local business in 1892

BRAND & CO.'S PRODUCTS.

Visitors to the Manufacturers' Building showed great interest in the celebrated essences of beef, chicken, etc., exhibited at Brand & Co.'s stand, which was in charge of T. O. Baxter, their agent.

Brand's essences are famous in most countries, and can be retained by the stomach when absolutely no other food can be. After all exhausting illnesses such as pneumonia, typhoid, etc., and for anaemia and nervous troubles, there is nothing with which they can be compared, and there are few grocery stores

Brand's A1 Sauce was demonstrated and elicited much praise. This sauce was first prepared for King George the Fourth, by Mr. Brand, who was his chief chef, and has been before the public for seventy-five years. It is the original thick sauce.

There were also exhibited ox tongues in glass and tins, soups, potted meats and fish, and a very full range of preserved provisions.

Brand & Co. enjoy the very highest standing wherever known, and although they have been doing business in this country for a number of years, have con-



CANADIAN NATIONAL EXHIBITION.—Brand & Co.'s Exhibit.

their trade has grown to enormous proportions. It is now not only national, but international.

Nothing could speak more strongly and creditably than the following figures for the wisdom of selling only tea of the highest quality, and for the grocers who have united in placing Salada in the front rank—1892, 63,290 packets sold; 1909, 20,280,270 packets sold.

There were few visitors to the C.N.E. who did not admire the Salada display, and grocers in large numbers were made welcome by the firm's representatives in charge.

in the old country in which they do not find a prominent place, their sale being enormous. As Mr. Baxter explained, Brand's essences are used in jelly form and not for making beef tea.

Other preparations exhibited were Brand's Beef Tea, made exactly as a woman would make it in her own home, beef tea tablets, meat juice, beef bouillon, of which Brand & Co. were the original manufacturers, and savory meat lozenges, which form a portable nourishment at all times and are especially suitable for campers, hunters and travelers.

lined their efforts principally to Montreal and Eastern Canadian cities. Now they are pushing their business throughout Ontario and the west, and owing to the excellence of their products are meeting with great success amongst the better class of trade. Their many preparations have been awarded the highest possible honors at the principal exhibitions all over the world.

T. O. Baxter, 25 Front St. East, Toronto, is agent for Ontario and Western Canada, and H. Hubbard, 27 Common St., Montreal, is agent for Quebec and the Maritime Provinces.

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VINOLIA SOAPS.

All retail grocery dealers sell toilet soaps; but they should make it their aim to keep in stock those brands which will appeal to their customers to such an extent that they will bring repeat orders.

At the Canadian National Exhibition this year there were displayed in the

The display of Vinolia products was recognized to be one of the most handsome and attractive in the building. It kept a constant crowd, with its beautiful floral decorations, which hung from the sides and its sweet odor which constantly filled the atmosphere round about.

rect interest to the retail dealer were Vinolia Baby, Liril Violette de Parme, Vinolia Sweet Pea, Premier Vinolia, Vinolia Bouquet and Vinolia Lasario Peau de Espange. The retail price of each of these is \$9.50 per gross net, for gross lots, whether in one kind or assorted.



CANADIAN NATIONAL EXHIBITION.—Vinolia Soaps.

Manufacturers' Building the Vinolia products, which have already a wide reputation among, not only the retail trade, but the general public, as well. These soaps bear a splendid reputation, and no dealer can make a mistake in recommending them to his customer.

The exhibit was shown by Lever Bros., sole agents in Canada for Vinolia soaps, who are known all over the world as manufacturers of Sunlight, Lifebuoy and many prominent brands of toilet soaps. Among the soaps displayed of di-

That Vinolia soaps are recognized to be among the leading brands in the world is evidenced by the fact that The Vinolia Company are soap-makers to His Majesty the King. It is interesting to know that several Vinolia soaps are regularly supplied to the Royal palaces, in-

cluding Vestal Vinolia and Vinolia Otto soap.

The success which met the introduction of Vinolia into Canada a few years ago, and the regular increasing demand indicates that it is thoroughly established on this market. By stocking this soap and backing it up by his salesmanship abilities the dealer will gain a reputation for carrying toilet soaps of undisputed quality, and which will meet with ready responses from the public.

Still another soap of interest to the grocery trade is the shaving stick. The

ST. CHARLES CONDENSING CO.

Not long ago there was a milk commission appointed by the Ontario Government to inquire into the sources of milk supplies with a view to insuring an article free from unhealthy bacteria.

This is a positive admission on the part of the government that the milk which the consumer received by way of the dairy and farm cannot be depended upon.

Not so with St. Charles Evaporated Cream, manufactured by the St. Charles Condensing Co., Ingersoll, Ont. Retailers who sell this brand have the ar-

beverages. St. Charles Evaporated Cream can be used for every purpose for which anyone has been using ordinary milk or cream, and will be found far preferable and more economical.

With such an array of arguments as these in favor of St. Charles Evaporated Cream every dealer has positive selling points which can assist him in using his own salesmanship in promoting its sales, and therefore, in holding and gaining new trade; he can place absolute reliance in its purity and because it saves the housewife money as well as time and trouble he can readily increase his sales.

The keeping qualities of St. Charles



CANADIAN NATIONAL EXHIBITION.—St. Charles Evaporated Cream.

Vinolia Shaving Stick is particularly suitable to the man who shaves himself. It is enclosed in a nice, bright metal case with a metal top, is easily procurable at all times, and not only saves time, but saves the old-fashioned obsolete shaving mug, which is so difficult to keep clean. This is a good seller, and no mistake can be made in stocking it.

gument, that it is thoroughly sterilized and absolutely pure. There cannot possibly be any illness resulting from its use. Besides it is guaranteed by the company to keep in any climate, and to be the best infant's food on the market, and, in fact, the most nourishing food for nursing mothers. It is easily digested by the young, sick or aged; it improves the flavor of coffee, tea and cocoa and brings out to the fullest extent the aromatic qualities of these

Evaporated Cream is one of its paramount features. After opening it will keep longer than fresh milk if kept air tight and in a cool place.

It is a matter of importance for retailers to know that the general public is becoming more and more interested in this article. The people realize its purity and convenience and converts are being made every day.

The demonstrations at the exhibit of The St. Charles Condensing Co. at the

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Canadian National Exhibition this year again aided in introducing St. Charles Cream to thousands and thousands of new visitors. It was served in coffee by young ladies who answered question after question from the interested women and men who passed

INGERSOLL PACKING CO.

The Ingersoll Packing Company had the usual attractive exhibit at the same position as previous years, namely opposite the south entrance of the Manufacturers' Building. The publicity given

cream cheese. The usual co-operation on the part of the retailer will in this instance show even greater results than the ordinary, for Ingersoll Cream Cheese has been so widely advertised throughout Canada that the consumers already recognize an old friend when



CANADIAN NATIONAL EXHIBITION.—The Exhibit of the Ingersoll Packing Co.

through the Manufacturers' Building during the fortnight. The booth itself was an exceedingly attractive one. It was in charge of Dane, Hortop & Co., Toronto, Ontario agents for the St. Charles Condensing Co.

to Ingersoll Cream Cheese at the National Exhibition is of great value to the healthy distribution of this article by the jobber and retailer and should lend a new impetus to the demand for this already well-known

they see this block cheese exhibited in the grocery stores. Ingersoll Cream Cheese is a Canadian product, manufactured by the Ingersoll Packing Company, Limited, at Ingersoll, Ontario, where they have gained

an enviable reputation among the Canadian trade as curers of Beaver Brand of Breakfast Bacon, special Beaver Brand Hams, and the widely known Beaver Brand of pure lard. This fact is a convincing testimony of the reliability of any product the company may place on the market and the qualities which have won such a strong position among the consuming public for their Beaver Brand Hams and Bacon have also been responsible for the large consumptive sale of this company's Ingersoll Cream Cheese, which was amply testified to by the thousands who enjoyed the samples of this cheese during the exhibition.

Ingersoll Cream Cheese is sold only in blocks and the consumer recognizes that they can buy twice the quantity of Ingersoll Cream Cheese in blocks, as they would receive in jar cheese and

the most careful attention in the manufacture.

The grocer handling Ingersoll Cream Cheese may be sure he is offering his customers an article that is bound to bring continued sales. Cheese is one of the staples of his store and a flourishing business in this article depends largely on the quality and the value of the brand he offers for sale. Ingersoll Cream Cheese is gaining new friends every day and backed by steady publicity it is bound to keep on increasing in popular favor as the consuming public realizes the value and the retailer appreciates the fact that in cheese sales it is the best proposition for them.

MELAGAMA TEA AND COFFEE

Minto Bros., of Toronto, had a very attractive display of Melagama Tea and Coffee in their booth in the Manufac-

ture Building at the C.N.E. and the fact that they were demonstrating and serving free these delightful beverages, made their booth the Mecca of thousands of visitors to the Exhibition.

Melagama Tea and Coffee is now so well and favorably known among householders everywhere that it is scarcely necessary to say anything regarding the delectable flavor and exquisite aroma of

these popular brands unless it is to add that they are growing in favor daily as is evidenced by the increasing demand from grocers everywhere.

While the Exhibition was in progress an average of 12,000 cups of tasty Melagama Tea were served each day and some individual days as high as 15,000 cups.

The tea was daintily served in cups and saucers especially imported for the occasion and were much admired by the many who enjoyed their contents. The members of the traveling staff were in attendance both at the booth and offices to give the glad hand to customers and no pains were spared to make their visit a pleasant one.

Minto Bros.' premises are located in the heart of the wholesale district at 45 Front E., and visitors there were delighted with their well appointed and handsome offices and complete plant;



CANADIAN NATIONAL EXHIBITION.—Minto Bros. Exhibit of Melagama Tea.

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H. P. SAUCE.

One of the most original and not less attractive exhibits seen at the Canadian National Exhibition was that of the Midland Vinegar Company of Birmingham

the attention of the crowds that passed through the Manufacturers' Building, combining as it did a certain distinction of design and a splendid setting for the goods exhibited.

vinegar is kept stored in Birmingham and not a gallon leaves the factory until it is twelve months old. This ensures a uniform quality and adds a mellowness that is an essential of the

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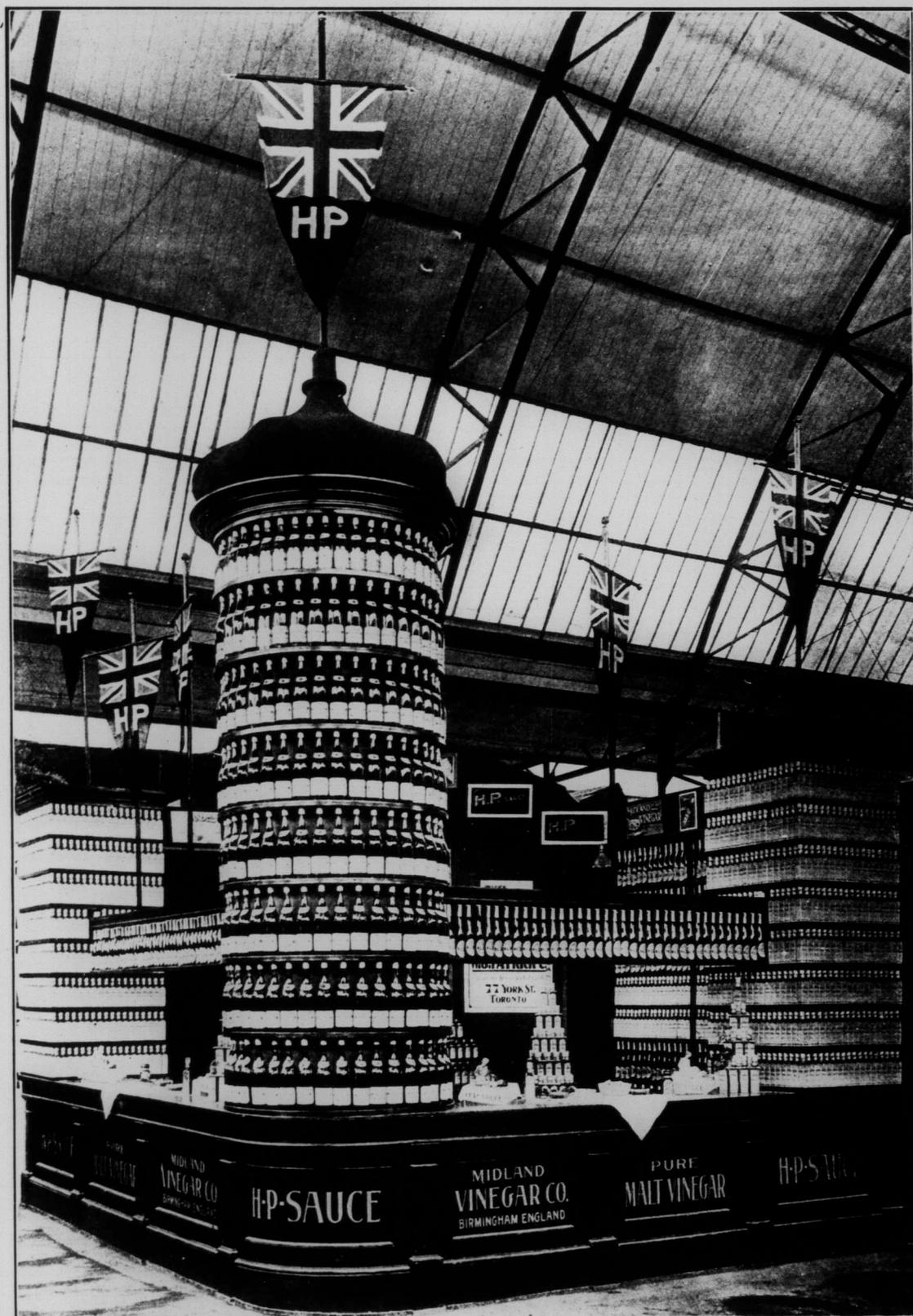
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CANADIAN NATIONAL EXHIBITION. —Midland Vinegar Company Exhibit.

ham. Eng., erected by their Canadian agents, W. G. Patrick & Co., of Toronto. It was probably the most unique display of the many that claimed

The Midland Vinegar Company are the largest brewers of English Malt Vinegar in the world. From two to two and a half million gallons of their

best vinegar. As one of the proofs that their product is recognized as the best on the market, the Midland Vinegar Company this year secured the order

from the Admiralty against all competitors by actual analysis as to quality. It may be remarked that in the brewing of vinegar this company uses the finest Canadian barley and prefer it to all others. Whole shiploads of it are imported from Canada and afterwards the finished article is shipped to this country in large quantities thus demonstrating that Canadians have more than a commercial interest in the product of the Midland Vinegar Company.

But apart from these facts of more particular importance to the grocery

ed such a splendid reputation in the Canadian market as well as in all the marts of Great Britain. This H. P. sauce is now stocked and sold by all the live grocers and delicatessents between the Atlantic and the Pacific. It is the result of a secret blend of Oriental fruits and spices with a specially brewed English Malt Vinegar produced by this same company. As this vinegar never varies there is a constant uniformity to H. P. Sauce, which will hold its customers. H. P. Sauce has proven its merit to the grocery trade as a

DAYTON COMPUTING SCALES.

Grocers, themselves, realize to-day the advances they have made in recent years in their business. Inventions have lessened labor, have simplified a great deal of the work that was formerly arduous and have helped to make the grocer an important figure among the business men of to-day. In this regard the Computing Scale Company, of Canada, Ltd., manufacturers of Dayton Computing Scales and Moneyweight Scales have



CANADIAN NATIONAL EXHIBITION.—Scales Displayed by the Computing Scale Co.

trade is that for quality this English Malt Vinegar is unexcelled. Whether it is for table use or for pickling purposes the grocer may assure his customers that they will be highly satisfied and, in pickling the purity of the vinegar is a prime essential.

The Midland Vinegar Company are also the sole proprietors of H. P. Sauce (House of Parliament) which has gain-

valuable article to carry. Its sale has increased beyond the most optimistic anticipations and there is every indication of even brighter prospects. H. P. Sauce and Pickles were demonstrated and ten thousand samples were distributed among the ladies who attended the exhibition. The Midland Vinegar Company's products will not disappoint either the grocer or the consumer.

played a prominent part in revolutionizing certain trade methods.

The Dayton Computing Scale need hardly be introduced at this stage to the grocery trade. It has proved its worth. It guarantees a square deal to the grocer himself, and, also to the customer, and that is the honest grocer's principal concern. It also is a time-saver in

SCALES.

to-day the recent years have less great deal arduous grocer an e business d the Com- nada, Ltd., Computing scales have

the store, automatically registering the weight of goods and also their price, in such a simple manner that anyone can use the Dayton Scale.

For years the Dayton Computing Scale Company have had a staff of experts at work improving their scales and in their exhibit at the Canadian National Exhibition there was shown an entirely new invention in the form of an electrical scale, which combines features that are appreciated by the grocery trade. The Electrical Scale is the result of the labors of the company's experts during the past two years, and they have succeeded in perfecting this scale, so that it is in a class by itself. Moreover, it looks as if it would be a long time before anything will be devised to compete with it.

Each time the grocer weighs upon this scale, an electric light is auto-

dial, and also the exact weight of the article. The light also flashes a reminder to the customer to "Call Again." This scale can be operated from the electric light in any store. All that is needed is the attachment either above or below.

This scale will prove a valuable asset to any grocer. It is not only thoroughly efficient, but it has been strongly constructed and well finished. It is a handsome, low platform, swivel base scale, and it seems impossible to suggest any additional improvement. It was demonstrated at the National Exhibition and not a few sales were the result.

The Dayton Computing Scale Company have different styles of scales, which in price will appeal to the small grocer, as well as to his brother grocer with the larger business. The company's travelers are at all times willing to ex-

a money-saver. Of this latter point there is not the least doubt.

Hundreds of those who have bought the Dayton Scale did not realize the losses they were sustaining until their attention was called to them, and an investigation was made by the grocers themselves. Others knew they were losing money in spite of all precautions and welcomed the Dayton Automatic Computing Scale. Grocers who are contemplating purchasing a new scale will find in the Dayton types every feature they are looking for, and they will soon learn that it is a strictly business proposition to instal the Dayton Scales in their stores.

KELLOGG'S TOASTED CORN FLAKES.

Of the many articles handled by grocers in this country it is doubtful if



CANADIAN NATIONAL EXHIBITION.—Toasted Corn Flakes Exhibit.

matically flashed upon the dial and remains lighted during the operation. This light enables the grocer to see at a glance the money value registered on the

plain the Dayton Scale to grocers. The latter recognize the fact that the computing scale is the scale of to-day. It is the modern idea, and above all it is

there is any that brings more satisfactory results to the dealer than Kellogg's Toasted Corn Flakes. The company from its establishment put forth all its

plans, first recognizing that the grocer would be in a large measure responsible for the total number of sales. The confidence of the retail trade was won by the square deal policy that was extended to them. They were quickly impressed with the fact that they were securing a good profit by handling Kellogg's Toasted Corn Flakes.

Special measures were adopted by the company in order to guarantee protection to the small grocer, and among them the resolve not to grant a quantity price has been of great service. The small retailer is treated the same as the most influential. They both have to buy through recognized jobbers, and all are treated alike, courteously, but with no discrimination.

The display of Kellogg's Toasted Corn Flakes at the National Exhibition this year was in keeping with the progressive methods employed by the company to emphasize before the consuming public the particular merits and good qualities of this breakfast food. The demonstrations were highly satisfactory, crowds thronging the booth every day.

The phrase that has pleased millions "The Sweetheart of the Corn," with the illustration it refers to occupied a prom-

inent place in the exhibit, and of itself attracted attention.

That Kellogg's Toasted Corn Flakes have become immensely popular as a regular food, is attested by the fact that the Canadian plant at London was doubled during the past year, and though the output was thus doubled it failed to

meet the heavy demand that gradually kept increasing.

With each case of corn flakes the grocer receives a coupon, which he may redeem at the end of the year, thus securing a substantial rebate. The company is always pleased to forward to grocers material for dressing windows and welcome enquiries from the trade on any of these questions.

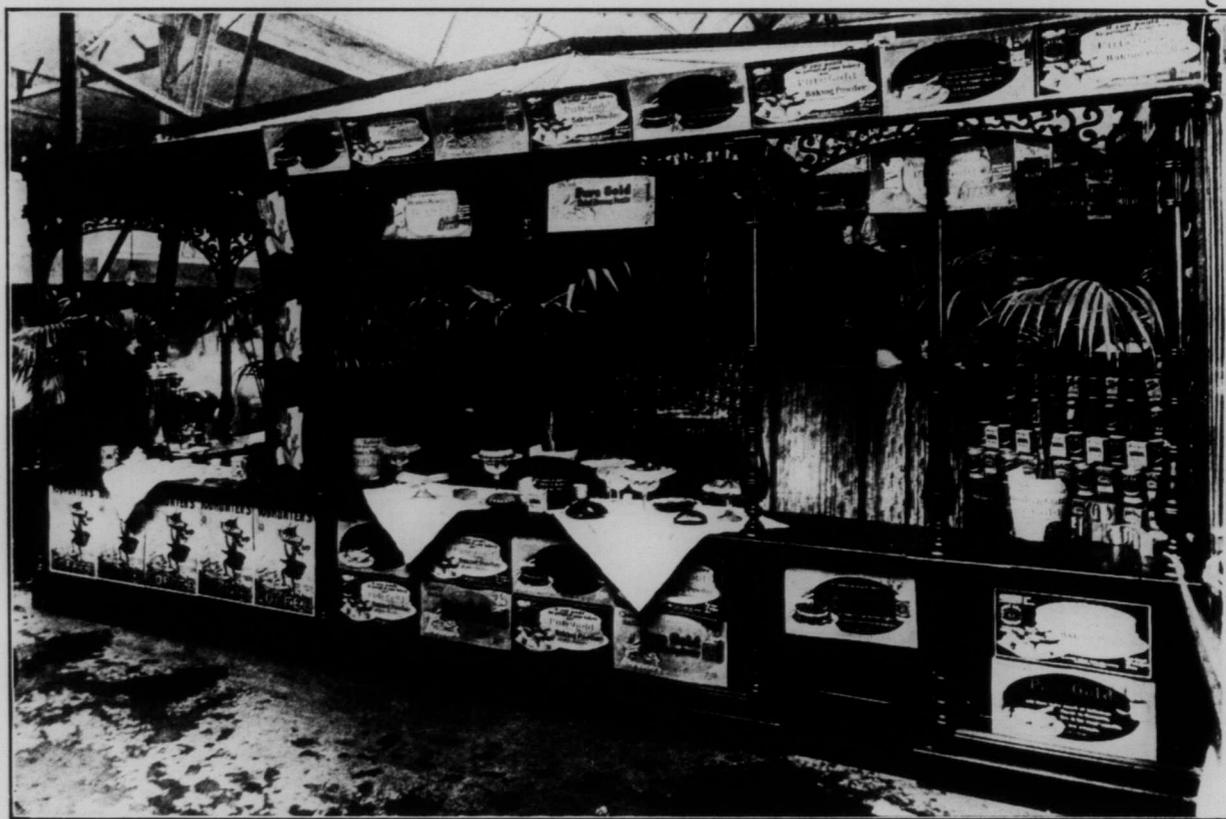
PURE GOLD MANUFACTURING CO.

T. M. Sibbald, 20½ Front St. East, is the Toronto agent, and was in charge of the exhibit at the National Exhibition. Corn flakes are handled by the wholesale trade throughout the Dominion, and are sold at \$2.85 per case of 3 dozen. Besides the Toronto agency there are offices in charge of Locke & Williams, Winnipeg; Howe, McIntyre & Co., Montreal; Chas. E. McMichael, St. John, N.B., and Shalleross, McAuley & Co., of Calgary, Alta.

al Exhibition by several young ladies, whose tempting dishes were instrumental in gaining many new admirers for Pure Gold goods. Dainty salads, salad dressings, jellies, etc., as well as all their package goods and extracts were displayed in such a manner that they could not fail to hold the attention of the mistresses of the thousands of homes which were represented at the exhibition. Retailers know that every good wife is anxious to extend her knowledge of such dishes, and if he can be instrumental in bringing this to pass he will be all the richer for it.

With Pure Gold products he can easily increase his sales of goods that will make these dainty dishes because he can place absolute faith in their purity. Their quality is unquestioned and they can, therefore, be guaranteed to the housewife with perfect safety. The company make quality their leading feature and their motto "the memory of quality lingers when prices are forgotten," has done much to increase the demand.

Besides table jellies and salad dressing powders The Pure Gold Manufacturing Co., manufactures Pure Gold brands of baking powder, flavoring ex-



CANADIAN NATIONAL EXHIBITION. —Exhibit of The Pure Gold Products.

tract, coffee and spices, all goods of merit, which will bear the minutest scrutiny of the most exacting government inspector.

The cleanliness which is made a feature in their manufacturing establishment was carried to their booth; everything about it was neat and clean; the

mand as possible should, if he has not already done so, stock these goods and add to the present demand his salesmanship abilities; he can make no mistake in handling the products of the Pure Gold Manufacturing Co.

Demonstrations were made in their attractive booth at the Canadian Nation-

48

jellies served were certainly tempting and made without a flaw; the lady demonstrators were courteous and patient and gave the very best of service to the thousands who visited them during the two weeks of the exhibition.

LIPTON'S TEAS.

One of the problems that confront the majority of retail grocers to-day is how to build up a flourishing tea trade.

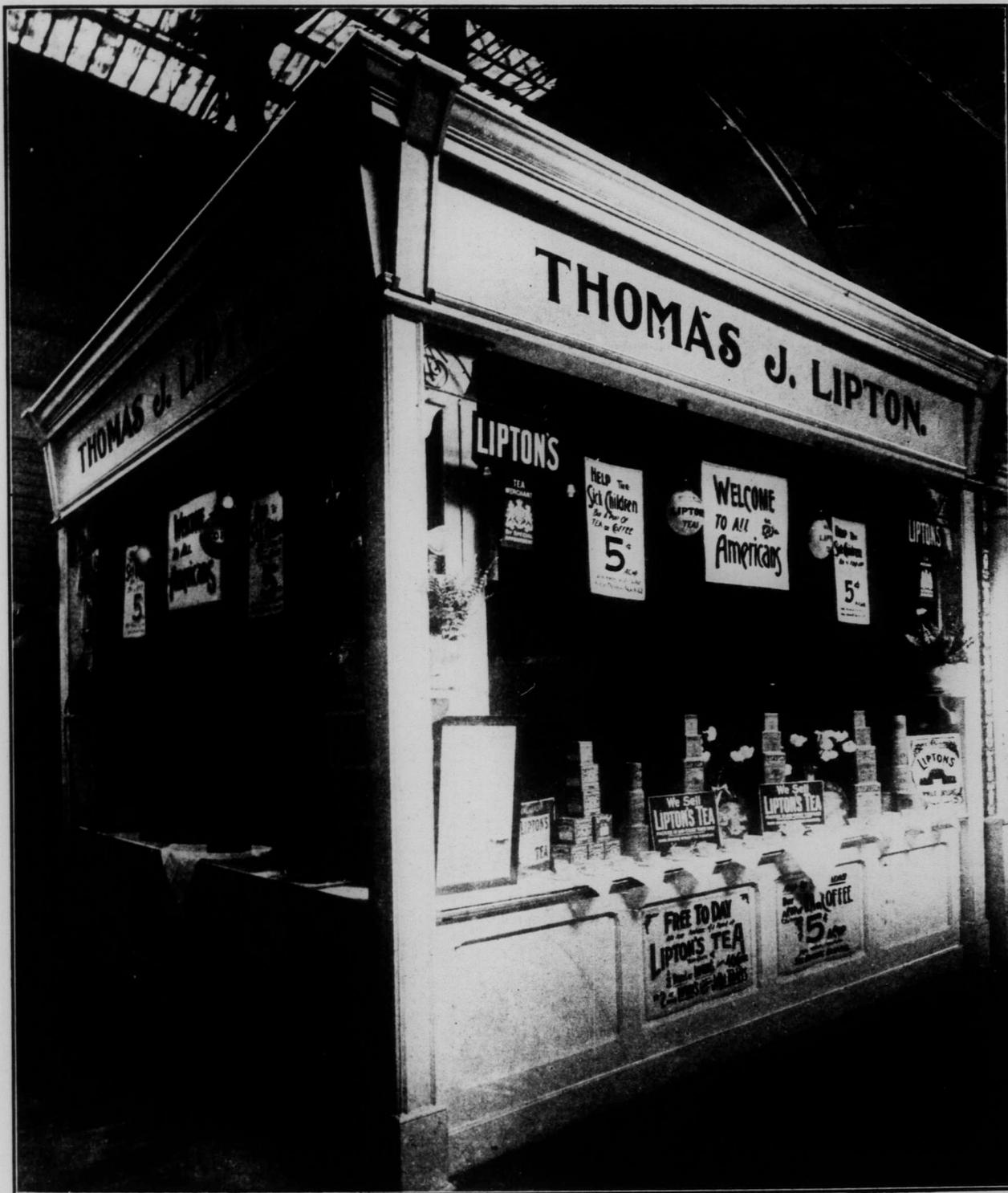
It is by building up a reputation for quality that the grocer builds up his business. It is Lipton's teas that solve the problem of his tea trade.

Older grocers know that in past years China and Japans were the teas most-ly drank. The price in the past was so high that tea was considered a luxury, something for the rich man and his household. To-day, India and Ceylon teas have the greatest demand and are continually winning increased popular favor by sheer merit. And furthermore tea has been reduced in price until it is a beverage of universal consumption.

In this development of the tea business Sir Thomas Lipton has played a prominent part, owning his own plantations in India and Ceylon, and being the pioneer in educating the consuming

public to the good qualities of the teas grown in these districts, and in bringing the price of teas to a level which resulted in tea becoming an article of general use he has built up a business of world wide extent.

Blended and packed in bond in London, England, by a corps of the best tea experts in the world, coming direct from Lipton's own plantations, every operation from growth to the final blending and packing of the finished product being carried on under the direct supervision of experts, Lipton's Tea shipped to all parts of the world to-day is so carefully blended and packed that



CANADIAN NATIONAL EXHIBITION.—Lipton's Tea Display.

absolute uniformity is assured in the blends called for by conditions under which the tea is used in the several countries to which it is shipped. Consequently when the grocer sells a customer a package of Lipton's tea, he is quite safe in guaranteeing absolute uniformity in any blend which he finds his customer prefers, as every package is sold to him under an absolute guarantee as to quality by this house, backed up by their years of experience combined with the efforts of the foremost tea experts in the world to-day.

And at the same time the price is popular. In fact Sir Thomas Lipton fathered popular priced teas and the growth of the business proves more emphatically than words that Lipton's Teas are all that is claimed for them.

Special care has been taken to cater to the Canadian taste. The teas for consumption in the Dominion are spec-

methods have resulted also in building up a very large and steadily increasing business in coffee and jelly tablets, lines which for the Canadian market have received special attention by this house, and which all grocers desirous of handling the highest quality of goods will find it profitable to stock and recommend to their customers.

CHRISTIE'S BISCUITS.

With an international reputation for a completely established supremacy for many years on the American continent, Christie, Brown & Co., Limited, Toronto, may justly be said to have put Canada in the van of progress amongst countries noted for the manufacture of pure, high-grade biscuits, crackers, wafers, cakes and puddings.

This fact was proved indubitably by the unique exhibit of Christie, Brown & Co., Limited, this year at the Can-

and dwarf baytrees and cedars, while the show cases and shelves, replete with five hundred selected varieties of the Christie, Brown Company's specialties in biscuits, crackers, wafers, cakes and puddings, plain and fancy, were indeed a most enticing array, as the firm's motto runs, of "The Purest of all Pure Foods."

And that motto is the absolute truth, for Christie, Brown & Co., Limited, use no substitutes, no oil for butter, no cottolene for lard, but only the very finest milled flours, the choicest sugars, currants, raisins and fruits, and the very highest grades of butter and lard. This insures absolute purity and wholesomeness for their products; and so well-known and appreciated are the Christie, Brown Co.'s specialties that the leading United States wholesalers import them, despite the high tariff duties.



CANADIAN NATIONAL EXHIBITION.—Christie's Biscuits Exhibit.

ially blended. They are packed in air tight tins so constructed that the quality and flavor of the tea is fully preserved until the entire contents of the package have been used.

These are a few of the points in favor of Lipton's Teas, namely quality, uniformity of blend, careful packing, popular price and a good profit to the grocer.

In fact the grocer has a splendid opportunity to talk Lipton's Teas and to build up a tea trade he can adopt no safer nor more profitable plan than that of handling Lipton's Teas and of pointing out to customers their merits. Like

Canadian National Exhibition, by the equally unique booth in which the exhibit was displayed, and, not least, by the requests of the thousands of householders, wholesalers and retailers who visited the booth, for permission to inspect the firm's factory (Duke and Frederick Streets).

The booth itself, without parallel at this year's Fair, was a delight to the eye in simplicity of structure, beauty of finish (fine antique oak) and in sprightliness of appointments, the cool browns of the woodwork and furniture being brightened by the variegated colors of garden flowers and small potted palms

But this great and progressive Canadian firm also secures purity and wholesomeness in their products by another method. A visit to their factory, which Christie, Brown & Co., Limited, might justly and with pride name, "The Spotless Factory," will show the care the firm takes to insure perfect sanitary condition of the tins in which the biscuits, cakes, etc., are packed. Their tins are always sterilized before being packed, and when returned are first thoroughly cleaned and then sterilized again before being refilled.

Wholesalers and retailers should make a special point of this fact—each tin

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and box contains full weight, that is, if it is marked as containing 8 lbs. it will be found to contain 8 lbs. of biscuits, the wrappers and cardboard not being included in the weight charged. Where the goods are sold by package the price is based on the actual contents.

A sterling firm with an international reputation for the manufacture of sterling plain and fancy biscuits, crackers, wafers, cakes and puddings—such is Christie, Brown & Co., Limited, the greatest and most reliable firm of the kind in Canada, and a standard which other firms in the same business, in all countries, are copying in emulation.

HOLBROOKS LIMITED.

Few firms are attracting so much attention from the trade just now as Hol-

year or so, and it was only natural that their exhibit attracted considerable interest.

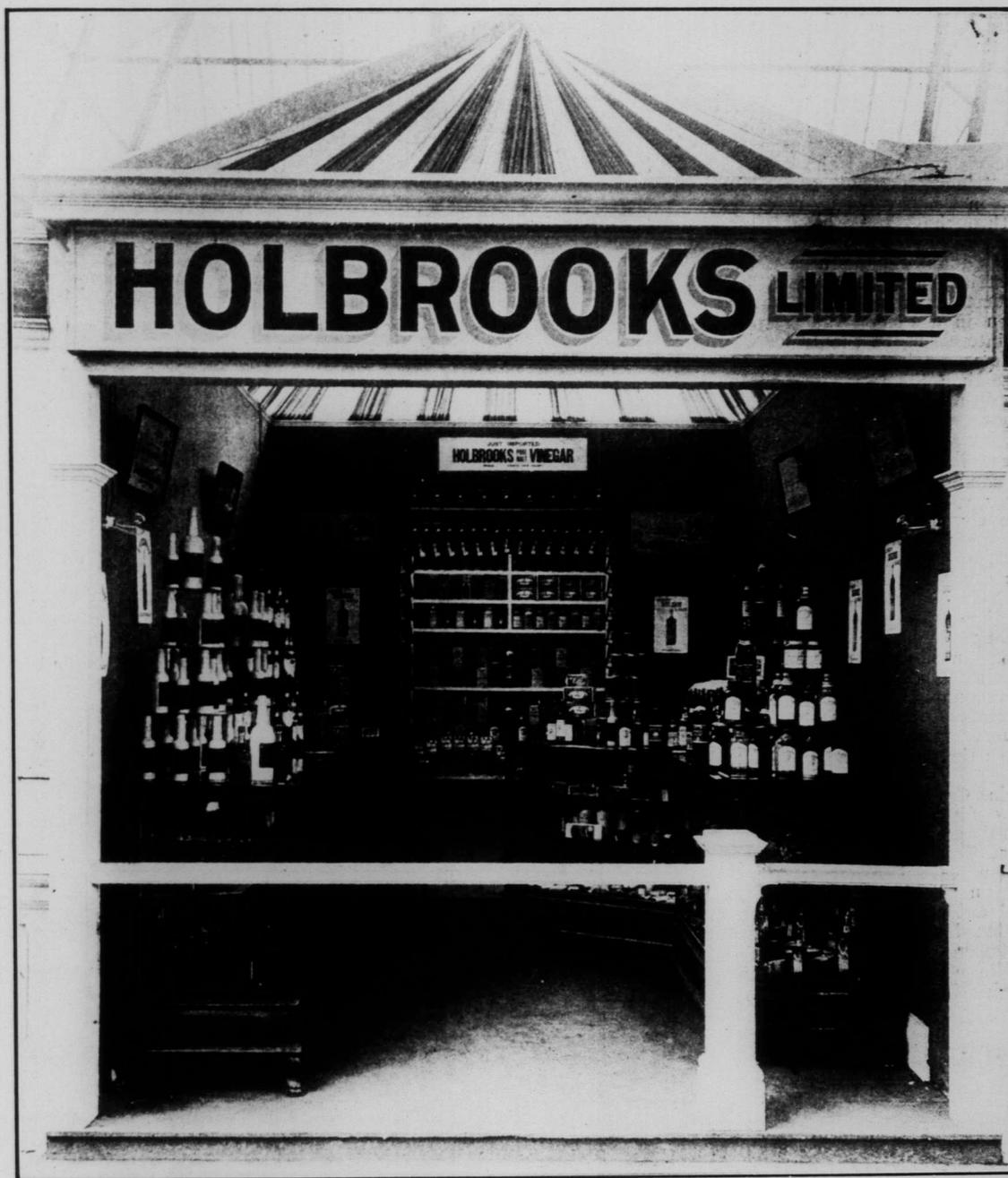
Many grocers will remember only four or five years ago when this enterprising English firm of specialty manufactures, after looking over the Canadian field (in which so many English firms had tried and failed through lack of knowledge of Canadian conditions) decided to "Grow up Canadian" by opening up their own offices in Toronto.

Backed by unlimited capital, an immense output in other parts of the world, and the high reputation of their products, they were probably the first English firm to grasp the situation in Can-

their own expression, "To do in Rome as the Romans do."

How far they have succeeded by the vigorous and enterprising methods which they have adopted in marketing their goods is well-known to almost every merchant in the Dominion and the large sale enjoyed by some of the new lines which they have placed on the market during the past year shows how keenly they watch the requirements of the trade, prepared to give the Canadian market what the Canadian market calls for.

Two years ago they decided upon an even more gigantic venture by entering the United States with a plan of campaign extending over a number of years



CANADIAN NATIONAL EXHIBITION.—The Exhibit of Holbrooks Products.

brooks Limited, of Holbrooks Sauce fame by reason of the remarkable growth of their business in Canada during the past

ada and establish their own offices on this side for the purpose of building up a trade by Canadian methods, or to use

and involving, it is rumored, an expenditure of between three and four hundred thousand dollars.

No manufacturing whatever is done on this side of the Atlantic, their organization here being merely for the purpose of advertising, marketing and distributing their English products in which they are assisted by a staff of twenty travelers.

Their operations in both Canada and the United States are conducted from their Toronto offices under the management of H. Gilbert Nobbs.

The business was founded in England in the year 1798 and they claim to have to-day the largest sauce factory in the world and are still building.

H. J. HEINZ CO.

The exhibit of the Heinz Pure Food Products at the Canadian National Exhibition was another mark of the progressiveness of H. J. Heinz Co., whose "57 varieties" have long since become known to the grocery trade in Canada as being among the purest of pure foods. These products are now made for the Canadian trade in the company's new plant at Leamington, Ont., where the same high character of materials, skilled supervision and all the methods which the "Heinz Quality" are maintained as in the various Heinz establishments throughout the United States and Europe.

A few facts about the vastness of this great industrial enterprise which had such a modest beginning in 1869 in a little garden in a Pennsylvania town, will prove interesting to the dealer who sells the Heinz goods over his counter. It has more than 4,000 employes in the main establishment, which covers 22 acres of floor space. It owns 15 factories, 69 pickle salting houses, and has 30,000 acres of land under cultivation. Forty thousand people are required to harvest the crops, there are 45 branch distributing warehouses and more than 500 traveling salesmen.

To-day Heinz dainties and delicacies are sold in every market in the civilized world. Their success is due almost entirely to the desire and purpose to excel and to the determination that no common or inferior thing shall ever bear the Heinz label. Preservation of the most scrupulous cleanliness at any cost, and unswerving standards of quality, can never fail to meet that full reward which the public has accorded to "the 57."

H. J. Heinz Co. are now organizing a larger sales force in Canada. Their agents in this country are: H. P. Eckardt & Co., Toronto; Hudon, Hebert & Co., Montreal; Provost & Allard, Ottawa; John Tobin & Co., Halifax, N.S.; Baird & Peters, St. John, N.B.; The A. Macdonald Co., Edmonton, Alta.; Georgeson & Co., Calgary, Alta.; The Codville Co., Winnipeg, Man.; Kelly, Douglas Co., Vancouver, B.C.

OXO.

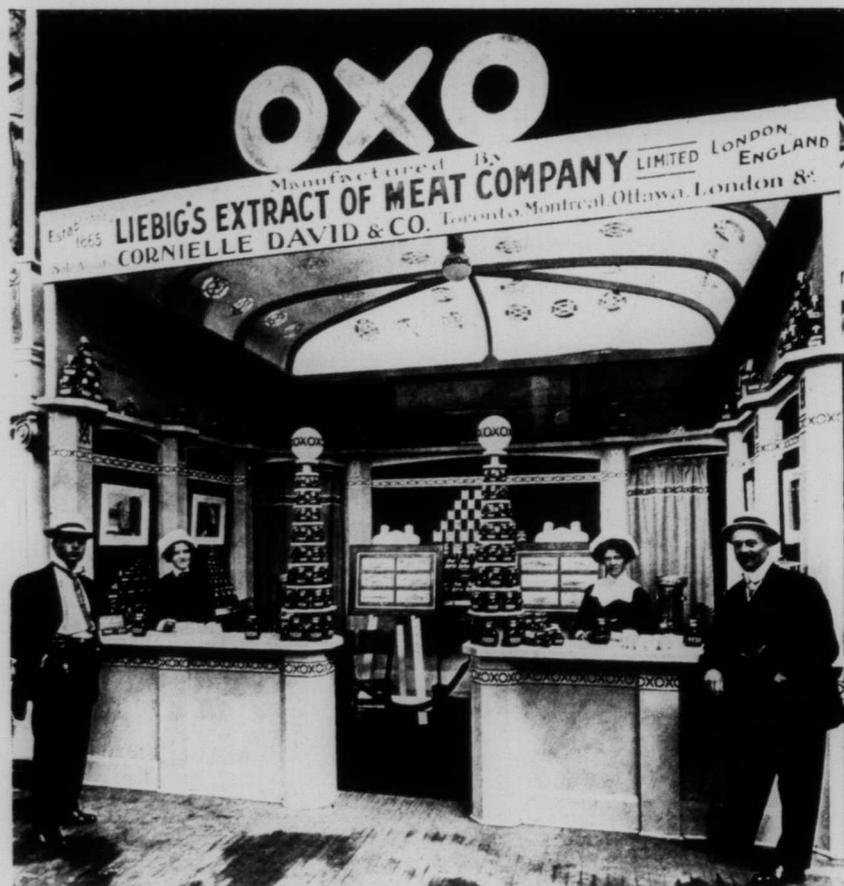
By handling Oxo the grocer is enabled to offer his customers an article which he need have no hesitation in proclaiming as pure as it is possible to be. It has been referred to as the greatest specialized article on sale to-day and this statement is not far-fetched. Oxo is solely manufactured by Liebig's Extract of Meat Co., Limited, whose head office is in London, Eng., and its superiority as a liquid beef is the result of the company's forty-five years' experience. The



CANADIAN NATIONAL EXHIBITION.—Display of Heinz "57 Varieties."

own 2,600,000 acres including the richest pasturing lands in Argentine and Uruguay (South America), where their herds of thoroughbred Herefords numbering over 250,000 head, from some of the finest

British prize winning cattle are located. In connection with this immense industry a whole village has been laid out apart from the factory, comprising workmen's homes, schools, hospital, churches



CANADIAN NATIONAL EXHIBITION—Oxo Exhibit.

and the residences of those in charge of the works

Every stage of the preparation of Oxo is guarded by all that science has to offer in order to guarantee its purity and absolute cleanliness.

These brief facts convey a slight idea of the immense organization behind Oxo and of the scrupulous care that is exercised in its manufacture.

The retail grocer is familiar with Oxo in bottles, and the Company is now offering it in the form of Cubes which are more readily and easily handled. It is not only unequalled as a nourishing food but it may be used in various forms in the kitchen, a selling point which the grocer should not overlook.

The Oxo display at the National Exhibition attracted many grocers who marvelled at the photographs of the company's herds, plant and the settlement.

The general public appreciated the demonstration of Oxo and this method, together with a progressive policy of advertising, should be of great assistance to the grocer, who will find that Oxo once introduced to a customer will bring continued sales on its own merits.

Among the other exhibitors at the Exhibition whose displays attracted the attention of the retailers were the following: Wagstaffe, Limited, Hamilton; S. F. Bowser & Co., Toronto; Canadian Shredded Wheat Co.; Eureka Refrigerator Co., Toronto; Gipe Carrier Co., Toronto; W. A. Freeman Co., Hamilton; Grimm Manufacturing Co., Montreal; Jno. Hillock & Co., Toronto; Nugget Polish Co., Toronto; Toledo Computing Scale Co., Toronto, and Harry Webb Co., Toronto.

but rather by a good strong general business.

The grocer can sell flour if he tries to; he can sell pastry flour also, and he can sell confectionery, for there is one class of woman who does not want to, or does not know how to bake. As soon as the cool weather begins to make itself felt the grocer should make a big effort to reclaim the trade that summer interrupted.

Believes that Prices of Honey Will Remain Firm

Toronto, Sept. 15.—The honey market is proving of much interest to the jobber and retailer just now, and so the views of a bee-keeper who exhibited at the Canadian National Exhibition should prove interesting.

To begin with, he said, there were no old stocks held over. The new honey came on a bare market and this tended to keep prices high. The early portion of the season was damp and cold and was not conducive to a good yield. The result was that so far as he was concerned—and he believed it to be general in Ontario—the average yield per colony was only 40 lbs. while last year it was 100 lbs.

The increased number of apiaries, however, will bring the total yield almost to the figure it attained last year. Nevertheless since the demand is widening, there will not be any too much honey on the market. It is all getting out of first hands so that, so far as the Grocer's informant could see, the prices would not decrease. He anticipated higher figures before next season's crop is marketed.

Getting After the Trade Interrupted by Summer

Now is the Time For Retail Dealers To Put Their Salesmanship Behind Bread and Pastry Flours—As The Autumn Approaches Housewives Will Bake if Their Attention is Called to It—Up to the Grocer to Tell Them About it.

While summer is responsible for increased business in some lines, it also arrests the demand for other articles. It may be expected that most of this trade will return but there is one particular item of trade which upon consideration grocers may consider worthy of attention.

In the average home, bread-making is not included in the summer duties and during the warm weather months the baker gets a largely increased demand.

The housewife concludes that baking is too arduous during that time and the home made variety disappears for the time being. There is just the possibility that the housewife may forget to change back again unless the grocer puts forth some effort to remind her that the cool weather has returned and that the fire is allowed to burn all day.

If the mother is really a bread-maker, as a rule the family prefers the home

make and moreover there is the economical consideration.

A campaign of this nature is now worthy of a thought by those retailers who are alive to their own interests. The same may be said of pastry flour.

The grocer who buys a consignment of flour and stores it away in the small store room, making no attempt to sell it, merely delivering an occasional bag when a customer asks for it is not a salesman. This kind of retailer can scarcely hope to make a feature out of his flour department.

General Business is Best.

Those who have been handling it should put the same life and energy into pushing flour as to any of the other articles. It will hardly be admitted that a successful grocery business will be built upon heavy sales in some few lines



Exhibit of The British West Indies at The Canadian National Exhibition.

Should Local Publishers Accept Mail Order Ads.?

Discussion of a Question Which is Agitating Merchants Everywhere — Loyal Support of the Newspaper Deserves Reciprocation on the Part of Merchants— How Two Publishers Have Helped Their Local Advertisers.

Where does the publisher of the local newspaper stand in relation to the fight which merchants who patronize his columns may be putting up against mail order competition? To one phase of the question there is a positive answer. The great majority of publishers have at least demonstrated their loyalty to local interests by refusing to publish the ad-

vertisements in the shape of advertising from local merchants. Even if they were dissatisfied they would probably take the same attitude as the man who declares that the local merchants do not do enough advertising, but that disloyalty on his part would be out of the question.

There are wide-open opportunities for

to success any organized effort which the merchants may take with the object of solving their different problems; it can straighten out kinks which retard united effort among merchants; it has access to every constituent of the community and can do much educative work in discouragement of long-distance shopping.

There Must be Co-operation.

There is neither room nor reason, therefore, for strained relations between the merchant and the newspaper. It would seem that no such situation should be allowed to develop which would suggest to either party a retaliatory action involving recourse to out-of-town patronage or prices. There should be no reason why one side should, for example, apply a handicap to the other's business in the form of a mail-order house advertisement, or why one should jar the other with a suggestion that he can get better prices on printing in a distant city. Yet, these things sometimes happen, and a good instance is available. At a recent conference of newspaper men where the discussion hinged on a certain phase of co-operation of local business interests, one man stated that a merchant had recently asked him for a figure on some job work. The printer gave him his best price, whereupon the merchant protested that he could do far better in a neighboring city. Yet this man was one who did not hesitate to nudge the newspaper man every time he thought the mail order houses deserved a knock. It developed at the meeting in question that this was not an extraordinary experience.

A Publisher's Opinion.

Should country newspapers refuse mail order advertising? The following reply to that question was given by a publisher at a recent session of the Weekly Section of the Canadian Press Association:

"On general principles," said he, "I think a country newspaper should be free to accept advertising from any source or any line of business, provided it does not offend against good morals, good taste, and the general policy of the paper; and its authors are financially responsible.

"The city department store is the big opponent of the local merchant, tradesman, and, sometimes, even manufacturer, and, thus, of the trade interests of the smaller towns and villages with whose interests those of the local newspaper are vitally associated. These interests the home

The City Departmental Stores Beaten at Their Own Game

Anything and Everything in every line of Trade
Everything from a Needle to a House and Lot

- Dry Goods
- Ladies' Wear
- Furs
- Clothing
- Men's Furnishings
- Boots and Shoes
- Trunks and Valises
- Furniture
- Stoves
- Tinware
- Housefurnishings
- Hardware
- Woodenware
- Earthenware
- China-ware
- Groceries
- Confectionery
- Meats
- Machinery
- Tobacco
- Smokers' Goods
- Toys
- Books
- Magazines
- Stationery

- School Books
- School Supplies
- Music
- Musical Goods
- Fancy Goods
- Millinery
- Drugs
- Drug Sundries
- Medicines
- Harness
- Photographic Supplies
- Farm Machinery
- Printing
- Insurance
- Banking
- Legal Help
- Medical Help
- Veterinary Help
- Money to Loan
- Undertaking
- Property
- Business College
- Collegiate Institute
- And other lines too numerous to mention.

In this issue the Renfrew Journal presents a comparison of goods with prices quoted and suggested in our department store catalogue in a variety of stock lines of goods quality, style, and price.

The enclosed stores of Renfrew can easily control on their departmental stores in the stocks priced, the prices offered, and the quality of goods sold.

Investigation will prove this point beyond dispute.

When you have ALL the big store stocks here to choose from you have more variety than any city departmental store in any one line.

By trading here you have the opportunity of inspecting the goods and comparing values in the spot.

You save time, trouble, postage, express, and disappointment.

You have immense stocks of new goods to choose from.

You have the reputation of business men who are here all the time to back up the quality of what you buy.

You are not trading sight unseen. You see the goods you buy, and buy the goods you see.

As to Prices!

An investigation it has been found that the city departmental stores do not sell the same quality of goods lower than the local merchants. You may think they do, but the results show they do not. Local merchants have less preparation to compete with. All the Renfrew merchants do, naturally, want and are able to purchase in bulk, and in large quantities. The City Departmental stores buy into all prices lower than there. An investigation of the City Departmental stores' catalogue prices with the local merchants' prices will be the most convincing evidence that

It Will Pay You to Trade in Renfrew

Just make that comparison now or then and compare yours. In the meantime read the advertisement in this issue. There are some great bargains offered. See the goods, get the prices, examine the quality, and the rest may safely be left to your good judgment.

Read the Renfrew Journal each week. It contains the fresh, bright store news of all the **Leading** advertisers in Renfrew. You will get up-to-date news about stocks, goods and prices—not the big city store catalogue style printed maybe six months or a year ago. In addition you will get all the news of the district, a summary of the world's doings, special pages for the farm and the home, a good continued story and an original editorial page. The Renfrew Journal—an up-to-date local paper—only \$1.00 a year. Send in your subscription now.

Page Ad. Clipped From the Renfrew Journal.

vertisements of mail order houses which are offered to them from time to time. Some of those who have so refused have expressed themselves as satisfied with the amount of business which has come

sympathetic co-operation between the newspaper and the merchant with regard to this development of the home field in favor of local concerns. The medium of public opinion can very often

journal is bound to promote in the general interests of the community.

"My own opinion on the question is that when local dealers and business men of all classes are giving a fair support to the home printing offices, in the way of newspaper publicity, job work and subscriptions, the local paper should stand by its patrons and by the home industrial community. When such happy conditions do not exist and when the big departmental store's advertising campaign could be used 'to point a moral and adorn a tale,' it might profitably be accepted and used effectively in that way.

"On the other hand, it does not appear to the writer to be a square deal to the city advertiser to accept his copy and his good money therefor, and then knock him and his class in the local and editorial columns. Being in that fortunate class receiving a very generous local support, and feeling that we should reciprocate by protecting our patrons, this, paper has so far answered the city department store's advertising question in the negative."

An Experience and a Suggestion.

Newspaper publishers generally have the interests of their communities at heart. They are called upon from time to time to give consideration to the various problems which beset those communities. They are fully aware of baneful influences of the mail order problem, and, it would appear, are ready to participate in any plan of co-operation looking to its solution. Many of them have already done much to develop local loyalty. The experiences of one publisher in this work are narrated in the letter recently received at this office. It also contains a good suggestion. This man states:

"Some years ago we devoted much thought and space to the subject of out-of-town dealing, and I feel that we did some good, but I quit it when one of our merchants, who clapped me on the back oftenest for my articles, was in the habit of getting stuff that he did not keep in stock from one of the Toronto houses. Later I learned that other merchants did likewise, and I felt that I was the fool.

"However, I feel that, from the standpoint of a town, the continued dealing in the larger cities by the citizens of the smaller towns and countryside, will eventually ruin our smaller centres. How can we overcome it, is the question? I see but one way. Our merchants may go on advertising that they sell as cheaply as the large departmental stores do, but that does not go. The merchant has to show what the department stores sell certain lines of goods for, and in the same line show what he will sell it for.

"Now, my idea would be for the leading merchants of the towns to join forces, and branch out in a vigorous campaign with a well laid plan. Have them meet weekly, take Eaton's, Simpson's, etc., advertisement, and carefully go over the leaders, noting the prices. Then have each merchant shape his advertise-

ments for the weekly papers in his town accordingly, stating in bold figures what the certain articles are advertised for in Toronto and what he is selling them for. If the local merchants can sell as cheaply as the city chaps, which they claim they do, then such a course in my mind is the only one to appeal to the buyer.

"This plan may not be feasible in some places, but I do not see why it could not be made to work in others. It has now come to be a question of competition with the departmentals rather than locally, and the sooner the local merchants see this the better. In our town alone, it is estimated that not less than \$3,000 monthly leaves here for the city departmentals. We are great sufferers."

Merchants Largely to Blame.

A publisher in a town of 5,000 has this to say:—"The merchants, I think, are largely to blame for losing to the departmental stores business that should go over the local counters. Persistent, intelligent advertising should convince the public that they really save money (all things being taken into consideration) by buying at home.

"For months I have been running a series of articles pointing out the advantages of patronizing the home stores, but such advice can have but little force unless it is backed up by advertised evidence from the merchants whose business we are trying to help. The trouble is that too many merchants bewail the amount of money that goes to mail-order houses and yet are not willing to spend a few dollars in letting the people know that purchases can be made just as cheaply at the town store without taking the chances of buying from a catalogue. There is an old saying that one should 'fight the devil with fire.' In this case the 'fire' is advertising and if the merchants will use this weapon with intelligence they can hold a large portion of the business now going past them, and can rest assured that they will have the co-operation of every local newspaperman."

How Two Publishers Helped.

Reference was made in The Canadian Grocer some months ago to assistance given local merchants by the St. Mary's Journal by publishing a comparison of prices of goods quoted in departmental store catalogues and in local stores, the comparison being invariably in favor of the local merchant.

The Renfrew Journal has given similar assistance to local merchants by the same methods as well as by publishing the accompanying full page advertisement and editorial. The latter follows:

"A great many people believe that they can purchase certain lines of goods to better advantage in the big city departmental stores than they can in the local places of business. Practically speaking, nothing could be further from the truth, but the city departmentals by persistent advertising and insistent claims have persuaded a considerable following up to this false doctrine. Ap-

peals might be made to the local patriotism, the local friendships and the local interest to patronize local business rather than the city departmentals, but the merchants of Renfrew, as will be seen by a perusal of this issue, have a better and fairer way. They ask no favors. They advertise what they have, quoting prices and qualities, and leaving the matter to the investigation of the people.

"Investigation is what is needed. If the general public would honestly and intelligently compare qualities and prices they would soon conclude that it would pay them to confine their purchases to the local merchants. For fear that this statement may be considered overdrawn, it might be well to compare some prices. In the catalogue of one big store the lines of Stanfields' underwear are quoted five cents per garment higher than they can be purchased at any store in town. A special stove, quoted as a bargain in a departmental store, at \$44.50, is sold here regularly for \$44, and is sometimes advertised for even less. A wool muffler, quoted at 27 cents in the big city advertisement Wednesday, is on sale here regularly for 25 cents. So it goes throughout the list, and there are few lines on which the local stores are truly beaten.

"To be sure, the city stores do sometimes catch bargains which they pass on in part to their customers. They buy in good quantities and for cash, but they have no advantage there, for local merchants do the same, and oftentimes have big bargains, too, to offer.

"What is needed is investigation and understanding of the situation. The merchant needs to advertise, the local people need to watch the advertisements. The enormous expense of the city departmentals in every line outweigh any minor advantages they have otherwise, and the local man who trades with the men he knows and can trust consults his own pocket and pleases his own local loyalty at the same time."

JIM PARKS' STORE.

You know Jim Parks? He used to farm
Out Hopkins Corner way.
Well, he got tired of planting corn
And cutting oats and hay.
It was too hard and dull a life—
He said he could make more
To move to town and open up
A little grocery store.

The opening up was easy done,
And things just 'peared to swim.
You work a farm, but keep a store—
It seemed like fun to Jim.
His trade? Well, he had more or less—
'Twas hardly ever more—
But times would better in the fall,
And—he liked keeping store.

One day last week I called around
And found him dreadful blue;
He kept the store all right, but kept
The things inside it, too.
"The business suits me lots of ways,
But tell me how," said Jim,
"A man can keep on keeping store
"When it will not keep him!"

Practical Methods Used in Retail Grocery Stores

Quebec Dealer Advises Careful Distribution of all Samples Given the Retailer—
Chatham Merchant Attends to Thirst of His Customers—Fruit Jar Trade in
Bracebridge—Regina Merchant Suggests a Training for Clerks.

Quebec, Sept. 15.—A retailer here would urge that all samples of goods, recipe booklets, etc., which are given to the dealer by the manufacturer be distributed systematically among customers. Very often these samples are placed aside and the booklets are torn when they might be given away. This often means loss of sales, for it is usually the case that customers are just looking for the very article sampled.

For the Thirsty Customer.

Chatham, Ont., Sept. 15.—A convenience not often found in small city stores is a feature of the store of Smith & Ash, in this city. It is a water tap for the free use of customers.

Of course, no merchant who has drinking water in his store will ever think of ignoring a customer's request for a glass of water. Usually, however, the water tap is in the rear of the store, and the customer has to wait while the merchant or clerk spends valuable time in securing the necessary refreshment.

In the Smith & Ash store, the water tap and sink are placed just at the left hand side of the front entrance, with a cup conveniently attached. The customer has merely to fill the cup and drink; there is no necessity of asking anyone's permission. In a city where there are only one or two public drinking fountains, such an innovation is decidedly popular, and doubtless has its value as a trade getter, especially in a business catering largely to women and children.

The cost of installing the fountain is the main expense, since at meter rates the cost of the water consumed is trivial. This would likely be more than made up by the value of the time of the clerks which might otherwise be spent in securing water for customers were the tap less conveniently situated; and by the extra business secured from those customers who feel that the use of the water places them under an obligation to spend something.

Fruit Jar Business Good.

Bracebridge, Ont., Sept. 15.—Grocers in town are going into the fruit jar business more strongly each year.

This season nearly every grocer has had window displays of this much needed article in the home, bringing to mind to the shopper when ordering fruit, sugar, etc., that she should also purchase fruit jars.

Dealers, too, can easily augment their sales of fruit jars by occasionally calling the attention of the housewife to them.

A Training for Clerks.

Regina, Sask., Sept. 15.—"I think that every retail store should have a school for clerks," remarked one of Regina's big merchants the other day. "And the first lesson that I would teach would be the lesson of courtesy. I know of no other quality that employes in business need so much as the quality of politeness and courtesy in dealing with the public. All are familiar with the comic supplement jokes on the 'young ladies' in the department store who are too busy fixing their hair to take care of customers.

"Most of our employes are, of course, men, but don't you find that they often fail in this particular just as much as the young women? I don't know why it is, but oftentimes employes of business houses assume an attitude toward the public like that of the librarian who complained that so many people came to draw out books that he didn't have any time to read.

"We should teach our clerks that they are with us to serve the public and that it is their duty and should be their pleasure to go to any reasonable length to be of service to all who come to the store."

Announcement of Change.

Owen Sound, Ont., Sept. 15.—Since many grocers are changing business at all times, an example of an announcement of a business transfer should prove advantageous.

Recently J. McQuaker & Co. purchased the grocery business of J. R. Brown and inserted the following announcement in a neat little panel:

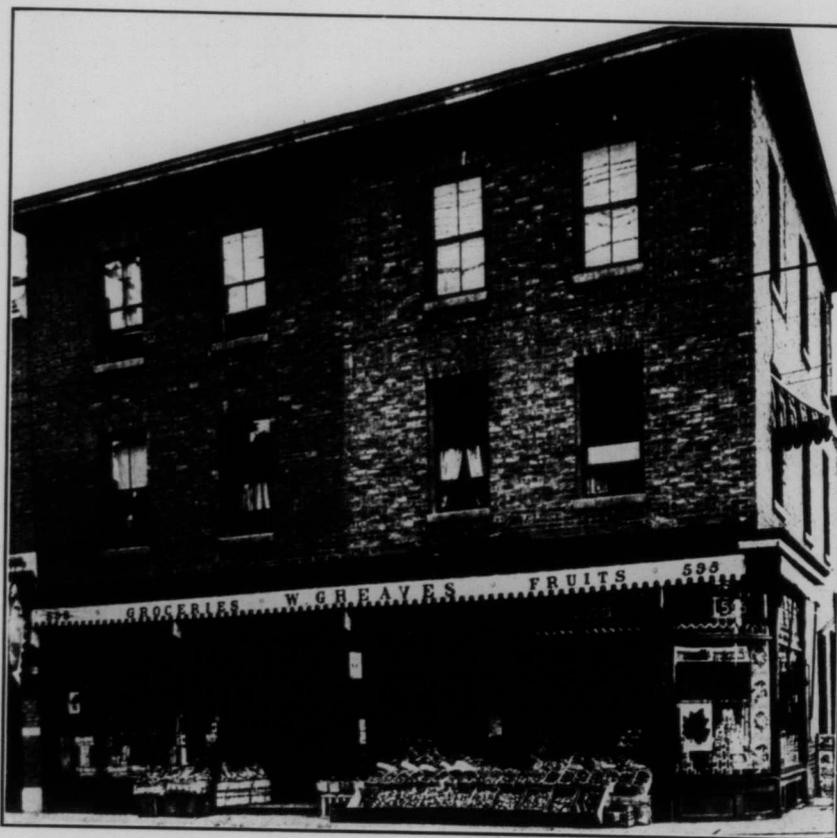
We have just concluded the purchase of the well known grocery business of Mr. J. R. Brown, of this town. We have ar-

most impossible for us to find storeroom. We have decided upon a clearing sale and prices will not be a consideration. Mr. Brown's splendid reputation as a first-class grocer should be a sufficient guarantee that the goods we put on sale will be of the best. We have not space to quote prices, come to the store for that. Mr. Brown has transferred to us his proprietary interest in his well-known brand of tea—five o'clock. We will continue to stock this tea and will have sole agency in Owen Sound. We will also sell his special blend of 10c coffee. This is an opportunity to buy goods cheap. Don't miss it.—J. McQUAKER & CO.

Against Price Cutting.

Calgary, Alta., Sept. 15.—"Price cutting has been the ruination of many an Eastern Canadian grocer," remarked a Calgary merchant who had his early experience in the east.

"I do not see why any grocer should cut a price on a staple article. This only tends to make a lower established price on that article in the district and when this happens the dealer's profits are cut down.



Front View of the Grocery Store of W. Greaves, College St., Toronto, in the midst of the Fruit Season.

ranged to take possession on the morning of the 8th of September and will occupy Mr. Brown's premises for two weeks. In order to reduce stock rapidly, we will sell at greatly reduced prices in both stores; we are now very much crowded for room and with the addition of Mr. Brown's stock, it would prove al-

"When I purchase a new article I always watch for the invoice and mark the sales price accordingly regardless of what others may do and I believe this is one important factor in the success of every merchant. He should be independent enough to get a fair profit on everything that passes over his counter."

DIRECTORY OF
**Manufacturers, Manufacturers' Agents,
 Brokers, Etc.**
BRITISH COLUMBIA

**W. A. JAMESON
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The
Condensed Ads.
 on page 60
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Kegs—1, 5 and 10 Gallon.

Bottles—Malt lever tops, and 40 oz. square.

Write for prices before placing orders elsewhere.

Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers,

THE CANADIAN GROCER

Paris jumps, in 100-lb. boxes	6 06
" " in 50-lb. "	6 15
" " in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence "Crystal Diamonds," bags	5 75
" " " " barrels	5 95
" " " " 100 lb. boxes	6 05
" " " " 50 lb. boxes	6 15
" " " " 25 lb. boxes	6 35
" " " " cases, 20-5 boxes	7 60
" " " " Dominos, cases, 20-5 boxes	7 60
Redpath extra granulated, bags	5 15
Imperial granulated	4 95
St. Lawrence granulated, bags	5 15
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 05
St. Lawrence golden, bags	4 75
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75

Syrups and Molasses — This market has opened up slightly in molasses but the trade has hardly been worth mentioning.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.	2 50	Gallons, 6 to case	4 80
" " in case		" " " " " "	5 40
5 lb. tins, 2 doz.	2 85	Quarts, 24 "	5 40
" " in case		Pints, 24 "	3 00
10 lb. tins, 1 doz.	2 75	Molasses—	
" " in case		New Orleans	
20 lb. tins, 1 doz.	2 70	medium	0 26 0 28
" " in case		New Orleans	
Barrels, per lb.	0 03	bbls.	0 24 0 26
Half barrels, lb.	0 03	Barbadoes, extra	
Quarter " "	0 03	fancy	0 45
Pails, 38 1/2 lbs. ea.	1 80	Porto Rico	0 45 0 62
" " 25 "	1 30	Muscovada	0 30

Dried Fruits—The situation has not changed much from last week. Currants are still quoted by brokers at about 26s., as compared with 19s 6d last year; Valencia raisins are a little easier. The growers are beginning to offer them for sale and as a result there is slightly lower tone to quotations. The first price last year was 18s 6d and they are now between 27s and 28s, although it is stated that they are down several shillings below those prices. Sultana raisins are also higher. According to one broker Sultanas that averaged from 12 to 20 shillings last year are now quoted at from 34 to 50 shillings. And so it goes. Spot currants, raisins and prunes are a scarcity and prunes are quoted at higher prices.

Prunes—	Per lb.
30 to 40, in 25-lb. boxes	0 11 0 11 1/2
40 to 50 " "	0 08 1/2 0 09
50 to 60 " "	0 06 1/2 0 07 1/2
60 to 70 " "	0 06 0 07
70 to 80 " "	0 07 0 07 1/2
80 to 90 " "	0 06 1/2 0 06 1/2
90 to 100 " "	0 06 1/2 0 06 1/2
Same fruit in 50-lb. boxes 1/2 cent less.	0 05 1/2

Apricots—	
Standard	0 14 0 15
Choice, 25 lb boxes	0 15
Fancy, " "	0 17 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	

Figs—	
Blimes, per lb.	0 08 0 10
Tapnets, " "	0 03 1/2 0 04
Bag figs	0 03 1/2 0 04
Dried peaches	0 08 0 08 1/2
Dried apples	0 08
Currants—	
Fine Filiatras	0 07 0 07 1/2
Patras	0 07 1/2 0 08
Uncleaned to less	
Vostizzas	0 08 1/2 0 09

Raisins—	
Sultans	0 06 1/2 0 07 1/2
" fancy	0 07 0 08
" extra fancy	0 08 1/2 0 09
Valencias selected	0 06 1/2 0 07
Seeded, 1 lb packets, fancy	0 08 0 08 1/2
" 16 oz. packets, choice	0 07 1/2 0 08
" 12 oz. "	0 08

Dates—	
Halloweens	0 05 0 05 1/2
Sabrs	0 06
Natural, from 4 1/2 up.	0 10

Nuts—The nut market is firm and in regard to walnuts the tendency is higher.

Almonds, Formigetta	0 11
" Tarragona	0 12 1/2 0 13
" shelled	0 32 0 35
Walnuts, Grenoble	0 12 1/2
" Bordeaux	0 11 1/2
" Marbota	0 12
" shelled	0 33 0 35
Filberts	0 11 0 12 1/2
Pecans	0 16 0 18
Brazils	0 13 0 15
Peanuts, roasted	0 08 0 12 1/2

Spices—This market is steady and firm. Peppers are slightly firmer and ginger is specially strong. There is good business passing in spices just now. One large house has sold as much spices since June this year as they did from June until the middle of October last year.

Peppers, black	0 15 0 18	Cream of tartar	0 25 0 28
" white	0 22 0 25	Allspice	0 14 0 16
" whole		" whole	0 14 0 16
black	0 16	Mace, ground	0 75 0 80
Peppers, whole		Mixed pickling	
white	0 23	spices, whole	0 15 0 16
Ginger	0 20 0 25	Cassia, whole	0 20 0 25
Qinnamon	0 21 0 23	Celery seed	0 24
Nutmeg	0 20 0 30	Turmeric	0 20
Cloves, whole	0 22 0 35	Curry powder	0 30
		Mustard seed	0 15 0 13

Teas—The tone of the tea markets is steady, as the statistical position indicates no oversupply. All advices of late from the East have been firm prices ruling above those of last year, particularly Japans.

Coffee—Coffees are higher, especially in the lower grades. Rios are affected particularly in this regard but the advance is as yet not sufficient to affect the retailer and will not likely be in the near future.

Rio, roasted	0 12 0 15	Mocha, roasted	0 25 0 28
Santos, roasted	0 14 0 17	Java, roasted	0 27 0 33
Maricao, " "	0 14 0 20	Rio green	0 10 0 11

Evaporated Apples—While there is not much business doing in evaporated apples the price is higher than it has been in a good while. It is also practically certain to go higher.

Evaporated apples 0 09 |

Rice and Tapioca—This market is comparatively quiet. There is a fairly good trade in rice but the general condition is normal.

Rice, stand. B.	Per lb.	0 02 1/2 0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal		2 80
Rangoon	0 03 0 03 1/2	
Patna	0 06 1/2 0 06 1/2	
Japan	0 04 1/2 0 05	
Java	0 06 0 07	
Carolina	0 10 0 11	
Sago	0 05 1/2 0 06	
Seed tapioca	0 05 1/2 0 06	
Tapioca, medium pearl	0 05 1/2 0 06	

Beans—This market is firm with a feeling in some quarters that prices may go higher.

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

MANITOBA MARKETS

POINTERS—

General Market—Unstable.

Syrup—Stronger.

Dried Fruits—Advancing.

Evaporated Apples—Scarce.

Layer Raisins—Out of stock.

Winnipeg, Sept. 15, 1910.

The chief feature of the market this week is the fluctuating condition in many lines. Nominal prices rule just now and there are evidences still of further changes. To state a price on new crop stuff is a more difficult task on the local market than in previous years. The reason is that crops anywhere are not extra large and the export demand is so good, that in order to get a liberal supply into Western Canada, better prices must be paid. The ordering in the west is excellent and jobbers are rushed with shipments. Payments are much better than expected and there is no fear of restraining conditions in the coming year.

Transportation is working more smoothly than last week and merchants are satisfied with deliveries notwithstanding the heavy traffic of wheat to the east.

Sugar.—In the west jobbers have been disappointed with the sugar output. Larger things were expected to happen when fruit came in, but the preserving was limited.

Montreal and B.C. granulated, in bbls.	6 55
" " in sacks	6 60
" yellow, in bbls.	5 25
" " in sacks	5 20
Iceing sugar, in bbls.	6 25
" " in boxes	6 45
" " in small quantities	6 45
Powdered sugar, in bbls.	6 05
" " in boxes	6 25
" " in small quantities	6 40
Lump, hard, in bbls.	6 55
" " in 1-bbl. cases	6 55

Foreign Dried Fruits.—All lines are strong. Layer raisins are sold out and all raisin stocks are moving out rapidly. Prunes are the strongest in the list and may go many points beyond the present quotation. Currants have been going up with a vengeance and a strong future market is inevitable. Less certain has been the markets on pears, apricots, dates and figs, and they are fluctuating freely. There is no question about these lines becoming much stronger.

Smyrna Sultana raisins, uncleaned, per lb.	0 07 0 12
" cleaned, per lb.	0 09 0 13
California raisins, choice seeded in 1-lb. packages	0 06 1/2
" " fancy seeded, in 1-lb. packages	0 06 1/2
" " choice seeded in 1-lb. packages	0 07 1/2
" " fancy seeded in 1-lb. packages	0 08 1/2
Raisins, 3 crown muscatels, per lb.	0 06
Prunes—	
25 lb. bx, 90-100 lb.	0 06 1/2
" 80-90 "	0 07
" 70-80 "	0 07 1/2
" 60-70 "	0 08 1/2
Prunes, 40-50, lb.	0 08 1/2
Silver prunes, ac.	0 09 1/2
to quality	0 10 0 13

Currants uncleaned, loose pack, per lb.	0 07 1/2
" dry, cleaned, Filiatras, per lb.	0 07 1/2
" wet, cleaned, per lb.	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 08 1/2
Pears, per lb.	0 10
Nectarines, lb.	0 12
Peaches, stand-	
ard, per lb.	0 09
Hallows, bulk	0 05 1/2
Peaches, choice	0 10
Dates, packages	
Apricots, stand-	
ard, per lb.	0 16
Peel, lb., lemon	0 10
Apricots, choice	0 16 1/2
" " orange	0 11
" " citron	0 14 0 18
Plums, pitted, lb	0 11 0 12 1/2

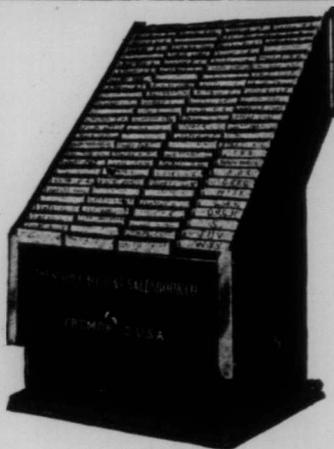
Syrup and Molasses.—The output is heavy just now and retailers are stocking in large quantities, although no change has been quoted, the market is firmer everywhere, due to the increased demand. The product is popular in the west as a table food and the general tone of the market will no doubt continue to improve.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 50
6 10-lb. tins, per case	2 55
3 20-lb. tins, per case	2 60
Half bbls., per lb.	0 03 1/2
Barbadoes molasses in 1/2 bbls., per gal.	0 50
Gingerbread molasses, 1/2 bbls., per gal.	0 50
New Orleans molasses, 1/2 bbls., per gal.	0 36

Nuts.—Stocks of nuts are large in all retail centres and the merchants are preparing for an excellent winter trade. Supplies are scarce in crop centres and this means an advancing market. The filbert crop is a partial failure and the 1 1/2 cent price will not last long here.

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

Tapioca and Sago.—The present prices are considered low owing to the limited supply and the heavy demand on the world's market. The stuff is going out well and will continue to sell well throughout the winter.

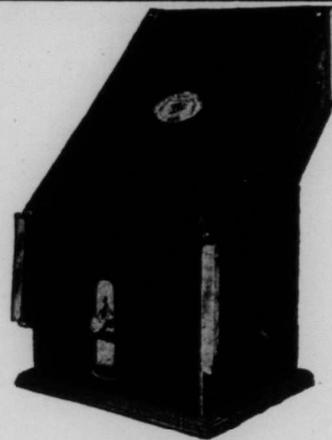


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To be protected against dead-beats? To have your accounts posted up-to-the-minute at all times so that you can settle with customers at any time without any delay and yet be sure you have made no mistake?



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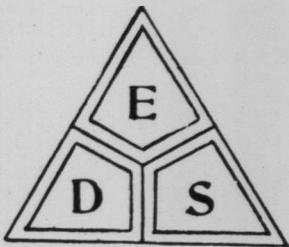
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Pork Packers and Wholesale Produce Merchants

Paoking Houses

FERGUS

70 Front St. East

TORONTO

Prices of Butter and Eggs Have Again Advanced

Markets During the Week Have Nearly all Moved, Some up, Others Down—Cheese, Butter, Eggs and Lard are Firm — Poultry and Honey are Easier—Trade Has Brightened and Volume of Business is Large—Exports of Butter and Cheese are Light.

Markets have in some cases strengthened considerably during the past week, a firmer market being noticed in butter, eggs and cheese. Practically all the markets show this firmness, and the increase in prices where they have been advanced was not unexpected at this season. Pastures are in good condition and production of cheese and butter keeps up well. In some markets, however, the demand is hardly met, and a noticeable firmness is felt. There is not much demand for export butter, as prices here are a little higher.

The production of cheese is keeping up well, and although not increasing there is no likelihood of it falling off yet, although the end of the season is beginning to loom into view. The demand for export is small and little is being done, the New Zealand cheese, which will be offering from now on, having had a depressing effect on the market in England. A few years ago Canada controlled 87 per cent. of the British trade, but now New Zealand has stepped in and is producing as fine a cheese as Canada at a less cost with the result that they are rapidly increasing their business in England.

Cream is being exported in increasing quantities to the United States, as the price of butter is high there, ranging from 31 to 33 cents. All the cream exported to the United States, however, is not made into butter, as some is used in making ice cream and other confections. This increasing export trade with the States will probably have the effect of raising the prices in Canada, but this will not be felt until later on.

The receipts of eggs have been gradually growing less and as selects are good demand, they are quoted at higher figures. The egg market is firm and dealers state that higher prices may be expected for quality goods.

Honey is being received fairly plentifully and in some lines the quotations have been marked down. Poultry is also plentiful, and is meeting a good demand.

MONTREAL.

Provisions—Only two changes in quotations have been made this week. The two declines are in Windsor bacon and clear fat backs.

In spite of the rather weak condition of the market, there has been an increased demand for almost all lines.

It is thought by local packers that the weakness is only temporary.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 15½
Cases, tins, each 10 " " " " " "	0 15½
" " " " " " " " " " " "	0 15½
" " " " " " " " " " " "	0 15½
Pails, wood, 20 lbs. net, per lb.	0 15½
Pails, tin, 20 lbs. gross, per lb.	0 15½
Tubs, 50 lbs. net, per lb.	0 15
Tierces, 37½ 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 14½
" " " " " " " " " " " "	0 13½
" " " " " " " " " " " "	0 14
Pails, wood, 20 lbs. net, per lb.	0 12½
Pails, tin, 20 lbs. gross, per lb.	0 13½
Tubs, 50 lbs. net, per lb.	0 12½
Tierces, 37½ lbs., per lb.	0 13½

Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	28 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	29 00
Clear fat backs	30 00
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" " " " " "	18 00
" " " " " "	28 50

Dry Salt Meats—	
Green bacon, flanks, lb.	0 16
Long clear bacon, heavy, lb.	0 15
Long clear bacon, light, lb.	0 16½

Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 16½
Large sizes, 18 to 25 lbs., per lb.	0 18
Medium sizes, 13 to 18 lbs., per lb.	0 21
Extra small sizes, 10 to 13 lbs., per lb.	0 21
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 20
" " " " " " " " " " " "	0 23
Breakfast bacon, English, boneless, per lb.	0 21
Windsor bacon, skinned, backs, per lb.	0 20½
Spiced roll bacon, boneless, short, per lb.	0 18
Hogs, live, per cwt.	09 25
" " " " " " " " " " " "	13 00

Cheese—Practically the only cheese now selling for export is the extra fancy variety. Even these orders are few and far between.

Conditions in the country are somewhat easier this week, and buyers are showing their confidence by taking up most of the offerings.

Receipts are falling off to a small extent, being only 71,230 boxes, as against 73,444 same week last year. For the season they are 1,328,248, as against 1,367,979 same season last year.

Quebec, large	0 11½
Western, large	0 11½
" " " " " " " " " " " "	0 12
" " " " " " " " " " " "	0 12
Old cheese, large	0 13

Butter—Butter continues firm, and is in very strong demand at present prices. Sales during the past week by the retailer were exceptionally heavy, and undoubtedly there will be a call made on the wholesale before long to replenish stocks. Prices are unchanged.

Receipts are about the same as last year, 13,701 packages, as against 12,791 same week last year. For the season they are 1,328,248, as against 1,367,979 same season last year.

New milk creamery	0 25	0 25½
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 22	0 23

Eggs—Eggs are firm, and in the case of selects and No. 1 they are 1c higher. The reason is said to be the large demands made on present stocks of late. People were bound to have eggs, and the large drafts were made on the two lines mentioned.

Receipts for the week are very high, 8,876 cases, as against 5,124 same week last year. For the season they are 154,-

112, as against 155,821, same season last year.

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

Honey—There is no change in the honey situation this week. Reports coming from the country bear out the assertion made in these columns that the crop this year had been underestimated, as buyers are having no difficulty in filling their requirements at fair prices.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions—The price of live hogs has increased during the week to \$9.25, and there is a scarcity reported throughout the country. Different houses are quoting different prices. Lard has advanced another quarter of a cent, and supplies are inclined to be short. There has been a good demand for pork during the past two weeks, but supplies were sufficient for every call.

Long clear bacon, per lb.	0 15
Smoked breakfast bacon, per lb.	0 19
Picked shoulder	0 20
Roll bacon, per lb.	0 18
Light hams, per lb.	0 19
Medium hams, per lb.	0 19
Large hams, per lb.	0 18½
Cooked hams	0 27
Fresh shoulder hams	0 13
Shoulder butts	0 17
Backs, plain, per lb.	0 20
" " " " " " " " " " " "	0 20½
Heavy mess pork, per bbl.	24 00
Short cut, per bbl.	30 00
Lard, tierces, per lb.	0 15
" " " " " " " " " " " "	0 15½
" " " " " " " " " " " "	0 15½
" " " " " " " " " " " "	0 12
" " " " " " " " " " " "	0 13
Live hogs, at country points	8 75
Live hogs, local	9 25
Dressed hogs	12 25

Butter—The butter market assumed stronger proportions during the past week. Receipts have been falling off more noticeably every week, and the demand for first quality stocks is too heavy for the supplies. The production of butter, however, for this season is good, and while the advanced prices were really expected by the trade, they admit that the supplies are coming in pretty well. The advance in prices not only includes creamery, but also all the grades.

Fresh creamery print	
Per lb.	0 26
Farmers' separator butter	0 25
Dairy prints, choice	0 22
No. 1 tubs or boxes	0 21
No. 2 tubs or boxes	0 19

Eggs.—What was said of butter may be applied to eggs. Selects are rather scarce, the supply being below the demand. However, supplies are still being used to meet general demand, jobbers not having had to fall back on their storage supplies. The demand is steady. The recent advance in price was expected at this time of the year.

Selects	0 26	0 27
Fresh eggs, doz.	0 23	0 24
Second grade, doz.	0 20	0 21
Chips, doz.	0 18	0 19

Cheese.—Production of cheese is keeping up at a fair figure and reports from the country say that the pastures are in excellent condition. Trade in cheese is steady and prices are firm. There is no evidence yet of a falling off in the production.

New cheese—
 Large..... 0 12 0 12½
 New twins..... 0 12½ 0 12½
 Stiltons..... 0 14

Poultry.—The trade in poultry has rapidly come to its own. Supplies are being received regularly now and the demand is heavy. Prices have dropped as the result of the heavy receipts and at the lower prices business has increased rapidly. The prospects are for good business in poultry as there seems to be a good supply in the country.

Spring broilers, live..... 0 10 0 11
 Hens, per lb. live..... 0 09 0 10
 Turkeys, per lb., large, dressed..... 0 14 0 15
 Spring duck, lb., live..... 0 08 0 09

Honey.—Judging from the statements of local dealers the yield of honey this year is above the figures first mentioned. Supplies have been received freely with one result to be found in slightly lower prices for five and ten pound pails. The demand has been gradually improving.

Clover honey, extracted, 60 lb. cans..... 0 10½ 0 11½
 " " " 10 lb. pails..... 0 11½ 0 12
 " " " 5 lb. pails..... 0 12
 " " comb, per dozen..... 2 00 2 50
 Buckwheat honey, lb..... 0 07½

WINNIPEG.

Lard.—The output is heavy and merchants are putting in good supplies. The winter trade is expected to be excellent and prices are held fairly strong.

Butter.—The butter market is strong and supplies are a little scarce. The cold, wet weather has cut off the supply and higher prices are being quoted. Creamery is jobbing at 7 cents and No. 1 dairy at 23 cents.

Eggs.—The egg market is the strongest that has ever existed at this time of year. It is exceptional that eggs should be brought into the province before the tenth of September. Stocks are moving well, however, and jobbers are selling at 27 cents for fresh laid.

Cheese.—The trade is good everywhere in the west and prices are quite unchanged. Ontario sells at 13½c and Manitoba, 12 cents.

**Profit on Bacon
 Insufficient to
 English Grocers**

J. M. Mussen, Canadian Trade Commissioner in Leeds and Hull, England, says that in view of the restricted supplies of bacon and the highly enhanced prices for same which have prevailed for some time, there is an inclination among grocers in that part of England to take steps themselves to relieve the situation.

"As the supplies from Canada and the United States have appreciably fallen off" he adds, "and the hog meats recently introduced from China and Servia have found but little favor, it has been proposed to 'diminish the demand' by advancing prices even much higher than have so far obtained. It is explained that for some time past the bacon trade has been a losing one to grocers, who claim that they themselves have borne the burden of the advance in prices and as there does not seem to be any imminent decrease in market prices or any other sources from which bacon supplies can be obtained to make up the deficiency it is quite possible that this action may be taken. The result, would, of course,

be to make bacon such a price that it would become a prohibited article in many households. Should this proposal be carried out, a further marked diminution in the consumption of bacon would inevitably follow, but it is contended by grocers that a reasonable profit on a smaller turnover would be preferable to a loss on a large trade."

Mr. Mussen, in view of the state of the bacon market in the Old Country, suggests that Canadian breakfast food manufacturing firms avail themselves of the opportunity to increase their sales in the United Kingdom.

KEEPING TRACK OF REMOVALS.

Business cards are furnished the draymen of Oshkosh, Kan., by a retail merchant of that city, on the condition that they telephone him the new address of every family they move. In this way

the merchant is able to keep his prospect list up-to-date.—System.

TRADE NOTES.

C. E. Choat, Halifax, N.S., visited Toronto last week.

Some London, Ont., travelers are contemplating purchasing automobiles for business purposes.

The grocery store of L. V. Precoor, Ross Street, St. Thomas, Ont., was burglarized the other morning, and goods to the value of \$30 taken, as well as \$2 in cash. Mr. Precoor was absent in Toronto at the time.

The grocery business at the corner of Victoria and Nelson Streets, Goderich, Ont., conducted by Walter Hern for the past two years, and for many years previously by John Shaw, has been purchased by James H. Pipe, of Mitchell, who has already taken over the store.



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.



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.

YOUR TIME

is too valuable to expend in "talking" any particular product. We do all the "educational" work for Shredded Wheat. We aim to sell it before it is placed on your shelves. But nearly every grocer has a fussy customer "from Missouri." When she asks you about breakfast foods, here are three things you can tell her about

Shredded Wheat Biscuit

First—It is the cleanest, purest, most nutritious cereal food, made in the finest, cleanest food factory in the world.

Second—It contains all the rich, body-building material in the whole wheat grain—not merely the white flour, which is mostly starch.

Third—Being in biscuit form, it makes delicious combinations with fruits—in fact, it is the only cereal breakfast food that makes wholesome and natural combinations with fruits.

Memorize these three points and be ready for the customer who asks questions.

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ontario

A Low-Priced Food WITH High-Priced Value

Clark's Pork and Beans are always good.

Compared to the high cost of butchers' meat they have exceptional value.

You can heartily recommend **Clark's Pork and Beans** on two grounds—goodness and economy.

Wm. Clark - Montreal

Manufacturer of High-Grade
Food Specialties

CANADA: No better Country

MOTT'S: No better Chocolate

DIAMOND 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	R. S. McIndoe	Joe. E. Huxley	Arthur Nelson
Montreal	Toronto	Winnipeg	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

Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

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 Liquorice 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 1264, Montreal.
 J. L. Watt & Scott, 27 Wellington St. East, Toronto.
 V. Ashby, Winnipeg.
 Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

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Raisins That Sell



“Beaver” Brand

FINEST QUALITY

4 Cr. Layers.

Fine Off Stalk.

Finest Selected.

“W. ABEL” BRAND

CHOICE QUALITY

4 Cr. Layers.

Fine Off Stalk.

Fine Selected.

You should use great care in buying your VALENCIAS this year, as crop conditions will likely make small fruit. To avoid disappointment buy good grades. These are to be depended on and will give satisfaction.

PACKED BY

Mahiques, Domenech & Co.
DENIA, SPAIN

JOSÉ SEGALERVA

MALAGA, SPAIN

This is the Trade Mark to look for on your

Malaga Table Raisins

If you insist on getting this brand you will receive the finest packed.

Ask your wholesale for these Brands.



Rose & Laflamme
Limited
Montreal - Toronto



Don't you be afraid of failure, B'rer. Grocer

¶ Sometimes, maybe, you get discouraged—feel that the flour business is an awful grind.

¶ Then you want to sell out—give up—start anew.

¶ But we say: "*STAY WITH IT.*"

¶ Don't change your *business*—change your *brand*.

¶ Feeding the public is the finest job on earth.

¶ And, you know, many a man would rather hold a political job than earn an honest living.

¶ Don't be afraid of Failure, Brother Grocer.

¶ The flours you have been selling hitherto have failed you woefully.

¶ Why, then, you should profit by this non-success; seeking out the flaws, the imperfections, the quality slips, guarding against a repetition of these flour defects.

¶ There are many retailers, you know, who don't profit by their failures.

¶ Of course, we don't mean to refer to that queer way of doing business entitled—"*Every failure a success.*"

¶ But YOU will improve your quality, your service, analyze every mistake, understand every flaw.

¶ And you will start selling FIVE ROSES, since it is *right* in store and kitchen.

¶ And when you begin selling FIVE ROSES, B'rer Brocer, it's because you have profited by past disappointment and *don't* want to repeat.

¶ And when your turnover grows nimbler with every purchase, and the sales seem so easy, and your profits are clean, and you get trade you never hoped to secure, and your opposition cannot match your quality—

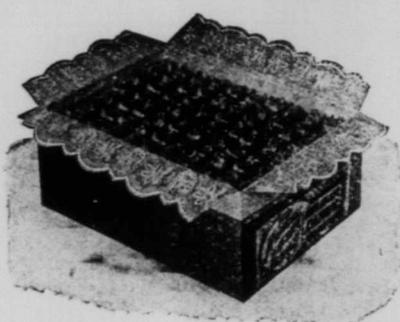
¶ Then you'll be on the fast train to success—you'll become a FIVE ROSES enthusiast, too.

¶ No longer haunted by the fear of complaints, loss of trade, ultimate failure.

¶ Isn't it worth *your* while to try FIVE ROSES, Brother Grocer?

LAKE OF THE WOODS MILLING CO., Limited,
Montreal St. John, N.B.





"BORDO" Chocolates

We do not like to boast, but we certainly do not think that there is another chocolate equal to our "Bordo" in America.

Read on

We have such confidence in the goods, that we will guarantee the sale of this Specialty.

There is a reason

"Bordo" is something entirely different to any other line; both in ingredients and the unique flavor that has never been equalled.

After you once stock this line, no urging on our part is necessary.

Read on

One trial will settle the chocolate question for you.

Packed: 5 lbs. boxes.

Costs you 25c., sells at 50c. lb.

Remember we guarantee the sale

Send along your order to-day.

Trial order. Express pre-paid.

Samples at least will cost you nothing, and a line of enquiry will bring you all details.

The Montreal Biscuit Co.

"Originators"

MONTREAL

"The House of High Quality"

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, 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**

MAPLE SYRUP!

Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

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

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

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

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

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kilmount, Ont.

ROLLED OATS

FLAKED WHEAT and OATMEALS
Bags or Barrels. Car or Broken Lots.
WRITE FOR QUOTATIONS.
Prompt attention to all orders.
J. W. EWEN - Uxbridge, Ont.

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.

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

“CHRISTIE BISCUITS —sell more than biscuits.”

That's the text of all our advertising to the trade.
And—*there's a reason for it.*

A majority of the particular women of Canada prefer
“Christie Biscuits.”

Our national trade is positive proof of that statement.
Now, Mr. Merchant! Isn't it *reasonable* to believe that if *your* best
customers *cannot* buy “Christie Biscuits” in your store, they *will*
buy them at your *competitor's*.

More than that—they may reasonably transfer *most* of their trade
to the grocer handling “*The purest of all pure foods.*”

Aggressive general advertising is carrying the story of Christie
Quality and Cleanliness all over the country.

That advertising is *convincingly proving* the fact that “*Christie Biscuits*
are the best baked.”

Your best customer will tell you that *there's a Christie Biscuit for*
every taste and they all taste delicious.

The moral is plain.

Clinch the paying trade.

Christie Biscuits certainly do sell more than biscuits.

Christie, Brown & Co., Ltd.

BISCUITS

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or Broken Lots.
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GUM CO.
MONTREAL
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is to order.

PEACHES

**Early Crawfords
and Early St. Johns**

Place your orders now
for what you want.

**Bartlett Pears
Finest Kinds of Plums
Grapes**

This week will be a premier week
for Canadian Fruits.

DON'T FORGET



25-27 CHURCH ST. TORONTO
are Largest Receivers

A Word of Advice!

If anyone tries to persuade you that "St. Nicholas" or "Home Guard" are second to any brand or brands of Lemons—shun him—he is no friend of yours, and it's a question if he should be at large.

J. J. McCABE

AGENT

32 Church Street, Toronto.

Early Apples are Being Quoted at a High Price

Supply is Not Plentiful and as a Result Price Has Been Boosted—Peaches, Pears and Plums Bear the Brunt of Trade—Tomatoes and Other Vegetables for Pickling are in Heavy Demand at the Present Time—Lemons are Steady Before a Normal Trade—Cantaloupes Plentiful in Toronto.

While heavy trading in the seasonable fruits is undoubtedly a feature of the market just now, there is a scale of high prices on apples that seems to be significant. Duchess that were quoted a week or two ago at from two to three dollars a barrel are now up to four dollars and the supply is not at all plentiful. St. Lawrence of good quality sold in baskets are bringing a high price and these conditions seem to point to a general high price in the apple market for the rest of the season. It has been repeatedly said that apples were a failure this year, and while there are quite a few to reach the market yet in comparison with other years the yield is small and high prices will not surprise those who are acquainted with the conditions.

Peaches, pears and plums are being sold freely. The quality is generally good, but the supplies do not seem to be any too abundant. However, the general opinion is that the crop in each case will be a good one. Cantaloupes are bringing a good price in Montreal, but they are flooding the Toronto market and prices are easy.

Tomatoes are moving freely at a fairly low price. As pointed out in another column the present is the opportune time for the grocer to endeavor to get his share of the demand for those vegetables that are used in pickling. There is a good business passing and the grocer has the chance to get his share.

MONTREAL.

Green Fruits.—Good jelly crab apples are on the market this week, selling at \$1 per bbl. Blueberries are scarce, and even those which are appearing are of only mediocre quality. As a result of this the price has gone up to \$2.50 per box.

Pears are in good demand, in fact they are being used to such an extent that the price of barrels is now \$1 higher. This is thought to be only temporary, however. Melons show much the same condition as pears, only that there are none too many to supply the market, and as a result there has been a \$2 advance. Trade has been encouraging lately owing largely to the influx of out-of-town visitors.

Apples, bbl.	1 00	3 50	Melons, Montreal		
Bananas crated,			basket.....	10 00	12 00
bunch	2 00	2 25	Oranges—		
Blueberries, large	2 50	2 50	California, late		
Cranberries, bbl.	12 00	12 00	Valencia.....	4 00	5 00
Cocoanuts, bags.	4 25	4 25	Pineapples—		
Limes, per box.....	1 25	1 25	Florida, case.....	5 50	5 50
Cal. Malagas.....	2 75	2 75	Plums, crate.....	2 25	2 75
Lemons.....	4 25	5 00	Peaches.....	1 50	1 75
			Pears.....	3 50	4 00
			Pears, bbl.....	6 00	7 00

Vegetables.—Green beans are about done, and prices are up to \$1 a basket as a result. The remainder of the market is somewhat busier than usual, but otherwise featureless. The increased business is ascribed to the Eucharistic visitors who have been here for some days past. Last Friday and Saturday marked the finish of a fine week's trade. The lines most in demand were staples, potatoes, corn, etc.

It is hoped among the trade that this week there will be almost as many of the guests remaining, and moreover there is a tendency to continue buying when once started.

Beans, green,			Lettuce—		
basket.....	0 75	1 00	Montreal, doz....	0 40	0 60
Beans, wax.....	0 40	0 50	Boston.....	1 00	1 25
Beets, bag.....	0 75	0 90	Onions—		
Carrots, bag.....	0 75	0 90	Spanish, cases....	2 50	2 50
Cabbage, new, dz	0 40	0 50	Potatoes, bbl....	2 25	2 25
Celery, doz.....	0 40	0 60	Parsley, dozen....	0 15	0 15
Cauliflowers,			Parsnips, new, bag	0 75	0 90
Montreal.....	1 00	1 50	Radishes, dozen		
Corn, doz.....	0 08	0 15	bunches.....	0 20	0 30
Cucumbers, bkt.	0 35	0 50	Rhubarb, doz..	0 25	0 30
Garlic, 2 bunches	0 25	0 25	Spinach, bbl....	3 50	3 50
Green Peppers,			Tomatoes, box..	0 35	1 00
bag.....	1 00	1 00	Turnips, new,		
			bag.....	0 75	0 90

TORONTO.

Green Fruits.—While peaches are claiming the first place on the market just now there are several other fruits coming in for considerable attention. Plums are arriving rather freely. They are of fine quality, but the market is not at all crowded with them. Grapes are slightly more plentiful this week, but the receipts are as yet not at all heavy. Canadian cantaloupes are, according to the dealers, too plentiful and have reached bottom prices. The market demand is not sufficient for the present supply. The conditions now existing are hardly likely to last long. Peaches are of fine quality, St. Johns, Crawfords and Albertas being the leading varieties. They are also arriving from across the line and some have arrived from Colorado and even Utah. There is a big demand for peaches and no difficulty is experienced in disposing of supplies. Pears are also moving rapidly, and altogether the market may be said to be quite satisfactory.

Apples are noticeably scarce and the price is ample evidence of the conditions in this case. Duchess are quoted as high as four dollars a barrel. Fancy St. Lawrence are also high. Apples are not a heavy crop and easy prices are not looked for. In fact there are no indications of low prices for apples this year. A consignment of 600 cases of peaches from the Hamilton-Grimsby district were shipped to the Old Country this week. Lemons are steady before a general but easy demand. Early Canadian peaches are done and the last of the berries have gone for another season.

Apples Duchess			Lemons—		
bbl.....	3 50	4 00	Verdell.....	5 00	5 00
Apples, Canadian,			Limes, box.....	1 25	1 25
basket.....	0 30	0 40	Oranges—		
Apples, St. Lawrence,			Valencia.....	4 50	5 00
basket.....	0 50	0 60	Peaches—		
Bananas.....	1 50	2 00	Crawford.....	0 75	1 25
Cantaloupes, Canadian			Elberta.....	0 5	1 25
Crate.....	0 80	0 80	St. John.....	0 5	1 00
Basket.....	0 25	0 40	Pears, box.....	3 50	3 50
Rocky Ford,			Pears, Canadian		
basket.....	0 40	0 40	basket.....	0 30	0 75
Grapes, case.....	2 50	2 75	Pears, Bartlett		
Early Canadian,			basket.....	0 50	0 75
basket.....	0 40	0 60	Pineapples, case	4 00	4 00
Grape Fruit—			Plums, bask.....	0 35	0 75
California.....	3 75	4 75	Watermelon, ea.	0 30	0 40

Vegetables.—Some of the vegetables are already passing. Beans are about done and dealers state that they can

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bbl... 3 50
box... 0 35 1 00
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..... 0 75 0 90

hardly give cabbage away. Other vegetables are becoming scarcer and the bulk of the present trade is centring around tomatoes, red and green peppers, cucumbers, potatoes, etc. The tomato crop has turned out well according to general reports and not only are there many being marketed, but the canning and catsup factories are getting a large share. The grocer should not overlook the pickling demand just now. The season is right at its zenith and the demand for small onions, cucumbers cauliflower and peppers and other vegetables is at its height. The potato market is steady and there is every indication of a good crop.

Beets, doz.....	0 25 0 30	Ontario.....	1 00
Beans, wax, per		Domestic.....	0 40
11-qt. basket...	0 15 0 25	Potatoes, Onta-	
Cabbage, case—		rio, new, bag.	0 75 0 80
Canadian.....	0 80	Parsley, per doz	
Carrots, Cana-		bunches.....	0 25 0 30
dian, doz.....	0 30	Radishes, doz.....	0 25
Cauliflower, dz.	0 75 0 85	Red pepper.....	0 75
Celery, basket...	0 40	Green peppers,	
Cucumbers, bas	0 20 0 25	11-qt. basket...	0 35 0 40
Gherkins.....	1 00 1 25	Tomatoes, Can.,	
Lettuce, O a na-		basket 11 qt...	0 25 0 30
dian, head....	0 25 0 30	New turnips, p r	
Onions—		11-qt. basket.	0 50
Spanish, large..	2 25 2 50		

WINNIPEG.

Green Fruits.—The rush is still on in all fresh fruits. The quality of the

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CRANBERRIES CAPE CODS

ARE HERE and THEY ARE FINE. Start the season now by ordering a BARREL OR A CASE.

Late Valencia Oranges

Our POINTER BRAND is giving tip-top satisfaction. If you want the best, buy POINTER VALENCIAS.

WHITE & CO., Limited
The Fancy Fruit House
Toronto and Hamilton

Musk Melons
Rocky Fords

We are large shippers in this line.

Grapes
Sample is fine and our prices right.

Peaches
Crawfords—large supply.

Bartlett Pears

Plums
Fancy stock.

Late, firm stock
Tomatoes

Wire, phone or mail your orders to

Stevens & Soloman
Growers and Shippers of
CANADIA FRUITS
Phones 1990 and 2700
HAMILTON, - - - ONT.

We are Big Receivers of Canadian Fruits and Vegetables

PEACHES } Now arriving in
PEARS } large quantities
LUMS } every day

All of good quality and at reasonable prices

FANCY

ORANGES LEMONS and BANANAS
at lowest prices

SEND US YOUR ORDERS

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

THE VERDICT



Gentlemen of the Jury: I am glad you are unanimous in your verdict, and wish to congratulate you on arriving at your decision so quick. I concur in your finding that Follina Bros.' pack of Lemons is par excellence. The evidence produced clearly indicates general satisfaction in hand ing their lemons. Follina Bros.' boxes are standard size—arrive in an unbroken condition, and contain Lemons of a superior grade and quality. I recommend Follina Bros.' pack to all dealers. When you order, mention Follina.

W. B. Stringer, Canadian Sales Agent
T. H. E. Trade, Examiner

Our Brands— "Hiawatha," "Lord Beresford," "King George," "Buster Brown," "Dominion" "Waterseller," "Mercury."

THE CANADIAN GROCER

stock this year is exceptionally good and prices are moderate. The local output has been large, but the general distribution throughout the west was not heavy. Cantaloupes, lemons and peaches have been reduced. Ontario barrel apples are selling well.

Apples—	Cocoanuts, doz.	0 90
Ontario, No. 1, brl.	Lemons, Cal.	7 50
Ontario, No. 2, brl.	Peaches, Crawford's, case.	1 15
Apples, Wash. box.	Pears, case.	3 00
Bananas.	Oranges, Valencia.	5 50
Cantaloupe, Cal.	Plums, Wash. box.	1 25
Crab apples, box.		

Vegetables.—The prices are slowly but surely advancing on all vegetables. The season has been excellent and the quality of old stocks has been good. Potatoes are moderate in price, considering the heavy demand. Ontario tomatoes are selling well at a low figure.

Butter beans, lb.	0 03	Onions, in ported.	0 03
Carrots, doz.	0 25	Potatoes, new, lb.	1 00
Cabbage, new, lb.	0 03	Parsley, per doz.	0 25
Celery, doz.	0 60	Radish, dozen.	0 30
Cucumbers, doz.	0 40	Rhubarb, lb.	0 04
Lettuce, doz.	0 40	Tomatoes, Ont. basket.	0 50
Mint, doz.	0 33		
Onions, green, per dozen.	0 20		

Supplies of Fish Have Not Been Encouraging

Reports are Almost a Unit to That Effect—Business Has Been Improving and it Should Not be Long Until it Becomes Brisk—The Outlook is for Higher Prices Unless the Supplies Arrive More Freely—Receipts up to Present Have Been Small—Same Condition Prevails in Almost all Lines.

Oysters and smoked fish are the most active lines just now, and the trade is inquiring for a fair quantity of salt and pickled fish.

The fishing as far as haddock are concerned has been poor, and the scarcity is very pronounced. It is stated that unless supplies come in much more freely in the near future, prices are going to soar.

The situation in halibut is much the same as the foregoing. Also it presents the feature that the supply of frozen is hardly enough to satisfy requirements, and it is being drawn on more heavily from day to day.

In Labrador herrings, the first class article is exceptionally scarce for this time of year, and there is a decided firmness in the present situation.

The mackerel catch last season was a failure. Present stocks are insufficient to take care of the fall demand and higher prices seem to be a certainty.

NOVA SCOTIA.

Halifax, Sept. 15.—The export of fish to foreign ports has commenced. The Lady Napier that sailed from here on the 10th, for Brazil, took a cargo of dry fish, valued at \$25,000. This is one of the largest cargoes exported from Halifax for some time. Arrivals of fish have been disappointing, but as the weather is good for curing, no doubt fish that have been carried through July and August will now be ready for market. A few stray cargoes of Newfoundland and Gaspé are arriving. Dealers are not anxious to buy at present prices on the coast, preferring to wait until the fish reach the market and business will be done on a sale before purchases basis, while the present high prices continue.

There is not much doubt that the Labrador fishery will be short, and the Newfoundland trap fishery will not nearly be an average one, but the hook and line men on the coast of Newfoundland have been doing well for the last two or three weeks.

Codfish is firm at \$5.50 for quintal. There is not much improvement in pickled fish. A few herring are being

taken on the coast, and mackerel are very scarce. The latter are bringing record prices.

QUEBEC.

Montreal, Sept. 15.—There is a firm feeling throughout all lines of fish. This is due largely to the very unsatisfactory fishing during the past month. This is particularly the case with haddock, halibut, and mackerel. It seems a certainty that there will be a shortage and higher prices in these lines.

Oysters and smoked fish are very popular at present, as is only natural about this time of year.

Trade in other lines has been only fair.

FRESH

Pike.	0 08	Fresh Labrador salmon	0 22
Perch.	0 07	Whitefish.	0 12
Steak cod.	0 05	Mulletts.	0 08
B.C. salmon.	0 15	Haddock.	0 04 1/2 0 05
Market cod.	0 04	Halibut.	0 09
Sturgeon.	0 13	Bullheads.	0 09
Lake trout.	0 11	Carp.	0 08
Blue fish.	0 15	Dore.	0 11
Sea trout.	0 13	Mackerel, each.	0 25
Sea bass.	0 12	Swordfish.	0 12

FROZEN

Codfish.	0 04	Pike.	0 07
Dore, winter caught, per lb.	0 10	Salmon, B.C., red, per lb.	0 09
Haddock.	0 04	Gaspé salmon.	0 18
Halibut, per lb.	0 09	Smelts, 10 lb. boxes.	0 07 1/2
Herring, per 100.	1 25	Whitefish, large, lb.	0 09
Market cod.	0 04	Whitefish, small.	0 07
Steak cod.	0 05		
Mackerel.	0 10		

SALTED AND PICKLED

Green cod, No. 1, bbl.	6 00	6 50	Lake trout, half bbl.	6 00
Labrador herring, bbl.	5 50	5 00	Salmon, B.C., red, bbl.	14 00
" " " bbl.	3 00	" " " bbl.	pink, bbl.	12 00
Labrador sea trout, bbls.	10 00	" " " bbls.	Labrador, bbl.	17 00
Labrador sea trout, half bbls.	5 75	" " " 300 lb.	" " " bbls.	8 50
No. 1 mackerel, pail.	2 10	Salt eels, per lb.	0 07	
" " " bbls.	10 00	Salt sardines, 20 lb. pls.	1 00	
No. 1 pollock, l.	4 00	Scotch herring.	6 50 7 00	
Scotia herrings, bbl.	5 00	" " " keg.	1 00	
		Holland herring, bbl.	5 50	
		" " " keg.	0 75	

SMOKED

Bloaters, large, per box.	1 50
Haddies.	0 07
Boneless haddies.	0 09
Herring, new smoked, per box.	0 14
Kippered herring, per box, small.	1 25

SHELL FISH

Shell oysters, bbl.	10 00
Lobsters, live, per lb.	0 35
Oysters, choice, bulk, Imp. gal.	1 40
" " " Selects, Imp. gal.	1 65 2 00

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 0 06 1/2
Shredded cod, per lb.	0 06 1/2 0 10
Skinless cod, 100 lb. case.	5 50
Dried cod, large, bundles.	6 00
Dried cod, medium, bundles.	5 50
Dried haddock, medium, bundle.	5 50

ONTARIO.

Toronto, Sept. 15.—Demand for fish has shown considerable improvement of late, and all the supplies that are received are quickly snapped up. Halibut, white fish, salmon trout and herring are still in great demand, and white fish will for some time yet be offered on the market. The various houses are beginning to prepare for the coming season, which has hardly opened up to any extent yet. Oysters are being quoted at \$1.85 a gallon for selects, and although there is an

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

Cable Address: "TRESTER." ESTABLISHED 1865 A. B. C. Code, 4th Ed.
M. TRESTER
HAMBURG, GERMANY
Old established Commission Agent for the sale of
Evaporated Apples, Millfeed, Bran, Tallow, Hides, Cereals
Butter, Cheese and all other Canadian Export Products.
Correspondence with offers F.O.B. solicited.

0 07
 B.C. red, 0 09
 non..... 0 18
 lb. boxes.. 0 07 1/2
 , large, 0 09
 , small..... 0 07
 ED
 , half bbl. 6 00
 C., red, bbl 14 00
 " pink, bbl 12 00
 brador, bbl 17 00
 " 1/2 bbls 8 50
 " trols., 22 00
 per lb. 0 07
 es, 20 lb. pla 1 00
 rring . 6 50 7 00
 " keg 1 00
 rerring, bbl 5 50
 " keg 0 75
 1 50
 0 07
 0 14
 1 25
 10 00
 0 35
 1 40
 1 65 2 00
 5 1/2 and 7 1/2
 es, lb. 0 05 0 06 1/2
 0 06 1/2 0 10
 5 50
 6 00
 5 50
 6 50

There is nothing New in the fact that we are putting up

HERRING

But, we want to emphasize the kind of fish we are using, and the way they are put up. We are packing only the finest

Large Fat July Salt Herring

and are using a SPECIALLY MADE IRON HOOP BARREL, guaranteed not to leak.

BONELESS COD

Our CANADA STRIP BRAND of Boneless Cod contains No Bones, No Scrap. It is clean, wholesome and is a pleasure both to the dealer and consumer. Packed only in **30-lb. boxes.**

If you have never sold BOUTILIER'S SMOKED FILLETS you are missing one of the best things on the market. "Once a customer, always a customer," is our motto. We have the GCCDS. See that you have also.

Ocean Brand

**BLOATERS
 KIPPERS
 FINNAN HADDIES**

A trio that cannot be improved upon. You can recommend them with perfect confidence to your customers. We are behind the goods, and we KNOW they are right.

Ask your wholesale house for our lines, or write direct to

The Halifax Cold Storage Co., Limited

45 WILLIAM STREET

(Selling Branch)

MONTREAL

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.

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

nd for fish
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 p. Halibut,
 herring are
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DS.
 Ste. Marie
 PRODUCE
 and
 RAW FURS

for
 LES
 & CO.

ario
 Circular

de, 4th Ed.

MANY
 Cereals
 products.

Eggs by Weight Claimed to be Impracticable

Wholesale Dealers in New York Sound Objections—The Use of Dummy Goods For Making a Quantity Impression—Trouble in France About Cost of Living—Other Brief Items for Busy Merchants.

Cables from European olive oil producing sections state that the markets are strong and advancing.

Recent reports from Smyrna announce the opening of the fig bazaars there at 34s. 3d. per cwt. for regular proportion of sizes. This is said to be the highest opening in a good many years.

"Everything comes to him who waits," should read "to him who works."

Watch for the Canadian grape season—it will be on in a short time.

The New York State Grocers' Association at their recent convention adopted resolutions favoring the protected selling price plan. The retailers of that State were urged to co-operate with all manufacturers, who adopt this plan and thus, they claimed, to assure a reasonable profit for the dealers. It is set forth in the resolutions that the manufacturer's right to set and maintain minimum prices has been amply demonstrated, and that the so-called price-cutter is a demoralizer of trade conditions.

"How can we get all the merchants of our town to join the Retail Merchants' Association?" was one of the questions asked at the recent convention of Pennsylvania retailers, but no one was able to offer an answer.

Wholesale egg dealers in New York city claim that they cannot practically sell eggs by weight, and they have enumerated their difficulties to the weights and measures commissioner, who has been enforcing the new eggs-by-weight by-law.

There are some businesses—the tobacconist's for instance—where quantity of stock is a strong selling factor. Strange as it may seem, few will go into a tobacconist's shop unless the shelves are well stocked, although the variety of cigars, cigarettes and tobaccos may be very limited. In this particular line, dummy cartons of brands established and packed, purporting to contain goods are often used, and effectively, too, for while one-fifth of the supply may be genuine and contain actual stock, the rest may very well be dummies. Grocers can often make immense pyramids of certain specialties with a view of impressing buyers with the magnitude of the stock and presumably of their large sale for it. Not infrequently the greater portion of canisters, jars or bottles are empty. Boxes of fruit and other supplies are also often dummies, and hollow windows in which

large stocks purpose to be exhibited take the place of solid stores.

The Committee of the General Federation of Labor in France, has decided to post up broadcast a placard protesting against the high price of food, which it attributes to the disgraceful manipulation of speculators. Meetings will also be organized throughout France. The committee calls upon the workers to do without the middleman by buying as far as possible from co-operative stores, and to boycott sugar, wine and meat until the price of these commodities has been reduced. It looks as if the commission didn't know very much about co-operative stores, so far as their methods in this country are concerned.

A merchant friend was asked recently, "What do you think should be done with persons who give short weights in trade?" To which he replied, "I think they ought to be given 'long weights' in jail."

TO DEVELOP FISH INDUSTRY.

Royal Commission in the West Looking Into Conditions.

Regina, Sask., Sept. 15. — The first meetings of the Royal Commission appointed to inquire into the fisheries of Saskatchewan and Alberta, were held in Regina the week of September 5, and in Saskatoon the week of September 12. The commission composes Professor Prince, Ottawa; Judge Maguire, Prince Albert, and Dr. Euston Sisley, Calgary. The chairman, in opening the proceedings, expressed the hope that the commission, which was first appointed with large powers to investigate, would result in gathering of such information as would enable them to make recommendations to Ottawa, which would be in the interest of the western fisheries generally.

The most interesting evidence given during the day was that of Dr. Charlton, provincial bacteriologist, who submitted analyses of the various lakes and rivers of the province with a view to showing their adaptability or otherwise for fish cultivation.

Little things count ever so much. Just the cool appearance of the employes in a store makes customers feel more comfortable when they come in, and that means that they are more "sellable."

Are you studying up methods for getting fall business? There is going to be something doing this autumn for every merchant who is alive to his opportunities.

awakening trade, it is not really on its feet yet. On the whole there are many indications of increased business among the fish dealers marking the first of the fall season.

FRESH CAUGHT FISH			
Halibut.....	0 10	Steak cod.....	0 08
Salmon trout.....	0 12	Perch.....	0 07
White fish.....	0 12 0 13	Haddock.....	0 07
Herring.....	0 06		
FROZEN LAKE FISH			
Pike.....	0 07	Pan frozen whitefish..	0 10
Whitefish, frozen.....	0 07	Gold eyes.....	0 06
OCEAN FISH (FROZEN)			
Herring, per 100.....	1 50	Salmon, pink, per lb..	0 08
		red.....	0 09
SMOKED, BONELESS AND PICKLED FISH			
Acadia, tablets, box.....	1 60	Cod, Imperial, per lb..	0 05
Acadia, 2-lb. boxes, pr. crate.....	2 40	Fillets, per lb.....	0 11
Boneless Digby's, box.....	1 00	Haddie, Finnan.....	0 08
Codfish, Bluenose, ".....	1 40	Halifax, 1-lb. bxs., pr. crate.....	3 12
Cod steak, per lb.....	0 07	Oysters, selecta, gal.....	1 85
		Quail on toast, per lb..	0 05

BRITISH COLUMBIA.

Vancouver, B.C., Sept. 15. — Halibut has become scarcer than ever, with the result that the price has gone up to four cents wholesale. The prospect that with continued limited supply the price will advance higher during the course of the next few months. The stormiest time of the year is November and early December, and in that time the boats have not the same advantage in fishing as they have during the days and nights when the sea is fairly calm.

Although this is the close season, the Fraser coho salmon are coming in freely. The fishermen are getting 30 cents per fish, which is high, for it is not many years back when fifteen cents was counted a high price. Even at this price there is big demand from the canneries, and there is not enough to go round.

With the falling off in halibut, there is more call for herring, and many of these are being caught in the Gulf of Georgia. The fish are of good quality and size, and fishermen are doing well at this fishery.

Codfish, per lb.....	03	Salmon, fresh.....	0 8
Halibut, per lb.....	0 04	Smelts, per lb.....	0 03
Herring, pr. lb.....	0 03		

MANITOBA.

Winnipeg, Sept. 15.—The fish trade has kept up well considering the supplies have been hard to get, and deliveries uncertain. The quality of fresh fish brought from a distance is surprisingly good.

The canned stuff is moving well and it is expected that all salmon will be quoted higher in a short time. Lobsters have practically been sold out, and prices are naturally firm.

FRESH			
Halibut.....	0 09	Whitefish.....	0 09
Salmon Trout.....	0 11	Smoked—	
Whitefish.....	0 09	Bloaters, basket.....	1 50
Haddock.....	0 06	Fillets, lb.....	0 20
Lake Frozen—		Haddie, Finnan.....	0 08
Goldeyes.....	0 05½	Herring, Digby, bds.....	0 95
Yellow Pickerel.....	0 07		
Pike.....	0 03½		
CANNED.			
Clover Leaf and Horseshoe brands salmon—			
1-lb. talls, per dozen.....			1 94½
1-lb. flats, per dozen.....			2 20 2 22
Other salmon—			
Coho's, dozen.....			1 45
Red Spring, dozen.....			1 75
Red Sockeye, dozen.....			1 94½
Lobster Futures—			
½-lb. flats, doz., \$2.20, \$2.34; 1-lb. talls, doz., \$4.00.			
1-lb. flats, doz., \$4.50.			



This "Coast-Sealed" Cabinet will increase your Oyster Profits

Don't be skeptical. Two sound reasons lie back of this statement.

1. It keeps oysters absolutely fresh for a longer time than any other cabinet.
2. It uses only one-eighth of the ice required by other cabinets.

Note its unique construction---the picture tells the story. And we sell you "Coast-Sealed" Cabinets outright for \$17.00 each f.o.b. Toronto. This will appeal to independent grocers who rightly object to being coerced into buying a line of oysters through jug-handled loaning agreements on Oyster Display Cabinets.

We rely on quality alone to sell our "Coast-Sealed" Oysters.

Write us for full particulars and prices.

Connecticut Oyster Company

88 Colborne Street,

Head Office: Milford, Conn.

Toronto



It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand" because this is the "quality" brand, and we leave no stone unturned to maintain the high standard we have attained. Order to-day.

CONNORS BROS., Limited

Black's Harbor, N.B.

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



Vancouver Grocers' Picnic a Strong Attraction

More Than 2,000 Attend—Dealers and Their Clerks Demonstrate Their Alacrity in Tying Parcels, Foot Races and Tug-of-war—Wholesalers Defeated in the Latter—Winners in Best Delivery Outfits.

Vancouver, B.C., Sept. 12.—Vancouver grocers let themselves loose on Labor Day and gathered in force at Exhibition Park, at the fourth annual picnic. Fully 2,000 people were present altogether, and a thoroughly enjoyable time was spent. Not only were there events for young and old, boys, girls, men and women, but a parcel tying contest and sign writing competition was held to stimulate interest along these important lines to the trade, and also prizes for the best showing of delivery rigs and horses.

Many neat turnouts entered in the delivery contest, both single and double rigs being shown. In the wholesale, Leeson, Dickie, Gross & Co., took first; in double rigs for retailers, W. H. Walsh got first and second, while the London Grocery took first in singles.

J. A. Low, of the London Grocery, gave himself quite an advertisement, when he won firsts in both the parcel tying and sign writing contests.

Retailers Best in Tug-of-War.

Plenty of fun was furnished by the tug-of-war and comedy races, and judging from the laughter and applause with which different events were greeted, the crowd evidently enjoyed themselves. The married men proved themselves superior to the single men in the tug-of-war, and in the pull between the employes of the wholesale and retail houses, the latter took victory in two straight contests.

The ladies were quite shy in entering the events provided for them, but they soon entered into the spirit of the day and when the nail-driving competition and the egg and spoon race were called there was almost a surplus of competitors.

There was the usual blueberry pie eating contest for the boys and all kinds of races for the children in general. To use a thorough trade term, the employes of the W. H. Malkin Company handed the lemons to their opponents, the drivers for the wholesale houses, in the baseball tournament. The score was held down to first league figures, namely two runs to one.

Races For Members of the Trade.

Then came races for members of the trade. While A. J. Low was the swiftest with his hands, Alex. Gunn proved rapid with his feet, which is a particular virtue on a busy day in the store. He was first in the hundred-yard dash for clerks, while among the drivers, H. Kirkbridge was the winner. The race for travelers, developed high speed in Cameron, representative for Kelly, Douglas & Company.

Mrs. James Henderson showed that while her husband may be able to dance the Hielan' Fling and cut high capers with his taes, she was none the less active with her feet when it came to a fifty yard dash. In that event for the grocers' wives she reached successfully

out for first, and among the clerks' wives, Mrs. Pritchard showed that she was alacrity itself.

Traveler Vividly Sets Forth Trade Troubles

In His Movements Throughout Canada He has Come Across Many Different Stamps of Retail Dealers — Jealousy Among Competitors Hindering Advancement — Suggestions For Improvement.

The traveler who moves about from city to town and town to village usually hears of all the troubles of the trade. An observant knight of the grip who has been in both eastern and western Canada enumerates many of the ills the trade is heir to and his description of them will no doubt read familiar to his confreres and to many retailers as well. He says in a letter to The Canadian Grocer:

"As one moves about, meets and converses with retail grocers, of various stamps and with diverse ideas, the more he is impressed with the necessity of the value of a good trade paper like yours to take the lead in directing the thought of the retail men to a higher plane of doing business.

"We live in an age of progress, development, and advancement but many retail grocers have not yet awakened to this fact, and are struggling under difficulties out of which they see no escape. Instead of eagerly looking for and encouraging efforts intended to improve the general tone of the trade, they are complaining about the small profits, and trying to put the blame where it does not belong.

"Some of them stand behind their counters, work hard, and worry harder, but are too jealous of others who are struggling under the same difficulties to exchange ideas; as a result each one has a sure tonic of his own make to cure the disease, and nine out of ten do not understand the nature of the trouble.

Everybody to Blame.

"Some put the blame on the wholesale houses, others on the manufacturers, others on the departmental stores and still others in the price-cutters; but none ever attach any blame to themselves.

"Some want the price cutting stopped, and others want to sell just as they please. Some are pleased because bribery to some extent is checked through the Secret Commissions Act and others think it is unduly interfering with their rights, and are "tickled to death" if they can secure the goods cheaper by some hook or crook and defeat the law.

A race for the younger generation of grocery proprietors was won by Charles Henderson. Those over the forty-year mark, who had raced for many a day in business were given a chance to show that they still had wind left for a-bit-of-a-go on the track, but it was a tight squeeze between A. G. Main and W. Clark, the former jumping the counter just in time.

While some look upon conferences with the wholesalers and manufacturers with favor, others see nothing but danger.

"Some talk intelligently about legislation on behalf of the trade, but many of them know nothing whatever about it. While some are working day and night with the desire to see evils in the general trade removed, others are sharing the benefits of their work without bothering about it; they do not think for a moment that they should bear a part of the expense of the work. Some read their trade paper with great interest and profit, and others cannot see how it is possible to learn anything more.

Jealousy Still Rampant.

"Under such circumstances those who are public spirited and are trying to improve trade conditions have a difficult problem to face, and often have reason to grow weary of well doing. Progressive retailers have risen above the unfriendly rivalry with their neighbors, but it is remarkable if not deplorable, how jealous retailers are, in some towns, of each other.

"Some won't speak and actually stay away from places where they might meet their competitors in business. They expect the general public to support them, but they do not support each other. They complain and grumble about trade conditions, but haven't the manly courage to meet one another and suggest better methods.

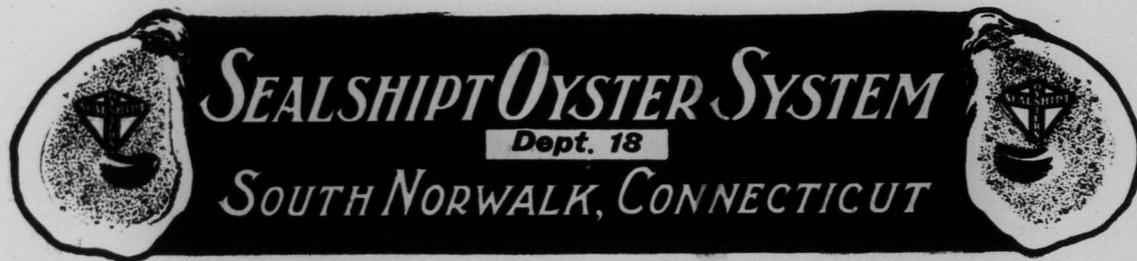
Difficult to Reach Them.

"The people need the towns and the conveniences of the retail stores and will patronize them in preference to sending their money away to large centres, if the retailers themselves will learn to do their part right. How to reach this class of merchant with the gospel of proper methods seems to be the difficulty. He will not attend meetings and a good many do not even read their own trade paper; neither do they support the local paper of the town. If the large stores can draw the immense trade which naturally belongs to the towns, through constant advertizing is it not reasonable to suppose that a town can draw the trade for its own neighborhood through the medium of the local paper if properly utilized."



**Why Not Sell REAL Fresh Oysters
and Get Real Profits From Pleased Customers?**

Four points make a success of the **Sealshipt Oyster System**. **FIRST**, the fine quality of **Sealshipt Oysters** and their perfect, sea-fresh condition, including the sea tang preserved by our **Sealshiptors**. **SECOND**, Publicity, consisting of our extensive magazine advertising, reinforced by the wide discussion of food purity in newspapers. **THIRD**, Our co-operation with the grocer—the local advertising helps we give him to draw to his store the sales we create by our general advertising. **FOURTH**, Oysters handled under any but the **Sealshipt System** of outside icing and airtight containers are so generally inferior that people leave the stores where they are sold and go to the ones which sell **Sealshipt Oysters**. If you secure the **Sealshipt Agency** you'll get the trade of the merchant who handles the other kind of oysters. If you let a competitor get the **Sealshipt Agency your** customers will go to **him** for their oysters and you'll be lucky if he doesn't sell them all their groceries. Don't delay until the active season before investigating, but write us at once for our general catalogue, terms and full particulars.



WEEKLY TRADE CHANGES.

Recent Happenings Among Grocers Throughout the Dominion—New Stores Opened.

Ontario.

B. L. Dunn, grocer, Toronto, has assigned.
 John Buie, grocer, Toronto, is succeeded by A. A. Hill.
 J. D. Wilson, grocer and butcher, Hamilton, has sold out.
 A. Staley, grocer, London, Ont., has sold to Mrs. Crockford.
 Lewis Anguish, grocer, Cayuga, Ont., has sold to Waddle Bros.
 D. Lavrock, grocer, Hamilton, Ont., has sold to Geo. D. Ellis.
 Camille Olivier, grocer, Ottawa, Ont., has retired from business.
 I. A. Haley, grocer, London, Ont., is selling to C. M. McKerlie.
 W. A. Hunt, general merchant, Drumbo, Ont., has sold to E. Coleman.
 Pugliese Bros., grocers, Cobalt, Ont., is succeeded by Pugliese & Co.
 Chas. McCauley, grocer, Ottawa, Ont., is succeeded by A. A. Badnoff.
 Ella Williams, grocer, Toronto, has sold to Elizabeth Thompson.
 H. E. Trebilcock, grocer, London, Ont., is succeeded by Wm. E. Watson.
 The Premium Tea, Coffee & Spice store, Hamilton, Ont., has dissolved.
 The stock of F. H. Timmis, grocer, Hamilton, Ont., has been sold by sheriff.
 W. F. Haygarth, general merchant, Cayuga, Ont., is advertising his business for sale.

Quebec.

O. Lefebvre & Co., grocers, Montreal, have registered.
 S. A. Collette & Cie., grocers, Montreal, have registered.
 J. A. Brotherton, general merchant, Gascon, Que., has assigned.
 P. Colozza, general merchant, Chicoutimi, Que., offers to compromise.
 J. B. Bedard & Frere, wholesale grocers, Quebec, have dissolved and new firm registered, style unchanged.

Maritime Provinces.

P. P. Urtican, general merchant, Jacques River, N.B., deceased.
 N. C. Scott, grocer, St. John, N.B., suffered loss from fire. Insured.
 F. S. Inglis & Co., general merchants, Shediac, N.B., have registered.

Western Canada.

F. P. McHaffey, grocer, has sold to W. Hepworth.
 H. E. Maycock, grocer, Melita, Man., has sold out.
 C. Campbell, grocer, Winnipeg, has sold to O. Velie.
 Timmins & Mitchell, grocers, Vancouver, have assigned.
 G. D. Lamont, grocer, Vancouver, B. C., has sold to J. Lowenthal.
 Knight & Co., general merchants, Broom Hill, Man., are retiring.
 J. B. Wilson, general merchant, Hamilton, Man., has sold to H. C. Pugh.

E. P. Hicks, general merchant, Selkirk East, Man., is succeeded by Wm. Epstein.
 The Cresby Co., general merchants, Darlingford, Sask., are negotiating sale.
 W. G. Murphy & Co., general merchants, Dauphin, Man., are succeeded by J. W. Stewart.
 The Viscount Supply Co., general merchants, Viscount, Man., are succeeded by the Viscount Farmers Supply Co.

**Prosperity of
 Burmah Depends
 on the Rice Crop**

Burma exports annually more than two billion pounds of rice. It is the money crop of the country, and the people are rich or poor as the rice grows well or ill. The grain is harvested as "paddy," and in the fields it looks not unlike wheat or oats, but every kernel has a husk on it and this sticks to it as if it were glued. The rice paddy is packed in bags and is floated on barges down the streams to the Irrawaddy river and towed to Rangoon, the port where the mills are, and from whence the finished product is shipped.

The rice is of various grades, according to the broken grains in it, and every shipment has to be tested by counting the number of whole grains in a fixed quantity. The polishing of the rice is an interesting procedure. The paddy, or rice, in the husks, is first winnowed. It is then passed through grinding stones so carefully set they they pare off the husk without breaking the rice. The stones are of a composition harder than iron and they have to be roughened every week by skilled Hindoos, who understand how to fix them. It is winnowed and fanned until the husk is off and then the kernels are polished. This is done with chamois skin, the grains being thrown back and forth against a roller covered with this material. The chamois cylinder goes around at the rate

of 500 revolutions a minute and when the rice flows out from it it is as clean and white as it is possible to be made.

EXPERIENCE TEACHES.

"Sure and oi t'ink ut pays to be honest, afther all", said Pat. "Oi troied that phoney-weight business in my grocery-store last year, and oi losht money by ut."

"How so? Did you get found out?" asked his friend.

"No, sorr," returned Pat. "Oi made the mistake of fillin' me weights wid lead, so that ivery mon thot come to me for wan pound of sugar got twenty-three ounces to the pound."—Harper's Weekly.

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

McDOUGALL'S
CLAY PIPES
 THE BEST IN THE WORLD
 D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

SPEAGUE
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



"THE SALT THAT SATISFIES"

That is the great advantage of handling

**PURITY
'SALT'**

It never fails to satisfy your customers. It is PURE; being composed of fine, dry, even salt crystals only. Ask your jobber for "Purity" Salt.

The Western Salt Co., Limited Mooretown, Ontario



There's Genuine Pleasure

and liberal profit in selling

"WHITE LILY" BRAND MARSHMALLOW BISCUITS!

They are genuine satisfaction-givers because of their excellent flavor and the crisp and fresh condition in which they always reach the retailer. Put up in glass-front tin boxes and retail at 18c and 20c. Obtainable also in 20-lb. tins and in wood boxes. Other leading "White Lily" lines you can handle profitably are—CREAM SODAS, HAVELOCK LUNCH, JAMJAMS and PEOPLE'S FANCY MIXED.

Write for prices.

J. A. MARVEN, Limited - - **Moncton, N.B.**

**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

ARTICLES FOR SALE.

FOR SALE—GROCERY STORE FIXTURES.—Owner retiring from business. Any reasonable offer will be entertained. 1 safe, 36 in. high, 25 in. wide; 1 Dayton computing scale; 1 tea scale; 1 platform scale; 10 decorated tea tins, capacity 75 lbs. each, \$2 each; 1 show case, 6 ft. long; 1 cash register, wooden frame, in first-class order, \$25. All of the above articles are in first-class order. Kindly write J. R. BROWN, Owen Sound.

ARTICLES WANTED.

WANTED—A Eureka Refrigerator, suitable for butcher business. Give size, style and price. Address Box 362, CANADIAN GROCER, Toronto. (38p)

WANTED—Three good second-hand Silent Salesmen, 6 to 7 feet long. For Sale—One good complete second-hand Soda Fountain. For particulars address "Silent Salesmen," THE CANADIAN GROCER, Toronto. (37)

BUSINESS CHANCES.

FOR RENT—A large three-story brick building, cellar under all, suitable for any business. In the centre of the business part of the town. Has been dry goods for twenty-five years. Apply G. O. WERRETT, Simcoe, Ont. (37p)

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)

BUSINESS OPPORTUNITY.

FOR SALE—An old established manufacturing business of grocers' and confectioners' sundries, comprising such lines as flavoring extracts, jelly powders, catsups, fluid beef, egg products, etc. Reason for selling—winding up estate. A good proposition to the right man. Small capital only necessary. Write ESTATE LYON SILVERMAN, 313 Notre Dame St. East, Montreal. (37)

REPRESENTATIVES WANTED.

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)

MISCELLANEOUS.

AUTOMATIC COMPUTING SCALES—THE ANDERSON. Worth knowing about, especially the improvements and price. Not in a combine. W. F. HARRIS, General Agent, Windsor, Ont. (37)

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

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

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.

BUSINESS MEN, professional men, merchants and church workers, find innumerable uses for Fulton Sign and Price Markers. The Fulton Rubber Type Company of Elizabeth, N.J., are makers of Ink Pads, Daters and Business Outfits of high quality. Sold by all stationers. A. R. MacDougall & Co., Toronto, Canadian Agents.

MISCELLANEOUS.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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)

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters. It shows the best typewriter bargains ever offered in Canada. Moreover, it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto, also Montreal, Hamilton, London, Ottawa.

FIRE INSURANCE. INSURE IN THE HART- FORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

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.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

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 Terrasley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE MONEY you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

PERIODICAL DEPT.

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.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MacLean Publishing Co., Technica Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

FRIENDS—NOT GROWLERS



RISING SUN Stove Polish in Cakes never comes back to you with growls from the housekeeper. It is always up to the same high standard maintained for forty years, and is always just right. That's why we have the thousands upon thousands of grocers pushing it everywhere. Grocers don't wish to run the risk of losing a good customer by passing out an inferior stove polish, which is wrong more often than it is right. RISING SUN make friends for you and for us in every household where you put it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's
Best Shoe Polish

must be a profitable and quick-selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush, and is just now in increasing demand.

You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.
LIMITED
Hamilton, Canada, and Buffalo, N.Y.



Summer Rubs!

It is during this weather that much polishing is done—door knobs, letter box slits, brass on boats, etc. Is your stock of

Royal Polishes

sufficient to meet all requirements?

If NOT, increase it to-day. Shipments very prompt.

ROYAL POLISHES COMPANY
MONTREAL

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.

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.

SOLE IMPORTER:

ANDREW WATSON

81 YOUNG SQUARE, MONTREAL

BROOMS OF QUALITY

WE make them! YOU should sell them!

YOUR customers will appreciate them! OURS do

and keep our factory going on FULL TIME

A postal will bring you information.

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.

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS LIMITED,

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

Canadian Agents ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



OCEAN MILLS
Montreal
Chinese starch, 48 1-lb., per case \$4.00;
Ocean Baking Powder, 48 3-oz., \$1.50;
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., \$6.00; 36 8-ounce, \$7.20;

Ocean corn starch, 48 1-lb. \$3.60.
Jam Per lb. 0 06
30-lb. wood pails..... 0 06
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.

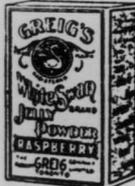


Prices—Ontario and Quebec:
Less than 5 cases..... \$5 00
Five cases or more..... 4 95

Fly Pads.



WILSON'S FLY PADS
In boxes of 50, 100; packets, \$3 per box; or three boxes for \$2.80; 5 boxes \$2.75.



List price.
"Shirriff's" (all flavors), per doz....
Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces... \$0 13
4-bbls. 0 13
Tubs, 60 lbs. 0 13
20-lb. Pails. 2 80
20-lb. tins.. 2 70
Cases 3-lb.. 0 14
" 5-lb.. 0 13
" 10-lb.. 0 14

F.O.B. Montreal.



GUNNS
"EASIFIRST"
LARD
COMPOUND.

Tierces... 0 12
Tubs..... 0 13
20-lb. pails. 0 13
20-lb. tins.. 0 12
10-lb. " 0 13
5-lb. " 0 13
3-lb. " 0 13
1-lb. cartons 14

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 lozenges, 1-lb. glass jars..... 1 75
" " 70 5-lb. cans..... 1 50

"Purity" licorice, 10 sticks..... 1 45
" " 100 sticks..... 0 73
Dule, 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

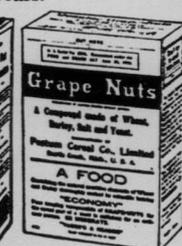
Markalade.

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. 7/4c; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

CHAMBERLAIN BRAND
"Imperial scotch" —
1-lb. glass, doz... 1 55
2-lb. " " " 2 80
4-lb. tins, " " 4 65
7-lb. " " " 7 35
"Shredded"—
1-lb. glass, doz..... 1 90
2-lb. " " " 3 10
7-lb. tins, " " 8 25



Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T2, \$2.55.



ST. CHARLES CONDENSING 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., 1/2-lb. tins..... per doz. \$ 1 40
" 1-lb. tins..... " 2 50
" 1-lb. tin..... " 5 00
Durham 4-lb. jar..... per jar 0 75
" 1-lb. jar..... " 0 25
F.D. 1/2-lb. tins..... per doz. 0 85
" 1-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

LAPORTE, 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

COOW BRAND
Case of 1-lb. containing 60 packages, per box, \$3.00
Case of 1/2-lb. containing 120 pkgs. per box, \$3.00
Case of 1-lb. and 1/2-lb. containing 60 1-lb. and 60 1/2-lb. pkgs. per box \$3.00
Case of 50 pkgs. containing 96 pkgs. per box, \$3.00



MAGIC BRAND
No. 1 cases 60 1-lb. packages..... \$2 50
No. 1 " 120 1/2-lb. " " 3 50
No. 2 " 60 1-lb. " " 3 50
No. 3 Magic soda—cases 100—10-oz. pkgs. 1 case..... \$ 65
5 cases..... 3 55

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

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

Fortune in Foresight

There's a fortune ahead for every grocer who shows foresight in his buying—who meets the public want by featuring

SNAP

THE MAGIC HAND CLEANER

SNAP is without a rival in the effective cleansing of hands soiled by grease, tar, paint or dirt, and is, moreover, beneficial to the skin.

SNAP sells at sight! It is required by every one who works.

Order from your Jobber



SNAP
CO.
LIMITED

MONTREAL
CANADA

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

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water

White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

The best there is
is what you get
when you order

SALT

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

"In Addition to tracing Direct Business to our Advertising in The Canadian Grocer---

—our representatives, working all the way from
Sydney to Victoria, have many times reported
the assistance it has been to them, because the
trade had already been acquainted with our
lines."

The above is taken from a letter written us
not long ago by a Toronto firm doing a national
business.

A manufacturer in Windsor, Ont., writes as
follows:

"The direct effect of our advertising in The
Grocer is easily traced, as our business is about
90 per cent. mail order.

"We have received business from coast to
coast, where we were not soliciting patronage, so
The Grocer must have been directly responsible."