

Twenty First Year
NUMBER 42

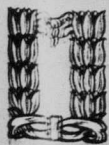
THE

Price 25 Cents

CANADIAN GROCER

Fall Number

October 18th 1907.



THE MACLEAN PUBLISHING CO, LIMITED
MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.



THE CANADIAN GROCER



20 lbs.

NET

EDWARDSBURG



CROWN

BRAND

REGISTERED

PURE

TABLE SYRUP

WE GUARANTEE THIS
TABLE SYRUP
TO BE PURE AND WHOLESOME.

MANUFACTURED BY THE
EDWARDSBURG STARCH CO.
CARDINAL, ONT.

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VOL. XXI.

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CIRCULATES EVERYWHERE IN CANADA

Also in Great Britain, United States, West Indies, South Africa and Australia.

THE CANADIAN GROCER

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

Office of Publication 10 Front Street East, Toronto

VOL. XXI.

MONTREAL, TORONTO, WINNIPEG, OCTOBER 18, 1907.

NO. 42.

With these on your shelves your trade is assured of the Best in their line

Robinson's Patent Barley

is known as a food of superior value
—especially necessary as a health-food
for children.



Keen's Oxford Blue

needs no recommendation from us—
it has had the consumers' confidence
for over half a century.



For Sale by all Grocery
Jobbers

Frank Magor & Co., 403 St. Paul Street, Agents for the Dominion, Montreal

Canada's Standards in STARCHES are

Benson's "Prepared" Corn (the original yellow package), for cooking purposes.

Edwardsburg "Silver Gloss" Starch, for the laundry.

With these two brands on sale you can satisfy
the most particular trade.

Table Syrup

"Crown" brand Corn Syrup

Pure, rich golden color, delicious flavor, it is a
seasonable and healthful table necessity.

Order "Crown" Brand.

EDWARDSBURG STARCH CO., Limited

53 Front St. East.
TORONTO Ont.

ESTABLISHED 1858
Works,
CARDINAL, Ont

164 St. James Street.
MONTREAL, P. Q.



1706 ————— 1907

We have the honor to hold by Royal Warrant
the Special Appointment of

“Purveyors to the King”

an appointment held to the late Sovereign from the
year 1837.

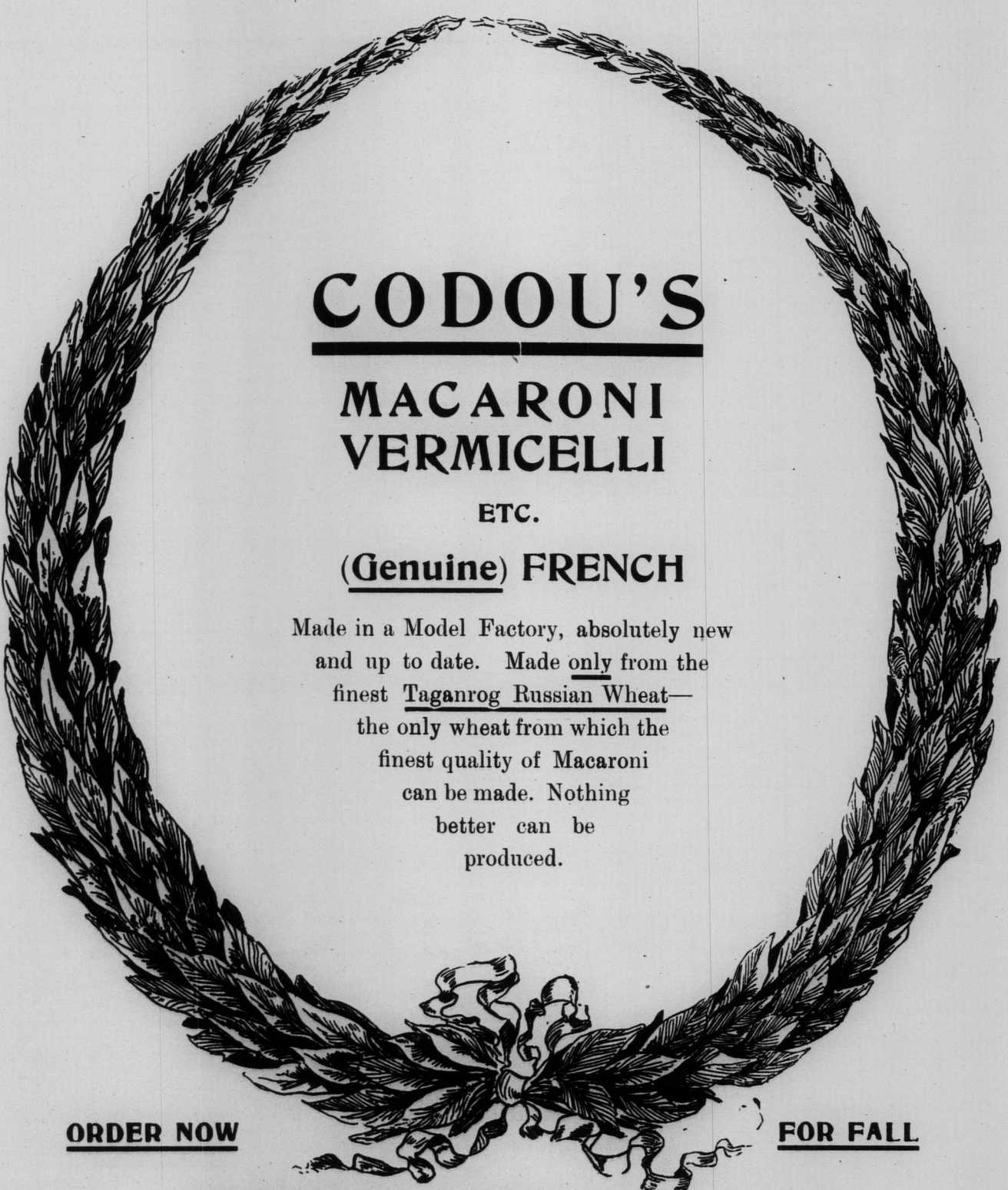
Honest British goods manufactured in a clean,
well-conducted factory. Our products have been the
Standard for over 200 years.

Crosse & Blackwell,
LTD.

SOHO SQUARE, LONDON, ENGLAND.

AGENTS:

C. E. COLSON & SON
MONTREAL



CODOU'S

**MACARONI
VERMICELLI**

ETC.

(Genuine) FRENCH

Made in a Model Factory, absolutely new
and up to date. Made only from the
finest Taganrog Russian Wheat—
the only wheat from which the
finest quality of Macaroni
can be made. Nothing
better can be
produced.

ORDER NOW

FOR FALL

ARTHUR P. TIPPET & CO., Agents,

**8 Place Royale,
MONTREAL**

**20½ Front St. E.,
TORONTO**



The Baking Powder
it Pays to Handle

Is the one so well advertised that it sells quickly, and so high-grade that it pleases your customers

and brings them back for more.

That's Blue Ribbon, exactly

How's your stock?
Mail orders filled direct from the factory.
Write for latest Price List.

Blue Ribbon LIMITED Winnipeg

Purest and Best
Windsor Salt

In order to avoid delays incidental to car shortage, we beg to suggest that orders be sent as soon as possible.

The Canadian Salt Company, Limited
Windsor, Ont.

Some of our exclusive agencies.

James Pascall, Limited, London, England

Manufacturers of the finest high-class Confectionery in the British Empire.

Barley Sugar, Golden Maltex, Satinettes, Prulines, Mint Bull's Eyes
in fancy glass bottles.

Wm. P. Hartley, Liverpool, England

Whose goods have a world-wide reputation and are universally acknowledged
the finest preserves in the world.

Raspberry, Strawberry, Apricot, Green Gage and Black Currant
Preserves, Red Currant Jelly, Jelly Marmalade,
Orange Marmalade, ¼s, 1s and 2s.

Ferrand, Renaud & Cie, Lyons, France

Who have a world-wide reputation as manufacturers of the finest French
Macaroni.

Macaroni, Vermicelli, Alphabets, Spaghetti
16 ounces net weight packages. Made from the finest Taganrog wheat.

Geo. Dalidet & Cie, Bordeaux, France

Packers of the finest preserved fruits, fish and vegetables.

French Peas, Beans, Asparagus, Macedoines, Cherries and Figs
in Mareschino, Anchovies, French Mustard.

*We have a full stock of all these lines—Nothing finer
for first-class trade.*

The EBY, BLAIN CO.

LIMITED

Wholesale Grocers and Importers

TORONTO

UPTON'S

Jams, Jellies, Marmalade

are made by Canadians for Canadians

Canadian fruit is second to none, no matter in what part of the world it is grown. Sugar refined in Canada from the raw cane has a higher standard of purity than any other.

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Our name on the label is the grocer's safeguard. During all the years we have been in business we have stood behind every bottle of our products—we are doing so to-day—and will ever do so.

YOU ARE PROTECTED

when you handle our lines. YOU get value—your customers get honest value for their money. YOUR profit is good and sure, because the goods SELL. What is more, you get satisfaction; because UPTON'S appeal to your customers as no other preserve will, and as a Canadian you build up your trade on Canadian lines.

When you ask your jobber for Upton's Jams, Jellies or Marmalade be wary of the "just as good"; insist and you can get the real thing.

The Upton Company, Limited, Hamilton, Ontario

Jelly

Grah

QU

Bu
up-to-

Prompt
Careful and
attention to
and enqui

THE CANADIAN GROCER



GREIG'S WHITE SWAN **BRAND**

Stands for all that is PRE-EMINENT for EXCELLENCE in

- | | | |
|------------------------|--------------------------|--------------------------------------|
| <u>Coffees</u> | <u>Spices</u> | <u>Baking Powder</u> |
| <u>Jelly Powders</u> | <u>Cake Icings</u> | <u>Flavoring Extracts</u> |
| <u>Cream of Tartar</u> | <u>Prepared Cocoanut</u> | |
| <u>Flaked Wheat</u> | <u>Rolled Oats</u> | |
| | <u>Buckwheat Flour</u> | |
| <u>Flaked Peas</u> | <u>Flaked Rice</u> | <u>Barley Crisps</u> |
| <u>Graham Flour</u> | <u>Whole Wheat Flour</u> | <u>Gluten Flour</u> <u>Rye Flour</u> |

QUALITY is the keynote of every Department.

Buildings, plant and machinery are complete and equipped in every up-to-date detail—ALL PLANNED FOR QUALITY.

*We are always busy
but can do MORE.*

TRY US.

Prompt shipment.
Careful and courteous
attention to all orders
and enquiries.

The Robert Greig Company, Ltd.

TORONTO

Quotations promptly
sent. Our complete
catalogue sent for
the asking.



The Busy Bees of Business

Do you sell these high-quality, reasonable-priced, profit-producing preparations?

Bee Jelly Powder

A popular seller. Six assorted flavors to a box. Retails 25c.

Bee Starch

A glossy, rich starch, very suitable for the house laundry.

Bee Borax

A necessity in every home. 99% pure. Retails 5c, 10c, 15c packages.

Bee Ammonia Powder

A great adjunct to household cleaning. 5c and 10c packages.

Bee Baking Soda

Noted for its high-class quality.

Bee Baking Powder

We guarantee the results from this Baking Powder equal to any manufactured.



Bee Coffee

Our own blend. We are sure your customers will appreciate it.

Bee Extracts

Triple strength. Absolutely pure. All flavors. 1 oz. to 16 oz. bottles.

Bee Cornstarch

A high-grade article in a specially attractive package.

Let us send you Samples and Prices.


Snowdon, Forbes & Co.

449 St. Paul Street

MONTREAL




Blue Ribbon of the Atlantic



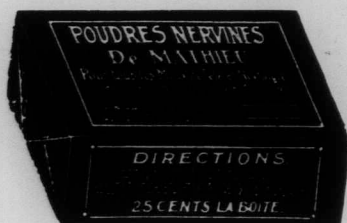
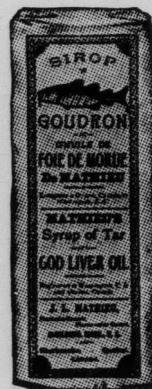
LUSITANIA

Blue Ribbon of Canada



BLUE RIBBON TEA CO., Ltd.,
12 Front Street East, **TORONTO**

THIS
IS THE SEASON
When Great Quantities of
Mathieu's Syrup
of Tar and Cod Liver Oil



and

Mathieu's Nervine
Powders

Are Sold

As soon as the cold weather comes in, the sale of these two household remedies greatly increases.

They are known throughout Canada as the best of all cures for Coughs, Colds, Headaches, Neuralgia, Grippe, etc.

Be ready to meet the demand. Look over your stock and order a fresh supply now.

J. L. Mathieu Co., Props., Sherbrooke, P.Q.

THE CANADIAN GROCER

BOECKH'S



the paying trade. The best goods draw the trade of the best customers.

Most Grocers know that the highest grade of brushes and brooms and household woodenware bear the names

BOECKH and CANE

Every "Boeckh" broom and brush and every "Cane" tub, pail, washboard and clothes-pin, represents the **highest grade** of expertly-selected material, manufactured by the most **scientific machinery** and the **greatest human skill** obtainable. These are the indisputable facts which have made



BOECKH'S BRUSHES AND BROOMS

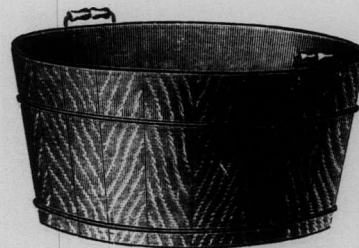
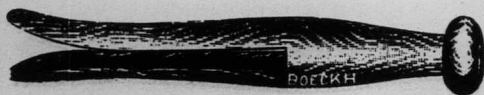
AND

CANE'S WOODENWARE

The Standard goods of Canada.



No Grocer who values the most profitable trade should neglect to stock our goods.



UNITED FACTORIES, Limited
TORONTO, LONDON, NEWMARKET, MONTREAL.

CANE'S



JAPAN TEAS

are without doubt the
best money can buy

Notwithstanding the continued high market this year consequent upon extra demand and short supply, I have very largely increased my import order business from the fact of being in Japan myself and operating with the native companies at first hand, I have the advantage of acting promptly with every change in the market, and, consequently, am in a position to look thoroughly after my patrons' interests.

I have a few lines of excellent liquoring Yokohama teas on hand and shall be glad to submit samples and particulars on application, and also shall be pleased to answer any enquiries regarding the Japan market.

S. T. NISHIMURA, Sole Agent

55 St. Francois Xavier Street, MONTREAL

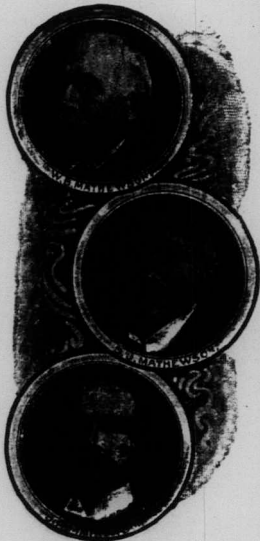
Japan Consolidated Tea Co.

Japan Tea Firing Co.

Ito's Tea Firing Dept.

Nakamura's Tea Firing Dept.

Fuji Company



Established 1834.

Canada's Oldest and Best Wholesale Grocery House!

For nearly 75 years we have been Canada's leading wholesale distributors of foodstuffs.

During that time we have sold millions of dollars' worth of groceries, and never have we given our customers anything but the highest satisfaction.

We are direct importers of high-grade Teas, Coffees, Spices, Raisins, Currants, Sauces, etc., etc.

Quaker Canned Goods

We are sole agents for the Province of Quebec for this famous line of Canned Goods. If you want to learn what really first-class canned fruits and vegetables are like, secure a trial stock of these Quaker Brand Goods.

Quaker Brand Salmon

We are the proprietors of this new and extra fancy salmon, put up in tall and flat tins. It is just the salmon for those customers of yours that require the finest fish procurable. We claim Quaker Brand Salmon to be superior in quality to any fish ever offered to grocers in Canada. Only by sampling it can you appreciate it.

Not only is the fish the finest packed, but the manner in which it is put up surpasses anything heretofore attempted.

Try our Japan Tea to retail at 35c.

It's the only tea to sell if you desire to give your customers continued satisfaction.

We are makers of Quaker Baking Powder, better than which there is none obtainable. Our travellers will tell you about it.

Mathewson's Sons

202 McGill St.,

Wholesale Grocers
P.O. Box 2360

Montreal

BUY RIGHT!

Scotch Whisky

Stromness Distillery, Orkney, Scotland

Irish Whisky

Cromac Distillery, Belfast, Ireland

Proprietors:

J. & J. McConnell, Limited

Dacre House, Arundel Street, Strand

London

CANADIAN AGENTS:

L. CHAPUT, FILS & CIE.

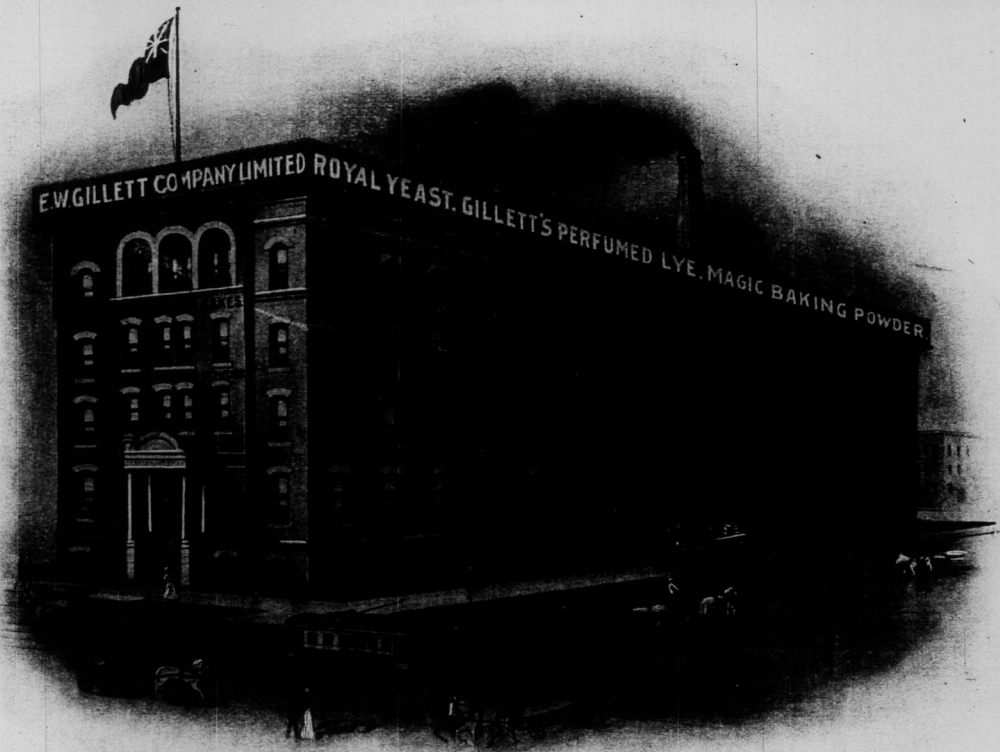
MONTREAL

In buying from the manufacturers you buy the RIGHT quality at the RIGHT price.

Established 1852.

GILLETT'S GOODS ARE THE BEST!

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



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

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

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

Goods you can **always** rely on.

Quality that never varies—the **Highest**.



“SHIRRIFF’S” GOODS

are recognized standard.



Shirriff's Concentrated Fruit Essences

Shirriff's Jelly Powders



Shirriff's Orange Marmalade

**IMPERIAL EXTRACT CO., TORONTO,
CANADA.**

Western Representative: Harold F. Ritchie

Montreal Representative: W. S. Silcock, 33 St. Nicholas Street



"THE TONIC"

Printed in two colors from our doubletone plates

Color Work adds vigor and emphasis to your advertising, and proclaims your publicity, your product, and your house as exceptional.

Its Cost is low in proportion to its effect, and its application as wide as the advertising field.

Don't overlook the fact that when we say "*Color Work*" we mean "*Good Color Work*."

THE TORONTO ENGRAVING CO., LIMITED

92 BAY STREET - - - - TORONTO

DESIGNERS
ILLUSTRATORS
ENGRAVERS

In BLACK
and WHITE
or COLORS

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

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

Redpath

the standard for excellence and purity.

Redpath's Granulated Sugar

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

All wholesale grocers keep it.

MADE BY

The Canada Sugar Refining Co.,
MONTREAL Limited

Time-Tried Coffees

are the most satisfactory to sell.

CHASE & SANBORN'S HIGH-GRADE BRANDS

were the standard forty-three
years ago.

Study and experience have
maintained this reputation so that
they are still the **Leaders.**

Chase & Sanborn

The Importers, - - - Montreal

Fine Carpet Brooms



H. W. Nelson & Co., Limited

TORONTO

Canada

GLASGOW:
Smith, Clatworthy & Co.
13 St. Vincent Place

LONDON:
Ellis, Phillips & Co.
3 Savage G'ds, Tower Hill

St. Lawrence Sugars

Granulated^{and} Yellows

are the

Best and Purest

in the market

The St. Lawrence Sugar
Refining Co., Limited

MONTREAL

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

Tartan BRAND

SIGN OF PURITY

Soaps
Spices
Peels

Canned Vegetables
Canned Fruits
Canned Salmon
Package Teas
Baking Powder

Coffees
Currants
Extracts

FULLY GUARANTEED BY

Balfour, Smye & Co., Hamilton, Ont.

Whittemore's Polishes won the "GRAND PRIZE" at St. Louis over all competitors. The HIGHEST award and ONLY "Grand Prize" ever given for Shoe Polishes.

WHITTEMORE'S POLISHES

THE WORLD'S STANDARD



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE." The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful finish. Once used, always used. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing.

"SUPERB" POLISHING PASTE. For giving all kinds of Patent or Shiny Leather Shoes a quick, brilliant and waterproof lustre, without injury to the leather.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. "Star" russet combination (10c size).

DIRTY CANVAS SHOES made perfectly CLEAN and WHITE by using Whittemore's "QUICK WHITE" Compound. No White dust. No rubbing off. In liquid form, so can be QUICKLY and EASILY applied.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing.

For Sale by All Wholesale Grocers.

MAHIQUES, DOMENECH & CO.

"M. D. & CO." Special Fancy Quality.

"W. ABEL." Standard Quality.

4 cr. layers.

Selected.

Fine off stalk.

Ask for these brands when buying

Valencia Raisins

They are recognized standards and leaders in the market.

The quality and appearance of these raisins is such as will please customers immensely.

Now is the season for Valencia Raisins. The above brands will interest you.

ROSE & LAFLAMME
AGENTS
MONTREAL AND TORONTO

Quality

is the Key-note of the success of these goods, which are in demand everywhere.

"Goodwillie's"

is a name that stands for THE BEST in Canned FRUITS IN GLASS.



ROSE & LAFLAMME
AGENTS
Montreal Toronto

Jams, Jellies, Marmalades,

ALEX. CAIRNS & SONS, Paisley, Scotland

Jams, Jellies and Marmalades are good lines to handle if they are put up by a house with a reputation for A1 quality. ALEX. CAIRNS & SONS bear such a reputation. Their name stands for the best in these lines. Their factory in Scotland is one of the best in the world. Their goods are in keeping. The prices we give below merit your consideration.

JAMS

1-lb. Patent Glass Jars	
Cases, 2 doz.	
Plum	\$1 90
Blackberry	2 10
Damson	2 10
Gooseberry	1 90
Apricot	2 10
Assorted	2 10
Red Currant	2 10
Strawberry	2 20
Greengage	2 10
Raspberry and Red Currant	2 20
Black Currant	2 30
Raspberry	2 20
Strawberry, cases, 12-7 lb.	
tins	10 75
Raspberry, cases 12-7 lb.	
tins	10 75
Assorted, cases, 12-7 lb.	
tins	10 25

JELLIES

1-lb. Porcelain Pots	
Cases, 4 doz.	
Apple	\$2 00
Gooseberry	1 90
Plum	1 90
BRAMBLE	2 20
DAMSON	2 20
1-lb. Patent Glass Jars	
Cases, 2 doz.	
Black Currant	2 80
Red Currant	2 80

MARMALADES

1-lb. Patent Glass Jars	
Cases, 2 doz.	
Scotch Orange	\$1 70
Home-made Orange	2 20
Tangerine Orange	2 30
Apricot	2 30
Fig and Lemon	2 40
Ginger	2 40
Ginger and Pineapple	2 40
Green Fig.	2 40
Green Fig and Ginger	2 40
Pineapple	2 40
Scotch Orange, 2-lb. glass,	
2 doz. in case	3 00
Scotch Orange, 2-lb. pots,	
2 doz. in case	3 00
Scotch Orange, in 7-lb.	
tins, 12 tins in case	7 80

Pure Calves' Feet Table Jelly—1 lb. square glass, patent air tight caps, in flavors, Orange, Lemon, Vanilla and plain	\$2.10
Pure Calves' Feet Table Jelly—2 lb. size, same style	3.75
Pure Calves' Feet Table Jelly—1 lb. square glass jars, cases 2 dozen, Champagne, Cognac, Maderia, Port and Sherry, doz.	2.50

F.O.B. Montreal. Net within 30 days. No discount.
In lots of Five Cases or more, 5 per cent. off above prices.

HUDON, HEBERT & CO.

AGENTS

Limited

MONTREAL

The Most Liberally Managed Firm in Canada

LEA'S

The Pickle With the Home HISTORY OF THE LEA

- 1901—Made by Mrs. Lea for her own table.
- 1902—Made by Mrs Lea for sale in their store.
- 1903—Demanded by the outside consumer. A small factory started.
- 1904—Premises too small ; moved into larger place and unable to supply demand.
- 1905—Factory used last year too small ; unable, on account of accomodation, to supply demand ; another addition.

Do you not think that Lea's Pickle must be a pickle c
purely on quality and without advertising ?
Will you try a small lot and be convinced ?

PACKED BY

The Lea Pickling and
SIMCOE,

LEA'S

the Home-Made Flavor

THE LEA PICKLE

1906—Demand so large that stock was all sold in March, and large orders received through balance of the Pickle season were not filled.

1907—Formation of the Lea Pickling Co. to enlarge premises and carry on business on a larger scale, with more up-to-date packages, but using the same care in packing goods, and processing done as before by Mrs. Lea.

be a pickle of quality to have attained this reputation

PACKED BY

ng and Preserving Co.

ONTARIO

LET US QUOTE YOU PRICES ON

TOILET SOAP

A large variety of high-class absolutely pure brands. Good sellers and the kind which retains customers. Liberal Profit.

SAVON FRANCAIS, - MONTREAL

C. PAGNEULO: Manager

Office: 392 St. James St.
Factory: 1653 Notre Dame St. East

**Keystone
Brooms**



**Brand
Brushes**

Do you know, Mr. Grocer, that you can

MAKE MONEY

by handling the right kind of brushes? We have a line of Scrub, Stove and Shoe Brushes which are

EASY TO SELL

on account of sheer merit. Solid backed, steel fastened, elegantly finished and made in a variety of the choicest materials. The prices are popular and there is a

GOOD MARGIN OF PROFIT

Write now for Samples.

Stevens-Hepner Company
Limited

Port Elgin, Ontario

STONEWARE JARS



of
every
description
and
size.

Special
shapes
to
order.

The TORONTO POTTERY CO.
LIMITED

Toronto, Canada

Write for Catalogue

Carpet Tacks Shoe Tacks

Clean Cut, Uniform Goods

All sizes in blued and tinned



One of our latest selling helps:
A child's wooden bank, silver and gold
finished. Full of carpet tacks. Retails at
5 cents. Packed in half gross and gross
boxes.

Samples and prices of our lines will interest you.
They will be cheerfully submitted to jobbers.

The Bazin Mfg. Co.
94 Arago St., Quebec



“WAGSTAFFE’S”

Fine Old English Xmas Plum Puddings

in porcelain bowls, packed 1 doz. in case,
2 sizes, to be retailed at 50 and 75 cents.

Our Celebrated Mincemeat

and

Plum Puddings

are now ready for delivery.

Get your orders in early.

Our New Season's Jams, Jellies

and

Sealed Fruits

are now in hands of the jobbers.

The name WAGSTAFFE on the label is a sure
guarantee of quality.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON

CANADA

Health and prosperity go hand in hand.
The whole country is drinking

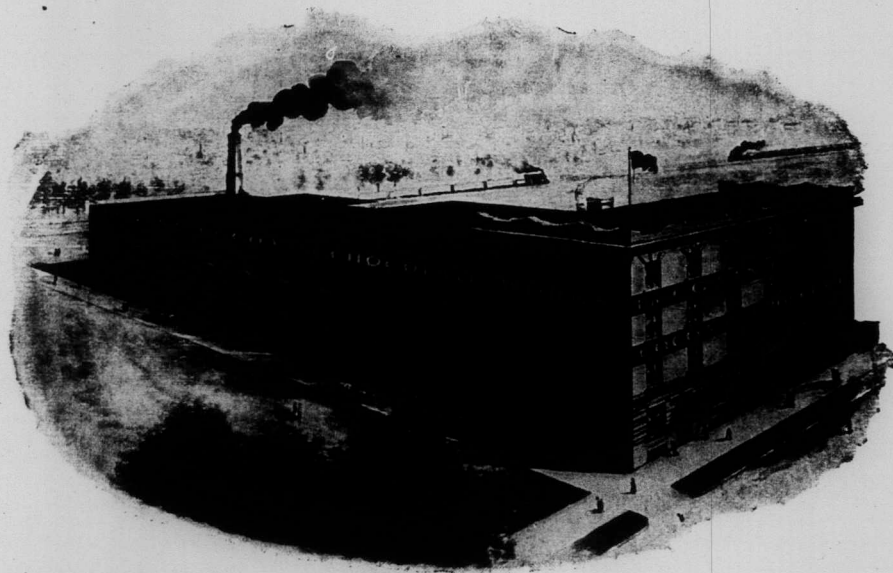
COWAN'S

The Maple Leaf

Perfection

Our Trade Mark

COCOA



Cowan's Milk Chocolate

is the purest and best—Croquettes, Wafers, Medallions, etc.

COWAN'S CHOCOLATE CREAM BARS

Cowan's Maple Buds

are unique. Nothing equal to them in any country. We have the design and name registered at Ottawa and will soon be able to fill all orders.

COWAN'S ICINGS, FOR CAKE

Chocolate, Pearl Pink, White, Lemon, Orange,
Almond, Maple and Cocoanut Cream.

THE COWAN CO., Limited, STIRLING ROAD DUNDAS STREET TORONTO

CHRISTMAS GOODS

You will find us headquarters for Christmas goods of every description for quick shipment and absolute satisfaction.

Full assortment of

**RAISINS, CURRANTS, PEELS
and NUTS**

of all kinds.

You cannot afford to be without our "**Encore**" Ceylon Teas. Try it. Red and Blue Label.

CANNED GOODS—Don't forget the famous OLD HOMESTEAD brand. You will make friends by keeping O. H. Canned Goods.

A complete and well assorted stock of staples always on hand. Write, wire or phone us your immediate wants and you will get prompt attention.

S. J. CARTER & CO., 58 MCGILL STREET, MONTREAL



Stock "the Best."

KIT COFFEE

IS
**BEST in Quality
SMARTEST in Finish
KEENEST in Price**



KIT is an up-to-date extract, entirely free from the bitterness so objectionable in ordinary essences.

By sheer force of merit it has achieved a remarkable success in the Home Market, and Merchants in the Dominion introducing KIT to their customers are laying the foundation of satisfactory repeat business.

For prices and all particulars, write **KIT Coffee Ltd., Govan, Glasgow.**

To be had in Montreal from Mathewson's Sons, 202 McGill St.

DRIED FRUITS

Before ordering New Crop goods for Fall Shipment, apply for prices to

**Thos. Bell, Sons & Co.
Montreal**

REPRESENTING:

A. Mahiques Paris,	- -	Denia
P. G. Barff & Co., Ltd.,	- -	Smyrna
D. S. Parthenopulo,	- -	Patras

ALL RELIABLE SHIPPERS

**VALENCIA RAISINS,
SULTANA RAISINS,
COOKING FIGS,
CURRANTS,
etc., etc.**

THOS. BELL, SONS & CO., Montreal

**Our Specialties Should Appeal
to You**

They Are the Finest of Their Kind

Crossed Fish Brand Sardines

H. P. Pickles and Sauce

Clarnico Specialties

French Peas, Mushrooms, Olive Oil
etc., etc.

French Fruits, Cherries
Glaze and Crystalized

Shelled Nuts, all descriptions

W. G. PATRICK & CO.

IMPORTERS

Montreal

Toronto

Winnipeg

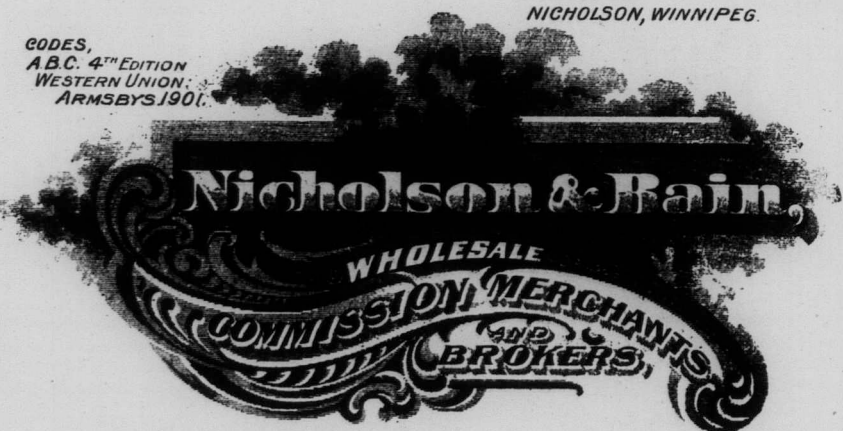
THE CANADIAN GROCER

E. NICHOLSON

D. H. BAIN

CABLE ADDRESS
NICHOLSON, WINNIPEG.

CODES,
A.B.C. 4TH EDITION
WESTERN UNION
ARMSBYS 1901.



Winnipeg,

October 1, 1907.

BANNATYNE ST. EAST.
TRANSFER TRACK.

CALGARY BRANCH. NICHOLSON & BAIN.

TO MANUFACTURERS AND SHIPPERS

The largest, most progressive and pushing Wholesale Commission House in Canada can take on a few more first-class accounts. We sell jobbers only, and all our accounts are first-class. We have offices and warehouses in Winnipeg, Calgary and Edmonton, and cover the Western Territory from the Lake front to the Rockies.

Very truly yours,

NICHOLSON & BAIN,

Wholesale Commission Merchants and Brokers

Offices and Warehouses:—

CALGARY

WINNIPEG

EDMONTON

ESTABLISHED 1882.

E. NICHOLSON

“Warehouse and Office”
Second Street West

D. H. BAIN

P.O. Drawer 1691
Phone 298

CODES:
A.B.C. 4th Edition
Armsby's 1901
Western Union

Nicholson & Bain

CABLE ADDRESS:
Nicholson,
Calgary.

WHOLESALE

Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG

Calgary, Alta., October 18th, 1907

To Manufacturers and Shippers: ALBERTA

What does this province mean to you?
Are **your** goods known here?

WHY NOT?

Would you like to have your brands named among
stable lines used in Western Canada?

You naturally do, and we therefore offer you our
services to act as your representatives in **ALBERTA**. We
will be glad to have an opportunity to introduce
your goods, and establish same with the Wholesale
Grocery Trade of this province. **Write us** at once.

Distribution. We are distributing cars of
general merchandise from Calgary for several firms in
Eastern Canada. Are you receiving satisfaction from
the parties now handling your shipments? **If not,**
write us for our rates.

We are,

Yours truly,

NICHOLSON & BAIN

You want the goods at the right prices, and you want them quick. Give us a trial.

OUR SPECIALTY—

We guarantee shipment of all orders the same day as received.

Phone No. 294.

**Office,
Dewdney St.**

GAMERON & HEAP, LIMITED, REGINA, SASK.
Importers and Wholesale Grocers

A full line of Staple and Fancy Groceries, Smoked Meats and Lard.

Complete stocks of Tobaccos, Cigars and Cigarettes.

Tetley's and Salada Teas.

We Solicit Your Patronage.

Give Us a Trial.

P. O. BOX 112

Phone 3576

MASON & HICKEY

Manufacturers' Agents

Agents for

E. D. Smith

Pure Fruit Jams, Jellies, Preserves

Gorman, Eckert & Co., Ltd.

Coffees, Spices and Olives

Wallaceburg Sugar Refinery

The Port Huron Salt Co.

Ingersoll Packing Company

Standard Computing Scales

and Cheese Cutters

Millar's Paragon Cheese

WRITE US FOR QUOTATIONS—WE CAN SAVE YOU MONEY

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

108 PRINCESS STREET, WINNIPEG, MANITOBA

There is More

Gold Standard

BAKING POWDER

sold in Western Canada than any other one brand. And there are reasons for this—good ones. The first is GUARANTEED quality; the second, our advertising; and lastly, the large percentage of profit you (the dealer) make by selling it. Let us tell you about our plan, and how we help you sell GOLD Standard Products.

THE CODVILLE COMPANY, Limited
WINNIPEG, MAN.

It pays to have proper connections in

The West

We have first-class facilities for distributing cars and we make a specialty of this line.

Consign your cars to us and please your customers. Our storage facilities are complete—plenty of room in our new quarters.

Charges Reasonable

Satisfaction Guaranteed

R. B. WISEMAN & CO.

Storage, Warehousing and Distributing Agents

23 Bannatyne Avenue East

WINNIPEG, MAN.

BLACK JACK

WILL BRING NEW CUSTOMERS TO YOUR STORE.

TRY IT



SOLD BY ALL JOBBERS

3/4-lb. tins—8 doz. in case.

150,000 Cans

A Day is our Capacity

Every one of these cans we stand prepared to back. We guarantee their perfection. Each can is made on our most modern automatic plant, which is in charge of skilled workmen. The material used is of the finest quality obtainable, highly-coated British tin-plate.

There is not another factory on the continent turning out better cans than are we, and we are prepared to supply

Fruit Cans

Vegetable Cans

Meat Cans

Syrup Cans

Key-Opening Cans

Spice Cans

Baking Powder Cans

Coffee Cans

Lard Pails

in fact every conceivable variety of can, pail, or other tin receptacle used for commercial purposes.

Extra-coated Tin-plate Cans

which we are manufacturing in large quantities are giving the greatest satisfaction to users. These are the acme of perfection in can-making. Like all other of our cans, they enable the packer to put up a clean, sanitary, neat and perfect line of goods. Your enquiries about this special line will meet with our prompt attention.

If at present we are not making your cans, get into communication with us and we will forward you samples and quotations.

To reach us, address:

ACME CAN WORKS

Jas. B. Campbell

"PERFECT CANS"

Wm. Pratt

MONTREAL

THE TIN AND THE TEA

If LIPTON'S TEAS were sold in bulk and were subject to damage from dust and odors like ordinary teas, they would still have a far better taste.

But they are sealed in air-tight tins. Not the smallest amount of the original aroma is lost. When the tea is brewed every leaf contributes the same flavor-strength it had when it was packed.

That this combination of QUALITY and PURITY is appreciated in Canada, as elsewhere, is shown by the big advances in the Canadian sales of

LIPTON'S TEAS

OVER 1,000,000 PACKAGES SOLD WEEKLY
PACKED IN TIN, TO KEEP THE FLAVOR IN
THE SAME

LIPTON STANDARD
OF
QUALITY AND PURITY

IS TO BE FOUND IN

LIPTON'S COFFEE
JAMS AND MARMALADE
PICKLES
JELLY TABLETS

and Sundry Grocers' Specialties

Write for Full List of Quotations to

THOMAS J. LIPTON
75 FRONT STREET EAST
TORONTO

Codou's

¶ The faultless product of a faultless factory—a factory

whose seventh time enlargement is due entirely to

The Satisfaction of Unvarying Quality

It's the old story of the success that comes to those who live up to an ideal standard—the highest.

Macaroni

Taylor's

¶ Candied and Drained Peels, produced by specialists in this one thing from year's end to year's end. Their

Unvarying Quality

has won an enviable reputation among the elect. The entire time of the makers is devoted to maintaining the standard

Peels

"Thistle"

¶ The brand that sells solely on its recognized merit, which was gained by conscientious effort to maintain

Unvarying Quality

Clean, wholesome Haddie that win confidence and hold permanent trade. The brand that sells—the "Thistle"

Haddie

Arthur P. Tippet & Co.

Sole Canadian Agents

8 Place Royale, - Montreal

Educate your customers to look for this Seal
on their Canned Goods.



It is a **GUARANTEE of QUALITY.**

THIS SEAL APPEARS ON :

"CANADA FIRST"	Brand, Aylmer Canning Co.
"LOG CABIN"	" Miller & Company
"LITTLE CHIEF"	" A. C. Miller & Co.
"AUTO"	" Canadian Cannery, Ltd.
"HORSESHOE"	" Bowlby Bros.
"KENT"	" Kent Canning Co.
"LYNN VALLEY"	" Simcoe Canning Co.
"MAPLE LEAF"	" Delhi Canning Co.
"LION"	" W. Boulter & Sons
"THISTLE"	" Brighton Canning Co.
"GRAND RIVER"	" F. R. Lalor Canning Co.
"WHITE ROSE"	" Lakeport Preserving Co.

The popular Brands for over a quarter of a
century.

Our Motto : **QUALITY and CLEANLINESS**

CANADIAN CANNERS, LIMITED

The Plain Truth is

that no brand of canned fruits and vegetables on the market can surpass the

FARMER BRAND

We never buy any fruits or vegetables which show the slightest trace of badness. If anything acquires the least taint while in our factory, it is at once cast away. Not only is our **factory a model** of cleanliness and scientific sanitation, but **every employee** is subject to the most **rigid rules of personal cleanliness**. It is only natural that such carefulness in selection and preparation, combined with the use of the latest improved machinery, should result in the

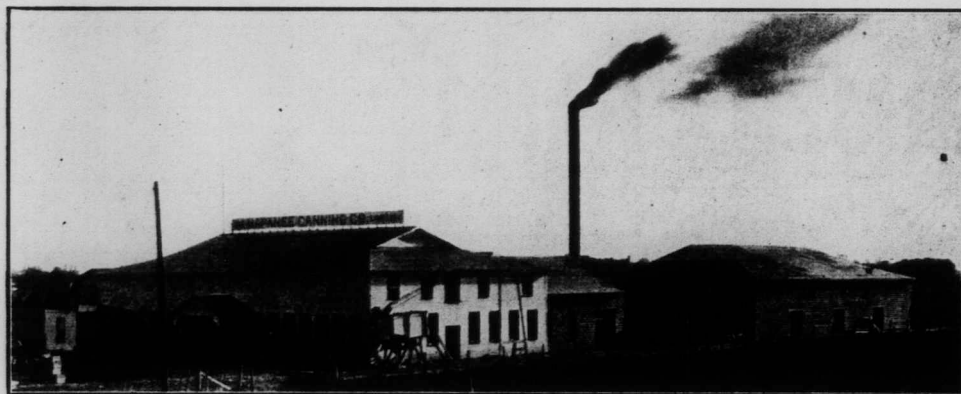


FARMER BRAND

being the undisputed leader of the Canned Goods Trade.

FARMERS' CANNING CO., Limited
Bloomfield, Ontario

"Canada's Pride"



Canned Fruits and Vegetables maintain their high standard of quality, being grown in the best of the Bay of Quinte District, packed in the most up-to-date and sanitary factory in Canada, in which every care in regard to cleanliness is taken by expert workmen, thus insuring the highest perfection possible to attain.

We assure the trade that our goods will give every satisfaction and be a trade winner.

Give "Canada's Pride" a Trial and be Convinced.

Packed by

Napanee Canning Co.

LIMITED

W. A. CARSON, Manager

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... who themselves have and gives other special grants.

CANNING FACTORIES ARE IN BAD SANITARY CONDITION.

Condemned by Provincial Health Authorities in
Strongly-worded Reports—Housing Arrange-
ments Are Bad—What is Recommended

Condemnation of some of the exist- failures, and properly qualified men who
ing conditions in Ontario canning factor- will devote the whole time
important feature of a re- tary administration

This heading of an article printed in the Toronto Globe, shows to what extent the health authorities have been hammering the canning factories. Essex goods are free from all imperfections; all work being done under ideal conditions in the most modern and up-to-date preserving establishment in Canada. From the very outset we have had before us the thought that canned food products were worthy of all the care and patience that clean, healthy work-people could give them, and Essex goods show their superiority in every comparison of flavor and perfection.

Essex Corn

Essex Tomatoes

Essex Peas

Essex Beans

Essex Pumpkins



Essex Fruits

Essex Gal. Apples

Essex Apple Butter

**Essex Jams and
Jellies**

Essex Catsup

And lastly the famous Essex Pork and Beans

**The Essex Canning and Preserving Company,
Limited**

Head Office: - 28 Wellington St. E., Toronto, Canada

Factory at Essex, Ont.

**QUAKER
CANNED
GOODS**

Packed by
The Bloomfield Packing Co.
at Bloomfield, Ont.



JA

B

The

Trade Winners

To secure a successful fall trade it is necessary to buy the best goods the market affords, so it is in the interests of the retail trade to buy

GLADIATOR CLEANED CURRANTS

CHAMPION CLEANED CURRANTS

PRIZE WINNER CLEANED CURRANTS

**SOVEREIGN, IMPERIAL AND REGAL
MALAGA RAISINS**



**AND BEAVER
CANDIED PEELS**



CANNED FRUITS and VEGETABLES

Tried and found satisfactory and gaining more trade every year.

JAMES TURNER & CO., Limited, Hamilton, Ont.

MR. GROCER! WHY NOT BOOM BUSINESS WITH THE

Burlington Brand?

Perhaps you don't know about the Burlington Brand of Canned Fruits and Vegetables! Well, the Burlington Brand is the brand which is produced in the heart of Canada's garden country. Every piece of Fruit and Vegetable used is the very pick of the season's crop in Canada's garden. The factory where the brand is put up is away ahead of even the Government requirement as to sanitation and the personal cleanliness of employees. Every can is in itself a guarantee of excellence.

No Wonder There Is Money in It!

The Burlington Canning Co., Limited, Burlington, Ont.

You will never hear a complaint about the quality of the

Old Homestead Brand of Canned Fruits and Vegetables

The trouble with ordinary canned goods is that people continually express dissatisfaction with them. Now, Mr. Grocer, why bother handling canned goods about whose quality you are not sure? You don't make any more money with them, and you risk losing some good customers. The wise grocer makes it a point to stock the

Old Homestead Brand

He can safely recommend it to his customers.

The Reasons Why

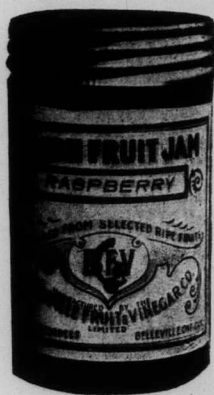
are quite simple. Old Homestead Brand contains only the very highest grade of fruits and vegetables. They are selected from the best sources by experts. They are put up in a factory which positively cannot be excelled for cleanliness, scientific machinery and skilful employees.

And the grocer's profit is just right.

The Old Homestead Canning Co.
Picton, Ontario

The Canadian Government Approves

of our Jams and Jellies, as is shown by the following letter. The most rigid examination resulted in the highest approval.



COL. EUGENE FISET,
Deputy Minister of Marine and Defence,
OTTAWA.

SIR:—I beg to advise you that the samples of **Raspberry and Blackberry Jam** and samples of **Jelly** manufactured by the **Belleville Fruit and Vinegar Co., Ltd.**, submitted with your letters of the 17th and 18th, have been examined at the laboratory here, and are **pronounced to be genuine.**

I remain, sir,
your obedient servant,
(Sgd.) W. J. GERALD,
Deputy Minister.

Department of Inland Revenue,
Ottawa, April, 26, 1907.

OUR PURE APPLE JUICE

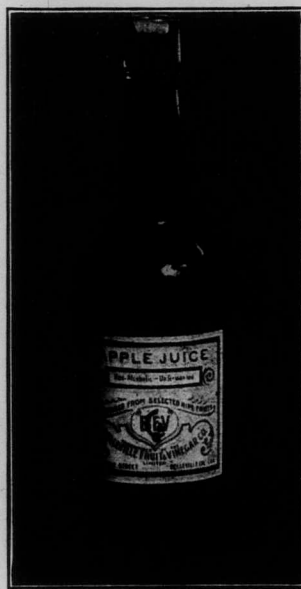
for drinking purposes is something that every grocer would profit by knowing about. It is the most delicious refined apple juice ever bottled for drinking purposes, and meets with the instant approval of everyone who tries it.

OUR PURE CIDER VINEGAR

is well known among grocers as the purest and most satisfactory vinegar, for the table or for pickling, ever put on the market. You may order in bottles or by kegs of various sizes. A trial order will prove—by your profits—the absolute truth of our statements.

OUR PURE TOMATO CATSUP

is made of the finest grade of tomatoes procurable. It differs from most so-called Tomato Catsup, because it preserves the exquisite flavor of tomatoes, blended with the purest spices. It is a great seller.



WRITE US ABOUT THESE SPECIAL LINES!

The Belleville Fruit and Vinegar Co., Limited
Belleville, Ontario

THE BEST SELLING BRAND

of Canned Fruits and Vegetables on the market is undoubtedly the

Riverdale Brand

There are the soundest reasons to account for it. The material used is only the highest grade of fruit and vegetables from Canada's garden district. The factory is a marvel of scientific sanitation and up-to-the-minute mechanical perfection. And the employees are highly skilled people, of great personal cleanliness.

Is it any wonder that Riverdale Brand is the best?

The Lakeside Canning Co., Ltd.
Wellington, - Ontario

RELIABILITY

is an important point for you to consider. We are reliable. You may guarantee to your customers that the

PALACE CAR BRAND

Canned Fruits and Vegetables are of the highest quality even though they are moderate in price. Perfect Fruits and Vegetables, perfectly packed, is our business motto.

St. Thomas Canning Co., Limited
St. Thomas, - Ontario



**CAPSTAN BRAND
PURE MINCE MEAT**

Package Mince Meat
Put up in 1/4 gross cases.

Bulk in 7-lb. Pails,
1/2 dozen in crate.
25-lb. Pails and 75-lb. Tubs.

Capacity one ton per hour.
Sold by all Sale Dealers

The CAPSTAN MFG. CO., - Toronto, Ont.

BRANSON'S

**CONCENTRATED
COFFEE**

Unquestionably the most popular and the best coffee extract on the market. Made from highest quality coffees with right proportion of chicory.

Good cup results assured.

Unvarying Quality.

Large Bottles.



**CONCENTRATED
COFFEE**

A quick selling article that always gives satisfaction. Price is right, and good margin of profit. Be sure you have it during picnic season.

Thirty years' reputation.

Deserving its title—"the best."

Large Bottles.

Branson & Co., Ltd., Chase Works, Clapham, London, S.W., Eng.

There's Been a Change

in our firm name. Purnell, Webb & Co., Limited, is now Purnell & Panter, Limited. But there has been no change in the high quality of

PURNELL'S PURE MALT VINEGAR

Brewed from the very finest English malt. Purnell's vinegar has never been equalled for table use.

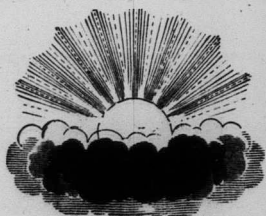
PURNELL & PANTER, LIMITED BRISTOL, ENG.

EST. 1750

Apply to Agents for further particulars:

R. JARDINE, ST. JOHN, N.B.
H. HASZARD, CHARLOTTETOWN, P.E.I.
R. MITCHELL & Co., 26 St Peter St., QUEBEC.
C. S. HARDING, Room 46, Canada Life Building, MONTREAL.

BICKLE & GREENING, HAMILTON, ONT.
CARMAN-ESCOTT Co., 722 Union Bank WINNIPEG, MAN.
O. E. JARVIS & Co., VANCOUVER, B.C.
KYLE & HOOPER, 37 Front Street East - TORONTO.
MESSRS. ERB & RANKIN, Commission Brokers - HALIFAX.



EVEN THE SUN SEEMS BRIGHTER

If you can get your customers using

CLIMAX SOAP

Unequalled as a cleaner for general domestic use. Good profit for the dealer.

**FINE LAUNDRY SOAPS,
CONCENTRATED LYE,
LAUNDRY CHIPS,
BROKEN CAUSTIC, ETC.**

No Premiums

Prices Right

Samples and Prices on Application.

DARLING & BRADY - MONTREAL

98 St. Charles Borromeo Street

"A Word to the Wise is Sufficient."

We do not claim to be the "**Oldest**" nor yet the "**Largest**" Grocery House in the Dominion, but an experience covering nearly 40 years' close contact with the grocery business justifies us in assuming that we know something of the trade's requirements.

It Pays to Keep First-Class Goods

If our friends want "**Job Lots**" or "**Cheap John**" lines, they will have to get them elsewhere.

OUR MOTTO: First-Class Goods at Bottom Prices.

VALENCIA RAISINS

Trenor's "**Blue Eagle**" Selected and Layers. Trenor's "**Aranda**" Selected.
Rowley's **F. O. S.** and Selected.

CHOICE CLEANED CURRANTS

Loose and in 1-lb. packages; in Cases and Half Cases, to arrive by direct steamer, and in stock.

Agents in Montreal for "**CANADA'S PRIDE**" Canned Goods.
Acknowledged the best in the Dominion.

TEAS of every description carefully selected at bottom prices.

WILLIAM GALBRAITH & SON

80-82 St. Peter Street, - Wholesale Grocers - MONTREAL

A Conviction

has been reached by the great majority of the public that

2 in 1



is the best boot polish on the market. It has been indisputably proven that 2 in 1 preserves leather and adds to the life of any pair of shoes upon which it is used.
Buy now before the cold weather sets in.

Are You meeting the Demand?

The F. F. Dalley Co.

Limited

HAMILTON, Canada

BUFFALO, U.S.A.

Brunner Mond & Co.'s

WASHING SODA

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

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA.

TALBOT FRERES

BORDEAUX, FRANCE

Quality is of paramount importance in imported lines. Without it they cannot please customers. The reputation borne by the goods put up by Talbot Freres is the best guarantee of their superiority over other brands. One trial order will convince you of the truth of this statement. Note our quotations.

ASPARAGUS, WHOLE

1½-lb. tins, cases, 4 1-6 doz., per doz.	-	\$3.25
2-lb. tins, cases, 4 1-6 doz., per doz.	-	3.75
3½-lb. tins, cases, 2½ doz., per doz.	-	6.00
Glass Jars, cases, 2 doz., per doz.	-	5.00

ASPARAGUS, TIPS

Case, 100 1-lb. tins	- - -	20.00
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STRING BEANS

Extra Fins, case, 100 1-lb. tins	- -	16.00
Fins, case, 100 1-lb. tins	- - -	14.00
Moyens, case, 100 1-lb. tins	- -	13.00
Extra Fins, case, 2 doz., glass jars, doz.	-	3.50
Fins, case, 2 doz. glass jars, doz.	- -	3.00

MUSHROOMS

1 er Choix, case, 100 1-lb. tins	- -	30.00
Choix, case, 100 1-lb. tins	- - -	27.00
Hotel, case, 100 1-lb. tins	- -	21.00
Extra, case, 2 doz. glass jars, doz.	-	5.50

GREEN PEAS

Sur—Extra—Fins, case, 100 1-lb. tins	-	18.00
Extra Fins, case, 100 1-lb. tins	- - -	16.00
Fins, case, 100 1-lb. tins	- - - -	14.00
Mi-Fins, case, 100 1-lb. tins	- - -	12.00
Extra Fins, case, 2 doz. glass jars, doz.	-	3.50
Fins, case, 2 doz. glass jars, doz.	- -	3.10

ARTICHOKE (Bottoms)

Case, 100 1-lb. tins	- - - -	25.00
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LIMA BEANS (Flageolets, Fins)

Case, 100 1-lb. tins	- - - -	14.00
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BRUSSELS SPROUTS

Case, 100 1-lb. tins	- - - -	15.00
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MIXED VEGETABLES (Macedoines)

1 er Choix, case, 100 1-lb. tins	- -	12.00
Extra, case, 2 doz. glass jars, doz.	-	3.20

Terms: F.O.B., Montreal, net 30 days

HUDON, HEBERT & CO.

LIMITED

Canadian Agents

MONTREAL



DO YOU KNOW

the facts about the lines of maple syrup and maple sugar which we offer you?

Perhaps you do. Maybe you do not.

Let us tell you.

To start with, we require from each and every producer from whom we purchase, a signed statement to the effect that **every gallon maple syrup we buy** from him **is absolutely pure**; that it **is made from the sap of the maple tree only**.

We operate in Quebec Province, **the largest producing district in the world**. **We are right in the heart of the maple forests**. This is a significant fact. Adulteration is unnecessary. We can secure the pure article right at our doors. **We have no temptation**.

Besides, you have our absolute guarantee that the goods offered you are not adulterated in any respect. **They are pure after Government analysis**.

Therefore, you are assured of quality.

Our lines are **labelled most attractively**, put up in glass or tin, as illustrated.

They sell on sight because they are of **better appearance than any other line on the market**.

Write us if you are not handling our lines.

P
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ASK FOR

Pride of Canada

Sugars and Syrups



MAPLE TREE PRODUCERS' ASSOCIATION
WATERLOO, QUE.

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

Sterling BRAND

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



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

THE T. A. LYTTLE COMPANY,
LIMITED

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

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

Phones: Office and Orders—Main 1531.

Shipping Room—Main 4552.

SALTING STATIONS—103-5-7 Richmond St. W., Toronto, Holland Landing, Scotland, Clarkson, Streetsville, Ont.

A Comparison of our
Paradise and Haycastle Currants

and other currants offered can only convince you that these two brands stand in a class by themselves, on account of their splendid appearance and fine flavor.

You need the best Currants for your Fall and Winter trade.

Ask Our Travellers

W. H. Gillard & Co.

Wholesale Grocers, Hamilton

Branch House, Sault Ste. Marie



The greatest argument for the sale of

**"Cow Brand"
Baking Soda**

is that of absolutely superior merit. It has other strong features, but its **Purity** and **Strength** will make pleased customers.

Such customers mean profit.
Demand "Cow Brand."

CHURCH & DWIGHT
Manufacturers
MONTREAL

Phenix Washing Powder
Is the Best on the Market

BECAUSE:

It cleanses more thoroughly than any other powder.

It cannot be equalled as a household washing powder. There is no dirt it will not dissolve.

It is the best powder for use in business houses. Printers find it invaluable. Painters use it in preference to all others. Machinists get greater satisfaction from its use than from any other brand.

These reasons, and the reasonable price at which *PHENIX WASHING POWDER* retails, should convince you of the desirability of handling this famous brand.

Write to-day for a trial lot. All jobbers sell PHENIX.

C. A. CHOUILLOU & CO.

Wholesale Distributors for Canada.

14 Place Royale, - MONTREAL

Importers  Exporters

Telephone Main 4817

L. Fontanel & Co.

4 and 6 St. James St., Montreal

20, Rue Reamur, Paris, France

Montreal, October 18, 1907

To the Wholesale Grocers of Canada:

Gentlemen,

We beg to inform you that we have just opened at 20 Rue Reamur, Paris, France, a branch of our Montreal office.

We devote our entire attention to the import and export trade, and the possession of this office will place us in a most favorable position to take care of your wants in these directions. We are in direct touch with the largest and best producers and large firms in France, Italy and Spain, and can give you information concerning them, and quote you prices on goods from these countries, most expeditiously.

Inquiries will be cheerfully answered, and we shall be pleased to send you quotations on our goods c.i.f. any port in Canada.

At any rate, send us your name on a postal, it only costs you one cent, and we will place it on our mailing list. It will be to your advantage.

Hoping to be favored with your inquiries,

We remain, dear sirs,

Yours very sincerely,

L. FONTANEL & CO.

The Purest Form in which Syrup can be sold

A product of selected sugar cane, pleasing flavor, golden color, thick as butter, as good as imported.

Just the kind to please the house-keeper.

Free samples to give your customers and help you make sales.

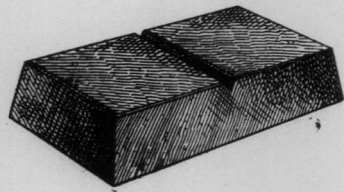
Get a stock at once. It sells on sight.

Kitchen Molasses

Canada's Standard—for cooking.
Baking Ginger Bread and Baked Beans.



Maple Sugar



**Guaranteed
Absolutely
Pure**

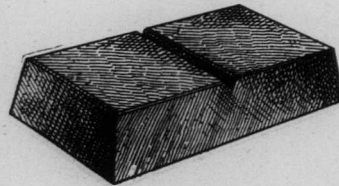
Just as advertised. Read Bulletin No. 140, just issued by the Inland Revenue Department. **Not one sample found to be adulterated.** We have picked out an extra light-colored sugar to sell you this season. Order now.

Color, flavor, purity guaranteed. Freight prepaid up to 40c. per cwt.

48 blocks to a case, \$3.00. Sell at 10c. each—60% profit.

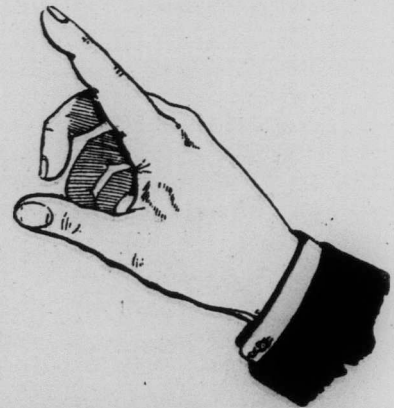
40 blocks to a case, \$3.00. Sell at 10c. each—33 $\frac{1}{3}$ % profit.

Scored. Can be broken in two to sell at 5c.



The people who help the retailer. Talk to our Specialty travellers.

5-case order, Free Samples.



THE IMPERIAL

Montreal

THE RELIABLE FIRM WITH A GOOD
Winnipeg Edmonton

SY

NAME FR
Calgary

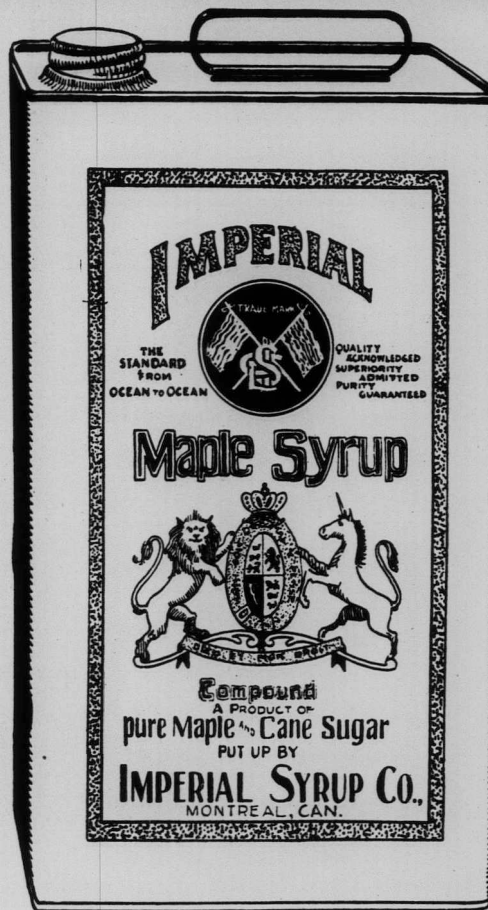
The Brand which made Canadian Maple Syrup Famous

It stands for all that is best
and purest in the manufac-
ture of Maple Syrup.

Experience
Quality
Cleanliness

Sales increased 100% last year.

No advance in prices. Order one of our assorted
5-case lots from Montreal. Freight paid up to 40c. per cwt.



Java Cane Syrup is made from the Pure Cane

Clear, wholesome and heavy body.
The Syrup to sell in Canada's great
West.
Costs no more than common syrup.
It's the syrup with a good flavor.
Sold from Winnipeg to Vancouver.
All jobbers push it.
Watch it get popular—See the sales
grow.

Our branches:

Winnipeg, Brock & Kirkland.
Calgary and Edmonton, Dominion
Brokerage Co.

AL SYRUP CO.

NAME FROM OCEAN TO OCEAN
Calgary

Vancouver



Stock . . .

ECLIPSE SOAP

Largest variety of premiums offered in Canada.

John Taylor & Company
Toronto

A Woman's Whim

as far as starch is concerned is generally pretty sound sense. She does the work and she knows just how much trouble can be saved by using good starch. Just introduce her to

IVORINE

and she'll be a friend of yours. Ivorine is the most economical and satisfactory laundry starch on the market. How is your stock of Ivorine?

ST. LAWRENCE STARCH CO.
LIMITED
PORT CREDIT, ONT.

Gordon Grant & Co.

Established 1872.

Port-of-Spain, Trinidad, British West Indies.

Merchant Bankers and Commission Agents

Exporters of all Trinidad and Venezuelan Produce. Agents and Proprietors of SUGAR, COCOA, COCOANUT and ASPHALT PROPERTIES.

Agents of the P & B. CANADIAN LINE OF STEAMERS; CONSIGNMENTS OF CANADIAN AND OTHER GOODS Promptly and advantageously handled.

DO YOU CONSIGN?

GIVE **WATSON, BOYD & CO.** A TRIAL
TRINIDAD, B.W.I.

Best Results Obtained

Enquiries Solicited

Cable Address: BOYD, TRINIDAD

Prompt Returns

All Codes Used

LONDON AND NEW YORK: FRAME & CO.

Butter Pots, Churns, Jugs, Flower Pots, Vases

Hart's
Family
Filter
will give
Satisfaction.

Belleville Pottery Co.
Belleville, Ont.

Fire Bricks
Fire Clay
Fire Sand
Rockware
Earthen
Flower Pots

Prices and Quality are Right.



"GLOBE" with Percolator.

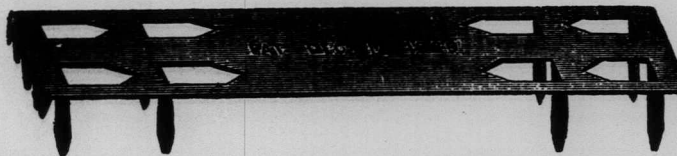
This pot speaks for itself. When tea is drawn take the Percolator out and tea remains free from tannin.

We make seven sizes of this, also The Champion Tea Pot. Send for price list.

R. CAMPBELL'S SONS

HAMILTON POTTERY
HAMILTON, - ONTARIO

**WARMINTON'S
CLUTCH NAILS**



The best device on the market for Repairing and Strengthening Boxes. You know **them**. If not, **try** them. Stock up for your fall trade.

Samples on request.

J. N. WARMINTON

43 Scott St.,
Toronto.

207 St. James St.,
Montreal.

J. B. RENAUD & CIE

WHOLESALE GROCERS

**Flour, Grain, Feed, Provisions, Meat,
Butter and Eggs**

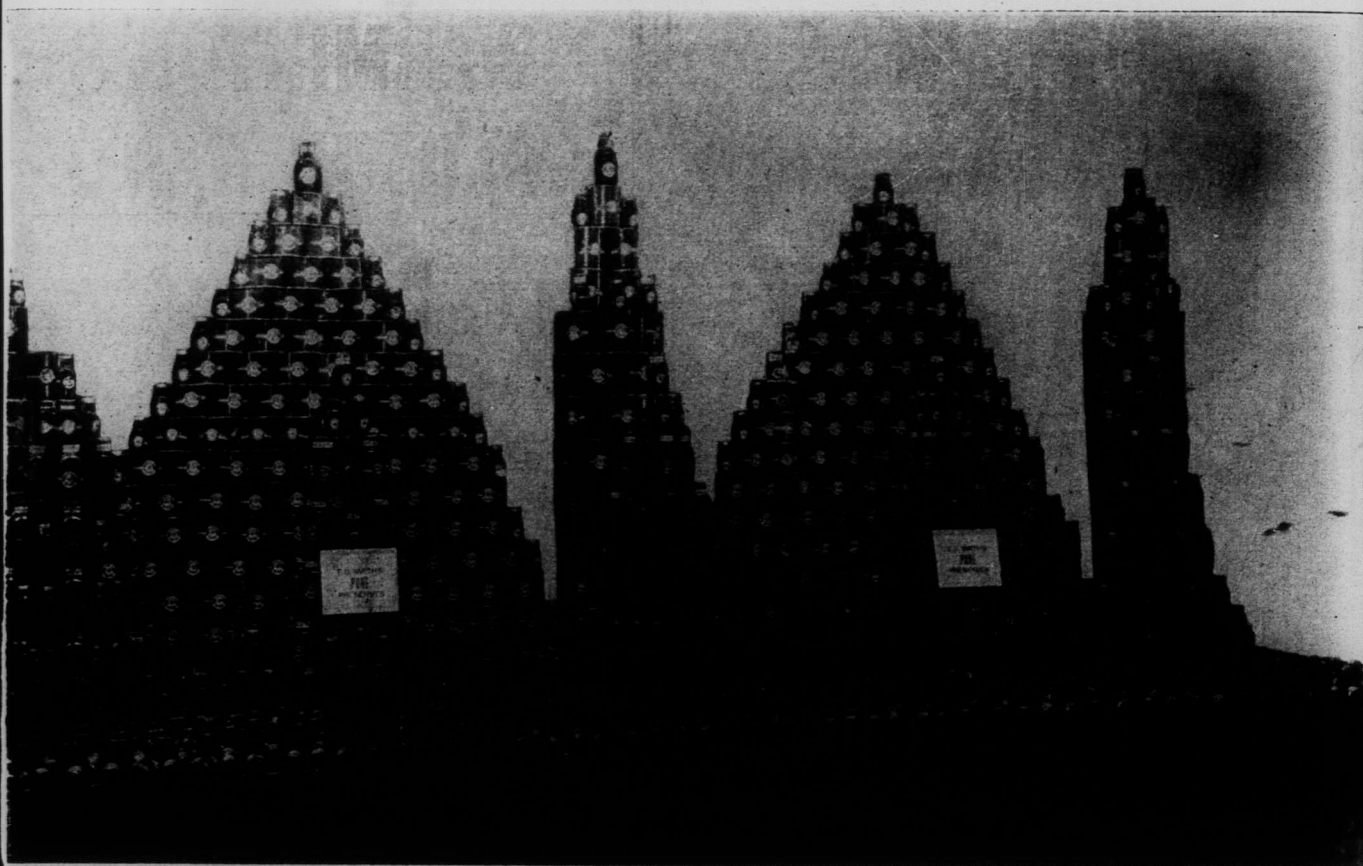
THE LARGEST EXPORTERS OF BEAUCE MAPLE SUGAR

118-140 St. Paul Street, - QUEBEC

E. D. SMITH'S

Jams, Jellies and Preserves

GUARANTEED PURE



The above is a reproduction from a Photograph of a Window taken in Winnipeg showing

E. D. SMITH'S

Pure Jams, Jellies and Preserves

These highest grade goods are sold by all the Best Grocers in Canada

PLACE A TRIAL ORDER THROUGH YOUR JOBBER

Manufacturer's Agents : W. G. Patrick & Co., Toronto ; W. H. Dunn, Montreal ; Mason & Hickey,
Winnipeg ; W. A. Simonds, St. John, N.B. ; A. & N. Smith, Halifax, N.S.



Naptho

SOAP

MADE IN CANADA

THE WELCOME SOAP CO., ST. JOHN, N.B.

Naptho

can be used in either HOT
or COLD water; or

can be used as an ordinary
laundry soap, and yet will
do anything that the special
soaps will do.

Naptho

will remove grease spots,
paint, fruit stains, or any
ordinary stains without
leaving the material marked.

WE WANT TO HEAR.



**if you are satisfied with
your Match Business**

Do you ever have complaints as to quality?

Are you satisfied with the profits?

Can you handle another line guaranteed equal to the best in every respect?

If any of these questions interest you just drop us a line for particulars and we can interest you still further.

Our Leading Lines

Laurier, Sulphur Match	Princess, Parlor Match
Gramophone, "	Beaver, " "
Safelight, Silent Match	Daisy, " "
Togo, Parlor Match	Liberty, " "

The Improved Match Co.

Montreal Limited

Office
324 Board of Trade Bldg.
Tel. Main 3244

Factory
Drummondville, P.Q.

**Lucky
Canners**

We know of some canners with headquarters in Ontario and the West who are shaking hands with themselves to-day. Because their foresight was as good as their hindsight and, foreseeing a scarcity and likelihood of increased prices in the East, they put large quantities in our storage warehouse, where from time to time lately they have been letting them out at increased profits.

At times last year we had as many as 60,000 cases for different enterprising canners.

We have special facilities for storage of Canned Goods, Teas, Coffees and all Grocer's Sundries, Wines, Liquors, etc.

Deliveries and transhipments to all Steamship Lines, Railroads, and Merchants in the city and vicinity.

Lowest rates of Insurance. Loss by vermin and deterioration reduced to a minimum.

Customs, Storage, Cartage, Transhipping and Delivery of Goods, Insurance and Warehouse Receipts arranged by one Company, by one Letter. Less worry for merchants and manufacturers when dealing with a Company of large financial responsibility.

**Terminal Warehouse
and Cartage Co., Ltd.**

12-38 GREY NUN ST.

MONTREAL

"EDINBURGH'S PRIDE"



EVERY BOTTLE OF

**Symington's
"Edinburgh"
Coffee Essence**

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

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

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

**Thos. Symington & Co.
EDINBURGH**

Agents for Ontario—
Messrs. W. B. Bayley & Co., Toronto.
Agents for Quebec—
Messrs. F. L. Benedict & Co., Montreal.



THE
MOST BEAUTIFUL

Line of

**Xmas Cracker Novelties
Table Decorations and
Xmas Stockings**

ever offered to the Canadian trade.

These goods are most popular in Great Britain and United States at the present time, and large quantities have been sold by some of the leading Canadian houses for the past five years.

The Profit is Large

Write for illustrated catalogue to-day.

Manufactured by

A. J. HOVELL & CO.
London, W.C., England

ARTHUR E. BOWRON
Hamilton, - - Canada
Canadian Agent

**CHRISTMAS WANTS
PROMPTLY FILLED**

We have just received a large shipment of

**Shelled Almonds
New French Cherries
Olive Oil**

Crystallized { **Rose Leaves
Lilacs
Violets, etc.**

For decorative purposes

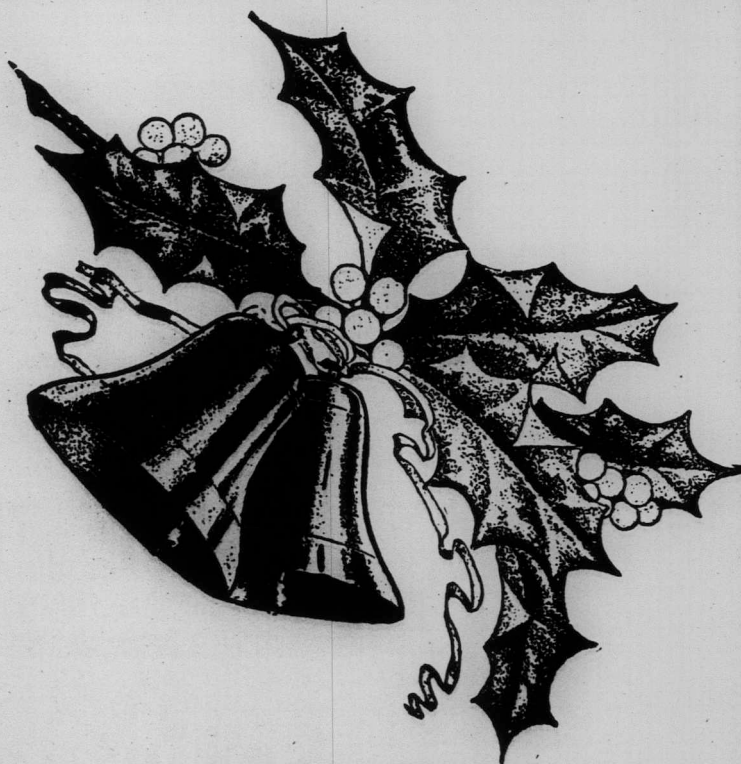
direct from **MARTIN FRERES**, the celebrated French dealers.

CACHEW NUTS from Ceylon

We are also agents for

**DE FORNEL & CO.'S famous
SHELLED WALNUTS**

The largest NUT firm in the world.



LET US KNOW YOUR WANTS EARLY

W. P. DOWNEY, 26 St. Peter Street, MONTREAL

THE VERY FINEST GREEN TEAS

Are being used to uphold the unexcelled reputation
enjoyed by

"SALADA"

To fully satisfy your Green and Japan tea customers,
give them

"SALADA" Uncolored Green Tea

Each grade contains the finest tea possible.
Remember, the sale is absolutely guaranteed.

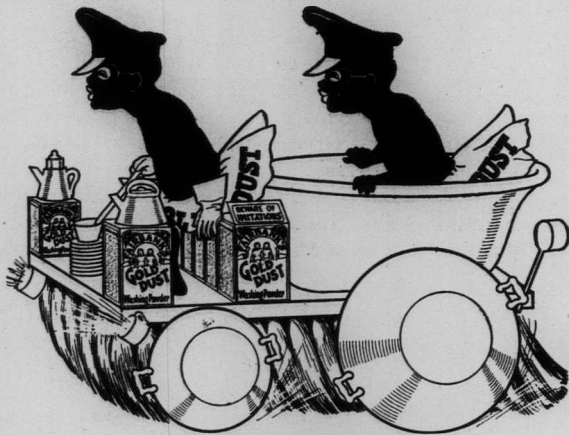
Write us for samples, prices, etc.

"SALADA," Toronto and Montreal

TODHUNTER'S
THE STANDARD FOR COFFEE DRINKERS
THE BEST TONIC FOR BREAKFAST A LUXURY
EXCELSIOR
OUR FACTORY EQUIPMENT IS THE LATEST IMPROVED. OUR COFFEES ARE DIRECT IMPORTATIONS, SELECTED SPECIALLY FOR THEIR DRINKING MERIT WE GUARANTEE THE HIGHEST EXCELLENCE AND BEST OBTAINABLE VALUE
COFFEE
TODHUNTER, MITCHELL & CO. COFFEE IMPORTERS, TORONTO

Satisfaction

"Keep Up with the Twins"



"Keep Up with the Twins"

Handle

**GOLD DUST
WASHING POWDER**

*It will give satisfaction to your
customers and satisfactory profits
to you.*

One-half case free with every five cases assorted Soap and Gold Dust Washing Powder.

THE N. K. FAIRBANK CO., - MONTREAL

Manufacturers !

Do you want your goods
Sold in British Columbia ?

If so, write the up-to-date Brokers,

The Standard Brokerage Co., Limited

ARTHUR NELSON, Manager.

144 Water Street

VANCOUVER, B.C.

Bonded and other Warehouse Facilities.

THE EDITOR'S PAGE

Some Facts About The Grocer—Improvements During the Year— Its Past, Present and Prospects.

The Canadian Grocer is now in its twenty-second year, having been published continuously since 1886. It has not attained its majority without having had to survive hard knocks, many discouragements and setbacks, and occasionally the apparent hostility of the very men and women in whose interests it is published. It has struggled along, however, until to-day it has attained a position no less enviable than deserved. It is no exaggeration to say that The Canadian Grocer is to-day one of the most widely-read trade journals in the world, that it covers its field as, perhaps, it is covered by no other publication of a similar nature, and that it enjoys the reputation of being authoritative, reliable and absolutely unbiased. The strength of its influence has been shown repeatedly—notably upon two occasions, when the Federal Government was forced to change its policy because of the position taken by The Grocer at the time, to protect the interests of the manufacturers, wholesalers, and through them the retailers—a fact which loses none of its significance because of the wide publicity given to it in the past.

MARKET QUOTATIONS.

The Government recognize the value of The Grocer's quotations, and use them. They have more than once been accepted as final by the courts of law

Port Hope, July 20, '07.
Editor Canadian Grocer,
Toronto, Ont.:

Dear Sir,—Herewith I enclose two dollars subscription for Canadian Grocer 12 months, for A. Thompson, grocer, Warkworth P.O.

Permit me to inform you that the merchants over my ground are more than delighted with The Canadian Grocer.

Yours respectfully,
JAMES McLEAN
For T. Kinnear & Co.

in cases of importance, and under these circumstances, it is hardly to be wondered at that their value to the retailer as a weekly mirror of the basis upon which he is or should be conducting his business, is well-nigh incalculable. The market reports of a weekly paper cannot be expected to give prices which will be maintained throughout the week.

Quotations on certain articles fluctuate so tremendously in six days that it is impossible to do more than give the prices ruling for the day on which the paper is issued. What can be done, however, and what is done every week by The Grocer, is to publish the probable trend of values for the ensuing week, basing these prophecies upon the most reliable and exclusive sources of information obtainable, such as cable advices from the primary markets, and constant reports from the controlling centres. No care or trouble is spared to make The Grocer's market reports as complete and informing to the retailer as possible, and we are at all times unreservedly at the service of any of our subscribers who desire extended information on any point.

We are constantly receiving requests for special information, and with the facilities at our command, it is seldom

Portage La Prairie, May 8, '07.
Canadian Grocer,
Toronto Ont.:

Sirs,—Kindly put my name on your subscription list. I have been used to reading it for the last ten years while manager for another firm, and now am out for myself and rather lost without it.

Yours truly,
CHAS. T. WOODSIDE.

that we are unable to supply it. We have so far been in the habit of replying to these inquiries by personal letter, but the better way of answering them, in our opinion, would be to establish a separate department for their treatment and thus make the answers of universal, instead of merely personal, value. This is a matter upon which we would like the opinions of our subscribers.

CREDIT TO WHOM CREDIT IS DUE.

It is not unnatural that The Canadian Grocer should be proud of its success. The position it holds to-day is the result of hard and conscientious work on the part of the men who have been connected with it. But we are very far from being blind to the fact that its success is due to the loyalty of its friends in no less degree than to the efforts of its staff. In this respect we maintain that the position occupied by

The Grocer is unique. We know of no other paper that numbers among its subscribers so many loyal friends as The Grocer congratulates itself upon possessing. Many have followed its career with interest and assistance ever since its inception in 1886. We believe that our records show a less percentage

Dalrymple, Ont., Sept. 5, '07.
The MacLean Publishing Co.,
Toronto, Ont.:

Dear Sirs,—Enclosed please find postal note for the sum of \$2.00, being payment for my subscription to The Canadian Grocer till end of 1907. I should have remitted long ago, but just neglected doing so. As long as I sell groceries I shall be a subscriber to The Canadian Grocer. I should be afraid to get along without it successfully.

Yours very truly,
A. MCGILLIVRAY.

of cancelled subscriptions in 22 years than most other papers are able to boast of for half that time.

Another matter which it would ill-behoove us to overlook is advertising. When The Grocer was first started the science of advertising was more or less in its infancy; people were shy of trying out a new theory before they had someone else's experience to profit by. They did not want to be first. It was in this that the paper found its hardest obstacle. That the feeling has now been effectually dispelled is shown, by the unanimity with which The Grocer's oldest advertisers continue year after year to talk to their customers through its pages and by the unusually large number of new advertisers which yearly take advantage of the opportunity it offers of becoming acquainted with the greatest number of people at the least possible expense.

This year we have installed new presses of the most modern character, capable of turning out, from a typographical point of view, more work and better work than has been possible heretofore. The staff of The Grocer in Montreal and Toronto has been augmented, and we enter upon the new year with feelings of gratitude to our friends, pride in our paper and confident anticipation for whatever the future may bring forth.

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COCOA FROM POD TO CUP

BY A LARGE IMPORTER AND MANUFACTURER

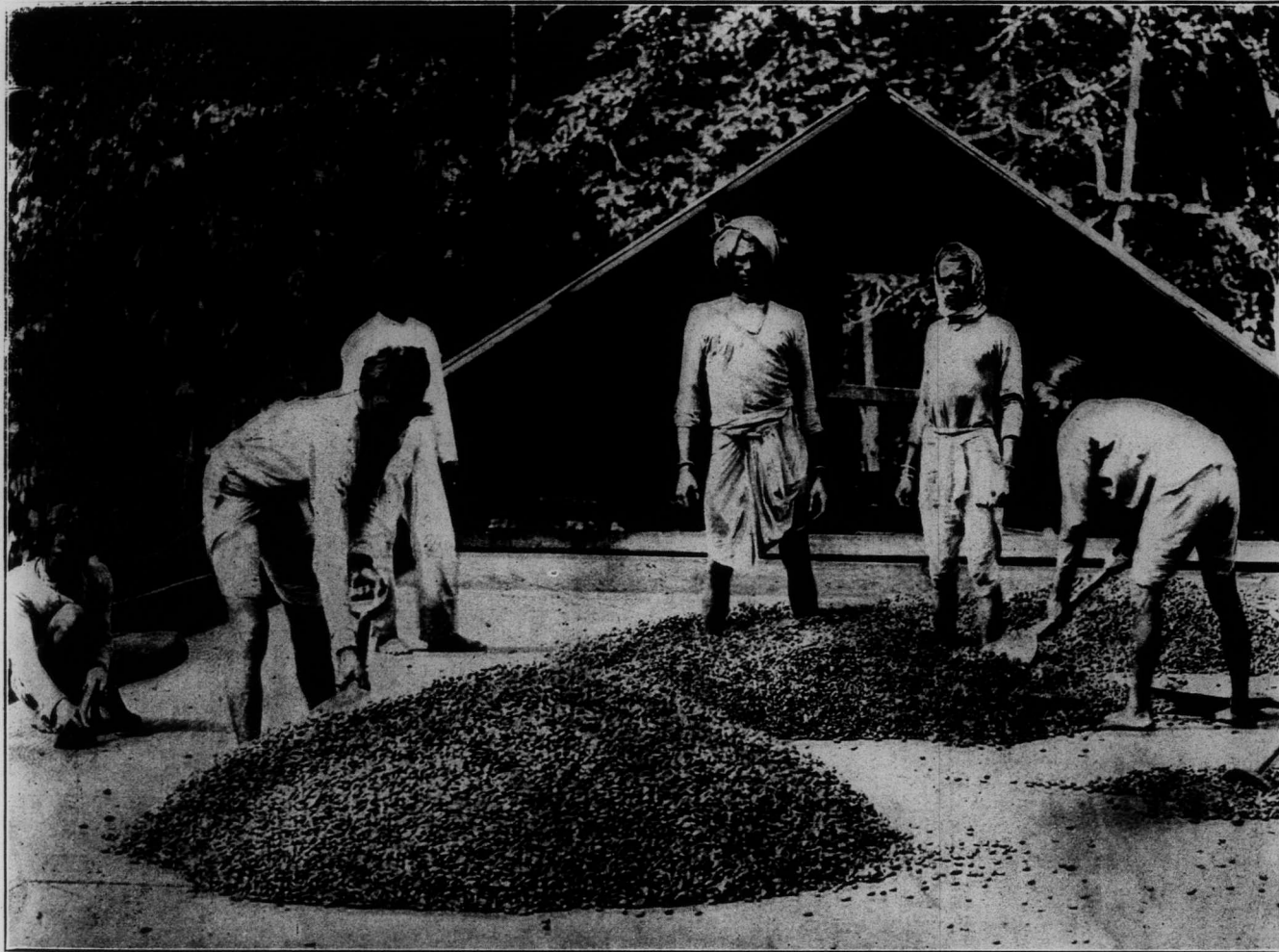
How the Article is Grown and Gathered—The Manufacture and Marketing of the Finished Product.

The use of cocoa was first introduced to the European world by Cortez, who found it in common use in Mexico, when he invaded that country in 1519. It was, however, considered very much of a luxury, being drunk only on special occasions by the great nobles of the Aztec Court. The beans themselves were used by the Aztecs for currency in lieu of money. Their value may be gathered

which regarded with much disfavor its growing popularity among the monks. Its extreme costliness was also a handicap to its widespread use as a beverage. By the beginning of the 17th century, knowledge of cocoa had spread into Italy and France. About 1660 some chocolate houses were opened in London, thus becoming the forerunners of the more famous coffee houses of a

By the time of the revolution it had become fairly well known in New England. The first cocoa factory in Canada was established in Halifax—cocoa being imported from the West Indies—as in the case of Boston.

For many years the increase in consumption was slow, but during the last quarter century an enormous advance has been recorded. This is in part due to skillful advertising of the many merits of chocolate as a food, and in part, to the general increase in wealth, which has enabled a much greater proportion of the public to enjoy, what was once regarded as altogether a luxury. The trade has now become one of the most



Cocoa from Pod to Cup—Drying the Cocoa-bean in the sun

from the fact that twenty beans were often exchanged for a slave. In spite of their appreciation of the value of cocoa, the Aztecs seem to have had no knowledge of its use in any but a liquid form. Chocolate for eating, now its commonest form, was a much later European development.

The taste for cocoa was soon spread through Spain by returned adventurers who had learned its use in the New World. It had, however, to withstand considerable opposition from the church,

later date. One of these chocolate houses, White's by name, was situated in St. James Street, and for many years was the resort of fashionable Londoners. The first chocolate factory in Germany was erected at Steinhude, in 1756, under the patronage of Prince Wilhelm von du Lippe. To operate this he imported a number of Portuguese workmen, that nation, being at the time, by far the most skilled in the manufacture of chocolate. Introduction to the United States came by way of the West Indies and Boston.

important in the whole range of food products.

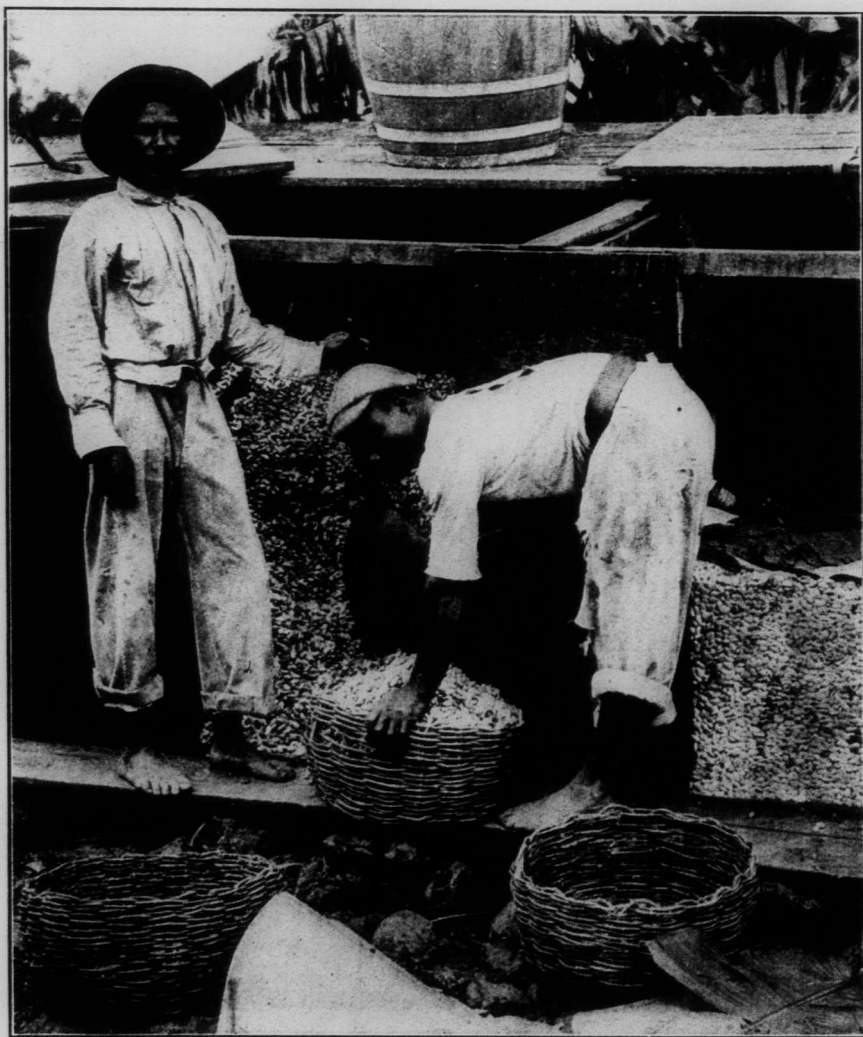
Growth and Gathering.

Cocoa is prepared from the seeds of theobroma, cocoa, linne, a tree which is indigenous to tropical America, but which has been successfully transplanted to many other tropical countries, notably, Ceylon, Java and Sao Thome. It is a tender tree, requiring the protection of larger vegetation from the heat of the sun. It grows from seed, bears



Cocoa from Pod to Cup—Breaking the Cocoa-bean after gathering.

its first fruit in about six years, and grows to a height of twenty to thirty feet at maturity. The flower is small, pinkish in color, and of wax-like appearance. It grows out of the main trunk of the tree as well as from the branches.



Cocoa from Pod to Cup—Cocoa in the "sweating" boxes.

The fruit is a pod of about ten inches in length and much resembles a cucumber—green when young, and ripening to a golden brown. Each pod contains from twenty-five to forty cocoa beans or seeds, which is the article of commerce. Like many other tropical fruits, the flowering is continuous, the same tree bearing fruit, flowers and green pods at the same time. In most countries there are two principal pickings each year—usually in July and December.



Cocoa from Pod to Cup—Cocoa pods on tree.

After gathering, the seeds are separated from the hard, outer shell and subjected to a process of fermentation. This consists of packing the beans in casks or troughs with a covering of leaves and branches. A considerable heat is thus evolved, setting up a thorough fermentation, which has the effect of removing any pulp which may still cling to the seeds as well as taking away much of

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the natural acidity and bitterness. When taken out and dried in the sun the beans are ready for shipment.

Roasting and Grinding.

On being received at the factory the beans are carefully sorted and graded, all immature and sour beans being re-

The recent very rapid advance in the price of cocoa beans in the primary markets, and the consequent increased cost of all chocolate and cocoa preparations to the consuming public, has created a wide-spread interest in this important commodity. This article has been written by an authority on the subject, and discusses, in an interesting and non-technical way the history, growth marketing and manufacture of the cocoa bean.

jected. The cocoa is then roasted in large steel drums over a slow fire, the operation lasting about an hour.

This is a very critical stage in the manufacturing process, as a good deal of the flavor of the finished article depends upon the manner in which the beans have been roasted. After cooling



Cocoa from Pod to Cup—Cocoa Pods.



Cocoa from Pod to Cup—Another Method of drying the Cocoa-bean.

THE CANADIAN GROCER

the cocoa is run through a breaker which separates the outer shell from the kernel and cracks the latter into small pieces suitable for grinding. These are known as cocoa nibs.

The nibs are then ground in a series of stone mills, being at the same time slightly heated. The result is a syrupy fluid in which the oil has been liberated by the grinding and liquified by the heat. This oil is now extracted by presses of immense power leaving a dry powder, which is the cocoa as sold by

degree of smoothness, it becomes chocolate. If no sugar is added it is known as plain or bitter chocolate. When it has reached the required consistency it is run into moulds of various shapes and sizes and placed in a cold storage vault where it slowly hardens. It is then wrapped in tin foil, packed in boxes and is at last ready for market. As may be gathered from the foregoing, the manufacture of chocolate products is an intricate business, and requires not only great care, but a thorough knowledge

The recent advance has been caused by an enormously increasing consumptive demand and a great shortage in the crop. In addition, there is supposed to



Cocoa from Pod to Cup—Cocoa tree in full bearing.

the grocer. The oil, when cool, solidifies and is known as cocoa butter.

If the oil is not pressed out and if the liquor is treated with sugar and flavoring, ground further in a series of stone mills until it is "worked" to a

of a special kind. As the plant required is very costly the business is in the hands of comparatively few firms, when one considers the enormous consumption. In 1905 the world's consumption of cocoa beans exceeded 300,000,000 pounds.



Cocoa from Pod to Cup—Cocoa pods on tree.

be a large speculative holding in the hands of consummate manipulators of the market, who, if this surmise is correct, are certainly reaping a rich harvest.

How long high prices will continue is a problem. It is certain, however, that there can be no relief before next June at least, and most manufacturers look for still further advances rather than any immediate decline.

Here is a good idea: Put a good, frameless mirror in the window, and put no advertising on it whatever, but entitle it, "A Picture Without a Frame." Then each lady who looks in it—and which of them will not?—will be the picture.

Why not make it an inducement for people at a distance to come to your store, by paying their car fare, if their purchase totals a certain amount.

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IMAGINARY PROFITS

A big turnover does not necessarily mean a profitable year.
Cash receipts are no indication of capable retailing.

By C. L. Marshall.

A man I knew went into the retail grocery business. He opened a store in one of the best localities of a large city. His rent was low, his expenses light, he had a good class of trade, and his turnover was, for the first twelve months, a large one, far beyond his expectations. He estimated that after deducting his expenses from the year's profits, there would remain a handsome margin, yet, after carefully and accurately taking stock, he found, to his astonishment, that he had just "broken even," and, after a year's hard work, had not made enough money to pay himself a laborer's wages. He sold out, and to this day cannot understand where the profits went.

Now, this man appeared to have everything in his favor. For twelve years previous to hanging up his shingle, he had been employed by a large wholesale grocery firm, where he had a thorough training in the office, shipping and sample room departments, was considered by his employers to be a thoroughly practical man, a good buyer and salesman, a good judge of staple and fancy groceries. In spite of this, or rather because of it, he did not succeed in his own business, for the simple reason that he was not a practical retail grocer. All his experience having come to him from the wholesale point of view, and of the losses and leaks incidental to retailing goods in small quantities, he had no conception whatever. Like many another man, he knew to a fraction the cost of doing his business, made what he thought was a good percentage of gross profit, had a satisfactory turnover, only to show at the end of the year a balance on the wrong side of the ledger.

Why They Fail.

The majority of failures in the retail grocery business can be attributed, not so much to a lack of ability to make profits and to figure them, as to an utter ignorance of the multitude of small losses and leaks which are occurring in the store every hour in the day. It is the faculty of being able to keep track of these losses, to minimize them, or to prevent them altogether, which determines oftener than not, the difference between the practical and successful retail grocer and the man who just "keeps store" and fails. This, of course, is not meant to imply that there

are not many other causes which contribute towards failure, such as, insufficient capital, bad buying, bad debts and general ignorance of the business, but my argument is that unless a man is able carefully to systematize his business in such a way as to reduce to a minimum these so-called minor losses, to stop the leaks, or better still, prevent them, he will never get tangible results—real profits, in his business.

Of all the successful retail grocers you know, men who are making money, can you think of one who is not watching closely every little detail of his

TO THINK ABOUT.

The devil finds letters for idle hands to write.

Beauty attracts admiration, but money draws interest.

If a trading-stamp went with every husband there would be fewer man-haters.

Give your wife the key to your heart, but be sure you keep the latch-key to your flat.

One man succeeds by getting around him men better than himself; another by getting around men better than himself.—Saturday Evening Post.

business, watching with a keen eye the scales and the garbage barrel? But are not these men the exception? Hundreds of grocers all over the country are throwing their profits away over the counter in overweight; quite as many are dumping them into the garbage heap in the form of rotten fruit, vegetables and other unsaleable perishable articles. Of these some simply shut their eyes to what they believe is an irremediable evil coincident to the business, others are blindly ignorant of what it amounts to, acquire no definite knowledge of what proportion such losses mean to their profits and grope along in the dark until the bailiff arrives on the scene.

Some Examples.

Theoretically, if a thirty-dozen case of eggs is bought at twenty cents, and sold at twenty-four cents per dozen, a

gross profit of twenty per cent. is made. But is it possible to handle thirty dozen of eggs, sell them and deliver them in lots of a single dozen without breakage? If not, what does the breakage amount to? Any grocer who does not know this definitely and accurately, is better out of the egg business. Then, for instance, cheese—say a cheese invoiced to you as eighty pounds at 12½ cents per pound, is sold over the counter at 15 cents per pound. What is the profit? Not twenty per cent., perhaps ten per cent., perhaps less. That cheese cannot be cut into eighty separate pounds (to say nothing of smaller divisions). Keep track of it and see for yourself, and then taken into consideration loss in weight from evaporation, and the invariable fag ends which are almost, if not quite unsaleable, and you will find that your profit has melted away to the vanishing point. The same thing applies in a more or less degree to lard, butter, bacon, ham, etc., even with the most careful weighing losses are inevitable. In fact, with everything which is bought in bulk and retailed in small quantities, there is an attendant loss in weight, which is greatly enhanced by carelessness.

With fluids, such as vinegar, syrups, molasses and coal oil, there is bound to be a percentage of loss in measuring and selling them in small quantities, a loss which is not always easy to determine, but which it is important should be known with exactness.

With vegetables, fruits and other extremely perishable goods, there is an additional risk of loss from decay, worth keeping track of, but so often allowed to slip. The retail grocery business is done on a close, hazardously close, margin of profit, the grocer himself cannot be too close in his methods. He should insist that his clerks, as far as possible, weigh everything with absolute accuracy, give weight and nothing more. If there are losses from shrinkage, from breakage, from leakage, he should know and know exactly just what the losses amount to, ignorance on this point begets very short-lived bliss and usually ends in disaster.

Keep track of the losses. If they are little, aim to make them less—locate the leaks and stop them and imaginary profits become real.

AS TO TRADING STAMPS.

This sign, conspicuously displayed in one store, showed the position of the proprietors in regard to the trading stamp question: "Something for nothing? Oh, no! Not in our goods. We make you pay for them, but—we give you your money's worth."

The Problem of the Lobster

The Lobster Fisheries in the Maritime Provinces Are in Danger of Total Depletion—The Following Paper Gives the Facts and Suggests a Remedy.

BY A. W. EAKINS.

The lobster fisheries of these provinces and the marketing of the fish, either alive or canned, is one of the most important industries of the Maritime Provinces, employing, as it does, thousands of men, and bringing into the country millions of dollars, which, with the exception of the cost of the tin used in canning and of some imported fishing gear, is entirely the wages of labor. Unlike some other industries, however, such, for instance, as farming or the manufacture of textile fabrics, the raw material of the lobster fishing business is apparently capable of exhaustion. Recognizing this fact, the Government has, for many years, sought to protect these fisheries by enacting, and enforcing with more or less success, laws regulating the seasons for catching, and the size of the fish that might legally be packed or shipped alive. While the law enforcing the close season is well observed, the same cannot be said of that prohibiting the packing and exporting of fish under nine inches in length. Owing to the fact that each successive year the proportion of large, or legal sized lobsters is getting less and less, the tendency is to make up the deficiency by canning those undersized. Of course, inspectors are appointed, and paid to see that the law is not violated in this respect, but it is a matter of common knowledge that the law is practically a dead letter as far as the canners are concerned.

Look to the Future.

Under these circumstances, and in view of the fact that if present conditions prevail for a few years longer, there will be no lobsters left worth fishing for, does it not become our imperative duty to adopt such restrictive laws as shall conserve this most important of food fishes for the use of future generations, and deny ourselves, for the benefit of posterity, the temporary advantage of using up now what few lobsters remain? Years ago, when the supply of lobsters on the coast of Maine was threatened with exhaustion through the operations of the canneries, the Legislature passed a law absolutely prohibiting the canning of lobsters in that State. That law, I believe, is still in force. The effect of this prohibition, along with active and intelligent work by the Fish Commission in propagating

lobsters artificially, has been gradually to re-stock the waters of the coast with a yearly increasing supply to be furnished the markets in their live state. Without doubt, it would be inflicting a hardship on the canning companies to prohibit them now from doing business. Large amounts of capital have been invested in factories and steamers and plants for carrying on this industry, and

Mr. Eakins read this paper before the Maritime Board of Trade convention, held this year at St. John, N.B. His address was directly instrumental in securing the proposal and adoption of the following resolution:

Whereas, the lobster fishing and canning industries of these Maritime Provinces are among the most important sources of income and natural wealth that we enjoy, and

Whereas, by reason of the very large number of men engaged in lobster fishing, and the general failure on the part of all concerned to observe the size limit that may legally be marketed, these fish are growing scarcer each year, and the fisheries seem threatened with practical extinction:

Therefore resolved, that the attention of the Federal Government be directed to this very important matter, and that it be most earnestly asked to adopt such measures, as, after careful inquiry, seem to be best adapted to conserve this great source of natural wealth.

this capital would be mostly lost if the factories were shut up. In view of this I think that if it should be deemed by the Government, after a thorough inquiry, to be in the best interests of all concerned to close the factories, some reasonable compensation should be given the packers as an offset for their loss. This compensation might take the form of a yearly percentage on the value of the plant: suppose, for instance, that the factories were closed for ten years,

then let the owners be paid 10 per cent. a year on a reasonable valuation for that length of time.

Profit in Waiting.

It is surely a serious economical blunder to destroy the very source of profit and income, but as previously mentioned, that is just what is being done every year in the lobster fishing business. Hundreds of thousands of small lobsters, some of them merely babies five or six inches long, and hardly worth the trouble of canning, are caught and sold to the packers each season. The loss to the country, resulting from this ruthless waste, is enormous. It is said that every time a lobster sheds his shell and takes on a new one, he increases an inch in length. If this is repeated every year, it may be seen that a lobster that is only worth 1 cent this year, for the meat that is in him, may be worth 25 cents for export, alive, four or five years from now. What rate of interest on this basis, would the country earn by leaving a lobster on deposit, so to speak, in his native element, as compared with drawing him out to-day, and after converting him into a cent, putting that cent on deposit for five years? The last named investment would earn about 25 per cent. in five years, while the other would earn 2,500 per cent. In other words, the small lobster, capitalized and invested this year, would yield in principal and interest at the end of five years, 1½ cents, while if left five years to grow, he would sell for 25 cents. Figure on a million lobsters on the same basis, and we have \$12,500 as the result of the first transaction, and \$250,000 as that of the second.

But someone may say, "We cannot afford to wait five years for these lobsters to grow; we have to live ourselves, and we want the proceeds of them now to help pay our bills." If the lobster were the only source of income, this appeal would be unanswerable, but it need hardly be said that it is not. It seems to me that we shall all grow into a more reasonable state of mind regarding this matter if we look at it from a broader point of view than we are apt to. Let us realize that we are all one big family, brothers whose interests are identical,

and whose rights are equal. I am under obligations to come in the interest of the community, in order to benefit of the will accrue to self-denial? a thoughtful solicitude for present welfare do not, as a rule, as we go along as a provision whom we are into the world areas which have come, he does prudent, cut it if left standing years a much than he would once convert in our municipal thought and cheerfully through taxation cost of works cation facilities mostly used a come after us. some of the Government owns large are carefully the benefit of tain portions, are cut demanded area of re-planting apart sometime depending upon grown.

Theorie

Coming back to the immature lobster done to protect grow up and be ly or potential lobsters, to go of production as the world last ed with ready-r and as numerous tism. Some part of live lobster size limit stried the small fish v grow up, and y be able to get running and ma "Abolish all res season, and there to go round, not c Fishermen, gen that the present of the innocents be deplored, and practical destruc

THE CANADIAN GROCER

and whose rights in our common heritage are equal. Not only are we brothers, under obligations to respect each other's rights, but we are the fathers of generations to come after us. Should we not, in the interest of these generations, deny ourselves the use of the immediate cent, in order that they may have the benefit of the hundreds of dollars which will accrue to them as the result of our self-denial? In our family life we have a thoughtful regard and painstaking solicitude for the future as well as the present welfare of our children. We do not, as a rule, spend all our income as we go along; we save what we can as a provision and assistance to those whom we are responsible for bringing into the world. If a man has timber areas which he uses as a source of income, he does not, if he is normally prudent, cut down growing trees, which, if left standing, would yield in a few years a much greater value in lumber than he would lose in interest by not at once converting them into cash. Even in our municipal life we have constant thought and regard for the future, and cheerfully contribute of our means, through taxation and otherwise, to the cost of works and improvements, education facilities, etc., which shall be mostly used and enjoyed by those to come after us. In Europe, notably in some of the German States, the Government owns large forest preserves, which are carefully tended and managed for the benefit of the whole people. Certain portions, that are ready for the axe, are cut down each year, and the denuded area at once re-planted, periods of re-planting and cutting being as wide apart sometimes as 60 to 100 years, depending upon the kind of timber grown.

Theories and Remedies.

Coming back to the question of the immature lobsters, and what shall be done to protect them, so that they may grow up and become the parents, actually or potentially, of millions of other lobsters, to go in a never-ending cycle of production and re-production as long as the world lasts. I find myself furnished with ready-made remedies as varied and as numerous as cures for rheumatism. Some packers would like the export of live lobsters prohibited, and the size limit strictly enforced, and then the small fish would have a chance to grow up, and yet the factories would be able to get enough stock to keep running and make money. Others say, "Abolish all restrictions except a close season, and there will be lobsters enough to go round, not only now, but always." Fishermen, generally, however, admit that the present indiscriminate slaughter of the innocents is a thing greatly to be deplored, and must soon result in the practical destruction of the lobster fish-

eries; but they say, "What is the use of one man observing the law, and putting the small fish back in the sea, when his neighbors all sell theirs to the factories? The very fish he would be putting overboard would be caught by someone else and sold." Theorists, like myself, have various remedies to propose. Those who have no direct interest in either canning, or shipping alive, say the factories should be shut up entirely, and the size limit for shipping alive he raised to 10½ inches, and strictly enforced. Others say, "Stop all fishing for lobsters for a period of five years, and give the fish a chance to catch up."

A Solution.

My own opinion, and in giving it I do so with a good deal of diffidence, and I am quite conscious that practical fishermen may find it unworkable, is, that the Government supervision or interference might easily take a more useful form than that of enacting laws that are not observed, and of maintaining overseers who do not oversee. It is well known that lobsters and many other kind of fish, are as capable of cultivation under proper conditions as are chickens. Around this coast are arms of the sea, several of which could be enclosed (suitable provision being made for the ebb and flow of the tide, and the admission of small fishes for food), and the small lobsters that come to the canneries could there be bought by Government agents, and deposited in these pounds. The lobsters would require to be fed there, and protected from poachers; but lobsters, as is well known, are not fastidious as to their bill of fare, and I think that pickled dogfish would answer very well for a steady diet, and this would help to solve the question of what to do with these pests. The cost of feeding and taking care of them, however, would be small as compared with the enormous increase in value of the fish as they reach marketable size. Small steamers would have to be employed by the Government agents in attending to the gathering up of the lobsters, and the carrying of them to these pounds, and the cost of this service, as well as the salaries of the officers, would come out of the proceeds of sales of fish. In these pounds the increase would not alone be in the size of the lobsters, but the seed lobsters would deposit their eggs there, and multitudes of new fish would be born and brought up, so to speak, in these enclosures; or they might be liberated to re-stock the adjacent waters.

The details of this plan could easily be worked out by practical men, and the question of expense and income, i.e., whether the thing could be made self-sustaining or not, decided. Being only, as I said, a theorist, I do not put for-

ward this suggestion as one certain to be found practicable in operation, but it seems to me to be worth experimenting upon.

THE DEPARTMENTAL STORE.

Pros and Cons of a Vast Organization.

We hear a great many complaints, especially from country merchants, regarding the havoc caused to their trade by the great departmental stores of the cities. Just at present the country is being flooded with catalogues, that have cost a pretty penny to send out, and which are expected to more than pay for themselves in the returns looked for by the senders. It may as well be conceded by everybody, that the departmental store is here to stay, but it is not necessary for everyone to fall down at its feet, and allow themselves to be trampled out of business.

When they first started, there was great consternation amongst the different trades, as they took hold of one line after another. Their mode of advertising was not just as honest or truthful as it might have been. At first, and even to this day, only in a modified measure, their advertisements were so worded, and prices were quoted in such a way as to make people believe that heretofore the grocer, the shoe dealer, the dry goods merchant, and others, had been fleecing them, but that now they could buy everything from them, with only a small profit added on. In order to make the people believe these standard articles, such as soda biscuits, branded soaps, and other articles, the prices of which were well known and established, were offered by these people, very often at less than cost. True, the prices were changed daily, but as Barnum will put it, "the people like to be hum-bugged." The object they were after was gained; they got the people started going there, and it is their own fault if they cannot keep it up.

In those early days there is no doubt there were bargains, real bargains, to be had, but only by the knowing ones. It is doubtful if there is a bargain of any kind to be had to-day, certainly not sufficient to justify the jostling and crowding and wasted time, that it is necessary to go through, in order to get them. There are good points, however, about these great stores, that many grocers could, with profit, both to themselves and their customers, study to emulate.

DON'T KEEP IT.

"We don't keep the finest tea and coffee in town—we sell them," is the witty sign displayed in a grocery window in a Provincial town.

**EFFECTIVE
GROCERY
ADVERTISING**

CRITICISM, HELP AND SUGGESTION AS TO THE BEST METHODS OF PRODUCING IT.

Occasional Chats by W. F. Ralph.

The headline of an ad. has been compared to the locomotive of a train. And certainly the importance of a headline cannot very well be exaggerated. Oftentimes the headline is the only cause of an ad. being read at all. In fact, it might truthfully be said that such is the case with the great majority of ads.

In these days of hustle and general prosperity, newspapers usually give a paper of pretty good bulk for the

**GROCERY ECONOMY
IS EASY**

Just one trial order will convince you of the grocery economy offered by this store, with large and choice assortments to select from, and lowest prices to pay. It's no wonder that we retain old customers and make big additions daily to our list of patrons.

Try us Saturday.
Telephone No. 199.

KIRKUP & WILKIE

THE LEADING GROCERS
Victoria Avenue.

money. The newspaper reader has a big mass of reading matter to wade through. Very few of them read from the top left-hand corner of the front page clean through to the bottom right-hand corner of the last page. They haven't the time. The average reader glances rapidly over the headlines, and will only pause to read an item the headline of which has aroused his interest. The importance of a headline in a one or two-column space is, therefore, very considerable. To be effective, it must arouse interest at once.

A grocer's advertisement should, as a matter of course, be designed mainly to arouse the interest of the world's

RESULTS.

Results, is the keynote of all advertising. Results mean more sales—greater sales, which, in turn, mean more money for the advertiser. Any idea that will produce results is worth using and sticking to, even if it may happen to be at variance with accepted theories.

The formerly accepted idea that telling the absolute truth in advertising was balderdash is rapidly being exploded. Many merchants are learning by experience that the truthful ad. creates confidence, and a store which carries the confidence of the community is certain to get a large share of that community's trade.

"If you can't tell the truth about a certain thing, you had better say nothing about it, for it will come home to roost some day."

This is what a prominent advertiser said the other day, and he sounded the sentiment of the average honest and reliable dealer.

Too many stores are given to the use of bald-headed, stereotyped phrases in explaining the cause for special sales. Such phrases as, "We have to move," "Forced out," "We must have money," "Bankruptcy sale," and the like, were overworked and fagged out long ago.

One merchant whose advertising has come under the notice of this publication says: "If I have damaged goods I say so frankly, both in my advertising and in personal talk with the customer. If I have something that won't sell, and determine to get rid of such, I plainly say that the goods are out of style, hence the lower prices." He says that in this manner, he has gradually convinced the public that he tells the truth and nothing else. He is fully satisfied with the results.—**White's Sayings.**

purseholder—the housekeeper. Few women read the paper for anything other than the social news, and the advertisements. To the average housewife the advertising columns are far more interesting than the general news columns. The advertisements, in fact, are her news items. The bargain ad. has an immense power to attract the feminine eye. Bargains are the joy of her existence. And in the important matter of groceries she wants to feel that she is getting more quantity and quality for the money at "her grocer's" than she could anywhere else in town. Hence the necessity for a tone of absolute confidence in a grocery ad. Confidence inspires confidence.

Did you ever see a vacillating, "not-sure-of-myself" person inspire confidence in his neighbors? Hardly. An ad., being a human institution, design

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GEORGE WILLIAMS

Tomatoes

Special value in fine late Tomatoes for Saturday.

FRUIT

Whatever you may fancy in the fruit line you can obtain it here, including California Peaches, Plums, Tokay, Malaga & Cornichon Grapes, and all kinds of local fruit.

SUGAR

No. 1 Granulated Sugar, put up in 100-lb. sacks.
\$4.45 per 100 lbs.

**Geo. Williams,
Upper Wyndham St.**

Phone 109.

ed to sway the human mind, should possess the tone of absolute conviction as to the merits of whatever it offers. For all of these reasons a great deal of attention should be given to the headline of a grocery advertisement. Particularly in the case of an advertisement of a general nature which offers a number of things, none of which are priced.

Some people believe in and use headlines of a freakish variety. But it is doubtful if freakish headlines are of much use. They certainly may be counted upon to attract the wandering eye of the reader; but will they carry

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his interest to the advertisement proper? Humorous illustrations are frequently used by advertisers to illustrate the point of a headline, and opinions differ as to their efficiency. Many of the most successful advertisers have used humorous cuts with great profit. They are, however, usually advertisers on a wholesale scale, and are designed to influence an immediate purchase from a particular place. In retail advertising the humorous cut may sometimes be useful, but, as a general rule, most

Specials for
SATURDAY

Tomatoes

Special values in fine late varieties.

Fruit

Whatever you may fancy in the fruit line you can obtain here, including California Peaches, Plums, Tokay, Malaga and Cornichon Grapes, and all kinds of local fruits.

Sugar

No. 1 Granulated Sugar put up in 100-lb. sacks, Saturday, special price, \$4.45 per 100 lbs.

GEO. WILLIAMS

Upper Wyndham St.

PHONE 109

good grocery advertisers don't use it. The use of hackneyed phrases and well-worn words is roundly condemned by some writers on advertising. Certainly, if a grocer's ingenious brain can think of an entirely original mode of expression his advertising will possess a "snap" worth having. But inasmuch as the average grocer is a very busy man, he cannot spend much time to sit around taxing his brains in the endeavor to be original. There are some words which invariably attract the eye. "Bargain," "Sale," "Special," "Notice," "Fire," are all hackneyed words which have been used in advertising ever since the Anglo-Saxon tongue became the chief language of commerce. Yet their power of attraction has not diminished. Place either of these words in fairly prominent type at the head of an advertisement and it will be read by nearly everyone who looks through the paper. They are hackneyed words and, when combined, make hackneyed phrases; still they make excellent headlines.

The rules for headline writing would appear to consist of two only. Make it as short as possible and let it have some connection with the matter following it.

It has been asserted more than once in this column that one doesn't need to be a genius to produce business bringing grocery advertising. There is no mystery about it. It is merely a matter of, first, knowing the grocery business, and, second, knowing how to talk about it in the shortest number of words of plain English.

Most readers of The Canadian Grocer know a good deal about the grocery business, and are learning more all the time. Most of them also possess the capacity to express themselves in plain English. This means that they can write good ads. if they will exert themselves a trifle. In some ads. no composition of language is at all necessary beyond the headline. Plain statements of names and prices are often quite sufficient. But it is generally a good policy to infuse a little personality into an ad. in the shape of a short talk. This usually has the effect of adding a personal touch to the facts and prices, making the ad. that much more effective.

The ad. of Kirkup & Wilkie (Fig. 1) is a very good specimen of general grocery advertising, and carries out the ideas above expressed with reference to headlines. The headline, "Grocery Economy is Easy," is attractive to begin with, as it contains a word always

in that locality not entirely satisfied with their present grocers. A little additional space, giving an item or two with prices attached, would have been an improvement to the ad.

The George Williams ad. (Fig. 2) leaves some room for improvement, but chiefly in the matter of set-up. In this ad. the headline is turned into a side-line. Although from its peculiarity of appearance it might have the effect of catching the reader's eye, it is doubtful if it would hold it. Perpendicularly spelled words are often more confusing than legible, and are not held in much favor by the majority of advertisers. Although this ad. may have produced business, the set-up suggested in Fig. 3 is more in line with advertising usage, and is offered by way of comparison. We should like to hear the opinions of some of our readers on this point.

* * *

Fig. 4 is a good example of common-sense, advertising its effectiveness, consisting in its simplicity. Just a headline, list of priced goods and the name.

* * *

We have received an ad. from that excellent advertiser, J. A. McCrea, of Guelph. It is a little too large for us to reproduce this week, but fully deserves description. It carries out our above expressed theory on headlines very nicely. The headline is "Eat Fish

About our Butter, Ham and Cheese

FANCY ALBERTA BUTTER, per lb.	30c.
AUBURN CREAMERY BUTTER, per lb.	35c.
COMOX CREAMERY BUTTER, per lb.	40c.
VANCOUVER CREAMERY BUTTER, per lb.	40c.
PICNIC HAMS, per lb.	15c.
WILTSHIRE BACON (genuine imported), per lb.	35c.
SWISS CHEESES, per lb.	50c.
ROMAN CHEESE, per lb.	60c.

DIXI H. ROSS & CO.

CASH GROCERS.

111 GOVERNMENT ST.

in the mind of a thrifty housekeeper—"Economy." The headline is in exactly the same type as the name plate, which has the effect of inseparably connecting grocery economy with Kirkup & Wilkie. The talk is short, well worded, and to the point, and should have the effect of getting trial orders from people

Friday," set in 48 point capitals, followed by a neatly turned paragraph upon the wisdom of having variety in food and suggesting fish on Friday as a good way to accomplish it. Then comes a general description of the fresh fish always to be had at McCrea's every Friday.

SUCCESSFUL CASH GROCERY

Some New Ideas in Carrying on a Strictly C.O.D. Business—
Modern Methods and Up-to-date Equipment.

Down in East Toronto, in the district that has grown up within the last three or four years, there are a number of grocery stores that are as bright and up-to-date in buildings, equipment and methods as one would find in traveling many a day.

Of the best of these, two belong to W. J. Snell, a gentleman who has ideas of his own about the grocery business. The newest of the two, the Kew Beach store, is illustrated in the accompanying photographs.

bad friends among our customers. It's a very happy way to do business. Yes, the driver carries \$5 in change and collects as he makes his rounds, turning in his receipts at night. If the customer is not at home he usually leaves the order and collects next day, but if the customer is not well-known the goods are brought back to the store. At first a few of our customers objected to always paying cash," went on Mr. Snell, "but when they found everyone else was doing it and that our service was

of waiting for it to come in. To this end three travelers are kept on the street during the day soliciting orders. They come into the store in the later hours of the afternoon and look after getting out their orders. These men are paid on commission and a good deal of good-natured rivalry exists as to who will turn in the largest string of orders weekly. The system has proved itself an exceedingly good one.

The use of well-planned advertising is another secret of the store's success. At the opening, a year ago, a neat little booklet, entitled: "Progress and Opportunity," was placed in every home within a considerable distance of the store. The index page of this told its purpose in the words: "A True Story About Toronto's Most Modern Grocery, Fruit and Confectionery Emporium." The pages following contain a comprehensive description of the store and an attractively-



A Successful Cash Grocery—Interior of W. J. Snell's Store from the Front.

Just a year ago, on October 29, this store was opened and since then, by doing a strictly cash trade and using modern and up-to-date methods, Mr. Snell has built up a business that is making some of his neighbors look around.

Strictly Cash Business.

"Yes, sir, we do a strictly cash business," was Mr. Snell's answer when questioned regarding his methods, "and we find that all round it's the most satisfactory. No bad debts, no collecting, no

good, the objections began to cease and now we have no trouble whatever."

To facilitate delivery, a "delivery sheet" has been arranged which contains blanks for driver's name and route, and columns with headings as follows: Name, No. Parcels, Price (C.O.D.), Oil, Charcoal, Butter, Sundries. This has been found to be of immense advantage.

System of Soliciting.

Mr. Snell believes in going after business, turning it up, as it were, instead

worded invitation to visit the premises during the opening week.

Every week circulars are distributed bearing quotations for the week and also a number of special lines which are being pushed. And these are found to bring particular good results.

Useful Coupon System.

Mr. Snell uses a coupon system which will be of interest to many grocers. With each purchase a cash-redeemable coupon is given. When purchases of \$30 have been made the customer is entitled

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THE CANADIAN GROCER

to \$1 worth of goods free, at a rate, as is pointed out in the circular, of nearly 3½ per cent. discount, more than bank interest.

A confectionery department is one of the features of the establishment. Two large silent salesmen display the stock, which ranges from standard lines up to the very best boxed goods and because, for one reason, the store enjoys a particularly good class of trade, this department is a big profit maker.

Up-to-date Fittings.

The store fittings, as will be seen from the photographs, are just as up-to-date as the business methods used. Windows just below the ceiling on each

avoiding dust and unnecessary handling of goods. Along the front of the counter is also placed a line of shallow show boxes for displaying lines of cereals, nuts, etc. This scheme ought to be a mighty good one, for the customer will receive many a suggestion from these while she is waiting for her parcels. Just inside the door a couple of rows of tilting show boxes contain lines of fancy biscuits, and, incidentally, offer numerous other suggestions.

These fixtures were installed by the Walker Bin Co.

The refrigerator is one built specially for this store. It has seven compartments, three of which are fitted with

department, and a good deal from this is supplied to the Woodbine. To facilitate the handling of these goods the warehouse is specially fitted with a hoist and chutes run from the second storey into a small room directly behind the store proper.

"One of the lines that we sell a lot of, and that grocers in the suburbs would do well to handle," said Mr. Snell, "is that humble article, chicken-feed. We dispose of it in 5 and 10-cent packages and are able to clear 20 per cent.

Practically the same business methods are in operation here as in the other store, but as yet, for a variety of good



A Successful Cash Grocery—Interior of W. J. Snell's Store from the Rear.

side of the building afford a direct current of fresh air, which keeps everything fresh and prevents the disagreeable "grocery" smell, so common in badly-ventilated stores.

The show windows extend right across the full store front and these are kept in first-class shape. The store is lighted by two large windows on either side of the main entrance. In the evening a system of gasoline lamps of 300 candle-power each provides particularly good lighting.

The shelving is fitted with a large number of show boxes, some labelled and some provided with glass fronts, thus

swinging shelves permitting inspection of the article while preventing escape of the cold air. The scales are of the latest computing pattern and the store equipment includes patent meat slicer, cheese cutter, etc.

W. Giddings is the energetic manager of this store, and he certainly keeps things generally in spic and span condition.

Hints on Flour and Feed.

Mr. Snell's other store, in East Toronto, does a big business with the Hunt Club and with some of the larger householders on the Kingston Road. Flour and feed is carried here as a special

reasons, the strictly cash system has not been adopted. It is the intention, however, that the business shall be put on this basis shortly.

NEW USE FOR MOLASSES.

Molasses as a fire extinguisher! You probably never tried it, but it can deliver the goods in this capacity as well as in its ordinary role of general sweetener to the human race. It will not burn, and on one occasion several large tanks of burning oil were extinguished by covering them with tarpaulins soaked in molasses.

HOW TO PREVENT PRICE-CUTTING

A capable and exhaustive discussion on the importance of the manufacturer establishing and maintaining prices.

By J. F. Paulding, Los Angeles.

[At the meeting of the California Retail Grocers' Association, held a few weeks ago at Sacramento, a great many subjects were discussed of live interest to Canadian, no less than to American retailers. Of such a kind was the address given by Mr. Paulding on price maintenance, and it will be to the advantage of every grocer in the Dominion or out of it to study and digest Mr. Paulding's eminently practical advice on this subject. Mr. Paulding is recognized and widely known in the States as an authority on these matters, and though his words may not necessarily carry extra weight on this account, they are worth the careful attention of every thinking man, as setting forth many regrettable conditions that exist in Canada to-day, and suggesting some practical methods for their reform.—Editor's note.]

The subject of price maintenance has, perhaps, caused more thought, more argument and taken up more time with less result than most any question before the American grocers to-day. Only one question has superseded the price question and that is credits and and it is very questionable whether that important subject has had as much time and thought as the question of how to prevent price cutting. Hardly any association of any locality, that has been organized any length of time but what has had this important question before the meeting more than once. More associations have gone on the rocks of defeat for want of some proper manner to control this all important question, than all other questions combined. Practically every plan that could be devised had been tried without success up to three years ago and yet the trade demoralizer had his way almost invariably because those who seek to gain trade by cutting prices know that price maintenance in any form will take away their advertising advantage, therefore, it has been a life and death struggle with them and they have held on until ultimately they have gained their point by discouraging the great majority of the dealers and causing an abandonment of every plan that was inaugurated. Boycott had been levied against department stores, wholesalers and retailers. Agreements had been made between wholesalers and retailers. Understandings had been entered into between retailers and themselves, but the proper power of punish-

ment necessary for a successful carrying out of price protection was always lacking, and it is doubtful if there is an association in this country to-day of any mentionable size that has a protected price that has been maintained in a year without same has been abandoned permanently in the end. There may be a few who have a sugar card that is lived up to, or a few articles that are listed by an understanding, that are meeting with some degree of success; but a list of articles worthy of the name of protection I believe I am right in saying scarcely exists. They have always been a failure when backed up by agreements of any kind, whether between retailers and wholesalers, or not popular under such circumstances; therefore, such a plan as forcing a wholesaler to discontinue selling one of his best customers usually meets with his hearty disapproval and he backs up this disapproval by devising ways and means of protecting that particular customer, or customers. Any agreement regarding prices, if successful, will ultimately call for a direct boycott, and if any association wishes to secure uninterrupted profits on their staple articles, they will have to go to the fountain head and work with the only party who has a right to protect their goods and that is the manufacturer.

Price Agreements Unsuccessful.

We have had our experience with price agreements based on an understanding with the wholesalers, also our failure along with other associations who had tried in like manner to secure proper profits. It was a bitter pill, but we had to swallow it and try another plan and in this we have succeeded. When the prices established in 1902 failed, one of our members, J. A. Faazenda, stated he believed that the proper way to secure protection was to go to the manufacturer and ask him to set a retail price and protect it which would interest the great mass of retail dealers in any brand of goods on which a permanent profit was assured. We have been guided largely by the well known firms of this State, namely, the Sperry Flour Company and the Globe Grain & Milling Company who had been for several years establishing and successfully maintaining prices on their leading brands of flour. We approached a number of manufacturers on the

question with a result that more than sixty manufacturers, many of national reputation, are to-day maintaining retail prices on their goods in the Southern Territory. Of course there are a few occasional cuts; but not 10 per cent. of what there was before the prices were established and the retailers are reaping a profit on their staples that could not be enjoyed under any other conditions. We have had the same trouble with those who wish to demoralize the prices as we had when we originally started our prices which failed.

The demoralizers were reckoning with a different class this time, and with those who had a right to invoke the law, if necessary, to back up their desires in the matter. Suits have been threatened, and goods refused demoralizers, and there are certain stores in the south to-day that will do without some brands of goods rather than maintain the prices established by the manufacturer. It is the manufacturer who is directly interested, because he is the direct loser if his goods become unpopular. The wholesaler is not interested, because if the demoralizer fails to buy one brand he will go to another and he secures the profit just the same. Again, the wholesaler, except on his private brands, has no right to invoke the law for his protection, while the manufacturer has. A copyright gives the manufacturer the right to control until the goods are in the hands of the consumer and any manufacturer who cares for the interest of the great mass of retailers can give a profit protection that will make the grocery business pay something like what it should.

Two Classes.

There are two classes of retailers who do not want protected prices. They are, first the man who is receiving favors, and, second, the pessimist who does not believe that prices can be controlled. Take the situation in Southern California, for instance. We have a few who do not want the manufacturers to maintain prices, and they are the direct cause of 99 per cent. of the cutting. They cut the well known articles to gain trade and the smaller man who cannot afford to cut things has to meet downtown competition and slashes away until he goes the way of 90 per cent. of all small cut rate stores—through the Board of Trade. Any man who is not receiving favors from the wholesalers and manufacturers cannot afford to cut prices even though they sell for cash. The man who is receiving favors can afford to sell below the average and does not want protected prices. Take two of our large cash dealers, for example. They are buying Perfection Soda Crackers, in three-pound packages,

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made by the Pacific Coast Biscuit Company, for 2.40 per dozen, less 10 per cent., and a window full of these goods has been on display on a prominent street in our city for two weeks offering to sell the goods at list price or 20 cents a package. The small man pays just 20 cents per package and has to get 25 cents or go to the wall. The big cash-man sells at 20 cents and makes a leader and makes his 10 per cent. just the same. Again, take the same retailer, he is selling National Biscuit Company's goods for 3 for 25 cents or \$1 per dozen. He is getting them for 85 cents per dozen, providing he buys \$250 a month, which, no doubt, he does, and is, therefore, selling the goods as a leader for a 15c. margin of profit, yet the little man is paying \$1 per dozen for his goods.

Again, take Shredded Wheat Biscuits, this same dealer has always sold them for 10 cents a package. He bought them for \$4.60 per case, and makes 40 cents profit where the little man has to pay \$5 and sell at costs if he met the competition, or he had to parade as a high priced man before the public if he wanted a living. I could go on down the line and give you the names of numerous articles which would come under the same head; but this is enough to picture to you the reason why this particular dealer does not want prices protected. He is afraid to do business on a par with the rest of the trade. He wants inside prices which are not allowed the rest of the dealers, and he would, no doubt, be the first one to ask for protection from the manufacturer if he were placed in the position of the men who are to-day advocating the maintenance of prices by the manufacturer.

The great question is what are we going to do with the man who is favored? Are we going to continue to patronize a manufacturer who will deliberately give this dealer and his kind this inside price and allow him to demoralize the conditions so that it is impossible for the man with small means to gain a livelihood. He is worth, perhaps, a quarter of a million dollars. He can buy for cash and get all the discounts. He can use the quantity that makes an order attractive to the manufacturer or wholesaler. He pays no rent and sells for cash. His excuse for not wanting prices protected is that he sells for cash and loses no bad bills.

The Real Reason.

I tell you that this is not the reason. The reason he is cutting is that he is getting his goods so that he would be ashamed to tell you how much less he is buying goods for than you are. He is like the great trusts who have recently been fined for receiving favors that were denied the rest of the trade. The Standard Oil Co. has annihilated thousands of

small businesses, made men go hungry, and taken children from school, all because they were receiving favors that were denied their competitors. My plan would be to go to the Pacific Coast Biscuit Company and the National Biscuit Company and say, "Gentlemen, you are giving 10 to 15 per cent. off your goods to this man and his kind, and we want you to protect the great mass who are not able to buy the quantity," and if they said there was nothing they could do, tell them to take away the extra discount and then their customers would not want to cut, and if they refused to do as asked, then tell the trade far and near what kind of manufacturers they were dealing with. Not only these two firms, but every one of their kind should be called to the attention of the trade throughout the entire West. There are others just as bad, and I only use their name because their goods have been brought to my attention in a cut price window recently, therefore I name them. If any grocer within the hearing of my voice can get a better plan than this, I hope he will bring it up for discussion before we adjourn. Let these manufacturers establish a price that will give all a profit, and if they must give such men as this 10 to 15 per cent. discount, make it contingent that the retail prices shall not be cut or the same will be taken away from them. There is no binding agreements necessary, between wholesaler, retailer or manufacturer. Just tell the manufacturers whose goods are being cut and that unless the cutting is stopped you will refuse to handle the goods he is making. Then you would see these fellows get in the band wagon and be just as good as any one; but they will not do it just as long as you grocers will allow the manufacturers to give them special prices and permit them to use these favors to demoralize your trade.

This paramount question was the best discussed question before the last National convention. For three hours the merits of having the manufacturer establish and maintain prices was discussed, and every man who belonged to an association where the plan had been tried supported the resolution. The main objection to this question was that we were liable to prosecution under the anti-trust laws of this country and the question was lost by a small majority on this one point. In answer to any such argument I wish to say to my eastern friends who may happen to read this paper, that we are just trying to avoid that one liability and we have succeeded. We, as retailers, have no right to establish prices among ourselves and no agreements can be entered into between wholesalers nor manufacturers regarding this subject; but the retailers have a right to ask the

manufacturers individually to prevent the trade demoralizer from cutting the prices below a living margin or take away the special discounts.

Prosecutions Threatened.

There have been more prosecutions within the past twelve months for violations of the anti-trusts laws, than any previous year in the history of this country. In every case where there was a conviction, it was because there were agreements between two or more parties, which is a violation of the law. The Pacific Coast Plan will obviate the necessity of any agreements and therefore take away any liability whatever of prosecution of the members of any association. The Government attorneys who prosecuted the drug trust proved collusion between the Patent Medicine Men and the National Druggists' Association, and also proved that the National Retail Druggists' Association maintained a list of people who would not maintain prices. The only way for any association to govern any movement to maintain prices is to keep out of binding agreements because attorneys will bring out every point in order to prove collusion and try and parade before the public as trust busters to gain a little notoriety for themselves.

With all we have accomplished in the way of maintenance of prices I will defy any attorney, whether he be connected with the Government or a private concern, to find one single agreement between our association, or any manufacturer, or any agreement made between the retailers, and wholesalers, or among the retailers themselves. When we can create a condition of this kind in our vicinity, it can be done in others. To more forcibly illustrate my contention that we are keeping within the law I wish to point out to any skeptical grocer, whether he be of the east or west, our experience with the recently enacted Cartwright law, which is an exact copy of the Ohio and the Texas anti-trust laws. When this law went into effect on the 23rd day of May there was much joy in the camp of the trade demoralizers, who wished to take unto themselves the credit for freeing the trust-ridden public of the grocers' trust and no less than half a dozen dealers in Los Angeles were out with their advertisements promptly on time, stating they had defied the trust and there would no longer be any prices dictated to them by any combination of wholesalers, retailer or manufacturers. Not only did these parties promise the public that hereafter there would be no more grocery trusts to contend with, but they took a certain amount of credit on themselves for the passage of the law. The district at-

THE CANADIAN GROCER

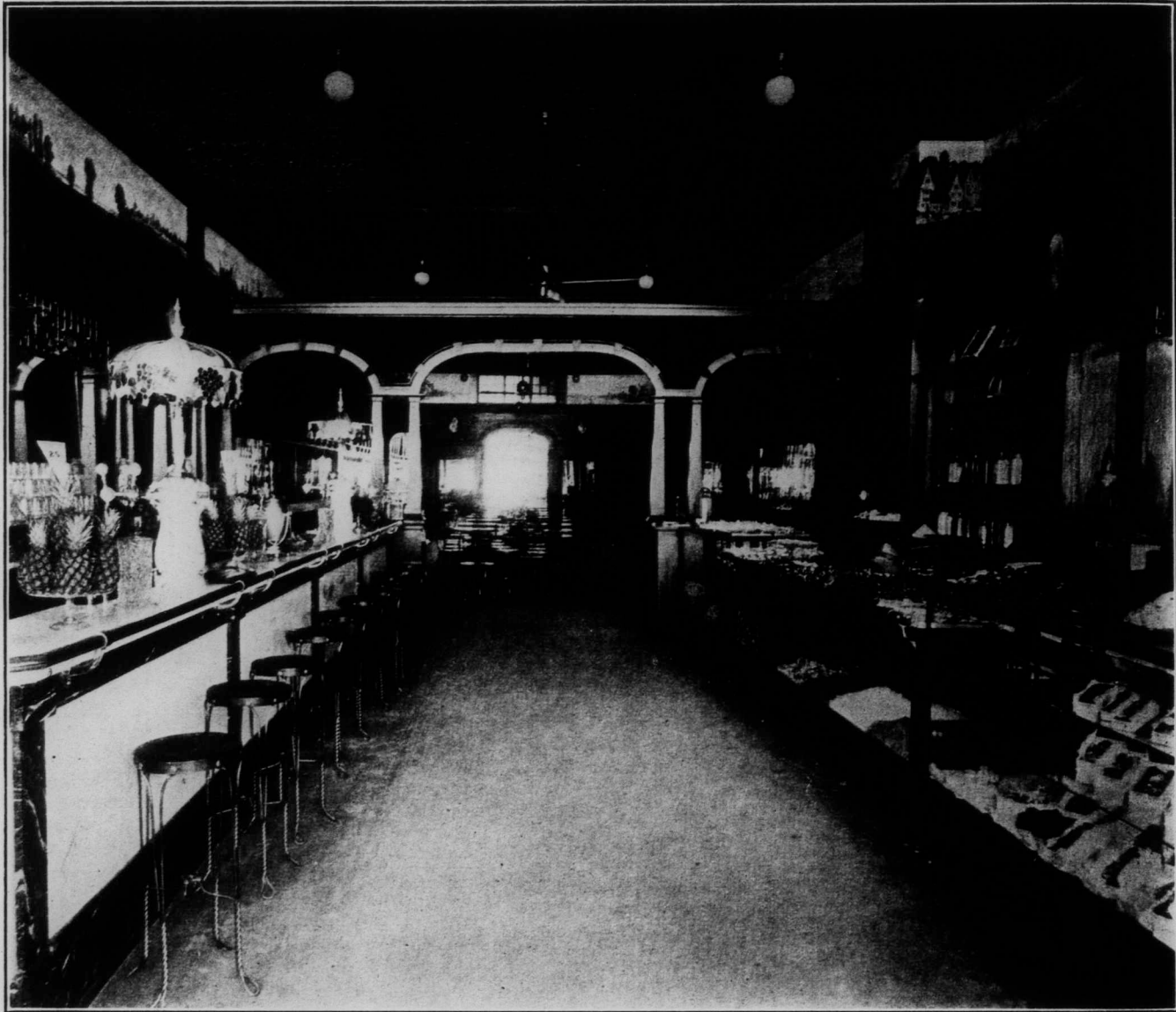
torney called at the association office and questioned the secretary, requested a copy of the by-laws, and soon thereafter appeared notices in the paper that the grocery trust, of which J. F. Paulding had been the managing head for the past five years, would be a thing of the past, and perhaps the secretary would be in jail. The daily press was

from doing as they pleased. One evening paper in particular, has taken up this fight and promised the public that the Retail Grocers' Association would have to disband with all other organizations of like character.

No Proof Forthcoming.

A reporter who had gained some reputation in Chicago for getting in-

with his other vast amount of misinformation. He endeavored by every means to prove an agreement to maintain prices and so sure was he that he could do so he allied himself with the district attorney's office in order to clothe himself with the authority to demand the most private papers on file regarding the subject. He was at-



THE KANDY KITCHEN, GUELPH.

Within the last few years the Kandy Kitchen has developed into what many claim is one of the finest confectionery stores in Canada. This is a proud boast,

but is largely substantiated by the appearance of the above reproduction. The style of architecture is Early English, and the mural decorations in oil are the

work of a Guelph boy—Wm. A. Cowan. The proprietors of the Kandy Kitchen are Yeates & Thomas, who are to be congratulated.

full of possible happenings and the department stores, especially, were much gratified that they could have their way at last, and defy the ever alert grocery trust that was grinding the public between the stones and keeping them (the department store)

formation from members of organizations where an agreement had been made between the members called at the office several times and tried by diverse ways to get a copy of the old cast aside agreements of the association in order to publish it along

ways treated with courtesy but told that there were no prices established by the association, but all prices that were in effect were made by the individual manufacturers, and that no law would effect the manufacturers' right to continue this policy. This was

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**THE DEVELOPMENT
OF NEW BRUNSWICK**

The resources of the Province
and how they are being realized.

By The Grocer's Special Correspondent

the cause of this particular reporter's remorse. He had pledged himself to his advertisers, and the public, that there was to be a sensation, a prosecution and a conviction, and investigate as he might he could procure no evidence that would be of any use to him whatever. We have not heard of him for some months and his paper has ceased to mention in any way the grocery trust. The department stores were as sensational as the reporter, and it seemed as if there was a collusion between the two for the purpose of making our association disband. They suffered disappointment and our association is still in existence and the reporter has been forgotten, and we have forgiven him for his intended injury, because he is not responsible for his lack of knowledge of matters that he had never studied. It was a case of mistaken identity and he, like some of our Texas and Ohio grocers, placed the manufacturers establishing and maintaining prices on a plan with the oft tried and ever fatal way of prices by agreement between members.

The district attorney, however would not give up his contention that the manufacturers had no right to establish prices, and he took the stand that the new law prevented any prices whatever, thereby placing an individual manufacturer in the light of a trust. I was one of a few who have taken the position that no law would prevent the individual manufacturer from establishing prices and many were the predictions that failure was confronting this important department of the retail grocers' paper. We let matters run along with as little publicity as possible, well knowing that conditions would right themselves in the end. The final result is that the district attorney has announced that the manufacturer has the right to establish prices and the daily papers have made a final statement that the Retail Grocers' Association is not, nor has it been, in violation of the law at any time.

YOU MIGHT ADOPT IT, TOO.

Here is an idea, culled from an old grocer, which may help other grocers who are bothered by people using their store telephone. "I used to be troubled a great deal," he says, "by people coming in and holding long conversations over my line. Finally I was so bothered that I put up a notice, 'Public telephone next door.' This seemed rather hard on my customers, so on the advice of a friend I changed it to the sign you see there." Tied to the 'phone was a neat little notice which read suggestively: "Certainly, but make the conversation short, please." This seems to have solved the difficulty.

The industrial development of New Brunswick in recent years, while not rapid, has been steady and sure. The leading industry of the Province is agriculture, and the advance in this particular has been most satisfactory. Wheat is being grown in larger quantities every year, but not in sufficient quantities to supply the needs of the Province. For several years past, the Government has been giving bounties for the erection of grist mills, in which wheat is ground by the Hungarian process. Under this arrangement, twenty-seven roller mills have already been erected, of which three have been destroyed by fire, leaving twenty-four in operation. Besides these, a roller mill has recently been erected in Buctouche without the Government bounty. The total capacity of these mills is 1,260 barrels every 24 hours. If run day and night they would be capable of grinding 1,500,000 bushels of wheat a year. Their capacity is easily beyond the present wheat production of the Province.

Oats, potatoes, turnips and buckwheat all yield well, and are among the largest crops. A great deal of attention is now being given to dairying. There are 43 cheese factories and 41 butter factories in the Province. The value of these products in 1906 was \$373,963,71, as compared with \$76,151.46 in 1896.

Next to the agriculture, lumbering is the principal industry. The forest exports of New Brunswick amount to about \$5,000,000 a year, of which three-fourths goes to Great Britain. The lumber exports have shown an increase every year for some time back. Although the New Brunswick fisheries are not as extensive as those of Nova Scotia, they are, nevertheless, very valuable, the average product being about four and a half million dollars a year. The principal catch is herring, which amounts to about \$1,000,000 a year alone. Several large hatcheries devoted to fish culture have been established in recent years, and millions of fish fry are distributed every year in New Brunswick waters.

In mining, this Province, while inferior to some of the others, has several valuable deposits of mineral wealth.

Coal is found in the southern portion of the Province, and is being worked in Queen's and Kent counties. Albertite is mined in Albert county, oil wells are located in Westmoreland, iron, copper ore, nickel, antimony, galena, manganese and graphite, also exist.

There is an abundance of limestone, many valuable deposits in St. John county being worked at a handsome profit. Gypsum is extensively quarried in Albert. Large quantities of granite, marble, freestone and slate are taken out. Mineral springs and salt springs are being operated at a profit.

The great manufacturing industry of New Brunswick is the conversion of the lumber of the Province into deals, boards, clapboards, shingles, and similar articles. This industry employs hundreds of sawmills and gives employment to many thousands of men. The Province contains five pulp mills for the making of chemical pulp, all established in recent years. There are five cotton mills and several iron foundries.

The manufacture of nails is carried on extensively. Boots and shoes are made in a number of places, as are wrappers, paper boxes, woolen cloths, candy and soap. There are also several furniture factories and carriage factories. Although no figures are available, it is conceded that the Province has made a steady advance in its manufacturing industries.

The Province is well served with railways, the I.C.R. and C.P.R., together with numerous branch lines, tap its various sections, while the G.T.P., now under construction, and the proposed St. John Valley Railway, will, no doubt, open up more of the country and develop its various resources.

The value of the imports of the Province during the fiscal year ending June 30, 1906, was \$8,886,409, and the exports for the same period was \$23,267,348 in domestic goods, and \$281,605 in foreign, not including United States products sent through St. John valued at \$8,796,664, thus making St. John's total exports \$27,131,788.

A GROCERY DE LUXE

Quarter-cut Oak, Plate Glass in Profusion and Tin-lined Bins Soon Pay for Their Cost in the Class of Business They Attract.

The satisfaction that accrues from doing business with the best class of trade in a store that corresponds in fittings and general effect with the houses of its customers, must be considerable. If so, R. H. Stewart, whose store is at 599 Sherbourne street, Toronto, ought to be a happy man. With

solid quarter-cut oak counters, shelving and fittings, with plate glass galore, with tin-lined bins, and with the latest in accessories, he has an edition de luxe of a modern grocery store. The store is even fitted with exposed oak beams in the ceiling, and the office fittings look as though they had been built for a bank. The photographs appearing here-

with will show the details in a more adequate way than any verbal description. The fittings were manufactured and installed by Jones Bros., Toronto.

Entering the store, one comes face to face with the confectionery department, the goods of which are displayed on a large mirror-backed chiffonier and in glass-fronted compartments under the counter. Only the best class of goods is carried, and the profit on these is found to be remarkably good.

This idea of glass-fronted compartments under the counter is carried out for the full length. It is a remarkably good idea, providing for an effectual display of soilable goods without ex-

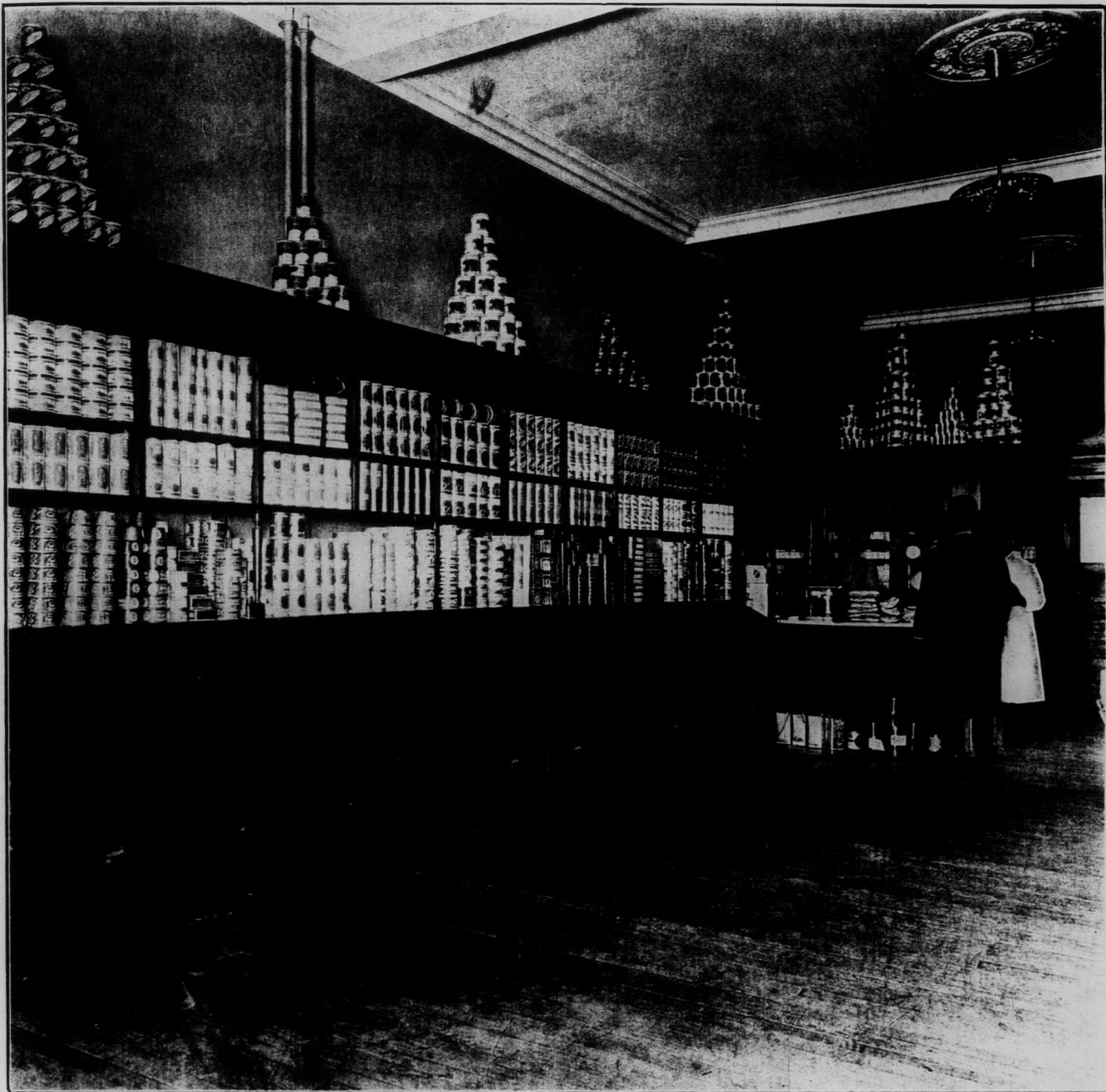


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Quarter-Cut Oak Shelving for Canned Goods.

posing them to the ravages of flies and dirt. Behind the counter, underneath the shelving, is a row of tilting boxes, all tin-lined. Above these is a row of spice boxes, and above this, again, the shelving which is filled with general package goods, extracts, etc.

The shelving on the other side of the store is filled with canned goods of the best lines, of which the store carries an enormous stock. Below this is another row of tilting bins, and also a row of smaller drawers, all of quarter-cut oak and tin lined.

At the rear of the store is the refrigerator, built with three separate compartments, the ice supply being put in from the warehouse outside. Across

from this a cosy little private office has been fitted up.

The general office is situated conveniently near the door. Unfortunately it is not shown in the photographs. The front is fitted up with plate glass and bent brass, like a teller's window in a bank, and the desk and filing devices inside correspond. Two telephones on two separate lines are supplied here, and very frequently they are both in use. A very large proportion of Mr. Stewart's business is done by telephone, and this system seems to be growing more popular every year with the best class of trade.

A couple of special movable fittings deserve special mention. For instance,

the store's line of fancy biscuits is carried in two frames, which can be shifted, as desired. Each frame contains four long tilted boxes in tiers, each box being covered with a hinged glass cover and arranged to hold six tin boxes of standard size. A large double-decked table near the door provides room for the display of any special lines, and the goods on this give many a hint to the incoming customer.

In keeping with the fittings, the store is heated by a number of hot water radiators, placed in out-of-the-way corners, and to facilitate the handling of barrels and boxes, a hoist runs from the warehouse in the rear to the cellar below the store.

**GROCCERS AND
GROCERIES
IN CHINA**

Conditions of Trade in
the City of Shanghai.

European Foodstuffs of
all kinds stocked in
abundance.

"Why, yes," said a lady who is quite conversant with affairs in China, "several of the stores in Shanghai are just as up to date in appearance as the one shown in the photographs you have there. When you consider that there is a population of 11,000 English people in the city and that these are all pretty well to do, you can see that there must be quite a demand for English and American goods," and that English methods will be likely to prevail to some extent.

"I have bought groceries time and again from Dunning & Co.," our informant went on, "and have found them most satisfactory to deal with. Their store is quite large and of three stories in height. In the ground floor they handle chiefly groceries. The second story is devoted to hardware, of English and German manufacture, and a line of American typewriters is also handled.

English Firms and English Goods.

"The other stores? Well, there are two other large English firms doing business in Shanghai in buildings just as good as Dunning's. These are Lane, Crawford & Co., and Mustard & Co. These two are old established firms having been in business there for twenty or thirty years. The Dunning business has changed hands several times and has been under the present control only about ten years.

"Several Chinese firms as well, who are quite up to date in store methods, handle British goods. The names of a few of these? Well, I'll have to spell them for you. 'Paw Chong,' for instance, and 'Wen Dah,' are two of the largest of them."

Chinese Groceries.

"What about the real Chinese grocery stores?" inquired The Grocer representative. "Are they distinctively groceries, as they are in this country?"

"Oh, yes," said our informant. "In Shanghai there are thousands of them, little places, a good many of them, on street corners as they are in Toronto, which supply the Chinese people with characteristically Chinese goods. In later years, however, the influx of European people and methods is having such an effect that the character of these goods is changing considerably, and the

demand for European goods among the natives is becoming marked."

"Are the names of these stores as peculiar as those of the laundry men here?" was the next question.

"Quite as peculiar," with a smile. "They have just the same 'Lee Sings' and 'Chong Hos' in Shanghai as you see here. These small stores, too, do a good deal of business, though, of course, according to Chinese method, one has to use the 'beating down' system for anything they buy. It is perfectly ridiculous to what an extent this system prevails. Usually one can buy an article

bacons and dried fish are plentiful." The Grocer had already noticed the display of Swift's goods in the window. "English biscuits are procurable in all varieties," she continued, "arrowroots, gingers, cocoanuts, and even animal wafers, being on sale."

Fruits, Meats and Milk.

"Fresh fruit? Yes, they sell a good deal of that, too. Bananas and oranges come from the Southern Pacific and some oranges, of a more citric flavor, are grown in China. Vegetables are quite plentiful, cabbages, corn, beets, and sweet potatoes being grown near the city. Tomatoes and ordinary potatoes are not usually grown by the natives, but the climate easily permits of it.

"Meats? Well, you'll perhaps be surprised to know that fresh meat is considerably cheaper in Shanghai than in Toronto. We could buy beefsteak of a pretty good quality for 10c. per pound.



An English Firm in Shanghai—Store Front of Dunning & Co.

from 100 to 200 per cent. below the first price quoted."

Well Stocked Stores.

"What about the goods in the English stores?" inquired The Grocer. "Can one live as we do in Canada?" "Well," was the reply, "if the people are willing to pay a little more for it, and most of the Europeans in Shanghai are well able to do so, they can buy about anything you can at the best stores in Ontario or Quebec. For instance, English canned goods, that is, meats and vegetables, and bottled fruits, are carried in abundance. Japanese canned goods are also creating quite a demand. Hams and

Most of this is sold in the market, a large enclosed structure, but with no roof, filled with tiny stalls, where all the bargaining goes on.

"Where does the beef come from? Oh, you know the Chinese use the cow as a beast of burden, and on this account beef is quite plentiful. No, the natives don't ordinarily use milk, but a couple of large dairies in Shanghai supply the English people. The Mohammedans all through China also use milk and it can usually be obtained from them."

Canadian Trade.

"Are any Canadian goods sold in Shanghai?" asked The Grocer. "Not

ordinarily, good deal use of Can let may Chinese tr considerable v ers of food Shipping c less than l goods are s always saf one facto United Sta "One inte our informa interview, make excell is. It com baking sug granulated

DUNNING & CO. LTD.
PROVISIONS
GROCERIES
CONFECTIONERY
VEGETABLES
FLOWERS
LAWN MOWERS
GARDEN TOOLS
司公隆
上海
南京路

Window

ed in large g in diameter very inferior, sugars are n Canton."

It might b the three Eng all advertise English daily hai, and also published Chi European mo that city ma that one of t dailies carries cleaner mach English firms, columns regul in these dailie

ordinarily," said the traveler, "but a good deal of it is shipped in for the use of Canadian missionaries. The market may in time be developed, and Chinese trade ought to prove of considerable value to Canadian manufacturers of foodstuffs, if it was developed. Shipping charges would be somewhat less than from England. The English goods are so perfectly reliable that it is always safe to handle them. That is one factor which operates against United States goods."

"One interesting point for you," said our informant, toward the end of the interview, "is the fact that the Chinese make excellent sugar, cane sugar, that is. It comes in two grades; a white baking sugar, which is similar to our granulated in flavor, but is manufactur-

THE WESTERN CROPS AND

For a decade to come, the year 1907 will undoubtedly be remembered in Western Canada as a year of great anxiety, nervousness and uncertainty. In the best of years the crops get on one's nerves. So much depends on them that not only the farmers, who are the men most directly interested, but the business and professional men in the western cities, and even in the east, watch the weather and crop reports during the critical season of the year with the keenest interest. During the months of August and September the crop reports and the records of temperatures throughout the west are the first things referred to by the business man in Winnipeg as he scans the morning paper while waiting

THE BUSINESS OUTLOOK

For the first time in years there has been an undercurrent of pessimism in the west and business men lacked their usual confidence.

Twenty-five Per Cent. Shrinkage.

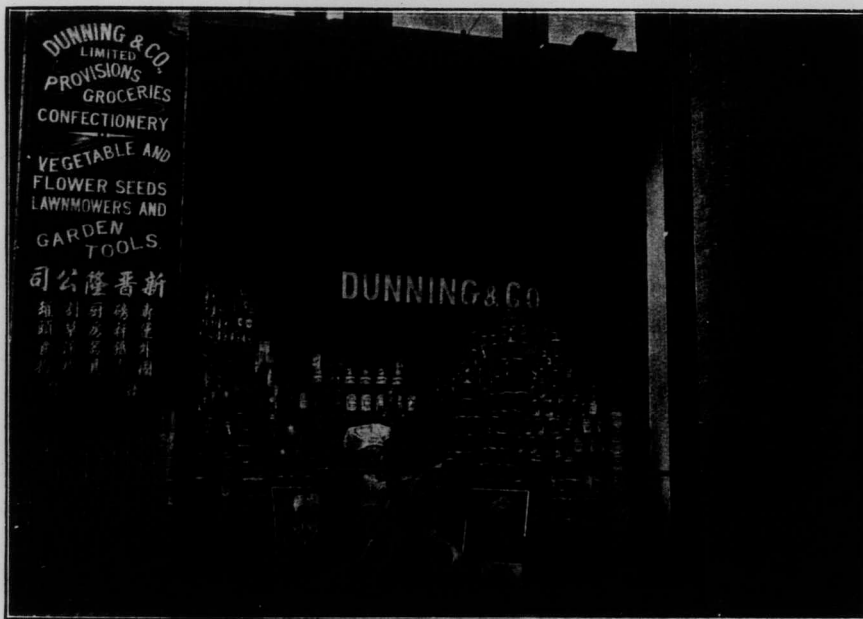
There has, however, been a marked revival of confidence since the beginning of the harvest. It is too early yet to do more than guess at the size of the wheat crop, but it is certain now that the crop was much larger than was expected two months ago. It is probable that Sir Thomas Shaughnessy was nearly correct when in the course of his annual report last month to the C.P.R. directors he estimated a shrinkage of about 25 per cent. as compared with last year. He added that there was a large increase in the production of the coarser grains and that in view of the high prices obtaining it is not unlikely that the western farmer will receive quite as much money for his 1907 crop as for his 1906. He might have added that in view of the fact that the crop is considerably smaller than last year it is likely to be handled much more promptly by the railways and therefore the farmer will not be compelled to wait so long as last year for the proceeds of his crop.

The Worst Days Are Over.

This, then, seems to be the sane and accurate view of the situation. Some districts have undoubtedly suffered severely and the business men will feel the pinch of hard times; but, taking the country as a whole, there has been a fairly good crop and the high price paid for grain will save the situation.

The days of general crop failures in Western Canada are over now, for the area under cultivation is too big to permit of them. In the early days, when the western wheat area was confined to the districts around Portage la Prairie, Brandon, and Virden, general failures were possible; but at the present time the wheat area extends over so many hundred miles of territory that such a thing is altogether improbable. The best proof is the experience of this year, the most unfavorable the world over that has been known for more than a generation. Western Canada has stood the test and her substantial crop, grown and harvested under the most adverse conditions, bears eloquent testimony to her great possibilities.

The general business situation in the west is therefore not unfavorable, in spite of the adverse conditions prevailing during the year. The money stringency has made it necessary to shorten credits and business henceforth will be conducted on a more satisfactory basis.



Window Dressing in China—A Display by Dunning & Co., Shanghai.

ed in large granules about half an inch in diameter. The other grade, which is very inferior, is of a brown color. These sugars are made in Hong Kong and Canton."

It might be interesting to note that the three English firms mentioned above all advertise extensively in the three English daily papers printed in Shanghai, and also in the less frequently published Chinese papers. How far the European movement has taken hold in that city may be judged from the fact that one of the issues of one of these dailies carries an ad. for a vacuum cleaner machine. Several advertisers, English firms, who occupy The Grocer's columns regularly are also represented in these dailies.

for his coffee. The crops are on the minds of all classes of people and the discussion of the weather and weather probabilities is not merely a polite and tiresome commonplace of conversation, but a subject of vital and significant interest.

This has been a year of anxiety and uncertainty. The winter was the most severe on record and it was followed by a late, cold spring, which delayed seeding. The summer was none too favorable and the harvest was thrown more than a month later than usual. Naturally, there was great anxiety lest the first frosts should destroy the crop, and when it is remembered that owing to various causes this has been a year of world wide financial stringency it can readily be understood that business conditions have been none too favorable.

THE CANADIAN GROCER

WINNIPEG'S FINEST GROCERY STORE

"Goods Well Displayed are Half Sold."

How W. H. Stone's new store, in Winnipeg, has been built around this maxim.

No grocer who is planning to build a new and high-class grocery store building should think of letting the contract or approving the plans until he has acquainted himself with the principal features of a few of the best stores in the country; and there are few stores in Canada in the same class with the handsome new store completed in Winnipeg last month for the W. H. Stone Company. For twenty-two years Mr. Stone

avenues, in the same block in which Mr. Stone has been located since he first started his business in Winnipeg. The location is central and well suited to a first-class business. Of late years the tendency in Winnipeg has been for retailers to remove to Portage avenue, but a careful examination of the situation convinced Mr. Stone that there is room for a high-class grocery in that particular part of Main street, and that it

lights for a depth of several feet over the high doorways and extending the full width of the store a large skylight in the centre of the store and high windows in the rear, provide excellent light and do away with the dark corners that spoil so many grocery stores.

A General Description.

The store is 33 feet wide with a depth of 113½ feet, thus providing ample floor space for a large stock of groceries, provisions and fruit. A basement the same size provides ample storage room, and as it extends under the sidewalk, coal can be unloaded without any difficulty. On the ground floor, in the rear, there is a large shipping room, and a spur track runs past the door. There is, therefore, every facility for unloading goods coming in by rail. An



Winnipeg's Finest Grocery—Store Front of W. H. Stone & Co.

has been actively engaged in the retail grocery business in Winnipeg, the firm being known for the first two years as Stone & Bryson. For twenty years Mr. Stone carried on the business in his own name, but simultaneously with the removal to the new store his nephew, Archibald White, was taken into the business and the firm name is now the W. H. Stone Co.

The new building is located on Main street, between Henry and Logan

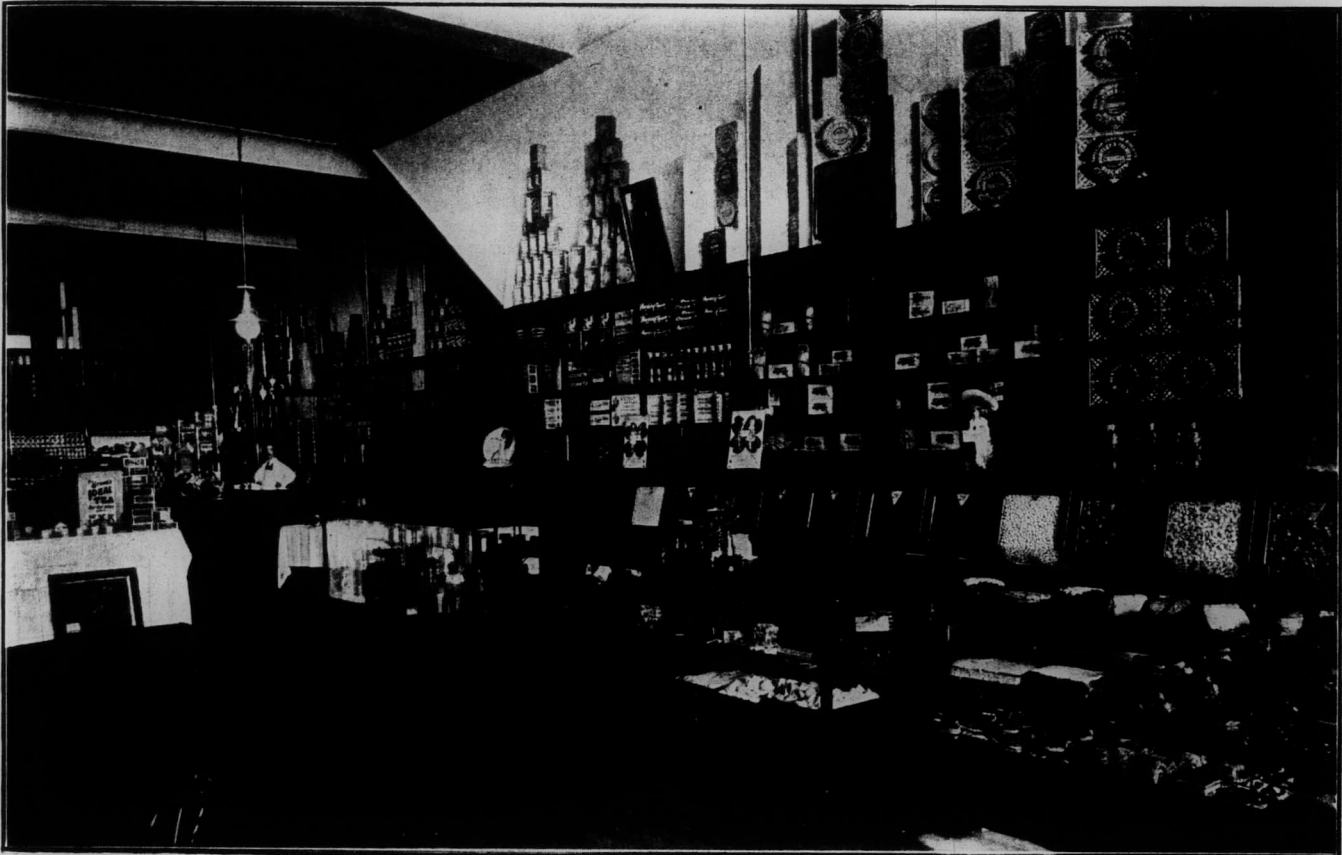
would be no mistake to erect in that block one of the best grocery stores in Canada.

The first impression of the visitor to the store is its bright, cheery atmosphere. It is a large store with a high ceiling, and particularly well lighted. The photographs for this article were taken on a very dull morning, but so light is the store, even on a dull day, that the photographs have shown up with remarkable clearness. Prism

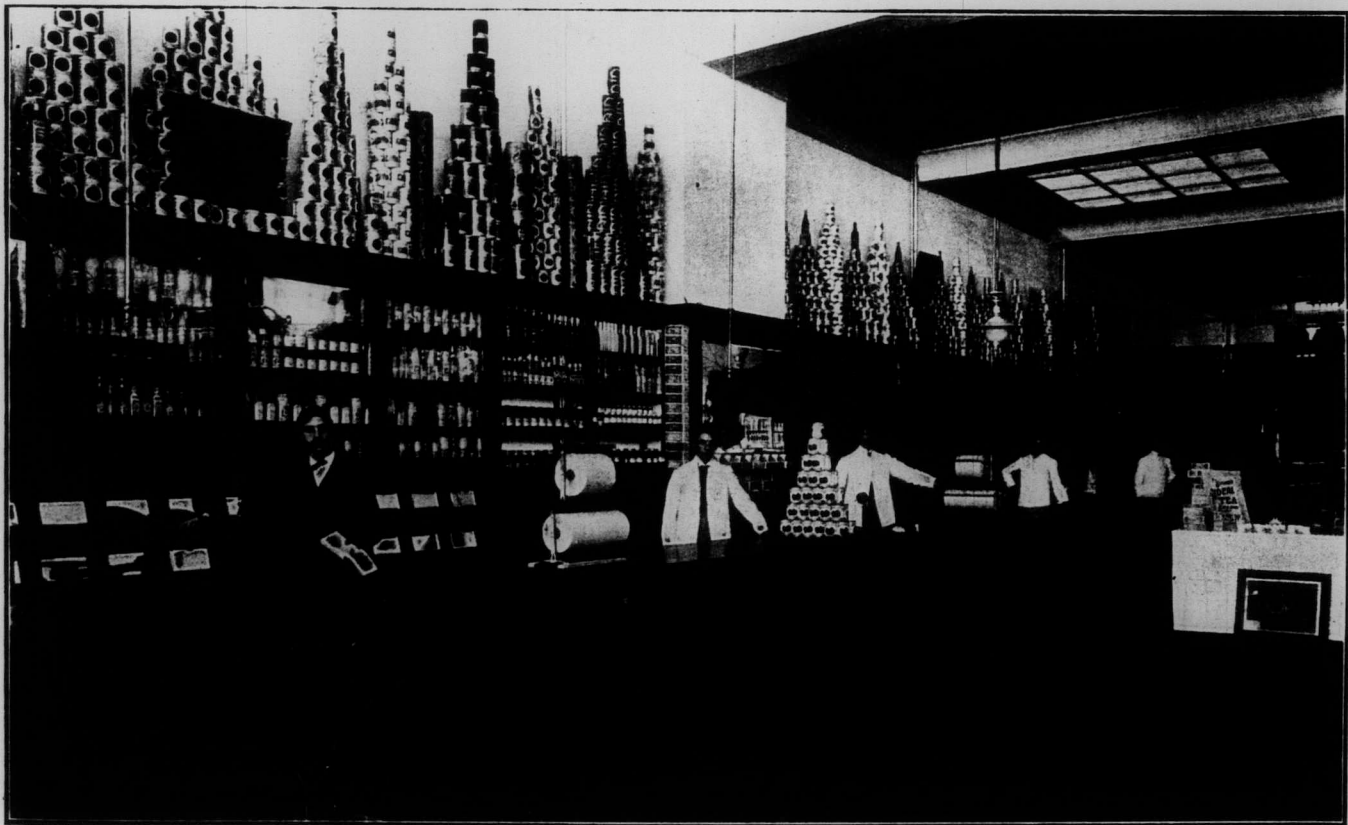
elevator in the shipping room carries goods down to the basement for storage and up again as required.

The office is shown in the illustrations. It is more than three-quarters of the length of the store from the front, and, as can be seen in the illustrations, is reached by a stairway. The ceilings are so high that there is ample room for an office in this position. Here Mr. Stone has his desk, and, like the captain on the bridge of a ship, can over-

THE CANADIAN GROCER



Winnipeg's Finest Grocery—Interior of W. H. Stone & Co.'s Store.



Winnipeg's Finest Grocery—Another View of W. H. Stone & Co.'s Store.

THE CANADIAN GROCER

look everything that is being done. The office is not so easily accessible as to interfere with its privacy, but from his desk the manager can see everything that is going on, and when a customer comes in to whom he wishes to show some special attention, he can see her enter.

The store throughout is fitted with the latest fixtures, supplied by the Walker Bin & Store Fixture Co. These were made to Mr Stone's special order, and some little improvements suggested by him and fitted to the special requirements of his store, were made by the fixture firm.

Everything Under Glass.

As can be seen from the illustrations, the left hand side of the store is fitted

cheaper lines are in the Walker bins, with glass fronts. The bins devoted to biscuits are so large that the biscuit boxes can be placed in them. In this way the tedious handling of biscuits is avoided.

Behind the biscuit department is the department devoted to provisions, smoked meats and bacon, etc. This is a department to which Mr. Stone pays special attention, and it is a profitable one. One clerk does nothing else but attend to this department, and he has every opportunity to make some very attractive displays.

Fruits and vegetables are temptingly displayed in the centre of the store.

To the rear and under the office is the order department, where all orders for delivery are made up. In this way the

OUR ENEMY, THE RAT.

And the Best Methods of Getting Rid of Him.

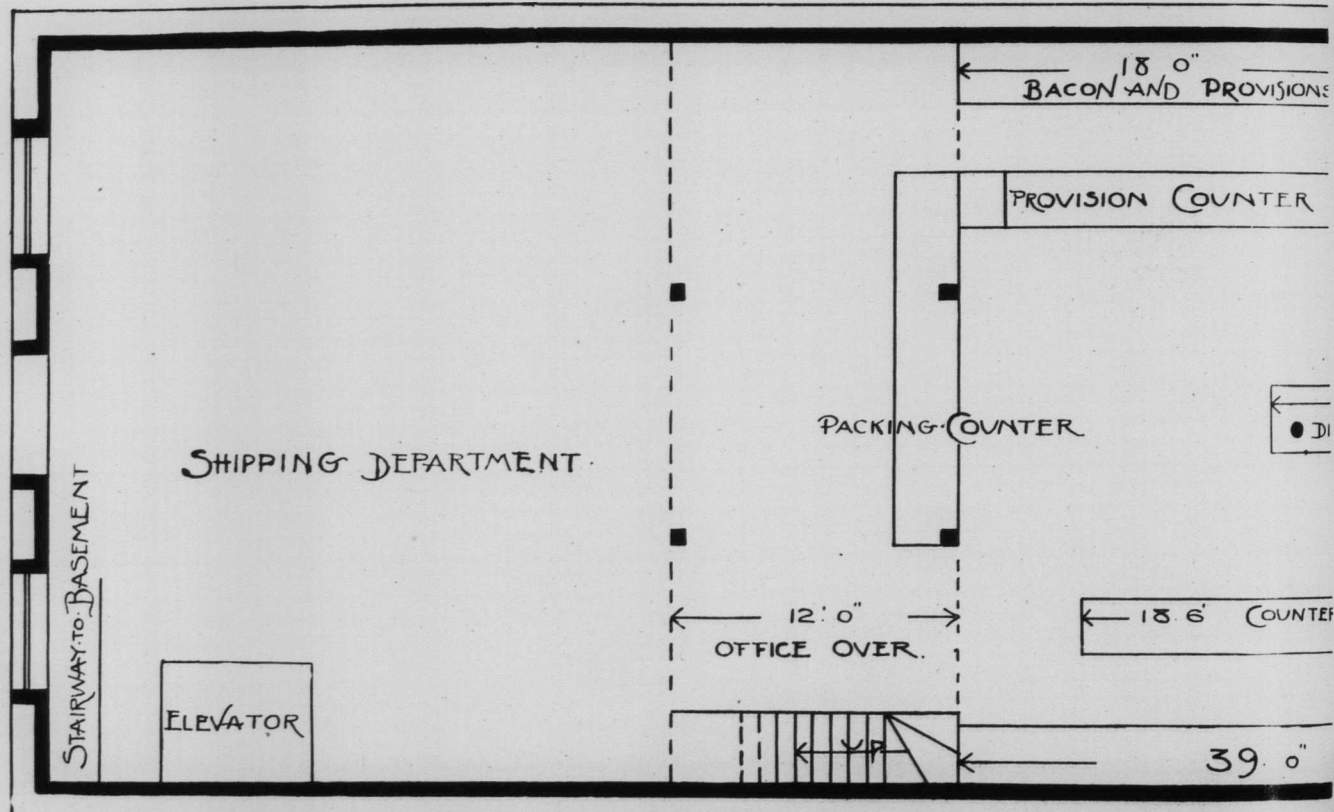
The United States Department of Agriculture recently issued a very comprehensive bulletin on "Methods of Destroying Rats," from which the following information is condensed. This should be read with interest by every retailer who is troubled with these pests and who wants to inform himself as to the best and quickest methods of getting rid of them.

Three kinds of rats have found their way to America from the Old World, but by far the most numerous, and on that account the most destructive, is the common brown or Norway species, which introduced itself in 1775. In the

cost of feeding is fifty cents, great number somewhat app

The fecundity mous. It bree year, and pro —occasionally the first bro mother is but The metho destroying rat sons, (2) trap tion, (5) rat-p ings.

Barium carb of the most e this purpose, a distinct advan



WINNIPEG'S FIN

Floor plan of W. H. Stone & Co.'s elaborate new store, photographs

with counters, while to the right are silent salesmen. On this side the bottled goods are kept in glass cases, where they are absolutely free from dust. The dried fruits and peels, bulk teas, etc., are kept in the bins, and make a very attractive display. The canned fruits, meats and vegetables are also kept on this side of the store.

On the right, there is an attractive department devoted to high-class confectionery and fancy biscuits. The higher grade confectionery is displayed in handsome silent salesmen, while the

counters are always kept clear of goods. The delivery wagons are loaded in the rear.

In every respect, the new Stone store is a model of convenience, and its proprietor has every reason to feel that the investment of \$40,000 has been warranted by the results obtained.

The town of Aylmer has carried a by-law granting extensive concessions to the Canadian Condensed Milk Company.

United States, this rodent is said to destroy more property than all other animal pests combined. In Denmark, the losses occasioned by it are estimated at \$3,000,000 a year, while in France the total damage caused by rats and mice is placed at \$40,000,000 a year. Copenhagen, in Denmark, has begun a war of extermination. A bounty of three farthings is offered for each rat tail handed in.

When it is considered that a single rat will consume about two ounces of wheat or corn in a day, and that the average

T GROCERY.

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slow, and the building in sea die. Sometime set out a pan may help their placed from th wells should curbed. (2) Alt and mice, the quired is harmi may be fed in barytes and fo diary oatmea its bulk of ba mixing medium

THE CANADIAN GROCER

cost of feeding one on grain for a year is fifty cents, the loss occasioned by great numbers of these pests may be somewhat apparent.

The fecundity of the female is enormous. It breeds three or four times a year, and produces from six to twelve—occasionally more—young at a litter, the first brood appearing when the mother is but four or five months old.

The methods recommended for destroying rats are as follows: (1) Poisons, (2) traps, (3) ferrets, (4) fumigation, (5) rat-proof construction of buildings.

Poisons.

Barium carbonate, or barytes, is one of the most effective poisons known for this purpose, and possesses, besides, two distinct advantages: (1) Its action is

sometimes simply spread on bread and butter. If the first supply fails to drive all the rats away, the process should be repeated, but with a different bait.

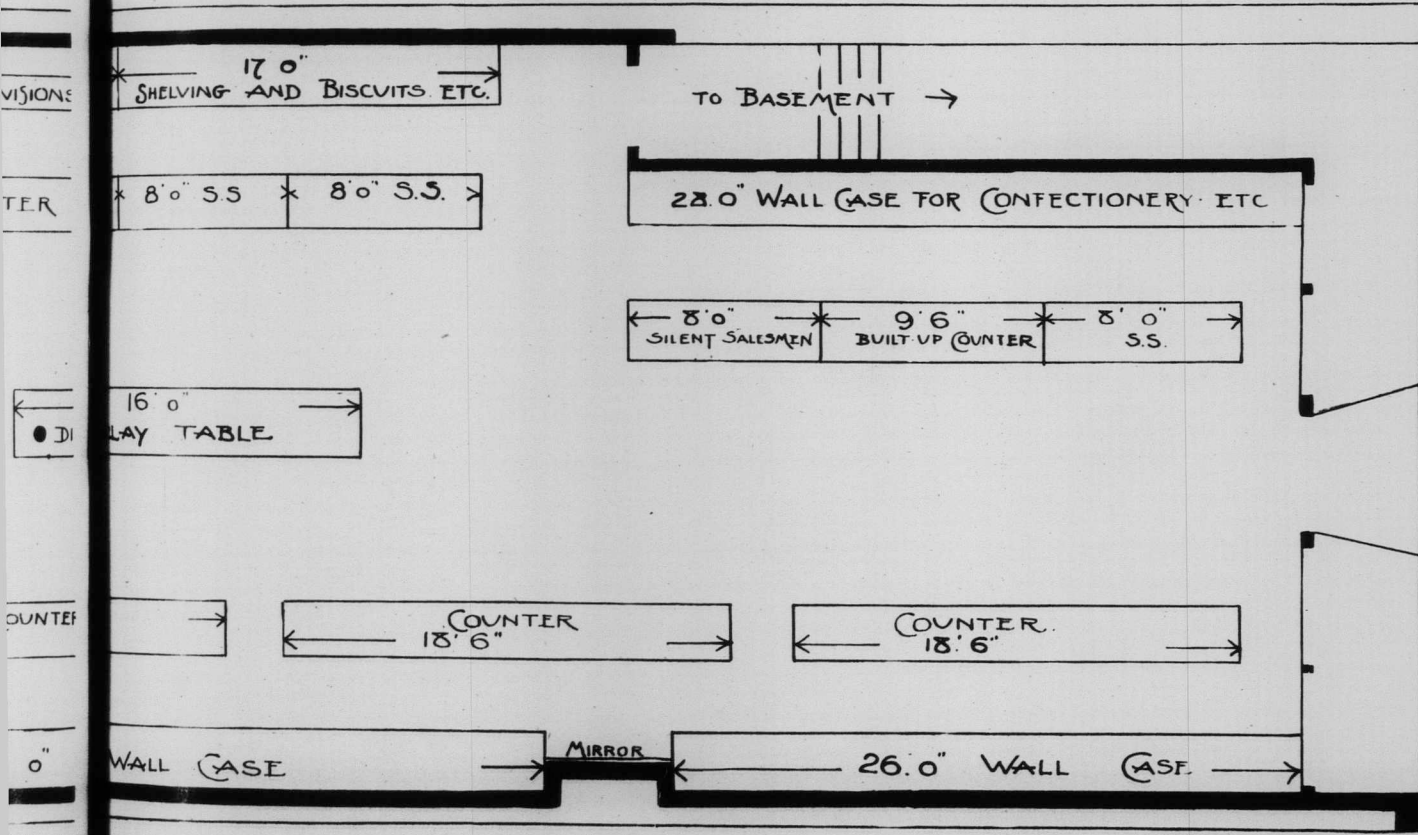
Strychnine is also an effective poison, but its action is so rapid that the animals often die on the premises. It may be prepared by putting the crystals in bits of meat, or by soaking oatmeal or wheat in strychnine syrup and placing it in the rat runs. To make the syrup, dissolve one-half ounce sulphate of strychnine in boiling water and add to one pint of syrup.

Arsenic and phosphorus are sometimes used, but are not to be recommended, as arsenic is occasionally ineffectual, and the rats may convey the phosphorus to different parts of a building, and thus cause fire.

sausage, toasted cheese, toasted bread buttered, sunflower or pumpkin seeds. It is well to feed the animals a night or two before with the same kind of bait which is to be used in the trap, as they are rather suspicious and may require to be thrown off their guard.

Rat-proof Construction.

The best way of keeping rats out of a building is to make it rat-proof with cement. The cellar walls should have concrete footings, and the walls be laid in cement mortar. Make the cellar floor of "medium" concrete, and embed all water and drain pipes in it. Rat holes may be closed by a mixture of cement, sand and broken glass. Poultry houses and granaries may also be made rat-proof by a liberal use of concrete in the foundations and floors.



...T GROCERY. which, with full description, will be found on the preceding pages.

slow, and the rodents usually leave a building in search of water before they die. Sometimes it is advisable to set out a pan of water where the rats may help themselves. The farther it is placed from their holes, the better. All wells should be carefully walled and curbed. (2) Although sure death to rats and mice, the small quantity of it required is harmless to larger animals. It may be fed in dough made of one-fifth barytes and four-fifths meal, or of ordinary oatmeal mixed with one-eighth its bulk of barytes, water being the mixing medium in both cases. Barytes is

If rats are in poultry yards or houses, the following plan may be used: Take two wooden boxes, one larger than the other, and place two or more holes in each large enough to admit the rats, while excluding the poultry. Put the poisoned bait near the middle of the larger box and invert the smaller box over it.

Traps.

There are several kinds of modern traps, those most commonly used being the "cage" and "guillotine" varieties. The latter is the best, as it kills the rodents at once. For bait, use bacon,

Foxes, weasels, skunks, owls and hawks all destroy rats and mice, yet nearly all these animals are regarded as undiluted foes of the farmer and poultry man. It is estimated that rats destroy more poultry eggs and young chicks than all of these animals put together.

The Right-Process Company, of Barrie, consisting of local capitalists, has been organized for the manufacture of washing compounds, grocers' sundries and other similar commodities.

Comfort and Convenience in a Grocery

Plans and Description of Compact and Up-to-date Store and Dwelling
Built by Ellis & Connery for Patterson Bros.

To combine business and home under one roof seems to be an almost ideal condition of affairs. Usually, however, the attempt to follow this plan results in considerable inconvenience in one way or another, either in the business or in the household arrangements. Grocers, generally, will be interested in the plans and illustrations presented herewith of a combined grocery store and dwelling recently built in East Toronto for Patterson Bros., which seems to se-

The Store Proper.

The store itself is 45 by 26 feet, and in this space is stowed away, without the slightest evidence of crowding, all the departments of a general grocery business, including confectionery and tobacco.

On the east side a counter runs almost the length of the store. This is fitted down its whole length with glass-fronted show boxes for the display of standard lines of groceries and cereals.

of the latest pattern. One feature, that of tilting glass-fronted boxes to hold the regular sized tin biscuit boxes, is particularly effective.

The two pillars supporting the upper storey are, as may be seen in the plans, placed in the middle of the store, where they are practically no interference. In this case the architect has provided for covering them with four-sided mirrors, which take away the pillar effect, and at the same time throw many a sugges-



Interior of Patterson Bros.' New Store, Toronto.

cure the desired result without the usual attendant disadvantages.

The building, as will be seen, is of two storeys only, with an up-to-date store, office, warehouse and flour and feed room on the ground floor, and an exceedingly compact and convenient household apartment in the second storey. Roughly speaking, the building is about 96 feet long by 26 wide, while from sidewalk to roof of second storey the measurement is 29 feet.

Underneath the counter and against the wall behind it are rows of tilting bins of the latest pattern.

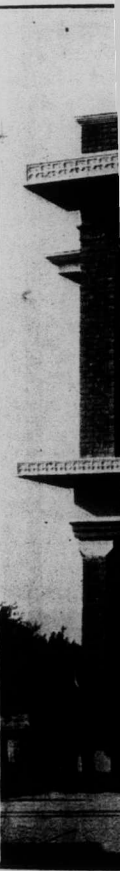
On the west side of the store the counter runs only about half the length. Near the front on this side are two large silent salesmen—one for confectionery, the other for tobacco. At the other end is the refrigerator, a special one, by the way, built with three compartments, providing for the separation of meats, butter, etc. The shelving is

tion into the customer's eye from all parts of the store.

New Ideas in Display Windows.

The windows, one of the most important features in a store's equipment, are particularly well provided for. As will be seen from the accompanying engravings, the store front is entirely of glass. Beside the front alone, advantage has been taken of the corner location to provide for a side window, fully

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THE CANADIAN GROCER

as large as each of the front windows. It is thus evident that facilities for effective window display are exceedingly good. The window spaces inside are enclosed with other windows and roofed in at the top, a particularly good idea, by the way, providing against the entrance of dirt and flies. By another arrangement of ventilation a current of air is carried upward across the face of the plate glass, thus preventing the gathering of frost on the window. Above the window proper a good-sized area of prism glass provides for the interior store lighting.

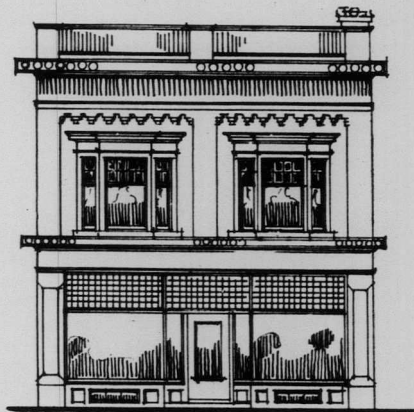
Artificial lighting is provided for by the Pitner hollow wire system of gas-line. Nine lamps of 500 candle power

business furniture. The office opens again into a hall, which runs into the warehouse. In the rear of the office is a hallway, really part of the household apartments above, opening to the street and containing a stairway to the second storey.

The warehouse, which occupies the full width of the building, is equipped with a hoist which runs to the cellar, and with a sink and lavatory. From one corner a back stairway leads to the apartments above. A large sliding door in the west wall provides for the convenient receipt of shipments.

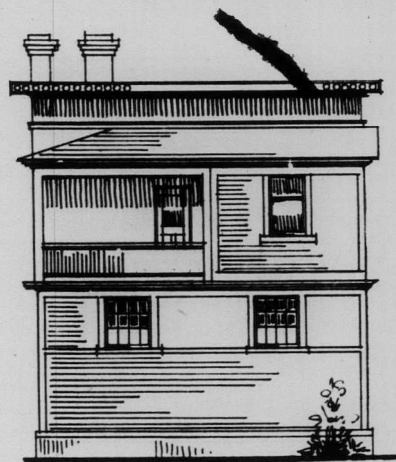
Facilities for delivery are also well provided for. A driveway runs the whole length of the west side of the

furnace and coal bin, and allowing ample space for supplementary storage. Hot water heating is provided for, and the piping here is all asbestos-covered. The cellar all through is plastered and well finished.



FRONT ELEVATION

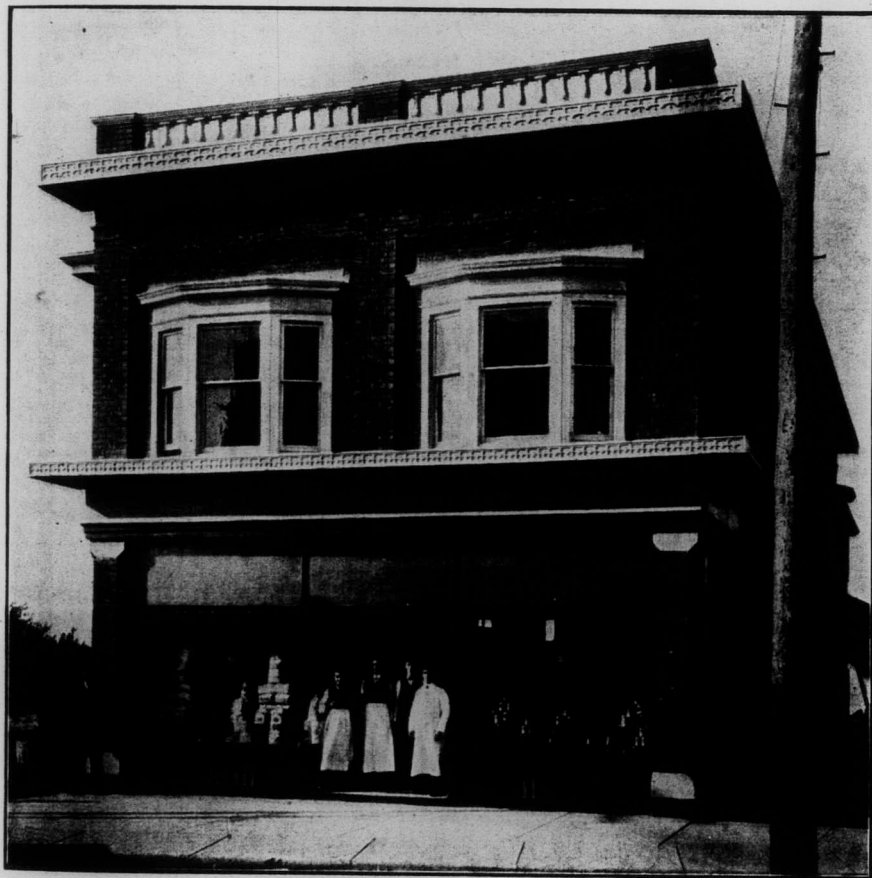
The idea of compactness and comfort has been admirably carried out all through the building, but nowhere is it more evident than in the arrangement of the living apartments. The rooms are grouped about a long hall, which runs from a large parlor extending across the whole building, in front, to the rear. The convenient arrangement may be seen from the accompanying plan. Fine, roomy bedrooms are provided for, beside a cosy little den, which is fitted with a fireplace. The bathroom and closet, separate, by the way, are conveniently located, as are also the dining-room and kitchen. In the kitchen may be seen the dumbwaiter cabinet. This handy apparatus runs to the cellar,



REAR ELEVATION

and also has a door in the warehouse, thus saving many steps.

The extended windows in the dining-room and parlor allow for the placing of large window seats, which give the interiors a particularly roomy appear-



Exterior of Patterson Bros.' New Store, Toronto.

each are provided, two of which are in the windows, and the system seems to have proved itself very satisfactory. "To have lighted the store by electricity would cost me \$45 per month, on an estimate," said Mr. Patterson. "Under this system the cost will be not much over \$6, and we'll have just as satisfactory lighting." The store, and, in fact, the whole building, is wired and piped for gas and electricity.

Office, Warehouse, Etc.

Directly behind the store is a cosy office, fitted with mantel and fireplace, giving sufficient room for an outfit of

store. A doorway from the hall immediately behind the store opens onto a platform over this driveway. Parcels are shifted from the store directly into the wagon with the minimum of handling.

The Cellar and Living Apartments.

A stairway from the hall immediately behind the store, runs to the cellar, which occupies the full space under the building. This, too, is very conveniently arranged. A wall divides it, the rear section giving ample space for storing potatoes, apples, oil and other goods, and the front section containing the

THE CANADIAN GROCER

ance. Both rooms are also fitted with mantels and fireplaces.

Since East Toronto has no sewer system, special provision had to be made for this important feature. This was done by means of a septic tank of good size placed at a distance behind and at a depth below the building. The sewage is run direct to this tank, and here the solids are disposed of.

Regarding the Cost.

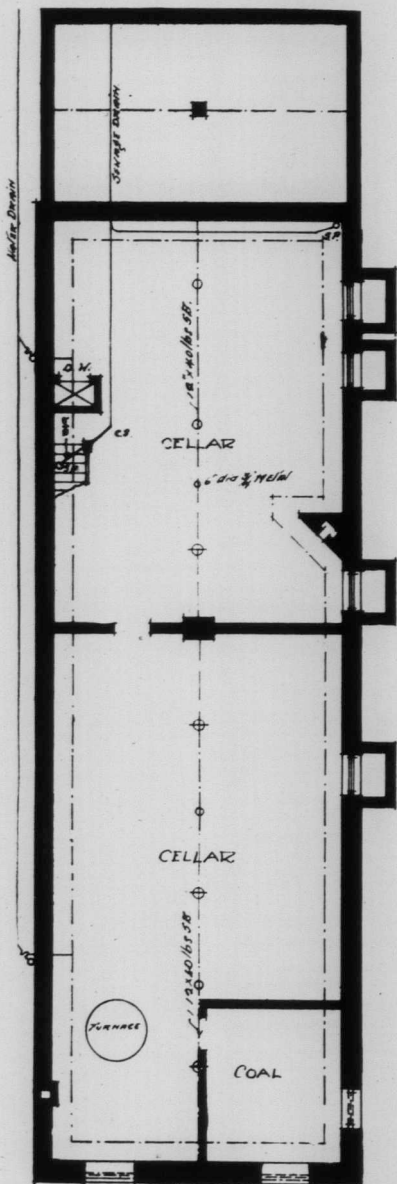
Grocers who are considering putting up a building at all similar to the one here described will be interested in a few figures regarding the cost, which Patterson Bros. have kindly furnished: Building only, store and house-

- hold apartments \$6,500
- Heating plant for store and dwelling 900
- Store fixtures, including refrigerator and coffee mill 1,000
- Lighting plant and fixtures 100

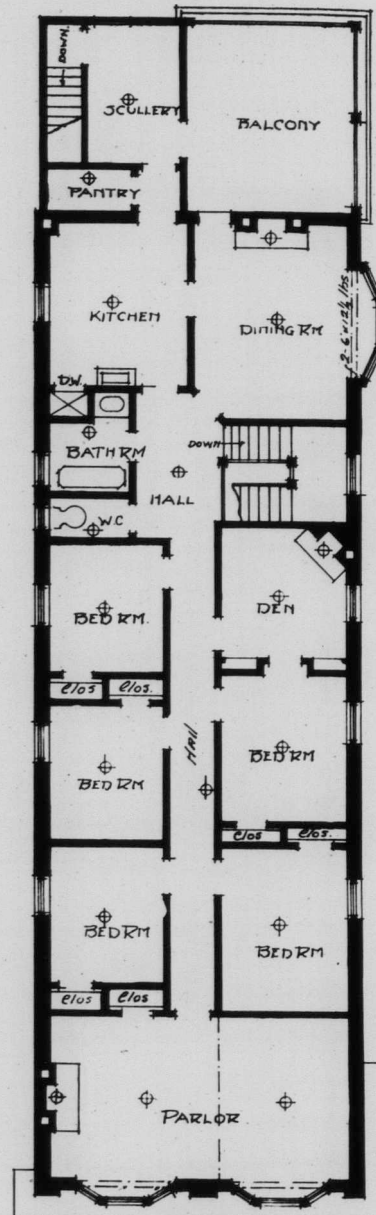
These estimates should give a pretty satisfactory idea of what the building and outfitting of such a store would cost in almost any part of Canada. In some districts, of course, labor is much cheaper and a considerable margin might be cut off on that account, but, allowing additional charges for freight and handling on contractors' material, the cost would probably work out at about the same figures.

About the Proprietors.

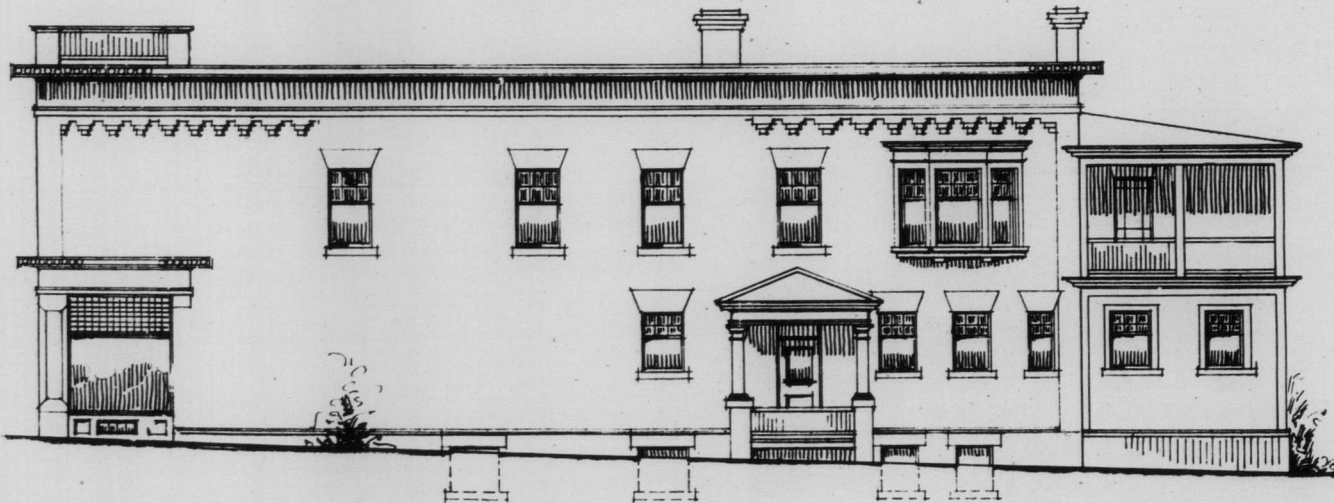
Sons of the Patterson family have been conducting a grocery business on the corner which the new store occupies for twenty years. The present proprietors, two of the brothers, J. L. and R., have not been grocers quite that long, but they have seen East Toronto and the district adjacent, grow up to its present busy condition. Naturally this growth has brought the firm a good deal more business than they started with



BASMENT



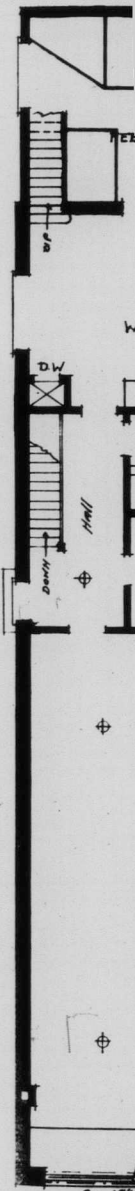
FIRST FLOOR



SIDE ELEVATION

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The old stor ing building, a particularly large business space, though with a good d the new buildi old store was



GRK

large lot owned ness was carried ing was in progr prietors are very new structure.

J. L. Patterson in the firm, has a street, but R. Pat ber, with Miss P thers who are e both of whom, by

THE CANADIAN GROCER

and caused the expansion here described.

The old store was in a low and rambling building, and latterly had become a particularly good example of how a large business could be done in little space, though this was accomplished with a good deal of discomfort. When the new building was contemplated, the old store was moved to the rear of the

members of the firm, will live in the new home.

The Architects.

Ellis & Connery, whose offices are in the Manning Chambers, Toronto, were the architects of the building, and to their personal supervision during construction is due in a great measure the excellence of the finished structure. The firm have designed several of Toronto's most up-to-date bank buildings and have to their credit some of the finest houses in Ontario.

A CHRISTMAS TREE.

An attraction which is always good for the Christmas season is to place in the window a handsomely decorated Christmas tree. Colored electric lights may be used, of course, if you have them; if not, you can do quite as well without. Announce that every purchaser to a certain amount will be given a present from the tree. These presents should be wrapped and piled up at the foot of the tree. A few presents of considerable value should be included. Each bundle should contain a small slip or folder advertising some specialty of your own, also a few words to the effect that you trust they will be pleased with their present, and that you will receive a call from them again whenever they want drug store goods or especially prescriptions filled. Clerks should have a general idea of what each package contains so that they can make an appropriate selection when handing out a gift. The pile should be replenished each morning, and your stock of "presents" so managed that something new will come along from day to day. The expense of the scheme may be varied to suit by running only as many days before Christmas as you think best. This should be an excellent advertisement, as there are always crowds of people on the streets at this season, and a "tree" will always attract their attention.

THE MILK IN THE COCOANUT.

The search for the "milk in the cocoonut" has been going on among the world's brightest minds for countless ages, but in a commercial sense the man who actually has it on his hands would be thankful if someone would show him how to get rid of it with some profit. Said a cocoonut trader the other day:

"It seems a shame that one of the most wholesome and most accessible products of the cocoonut, the milk, goes to waste entirely because thus far none of us has been able to find a way to make use of it. Our profit. Every day we break up thousands of cocoonuts for the meat, millions in a year, and every

one of them has a pint or more of sweet, nutritious milk in it. We manufacture the meat into an edible form, the shells are ground up for a variety of purposes and even the husk is used in one way or another, but the gallons and gallons of milk go entirely to waste. We have tried bottling it, but there appears to be no demand for it, and we have tried to boil it down into a syrup without satisfactory conclusion, yet we know that there is nutrition in the liquid and that it is a delicacy. If someone will only find some way to utilize it 'there's millions in it.' To-day we are letting it run waste by the barrel."

—Journal of Commerce.

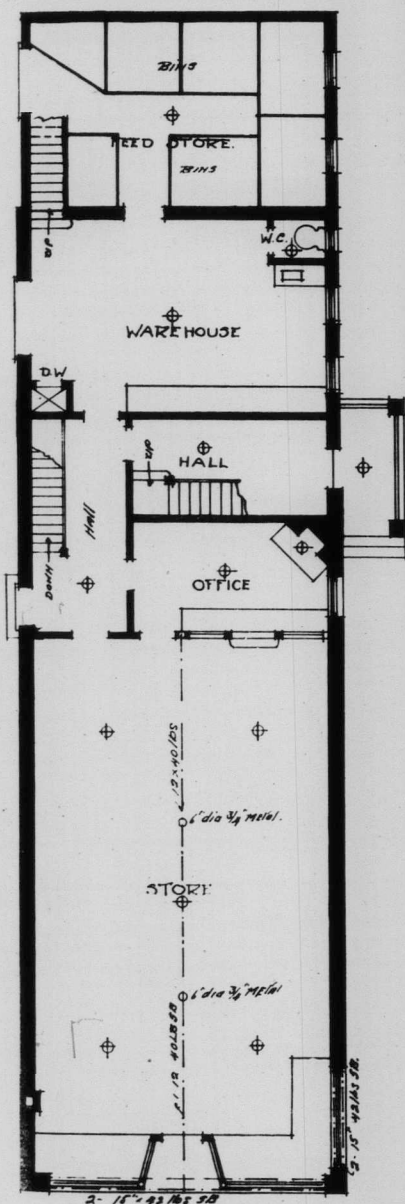
PURITY AND CLEANLINESS.

A firm manufacturing cocoa loans to retailers who handle its brand an interesting card for store display. This device has attached seven small glass receptacles. The first contains cocoa beans as they come from the pods, while the others show six different kinds of refuse that are separated from them in making the firm's cocoas—cocoa bean shells, shell dust refuse, light refuse, dirt refuse, fibrous refuse and the germs or sprouts of the cocoa bean, which are hard, woody, indigestible cores, never ground up in this brand. Appropriate text briefly tells a forceful advertising story of purity and cleanliness.

YOUNG CUSTOMERS.

It pays well to go after the trade of the school boys and girls, not so much because it is so very profitable in itself, as for the reason that the sale of school goods gets the youngest shoppers into the habit of coming to your store. It gives the dealer a chance to get acquainted with them all and to be able to call them by name. If they are properly treated, they will keep coming and become regular customers as they grow older. There is no class of trade that repays attention better than the children's trade. There is no class of customers more discriminating and appreciative than the youngest.

An excellent means of getting the trade and the good will of the school people is to make prize offers to the students. One that will get ready responses is to issue a card with an outline picture upon it and offer prizes for the best colored copies returned. Make the prize list long, rather than short, and elaborate. Another idea is to offer a prize or series of prizes for the best compositions upon some article of which you can make a good window display. Such schemes get the teachers to assist you and take an interest in your business. They will urge the students to compete.



GROUND FLOOR

large lot owned by the firm, and business was carried on there while building was in progress. Naturally, the proprietors are very glad to get into the new structure.

J. L. Patterson one of the brothers in the firm, has a home on a neighboring street, but R. Patterson, the other member, with Miss Patterson and two brothers who are employed in Toronto, both of whom, by the way, were former

CROCKERY AND GLASSWARE

Illustration and Description of some of the Latest Goods— Hints for Crockery Department.

The grocer who devotes any attention to crockery will be interested in the photographs reproduced on this and the following page, which show, not only some of the newest of the year's goods, but also methods of display which might well be followed. The photographs are of the interior of the store of Myott, Son & Co., at 785 Yonge St., Toronto, and some of the goods on display are, by the way, special lines which were

The glazed metallic surface of this ware represent the old bronze surfaces, while the lines and surfaces inserted in green, supposedly represent the verdigris-filled crevices in the original vessels. These goods come in various form, such as jardinières, vases, biscuit jars, flower bowls, etc., and are so unique and taking in character that the demand for them is great.

At the top of the photograph may be

establishment may be judged from the photograph.

In the second photograph the main table holds a comprehensive display of German and Austrian china. Attached to the pillar in the foreground are samples of a couple of new and novel lines, which are becoming exceedingly popular. At the top is shown a picture in frame, a copy of a famous painting, which is here reproduced, in tiles. The six tiles composing the picture may readily be seen in the photograph. These tile-pictures are used for wall panels and mantel decoration and practically any picture may be reproduced in them. For mantel decoration they are particularly suitable, for subjects are used

as fireproof comes in sauce ing dishes, and ticularly pleas advantage of t may be cooked brought in the They will not l the metal goods same purpose, more easily kep



French China and European Novelties for the Crockery Department.

described, previous to importation, in The Grocer's Special Spring number.

In the first photograph, the table immediately in the foreground, shows a line of very handsome hand-painted French china in exceedingly delicate shades. On the tables behind this are shown lines of foreign novelties and some standard English goods.

On the shelves of the stand to the left may be seen samples of the new Norse pottery, which are reproductions of the bronze utensils recovered from the graves of the ancient Norsemen.

seen a plate-rail, which runs entirely around the store. This has proved itself a very valuable means of display.

"The grocer who runs a crockery department," said Mr. Beddington, manager of the store, "would do well to add a plate-rail to his equipment for display. It will show up odds and ends which would be seen nowhere else, and time and again would be the means of disposing of an article which in any other place would be unsaleable." The effectiveness of the plate rail in this

which may be run continuously up one side, across the top and down the other panel of the mantel.

Below this tile picture may be seen two hand-painted plaques, a line of goods which is also much in demand at present.

At the top of the photograph, to the left, appears another novelty—pewter spoons in suitable antique holders. These are very attractive and are good sellers.

A line of ware just now being introduced and which will probably be exceedingly popular, is that what is known



The demand for ing much greater every home has a really good ware

THE CANADIAN GROCER

as fireproof cooking china. The ware comes in sauce and frying pans, stewing dishes, and smaller utensils in particularly pleasing shapes. The chief advantage of the goods is that food may be cooked in the vessels and brought in them directly to the table. They will not burn nor discolor as do the metal goods ordinarily used for the same purpose, and besides, are much more easily kept clean

may be frequently induced, by means of a well-planned display, to purchase pieces even of considerable cost. It is quite worth the while of any grocer who boasts a china department to keep in touch with what is newest in this line.

NEW FAMILIES.

In the small town, it is easy to keep track of the new comers and send them advertising matter when they first get

printed folder ready to mail to these people when they first arrive, giving them an idea of the sort of store you run. We would recommend sending them a nicely gotten up announcement first, simply welcoming them to town formally and offering the services of your store without going into any detail. Then a little later this could be followed by the folder giving more complete information regarding your stock,



Interior of One of Myot & Son's Show Rooms, Referred to in This Article.

The demand for fine china is becoming much greater in Canada. Almost every home has a few prized pieces of really good ware and the householder

located. It pays to keep a list of such families, taking it from the local papers, and send them advertising upon their arrival. You ought to have a

etc. At all events, it is easy to get these new families to come to your store once, and if they come once, it is your own fault if they don't come back.

**ARE CANADIAN
MANUFACTURERS
LOSING GROUND?**

The present demand for Canadian-made goods is enormous.

So far Canada has not kept pace with it.

The retailer will naturally welcome the American manufacturer if the latter can supply the goods at a reduced price.

Are Canadian manufacturers keeping abreast of the times? This is a question which many of the business men of the Dominion are asking themselves. Times are good—everyone admits that—yet prices on Canadian-made goods are soaring up, up all the time. And why is it many houses report a shortage of goods? Well, some say, the demand is greater than the supply, that labor is scarce, and, consequently, dearer, and that there are many other changed conditions that all add to the increased cost of goods. And if you ask why the demand is greater than the supply, the answer is that consumption is greater, much greater, than it was three years ago, the population of the Dominion has increased with remarkable rapidity, and, in short, that goods are being consumed faster than the manufacturers can produce them.

This is about the way these questions are being answered; if any reader wishes to test their accuracy, just let him put a few leading questions to a manufacturer, commercial traveler, or anyone connected with a manufacturing business, and the replies to his questions will be practically as stated above.

But the thoughtful man will not be satisfied with this. He will say it may be very true, and is all right, as far as it goes, but the main points in the case are that there is a greater demand for Canadian-made goods than there ever has been in the past, and that the manufacturers have not increased their producing capacity to enable them to cope with the increased demand for their respective articles of commerce.

Many people will argue that no one could foretell the demand would be so great, and that no manufacturer would be justified in increasing his plant and staff, etc., until such time as the actual increase in his business warranted him doing so. This argument is good, up to a certain point, but the present state of affairs has been in existence for some time, in fact, very much longer than it should have been, and there is no disputing the fact that the manufacturing companies and associations, etc., have not neglected to raise their prices and are very much up to date in this respect.

This state of affairs is bad for Canadian manufacturers. Labor is scarce, because the cost of living has increased

twelve or fifteen per cent., and wages have not been correspondingly advanced, and, in many instances, not advanced at all. As a result, the laboring men have been forced to look for something whereby they could better their condition, and many of the men that were before content to work for wages, have now in a small way entered some kind of business or occupation of their own which they find more remunerative.

Wanted—The Right People.

What does the outsider see and hear of the situation? The Government, business men, the manufacturer, the farmer, and, in short, everybody, is trying to induce more people to emigrate to Canada, and everyone is ready to acknowledge that what we want is more people. But the ones that do the real advertising are the people of moderate means, who are striving for something more than a mere living. They write a heart-to-heart letter to their friends or relatives across the water, or across the border, as the case may be, and they tell the exact facts; bearing in mind the present condition of affairs, what can they say? Something like this:

"Things are pretty lively here just now, but the cost of everyday necessities is increasing all the time, and if things keep on the way they are, we shall not be able to make a decent living soon. It is all right for the man in business, but the working man has no chance to make more than a mere living. So I guess you had better remain where you are for a while till we see how things turn out here."

This is about the way one friend writes to another, and, as a result, many good people are kept away.

The Man Who Benefits.

But there is one class that will be attracted by the present condition of affairs, and that is the American manufacturer. He will be quick to grasp the situation, and, if the Canadian manufacturer wants more competition, he is surely going to get it. Many business men—the retail grocer among them—are likely to extend a warm welcome to the man that steps in and lowers a few of these "Alpine" prices. It is the retailer that in many ways has to bear the brunt of the burden, for in many instances he cannot raise his price to correspond with the wholesale advance.

Even if he does, he has to make explanations to his customers, and all these things do not help to make business run any more smoothly. It will be only natural, therefore, for the retailer to patronize the manufacturer who makes things easier for him.

Any business man who has had the experience of dealing with the general public, and has found it necessary to be continually advancing his prices, will know what a joy it is to be able to say to his customers, once in a while, that such and such an article has taken a drop. So I say again, that the retail merchant will extend the "glad hand" to the manufacturer that steps in and "knocks a little bit off the top."

Canadian Quality.

In regard to quality (speaking from a grocer's standpoint), it will readily be admitted that the Canadian manufacturers are well to the front, and the large majority of houses are endeavoring to maintain a high standard of quality. These same houses deserve to be highly commended for so doing. A great business may be built on a foundation of quality, but exorbitant prices will some day bring it to a standstill, whereas the business along side with quality and moderate prices combined, will develop with remarkable rapidity.

Consumption is another point worthy of a little consideration. Some business men claim that high prices do not tend to lessen the consumption of an article provided it be an article of every day use and not a luxury. This may be the case if all goods are correspondingly high in price, but single out and advance the price of any one line of goods and the decrease in the sale of that particular line will at once be noticeable. For instance, if the butcher advances the price of fresh meat, the grocer immediately finds a greater demand for such goods as can be used in the place of meat, such as bacon, eggs, cheese, canned meats, fish, etc.

Last, comes the question of importation of foreign goods. Undoubtedly, high prices of home products, increases the importation of foreign goods to compete with them, and this, naturally, is a state of affairs that all Canadian business men wish to discourage. It is a recognized fact that this is one of the most serious questions the manufacturer has to deal with, and it does not require an old business man to remember the day when there was such an outcry about merchants showing a preference for foreign goods. Lately, "Made in Canada" has been the cry, but how long it will last depends almost entirely on the Canadian manufacturers.

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Prize Window Dressing

Winners in the Grocer's Christmas Competition—Window Dressing as a Fine Art—Three Valuable Examples of Carefully-Designed, Effectively-Arranged and Business-Bringing Displays—One From the Pacific Coast, One in the Heart of the Rockies and One From Ontario.

Around Christmas time of last year, The Grocer ran a special prize window dressing competition, open to every grocer in Canada. The result was that the office was for many weeks overwhelmed with photographs of windows

of every size and description, ranging all the way from good to bad, with many indifferent ones in between. The response, while exceedingly gratifying, was also somewhat embarrassing, for the judges, according to their own ac-

count, passed many restless nights before they could arrive at a decision. The winners were published in February of this year and attracted a great deal of attention. These issues are now, of course, long out of print. Since that



Christmas Window Dressing Competition—The First Prize Winner.

THE CANADIAN GROCER

time we have received so many requests for their reproduction that we have now no choice or desire but to accede to the popular demand, and meet the wishes of our subscribers. The three photographs following are the first, second, and third prize winners in the competition referred to above.

The first-prize window hails from "the coast," its home being Victoria, and it was trimmed for Dixi H. Ross & Co. by H. O. Kirkham, one of the eighteen clerks employed by the firm. The Victoria papers took notice of it, as well they might, and visitors from the east in Victoria at the time were loud in their praises of it.

The centre of the ground floor display

pears, peaches, Logan berries, apples, grapes, and currants of all kinds.

The floor of the back part of the window is covered with large cranberries, and in these are set boxes of prunes, peaches, pears, nectarines, apricots, and figs, also fancy boxes of bonbon crackers, Christmas candles, etc.

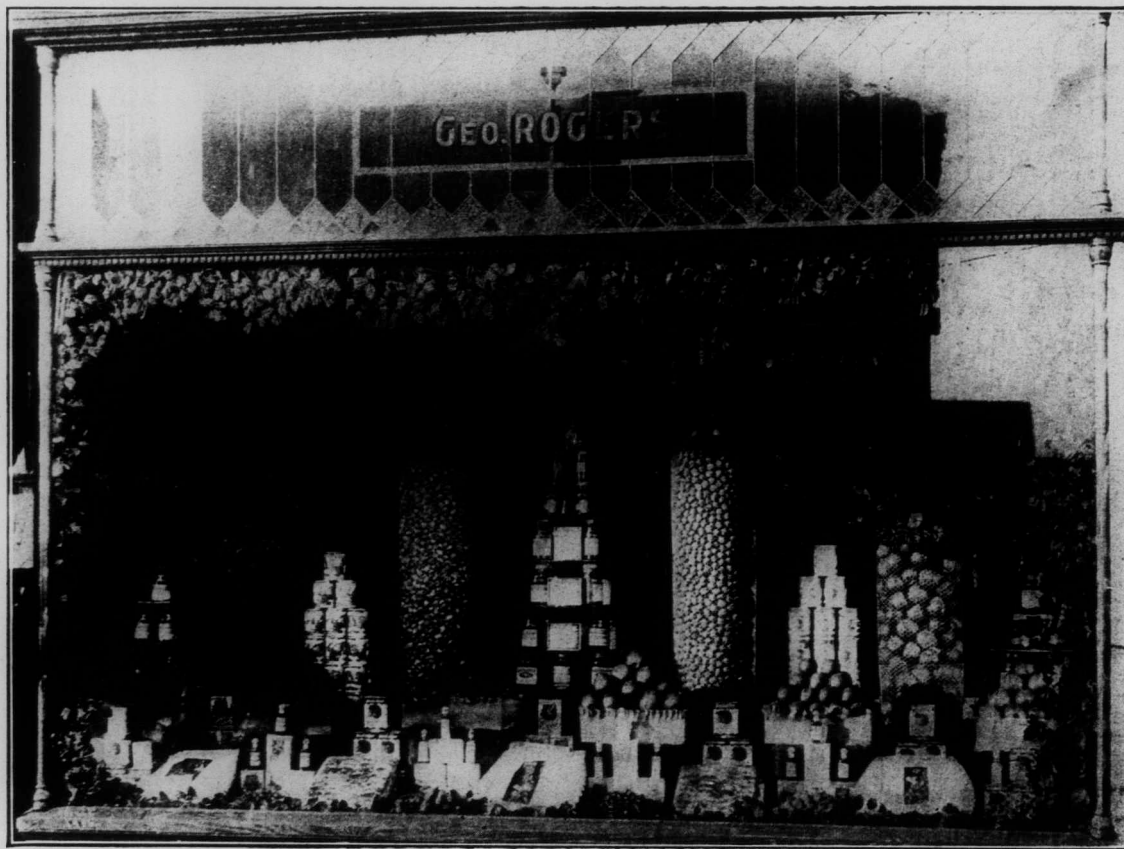
The articles are not set straight, but diagonally, across the window, with a pillar at each end and one in the centre (which does not show very well in the photo). On these pillars above the arches, is a shelf, also diagonally set, with a centrepiece, on which is seen a 29-pound turkey. On either side of the turkey were placed bottles of corn on the cob, green peas, cranberries, etc.

under this shelf hung clusters of grapes and grape vines, and a bunch of mistle-toe in the centre, also the cards with Yule-tide greetings. The side shelves and mirrors do not show very well in photo.

The Second Prize.

The second prize went to George Rogers, 830 College Street, Toronto, and even with the unsatisfactory photograph reproduced it is easily seen why he deserved it.

Perhaps the main feature of the display is the four wire cylinders placed at intervals across the window. These measured about one foot in diameter, the taller ones standing about four feet, and the others about two feet. The



Christmas Window Dressing Competition—Winner of the Second Prize.

is formed of the best quality currants, inlaid with boxes of crystallized fruits, ginger, stuffed dates, Jordan almonds, Smyrna figs, bottles of cherries and extracts and other good things, with a centrepiece of finest Malaga clusters. On either side of the currants, divided by rows of orange, lemon and citron peel, are golden sultanas, and set in these are boxes of glace cherries, crystallized angelica, plum puddings and fruit cakes in tins, and numerous other little boxes of Christmas dainties.

Farther back will be noticed large bottles of fruit in their natural condition. The centre bottle is "Royal Anne" cherries, the others are plums,

The rest of the shelf is filled with flowers and Christmas delicacies, making a very effective back for the window.

The arches and all the woodwork were trimmed with white puff-bunting, with strips of delicate green.

Natural plants and strings of smilax in the window produced a remarkably pretty effect and gave color to the window.

The upper part of the window was also something original. A shelf was constructed, circular at the ends and V-shaped in the centre, and on this shelf goods were placed. The frosted glass at the back was draped with white puffed bunting and autumn leaves, then

larger cylinders, containing almonds and walnuts, topped with apples and oranges, were made of a double thickness of wire netting—that is, a tube within a tube, the diameter of the one being two or three inches less than that of the other. Only the space between the two then required to be filled, although the appearance is that of a solid column of nuts. One of the remaining cylinders is filled with apples, while the other contains oranges.

The central pyramid is composed of E. D. Smith's and Goodwillie's preserves and jams, together with honey in the comb and in jars, arranged in layers, each tier resting on a sheet of

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THE CANADIAN GROCER

glass placed on top of the one below. At the right and left of the pyramid are smaller pyramids on the same plan, while two more are constructed of canned goods.

Boxes neatly covered with crepe paper and heaped alternately with oranges and apples are arranged across the window. Between these are cartons of seeded raisins, in pyramid form. These, with small bottles of flavoring extracts, are also used as fillers in other parts of the display.

In the foreground are boxes of figs and candied peel, with small heaps of nuts between.

In the foreground are boxes of figs green wreathing, hung perpendicularly, an inch or so apart, from a horizontal bar in the floor of the window.

Holly placed in every available corner framed in the whole display, and with a large tissue-paper bell hung

mountains. That is suggestive of Nelson's situation and some advantages.

The following description of the window is interesting:

The base of the window was covered with purple crepe paper liberally sprinkled with diamond dust, the latter showing up well against the purple.

Round the inside casing of the entire window was an evergreen trimming covering all visible woodwork and giving the window a seasonable frame.

Front Row—Peak, Frea's biscuits in long, narrow fancy $\frac{1}{2}$ -lb. boxes, placed in zigzag form, the spaces in front being filled in with a complete assortment of nuts.

Second Row—Open 1-lb. boxes of Dehesa cluster raisins alternately with open $\frac{1}{2}$ -lb. boxes of mixed chocolates, the centre of each half row showing fancy boxes of chocolates.

Third Row—Bulk chocolates, in 5-lb.

Centre—Built in circular style, in front fancy chocolates, Toney figs in bottles, behind a circle of package raisins, with pots of holly on top, the inner circle filled with Valencias, a fancy bottle of sauce set on top of pyramid. Open 5-lb. boxes of 9-crown clusters, hand-painted boxes of chocolates, open boxes of Fard dates, boxes of crackers; these interspersed by bottles of champagne cider completed the outer circle.

Behind and forming part of the background a mirror with Xmas greeting. The wall on the right hand was covered by a tall pyramid of tomatoes, a stuffed owl sitting on top, around and above it a dressing of evergreens. All the evergreens were sprinkled with diamond dust.

From the chandeliers was suspended a dove grasping trails of art flowers, which were carried to the four corners



Christmas Window Dressing Competition—The Third Prize Winner.

from the ceiling gave the proper Christmas tone to the general arrangement.

The Third Prize.

The third prize winner, like the first, is a British Columbia window, and is that of Robert M. Hood, of Nelson. The display was designed and carried out by D. C. Wilson, of Hood & Co.'s staff. Without at all challenging the finding of the judges, we believe that had the photographer been more successful, the awards might have been differently arranged. Certainly Mr. Wilson has attained results of distinctive merit in window dressing and it is interesting to know that the window executed a markedly appreciative effect upon the firm's Christmas trade. The cherry reflection in the right pane of glass is that of the

boxes at either end, next a display of peels and between two long, hand-painted Japanese wickerwork boxes of chocolates were displayed two handsome bronze vases, the bowl loaded with Malaga grapes, cluster raisins and mixed nuts, the vase holding chrysanthemums in proper table style.

Behind the vases were pyramids of oranges, a pyramid of Heinz's apple butter, and also boxes of natural pulled figs and piles of Vienna figs in 1-lb. baskets.

Fourth Row—Pyramids of canned fruits with 10-lb. and 20-lb. boxes of Smyrna figs set in between and forming part of the background. The tops of the fig boxes were set off with miniature pots of holly, and two pyramids were topped with acacia palms.

and drooped to the bottom, to the chandeliers, and behind to the mirror encircling frame of same, sprays of finest ferns drooped over mirror, Xmas bells hung from centres of chandeliers.

All the figs and dates displayed were encased with decorations, no bare box showing; art trails fell from the tops of the pyramids.

The window was not overcrowded. Every article in it was seen to advantage and during the Xmas business it proved its attractiveness by being a great trade winner.

Prices on all the goods were advertised daily. Owing to the reflections of the mountains on the opposite side it was almost impossible to get a good photo of the window.

HOW TO
IMPROVE
YOUR WINDOW

Neatly-written price-tickets assist the effectiveness of a good display.

The "Show Card Writer" is a little magazine that has just made its bow to the public. It is published in Pontiac, Michigan, by W. A. Thompson, and is described as "The only publication in the world devoted exclusively to show card writing." As an authority on those subjects which are comprised in the art of show card writing and designing, we should imagine it will eventually occupy a high place. The first number is full of good things, and contains much

peculiar shapes, such as triangles, circles, diamonds, crescents, stars, ovals, etc., can be quickly cut from cardboard and when nicely finished in colors are sure to attract attention and sell goods. There is no other advertising so inexpensive and at the same time so effective.

"When making special designs, always have separate patterns so that all tickets of the same style will be uniform. They can be made in any style or shape with pleasing results when not too large.

larger than they really are by actual measurement. Try this a few times and you will discover that there is considerable study in making effective price tickets. After some experience any one can make a very small price ticket have more prominence than that which many card writers use—which is generally twice or three times larger than necessary. There is no end to the variety of work that can be done in this way and at the same time at a trifling cost.

"Common white cardboard, 6-ply, cut to the desired size or style, will give good results when using paint in strong and brilliant colors."

In the cut reproduced above are given examples of a variety of designs which may be used to good advantage and without much practical experience by any grocer or general storeman who will take



Eighteen Suggestions for Neat Price Ticket Designs.

of direct interest to the retail grocer who writes his own cards and price tickets and desires to improve the appearance of his window by marking the goods displayed therein with more artistically lettered and thus more effective price tickets than he has hitherto had the ability to design.

"In the line of price tickets, says a short article in the paper referred to above, there is a big demand for neat and novel designs. No end of odd and

Small square cards may be made very neat with either a plain border line or simple scroll in a light shade of paint, the figures brought out prominently and distinctly in black or other colors in full strength.

"All retail merchants recognize the efficiency of neat and distinct price cards in advertising and drawing attention to goods in the show window or on display throughout the store. Small price cards when attached to goods always appear

the trouble to devote a little time to the work.

A. P. Taylor, of John Taylor & Co., soap manufacturers, has been down in the Maritime Provinces for a week or so stirring up the company's representatives and incidentally laying plans for more business in that part of the country.

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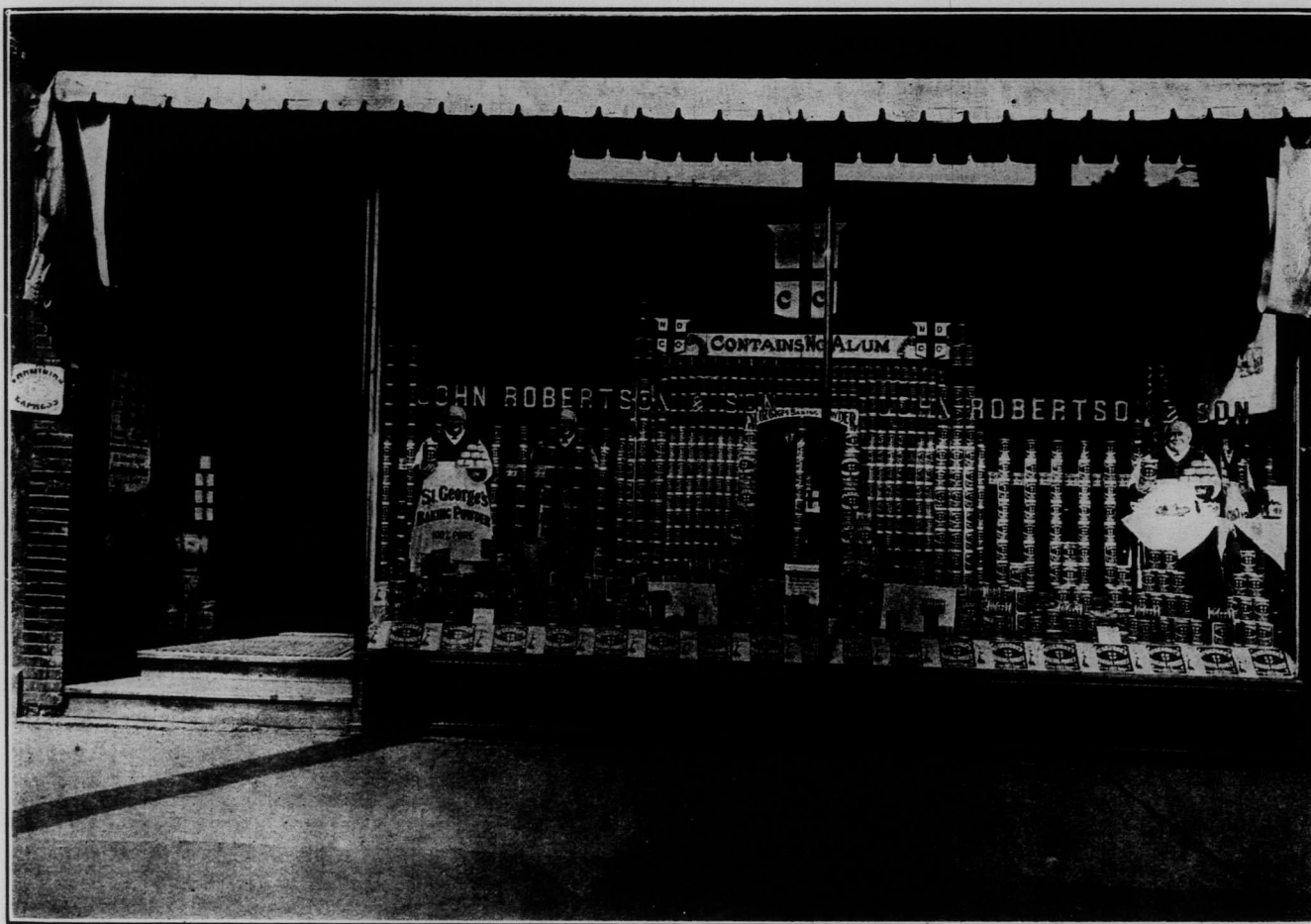
THE SHOW WINDOW.

The best window for a grocer in which to show his goods is one which is plain and even, with a large plate glass front. It frequently happens that the grocer's window has neither a plate-glass front nor an even interior. There may be columns inside of the glass. One partition may be straight and the other

made for the display to correspond with it. Where one side is on an angle it should be made straight to correspond with the other side, or the other side should be made angular. As a foundation the window should be made to have its sides alike and the back should be made to parallel the glass front. With this for a beginning the trimmer may

his signs and goods in the window according to his preconceived plans.

It sometimes happens that having begun his display according to the general plan already conceived, many happy suggestions come to the trimmer. These he can make without in any way marring the whole design as it was originally created. These little



An Effective Baking Powder Display

The window shown herewith was dressed by the National Drug and Chemical Company, proprietors of St. George's Baking Powder, for John Robertson & Son, one of Montreal's leading grocers, whose store is situated in the heart of the retail shopping district of that city. Messrs. Robertson are noted for their consistently striking window displays, and the one which is reproduced here should go a long way toward enhancing their reputation.

The National Drug and Chemical Company also deserve credit for the energetic and aggressive methods which they are employing to bring St. George's baking powder to the attention of consumers all over Canada. Although this article is of comparatively recent introduction, branch houses have already been established in Halifax, St. John, Montreal, Ottawa, Kingston, Toronto, Hamilton, London, Winnipeg, Calgary, Regina, Nelson, Vancouver and Victoria.

This window is the first of a series which the company propose running in all the cities in Canada, in conjunction with an immense poster campaign, which is now in full swing throughout the country. This is probably one of the largest baking powder campaigns ever undertaken in Canada.

This particular window display proved itself to be well worth the trouble expended upon it, the sales resulting therefrom being most satisfactory.

may run off at an angle. All of which the window dresser must needs take into account when he comes to arrange for his display.

If there are two permanent columns in the window, these should be made use of in making the display. If there is but one column another should be

proceed in an intelligent way to create in his mind the general design he desires to follow.

Having conceived of his plan the decorator will get all of the fixtures needed for the display ready and putting them in place will go ahead with his decorations. This done, he may place

changes, made as the window display is being developed, are likely to prove to advantage. All good trimmers work in this way, rather than bind themselves to the hard and fast rule of their original conception. It is like the artist who would paint a beautiful picture. He has in his mind just what he

THE CANADIAN GROCER

wants, but as he proceeds new ideas come to him and he puts them into practical effect. But this must not be carried so far as to destroy the essential features of the original design. It is largely in small matters of detail that improvements are possible and desirable to make.

The general rule of making an elaborate design, as followed by large houses that maintain a special staff of window trimmers cannot well be followed by the smaller merchant. However, it is well for him to conceive of a general plan of decoration, even if he does not go so far as to make a sketch of his conception.—Art and Science of Window Dressing.

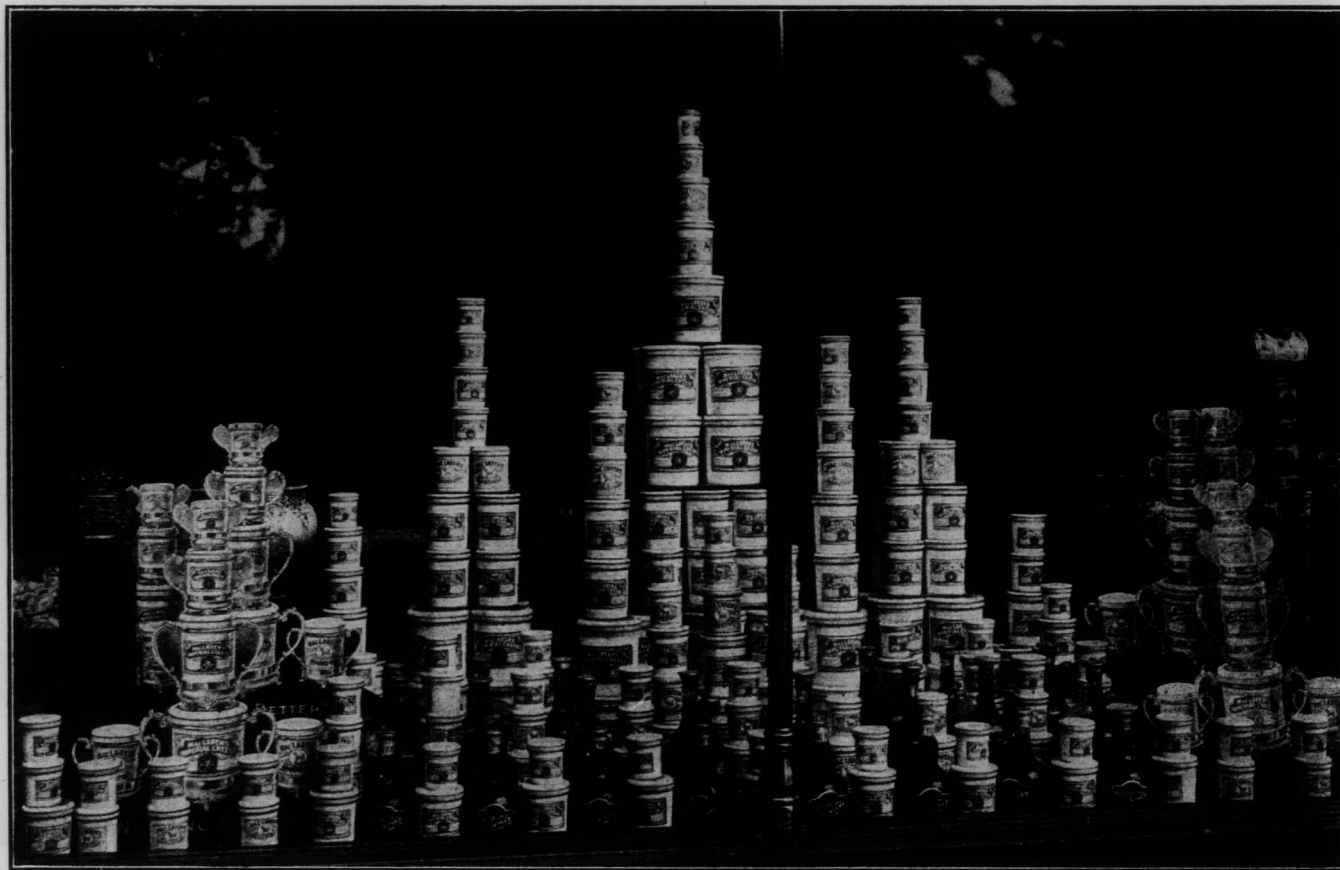
attracting many new customers within the store.

TRICK WINDOWS.

People who are fond of humor are often led to believe that trick windows which express some humorous phase of business are very effective in drawing trade. Some ingenious men like to arrange a window so that it will, in a measure, at least, conform to some cant phrase or stereotyped trade line. For example, a man designs a soap window, and after he has his soap piled up he pushes some of it down or gets that effect of having soap lying about at the foot of the pile as though it had fallen.

What the merchant wants is to attract buyers, not merely a crowd of curiosity seekers. There are thousands of foolish things a merchant can do to attract attention, but the only kind of attraction that serves his purpose is the kind that sends people into his store.

The best merchants in all the large cities avoid these trick or catchy displays. The cheaper houses resort to it frequently. The better class of merchants regard such window displays as tending to lower the dignity of their house. Sometimes one of them makes a mistake and is tempted to try the virtue of one of these humorous displays. It usually happens that he regrets his folly and does not try it again.



A. MacLaren Imperial Cheese Window Display, Dressed by R. H. Stewart.

A CHEESE DISPLAY.

The window display shown on this page was put in for R. H. Stewart, of 599 Sherbourne street, Toronto. It is composed entirely of jars of MacLaren's Imperial Cheese, and at night, brilliantly lit up, it had a most effective and unusually striking appearance. The window was dressed by Mr. Stewart himself, who is fortunate in possessing what is probably one of the finest grocery stores in the city. Photographs of the interior of his establishment are reproduced elsewhere in this issue. The window proved a winner from a selling standpoint, and was the means of

Then he puts in a card: "A tumble in soap." Or he puts a lot of goods in a balloon all ready to ascend. This he placards: "These goods are all going up. Buy now," and so on to an almost unlimited degree. Men can invent these catchy displays without hurting their brain much. But our advice to the good, substantial merchant is, do not do it. Leave this class of window trimming to the men who put young ducks or old foxes in their windows to attract attention.

These things do attract attention, to be sure. But merely attracting attention is not good window dressing.

There is no objection to bright signs with a touch of humor in them. But what is here meant to discourage are those cheap, extravagant displays that are devoid of real humor. Epigrammatic sentences are what the window dresser should strive to produce. Lines that are catchy in the sense that they are easily read and understood without an effort. Lines that make a lasting impression.

Leave the tricks and coarse displays and noise to the cheap stores. They are dime museum effects, and are out of place in a high-class store.—Art and Science of Window Dressing.

HOW

In these of special and the co apt to thin ning factori a second-cla



The Star

ordingly, to occasions. In salmon, how welcome exc years. If tl responsible l and the fish you are assu table.

Having hea nction with being done o particular a prepared for odors in the nery. Howe



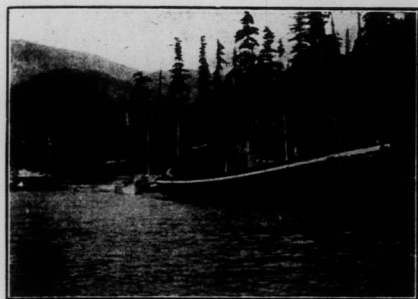
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with J. J. Eagle Harbo by J. D. B boarded the plies for the near the mo

HOW SALMON
ARE CANNED

Visit to a Modern Factory
in British Columbia—
Cleanliness is the Prevailing
Feature.

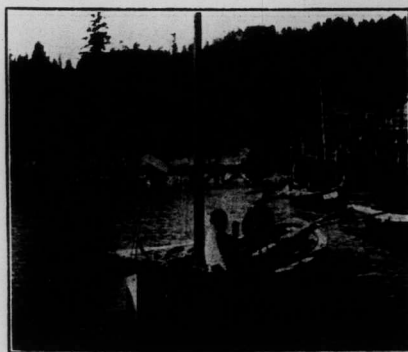
In these days of inspections, reports of special commissions, "Jungle" books, and the commercial muck-rake, one is apt to think that the product of canning factories in general is, at best, but a second-class article of food, and ac-



The Start for the Fishing Grounds.

ordingly, to be eaten only on rare occasions. In British Columbia canned salmon, however, we have a bright and welcome exception to this rule of recent years. If the salmon you buy bears a responsible British Columbia firm's label and the fish is of the last season's pack, you are assured of an article fit for any table.

Having heard the usual stories in connection with the work in the factories being done only by Chinese, and this for particular and concealed reasons, I was prepared for at least some obnoxious odors in the near vicinity of the cannery. However, I made an appointment



Typical Fishing Boat.

with J. J. Mulhall, manager of the Eagle Harbor cannery, and, accompanied by J. D. Broom, of Vancouver, we boarded the steamer leaving with supplies for the different canneries situated near the mouth of the Fraser river.

I confess to receiving a distinct shock when, at the first port of call, we discovered that a party of tourists had pitched their camp quite close to the cannery, and were apparently thriving upon their close proximity to what I had imagined would be a spot where "distance lent enchantment to the view."

The Eagle Harbor cannery is situated in a beautiful natural harbor surrounded by mountains and tall cedar trees, as shown in one of the accompanying cuts. Mr. Mulhall conducted us to the factory house, where we found everything as clean and sweet as a summer camp at Muskoka, the Chinese cooks being spe-



J. D. BROOM, Vancouver,
Salmon Expert.

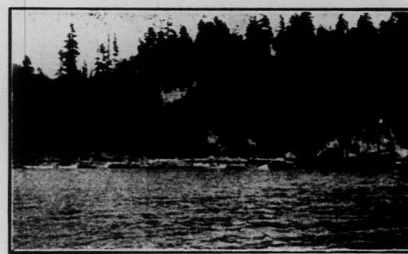
cially noted for their neatness. The fish was just being landed from the boats as we entered the cannery, and we, therefore, had an excellent chance to note the different processes through which the salmon has to pass before being ready for shipment.

The fish are first sorted out in piles on the floor, which is as clean as repeated washings can make it. The salmon are never allowed to remain long before being cleaned, and this insures good, firm fish in the tin. As soon as the fish are sorted, the head, tails, etc., are removed and the fish split open by the "finner," who passes them to the "cleaners," where the insides are removed and the fish passed to Indian women, standing in front of a long tank of water. Here the fish is subjected to

a thorough scrubbing, both inside and out, and dropped into a second tank of salt water, where they are left for a short while.

Next the fish are put through the slicing machine, where they are cut into steaks the depth of the tin into which they are to be packed, whether it be flat or tall. From the slicing machine the fish is carried in boxes to the "fillers," who put the steaks into the tins, whence they are passed to the "weigher." Here trained eyes watch each tin, and any can which is not up to the standard weight is rejected.

The tins are then placed on a traveling belt, which carries them first of all



The Fleet in Tow.

to the crimping machine, which punches a hole in the top and puts the cover on entirely without human aid, and so firmly that the tins may be rolled along on the side without the top coming off. The hole is necessary to allow the steam caused by the hot solder to escape. They next pass through the soldering machine, all the time under such critical inspection that chances are very slim for a tin being improperly soldered. Then the holes in the tops are closed and the tins immersed in water, where any air-holes are discovered and the tins rejected. Next the tins are cooked for a half-hour at a temperature of about 212 degrees, when they are taken out and another hole punched in the top.



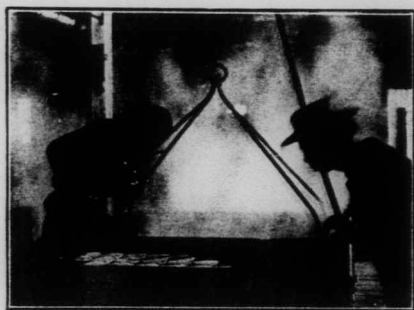
Interior Eagle Harbor Cannery.

which allows the steam to escape, and at the same time excludes all the air from the tin; after which they are finally soldered up and again subjected to an inspection under water, as shown in photograph No. 3. After passing through

THE CANADIAN GROCER

this satisfactorily, the fish is cooked again for an hour at a heat of about 240 degrees, when the tins are piled up and allowed to stand for some days, when every tin is once more subjected to an inspection in case any of them should swell. Finally they are laquered and boxed ready for shipment to the markets of the world.

We thoroughly enjoyed a meal from one of the largest fish caught, which was prepared in a very appetizing manner by the Chinese cooks. Late on in the afternoon the fleet was towed out to the fishing grounds by the tug in the manner shown in the accompanying photographs Nos. 5, 6, and 7.



Testing Tins Under Water.

The salmon breed near the source of the rivers, where the water is rough. The scenery in these places is usually very fine. Photograph No. 8 shows a typical mountain scene in British Columbia, a paradise for the disciples of Izaak Walton. At a certain age the young salmon pass down the rivers to the Pacific ocean, where they wander no one knows where. They return to their spawning ground after a certain length of time. It is a wonderful sight to see them jumping up falls eight and ten feet high.

The run varies each year; every fourth year the run is large, whereas the number of fish decreases during the next three. This season is the second, so that next season we may expect a very short pack indeed, when we remember that this year's pack falls far short of the average. Indeed, it is the opinion of several prominent salmon authorities that some, at least, of the canneries on the Fraser river will not be in operation next year, as the run may not be large enough to pay the expenses of operating. It has been said that even this year the Chinese contractors, who do all the hiring of labor, are losing money, and, accordingly, the writer noticed, the poor Chinese laborers get only two meals per day, instead of three, which they are allowed during a good season. It is also the serious complaint of British Columbia fishermen that the Americans are largely responsible for the noticeable falling off in the number

of salmon of late years. It is to be hoped that our Government will look into this matter before it is too late.

The eastern Canadian agents for the Eagle Harbor salmon cannery are Messrs. Hayter & Scandrett, Toronto.

In connection with announcement of Chicago canned meat revelations and their possible effect upon markets for canned goods, the Minister of Marine and Fisheries ordered a committee of the British Columbia fisheries commission to investigate and inspect salmon canning operations and the salmon canneries from hygienic and sanitary standpoints. Hon. Mr. Brodeur received the report. It stated that the commission had made a thorough inspection of the canneries operating in the Fraser river district.

"We were accompanied by Dr. Fagan, of the Provincial Board of Health. Without exception we found conditions satisfactory. The salmon being packed were fresh from the cold waters of the Pacific, and were placed in the cans in absolutely fresh condition and in the most cleanly manner. We found no cause for complaints. The Provincial Government Board of Health maintained a continuous and systematic inspection of all the canneries last year. From our inspection we have to assure you that the salmon canned in this province is fresh and wholesome." The report is signed by Commissioners Sweeny, Babcock, and Brown.

THE RIGHT CHANGE.

One of the little things that comes up frequently between customer and clerk is disputing over change. Occasionally the net result is deadly to the store.



Eagle Harbor Cannery.

Many a good customer has been known to leave the store for good because of such a difference.

"I gave you five dollars," said the customer.

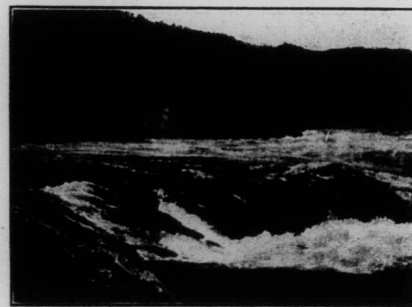
"No, ma'am, it was a two-dollar bill," says the clerk.

But the customer knows different and is sure she is right. And the clerk is equally sure.

You know how such differences arise. You also know they are well worth any little care and system that will tend to eliminate such disputes.

One of the best things yet advanced as a solution is to have the clerk always announce the amount of the coin or bill handed over by the customer.

Supposing the customer gives a five-dollar bank note in pay for goods. The clerk says immediately, "You gave me five dollars."



Where the Salmon Play.

Then if the customer thinks that the bill was larger, the correction can be made before it is too late. This is a simple little method, but it is very effective. Many city stores now insist that this be done in every instance.

FREE COFFEE.

"Free Coffee To-day," is the sign seen every Monday and Saturday, in a grocery store window in the vicinity of the shopping district. The astute proprietors are alive to the fact that these are the two days when the great army of shoppers are abroad in the land, and that tired mortals in the strenuous game greatly appreciate the refreshment of a cup of coffee. Goods are well displayed, and placards on every hand—silent but eloquent salesmen—tell of their merits. Thus the object of all good advertising—getting people into the store where they have leisure to study the goods while sipping their coffee—is accomplished.

USEFUL INFORMATION.

A good advertisement sure to be hung in a prominent place by housewives was recently given away by a western storekeeper. It consisted of a small, neatly printed card, containing brief notes of mail collections in his neighborhood, addresses of doctors, telephone numbers, street car service, and a list of all the conveniences at the disposal of the public in his store.

WHO

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Some men spoon in the these in who interested. A so in grocery have spent a that their fell measure of r following ske men, and fa qualities of b achieve succe one, at least sented, was a

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A Pioneer in

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Walter Paul Montreal whic volume of tra sold, is equal tors of foodst

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WHO'S WHO, AND HOW

At the Top of the Heap in Groceries

Examples of quality in human goods.
Graduates in the grocery trade.

Some men are born with a silver spoon in their mouths; but it is not these in whom the world usually is most interested. As in other walks of life, so in groceries—it is to the men who have spent a lifetime "getting there" that their fellow men accord the greatest measure of respect and interest. The following sketches are all typical of such men, and fairly representative of the qualities of brain and body necessary to achieve success in a business of which one, at least, of the subjects here presented, was a pioneer.

WALTER PAUL,

A Pioneer in the Retail Grocery Trade of Canada.

Sixty-nine years ago, in the little Scotch village of Killearn, in Shropshire, there was born one, who, in later life, was destined to become one of Canada's leading retail grocers.

Walter Paul conducts a business in Montreal which, for class of customers, volume of trade and quality of goods sold, is equalled by few retail distributors of foodstuffs in Canada.

Half a century ago he was just about completing his education in his native village. Of sturdy Scotch stock, (his parents lived on a farm) he did not spend his life from the age of reason to manhood in securing an education in school and university; but with a brave heart, after obtaining what learning he could up to the age of fifteen, he began to contribute to the support of the family.

In 1854 he went to Glasgow and there began his education in the grocery business. He entered the employ of A. & T. Buchanan, beginning as messenger boy. Young Paul soon proved to his employers that there was good material in him and that he was capable of development. As he increased in years and experience, promotion came his way, and he occupied more responsible positions. With the Buchanans he held all positions from the lowest to the highest. This firm he left in 1863. The Buchanans, by the way, now conduct a large confectionery manufacturing business in Glasgow.

An old Quebec grocer, Adam Waters, long since dead, offered Paul a three-year engagement, and, answering the call of a young country, full of fu-

ture possibilities, he accepted. From that time he has always been closely in touch with the grocery business in Canada and his reminiscences of the olden days would fill many volumes.

Montreal in those days, as to-day, was a growing place, and the young Scotchman finally decided that chances of success were greater there than in the ancient capital. He joined the staff of Alexander McGibbon, who ran a business similar to that now conducted by Fraser, Viger & Co., which firm succeeded him. Always ready and willing, his eyes open, and alert in everything, Paul won the respect and confidence of his employers and gained rapid promotion.



WALTER PAUL, MONTREAL.

After having been several years with McGibbon, where he built up for himself a thoroughly good connection, the insistent demands of ambition resulted in his opening a store of his own on St. Catherine St., where the John Murphy building now stands. Here he labored night and day, with the assistance of three clerks, to win a place for himself in the grocery trade.

That he succeeded in his endeavor is beyond question. His business to-day, if not the largest in Montreal retail gro-

cery circles, is at least equal to the best. By strict attention to business and by following modern and up-to-date methods, he has won a place for himself among the leaders in the retail grocery trade of the Dominion, while financially he has succeeded to the limit, probably, of even his ambition.

Since he started business, he has increased his volume of trade four-fold. Thirty clerks and drivers are now employed. Six delivery vans place his goods in all parts of the city, while he runs a Lake Shore delivery every week, sending provisions as far out as St. Annes.

He is about to open a new store at 80 University St., a step made necessary by increasing trade. Unlike most grocers, Walter Paul has customers in most every part of Canada. Not a week passes but large orders are shipped to particular customers in Halifax, St. John, Quebec, Ottawa, Toronto, and even as far west as Winnipeg. That he should command such an extensive outside trade speaks volumes for his groceries and his methods.

A big, well-built man, with prominent nose and chin, and steady, deep-brown eyes, his personality breathes a forceful character. An ideal retail grocer, who has studied his business and takes a pride in it, Mr. Paul is eminently a man who has cut his own path through the world. But although he knows his business to the last detail, he is not wholly wrapped up in it. He has time to devote to charities, as his modest bequests prove; the leisure to go in for church work, and the desire for further education. He is interested in several Canadian educational institutions, and is a member of the Board of Trade, the Business Men's League, and the Caledonian Society.

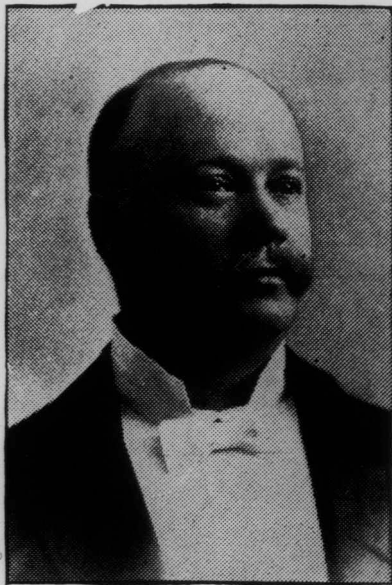
And how did he succeed in business? He answered the question in a few brief sentences. "I have made it a rule to handle nothing but the best goods, which I sell at moderate prices. I carry everything in groceries and never, under any circumstances, run out of a line. For the rest, I make it a point to pay strict attention to customers, to deal with them in a straightforward, honest manner, and by the quality of my goods and the treatment accorded my patrons, to induce them to return, and to make my store their Mecca of groceries."

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ALEXANDER FRASER, MONTREAL,

A Success Won by Honesty, Ability and Perseverance.

Forty-one years ago a little Scotch lad in knee breeches, determined upon securing a position that would mean his start in life, applied at the offices of the Standard Life Insurance Company, St. James street, Montreal. The sturdy



ALEXANDER FRASER

youngster made an impression upon Mr. Ramsay, the manager, and he was taken on. For four years he earned his small but growing salary with the insurance company; then decided he was not cut out for an insurance president, and obtained a position as junior office assistant in the grocery store known as the Italian warehouse, of which Alexander McGibbon was the proprietor. That was the entrance into the grocery business of Alexander Donald Fraser, president of Fraser, Viger & Co., Montreal, one of Canada's foremost retail grocery stores.

His life has been spent on St. James street, within a space of two city blocks.

In 1870 Fraser entered the employ of McGibbon, who had been established since 1856. During thirteen years' service as office assistant and clerk, he acquired a good education in groceries, and by close application to his work, unswerving honesty and loyalty, he had won the respect and confidence of his employer to such an extent that he was made a partner. That happened in 1883. The new firm was known as Alexander McGibbon & Co.

Two years later Mr. McGibbon retired and Fraser, seizing the opportunity, formed a partnership with Hormisdas Viger, who had long been a fellow clerk. The new firm name was Fraser, Viger & Co.

Under energetic management the concern made great strides, and business increased wonderfully. Mr. Viger died in 1893, but the firm name was continued as of old.

In May of the same year, incorporation was effected, Alexander Donald Fraser, president; George Alexander Fraser, vice-president; Joseph Edmond Tardy, cashier; Alexander Davidson, manager; Charles Peter Macklarer, assistant manager, and Charles Shepherd, secretary, compose the new company, Fraser, Viger & Co., Ltd., which boasts a capital stock of \$500,000.

Mr. Fraser is an Irish-Scotchman. He was born in Ireland, where his father had a farm, in 1852, but his people came originally from Inverness, Scotland. When a year old, he crossed the ocean with his parents, who were attracted to Canada.

The family settled in Montreal, and in a few years the boy was sent to school. He attended "Hick's" for a few years, and then went to the McGill model school. Circumstances, however, made it necessary that he should begin to earn his bread at the age of fourteen.

Whether or not he has made a success of life rests with the reader to decide. As a high-class, profitable retail grocery business, that conducted by Fraser, Viger & Co., has few equals in this country. Not many have such a wide, strong and paying connection.

In a little private office over the store, connecting with it by a narrow back stairway, Mr. Fraser gives personal attention to his large interests. Though he has been forty-one years in harness, no thought of retirement ever enters his head. His ideas are those of a young man ambitious for the future. Just the other day he was speaking to the writer of his intentions to open branch stores in the suburbs of Montreal. He is not in a rut. He is open to consider new schemes, and always has been. He is not a small man by any means.

One of the qualities, which has contributed largely to his success, is his remarkable foresight, which was illustrated in a striking manner by his purchase, in 1903, of the building in which the firm's business is located. He paid Samuel Nordheimer, of Toronto, \$190,000 for it. Recently he refused \$250,000 from the C.P.R. He foresaw the possibility of the building changing hands and feared that he might lose a location which was worth thousands to his business. Had the C.P.R. purchased the building he would, undoubtedly, have had to move. In the same way he quickly recognizes a good agency, of which he has many.

Mr. Fraser is brusque in manner. He is the kind of man that gets down to business without any hedging. Sometimes he appears to be gruff, but that is most-

ly on the surface, for he has a kindly heart, as his employes will testify. He has the knack of knowing a good man when he sees him, and he gives such a person every opportunity, and rewards where reward is due.

With the exception of staple goods, all the groceries and the wines and liquors carried are imported direct. Mr. Fraser's effort has been to keep the best and to sell at fair prices.

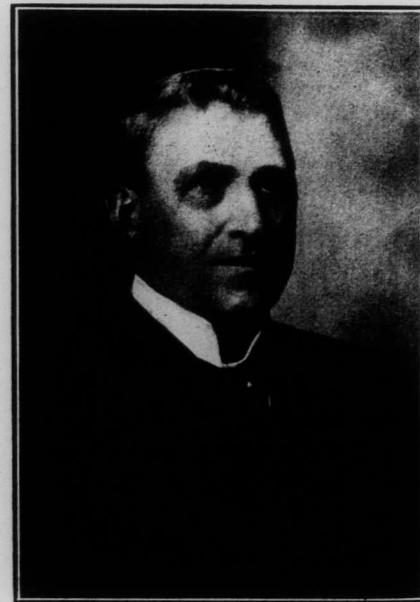
A firm believer in the power of the press, he is a steady advertiser in the city dailies, and uses circulars widely. For years the firm has made a specialty of sportsmen's stores, and Fraser, Viger & Co. are known by fishermen and hunters in all parts of the United States and Great Britain.

In his advertisements, Mr. Fraser tells a straightforward story, and he appeals to the reader chiefly through quality. The firm's customers are of the very best class, residing in every part of Canada, and they receive steady satisfaction. They are always ready to put in a good word for Fraser, Viger & Co.

By his close attention to details, a thorough knowledge of groceries, and judicious buying, Mr. Fraser has built up a business of which any man might be proud to call himself the head.

HON. J. D. RYAN, ST. JOHN'S.

Mr. Ryan came from county Tipperary, Ireland, to Newfoundland, when quite a boy, and entered the employ of



HON. J. D. RYAN.

the well-known Harbor Grace firm of William Donnelly. Later, he came to St. John's and opened a grocery business on Water street.

At the annual meeting of the Benevolent Irish Society of St. John's, in 1895, Mr. Ryan was elected president.

and has been year since.

He has been grand society and by his industry and industry one most respected public to the House

district of Ferry unique honor the Executive immediately after which most years of political

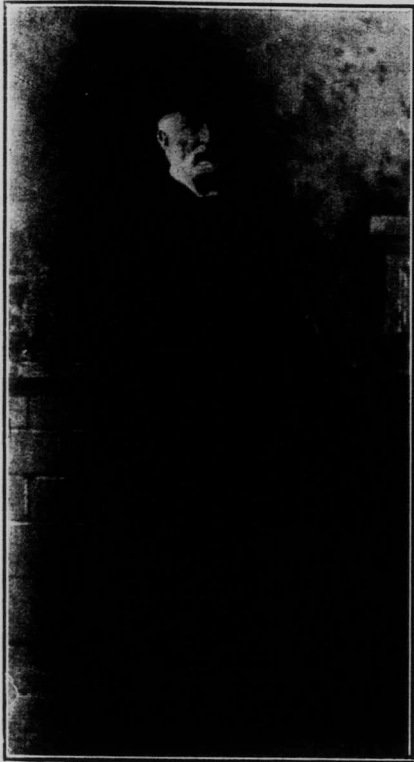
After four years in assembly, Mr. Ryan more dignified relative Council which corresponds Canada.

Mr. Ryan is to be found at his clock goes round recreation, and made it a rule the Old Council kept foresight which, in a sense, was to be one colony, have a proposal of the interest never failed was elected president society was reelected and the bank due, having been financial calamity

THE CANADIAN GROCER

and has been unanimously elected each year since.

He has been an active member of this grand society for over twenty years, and by his ability, ripe judgment, honesty and industry, has rapidly made his business one of the most extensive and most reputable in the colony. He entered public life in 1900, being elected to the House of Assembly for the dis-



J. T. BRILL.

trict of Ferryland, and having had the unique honor of being chosen one of the Executive Council of the colony immediately after his election, a position which most people only attain after years of political experience.

After four years in the House of Assembly, Mr. Ryan was promoted to the more dignified atmosphere of the Legislative Council, or Upper Chamber, which corresponds with the Senate of Canada.

Mr. Ryan is a hard worker, and can be found at his desk as regular as the clock goes round. He also believes in recreation, and for twenty years has made it a rule to take a trip away to the Old Country for rest. Mr. Ryan's keen foresight and financial ability, which, in a few years brought his business to be one of the foremost in the colony, have always been at the disposal of the B.I.S., in which his interest never flags. When Mr. Ryan was elected president of the B.I.S., the society was resting under a heavy debt, and the bank to which the debt was due, having become insolvent during the financial calamity, the previous Decem-

ber, it was imperative that the society's debt should be paid at once to the liquidators of the defunct bank. Mr. Ryan negotiated with a Canadian bank to take over the loan. By this arrangement the society in which he takes so much interest was relieved from its temporary embarrassment.

As secretary of the St. Patrick's Hall Building Committee, in 1876, and as chairman of the Rebuilding Committee in 1892, he has rendered the society invaluable service. Mr. Ryan is a director of most of our local manufacturing industries, and can always be counted upon to aid in any good cause. Mr. Ryan's stock is always replete with the best goods the world's markets produce, and his able staff of assistants bear witness to the good business training they are receiving.

J. T. BRILL, GUELPH,

Pioneer of the Butter and Cheese Business of Canada.

The accompanying photo is an exact likeness of J. T. Brill, of the city of Guelph.

Mr. Brill arrived in Guelph just 42 years ago and is now the leading produce dealer and exporter in the city. He established a large pork packing industry there, and also built one of the finest equipped warehouses in Ontario, 35x65 feet, which for cleanliness, handiness and utility would be difficult to equal. He also built the first creamery in Ontario, at Teeswater, Ont., and is still running it. He built and started a creamery at Walkerton, Ont., and has been the leading cheese and butter exporter of this section for over 40 years.

Thirty-five years ago he shipped two large train loads of butter (28 carloads) for export, consisting of 5,600 packages, weighing in the aggregate 616,000 pounds, valued at \$123,200, the largest shipment ever sent from this section at one time. He paid out in one year for cheese, butter and hogs over half a million dollars.

Mr. Brill is an ex-alderman, and has filled several public positions. He is 83 years old, and hale and hearty, at that, and is just as keen for business to-day as he ever was. He is a daily visitor to the grocery stores in Guelph, and is a general favorite, especially with the ladies and children.

E. B. NIXON, WINNIPEG,

President of the Winnipeg Retail Grocers' Association.

Success in the grocery business can be had for a price but the man who is unwilling to pay the price never wins it. It calls for hard work and intelligent effort. It has been well said that it is

worry, not hard work, that ages a man, and the truth of the saying is well proved by the experience of E. B. Nixon, the president of the Retail Grocers' Association of Winnipeg. He has a well earned reputation of being one of the hardest working grocers in the west, but although he confesses that he has almost arrived at the half century mark, very few of his friends would guess it.

When only thirteen years of age, he started at the bottom of the ladder in a Montreal grocery store, earning the magnificent stipend of \$3 per month. That was the beginning, and it is safe to say that the young clerk was very soon worth much more than that to his employer. After eleven years with David Crawford in Montreal, he went to St. Louis, and there learned something of the grocery business as it is conducted in the United States.

Still a young man, he came to Winnipeg, where he entered the service of the "Ancient and Honorable Hudson's Bay Company." For sixteen years he was buyer and manager of the grocery department of that company in Winnipeg and gained a wide acquaintance with the western trade.

Not until 1902 did Mr. Nixon start in business for himself. On May 1st of that year he opened a grocery store on Main Street South, and stocked it with high



E. B. NIXON.

class lines. His appeal was principally to the high class trade of the city and from the first he has secured a very large portion of it.

Mr. Nixon is an enthusiastic advocate of organization among the retail trade and as president of the Winnipeg Retail Grocers' Association has done much to further the movement.

A
MODEL
QUEBEC GROCERY

A Photographic Description of
Elzear Turcotte's Store in
Canada's Ancient Capital.

On the corner of Delfosse and Grant streets, in quaint old Quebec, is located the most up-to-date grocery store in the Ancient Capital of Canada. It is occupied and owned by Elzear Turcotte, a French-Canadian grocer, who has built himself up an enviable trade with all the best classes in Quebec.

His store would not compare with the largest in Canada in question of size, but without a doubt it will compare with the best for artistic and economical arrangement. And as for window space—Mr. Turcotte has enough to make some of the large dry goods houses feel very small, indeed. He has no less than ten plate glass windows for display purposes. Altogether he occupies four buildings, one joining the other, which gives him 250 feet of frontage on the public sidewalk.

As will be seen from the photographs, the interior arrangement of Mr. Turcotte's store is ideal. Every department is complete in itself. There are the confectionery, tobacco, wine and liquor, meat and provision, departments, among others, and each section is excellently laid out.

There is an air of freshness and cleanliness about the store that makes one wish to deal there and the goods kept are the very best; one can always count upon the quality of the merchandise offered for sale. An occasional palm, standing here and there throughout the store, lends effect to the general appearance.

Modern showcases, the latest scales, cash registers, and all up-to-date business methods are in use. Time and money is saved as a result, while the air of progressiveness these conveniences carry with them, is, in itself, an asset not to be despised. The store is brilliantly lighted by large arc lamps.

Mr. Turcotte employs twenty-three hands and it requires five delivery vans to distribute the groceries purchased by his customers, who reside in every part of Quebec. His trade also includes considerable shipping business to the Lake St. John district.

Mr. Turcotte being one of the most successful grocers in the Province of Quebec, and having built up his entire trade in less than fifteen years, any remarks from him as to how other grocers may accomplish a similar result, will be listened to with interest:

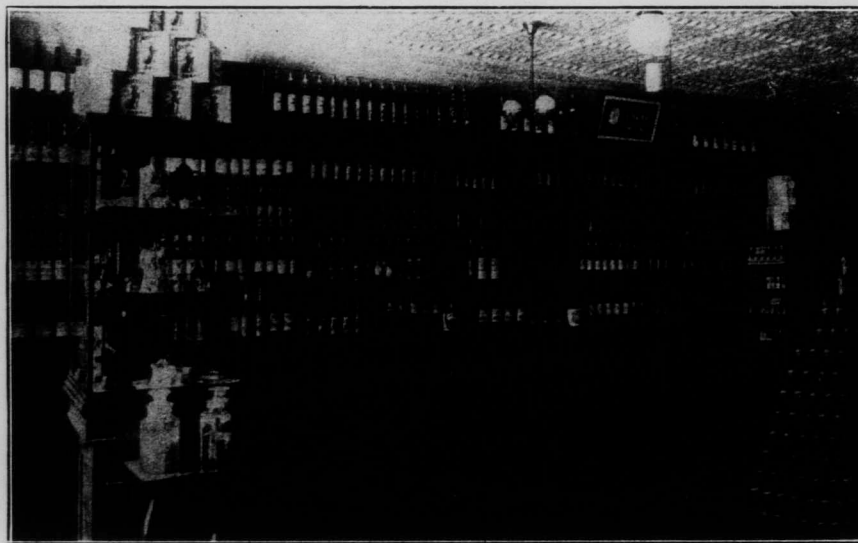
"I believe in advertising where it will do most good," he says. "I believe in using the columns of the town papers. Of course, in the larger cities a grocer wastes much circulation, but Quebec is not as large as all that, and I advertise freely in the chief journals here. Another thing, I make it a point never to let pass an opportunity of any kind.

"I make it a rule, also, to keep up my stock. It does not do to say, 'I am just out of it,' to a customer who wants something. And I keep a large assortment of all goods. To advertising con-

Some details from Mr. Turcotte regarding the floor-space utilized in the business will show better than anything else how large the store and other departments really are. The store occupies 2,800 feet; packing room, 1,880; warehouse, 5,500; 4 cellars, in all, 5,980; premium show room, 1,300; stables, yard and express shed, 7,000. There are two offices, one general, and one private, and also a well-fitted dressing room for clerks. A good deal of money is spent annually in increasing facilities for the comfort of customers, clerks, and the proprietor. This is one of the matters in which any grocer would do well to follow Mr. Turcotte.

COFFEE ADVERTISING.

A very original method of advertising their coffee was adopted by one grocery firm. A window was dressed with



Model Quebec Grocery—A Corner of the Wines and Liquor Department in Elzear Turcotte's Store.

sistently, to being constantly on the lookout for new trade bringing possibilities, and to keeping my stock always fresh and up to date, I attribute a large proportion of my success."

A brief history of the long strides this business has made will be of particular interest. The business was started in 1893 with a capital of \$100. In 1895 capital and resources had increased to such an extent that Mr. Turcotte was able to buy the property occupied by the store. In 1896, \$2,635 was spent in improvements. The increase in business since has been rapid and steady until now his yearly turnover, on a credit basis, is about \$40,000. A remarkably small percentage of this remains on the books.

a display of the goods, a space several feet long and about a foot deep being left in the front of the window. This was covered with crimson cloth, and about a foot or more above the floor a number of little crimson balls were suspended with cords. This space was occupied by a cat with a family of three playful kittens whose antics with the crimson balls kept an amused crowd about the window all day long.

The connection between this display and the goods shown was made manifest by a placard reading: "If you want to feel as full of vitality and happiness as a kitten, just try our Eureka Coffee. Nothing like it for a bracer in the morning. Makes the world look brighter all day."



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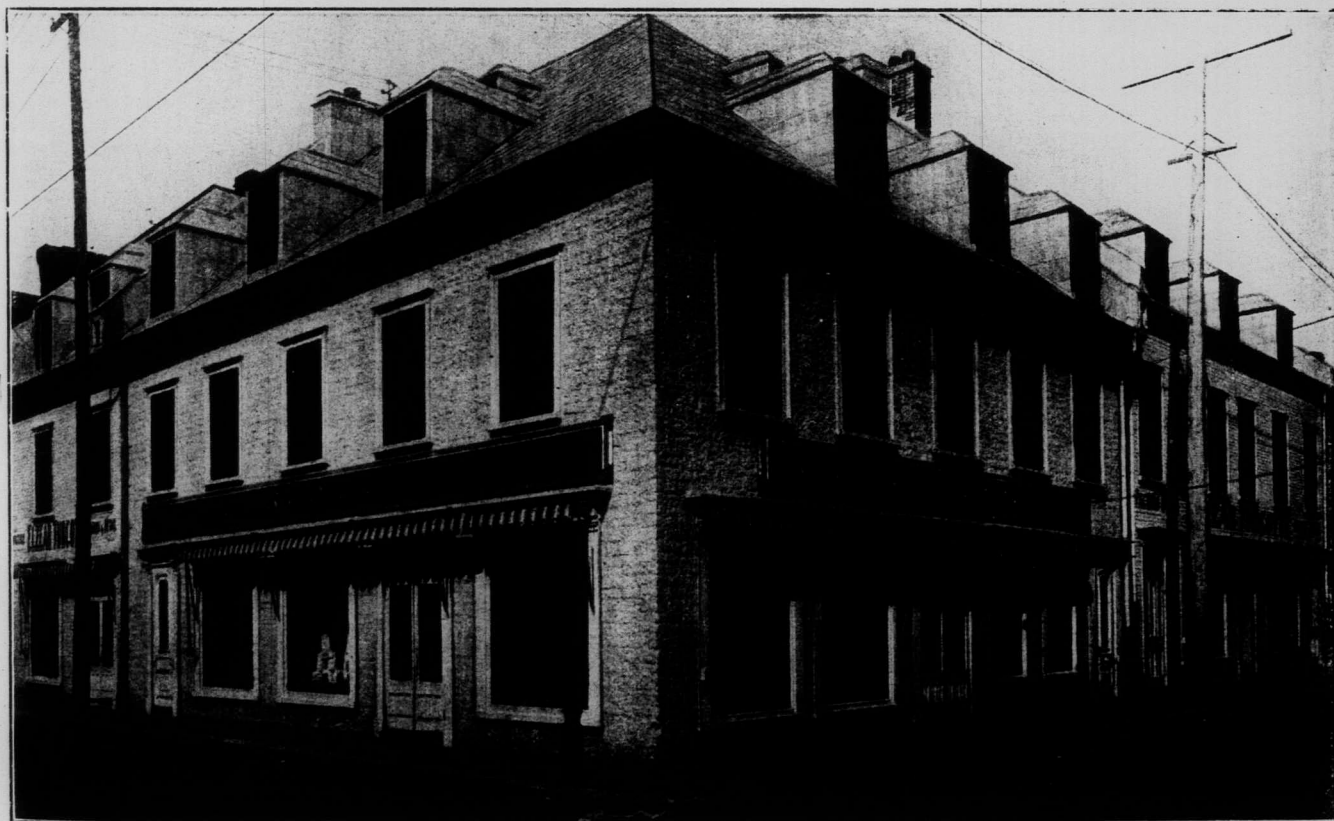


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THE CANADIAN GROCER



A Model Quebec Grocery—Interior of Elzear Turcotte's Store at the Corner of Delfosse and Grant Streets—
Note the General Appearance of Cleanliness.



A Model Quebec Grocery—Elzear Turcotte's 250 Feet Store Frontage on the corner of Delfosse and
Grant Streets, Quebec.

GROCERY NEWS FROM ATLANTIC TO PACIFIC

IN THESE COLUMNS THE GROCER IS IN TOUCH WITH THE TRADE
IN EVERY PART OF CANADA.

CONTRIBUTIONS ARE INVITED FROM MERCHANTS IN SMALL
PLACES OR WHERE THERE IS NOT A REGULAR CANADIAN GRO-
CER CORRESPONDENT.

LONDON.

The meeting of the Retail Grocers' Association on Wednesday evening last was fairly well attended. The vice-president, Mr. Shaw, was in the chair. In the past, meetings have been held only at the call of the president, but it was decided hereafter to have monthly meetings, the first Wednesday night of each month being the time fixed on. Complaint having reached the association that millers and confectioners have been selling goods to their employes and others at less than retail prices, the offenders were communicated with, and the replies from all but one—who said his retail customers were few and unimportant—were considered satisfactory, being mostly to the effect that they "wouldn't do it again."

With the advance in the wholesale prices of oatmeal and certain other goods, there has as yet been no corresponding increase in the retail prices, and a strong committee was appointed to interview the trade, with the view of getting a living price, at least, out of these commodities.

The huckster question was also considered by the meeting. The market clerk explained that while he might see hucksters buying on the market, to be able to prove that they sold from wagons there was a difficult matter, in view of the many duties he is required to perform. Steps will be taken by the association to have a watch kept on suspects.

President Harry Ranahan, of the Retail Grocers' Association, who was thought to have recovered from the illness which laid him up a few weeks ago, has suffered a relapse and is now said to be in a serious condition.

It is reported that T. S. Brock is about to dispose of his grocery business on the southwest corner of Richmond and Maple streets.

Provincial Inspector R. W. Bell, who has been making a tour of Ontario's canning factories, looking into their sanitary conditions, was in the city yesterday, and inspected the plant of the

London Canning Co. Inspector Bell expressed himself as well satisfied with the conditions as found in the local industry. He has been over most of the

ESSENTIALS OF A GOOD WINDOW.

It is, of course, the happy medium which the experienced trimmer strives to attain, and which the successful trimmer always does attain. A window in which there are a limited variety of objects, contrast or harmony of color, and taste in arrangement, properly blended, should result in a pleasing and attractive display. Such a combination of qualities you will find in the better class of shops to-day. It is a tendency of trimmers in representative cities, and it is these men who make the art what it is who "set the fashions," who inaugurate ideas, who revolutionize the so-called systems.

The metropolitan window trimmer, like the metropolitan advertising manager, editor, merchant, is a leader in his line. He is so, not always through inherent merit, but by the force of necessity and circumstance. He is so because he has advantages that do not come to his provincial contemporary. The best material that can be procured is his to work on, and the inspiration, or, if you please, the competition, of those around him, who are shining lights in this field, is finally an element in his success not to be overlooked. It is for these reasons that the metropolitan trimmer leads, and on this account that metropolitan windows, in the evolution of artistic ideas, are ever a source of surprise and satisfaction.

western Ontario factories within the last few weeks and has found them uniformly clean. The factories in the Niagara district which were not up to requirements

were those in which a foreign element from Buffalo was employed.

Harry Abell, a local apple buyer, declares that there are three times as many apples in this district as growers early in the season looked for. Mr. Abell has been all over the county buying for some weeks past, and has had no difficulty in securing big lots for shipment to the British market. Apples are easily secured, but the big problem is to secure barrels in which to pack them. So far he has packed 8,000 barrels, the average price paid being \$1.50 per barrel.

Sixty per cent. of this season's pack will be Spies, which are of good quality. Russets and Baldwins are also plentiful and of good quality, although the Baldwins are a little smaller than usual. Greenings are scarce and poor, being the one exception to an otherwise excellent crop.

With hay selling at \$17.50 a ton, and pasture unusually bare, local butchers hold out no hope of a reduction in beef prices. At the same time they place little reliance on the report that farmers contemplate selling off their cattle because of the difficulty of feeding and impossibility of fattening them on a paying basis. "The farmers in this part of the country do not have to sell out on one year's crops," said a leading butcher. "They have plenty of feed, in most cases. Of course, they could sell the feed to advantage and let the stock go at a lower figure, but such stock would not be of the kind sold by the butchers of this city."

Continuing, the speaker said, that farmers might be found selling off old milch cows, for instance, and when asked who would buy these, he replied that possibly they would be picked up by dairymen who would think them worth wintering over.

"Do these old cows ever find their way into the local butcher shops?"

"Well, if you had time, I think I could take you around town and show you a few," the dealer replied. "There are cattle sold here that should not be sold for meat at all. If we had an inspector who knows good meat from bad, this sort of stuff would be seized. But when an animal is killed it is pretty difficult to tell that there is anything wrong with it."

"Do you mean to say that diseased meat is sold to local consumers?"

"You might hardly call it diseased," was the reply. "But there are old cows, so old they have not been able to masticate their food, and I do not think that meat of this kind should be allowed."

The butcher said that London consumers were a very particular lot of people.

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THE CANADIAN GROCER

The workingmen were not different from others, all demanding the best cuts, and making it difficult at times to sell the less high-priced parts of a carcass.

The fact that export prices of cattle have not changed was pointed to as evidence that a decline in retail prices of beef was not to be looked for, at least for the present.

INGERSOLL.

The opening of a five, ten and fifteen cent store here by F. H. Brewster & Co. means additional opposition to

is usually carried in large quantities by these stores of "popular" prices, but ordinarily the grocers do not attach much importance to the candy trade, thus they have the least to fear in the way of opposition.

* * *

"Frenzied Finance" is no longer confined to the monopolists of the steel trusts or the oil magnates. It has spread to almost every home in the land and is truly a trying proposition. Providing the necessities of life is no longer a simple matter of "placing" the orders,

inclined to take a more serious view of life and class bread and butter in with the luxuries. This is a section, with all its fame for dairying, where butter is invariably a scarce commodity, a state of affairs accounted for by the many cheese factories and the large factory here of the St. Charles Condensing Co. Throughout the summer the price of choice butter has ranged from 25 to 30 cents per pound. This was bad enough from the consumer's point of view, but little, probably, would have been said had the price stopped there. But it has



A. Beattie & Co.'s Store, Corner Thames and King Sts., Ingersoll.

practically every retail merchant in the town. As is to be inferred from the prices mentioned, these stores carry an extensive stock of the smaller articles, displayed on the departmental store plan, and it would seem that there are but few lines which they do not handle. The new store will no doubt cut into the trade of the druggists, stationers, and hardware merchants, but on the whole it will not likely be a very strong competitor of the grocers. Confectionery

but on the contrary, is a serious transaction. Prices are advancing with such rapidity that it is almost impossible to keep posted on them without inquiring daily, and it is doubtful if the merchants themselves are not diffident about chalking up the increases which circumstances compel them to make. The man who at one time was content to regard bread and butter as a goodly portion of his meal, and frown upon many of the so-called luxuries, is now

been again advanced during the past few days, selling now at 32 cents per pound, and it has been predicted that it will reach the 35-cent mark before the winter is over. Fortunately no advance has yet been made in the price of bread, notwithstanding the fact that the dream of the farmer-dollar wheat has been realized. This is the ruling price on the local market at the present time and other grains have also advanced materially. Oatmeal will in all probability be

the next to be boosted in price, as oats are selling at 55 cents a bushel and the demand is keen. There is indeed no loophole of escape from high prices, and about the only way to economize, which would hardly be a practical one, would be to reduce the "rations." But just as though the householder did not have enough to worry over, the coal man has now announced that the price of coal has also taken a jump from \$7 to \$7.25 a ton, and there are rumors that it may be raised to \$7.50. From the standpoint of the grocer, however, it is gratifying to note that in spite of the higher cost of living, they are all enjoying a brisk patronage. There is plenty of work for all who are willing, with wages advanced to meet other conditions, and the grocers have stocked up with their usual large supplies, in anticipation of a brisk autumn and Christmas trade.

What about the Thanksgiving turkey? This is a question which many are doubtless asking at the present time, in view of the fact that this important day is only a few weeks distant. If the local market were to be taken as a criterion of the number of turkeys in this section, it could be said without hesitation that they are not plentiful, but fortunately this market is not always a true index to conditions in the surrounding districts. As yet scarcely any turkeys have been exhibited on the market, but it must be remembered that farmers as a rule do not offer turkeys for sale until within a short time of Thanksgiving, and then only a small percentage are brought to the market. The number of turkeys in the majority of districts is invariably small, compared with other fowl, and owing to the high prices which they command, it is seldom that there is a keen demand for them apart from such festive occasions as Thanksgiving Day and Christmas. It has been the custom of several enterprising merchants here to contract for their supply for these occasions, and they are delivered direct to their stores. This is a good plan, for under ordinary circumstances many customers would probably be disappointed were they to rely upon the market for their supply.

A well-known local exporter of turkeys is authority for the statement that turkeys will be as plentiful this season as they were a year ago. In Dereham township and other sections to the south and west turkey raising is followed extensively and it is to these districts that the exporters usually go. It is understood that several of the exporters have been going over the territory sizing up the situation, but it is a trifle too early to give anything definite in regard to the prices. Indications, however, justify the belief that

there will be plenty of turkeys for all Canadians who can afford to celebrate both Thanksgiving Day and Christmas in the good old-fashioned way.

The present week will witness the close of the tomato season with the Ingersoll Canning Co. Information gleaned by your correspondent was to the effect that the company had a very busy season. It is doubtful, however, if the output of tomatoes generally will be up to expectations. Tomatoes were plentiful, but the chief difficulty encountered was the backward manner in which they ripened. The tomatoes this year have been of good quality, a most important factor with the consumers.

With the close of the tomato season the Ingersoll Canning Company will commence canning apples. The apples are put up in gallon tins, and the past two years have shown that there is a good market for the fruit prepared in this manner. Greenings and Spies, regarded as the favorite varieties of Canadian apples, are used very largely by the company.

The world reserves its big prizes for but one thing, and that is, Initiative. Initiative is doing the right thing without being told. Next to doing the right thing without being told is to do it when you are told ONCE.

Operations are being continued at the Ingersoll Evaporator with a merry swing. Apples are being received in fairly plentiful quantities and the output of the evaporator will be large this year. On making inquiries your correspondent was informed that the bulk of the evaporated apples are shipped to the west coast of Europe, where there is a keen demand for this Canadian product.

Grocer H. D. McCarty, accompanied by Mrs. McCarty, visited Detroit and other points west last week.

As a result of the shortage of peaches and the attendant high prices, there have been fewer sales this season in small quantities. In previous years peaches have been freely sold by the quart, but from observation it would appear as though the merchants had made very little effort to dispose of them in this way this season. Although the price has been nearly double that of last year, the major portion of the peaches have been sold by the basket up to the present time.

Arrangements were recently made by the St. Charles Condensing Co., whereby the milk of two large cheese factories, Salford and Prouse's, is being delivered to their factory here. This arrangement will only be in force during the winter, but through it the supply of the condenser has been very materially increased. Heretofore both of these cheese factories have been in operation during the winter. The St. Charles Condensing Co. have also obtained many additional patrons in this immediate vicinity, a fact which is regarded as being very important by the townspeople. That the St. Charles Condensing factory is an important industry will be apparent from the fact that on Monday of last week over one hundred thousand pounds of milk were received. At the present high prices which are being paid for milk, this means that a large amount of money will be put in circulation, and when the farmers are getting in the dollars the grocers and other merchants usually have a period of prosperity.

In this connection, it will not be out of place to mention that nothing definite has yet been made public as to the probable location of the new factory which the St. Charles Condensing Co. were contemplating establishing in some Western Ontario town. Having very materially increased their milk supply here, it is understood they will also add to their facilities.

Mr. Robert Stuart is Ingersoll's veteran grocer. Mr. Stuart engaged in the grocery business here in 1866, which he has conducted continuously ever since, with the slight interruption of a year and nine months. For the greater portion of the thirty-nine years that he has been in business, Mr. Stuart has occupied the one stand, at the corner of King and Mill Streets. He still enjoys a good patronage and is as attentive as ever to his business interests. From his old books, Mr. Stuart is able to furnish some very interesting information relative to the prices of various articles in the early days. About the time that he entered the grocery business here, pork was selling at five cents a pound retail, while \$2.50 per hundred was about the ruling figure off the farmers' wagons. In those days there were no food fads, nor package tea. Oatmeal was the old reliable morning diet, and the tea was all in bulk, the best quality selling at a dollar a pound. Maple sugar was used very extensively at this time, thousands of pounds being made each season by every farmer. It was used for both cooking and table purposes, the usual price being five and six cents per pound. Maple syrup was not looked upon as a delicacy, as it could be had for thirty or forty cents per gallon. Wheat, how

ever, was price as a bushel.

The acc the grocer at the e Streets, l modious, with all : plete groc ideal one, of the tw Co., who : Stratford, about fou time the s managem store is w inson Bro ried on a business t stamped sive, as t store indic a large ar advertising noteworth of doing l day, which securing a tion to tl three clerk livery wag

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THE CANADIAN GROCER

ever, was selling at about the same price as at the present time—a dollar a bushel.

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The accompanying illustration shows the grocery store of A. Beattie & Co., at the corner of Thames and King Streets, Ingersoll. The store is commodious, attractive, and well stocked with all articles pertaining to a complete grocery business. The stand is an ideal one, being on the principal corner of the two main streets. A Beattie & Co., who also have a grocery business in Stratford, engaged in business here about four years ago. At the present time the store here is under the capable management of Mr. John S. Smith. The store is widely known, the firm of Robinson Bros. having for many years carried on a wholesale and retail grocery business there. A. Beattie & Co. have stamped themselves as being progressive, as the tidy appearance of their store indicates. They believe in carrying a large and well displayed stock and in advertising in an effective manner. One noteworthy feature as to their methods of doing business is a weekly bargain day, which is regarded as a leverage in securing additional patronage. In addition to the manager, the firm employ three clerks. They also have two delivery wagons.

BELLEVILLE.

The grocers of this beautiful city of the bay are just about as happy a crowd of merchants as one could find, and the reason for "the smile that won't come off" is all due to the excellent business they have been and are still enjoying. Every one that has been spoken to by your correspondent says that never in their memory has the city been in such a prosperous condition, therefore, the grocers are always the first to benefit when such conditions exist. Just to give an idea how Belleville is progressing, it is only necessary to state that the increase in the population during the past year is close upon five hundred. This is certainly a splendid record for a city the size of Belleville. It must be admitted that for several years, recently, this city has been "standing easy," to use a military phrase, but during the past couple of years she has redeemed herself and now takes her place among the leaders of the smaller Ontario cities. And why should she not be so favored? She has every advantage, as far as nature is concerned. Situated in one of the richest agricultural and mining counties in Ontario, with excellent transportation facilities, by both rail and water, it is only a wonder that her present strides were not taken years ago. No finer

scenery in Ontario can be found than that along the celebrated Bay of Quinte or among the many lakes and mountains in the northern part of the county, where hundreds of American tourists spend the summer. Belleville citizens certainly have much to be thankful for. If some of those inland cities and towns had a sheet of water at their doors such as the Bay of Quinte, or the River Mona, they would simply go wild with delight. The only real luxury that this city now feels the lack of is a street car service, and, judging from the present feeling and need, it may be a reality before long. The erection of the big cement plant by the Lehigh Portland Cement Company is hastening the need for a car service, as this firm will employ about 600 men the year round, and as the works are about four miles from the city, the need of such a service will be readily seen, as most of the men will reside in this city. The company have already built forty cosy houses for their workmen, and are building more. When completed, this will be the largest plant of its kind in the Dominion, with nearly double the largest output. A small village has grown up around the works already, and the grocers are, therefore, reaping a huge benefit. One grocer supplies about \$300 worth of groceries and provisions per week to the Belleville Portland Cement Company employes, residing near the works, which are adjacent to the Lehigh plant.

The price of canned goods will likely be advanced this winter. Such is the opinion of a prominent canner of this district. This county and her sister county, Prince Edward, are dotted with canning factories, but a few closed down this year owing to the scarcity of produce. The looked for advance will depend largely upon the price set by the Canadian Cannery, Limited. Canned corn at least, will be sold at an advanced price. The factories have had a far busier season, however, than was anticipated two months ago. The first and second weeks of October saw some of the factories handling as much as 2,000 bushels of tomatoes per day, for which the average price paid was 25c. per bushel. Corn has been a good crop, particularly the late varieties. The prices have been high, the farmers receiving \$9 and \$10 per ton. The contracted prices were \$7 and \$8 a ton, but the factories were forced to advance these because of the short crop. In a week or so the canning of tomatoes will be finished. This district was visited by a damaging frost on the 8th of this month, and, as a result, many farmers growing canning factory produce, have suffered considerably. Many

fields of tomatoes were injured, and corn, too, has, in some localities, been badly touched. The loss is, perhaps, a little greater this year, because of the lateness of the crop. The "nip" was not severe enough to hurt apples.

* * *

R. B. Morden, one of the proprietors of the Belleville Canning Company, says they have been up against a peculiar state of affairs, and that is the lack of help. The company have tried every device to get female assistance, but are only able to secure about half the help they require, and, as a result, they will only be able to can about half as much as usual. Almost every day they have had to refuse tomatoes. There is plenty of work at good wages, which would last, he says, until the middle of November. Owing to the arrival in the city of so many new residents, he cannot understand why the opportunity to make some easy money is not taken advantage of. Some of the girls and women now average \$1.50 per day, with clean and comfortable quarters to work in. J. R. Gay, the popular bookkeeper of this company, was married recently to Miss Maud W. Brown, a graduate of Winnipeg General Hospital.

* * *

The wholesale grocers, Kenney, Walmsley & Co., and the John Sloane Company, report a very busy season, in fact, the very best in years. They have had to increase their staffs in each instance.

* * *

Mr. V. Huffman, who has conducted a grocery on Grove street for some years, has sold his business to Mr. Liptie.

GUELPH.

Step by step, nearer and nearer, Niagara power is approaching the city of Guelph. In a very short time now the surveyors who are laying the line will be in Guelph district. The proposed line to Guelph skirts the Hamilton mountain, and comes up through Millgrove, Freerton, Moniston and Aberfoyle, to the city. The line is not being laid along the road, but at what is called the baseline, or in other words, the boundary line between the different properties, some distance from the road.

* * *

The executive committee of the Guelph Retail Merchants' Association were the guests of Jos. Gowdy, at the King Edward, late on Tuesday evening. James Hewer, C. W. Kelly and W. C. Benson were appointed a committee to act in conjunction with the other reunion committees. It was definitely decided to hold a banquet on Tuesday, Oct. 29th,

When the president of the Dominion Retail Merchants' Association will be present and give an address.

Wheat reached the one-dollar mark here on Monday. Will it stop there is another question?

What might have been a serious fire occurred at the Olympia fruit store, on Quebec street, last Thursday night. The clerk undertook to fill the can of the corn-popper with gasoline; some dropped and burst into flames. All the popcorn was burnt, but no other damage done.

Our city council buried the hatchet at a picnic at Puslinch Lake this summer, but I think some of the members take a run down occasionally to have a look at it. The board of control proposition for a city our size is not at all necessary, and our council doesn't need to sit up all night worrying over that fact.

The first grape fruit of the season has arrived, and is a very fine sample.

The woods are full of travelers this week. They are nearly as plentiful as customers, and each one has the best snaps and all are telling about the advance in prices or about to be, and you had better buy now. That is all right if you can see it that way, but don't forget you are the one that wants to see it. A well-assorted stock is what you want, and not too big, at that. You know your own business best.

Why some confectionery establishments send out their confectionery in such dirty boxes, as also their biscuits, is a matter of discussion at present. We get fancy chocolates, candies and biscuits in boxes that are far from being clean, which not only make the goods poor sellers, but are certainly not good stock, as no grocer wants to show his goods in dirty boxes. A grocer showed me a sample of soda biscuits from a first-class house, which should have been sent for pig feed somewhere, and another informed me of sending some back to another first-class house for the same reason. Now, why do the managers of these institutions allow such goods to get out of their factories? The trade doesn't demand any such carelessness. It certainly doesn't pay to allow a line of goods that are not up to the mark to go out among a first-class trade and expect good results. We have the same complaint in regard to bread. We have seen bread sold right here in Guelph with the marks of dirty pans on it, just as well as we have seen biscuits. Then again, we sometimes run across a paper bag that has had cayenne pepper in it, shipped out with a line of pure ground cassia in it. Now, where

the economy lies in another chance for someone who knows to reply.

We see and hear from travelers a whole lot about the raising of prices among the wholesalers. But did you ever stop to think that in most cases the retailer is the man who suffers most? Take, for instance, starch and corn starch (any first-class brand). We only get 10c retail now, in spite of the advance in price, wholesale. Then take common starch. The price to-day, and the price you are selling at. Figure for yourself. Are you doing the fair thing for yourself? The same thing applies in a number of instances, which space won't allow to be mentioned, but you know them just as well, perhaps better, than I know. The retailer should be in a posi-

The Ingersoll correspondent discusses the prospects for Thanksgiving turkeys and describes one of the town's most enterprising stores.

Belleville grocers are rejoicing in an appreciable increase of business consequent upon the influx of new industries.

The Stratford correspondent gives some excellent advice to grocers' clerks.

Woodstock is commencing to advertise itself with a view to growth and increased business.

One of the pitfalls that very often catches the retail grocer is outlined in the Montreal correspondence. The value of window dressing is also dealt with.

Some of the meat being sold in London just now is of questionable quality, and while not necessarily diseased, falls far short of a desirable standard for human consumption.

tion to follow the market either up or down at a moment's notice in any article he handles. There is one point where a good grocers' association would come in useful. We could all act together and be just as well able to raise or lower the price as wholesalers or anybody else. But right there is where some of the retailers are losing money at present, and for no other reason than that they are afraid to raise the price until they are sure their opposition is doing likewise. Get together. He needs it as well as you do.

An out-of-town grocer was telling me the other day he had to let his head clerk go, and I asked him why, as I knew he was a good man. "He is a

good man," said my friend, "a splendid worker, and a good stock keeper, but what I want is a man who can make the others work also." Now, I thought that was funny. Here is a good man losing his job, I said to myself, just because he can't get enough out of his assistants. It is all very well for a proprietor to put up that kind of an argument. But there may be a good reason on the other side also. Some proprietors give a head clerk lots of orders for himself as well as for his assistants. But right there the shoe pinches. He doesn't give him the authority to enforce his orders. If he gets the work done, why, all right. But very often the head clerk works hard himself to get through the work, in fact, does too much himself, but as soon as he crowds those under him, they go at once to the proprietor or get friends to do it for them. The proprietor calls his head clerk to one side and says, "Don't expect too much from so and so, I have him cheap." But just the same he does expect first class work from cheap help. A boss ought to give a head clerk his confidence and help him in his troubles, if he expects his assistance at other times. A good thorough understanding on both sides saves trouble.

Some years ago in Stratford I acted as a judge of some window dressing. We gave the prize to the man whom we considered had won it. The other day I was asked by three different grocers to decide or express an opinion on two different windows, but refused, as I have gone out of the window-judging business. But I can safely say that any grocer's clerk or grocer who puts in a window out of the ordinary, doesn't need to be afraid he will not come under the specially mentioned column, or that it will not be seen. But as for expressing opinions or acting as judge, I am out of the business. I like the work and love a fellow worker, but I have no heart to pull his ideas to pieces, or his neighbor's either. We have all got lots of room for improvement. But at the same time in awarding prizes for window dressing, it ought to be taken into consideration whether the employer is willing to give his clerks the time and little incidentals necessary to put in a good window. There are lots of things that come under this head, such as crepe paper, holly and mistletoe, etc., that cost money, and if the clerk has to spend his own money (which is sometimes the case) that ought to be considered.

An entirely new feature has been added at the O.A.C. College, in the way of a Department of Baking and Milling. This department has been instituted at the express request of the Master Bakers' Association. The object of the Gov-

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ernment in establishing this plant was to aid the miller and baker in their work, and supply all necessary apparatus for deeper investigation into the nature of the chemical changes that take place in baking and into what really constitutes strength of flour. These are problems which it is almost impossible to study without carrying on parallel baking tests to aid the interpretation of the chemical work. To this plant a miller may send a sample of wheat at eight o'clock in the morning, and a loaf of bread will be made from it by two o'clock in the afternoon. Reports are then prepared by the department, in which the strength, expansion, and quality of the flour is compared, with what is used in the laboratory as standard flour. This report is sent to the party sending the flour or wheat. This will give the millers the information they need in order to so mix this wheat that they can control the uniformity of their flour.

There was a marked air of briskness about the market on Saturday, but the supply was very unevenly balanced. Eggs again were not to be had at any price, while other prices remained unchanged, except poultry. There was an over-supply of it, and of very poor quality, and the farmer must learn, sooner or later, that any old thing in the poultry line is not good enough for the market. From 40c. to \$1 a pair was paid for chickens, and for ducks, from 60c. to \$1 a pair. On the outside market the high prices prevailed and the figures are getting out of the question. Prices are being paid now that were never heard of on the Guelph market before. 52c. to 54c. for oats, and as high as 70c. for barley.

The police raided the butter market on Saturday, and out of 300 samples weighed, 61 pounds were found short weight and were confiscated. But there is one thing I heard of, where a farmer had 20 pounds, and 3 out of the 20 were short. I don't think that farmer meant to be dishonest; but the three had to go. It is not likely there will be any further steps taken to prosecute the farmers caught in this way.

The Winter Fair Board met on Friday and fixed the dates for the annual winter fair for from the 9th to the 13th of December, both dates inclusive. The poultry section alone are offering \$1,500 in prizes this year, an advance of \$300.

J. F. Richardson, Elora, has just moved into his new store, and it certainly is a daisy. Mr. Wilson is the manager and the store is equipped right up to date with Walker Bin fixtures,

etc., and is a credit to Mr. Richardson and also to Elora.

Carswell Bros. have returned from the glorious west and have again started in business in Elora. They are running a general store. That is saying something for the City of the Rocks, when a firm will return from the west and again settle in the old town.

Miss Mable McNabb, bookkeeper for A. M. McLaren, has returned from a pleasant visit at her old home in Milton, Ont.

The National Drug Co. are putting large sized cardboard men in the stores, advertising St. George's Baking Powder.

E. W. Randall, who for some years has conducted the grocery business on Lower Wyndham St., has sold out to Chittick & Hastings. Mr. Chittick formerly ran a flour and feed business here. Mr. Hastings, who will act as manager, has been a popular clerk for over ten years with W. H. Fielding and his many friends will be pleased to hear that he is starting out on his own account. While sorry to lose Mr. Randall, we wish the new firm success. They opened on Tuesday, with a new stock added to the old one.

MONTREAL.

Burglars have been giving the grocers around town considerable attention during the past few weeks. Desjardin's store on lower Bleury Street was entered and smashed up a bit on one occasion. Again Thomas Elliott, who keeps a bright store at the corner of Ontario and Bleury Streets, received a visit from the men with the "jimmys." They broke into his store late Saturday evening, gaining entrance through the plate glass window, which they smashed. They did not get much for their trouble, however, Mr. Elliott missing only half a dozen bottles of liquor.

A grocer on St. Dominique the other day had an experience with a would-be passer of a counterfeit \$5 bill. He was not easily fooled, however, and succeeded in placing the criminal in the hands of the law.

So great was the popular clamor against milk dealers who presumed to advance the price of that fluid two cents a quart, that the shippers decided to effect a compromise. On October 1, they began selling milk at nine cents a quart, instead of ten, as they announced three weeks ago. This price is more in keeping with the natural state of things, and the many grocers who sell milk will be glad to learn that

they will not have virtually to hold up their customers when they sell them milk. The price of hay and feed is very high in Montreal and district, but not so much higher than elsewhere that such an advance as contemplated should be made.

Now that the fruit season is practically over, there are quite a few grocers wondering how much money they have made in fruits and vegetables during the summer which is just past. There are a good many, unfortunately, who do not know that they have lost a considerable sum in what they thought was a business that paid them well. Included in this number one does not find the experienced grocer, the man who has been at the game for years, during which time he has had his eyes open, but the class is made up of young chaps who have not been long at the counter. More's the pity.

These young grocers went at the fruit business this spring, as they do most every summer's beginning, in a whole-souled manner. Quite early every morning they were to be seen seated on their delivery wagons making haste to the market to secure the pick of the offerings of the farmers. With the farmers they usually made a good dicker, and in the end, came off not second best. But later they were seen around the fruit stores laying in a supply of pears, plums, peaches and other high priced, perishable fruit. It is on these lines that they lose money.

Whether it is that they are in a hurry, or they take every man's word to be as good as his bond, they do not seem to exercise their usual good judgment in purchasing fruit. Time and again have retailers been seen buying on the market, say, pears. The fruit dealer offers a box, and on being asked how many dozen it contains, off-handly replies: "Oh, say about fourteen dozen." The experienced grocer is quite sure of his fourteen dozen before he pays for them.

This is the inexperienced man's stumbling block. He takes the dealer's word and carts home his purchase. Even at the store he does not bother to count the pears, but, opening the box, sorts out the bad ones and then fixes a price based on the dealer's word that there are fourteen dozen in the box. Only too often there are only twelve dozen pears in the case, and at least one dozen goes to waste before the balance is disposed of. Now, basing his price on the fourteen dozen, the grocer is likely to sell the pears cheaper than if he paid the same price for twelve dozen. Then, not allowing for waste, he does not count still another dozen. Therefore, he reckons his selling price on the basis of fourteen dozen purchased, while in re-

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ality he only gets returns for eleven dozen.

Now, what grocer can afford to lose the price of three dozen pears per case? Where's the profit? If such grocers as buy their fruit carelessly will but bear this little instance in mind next spring and summer, not alone in connection with pears, they will find that they will not have to contend with some unknown loss figures at the end of 1908, when they are figuring out their profits and losses for the year. It's such a little thing—but then it is the little dribs and drabs, the small leaks, that so quickly kill off the profits in the grocery business to-day. A man is watching for the big losses, the small items do not appear on the surface. One has to think, in order to locate them.

* * *

Now that the holiday season is coming on, it is up to the grocers to do something nice in window dressing. The amount of trade that can be secured through attractively dressed windows is beyond belief, unless one has tried the window as a silent salesman. There are in Montreal quite a few grocers who know the power of the window, and they are, some of them, getting ready even at this early date.

* * *

I know of one grocer on a side street who has a progressive manager whom lack of good location does not discourage. He recently had a first-class fall window which attracted a great amount of attention, and sold dollars and dollars' worth of groceries. This manager firmly believes in window dressing. And his faith works to the benefit of the proprietor, for action being next to belief, the manager gives much attention to the window. He attracts customers from districts covered thoroughly by other grocers simply through his attractive store front, backed up by good groceries at a reasonable price. And there are other grocers not possessed of a good location who are making good use of their windows. The largest retail grocer in Quebec City attributes a great measure of success to his ten windows, backed up by newspaper advertising. His store is in an out of the way section of the city.

* * *

Let the man who does not believe in windows talk to a grocer who has seen the power of them place cash in his register. There is a grocer on St. Catherine Street who is noted for his frequently changed, artistic windows. It is an actual fact that he sells thousands of dollars worth of groceries every year, solely because of his window. Thousands of people pass his store daily, and he takes advantage of the fact. A tea win-

dow he put in for about a week last year netted him sales to the amount of \$500 over and above what he regularly sold to his steady customers. He had been doing absolutely no advertising, so the window must have sold the tea.

* * *

To get results, one must, of course, devote considerable attention to the window. A few parcels of various lines thrown in the window will not result in sales. There must, first of all, be something in the dressing of the window to attract the attention of passers-by; then the attention must be held sufficiently long to permit of the window advertisement making an impression.

Acquire the art of catching and holding the attention of those who pass the store, and you have mastered the art of window dressing.

* * *

Some progress is being made in the early closing movement. Grocers in the central part of the city are taking up the idea. P. Campbell & Co., Brouillet & Guay, Thompson & Co., T. A. Woods & Co., and P. Elliott are the latest acquisitions to the ranks of the early closers. They shut up shop at seven every Thursday evening, and they expect to close every Tuesday evening after the holidays. All the St. Catherine Street grocers close every night, that is, those west of University Street, so that things look brighter for the clerks in that part of the city.

* * *

Walter Paul, who runs a fine large store at the corner of St. Catherine and Metcalfe Streets, has opened a branch at 80 University Street. It is an excellent place of business, fitted in the most modern manner. Mr. Paul expects to relieve the pressure on the west end store somewhat by the opening of this branch.

OTTAWA.

Notwithstanding the copious rains in this section for a month past, the Ottawa market is a sufferer by scarcities of agricultural and dairy products which enter into and from a part of the grocery trade to an important degree, and for which prices now rule higher than they have done at this season for former years past.

The grass lands, which, during the hot months of this year, became too much exhausted of moisture before the rainfall, do not show much improvement in fresh growth for fall grazing, consequently the stocks have to be additionally fed from the supply laid in for winter, which, because of a short crop, will be insufficient to last through the feeding months.

The dairy prospects, therefore, are not so hopeful, as the late rains seemed to

lead those interested to believe, and farmers are now endeavoring to dispose of their herds as best they can, though for the most part at a serious loss. It is expected there will be a good supply of water in streams and wells for winter use, the want of which in previous years has been to many a great source of trouble and expense, but this will not compensate the threatened losses through scarcity of feed.

* * *

Best qualities of hay are now selling from \$22 up per ton. A farmer having sixty tons to sell was offered \$1,000 cash for the quantity on the spot. He got full price, instead. Oats, 52c up per bushel in large lots. Butter, 30c up. Cheese, 13 1-16c at cheese board sales. Milk, 8c to 10c per quart, with a fair probability of higher prices in the near future. Potatoes and all staple products are in brisk demand. Poultry and meats the same, all commanding high figures.

Movements in grocers' merchandise are fairly active, in view of the usual advance in freight rates at this season, both for warehousing of stocks, and for shipment of outgoing purchases, so that business is seasonably satisfactory, done as it is, under stringent money conditions, resultant, more or less, from Ottawa's proximity to the Cobalt region, in which this city and vicinity is heavily interested.

In face of this fact, however, but few failures have occurred in this section during the past two years, which is a most encouraging feature of its mercantile health and future prospects.

* * *

The civic assessment of the city of Ottawa for 1908 has just been published in the papers, showing an increase of over two millions more taxable property than for the year of 1907, and an increase of over two thousand during the past year to its population, all helping to keep up a keen demand for supplies surely to accrue to the grocers' benefit in the end.

* * *

With the rise in flour, no yeast was used by the bakers to raise the price of breadstuffs, as their combined agreement suited the purpose, but not to such an extent as to cause complaint.

* * *

Fruit has not been as plentiful this year as in the past. This section is yet largely dependent on western Ontario orchards for its fruit supply, but as some attention has been given, and is growing, towards fruit tree planting in suitable places, we may expect an additional supply in due time. Generally speaking, this part of Ontario is not adapted to fruit culture. The long, cold winters are unfavorable to trees, except in protected localities, and for the

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small fruits unless they be levelled to the ground and covered.

Ottawa is said to possess the largest retail produce market in Canada, and as imported products find a ready sale in large quantities here, there is every reason to believe that the cultivation of fruit in the Ottawa valley would prove a most profitable industry. Work in all departments of labor is fairly plentiful at good wages, and merchants generally, are getting on nicely.

CHATHAM.

R. B. McEachren has purchased the stock and good will of the grocery on Queen Street, until a short time ago conducted by John Brennan. Mr. McEachren has added to the stock considerably, and re-opened for business on the 10th inst.

Grain prices here continue high, and there is no indication of a drop. Deliveries are rather slow just now. In Blenheim and other adjoining towns, the high prices offered have resulted in somewhat larger deliveries. Beans are an exception, however, for, though as high as \$1.50 per bushel has been offered for two pound pickers, deliveries have not been heavy.

Prices offered last Saturday were as follows: Corn, shelled, 60c.; oats, 57c.; wheat, \$1; barley, per 100, \$1.56; beans, per bushel, \$1.30 to \$1.50.

The prices of market stuff and farm produce also show a tendency to soar. For butter, farmers ask all the way from 28c. to 30c. on the market, and eggs last Saturday fetched 23c.

James Argyle Read, who has been conducting a general store at Northwood, in Harwich township, made an assignment last week for the benefit of his creditors. Sheriff Gemmill is assignee, the assignment bearing date of Oct. 10th. The creditors' meeting will be held at Harrison Hall, Chatham, on Oct. 18th, and Nov. 15th is fixed as the day of distribution of the assets. Mr. Read, who was in business at Northwood for several years, had a large trade in that section of the country, and the news of his financial difficulties comes as a surprise.

Leamington has repealed an early closing bylaw, passed some time ago. The bylaw has affected grocers, dry goods men, jewelers, harness makers and dealers in other lines. Apparently, it didn't work well, for at the last regular meeting of the Leamington council, a petition for its repeal, signed by a majority of the merchants in each of the lines affected, save one, was presented.

The harness makers, the only trade not represented by a majority, were subsequently brought into line, and at a special meeting of the town council, held later, the bylaw was repealed. Under the caption, "A Step Backward," the Leamington News has this to say regarding the move:

"The repeal of the early closing bylaw is unfortunate. Instead of repealing the law, it should have been still further extended. This is too progressive a community for such reactionary legislation long to continue popular. We feel sure our people will soon repeal the repeal. No up-to-date employer but knows his hands will do more work in less time, up to a reasonable limit. Our merchants can make better money and have a bigger trade by short hours than by long ones, and they know it."

The Favata-Zakoor trouble, which has engrossed a share of public attention for the past few weeks, saw its termination at least for the time being, in the division court a week ago, when Gaspar Favata was awarded \$8 for damages sustained by his push cart as a result of its collision with Zakoor's delivery wagon.

The enterprising L. B. Drummond, attorney-at-law, New York, has been operating in this vicinity, and Maple City merchants have not been overlooked in his attentions. One of those favored with a legacy of five shares of C.P.I. stock was Alf. Deloge, the St. Clair Street grocer. Mr. Deloge didn't bite. Instead, he invited Mr. Drummond to send on his stock, C.O.D. Needless to say, the stock didn't come.

The Old Boys' Reunion, held at Thamesville last week, in connection with the East Kent Agricultural Society's fair, was a big success. Large crowds attended from all parts of the province, and the exhibits and attractions were high class in every respect. As a result of the enterprise of the directors and the liberal patronage of Thamesville boys, old and new, the gate receipts were \$1,200—\$900 in excess of any previous year.

A significant advertisement appeared in one of the local papers last week. It was as follows: "Owing to merchants objecting to ticket canvassing, the ladies of Christ Church Guild have placed tickets for sale at Andrew's Grocery, Central Drug Store, and Brisco's, and hope to receive a liberal patronage." Evidently the recent resolution of the Retail Merchants' Association is having the desired effect.

Joseph Capman, the Fifth Street butcher, last week had on exhibition a

calf which he claimed was a record breaker. It was five months old, and weighed 275 pounds.

W. Morrice, the Queen Street butcher, has moved across the street, to a more commodious stand, at the corner of Queen and Richmond. The new stand permits of a more liberal window display. Mr. Morrice opened for business at the new stand about the middle of the week.

SASKATOON.

The grocery trade is very active for the season of the year and a good fall trade is looked for. Just now special orders are being filled for threshers and homesteaders, who take considerable supplies of provisions into the country with them. There is a dearth in butter and although the supply from the farming districts has always been light, it is now being much curtailed, and dealers are negotiating for shipments from produce merchants in the east. Dairy butter is retailing for 25c. per lb. Creamery butter is 30c. Eggs are 30c. per dozen. Potatoes are 50c. per bushel, and onions 5c. per lb.

Shipments of Ontario and California fruit are arriving and being rapidly distributed and many housewives are now busy preserving. Apples are \$2.25 per box; pears, \$2.90 per case; crab apples, \$2.90; plums, \$1.15 per crate; peaches, \$2; tomatoes, 75c. per basket. The first consignment of grapes arrived last week and are selling at 60c. per basket.

It is announced that the Nash Fruit Company, of Grand Forks, N.D., have purchased the fruit business of R. A. Rogers & Co., of Winnipeg and Saskatoon. There will be no change in the management of the local business at present, but the purchasers will take over the two Canadian branches on October 15th. A representative of the new owners is expected here about that date to put matters on a definite working basis for future operations.

J. Y. Griffin & Co., of Winnipeg, the largest wholesale meat dealers in the Dominion, have opened a branch in Saskatoon, with W. J. Bell as local manager. This widely known company also have branches at Edmonton, Calgary, Nelson, Vancouver, Regina and Fort William. They are now the largest cheese, butter and egg dealers in Canada, and more than a car of their goods will arrive in this city weekly in future. Next year they intend building a packing house, to cost one and a half million dollars, and a canning factory, costing nearly as much, in connection. The

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new packing house will have a capacity of 15,000 hogs, 300 cattle, and 300 sheep per day.

Grindlay Bros. have opened a new feed and sales stable on First Avenue. Their boarding rates, which include proper attendance on horses and cleaning of rig and harness, are: Single horse per month, \$14, team per month \$27. They have also a scale of charges for shorter periods. The stage to Asquith stops here every Monday and Friday.

A. C. Poole has purchased the bakery business of J. F. Cairns and intends maintaining the past good reputation of this house.

Holmes & Benson, grocery and hardware dealers, have dissolved partnership and Frank Holmes will carry on the business in future.

Young & Galbraith, grocers, have dissolved partnership.

Some fine potatoes from the farm of P. J. Somerfelt are on exhibition at the Board of Trade office.

ST. CATHARINES.

Though St. Catharines is situated between the two great arteries of trade and travel—Toronto to the north and Buffalo and Niagara Falls to the south and west—she has her advantages by being in the great fruit-growing belt of the Niagara district. With the old Welland Canal as the motive power for her manufactories, with the new Welland Canal as a means of transportation of goods and merchandise, the two railways, with their connections, and the steamers that ply between Port Dalhousie and Toronto, give her some advantages over her competitors in trade. The city, without blowing trumpets or a boom, is steadily growing, and outside of the fire limit a large number of frame dwellings have been and are being erected to meet the demand for housing. In fact, the demand for dwelling houses is greater than the supply, and though rents have been gradually increased, the demand still continues. All classes of mechanics have been kept steadily at work during the past season, but now that the cool weather has set in, there will be slackness in some trades.

The fruit season is rapidly drawing to a close and a good deal of disappointment is felt by the fruit men. Plums, pears, and apples were far below the average in quantity, peaches proved to be a little better crop than was expected early in the season, and all of the

above brought high prices. The grape crop is the best for a number of years. In fact, there is an overabundance, though the rose bug did some damage on sandy soil. Grapes are selling at \$32 to \$33 per ton. These kinds usually go to the wine manufactories, of which the George Barnes factory, located between St. Catharines and Port Dalhousie, is the largest in this vicinity.

Saturday is the principal market day for the week and farmers and hucksters come from long distances to dispose of their products. Farmers these days are as sharp as the other business men. A choice lot of vegetables or fruit will be at the top of the bag or basket, but further down the sample is usually not so good, so the buyer gets caught. They will couple chickens dressed, one young and tender, the other an old fowl, but keep the prices high. The ruling price for chickens is 40c. Butter ranges from 30 to 35 cents per pound and the reason given for such figures is that the pasture was poor and the cows did not give as much milk as when in good pasture. There was but a limited supply on the market. Eggs were sold at 30 cents per dozen, and the supply was limited. Hay advanced one dollar per ton and sold readily at \$16. Potatoes were sold at 80 cents per bushel and potato growers told your correspondent that the late yield would be light, consequently, one may look for expensive potatoes before the next crop ripens.

The retail grocers here vie with one another as to who can produce the finest window display. This exhibit is more than half the battle to win customers. And as each has his hobby, one will see a great variety of windows.

Alderman Charles M. Gibson, one of our young and leading grocers, is a possible candidate for re-election at the forthcoming municipal contest. Though not pretending to be a platform speaker, Ald. Gibson has accomplished good work during the current year.

Ald. B. J. Lenbsdorff, the present chairman of the Finance Committee, is a possible candidate for the mayoralty the coming year. Ald. Lenbsdorff has been a member of the council for several years, and has proved an efficient officer. Mayor Andrew Riddell, one of the staunch business men of this city, will probably retire from municipal office at the expiration of his present term, and rumor says he is an aspirant for higher honors. Ald. Harry Southcott will probably seek re-election. In addition to being a druggist, he is intimately associated with the Wethey Mince Meat and Canning Company, who have

built up an extensive mince meat business.

Cheese making in this section of the Niagara district has ceased to exist as an industry. There is but one cheese factory in this section—the one at Bismarck—about twenty miles from St. Catharines, which is conducted on an extensive scale. William Hanna, of Thorold township, a prominent farmer and speculator, conducts a cheese factory on a large scale. These two are the only cheese making firms in the Niagara peninsula, though a third one is expected to be opened out in the near future, at Queenston. Mr. W. A. Sherwood, a prominent grocer of this city, is to be the proprietor and operator, assisted by his son, who is associated with him in business.

Short time accounts, or spot cash is the motto of the merchants here. No long-drawn accounts, as in the old days, running for six months or a year, and frequently not paid then. The merchants claim the present system to be the best for buyer and seller, as the buyer secures an advantage. True, there are workmen who get their pay either fortnightly or monthly, and the account extends to the end of that term, but no longer, and a fresh account is opened out. That's the cause of the grocer's success, and he does not require to lay in six or twelve months' supply ahead, as in the olden days, for his wants can be supplied now within a few hours or days.

STRATFORD.

There is not a great deal of stir in the grocery business at present, trade having the tendency to move along in the usual tenor of its way. Grocers do not report any great rush, nor do they report that trade is dull. On the whole the season (fruit) has been a good one, and although there were scarcities in many lines, there was abundance in others. Considering the large number of grocers in this city, trade and business is good for all, or almost all. The progressive grocer gets the trade, and it is not hard to single such a grocer out from his fellow tradesmen.

There is all the difference in the world between a successful business man and the non-successful one, and the difference is not only noted in the different businesses, but in the general appearance and characters of the individuals. And in many cases the business man is not successful simply because he does not use the ways and means by which success can be obtained. He fails to see why such and such an article should be given a trial, when the other brand sells

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just as well. He is content to just slip through comfortably. In plain words, he is lazy. Too lazy to look after his own business. Clerks seeking positions should try to get into good stores. The good clerks are found in good stores.

* * *

Nothing, perhaps, does more to hold a man in the favor of an employer than efficiency. There are always those who can do the work fairly well, if someone else does the planning. Really efficient workers are always scarce. There may be men who can do work well up to a certain standard, but who need more or less watching to see that they maintain the proper standard. The clerk who succeeds to-day in any line of business is the one who does a certain amount of thinking for himself and puts it into practical use, the one who decides on points of interest, points that will help to promote his employer's business. There are those who have still to work well when the work is clearly defined by the judgment of others, but who lack judgment themselves. In a short conversation with one of the leading merchants of this city the other day, he said in part, that he made it a practice to advance the clerks in his employ who took and showed an interest in the welfare of the business. If he saw a clerk doing his best and originating new ideas he gave him the preference every time over the clerk who simply did what was required of him and no more. And after all, it's the little things in life that count. It's the little extras that count in any business; it's the same little extras that the clerk puts into his work that attract the attention of his employer. The clerk that succeeds is not the one that closes up shop sharp on the tick or that comes to work a trifle late in the morning. It's the very opposite, and it's the clerk that puts in a little overtime without grumbling that draws the fat salary. There are thousands of more or less incompetent persons who hold their positions chiefly because of the lack of better workers to take their places. The employer clings to the man who can take hold of a proposition in its roughest state and work it out to its logical completion. This kind of a clerk is too late a man not to be appreciated by the employer who looks well to his own interests. The employer is always ready and glad to shift some of the burdens from his own shoulders onto a competent clerk, and it's the competent clerk who works up into his employer's estimation that begins to share the responsibilities of the business, and gradually finds that his ready cash is growing in large bank accounts. Even if the employer's appreciation is not always expressed outwardly in words, it is there, and in his own heart he finds much

satisfaction in having a really efficient man to lean upon. Young clerks, all you have to do to succeed in this world is to apply your stored-up talents to good use, to uses that will have a tendency to make the firm you work for prosperous.

* * *

The market last week was very largely attended, having the dimensions of a Christmas market. It was quite noticeable that the prices in almost every article of farm produce had a tendency to advance. The cost of living has increased during the past week, and fuel and provender has become a luxury. The only fault that the grocers find is, that although they have in a number of cases to pay the wholesalers an advanced price, the price to the customer remains at practically the same as it did prior to the increase from the wholesale end.

* * *

W. J. Norfolk, proprietor of the Clean Grocery, is advertising his Queen blend coffee, and last week had a lady demonstrator serving up the delicious blend to the customers.

WOODSTOCK.

A special number of The Grocer is always looked forward to with deep interest, for while all its issues are filled with matter of an interesting and instructive nature to the grocery fraternity, yet it is possible, on occasions, to turn out an issue that is brim full from cover to cover with hints, suggestions, and information that no live grocer can afford to be without.

* * *

Your correspondent regrets to report that the Woodstock branch of the Retail Merchants' Association has practically suspended business. No meetings have been held for several months, it being impossible to get enough out to make it possible to do business. The term of office of the officers of last year has expired, and new ones have not been elected, because there was not a quorum the evening this was to have been done. It is doubtful, anyway, if men could be found to accept official positions, for the work has been exceedingly discouraging, in the face of the lamentable lack of interest displayed by merchants. The situation is hard to explain, and that Woodstock is not alone, I notice from what other correspondents have to say. One would think that enough interest would be taken in an organization which exists for no other purpose than to benefit its members, to make it possible to maintain in every thriving town and city a thriving branch of the Retail Merchants' Association.

* * *

It is useless to say that there is nothing for an organization to do. There is

lots that might be accomplished, if grocers would drop little petty jealousies, which we all must admit do exist, and work together, not for the extortion of the public, but for their own best interests, which in the end work out in the interests of the general public. It is possible for them to prevent little price-cutting habits, which only react on the cutter's business, and to do numerous other things which make business more pleasant and profitable.

* * *

The price of bread is a variable quantity just at present here. The bakers have no organization, and this is the result. One man sells bread at five cents for a two-pound loaf. He will deliver to any part of the city. What his object is, is not just apparent, for flour is quoted at \$2.75 per hundred pounds, and there is most certainly no profit in the price at which he sells. Another sells a two-pound loaf for five cents, providing you call for it. He will not deliver. This bakery does a big business with farmers every Saturday. A third sells a pound and a half loaf for four cents, but this isn't so popular, for people have become accustomed to paying five cents for a loaf of bread, and they would rather see the size of the loaf reduced, than pay six or seven cents. This man does not deliver. Some other bakers sell pound and a half loaves for five cents, and deliver anywhere. Lastly, one venturesome dealer sells bread at five cents for a pound and a quarter loaf, and has been for a week or more. All loaves under two pounds must bear a label giving the weight. The one selling the pound and a quarter loaf said he was forced to the reduction in size by the increase in all the supplies which go to make bread, and in the expenses of running an establishment. He said there was no money in selling at any other price, and was certain that it was only a matter of a few days before all the others would have to follow in the path he made. Meanwhile, people can get almost any kind of a loaf they want for any price they want to pay.

* * *

There is a strong probability that milk will be increased in price from five to six cents a quart in the near future. Dealers say there is no money in selling at five cents, and that an increase is unavoidable.

* * *

On the whole, local grocers have enjoyed a prosperous summer and are in a position to stand any possible decrease in custom during the winter, should the tightness of the money market come to have a local effect, and reduce business, by putting less money at the disposal of householders. Fruit has been scarce in nearly all lines. Just now, there are lots of grapes procurable. There are

plenty of apples in the district for home consumption, but not many will be available for export purposes.

The Shredded Wheat Biscuit Company have been giving a number of demonstrations throughout this district. The demonstrations have been taking the unusual form of banquets, in which the biscuits are served up in numerous dainty and appetizing forms, to make out a supper of several courses. The company operate under the auspices of the local church, and make everything free, with a concert of local and outside talent following the supper. The whole is, of course, an ingenious advertising scheme, and one that meets with success. It introduces to people who were previously unacquainted with the goods, a new article of diet, and shows them in what different ways it may be served, with fine results. In one place, Windfall, the affair was such a success on the first night that it was repeated on the evening following with just as big a crowd.

A suggestion is being made in some quarters that it would be advisable on the part of the city authorities to consider the establishment of a municipal abattoir, where animals would be slaughtered, after a careful inspection. Dominion inspectors are stationed at packing houses, to protect the consumers of packed goods, which are to a large extent exported. There is no inspection in most places of animals slaughtered and placed on local markets, and there is no safeguard that people are not consuming tainted meats. It is a matter which might well be taken up by the Provincial Government, to make it compulsory on municipalities to provide public abattoirs, under the direction of an efficient inspector.

The Board of Trade is commencing a campaign for the advertising of the city among prospective manufacturers, in an endeavor to cause them to locate in this city. To this end, a handsome booklet is being prepared, which will set off to advantage Woodstock's handsome public buildings and private residences, and in its reading matter, its advantages as a place in which to locate. It is a tribute to Woodstock's public-spirited citizens that the whole expense of the production is being borne by private citizens, and it will entail no expense to the Board of Trade nor to the City Council. Woodstock has been in a measure slumbering for a number of years, but people are coming to a realization of the fact that other places are going ahead, and a different spirit is already in the air, a spirit of progressiveness, which should steadily boost the population and importance of the Industrial City from this time on.

Wheat has touched the dollar mark here, but how long it will stay there is a matter for conjecture. Even at that price, not a very large quantity is being brought in to local mills, farmers apparently holding out in hopes that the price will go higher yet. However, the proprietor of Cullen's roller mills believes the price is more apt to drop. He says there is no demand for Ontario wheat by the British importers; that the price advanced with the price of Northwest wheat, for which there is a demand, and because of a certain demand by local millers.

Several new public buildings are now under way here. The corner-stone of a new \$25,000 Y.M.C.A. building was laid the other day. A \$20,000 Carnegie library is rapidly going up, and the roofing-in of a fine new hotel building has just commenced. At the municipal elections in January, the people will vote on a proposal to spend \$60,000 on a new city hall. A project for one or two new ward schools is also in the air. Watch Woodstock grow!

PEMBROKE.

My first duty this week will be to thank Galt for his kindly welcome to The Grocer's columns, and for his friendly criticism of the ready cash system, but I still adhere to my former opinion about it. I certainly agree that at this period of the year the farmer is pretty flush with money, but what about the summer months, when he has spent his money and has little or nothing to sell except milk and eggs? It is then that the pinch is felt and then it is he asks for credit. Certainly, I do not see why the cash system cannot be conducted, but the difficulties are great and manifold. Take, for instance, if a customer, after making several purchases, sees something that he or she takes a fancy to and on looking into her purse finds she has not sufficient to pay for it. Now, for the merchant to be consistent, he has nothing before him but to refuse the article or to offer to send it c.o.d. Most of us know that the majority of people do not possess the tempers of angels, and that in a great many cases the merchant not only runs the risk of losing the sale of the goods, but also a future customer. And then, again, there are the goods ordered by 'phone. As a merchant remarked who I was talking to on the subject, as the bell rang: "That darned thing is responsible for more credit than anything." A customer rings up with a long order to be sent right off. When the delivery man gets there the lady is out, and the maid hasn't the money. She requires some of the goods for cooking purposes; the delivery man

refuses to leave the goods without the cash; consequence, another good customer gone. Now, I think that if the system the Winnipeg retail grocers have started, that giving information about doubtful payers, was taken up in every town, it would save many a bad debt and worried hour to the trader.

What miserably cold weather we are having and what a damper it has put on trade. With the streets a sea of mud and the rain pouring down, it is only a case of necessity that brings the lady shopper out, and it is surprising how tight the pocket gets when the spirits are as damp as the weather. Such has been conditions in Pembroke for the last week, and a great falling off in trade has been the result. Still, we must not grumble, for we shall be having all we know what to do with as the days draw nearer to Christmas. Most of the traders have started getting their goods in for the festive season.

With the announcement of the price of canned tomatoes the scramble has been great to secure stock, among those who had not already placed their orders. One lucky merchant managed to place an order for 35 cases at the old price and his only regret is that he did not make it double.

On the market on Saturday prices for butter and eggs took another upward jump, the former reaching 30c to 32c, with June and July packed tubs at 25c. Eggs reached 25c a dozen, being very scarce, except in one case, where, tempted by the high price, one man appeared with a large crate and was quickly surrounded with eager buyers. "Are you sure these are fresh?" asked a lady. "Sure, ma'am, perfectly fresh," said the dealer. At the same moment one of the eggs burst with a loud report.

Potatoes took a drop of 5c a bag, and a plentiful supply of vegetables kept the price about level. The last cases of local tomatoes were brought in, as owing to frost and cold, a great quantity have been spoiled. Price per basket was 40c. Onions sold at from 90c to \$1 a bushel. Carrots, turnips and beets brought 30c a pail. Fowl sold for 60c to 75c a pair, and a bumper meat market brought the prices down below the average. Hay, which is very scarce, has already reached \$18 to \$20 a ton, and fears are entertained that before the winter is over it may reach \$25.

With the feed dear and hay at the above price, many farmers are killing off their cattle, rather than keep them, and in one district an unknown disease has car-

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ried off some scores, thus making the prospect for some of the farmers anything but pleasing.

BARRIE.

Thos. N. Hahley and family are leaving town this week for Toronto, where he has purchased a grocery stock in one of the best and oldest stands in the city. We wish him the same prosperity that has always been with him during his twelve or thirteen years of business in Barrie.

* * *

Ed. Armson has been spending the past week in Pembroke.

* * *

W. Herron, who has been conducting a small but flourishing business here, has sold out and purchased a grocery store on Major street, Toronto.

* * *

The bakers of Barrie have asked the Council to reduce the standard weight of "bakers' loaf" from two and four pounds, to one and a half and three pounds, respectively, urging in support of their application, the increased cost of raw materials manufacturing and delivering.

* * *

J. A. Janes, who manufactured cigars here a few years ago, has returned to town and opened a factory on Owen street, where he will continue to manufacture the brands which he has been making in London.

* * *

The Bank of Nova Scotia have rented half of C. W. Palk's store, and are rushing all preparations for their new bank branch, to be opened there about New Year's time.

* * *

Reed & Co., Hawkstone, have sold out to Frank A Tebo.

HAMILTON.

Now that the manufacturer and the jobber have arranged the price of canned goods to suit their expenses and profits, would it not be advisable for the retailer to think over what he should charge his customers? A great many retail grocers do not know what their expenses are. I am sure some of them would be shocked if they did. Nor do they know exactly what the net profit is on the goods they sell. How pleasant it would be if all the retail grocers could meet in a well-organized association and discuss this and other important trade questions, even as the canners and jobbers have done. A good association, just at this time, when all the manufacturers are making up new price

lists, and, incidentally, soaking the poor grocer, would do a lot of good. Every new price that I have seen yet puts the retail man in a position to realize less profit than before. The cereal people must think the grocers are getting puffed up on their ready-cooked stuff, to judge by the arbitrary orders they give us to sell on the new prices. One firm asks us to sell a plate with a few rolled oats in a box for 25c. and pay them \$2.75 a dozen for same. However, this is only one of the things that grocers should compare notes and chat about, if organized. The time is coming when protection will demand it. Why not now?

Getting back again to tomatoes at \$1.27½ means that they will retail at two for a quarter—not a very large profit. The prices of peaches and strawberries are too high for ordinary people and those that buy them will likely be in a position to pay a profit. Every day something gets a boost.

J. Y. Griffin & Co., of Winnipeg, probably the largest provision merchants in Canada, have opened a branch at Saskatoon, which will now take upwards of a car of their goods weekly. St. Catharines grocers are emphasizing cash and the short-time account system of business. Short weight butter was detected and confiscated, on Guelph market on Saturday. The Hamilton correspondent thinks that the time is ripe for thorough grocery organization.

I see by the newspapers that the distillers got together and elevated the price of whisky, and the paper very kindly goes on to explain that, being only some ten cents a gallon, the retailer will have to stand for it. Just a matter of \$4 a barrel, and from 25c. to 50c. a case on bottles. The increased cost of living is certainly looming up large, and for the average householder the coming winter begins to look rather a tough proposition.

NEW TORONTO OFFICES.

S. H. Ewing & Sons' Toronto offices are now located at 20½ Front St. E., where larger premises have been secured. The old quarters were not large enough to accommodate the growing trade of the firm in Toronto and district.

D. J. MacLeod and R. W. Andrews have opened a grocery business in Sherbrooke, Que., under the name MacLeod & Andrews.

GROCERS' GUILD INDICTED.

Hamilton Grand Jury Brings in True Bill—Case Goes to January Assizes.

The case against the Dominion Wholesale Grocers' Guild, which has been arousing a good deal of interest in the trade for some time, was carried a step further in Hamilton on Friday, when the Grand Jury brought in a true bill against the officers of the Guild. The indictment reads as follows: "That H. C. Beckett, George E. Bristol, John I. Davidson, Thomas E. Escott, W. C. Craig, J. F. Eby, Thomas Kinnear, the Dominion Wholesale Grocers' Guild and the Ontario Wholesale Grocers' Guild did during the years 1898, 1899, 1900, 1901, 1902, 1903, 1904, and 1905, at the city of Hamilton and elsewhere in the Province of Ontario, unlawfully conspire, combine and agree and arrange one with the other and others of them, and"—here follows a long list of firms—"to unduly limit the facilities in producing, manufacturing, supplying and dealing in sugar, tobacco, starch, canned goods, salt and cereals, being articles and commodities which are subject to trade and commerce."

They are also charged under this section with restricting trade and commerce, with limiting and lessening the manufacture, enhancing the prices and lessening competition in the commodities mentioned in the indictment.

Counsel for the defence expressed themselves as desirous of disposing of the case as soon as possible, but the Chief Justice replied that he would have no time open until January.

It would be to the interests of the trade generally to have the matter thoroughly decided as soon as possible.

OGILVIE FLOUR MILLS MEETING.

The annual meeting of the Ogilvie Flour Mills Company took place in Montreal last week. It was announced that net profits for the year were \$630,685.57. F. W. Thompson, vice-president and managing director, speaking of the past year, said that it had been a most successful one, and he was very optimistic for the future. The election of officers and directors resulted as follows:

Directors—C. R. Hosmer, president; F. W. Thompson, vice-president and managing director; Sir George A. Drummond, K.C.M.G.; Sir H. Montagu Allan, E. S. Clouston, H. S. Holt, Shirley Ogilvie.

Officers—W. A. Black, general manager western division; S. A. McMurtry, treasurer; T. Williamson, secretary; W. A. Gandle, assistant secretary; F. H. Anson, general superintendent; Lt.-Col. A. E. Labelle, local manager; George A. Coslett, Fort William manager.

THE CANADIAN GROCER

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VANCOUVER Geo. S. B. Perry

ST. JOHN, N.B. 7 Market Wharf
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SHORTENING CREDITS IN THE WEST.

"I have letters from more than a score of retailers thanking us for going after collections hard and putting pressure on them to pay their accounts. The general stringency has forced us wholesalers to do this, and a general movement of this kind has made it necessary for the retailers to go after their own accounts and shut down on credits. As a result, scores of Western stores are now selling either absolutely or practically on a cash basis, and all have been compelled, at least, to shorten their credits. Retailers are beginning to recognize the benefit of the cash system into which the necessities of the situation have practically forced them, and, as I said, I have letters from more than a score of Western dealers telling me that the net result of this stringency has been a good thing for them."

In the above words, a leading Winnipeg wholesaler expressed to this paper last week his opinion of the financial stringency and its effects. Every commercial traveler in Western territory has practically the same story to tell.

EDITORIAL

For the last two or three years, thanks partly to the educative work of the retail associations, and the trade papers, there has been a general tendency towards shortening credits in the Western Provinces, but some pressing necessity was required to win a general victory for this movement. That pressing necessity has been supplied by the financial stringency of 1907. The banks have brought pressure to bear upon the manufacturers and wholesale houses, and the latter have been compelled to press the retailers for prompt payment. The process has been disagreeable; it has borne very heavily upon some business men, but the net result has been a benefit.

It is now possible to estimate the business situation in the West, with some degree of exactitude. Owing to the high range of prices which the farmer is getting for his grain, it is now generally conceded that the West will make as much money this year out of a small crop as it did last year out of an exceptionally large one. Some districts will suffer, but, taking the country as a whole, the situation is satisfactory. The moderate estimates published in this paper from time to time during the last three months, have been justified by the actual results, the boomster estimates of more than 115,000,000 bushels made by supposedly well-informed business papers and the crop killing reports circulated by the knockers, pessimists and wheat market bulls, having proved alike erroneous. The West is all right for another year, and, with retail business forced to a cash or monthly payment system, the prosperity of the country now rests upon a secure and stable basis.

THE FLOUR SITUATION.

Since the end of August the flour market has been steadily advancing, just why, a good many do not altogether understand. There have been six advances to the time of writing, the first an advance of 25c, then an advance of 15c, with four raises of 20c each. At the beginning of September, flour ruled, for the two best grades, \$5.10 and \$4.50 a barrel; now the ruling figures are \$6.30 and \$5.70, showing an advance of \$1.20 per barrel.

The Canadian Grocer

A year ago, towards the end of August, the prices for the two best grades were \$4.70 and \$4.20, which figures had been ruling for some time. During the last days of August there was a decline of 20c, and for three weeks prices ruled steady until there was another drop of 10c. In early October, however, prices recovered 10c, and, later, another 10c, and a year ago to-day ruling prices were \$4.60 and \$4.10, showing an increase since that date of \$1.70 and \$1.60 per barrel.

In some quarters there has been a feeling that the high prices ruling are not justified by the existing conditions, but this is hardly the case. In the first place, wheat has been exceedingly firm, and there have been large advances. At the beginning of October, 1906, No. 1 northern wheat, Fort William, brought 74½c, against \$1.11½ on the same date this year. By comparison, it will be found that the advance in flour has not been out of proportion to the advance in wheat, but that rather there is scope for still further rises in flour before the proportion will be equal.

Millers, the larger ones, at least, have stored in their elevators grain purchased at lower prices than those which have ruled recently, and they have been able to manufacture at a profit without putting up the price of flour in proportion to the increase in wheat values. The advances in flour have been made because present stocks of grain will not last forever. The millers have a natural desire to take their profit when they can get it—and there is no profit in buying wheat at to-day's prices and selling the flour manufactured from it at any lower figures than rule to-day. Consequently, they are making a larger profit than usual on flour made from grain purchased months back, in anticipation of an almost certain loss when the flour made from grain purchased at present values, comes to be marketed.

A SATISFACTORY REPORT.

The Canadian public generally will be somewhat reassured, after the recent discussion regarding some of the Ontario canning factories, by the report of Dr. R. W. Bell, Provincial Health Inspector, who has just returned from an

The Canadian

inspection of the western port regarding satisfactory, difficulties in overwhelming keeping factors desirable sta

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inspection of twenty-four factories in the western Ontario counties. His report regarding these is, on the whole, satisfactory, and indicates that where difficulties in securing labor are not overwhelming, there is no trouble in keeping factory conditions up to the desirable standard.

FINE THANKSGIVING TURKEYS

What cheering news! We are to have fine, fat, juicy and tender turkeys for this year's Thanksgiving. How much satisfaction this will bring to the hungry householder, who looks forward to a joyful family reunion around the browned carcass of a stuffed gobbler, and to the grocer who delights to see his customer walk off with an eighteen-pound foundation for the feast under his arm!

Last year, it will be remembered, Thanksgiving arrived two weeks earlier than usual, and as a result the farmers were not able to bring their prize birds up to a condition satisfactory for the great day. This year, with two weeks more of stuffing and strutting, the gobblers ought to be in the pink of condition. Reports confirm this prognostication, and it seems certain that the quality of 1907's Thanksgiving dinner will be well provided for.

As to the supply, reports are not so reassuring. Our correspondents in the western counties are optimistic over the turkey "crop," and say that farmers there are preparing for a big harvest. City poultry dealers, however, say that their reports are not so bright, and that the supply will not be at all abundant. There have been practically no turkeys in the market as yet, and the price is almost prohibitive, but with the opening of the turkey season the supply is beginning to increase and prices will probably drop to some extent.

A NEGLECTED ASSET.

Is your store a cheerful one? Is it bright and clean and attractive enough, and are your clerks and yourself full enough of the kind of cheerfulness that will bring a man up out of the dumps when he drops in to order a few little things on his way to the office? That's what it should be.

Cheerfulness is an asset not usually considered in connection with the selling

of groceries, and yet one whose importance cannot be underestimated.

Think for a moment what traveler you like best, and I'll wager you the profits of a Saturday morning's business his house gets your biggest orders. Isn't this because he always greets you with a cheery smile—no matter how wet the day is, or what kind of a bed he slept in at the small hotel in your town the night before? And isn't he always the same to you whether he loads you up with half a car of stuff or only sells a few pounds of this or that?

Now don't you suppose this thing works out the same way with your customers? It isn't only politeness or quick service. A clerk could be polite and yet make your customer feel as though she had been in the icebox. It's real "No. 1 hard" heartfelt cheerfulness that ought to be prevalent all the time in your grocery. If your store hasn't got it, import a small shipment on trial, and see how the investment works out.

Even if that last case of Valencias went bad, or the rats got at your new table figs, don't stay grumpy and thus spoil the sale of other goods. Cheer up, and make a joke out of it, and you'll sell enough extra to make up for the loss. God made us to be cheerful. You never saw a sunflower look grumpy in your life, even if it was dripping with rain.

START CHRISTMAS SELLING EARLIER.

The Christmas season tries the facilities of most stores very severely, and the great majority of merchants feel that if they could extend the holiday rush over a little longer period they would do a good deal larger business, and handle it with much more satisfaction to their customers, and, consequently, to themselves. It can be done. In most cases active selling does not commence until the first week in December, or later, and the congestion of trade that follows is well known to everyone. Is there any good reason why you could not attract brisk buying the last week in November? Numbers of other retailers have done so, and you can, too. The Christmas spirit will have permeated the atmosphere by that time, and it rests with you to stir it up. Advertising and display are the chief mediums through

which this may be accomplished. Devote your newspaper space to Christmas goods, and emphasize the advantage of buying early, when selections can be made more comfortably and while assortments are unbroken. Make the windows and interior co-operate with the ads. If you can evolve some idea to interest the children in your store it will help very materially.

It is not too early to think of the Christmas trade. Lay your plans now and resolve that your facilities shall be much better this year than ever before.

AN IMPORTANT DETAIL.

A reader of this paper draws attention to the carelessness with which many business houses handle firm names. For some weeks the reader has been watching his mail and has been surprised at the number of times his name has been misspelled. The evil, he says, is far greater amongst his Canadian correspondents than amongst writers in the United States, more attention being paid to the proper spelling of firm names across the line.

Jobbing houses are, he says, amongst the greatest offenders, one house with which he has been dealing for over 30 years persisting in spelling his name "Johnston," although all his printed matter reads "Johnson." "If I signed my cheques and drafts as carelessly as these business houses write their addresses," writes our correspondent, "it would be necessary for them to hunt around for some one who would pay the accounts."

The points are well taken. It is undoubtedly annoying to receive nine out of ten letters with the address wrongly spelled. Many of the errors are made, probably, in dictating letters to stenographers, but the instance given by the correspondent of a firm continuing to address a customer wrongly after thirty years' business connection shows gross carelessness, as hundreds of letters must have been received containing letterheads, etc., on which the customer's name was correctly spelled.

Most men are particular about the spelling of their names and all merchants and employes of business houses should take particular care to make no mistake when addressing customers in correspondence or in personal conversation.

THE CANADIAN GROCER

Salt is advancing, and owing to the rising prices of grain, breakfast cereals are also going up rapidly. Evaporated apples are opening at high prices, and it is likely that there will be further advances, as at present prices they are being handled without profit. Salmon is higher and supplies in Winnipeg are short.

CANNED GOODS—Buying is light, owing to the extremely high prices this fall, and the retail trade do not yet understand just what is the wisest policy to pursue. Apparently profits in canned goods will be light this year, as it is very difficult for the retailers to get the prices warranted, and, in fact, made necessary by the big advances announced by the canners. Salmon is higher this week and supplies are light. Orders cannot be filled in full. The same condition obtains in the canned fruit and vegetable market. Prices are abnormally high and the goods cannot be obtained even at the prices asked.

FRUITS.

	Group No. 1.	Group No. 2. & 3
Apples—		
3's standard, per doz.	1 29½	1 27
gallons, per doz.	3 47½	3 45
Cherries New—		
2's, red pitted, per doz. case	2 41½	2 39
Currents New—		
2's, red, heavy syrup, per doz	2 19	2 04
2's black "	2 19	2 14
Gooseberries New—		
2's, heavy syrup	2 31½	2 29
Lawtonberries New—		
2's heavy syrup	2 41½	2 39
Peaches—		
2's yellow flats	2 30	2 27½
3's "	3 12	3 09½
Pears—		
2's, F.B.,	1 81½	1 79
3's, "	2 39½	2 37
2's Bartlett's	1 96½	1 94
3's "	2 59½	2 57
2's Globe, light syrup	1 51½	1 49
Plums—		
2's Damson, l.s.	2 93	2 88
2's Lombard, l.s.	3 03	2 98
2's Greengage, l.s.	3 13	3 08
Raspberries—		
2's red, light syrup	2 26½	2 24
2's black, heavy syrup	2 41½	2 39
Pineapples, whole, 2 lb., per case	3 65	
" sliced, 2 "	4 59	
" graded, 2 "	3 85	
Strawberries (new), per case	4 83	4 78
Raspberry Jam (Smith's)—		
12-oz. bottles per doz	1 65	
1-lb. "	2 20	
44-oz. "	4 75	
5-lb. tins, each	0 59	
7-lb. "	0 80	

VEGETABLES.

Beans (new) per dozen—		
golden wax, "	1 06½	1 04
refugee, "	1 06½	1 04
crystal wax, "	1 16½	1 14
red kidney, "	1 21½	1 19
lima, "	1 46½	1 44
Corn—		
2's	2 23	2 18
Tomatoes	2 99	2 94
Peas (new) per dozen—		
(No. 4) 2's	1 06½	1 04
(No. 3) 2's	1 16½	1 14
(No. 2) 2's sweet wrinkle	1 21½	1 19
(No. 1) 2's extra fine sifted	1 51½	1 49
Succotash—		
2's	2 63	2 58
Beets—		
whole, "	2 08	
sliced, "	2 28	
whole, 3-lb., "	2 64	
sliced, "	2 84	
Spinach—		
2's, per doz.	3 13	3 08
3's "	4 09	4 04
gallon, per doz.	11 10	
Asparagus, per doz.	2 89	
Tomatoes—		
per case	2 79	2 74
Beans, golden wax.	1 98	1 93
refugee.	1 98	1 63

MEATS.

Pork and beans 1's, per doz.	1 26
" 2's, "	1 90
" 3's, "	2 60
Clark's 1 lb. plain, per case.	2 25
" 2 " " "	1 80
" 3 " " "	2 25

1 " tomato sauce, per case	2 25
2 " " "	1 80
3 " " "	2 25
1 " Chili " "	2 25
2 " " "	1 90
3 " " "	2 25
Soups, per doz.	1 25
Canned chicken (Man. Can. Co.) per doz	3 25
" turkey	3 30
" chicken, per doz	3 30
" turkey	3 30
" duck	3 30
Corned beef " 2's per doz.	2 65
" 1's "	1 50
Roast beef " 1's, per doz	1 50
" 2's, "	2 65
Potted meats, 1's, per doz.	0 55
Veal loaf 1 lb., per doz.	1 25
" 1 lb. "	2 50
Ham loaf 1/2 lb. "	1 25
" 1 lb. "	2 50
Chicken loaf 1 lb. "	1 85
" 1 lb. "	3 50
Luncheon 1's, "	3 65
Sliced smoked beef 1-lb. tins, per doz.	1 80
" 1-lb. glass, "	3 35
Chipped " 1-lb. tins, "	1 45
" " 1-lb. tins, "	2 50
" " 1-lb. glass, "	3 05
Sliced bacon, 1-lb. tins, "	3 10
" 1-lb. glass, "	3 25
Lobsters (new) 1/2's, per doz	2 37
" 1's, "	2 97
" 1's, "	4 00
Salmon—	
Sockeyes, No. 1, per case	7 65
Cohoos, "	5 75

SUGAR—Quoted as follows:

Montreal granulated, in bbls.	5 00
" " in sacks.	4 95
" yellow, in bbls.	4 60
" " in sacks.	4 45
Wallaceburg, in bbls.	4 90
" " in sacks.	4 85
Berlin, granulated in bbls.	4 80
" " in sacks.	4 85
Iceing sugar in bbls.	5 60
" " in boxes.	5 80
" " in small quantities.	6 20
Powdered sugar, in bbls.	5 40
" " in boxes.	5 60
" " in small quantities.	5 65
Lump, hard, in bbls.	5 95
" " in 1-bbls.	5 95
" " in 100-lb cases.	5 95

SYRUPS AND MOLASSES—Corn syrups are reported in brisk demand. Molasses is moving slowly. We quote:

Syrup "Crown Brand," 2-lb tins, per 2 doz. case	2 55
" " 5-lb tins, per 1 "	3 00
" " 10-lb tins, per 1 "	2 80
" " 20-lb tins, per 1 "	2 85
" " barrel, per lb.	0 03½
" " Sugar syrup, per lb.	0 03½
Beaver Brand, 2 lb tins, per 2 doz case.	3 10
" " 10 " " "	3 30
" " 20 " " "	3 20
Barbadoes molasses in 1-bbls, per gal.	0 40
New Orleans molasses in 1-bbls, per lb.	0 03½
Porto Rico molasses in 1-bbls, per lb.	0 04½
Blackstrap, in bbls., per gal.	0 31
" " 5 gal. bsts., each	2 25

COFFEE—Whole green Rio is quoted at 8½c, and roasted at 11¼c. Ground roasted sells at 12¼c.

MINCE MEAT—

Mince meat, 7 lb. pails, per lb.	0 09½
" " 28 " " "	0 08½
" " 12 oz pkgs., per doz.	1 05

PICKLES—Local brands are quoted as follows:

Sour—	
1 gal pail.	70
3 " "	1 80
5 " "	2 75
Crock.	65
Bottles, 18 oz., per doz.	2 40
" 20 " "	2 25
Chow—	
1 gal. pail.	75
3 " "	1 95
5 " "	3 00
Crocks.	70
Bottles, 18 oz., per doz.	2 00
" 20 " "	2 25
Sweet—	
1 gal. pails.	80
3 " "	2 15
5 " "	3 25
Crocks.	75
Bottles, 18 oz., per doz.	2 25
" 20 " "	2 50
Onion—	
1 gal. pails.	90
3 " "	2 40
5 " "	3 75
Crocks.	85
Bottles, 18 oz., per doz.	2 50
" 20 " "	2 75

FOREIGN DRIED FRUITS—

Australian raisins—	
Brown Lexias, per lb.	0 08
Extra brown "	0 0

Sultana raisins, bulk, per lb.	0 13½	0 13½
" cleaned, "	0 14	
" 1 lb pkgs "	0 16	
Table raisins, Connoisseur clusters per case.	2 60	
" extra dessert, "	3 40	
" Royal Buckingham, "	4 00	
" Imperial Russian "	5 25	
" Connoisseur clusters, 1 lb pkgs, per case (20 pkgs).	3 35	
" Connoisseur clusters, boxes (5½ lbs).	0 80	
Valencia raisins, f. o. s.	1 75	
" selected.	1 85	
" layers.	2 10	
Trenor's Valencia raisins, f. o. s, per case.	2 70	
" selecta "	2 85	
" layers "	2 95	
California raisins, muscatels, 2 crown, per lb.	0 10½	
" " 3 " "	0 10½	
" " 4 " "	10½	
" " choice seeded in 1-lb. packages per package	0 10½	
" " fancy seeded in 1-lb. packages per package	0 10½	
" " choice seeded in 1-lb. packages per package	0 12½	
" " fancy seeded, 1-lb. packages, per package	0 13	
Prunes 90-100 per lb.	0 06½	
" 80-90 "	0 07	
" 70-80 "	0 07½	
" 60-70 "	0 08	
" 50-60 "	0 08½	
" 40-50 "	0 09	
Silver prunes.	0 11	
Curraus, uncleaned, loose pacs, per lb.	0 07	
" dry cleaned, Filiatras, per lb.	0 07½	
" wet cleaned, per lb.	0 08	
" Filiatras in 1-lb pkg. dry cleaned, per lb	0 08½	
Vostizas, uncleaned.	0 08	
Hallowee dates, new per lb.	0 05	
Figs, cooking, in tapers, per lb.	0 05	
" " in sacks.	0 06	
" table, 1 crown "	0 10	
" " 3 " "	0 11	
" " 5 " "	0 13	
" " glove boxes, per box	0 09½	
" " square boxes (12 oz) per box.	0 08½	
" " 1 lb baskets, per basket.	0 15	
Apricots, choice, in 25-lb. boxes, per lb.	0 22½	
Apricots, standard in 25-lb. boxes, per lb.	0 22	
Peaches, choice, per lb.	0 15	
Peaches.	0 15½	
Pears, choice (halves), per lb.	0 13½	
" standard "	0 13	
Plums, choice (dark pitted) per lb.	0 11	
Nectarines, choice.	0 16	

EVAPORATED APPLES—The prices quoted to the trade at present are from 9½ to 10¼c per lb. It is not likely, however, that these low prices can be very long maintained. The lower price quoted is for California fruit, the higher for Ontario. The Ontario evaporators are quoting the wholesale houses about 9c f.o.b. Ontario stations, and it is expected that there will be an advance on these prices. Under the circumstances an early advance by the Winnipeg wholesale houses may be expected.

HONEY—New Ontario honey is commanding a high price. We quote:

24-lb. tins (pure), in cases of 14.	9 50
5-lb. " " 12 "	9 25
10-lb. " " 6 "	9 25

RICE, TAPIOCA AND SAGO—

Japan rice, per lb., cwt. lots.	0 04½
" " 50-lb. lots.	0 04½
Rangoon rice, per lb.	0 04
Patna, per cwt.	0 04½
Tapioca, per cwt.	8 00
Sago, per lb.	0 04½

NUTS—

Almonds, per lb.	0 16
" (shelled), per lb.	0 33
" " in small lots, per lb.	0 11½
Filberts	0 17
Jumbo peanuts, roasted	0 17
" green.	0 14
Diamond peanuts, roasted	0 14
" green	0 11
Walnuts, new, Grenobles, per lb.	0 1
" " Marbots, "	0 1
" " shelled, "	0 30
Pecans, per lb.	0 15
Shelled walnuts, January delivery.	0 2f
Brazils, per lb.	0 5

CEREALS—Prices are advancing rapidly owing to the condition of the grain market. The various breakfast foods have nearly all announced advances and higher prices will be noted below in our quotations of rolled oats. We quote:

Rolled oats, 80 lb sacks, per 80 lbs.	2 95
" 40 " " 80 "	3 00
" 20 " " 80 "	3 12
" 8 " " 80 "	3 40

THE CANADIAN GROCER

come into bearing are those planted by careful managers to replace old trees.

"Many minds find it difficult to understand why the Santos production for three successive crops should average about 7,000,000 bags and be followed by one of 17,000,000 bags and then again a small crop of five to six millions, but the fact is it was a veritable 'freak' crop last year, which is not likely to occur again for a number of years, if ever.

"While the trade continues to buy only in keeping with its daily wants, the distribution is satisfactory, as European and American deliveries for the first three months of the season were 500,000 bags larger than the same time last year."

TEA—The advance of $\frac{1}{4}$ d on the London market, registered last week, has had the effect of putting a check on business for the time being. The advance is applicable only to Indian and Ceylon teas worth 10d and 8d a pound, and under, and has not been placed on any of the higher grades. The impression among the trade has been for some time that tea prices were as high as they were likely to go, but most of these optimists are now prophesying a further advance before many weeks. This market is practically bare of stocks of all grades, and no immediate relief seems to be in sight. Mail advices from London, under date of October 3rd, say:

"Although no complete news of Indian outturns during September is yet to hand, favorable weather for the most part seems to have been experienced, especially in Assam, and at present it looks as if the total crop secured would show a small increase on 1906. Meanwhile, mail advices confirm previous cables of exceptionally heavy direct shipments from Calcutta to outside markets, so that the quantity available for the United Kingdom should be rather less than last year. This probability has conducted to the activity prevailing this week, the keenness of the demand up to 7d, resulting in $\frac{1}{4}$ d per pound advance in most instances.

"A further increase of 500,000 pounds took place in China imports during September, the clearances for the four months ending 30th ult. being six and three-quarter millions, against five and a half millions in 1906. Ceylon receipts, in contrast to Indian, were again heavier but deliveries showed no improvement, and stocks of this growth are now two and three-quarter millions more than a year ago. According to London figures, clearances of all kinds last month marked a decline of one and three-quarter millions on 1906, but the Board of Trade returns will probably indicate a less heavy falling off, owing to the rather larger quantity now being shipped to home ports other than London."

The offerings at London public auctions during September were 175,000 packages, as compared with 168,000 packages in the same month of 1906.

"Although there were a few good teas from Darjeeling, and from Assam," says a report, "which realized highly satisfactory prices, the general run of quality was not so good as at the corresponding period of the last two seasons. There was, however, some recovery in the prices of the better, medium and fine grades. Commonest were irregular but stronger at the close of September. Dusts and fannings were in strong demand at high prices; owing to Russian

requirements in Calcutta for brick tea purposes, the percentage of those grades coming on the London market is now greatly reduced."

DRIED FRUITS—Currants are very firm. It was expected that the September market would be strong, owing to the heavy forward sales, but no one could have anticipated the enormous demand which has prevailed and has put up prices about 3s. since the opening of the season. And this, with a crop of generally indifferent quality, and fully sufficient for all consumptive requirements.

Valencia raisins are firm and unchanged. There is a strong market for Sultanas, and cable advices received Wednesday stated that prices have advanced.

Prunes, Santa Clara—		Per lb	Per lb.
100-120s	0 06	
30-100s, 50-lb boxes	0 36	70-80s " 0 07
30-80s	0 06	60-70s, 50-lb boxes 0 08

Note—25 lb. boxes $\frac{1}{2}$ c. higher than 50 lb.

Candied and Drained Peels—		Per lb	Per lb.
Lemon	0 11	0 11
Orange	0 11	0 12
Peaches		0 18 0 20

Figs—		Per lb	Per lb.
Elemea, per lb	0 18	0 15
Tapnet	0 03	0 03
Bag Figs	0 04	0 05

Currants—		Per lb	Per lb.
Fine Filletas	0 07	0 07
Patras	0 08	0 08
Uncleaned, $\frac{1}{2}$ c. less.			

Raisins—		Per lb	Per lb.
Sultana	0 12	0 10
" Fancy		
" Extra fancy		

Valencias, selected old <th>Per lb</th> <th>Per lb.</th>		Per lb	Per lb.
Valencias, new	0 07	0 03
Australian		0 08
seeded, 1-lb packets, fancy		0 11
" 16 oz. packets, choice		0 11
" 12 oz. "		0 09

Dates—		Per lb	Per lb.
Hallowes	0 05	Fards choicest 0 00
Sairs	0 04	" choice 0 08
Domestic evaporated apples	0 19	0 12

MOLASSES AND SYRUPS—Demand is quiet, and prices are unchanged. There is no special feature to the situation.

Syrup—		Per lb	Per lb.
Dark		
Medium	0 33	0 35
Bright	0 38	
Molasses—		Per lb	Per lb.
New Orleans, medium	0 30	0 35
" "	0 30	0 35
Barbadoes, extra fancy	0 40	0 50
Porto Rico	0 45	0 60
West Indian	0 30	0 35

Per case		Per case
2 lb. Tins, 2 doz. in case	2 40
5 " " " " " " " "	2 75
10 " " " " " " " "	2 65
21 " " " " " " " "	2 60
Barrels		Per case
H If Barrels	0 03
Quarter "	0 03
Quarter "	0 03
Pails, 28 1/2 lbs. each	1 75
" 25 "	1 25

Maple syrup—		Per lb	Per lb.
Gallons, 6 to case	4 50	
" 2 " "	5 10	
Quarts, 24 "	5 40	
Pnts, 24 "	2 90	

NUTS—A cable received early in the week advised that prices on Grenoble walnuts have advanced, but mentioned the quality of the crop as being exceptionally fine. The crop is, of course, very short, but this guarantee of quality will come as good news to many in the trade who were somewhat dubious on the point.

Almonds, Tarragona, per lb <th>Per lb</th> <th>Per lb.</th>		Per lb	Per lb.
" Formigetta	0 15	0 15
" shelled Valencias	0 32	0 35
Walnuts, Grenoble	0 12	0 13
" "	0 10	0 11
" shelled	0 27	0 28
Filberts, per lb		0 11

SPICES—Prices are unchanged. But little business is passing.

Peppers, blk		Per lb	Per lb.
" white	0 16	0 20
" "	0 25	0 30
Ginger	0 18	0 35
Cinnamon		0 35
Nutmeg	0 30	0 75
Cloves, whole	0 30	0 50
Cream of tartar	0 19	0 25
Allspice	0 20	0 22
" whole	0 17	0 20
Mace		0 85
Mixed pickling spices, whole	15	0 20
Cassia, whole	0 20	0 60
" ground	0 25	0 50

RICE AND TAPIOCA—A steady demand is reported for medium pearl tapioca, and further shipments are understood to be on the way to this market. All prices are steady and unchanged.

Rice, stand. B.		Per lb	Per lb.
Bangkok	0 03	0 03
Patna	0 03	0 03
Japan	0 03	0 03
Java	0 06	0 07
Tago	0 05	0 05
Seed tapioca	0 08	0 08
Carolina rice		0 10
Tapioca, medium pearl		0 08

BEANS—Prices are higher, primes being hard to get under any circumstances, and practically impossible to secure at anything under \$2. There are next to no stocks of Lima Beans on the market, it being a between-seasons period for this line. Further supplies, however, are said to be on the way.

Beans, hand picked, per bush		Per bush	Per bush.
" prime No. 1	1 85	2 00
" Lima, per lb		0 07

HIDES AND WOOL—Business is very dull, buyers doing business on a hand-to-mouth basis only. Tanners are buying occasional lots of 500 hides or so, but generally speaking, there is little improvement in the situation.

Hides, inspected, cows and steers, No. 1		Per lb	Per lb.
" No. 2	0 07	0 06
Country hides, fat, per lb., cured	0 06	0 07
Calf skins, No. 1, city		0 12
" No. 1, country		0 11
Lamb skins	0 65	0 75
Horse hides, No. 1	2 75	3 00
Rendered tallow, per lb.	0 05	0 08
Pulled wool, super, per lb.		0 23
" extra		0 25
Horse hair, per lb.		0 30
Wool, ur washed	0 12	0 13
" washed	0 22	0 23
" rejections		0 16

CANNED GOODS

MONTREAL—New prices for several lines are out this week. Corn is selling at 97 $\frac{1}{2}$ c and 95c, which is only 5c above prices which have ruled for some time past. Gallon corn has been advanced from \$4.65 to \$4.90. Tomatoes are \$1.07 $\frac{1}{2}$ and \$1.05, against \$1 and 97 $\frac{1}{2}$ c. Carrots, cabbage, cauliflower and parsnips are quoted at the old figures, as also are pumpkins. In fruits, apples, blueberries, pears and peaches are above last year's figures considerably. Especially does this apply to peaches and pears, which are away up. Grapes are quoted this year \$1.52 $\frac{1}{2}$ and \$1.50, for 2's preserved. In the trade the figures given out are regarded as very high, but they did not surprise, as they were expected. Reports of the shortage are contradictory, some giving figures which are extreme. Canned lobsters are higher, in fact, are becoming quite a luxury. To-day $\frac{1}{2}$ -lb. flats are quoted \$2.40 to \$2.50 dozen; 1-lb. flats are \$4.75 to \$4.85, while 1-lb. talls are quoted \$4.10 to \$4.20.

TORONTO—New prices are out at last. Their general trend may be summed up as follows: Red and black cherries currants, gooseberries, pineapples, plums (all lines), rhubarb and raspberries, remain the same in price.

There has been no advance in any vegetables, except on corn, turnips, succotash and tomatoes.

The advance on peaches, pears and apples has been heavy.

Many of the prices are a surprise to the wholesaler. Corn and tomatoes were expected to be considerably higher than is actually the case, while many of those lines on which there has been no advance, were expected to be higher than last year's prices. Probable deliveries by the Canadian Cannery will be: Pears, full; peaches, 60 per cent.; plums, full; corn, 85 per cent., and tomatoes, 70 per cent.

Group No. 1 comprises—"Canada First," "Little Chief," "Log Cabin," "Horse-shoe" and "Auto" brands, also all private brands.

Group No. 2 comprises—"Lynnvalley," "Maple Leaf," "Kent" "Lion," "Thistle," and "Grand River" brands.

Group No. 3 comprises—"Globe," "Jubilee," and "White Rose," brands.

FRUITS.	Group No. 1	Group No. 2
Apples, standard, 3's	1 20	1 17½
" preserved, 3's	1 42½	1 40
" standard gal	3 27½	3 25
" preserved, gal	3 37½	3 35
Blueberries—		
2's, standard	1 17½	1 15
2's, preserved	1 6½	1 65
Gals., standard	5 17½	5 15
Grapes—		
2's Preserved	1 52½	1 50
Gals. standard	3 77½	3 75
Cherries—		
2's, red, pitted	2 27½	2 25
2's, not pitted	1 77½	1 75
Gals. red pitted	8 90	8 90
" not pitted	7 40	7 40
2's, black, pitted	2 27½	2 25
2's, not pitted	1 77½	1 75
2's, white, pitted	2 42½	2 40
2's, not pitted	1 92½	1 90
Currants—		
Gals., red solid pack	7 65	7 65
Gals., red, standard	5 40	5 40
2's, red preserved	2 12½	2 10
2's, red, H.S.	1 92½	1 90
2's, black, H.S.	2 02½	2 00
2's, black, preserved	2 25	2 22½
Gals., black, standard	5 90	5 90
Gals. " solid pack	8 40	8 40
Gooseberries—		
2's, H.S.	2 27½	2 25
2's, preserved	2 50	2 47½
Gals., standard	6 75	6 75
Gals. solid pack	8 75	8 75
Lawtonberries—		
2's, H.S.	2 27½	2 25
2's, preserved	2 52½	2 50
Gals. standard	7 77½	7 75
Peaches—		
1½'s, yellow (flats)	2 17½	2 15
2's, yellow	2 37½	2 35
2½'s, yellow	3 27½	3 25
3's, yellow	3 62½	3 60
3's, yellow (whole)	3 02½	3 00
2's, white	2 32½	2 30
2½'s, white	3 22½	3 20
3's, white	3 57½	3 55
3's, pie peeled	2 2½	2 00
3's, not peeled	1 77½	1 75
Gal., pie, peeled	7 52½	7 52
Gal., pie, not peeled	5 52½	5 50
Pears—		
2's, Flemish Beauty	1 92½	1 90
2½'s, Flemish Beauty	2 27½	2 25
3's, Flemish Beauty	2 42½	2 40
2's, Bartlett	2 12½	2 10
2½'s, Bartlett	2 47½	2 45
3's, Bartlett	2 52½	2 50
3's, pie	1 47½	1 45
Gal., pie, peeled	4 52½	4 50
Gal., pie, not peeled	3 77½	3 75
2's, light syrup's	1 45	1 45
3's	1 95	1 95
Pineapple—		
2's, sliced	2 02½	2 00
2's, grated	2 12½	2 10
Pure maple syrup, bulk, per lb.	0 06½	0 07
Compound maple syrup, per lb.	0 14	0 05½
Pur-Townships sugar, per lb.	0 08	0 19
2½'s, whole	2 82½	2 80
Florida 2's sliced or grated	2 60	2 60
Singapore, 1½'s, sliced	1 50	1 50
" 2½'s, whole	2 30	2 30
Plums, Damson—		
2's, light syrup	1 20	1 17½
3's, light syrup	1 72½	1 70
2's, heavy syrup	1 35	1 32½
2½'s, heavy syrup	1 67½	1 65
3's, heavy syrup	1 97½	1 95
Gals., standard	3 37½	3 35
Plums, Lombard—		
2's, light syrup	1 25	1 22½
3's, light syrup	1 75	1 72½
2's, heavy syrup	1 40	1 37½

2½'s, heavy syrup	1 72½	1 70
3's, heavy syrup	1 97½	1 95
Gals., standard	3 57½	3 55
Plums, greengage—		
2's, light syrup	1 30	1 27½
2's, heavy syrup	1 45	1 42½
2½'s, heavy syrup	1 72½	1 70
3's, heavy syrup	2 00	1 97½
Gals., standard	3 87½	3 85
Plums, egg—		
2's, heavy syrup	1 72½	1 70
2½'s, heavy syrup	2 00	1 97½
3's, heavy syrup	2 32½	2 30
Rhubarb—		
2's, preserved	1 77½	1 75
3's	2 52½	2 50
Gals., standard	3 52½	3 50
Raspberries, Red—		
2's, L.S. (Shafferberries)	2 12½	2 10
2's, H.S.	2 2½	2 25
2's, preserved	2 52½	2 50
Gals., standard	7 77½	7 75
" solid pack	10 52½	10 50
Raspberries, Black—		
2's, black, H.S.	2 27½	2 25
2's, preserved	2 52½	2 50
Gals., standard	7 77½	7 75
" solid pack	10 52½	10 50
Strawberries—		
2's, heavy syrup	2 27½	2 25
2's, " preserved	2 52½	2 50
Gals. " standard	7 77½	7 75
Gals. " solid pack	10 52½	10 50

VEGETABLE		
Asparagus—		
2½'s, tips, California	3 77½	3 75
2's, Canadian	2 80	2 77½
Beets—		
2's, sliced, sugar and blood red	1 10	1 10
2's, whole, " "	1 00	1 00
3's, sliced, " "	1 35	1 35
3's, whole, " "	1 25	1 25
Beans—		
Fancy brands	1 32½	1 30
2's, golden wax	0 92½	0 90
3's " "	1 37½	1 35
Gals. " "	4 12½	4 10
2's, refugee or valentine (green)	0 92½	0 90
2's, crystal wax	1 02½	1 00
Red kidney, 2's	1 77½	1 05
Lima 2's	1 32½	1 30
Corn—		
2's	0 97½	0 95
Gals., on cob	4 90	4 90
Carrots—		
2's	0 97½	0 95
3's, standard	1 07½	1 05
Turnips—		
3's	1 07½	1 05
Cabbage—		
3's	0 92½	0 90
Cauliflower—		
2's	1 47½	1 45
3's	1 87½	1 85
Succotash—		
2's	1 27½	1 25
Parsnips—		
2's	0 97½	0 95
3's	1 07½	1 05
Peas—		
1's, extra fine sifted	1 07½	1 05
2's, standard	0 92½	0 90
2's, early June	1 02½	1 00
2's, sweet wrinkled	1 07½	1 05
2's extra fine sifted	1 37½	1 35
Gals., No. 4	3 72½	3 70
Pumpkins, 3's	0 95	0 92½
Gals.	3 02½	3 00
Spinach—		
2's	1 52½	1 50
3's	2 12½	2 00
Gals.	5 17½	5 15
Squash—		
3's	1 20	1 17½
Gals.	3 52½	3 50
Tomatoes—		
2's	1 07½	1 05
3's, all kinds	1 27½	1 25
Gals., all kinds	3 77½	3 75

A TIME-SAVER.

They have a unique way of price-cutting in a big Dundas street butcher shop in London, Ont. Whole carcasses are displayed in the windows, with price tickets on the various parts, so that a buyer making a purchase, knows how much he has to pay per pound. The scheme saves a lot of questions and expedites sales.

The business of John Bowsher, baker, of Bradford, is advertised for sale.

COCOA AND CHOCOLATE GO UP.

Enormous Advance Recently Due to Scarcity of Cocoa Bean and Heavy Demand.

The advance in cocoa and chocolate, prophesied last week, has come with a vengeance. While nothing definite has been quoted, locally, it is likely that the recent advance will be from forty to fifty per cent. This, added to previous advances during the year, will amount to an appreciation of from 100 to 125 per cent. on the price of the cocoa bean during the last twelve months. These advances seem attributable, principally, to scarcity of the bean, though the enormous increase in the consumption of chocolate products must be a considerable factor in the result.

Importers and manufacturers were the first to notice the stringency in the cocoa bean market, but the retailers will feel the advance immediately, and it will also reflect on the general public. Both sweet and milk chocolate, and also confectionery, which includes the product, will be affected.

Members of the trade state that the advances will probably continue for several years, at least, and that there is a possibility of still higher prices.

TRADE NOTES.

Sauer Bros., grocers, of Buchanan, Man., have sold out.

T. H. Carey, grocer, of Chaplin, Man., is closing up business.

Joseph Potwin, grocer, of Winnipeg, is succeeded by Ann Lucas.

H. W. Scott, grocer, of Toronto, has sold out to W. J. Sawyer.

Jacob Greenberg, grocer, of Winnipeg, has closed out his business.

The firm of Allaire, Louis & Co., grocers, Montreal, have assigned.

E. C. Mowat, Toronto, has bought the grocery business of W. J. Woods.

S. K. Mood, general storekeeper, of Wood's Harbor, N.S., has assigned.

W. J. Robinson, grocer and butcher, of Toronto, has assigned to G. O. Merson.

The assets of Gedeon Beliveau, grocer, of St. Moise, Quebec, are offered for sale.

Oliver Thomas, grocer, of Toronto, has disposed of his business to W. A. Herron.

To accommodate their growing trade, the Crystal Springs Bottling Works, proprietors of Noxie-Kola, Waterloo, Que., are making extensive additions to their plant. Mr. Perkins, the proprietor, is now making a three-storey addition 36 ft. by 38 ft., and before next season arrives, another addition, 36 ft. by 60 ft. will be made. The plant now measures 78 ft. by 130 ft., three floors.

Established 1868

39th Season

PORK SAUSAGES

The choice bits of fresh pork, and the tasty herbs and spices, together with the care used in casing, packing and shipping, combine to make the trade in "**Matthews**" Sausages a

Pleasure for Particular Merchants

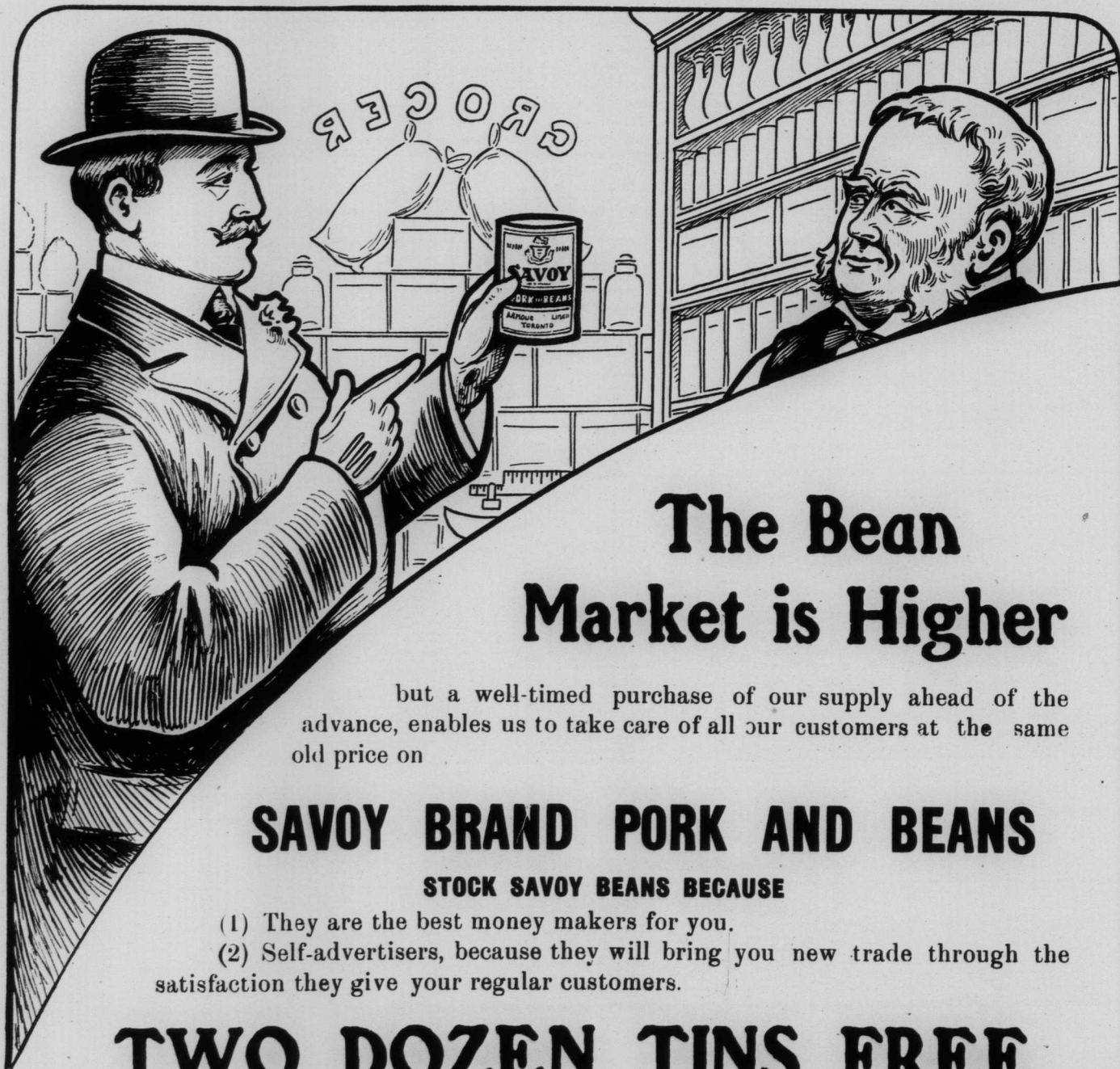
Not the cheapest on the market, but the best. That is our boast, and we know a regular supply will build up your trade. Write for prices on weekly orders.

The Geo. Matthews Co., Limited

BRANTFORD

HULL

PETERBOROUGH



The Bean Market is Higher

but a well-timed purchase of our supply ahead of the advance, enables us to take care of all our customers at the same old price on

SAVOY BRAND PORK AND BEANS

STOCK SAVOY BEANS BECAUSE

- (1) They are the best money makers for you.
- (2) Self-advertisers, because they will bring you new trade through the satisfaction they give your regular customers.

TWO DOZEN TINS FREE

We will give you one case of two dozen No. 2 tins of Savoy Pork and Beans free with every five cases of No. 1, No. 2 or No. 3 purchased. This offer applies to assorted orders for five-case lots of these sizes.

Savoy Beans are packed in four sizes, No. ½, No. 1, No. 2 and No. 3, both plain and in Tomato Sauce.

Send your order to your jobber or direct to us. In the latter case, don't fail to mention the wholesaler through whom you prefer the goods to be shipped.

Send in a trial order for five cases.

"MADE IN CANADA"

Canadian Factory,
77 Front St. E.

BY
Armour Limited
TORONTO.



CORONA

"The Standard in Canada."

Quality will out. Consumers in every part of Canada are using **Corona Brand** provisions in greater quantity than ever.

Wise, progressive grocers have realized the possibilities of **Corona Brand**, and are pushing it vigorously, with results that are very gratifying.

Outside of quality, one of the chief selling forces of **Corona Brand** goods is the attractive manner in which they are put on the market.

CORONA BRAND

Hams, Bacon, Rolls
Sausages, Green Meats

All varieties Cooked Meats
Selected Beef and Pork

and our numerous other lines

carry out our assertions in the most forcible manner. Excellence is proved by steady demand. Profits are possible only when first-class provisions are constantly in demand.

We are makers of the justly famous **Corona Brand Kettle-Rendered Leaf Lard**. A great seller in 1-lb. packages, and pails of all sizes.

Also packers of **Corona Brand Creamery Butter** and **Cheese**. Great lines to push. Try them.

WE HAVE NO RETAIL STORES.

The Montreal Packing Co., Ltd., Montreal

The Superior Quality

of our

Mild Cured Hams

Boneless Breakfast Bacon

Skinned Smoked Backs

meets the most exacting requirements of your customers.

THE PARK, BLACKWELL CO.
PORK AND BEEF PACKERS LIMITED
TORONTO

Hams! Bacon! Lard!

"Star Brand" MEATS and LARD are all the product of carefully selected animals which are inspected by the government before coming to our packing house.

With over 50 years' experience in the curing of Hams and Bacon, we are enabled to sell you the very finest product on the market.

F. W. FEARMAN CO.
Limited
HAMILTON, ONT.

The Luck of a Horseshoe

is a disputed question. But there is no doubt whatever about the profit-building powers of the

HORSESHOE

BRAND

of

and

Ham

Bacon



Only the meat of perfectly sound animals is used, and it is cured perfectly.

JOHN DUFF & SON
HAMILTON, CANADA

Provisions for Particular People

is a paying line in the grocery business. You would realize this to be a fact if you were to stock the

"Ryan Brand"

The Ryan Brand is in demand by the best class of customers—customers who want the best and are willing to pay for it.

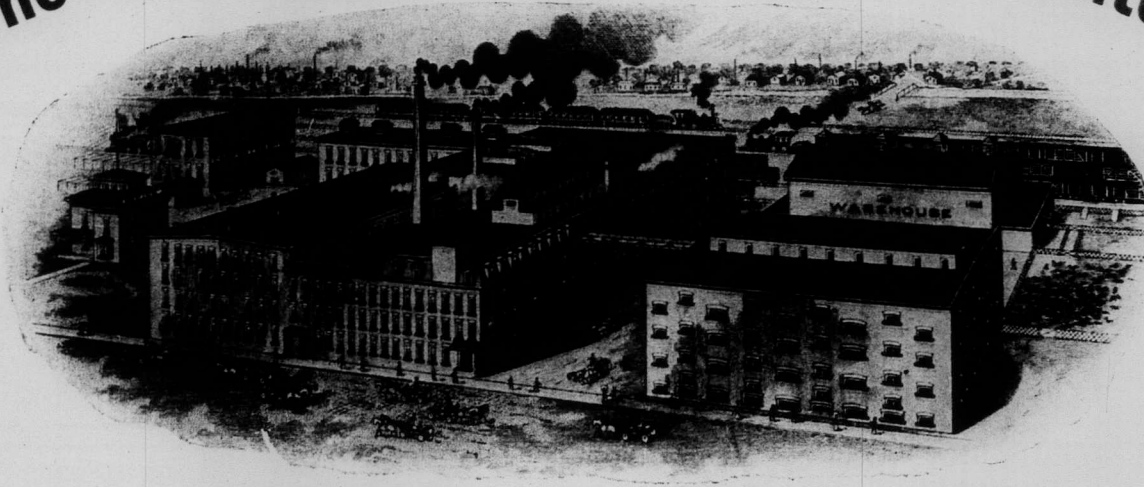
We have something to say to you about Ryan Profits.

The WM. RYAN CO., Limited

70-72 Front Street East
TORONTO, - ONT.

The INGERSOLL PACKING COMPANY, Limited

BEAVER BRAND HAMS AND BACON



“CANADA APPROVED”

The above words must be attached to every package of meat food products shipped to foreign or inter-province points. Every piece or package of hog products leaving **CANADA'S MOST SANITARY PACKING HOUSE** is **GOVERNMENT INSPECTED** and passed. Combined with this safeguard is the careful selection of every ham and side of bacon, the guaranteed sugar cure, the uniform quality. The price is a little higher, but then the **PROVED RESULTS**, a satisfied and regular customer and an increasing trade. If you are not selling **INGERSOLL PRODUCTS** give them a trial. Ask your friends who are selling them, ask our representatives or write direct to

The INGERSOLL PACKING CO., Limited

Pork Packers

INGERSOLL

ONTARIO

CANADA



KEEP IN A COOL PLACE

INGERSOLL CREAM CHEESE

IS ALWAYS SOFT IN TEXTURE DISTINCT IN FLAVOR AND EVERY PARTICLE CAN BE CONSUMED

AVOID IMITATIONS

REGISTERED TRADE MARK

INGERSOLL CREAM CHEESE

IS OF THAT CREAMY CONSISTENCY WHICH IS SO PLEASING TO THE TASTE.

ASK FOR AND INSIST ON GETTING THE ORIGINAL

INGERSOLL CREAM CHEESE



EXPORT TRADE DEPARTMENT

Firms Abroad Open for Canadian Business

BUTTER, CHEESE, EGGS

If you have Butter, Cheese or Eggs to sell write me. I am always in the market to buy. If you want to buy Eggs, Butter or Cheese, write or wire for prices.

B. H. POWER

218 ARGYLE STREET, HALIFAX, N.S.

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

BUTTER and EGGS

—WE ARE—

BUYERS and SELLERS

Correspondence solicited from **ONTARIO, MANITOBA and LOWER PROVINCES.**

Rutherford, Marshall & Co.

Wholesale Produce Merchants,
TORONTO.

ORDER NOW

**Butter
Tubs**

Boxes and Paper

Best Goods, Prompt Shipment

Prices Right

WALTER WOODS & CO.

Hamilton and Winnipeg

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

JAMES NETHVEN, SON & CO.

St. George's House
EASTCHEAP, LONDON, ENG.

Large connection amongst best Wholesale Grocers and Bakers in Great Britain. We also ship several British lines to United States and Canada. Correspondence invited.

Gordon McDonald & Co., 6-7 Cross Lane, London, E.C., have been importing goods of all descriptions for the Grocery and Provision Trade from Canada for several years now, and can give references to several well-known firms in Montreal. Write us.

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

**SALT
MANUFACTURERS**

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

EUGENE PICHER & CO.

Buyers and Sellers of
Butter, Eggs, Cheese, Lard and
Dairy Supplies, Grain and Hay

Grain Dealers Please Write

87 Dalhousie St., Quebec

WINDSOR SALT

TABLE, DAIRY and CHEESE SALT
FINE and COARSE SALT

Write for prices

Toronto Salt Works

Agents for

WINDSOR SALT

EMOND & COTE

Leading Firm in

Butter, Cheese, Eggs,

Live and Dressed Hogs,

Lard, Hams, Bacon.

Best References.

Correspondence Invited.

22 St. Peter St., - Quebec.

DAVID SCOTT & CO.

Established 1878. **LIVERPOOL, ENGLAND.** 10 North John St.
Splendid connections and references. Try us with a shipment of **CANNED GOODS.**
T. A.—Scottish, Liverpool.

JAMES MARSHALL

ABERDEEN, SCOTLAND,

invites consignments of Canadian Produce, gives personal attention to handling of same, and guarantees prompt returns. Reference—Clydesdale Bank, Aberdeen. Codes—A.B.C. 4th and 5th Eds.

Persons addressing advertisers will kindly mention having seen their advertisement in this paper.



QUEEN QUALITY PICKLES

Sweet—Mixed and Chow

Bulk Pickles

Tomato Catsup

Worcester Sauce

Buy and use the best Pickles

TAYLOR & PRINGLE CO., Limited
OWEN SOUND

McDOUGAL & LEMON

Wholesale Dealers in

**Butter, Eggs, Cheese, Fruit, Poultry,
Fish, Oysters, Vegetables, Raw Furs,
Hides, Sheepskins, Wool, Etc.**

We Are Direct Importers. Cold Storage on Premises.

We solicit your trade, believing we can serve your best interests, as we carry a large stock at all times. We fill orders promptly and at lowest market prices.

Owen Sound, Ontario

TO MANUFACTURERS' AGENTS :

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

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

Address

Business Manager

CANADIAN GROCER

Montreal and Toronto.



The Smile of Satisfaction

It is the aim of every grocer to please his customers. If he gives satisfaction to the housewife he is sure to hold her trade.

Selling *WM. CLARK'S CANNED MEATS* the grocer is always certain of the customer's *smile of satisfaction*. The quality of *WM. CLARK'S* goods is indisputable. *CLARK'S CANNED MEATS* are regarded as the standard in Canada, and the maker's name is a household word which means the best in canned meats.

*Every grocer should handle the 86 lines obtainable
Send for Price List.*

WM. CLARK - MONTREAL

The utmost **Cleanliness**
and Experienced **Care**
is taken to **Cure**

O'MARA'S

Hams and Bacon

Under Government Inspection

JOSEPH O'MARA

Pork Packer, PALMERSTON

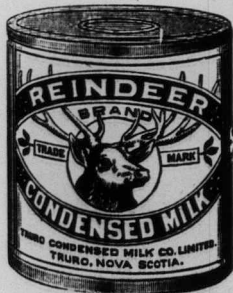
Quality and Satisfaction

With every tin of Milk and Cream
you can guarantee your customer
quality and satisfaction.

REINDEER
Condensed
MILK



JERSEY
Sterilized
CREAM



Sweetened.

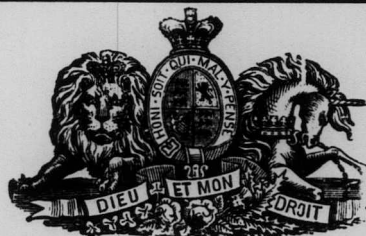


Unsweetened.

You retain 30% profit

Truro Condensed Milk Co., Ltd., Truro, N.S.

By
Royal Warrant
Purveyors



To
H. M. King
Edward VII

There is only **one**

BOVRIL

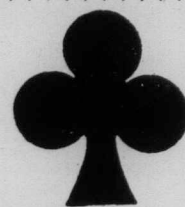
Do not be persuaded to load your shelves with inferior Fluid Beef preparations which can only be sold as "substitutes" with much trouble and loss of time.

Bovril is a standard line which never varies in quality. It will always please your customers and do you credit.

**BOVRIL Limited, 27 St. Peter St.
Montreal**



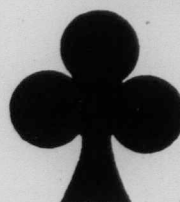
Drink Good Water



SAINT-LOUIS VICHY WATER RED CLOVER BRAND



*The Most Delicious
The Most Sparkling
Superior to all Others*



A Sure Cure for

**STOMACH TROUBLES
GOUT
GRAVEL
DIABETES, ETC.**

In order to avoid confusion see that the ticket, the capsule and the cork bear the mark **SOURCES SAINT-LOUIS** and the **RED CLOVER**.

DIRECTIONS

A wine glass before or after meals ; a large glass mixed with milk before breakfast.

SOLD EVERYWHERE

AT ALL GROCERS

AT ALL DRUGGISTS

AT ALL BARS

L. CHAPUT, FILS & CIE., WHOLESALE GROCERS, MONTREAL

SOLE AGENTS FOR CANADA

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Dairy Produce and Provisions

MEAT AND CANNED FOODS ACT

This Act Applies Only to Houses Doing a Business Outside Their Own Province or With Foreign Countries—It is Not Inter-Provincial in Character.

A number of our subscribers have written us, requesting a copy of the new Meat and Canned Foods Act, which was passed at the last session of the Dominion Parliament. Finding it impossible to obtain a sufficient number of copies from Ottawa, we have reproduced the act in full here, and trust that it will be studied by all foreign houses, as well as by all those within the Dominion itself.

The following regulations do not, as so many people erroneously suppose, apply to any establishment within the meaning of the act in which the sole products prepared for food for export, or stored for export, are fish, fruit or vegetables :

1. All animals intended for slaughter for export in any establishment shall be inspected as provided by the regulations.

2. No animal shall be allowed to enter the parts of an establishment where slaughtering is carried on, unless it has undergone such inspection and been found to be healthy and fit for food.

3. Every animal affected, or suspected of being affected, with contagious or other disease, shall be slaughtered under the supervision of the inspector and be disposed of as provided by the regulations.

4. All carcasses and portions thereof of all animals, wherever slaughtered, intended for export, shall be inspected as provided by the regulations.

5. Unless the Minister otherwise directs, upon the report of an inspector, animals owned by farmers and slaughtered by them on their own premises, and animals slaughtered by retail butchers on their own premises, shall not be subject to inspection under the provisions of this Act.

6. Every carcass, or portion thereof, found to be healthy and fit for food, shall be marked by the inspector in such manner as is provided by the regulations ; and the carcass, or portion thereof, may then be dealt with as the owner thereof sees fit, subject to the further supervision of the inspector.

7. Every carcass or portion or product thereof prepared for food in any establishment and packed in cans or similar receptacles, or in any package whatever, shall be subject to inspection during the whole course of preparation and packing ; and after all the requirements of this Act regarding inspection have been complied with, and not until

then, all such packages shall be marked by the inspector in such manner as is provided by the regulations.

8. The inspector may at any time re-inspect a carcass, or any portion or product thereof, in order to ascertain whether, subsequently to the first inspection thereof, it has undergone decomposition, or has otherwise deteriorated, or has been tampered with or adulterated by the use of preservatives or otherwise.

2. Every carcass, or portion or product thereof, sent out of an establishment, and returned thereto for any purpose, shall not be again sent out therefrom without re-inspection.

9. Every carcass, or portion or product thereof, found, upon inspection or re-inspection, to be unhealthy or unfit for food, or which contains such ingredients or preservatives as may render it unfit for food, shall be marked by the inspector in such manner as is provided by the regulations, and shall thereupon be deemed to be condemned as unfit for food and shall be disposed of as provided by the regulations.

10. Any person slaughtering, or permitting the slaughtering of, animals and selling, or offering for sale or transportation, for export a carcass, or any portion or product thereof, which is unhealthy or unfit for food is guilty of an indictable offence and liable to one year's imprisonment.

2. Every one who is convicted of this offence after a previous conviction for the same crime shall be liable to two years' imprisonment.

11. The provisions of sections 3 and 4, and of sections 6 to 10, both included, shall apply to such establishments only as are from time to time designated by order-in-council.

12. All articles prepared for food in any establishment and packed in cans or similar receptacles, or in any package whatever, shall be subject to inspection during the whole course of preparation and packing ; and all such packages shall be marked with—

(a) the initials of the Christian names, the full surname, and the address, or, in the case of a firm or corporation, the firm or corporate name and address, of the packer ;

(b) a true and correct description of the contents of the package :

Provided, however, that if it be es-

tablished to the satisfaction of the Governor-in-Council that such marking would hinder the sale of any of said articles in the British or foreign markets, he may exempt such articles from the provisions of this section.

13. All fish, fruit, or vegetables used in any establishment where these articles are prepared for export, shall be sound, wholesome, and fit for food ; and any such articles or products thereof found in the said establishment unsound or unwholesome shall be confiscated and destroyed as provided by the regulations.

14. An inspection and close supervision of the sanitary conditions of any establishments shall be maintained as provided by the regulations.

2. The inspector shall refuse to inspect or mark articles in any establishment where the sanitary conditions are not in accordance with the regulations.

15. In the event of the provisions of this Act, or any regulations, or the lawful instruction of an inspector not being complied with in any establishment, the Minister may withdraw the inspector therefrom, and may refuse to it the inspection, marking and certification of the articles prepared therein, and may cause the establishment to be closed.

16. No person shall offer or accept for export, or shall export any articles subject to inspection under this Act, unless its requirements regarding inspection and marking have been complied with in respect to such articles.

2. No clearance shall be granted to any vessel carrying any carcasses, or any portions of products thereof, unless they are duly marked in accordance with the provisions of this Act.

3. The provisions of this section shall not apply to meats intended for consumption on board the vessels by which they are shipped from a Canadian port.

4. At the request of the owner of any establishment, the inspector in charge thereof shall issue certificates of inspection for any carcasses or portions or products thereof intended for export. Such certificates shall be in such form as is provided by the regulations.

5. Notwithstanding anything in this section, the Governor-in-Council may, whenever it is deemed necessary or advisable to do so, authorize the export of any such articles without inspection.

17. No article subject to inspection under this Act shall be offered or sold for export, or exported, under any name intended or calculated to deceive as to its true nature.

2. No package containing any article subject to inspection under this Act shall be marked with any label, brand

or mark which falsely represents the quantity or weight or contents of such package.

3. No package containing any article subject to inspection under this Act shall be marked with any label, brand or mark which falsely represents the date when the articles or goods contained therein were marked.

18. Every person who, not being an inspector, wilfully alters, effaces, or obliterated, or causes to be altered, effaced or obliterated, wholly or partially, any mark on any article which has undergone inspection, shall incur a penalty of one hundred dollars.

19. The Minister may appoint inspectors and other officers for the carrying out of the provisions of this Act, but such appointments shall be confirmed by the Governor-in-Council within thirty days of the date thereof.

2. No person shall be appointed as a veterinary inspector until he has passed such examination as is deemed necessary by the Governor-in-Council.

20. The Governor-in-Council may make such orders and regulations, not inconsistent with the provisions of this Act, as to him seem necessary for the carrying out of the provisions of this Act.

2. Such orders and regulations shall have the same force and effect as if embodied in this Act.

3. Every such order or regulation shall be published twice in The Canada Gazette.

4. Any such order or regulation may be proved by the production of a copy thereof certified by the Minister; and such order or regulation shall, until the contrary is proved, be deemed to have been duly made and issued on the date thereof.

21. The certificate of the inspector or other officer appointed under the provisions of this Act shall, for the purpose of this Act, be prima facie evidence in all courts of justice and elsewhere of the matter certified.

22. Any inspector or other officer appointed under the provisions of this Act may, at any time, for the purpose of carrying into effect any of the provisions of this Act, enter any place or premises, or any steamship, vessel or boat, or any carriage, car, truck, horse-box or other vehicle used for the carriage of articles subject to the provisions of this Act, but shall, if required, state in writing the grounds on which he has so entered.

23. Every person who refuses to admit, or who obstructs or impedes, an inspector or other officer acting in execution of this Act, or of any order or regulation made by the Governor-in-Council or the Minister thereunder; and every person who aids and assists him therein, shall, for every such offence, incur a penalty not exceeding five hundred dollars; and the inspector or other of-

ficer may apprehend the offender and take him forthwith before a justice of the peace to be dealt with according to law; but no person so apprehended shall be detained in custody, without the order of the justice, longer than twenty-four hours.

24. Every person who moves, or causes or allows to be moved, any animal, or any article in violation of the provisions of this Act, shall, for every such offence, incur a penalty not exceeding five hundred dollars.

25. The provisions of the Criminal Code respecting the bribery and corruption of officials or employes of the Government extend to all inspectors and other persons appointed to carry out the provisions of this Act.

26. Every person who violates any provision of this Act, or of any regulation made by the Governor-in-Council or by the Minister under the authority of this Act, in respect to which no penalty is hereinbefore provided, shall for every such offence, incur a penalty not exceeding five hundred dollars.

27. Any inspector or constable may, without warrant, apprehend any person found committing an offence against the provisions of this Act, and shall take any person so apprehended forthwith before a justice of the peace to be examined and dealt with according to law;

but a person so apprehended shall not be detained in custody, without the order of a justice, longer than twenty-four hours; and any inspector or constable may require that any animal or any ar-

ticle moved in violation of the provisions of this Act be forthwith taken back within the limits of the place whence it was moved, and may enforce and execute such requisition at the expense of the owner of such animal or article.

28. Every offence against this Act, or against any order or regulation of the Governor-in-Council or of the Minister, shall, for the purposes of proceedings under this Act, or of any such order or regulation, be deemed to have been committed, and every cause of complaint under this Act, or any such order or regulation, shall be deemed to have arisen, either in the place in which it actually was committed or arose, or in any place in which the person charged or complained against happens to be.

29. Every penalty imposed by this Act shall be recoverable, with costs, before any two justices of the peace, or any magistrate having the powers of two justices of the peace, under Part XVI. of the Criminal Code.

30. The administration of any part of this Act may be assigned by the Governor-in-Council to any Minister other than the Minister of Agriculture, and in such case the Minister to whom such assignment is made shall have the same powers with respect to the part of this Act to him assigned as the Minister of Agriculture now has.

31. The Governor-in-Council may suspend the operation of any of the sections of this Act until the first day of January next.

CHEESE AND BUTTER BULLETIN

Cheese continues very strong, though there have not been any startling price changes during the week. The feeling everywhere seems to be quite firm, and quotations are looked upon as likely to be higher at any time.

Finest Ontarios are selling this week at about the same figure as was quoted a week ago. To-day, 13½c. will be accepted for this grade. Townships are selling about 13¼c., while for Quebecs holders are receiving 13½c. These figures are considered very good buying prices, as there will likely be an advance in the near future. The make during October has not been particularly large, but then it never attains great proportions.

New Zealand butter is freely talked of in the trade. It is said, indeed, that one or two local houses have lots on the water now, due here shortly. If they have, it is likely store butter, as it is too early for this fall's make of New Zealand butter. To make anything on this line, the importers would have to be in a position to sell around 28c. or 29c. To-day's quotations offer a range

of 28c. to 28½c., but the latter figure is not easy to secure.

Dairy continues extremely scarce, and dealers are asking 24c. to 25c. for what they have to offer. Receipts last week were 8,014 packages, against 10,178 packages same week a year ago. Total receipts since May 1 this year amount to 344,899 packages, compared with 534,648 packages same period 1906.

Exports last week amounted to but 973 packages, which is quite a lot, however, when compared with exports for the preceding week, when 33 packages were shipped. Same week last year 7,202 packages were shipped. Since May 1 this season, 66,761 packages have been exported, while during the same period in 1906, 346,393 packages were shipped.

W. H. Halford, Montreal agent for the St. Charles Condensing Company, paid a visit to the factory in St. Charles, Ill., last week, and dropped in upon The Canadian Grocer upon his way back.

The retail Trade and sued, give figures of and bacon 1906, the of the val year, they For the f exports to value of \$ in 1906, t decrease (months of 552,687, a and a qu. more than the first four

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THE PROVISION SITUATION

The returns of the Department of Trade and Commerce for July, just issued, give some instructive comparative figures of Canada's exports of hams and bacon to Great Britain. In July, 1906, the exports of this character were of the value of \$953,784. In July of this year, they amounted only to \$742,238. For the first four months in 1905, the exports to Great Britain were of the value of \$4,151,118; for a similar period in 1906, they were worth \$3,919,130, a decrease of \$231,988. For the first four months of 1907 they amounted to \$2,552,687, a decline of well over a million and a quarter dollars from 1906, and more than one and a half millions less than the value of the exports for the first four months in 1905.

These figures mirror with a fair degree of accuracy the decline of interest taken by the Canadian farmer in the hog-raising business. It is a regrettable fact, but one whose truth is not lessened by repetition, that the average farmer in this country looks upon his hogs as a mere by-product, so to speak, of the farm, and takes a proportionate degree of interest in their welfare. The Danes are ahead of us in every point in the game, and with absolutely no valid reason. Canadian bacon can maintain its quality with that produced by any other country in the world, but none the less, Danish bacon is given the preference in the English market, simply because the Danes have made the business a science and have forced the great consuming market to recognize Danish quality as the standard by which other brands may be compared. The respective positions occupied by Denmark and Canada as purveyors to the English market, could be reversed without any fear of Canada being unable to hold up her end with credit. So desirable a consummation, however, can only be brought about by a general revival movement among the farmers, stimulating their interest in the business of which Canadians have every reason to be proud.

Some of the packers are paying a little more for live hogs this week. Average prices are \$5.90 to \$6.10, f.o.b.; \$6.25, fed and watered, and \$6.50, loaded on cars. Receipts at Canadian points have been light, the high price of feed retarding deliveries, but at prices quoted, the packers report receipts satisfactory.

Heavy deliveries from Denmark are the feature of a situation that is tantalizing in the extreme. A slight improvement in the Old Country market has induced a somewhat more hopeful feeling among the packers on this side, but it has not been sufficient to allow

them to do more than return thanks sparingly. 57s is now about the average quotation on bacon in the English market, this being 1s better than last week. This advance, however, is not sufficient to allow Canadian packers to market their products at a profit

MONTREAL.

PROVISIONS—Lard is higher this week, as will be seen in quotations. The market is quite firm at the advanced figures. Pork is firmer in feeling, though prices have not been advanced. Smoked meats are selling fairly well.

Lard, pure, tierces.....	0 11 3	0 12 4
" " 56-lb. tubs.....	0 12 0	0 12 4
" " 20-lb. pails, wood.....	0 12 3	0 14 1
" " cases, 10-lb. tins, 60 lbs. in case.....	0 12 4	0 12 7
" " 5-lb.....	0 12 4	0 12 4
" " 3-lb.....	0 12 4	0 13
Lard, compound, tierces, per lb.....	0 0 9 3	0 11 1
" " tubs.....	0 1 4	0 11 8
" " 20-lb. pails, wood.....	0 1 2	0 12 2
" " 20-lb. pails, tin.....	0 0 9 3	0 10 4
" " cases, 10-lb. tins, 60 lbs. in case.....	0 1 0 4	0 11 7
" " 5-lb.....	0 1 0 4	0 12
" " 3-lb.....	0 1 0 4	0 12 4
Wood, net; tin packages, gross weight—		
Canadian short cut mess pork.....	22 50	23 00
Canadian short cut clear.....	21 70	24 00
American fat back.....	23 00	23 50
Breakfast bacon, per lb.....	0 13 1	0 16
Hams.....	0 12	0 15 1/2
Extra plate beef, per hbl.....	14 00	15 00

BUTTER—Butter is very firm, and prices have again advanced, and receipts are very light. This latter condition is attributed by some to the bad condition of the roads, caused by heavy rains, which interfere with the proper delivery of milk to the creameries. Dairy butter is very scarce on spot, and prices for it are firm. There is some talk of bringing in New Zealand butter; in fact, it is said that one or two houses have already imported some. The local market would have to rule between 28c and 29c to cover the cost of bringing this butter into Canada.

Creamery, choice, boxes.....	0 7	0 28
" " pound prints.....	0 29	
Dairy, tubs.....	0 24	0 25

CHEESE—Another advance has occurred in cheese, and prices rule very firm. Demand locally is brisk, while the Old Country buyers are paying greater attention to the Canadian market. Export figures are very good, and receipts are satisfactory. The make during October, so far, while small, has not been below the general average for this month.

Cheese, old.....	0 15	0 16
" " n-w, large.....	0 13 1/2	0 13 1/2
" " twins.....	0 13 1/2	0 14

EGGS—Storage eggs are being sold freely at advanced prices. Receipts continue practically nil. Demand is fairly brisk.

Selects.....	0 27
No. 1.....	0 23
Sec'd.....	0 20

Honey—The market for clover honey is strong. Stocks are small and prices high. Regarding buckwheat honey, one dealer reports having received a letter from a large grower in the west, who says he harvested a very small crop this season. Locally the buckwheat crop was very good. Prices are firmer.

White clover comb honey.....	0 15	0 16
Buckwheat, ext acted.....	0 10	0 11
Clover, strained, bulk.....	0 13	

TORONTO.

PROVISIONS.—The market is considerably quieter this week with a slight

decrease in prices in one or two lines. Bacons, for instance, are down from a quarter to half a cent, and backs, which have been exceedingly scarce for a couple of weeks, have also dropped half a cent under more plentiful supply. Lard, on the other hand, is even firmer than it was a week ago. Fresh meats remain unchanged, under a quiet demand.

Long clear bacon, per lb.....	0 10 1/2	0 11
Smoked breakfast bacon, per lb.....	0 15	0 15 1/2
Roll bacon, per lb.....	0 10 1/2	0 11
Small hams, per lb.....	0 15	0 15 1/2
Medium hams, per lb.....	0 14	0 15 1/2
Large hams, per lb.....	0 13 1/2	0 14
Shoulder hams, per lb.....	0 10 1/2	0 11
Backs, plain, per lb.....	0 17 1/2	
" " pes meal.....	0 18	
Heavy mess pork, per bbl.....	19 50	20 00
Short cut, per bbl.....	22 50	23 00
Lard, tierces, per lb.....	0 12	0 12 1/2
" " tubs.....	0 12 1/2	0 12 1/2
" " pails.....	0 12 1/2	0 13
" " compounds, per lb.....	0 12 1/2	0 10
Plate beef, per 200-lb. bbl.....	12 50	13 00
Beef, hind quarters.....	0 0 8 1/2	0 10
" " front quarters.....	5 00	6 00
" " choice carcasses.....	7 50	8 00
" " common.....	4 50	5 50
Mutton.....	0 0 8	0 0 9 1/2
Lamb.....	0 0 9	0 10 1/2
Hogs, street lots.....	8 25	8 75
Veal.....	0 0 9	0 10 1/2

BUTTER.—The market is firm, though the supply is slightly larger than last week. With butter at such top-notch prices, people are becoming more economical, the dealers say, and are not using so much butter. This, of course, immediately reflects on sales. Prices are unchanged.

Creamery prints.....	0 27	0 30
Creamery solids.....	0 26	0 27
Dairy prints, choice.....	0 24	0 26
" " ordinary.....	0 21	0 23
" " tube choice.....	0 22	0 23
" " tubs, ordinary.....	0 20	0 21
Baker's butter.....	0 21	

EGGS.—The scarcity of supply still keeps prices up. Very few fresh eggs will be sold from now on until spring, the cold storage variety being relied upon to fill the gap, meanwhile. Quite a demand is felt for limed eggs.

Eggs, candled.....	0 24
" " rejects.....	0 27
" " limed.....	0 23

CHEESE.—A slight advance has been felt this week on account of short supplies.

Cheese large.....	0 13	0 13 1/2
" " twins.....	0 13 1/2	0 14

HONEY.—The situation and prices are unchanged. It may be interesting to note that prices on all lines are about two cents higher than they were at this time last year.

Honey, strained, 60 lb tins.....	0 12	0 13
" " 10 lb tins.....	0 12 1/2	0 13 1/2
" " 5 lb tins.....	0 13	0 13
" " in the comb, per doz.....	2 50	3 00
Buckwheat honey, per lb.....	0 8	0 10
" " in comb, per doz.....	1 25	1 50

POULTRY.—The poultry market has fluctuated very widely this year. Last week it was overloaded. This week there is anything but a large supply. Coupled with this, the fact that the quality of fowl is very poor, has complicated things somewhat. Farmers do not seem to have yet learned that they cannot readily dispose of poor quality fowl. Turkeys are an exception, for those which have been received are particularly good, much better, in fact, than were procurable last year. Prices are unchanged.

BREAD IN THE MAKING

Description of the Processes, Methods and Machinery
Employed in an Up-to-date Factory.

Grocers who hand out bread over the counter, scores of loaves of it weekly, and who weigh out pounds of standard and fancy biscuits in a similar period of time, scarcely ever give a thought to the way in which these goods are turned out or the processes which are gone through in the making. To these and to the trade generally, a description of the methods of a modern bread and biscuit factory should be of particular interest.

A few evenings ago, at a few minutes before midnight, a representative of The Grocer walked up Soho Street to the bread and biscuit factory of George Weston, Toronto's "Model Bakery." Bread, it should be known, is made only at night, so that it may be delivered to the customer with the maximum of freshness in the morning.

Outside, excepting the midnight hum of the city, everything was quiet. Inside, matters were much different. A walk through parts of the factory to get at the origin of things revealed busy bread-makers, in white suits, rushing here and there, cavernous mouths of numerous ovens belching forth heat waves, and racks of shining, newly-browned loaves, enough, it seemed, to feed three or four Torontonians. When it is known that the regular nightly output of this establishment is from fifteen to twenty thousand loaves, with an increase of five thousand or so on Friday night, it will be seen that a quantity of bread which would naturally astonish a layman may be viewed here any night around 12 o'clock.

The First Process.

In this establishment the process of bread-making, proper, begins on the second story. On a large platform at one end quite a respectable mountain of flour in bags was built up. In front of this were two huge dough-mixers, into which the flour is dumped, and the other ingredients, yeast, sugar, salt, etc., in a much less quantity, of course, are added. It may be interesting to the uninitiated to know that, roughly speaking, the proportion of yeast to flour is about one pound to a barrel. Different varieties of bread, of course, require somewhat different ingredients, and for the fruit bread, for instance, currants, raisins, and other tasty stuff of the kind that small boys love, are added in profusion.

These mixers do all the stirring and kneading much more thoroughly and in shorter time than could be done by any number of human hands. When it is understood also that an average of 800

barrels of flour per week is made into dough in these mixers, it will be seen just how much they have to do.

The "Rising" Process.

From the mixers the dough is dumped into immense shallow wooden tubs, the prototypes of the pans our grandmothers used to use, to rise. They are on wheels, so that they may be readily moved about, and at the hour the writer made his visit the greater part of the floor-space in this department was occupied by row after row of these gigantic tubs.

Not all the material, however, goes directly into these tubs. The dough for one or two varieties of bread which are of finer texture than the ordinary, is previously run through what is called a "breaking" machine, which, being supplied with a series of steel rollers, rolls all the air, "all the life," as the bakers say, out of the dough, and provides for a silky sort of texture in the bread substance.

The dough is left in the tubs for from five to seven hours for the "rising" process and it is here, of course, that the yeast gets in its fine work, the chemical action producing a surprising change both in the appearance and nature of the dough. This is the biggest step in the evolution of the loaf.

When the "rising" process is complete, one of the tubs is wheeled alongside a chute leading to the lower story, and the dough is cut up into huge chunks with wooden paddles and is tossed, just as a small boy would throw a cushion across a room, into the chute and so down below. It's really astonishing to see the way this light dough is handled, but the scrupulous cleanliness of everything—floors, tubs, tools, and not least, employes' hands and clothing—takes away any suggestion of indelicacy.

"Scaling" and "Moulding."

The dough is shot down to the floor below and falls directly into a "scaling" machine, which, by the way, is very interesting to watch. At the rate of 1,500 large loaves per hour, a set of steel fingers or jaws in this machine, reach up and bite off from the mass of dough in the hopper a handful (or mouthful) exactly large enough to make a sixteen-ounce loaf. The machine can be set to select any weight of dough, but, unfortunately, it is not altogether infallible, and a set of scales is kept at hand to try to keep it, as far as possible, doing

its duty, and to provide against the difficulty which some Toronto bakers have experienced recently through the matter of short weight.

From the "scaling" machine, the shapeless chunks of dough slide down a short chute into a "moulding" machine. This apparatus, which takes the place of our grandmothers' hands, pats and rolls the dough into flat-bottomed and round-topped, though squat imitations, of the ordinary loaf of commerce.

As yet no machine has been built, which will "form" several special varieties of bread. The "Jennies" and "Jumbos" and "Twists" and "French Rolls," for instance, have to be rolled and patted and punched and pressed and twisted into shape by hand. And a most interesting process it is, in another department, to see the white-aproned and bare-armed bread-makers standing in front of huge flour-dusted baking boards and "forming-up" these various special loaves at a rate the household bread-maker would laugh at as impossible.

Most people who didn't think about it would suppose the labels were stuck on the loaves like postage stamps; not at all. The process is much simpler. As the shaped loaves come from the moulding machine they are placed in small pans, one loaf to a pan. The labels are placed previously in these pans, upside down, and thus stick to the loaf. It keeps one man more than busy simply placing these labels.

The loaves in pans are placed in large, many-storied, wheeled racks, and trundled over to the ovens.

About the Ovens.

This brings us to the culminating process in this loaf-evolution, the actual baking. The Weston plant comprises twenty ovens, twelve by fourteen feet in size, and a much larger steam oven. These ovens are fired by coke and are kept at a temperature of about 500 degrees. The bread is inserted and removed by long-handled paddles and these are manipulated in such a way that they pick up and bring out a pan of bread as if they were supplied with fingers. The steam oven is specially designed for the baking of several special lines. The loaves are shoved in, without pans, directly on the hot bricks, and during the baking process a jet of steam is passed over them, the whole producing a very shiny, light-crust surface, which looks as if it had been given a coat of furniture polish.

Ready for Delivery.

From the ovens the fat, brown-crust loaves are again placed in the racks, special lines are wrapped, the fruit loaves in parchment tissue, some special lines with bands around the middle, and all placed in a storage room, those for

shipment in morning de

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The oven our grandm the bread ov occupying a factory, an

shipment in hampers, ready for the early morning delivery.

This, then, ends the story of the evolution of the loaf of bread, but mention of several of the thirty varieties made by this firm will be of interest. Who would imagine, for instance, that "Jennie" was simply a large loaf with an elbow punch in the middle, or that "Eureka" was a loaf with a silky internal substance, the result of the dough being run through the "breaking" machine mentioned above. "Aunt Mary" is a line that makes one think at once of

Whitcombe Riley, while "Mother's Bread," a line in great demand, is a "home-made" loaf, in which all the very best materials that can be procured are used. Jumbos, French Flake, Sandwich, Vienna Rolls, Bostons and Round Tops are a few of the other special lines which are ordinarily turned out.

The firm employ thirty-five wagons in their city delivery and beside the quantity sold in Toronto, about 81,000 loaves weekly are shipped to smaller towns outside, the district supplied running from Windsor to Cornwall.

HOW BISCUITS ARE MADE

The Weston factory also includes a well-equipped biscuit-making plant, and this The Grocer representative visited on another afternoon, operations here being conducted during regular hours of the day. This department has been in operation for four years, and has proved itself remarkably successful. How the business is growing may be gathered from the fact that this year's output will be a hundred per cent. larger than last. Indeed, the plant is much overcrowded and cannot keep up with the orders received.

One of the first departments seen here was, strangely enough, a repair room, where all the returned tin biscuit boxes were scraped till all the paper was removed, washed, relabelled and fitted with clean glass fronts.

The early processes of biscuit-making are much similar to that described in the making of bread, except that the dough goes through rather more preparation. On the afternoon in question "Social Tea" biscuits were being made.

The dough, after being thoroughly kneaded and put through the "breaking machine," was taken to a long "cracker" machine, this one, by the way, being the latest of its kind in Canada. Here it is fed between a series of rollers, which reduce it to a uniform and proper thickness, and then, after having any residue of flour removed by a revolving brush, the sheet of dough, uniform in width and of endless length, is run below a set of dies. These drop down at regular intervals and cut out and stamp, with name and pattern about 160 biscuits. The stamped biscuits then drop onto an endless belt, which moves them out and automatically drops them into large, flat pans. The filled pans are transferred directly into the oven.

A Revolving Oven.

The oven is not at all like the ones our grandmothers used to use, as are the bread ovens, but is a large structure, occupying a section of two floors of the factory, and containing a revolving

framework, which resembles nothing so much as one of the well-known Ferris wheels. The framework in this case, however, carries shelves instead of cars. This oven is automatically revolved at any required speed and is so regulated that the biscuits are put in, go round the circuit of the wheel and are taken out again at the same door, perfectly cooked.

How They Are Packed.

From the oven the pans go to the packers. This, too, is an interesting process. The biscuits are shaken onto a moving belt alongside which a number of young women are sitting. These gather the biscuits as they pass down the line and pack them in the boxes, doing the work in a surprisingly rapid way. These filled boxes are then stacked in a storeroom ready for shipment.

Other Varieties.

These processes are followed for biscuits of regular form. Different varieties, of course, require different treatment. For instance, there are the lemon and chocolate "sandwiches." The two thin biscuits composing these are brought from the oven to the girls who sit before appetizing-looking little mounds of filling. The proper thickness of this is spread deftly over one biscuit and another clapped on top. The little "Mid-get-roll" biscuits are made from thin sheets of cake-like material, the dough of which has been squirted out of a flat-mouthed pastry bag. After baking, these are spread with jelly, rolled up and then cut off at the desired thickness. Others, such as the "Butter Scotch Wafers" and "Macaroons," are made in a special machine, which presses the almost-liquid dough into the required shapes.

Cleanliness Prevalent.

One striking feature about the Weston factory is the remarkable cleanliness that exists everywhere. The attempt seems to be made to keep the premises and machinery in the best possible condition.

The present factory was built in 1897 and at that time was the only up-to-date bakery in Toronto. Since that time business has increased to such an extent that the plant is entirely inadequate and this enterprising firm is seeking a site for a new and larger factory, which will probably be erected some time next year.

CEREALS AND CONFECTIONERY

Western Crop Reports Satisfactory—A Record High Price for Flour—Further Advance in Rolled Oats—Situation in Quebec and Ontario.

Reliable reports from the west continue to give the lie to rumors claiming to be authoritative, but in reality emanating from stock speculators and other interested parties with axes to grind. "The grain," said the Toronto Globe correspondent early in the week, "has matured well. The reports from far and near show that the aggregate yield for the whole grain-raising country is likely to be large, and there are those who assert that the quantity will be equal to about 75 per cent. of that secured last season. The quality will be the important consideration, especially in view of the steadily rising markets.

"A recent estimate of the cost of freight and handling for wheat strikes an average of 11c per bushel for the whole west. This is based on an average freight rate of 15c per cwt., or 9c

per bushel, and 2½c for handling. If this estimate be accurate, it means that the average price to the farmer for contract wheat all over the prairie country is exactly \$1 per bushel.

"The new wheat is still grading very high, when one considers the conditions under which it was produced. The total inspections at Winnipeg for yesterday and the day before were 459 cars, and of these 328, or about 71 per cent., were up to contract. This means that 328 cars in two days contained wheat which would answer for delivery on contracts. In other words, over 300,000 bushels of wheat, which would bring the farmers an average of about \$1 per bushel, reached Winnipeg in two days. And the deliveries are small at present in comparison with those of other years. But the significance of \$300,000 worth of wheat be-

ing passed by the inspectors in two days at the close of an admittedly unfavorable season should not be allowed to sink out of sight at a time when returns from agricultural activity in the west are being anxiously awaited. These figures do not take account of the lower grades, of which there were 131 cars.

"The approximate value of the two days' receipts of wheat, however, would be more than \$400,000, calculating the capacity of a car at 1,000 bushels, and eliminating the cost of freight and handling.

"The circulation of \$200,000 per day among the farmers will not continue for the whole year, of course, but that figure is likely to be exceeded before the present rush of wheat to the markets abates. The conversion of the crop into money may be said to be proceeding in a most satisfactory way, and there is no doubt that millions of dollars will have gone into the pockets of the farmers by the time navigation on the lakes closes. Even then only a small proportion of the wheat will have come out. Experience has shown that the railways do not carry very much of the wheat to the Lake Superior ports before the freeze-up comes, and the proportion will probably be smaller than usual this year on account of the lateness of the threshing season.

"The fact that wheat of any kind is bound to bring a remunerative price this season is the comforting feature of the situation, and there is no occasion for concern over the possibility of the general quality of the grain being below that of previous years."

On Wednesday, October 9, the inspections of wheat at Winnipeg exceeded those of the corresponding day last year, for the first time in many weeks. The total for the week, however, was much behind last year's figures for the corresponding period. 234 cars were inspected, as against 207 in 1906. The grading was as follows: No. 1 hard, old, 3 cars; No. 1 northern, old, 7 cars; new, 67 cars; No. 2 northern, new, 51 cars; No. 3 northern, new, 48 cars; No. 4 northern, new, 10 cars, and other grades, 40 cars.

The following are the prices of the chief grades at Winnipeg on Wednesday, October 9, with the comparative values for the same date last year:

	1906	1907
No. 1 hard	\$.77	\$1.13 ³ / ₈
No. 1 northern	.75 ¹ / ₂	1.12 ³ / ₈
No. 2 northern	.72 ¹ / ₂	1.09 ³ / ₈

Even wheat that does not grade high enough for milling purposes is worth as much this year as No. 1 hard was in 1906.

Flour and Cereals.

Flour took a jump of 40 cents during the week, and according to the opinions of not a few millers, is liable to take

wings again at any minute and soar upward till it is out of sight and somebody is out of pocket. Manitoba wheat is now quoted around \$6 for 60 per cent. patents; \$5.90 for 85 per cent. patents, and \$5.50 for strong bakers. The comparatively prohibitive nature of these prices is shown by the fact that the average increase over last year's quotations at about the same time is from \$1.50 to \$2 per barrel. The present prices are probably the highest on record in the history of the trade. Offerings of wheat, though improving, as noted above, are still light, and millers are having some difficulty in obtaining supplies.

In cereals the situation is about on the same basis. Certainly it is no better. Many of the mills are up against it in earnest. They have either got to secure supplies from some source or other, or temporarily suspend operations. Thus it is not unnatural that they should be willing to pay almost any price to get the grain, for even at the highest quotations there is little danger of them being unable to sell the manufactured article at a profit. Prospects are for stiff prices, and a possible advance.

The value of Canada's exports of wheat flour to Great Britain for July of this year amounted to \$350,063, and for the same month in 1906, \$364,692. For the four months ending July, in 1905, the exports to Great Britain were of the value of \$459,658; for the same four months in 1906 they were \$1,277,477. The similar period for this year, however, shows a falling off, the value of the exports amounting only to \$1,098,640.

Confectionery.

Christmas is without doubt the big season of the year for confectionery. Easter time runs a good second, but its sales cannot at all approach the mark set each year in December. Just now energetic grocers are sending in their orders and making plans to corral a big share of this trade about six or seven weeks hence. Manufacturers tell us that they are beginning to be rushed with Christmas orders already and the prospects are that this season's business will be far in advance of any previous year. The trade for the last three months of the year is fully fifty per cent. greater than that done in any of the other three periods of similar length during the twelve months.

And all this business will be done in spite of advances which have taken place within the last few days. With the advance of chocolate and cocoa, registered last week, there naturally follows an advance in the best class of confectionery. Recent advances in nuts and flavorings will also reflect on these goods. While confectionery of the best quality has felt the result most directly,

there has been an increase of from 10 to 30 per cent. in all lines.

Naturally the grocer will want to know how this will affect him. To the man who handles really first-class goods the wholesale advance should not make any material difference. Confectionery is more or less a luxury, and people who buy really high-class goods will be ready to pay a little more for them. The young man who has been buying seventy-five-cent boxes of chocolates for feminine consumption, will have to pay eighty-five or ninety for them. Dealers handling cheaper goods, however, will perhaps feel the advance a little more keenly, for they can scarcely increase the prices on small quantities of these goods enough to provide for even the smallest percentage of advance.

MONTREAL.

FLOUR.—One of the mills has advanced another 20c, but this week there was a slightly easier feeling in flour. Hopes are entertained that the market will not advance any further, but its actions will probably be ruled by the crop, its size, and its movement. Demand, according to reports from the mills, continues very strong, both local and export.

Winter wheat patents	5 50
Straight rollers	4 70 4 80
Extra	4 60 4 10
Royal Household, bags	6 30
Glenora	5 70
Manitoba spring wheat patents	6 30
" strong bakers	5 70
Five Roses	6 10

ROLLED OATS.—Once more rolled oats prices have soared. To-day's figures would seem prohibitive, but sales are reported, and it seems that some, at least, are only too glad to secure stocks, even at present prices. The grocers, retail, will not buy except in very small lots at ruling quotations. Oatmeal has also advanced.

Fine oatmeal, bags	3 40
Standard oatmeal, bags	3 40
Granulated	3 45
Gold dust cornmeal, 98-lb bags	2 25
White cornmeal	1 65 1 75
Rolled oats, 90-lb. bags	3 35
" 80-lb. bags	3 10
" bbls.	6 45

FEED.—Feed continues as scarce as ever, and prices hold very firm. Dealers report many orders, but have not the wherewithal to fill them. At the present moment there does not appear to be any chance of improvement for some time to come.

Ontario bran	22 00 23 10
Ontario shorts	24 00 26 00
Manitoba shorts	26 00 28 00
" bran	23 00
Moullie, milled	27 00 30 00
" straight grained	28 00 34 00
Mill feed	1 50 1 65

TORONTO.

FLOUR.—Another heavy advance has been registered in wheat products, and prices are now as high as they have ever been in the history of the trade. Some

R. F.

G
Co

Flour

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75 Dalh

48 Highest

WALTI



Registered
U. S. Pat. Of

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City Roller Flour Mills, Orillia

Manufacturers of

High-grade Flour and Feed

Dealers in

Coarse Grain of all kinds

D. C. THOMSON

Flour Brands

Royal Quality, special high grade Manitoba, for family use.

Manitoba Patent, high quality Manitoba, for bakers' and camp use.

Star Hungarian, 50 per cent. Manitoba and Ontario blends.

Ontario Patent, made from No. 1 white wheat.

Orillia, Ont.

A. A. McFALL

Miller and

Grain Merchant

Manufacturer of High-Grade Winter Wheat Flour.

Also, Manitoba Wheat Flour.

Bolton, Ontario, Can.

Western Canada Flour Mills Co., LIMITED

PURITY FLOUR

Mills at
WINNIPEG
GODERICH
BRANDON



Offices:
St. John, N.B.
Montreal, Que.
Toronto (Head Office)
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Brandon

It pays you to pay for quality.

BRANDS: 1st Patent—Purity and Five Stars

2nd Patent—Three Stars

PURITY

Write us for prices on all kinds of Flour and Feed, also Grain in Car Lots.

The
Georgian Bay Milling & Power Co.

**MEAFORD, ONT.
CANADA**

LIMITED

Hanover Roller Mills

Manufacturers of

HIGH GRADE FLOURS

Spring and Winter Wheat Patents

Brands: Maple Leaf, King Edward VII., Canadian Beauty, Saugeen Belle

WRITE FOR QUOTATIONS

WM. KNECHTEL & SON, - - HANOVER, ONT.

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107 West Lagachetiere Street



SPECIALTIES:

White Moss Cocoanut, Essential Oils
 Extracts, Colorings, Nuts
 Egg, Ice Cream, Icing and
 Marshmallow Powders

Canadian Cocoanut Co.
MONTREAL

Grocers, Bakers and Confectioners will do well
 to send in orders at early date as possible.



The purity of the Lowney products will never be questioned by Pure Food Officials. There are no preservatives, substitutes, adulterants or dyes in the Lowney goods. Dealers find safety, satisfaction and a fair profit in selling them.

THE WALTER M. LOWNEY CO. of Canada, Limited
 165 William St., - - - MONTREAL, CAN

The grocery trade are coming to realize more and more the profit and satisfaction there is in handling a line of confectionery.

To obtain the best results you should have only the best goods. By keeping only

Stewart's
 TORONTO, CAN.

CHOCOLATES

AND FINE

CONFECTIONERY

a satisfactory and permanent business may be built up.

THE STEWART CO. Limited, TORONTO

Choicest Canadian Cereals

Always on top for quality and flavor—the Peerless Brand

We are manufacturers and exporters of high-quality Cereals made from Canada's best grain

Flaked Oats

Flaked Wheat

Rolled Oats

Corn Meal

All Kinds of Feed, etc.

Ours is the most modern IMPROVED PROCESS, and our millers are thoroughly experienced, picked men. Everything contributes to make our brands A No. 1, and we guarantee satisfaction.

CORRESPONDENCE SOLICITED

Parkinson Cereal Co., - Thornbury, Ontario, Canada

CANADA: No better Country

DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"It's always best when it's Mott's"

Pin your Faith to "Diamond" and "Elite" brands of

Chocolate

For cooking and eating, they hold your trade.

All jobbers sell them.

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

SELLING AGENTS:

J. A. Taylor Montreal R. S. McIndoe Toronto Jos. E. Huxley Winnipeg Arthur Nelson Vancouver

Dealers are requested to write for special free deal.



NESTLÉ'S MILK CHOCOLATE
"RICHEST IN CREAM"
SURPRISINGLY SUSTAINING
LAMONT, CORLISS & CO., 27 Common St., MONTREAL

E. D. EVANS
Chesley Flour Mills
CHESLEY - - - ONTARIO
MANUFACTURER OF
High Grade Winter Wheat Flour
also Blended and Manitoba Flours
ASK FOUR PRICES AND SAMPLES

Send me your quotations. I am always open for quotations in my line.

FLOUR, GRAIN
Provisions and General Produce
Pork, Barley
AND
White Beans
A specialty.
Quebec's leading Flour and Grain House.

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QUEBEC

THE OLDEST MILL IN CANADA
POT AND PEARL BARLEY
CALEDONIA MILLS
John MacKay, Limited - - - - - Bowmanville, Ont.

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, No. 38 Front Street, NEW YORK.

WE CLAIM THAT OUR
Calcium Acid Phosphate
(1) Is quite as successful for Baking purposes as Cream of Tartar, and (2) From a health standpoint is superior.
(3) That it keeps well and retains its strength. (4) That it shows a considerable saving to the user.
Write for Recipes, Samples and Quotations
CHARLES C. BRYCE & CO., 43 & 5 Great Tower St. E. C. LONDON, ENGLAND

BODE'S CHEWING GUM
High Quality and Absolute Cleanliness Guaranteed.
Largely advertised and good profit. Private brands to order.
THE BODE'S GUM CO., LIMITED, 30 St. George St., MONTREAL

Do you know that
the store with the best
goods gets the business?

You can get the bis-
cuit business of your
community with

MOIR'S BISCUITS

Moir's Limited, Halifax, N.S.

MOLASSES

We have a full stock of all the best grades

Fancy Barbados

Choice Grocery Barbados

Extra Choice Porto Rico

Extra Fancy Trinidad

Choice West Indian

Packed in puns., tcs., bbls. and half-bbls.

CROSBY MOLASSES CO., LIMITED

DIRECT IMPORTERS

St. John,

New Brunswick

AGENTS—D. Stewart Robertson & Son, Ottawa Ont.; D. Stewart Robertson & Son, Kingston, Ont.;
Alex. Wills, Montreal; Mitchell & Whitehead, Quebec; Frank H. Wiley, Winnipeg.

FRUITS, VEGETABLES AND FISH

Canadian Summer Fruits Disappearing From the Markets—Frost Closes Out Several Lines of Vegetables—Fish Situation Easier.

The impending Thanksgiving has had considerable effect during the week in brightening up business. The demand, already good, has been materially stimulated.

Summer fruits are practically out of the markets. Grapes of course are plentiful and with an above-average crop the supply should continue so for some time, but peaches, and the early varieties of apples and pears, have almost disappeared.

California dried fruits are coming in plentifully in various lines. Evaporated apricots and peaches, for instance, are being fairly well stocked, and the demand is becoming excellent. Jamaica oranges are in good supply and have taken the place of the California variety, which has practically disappeared.

The frosts of a few evenings past have had rather serious effect on a few of the tenderer lines of vegetables. Tomatoes, for instance, are now entirely done, and the frost has also finished the beans and rather seriously touched the peppers. Other hardier lines will hang on for a few weeks longer.

Rather conflicting reports come to hand regarding the New Brunswick potato crop. Recent advices from St. John are fairly encouraging. Last week they say the prospects for saving the potato crop were brighter than they have been at any time this season, but the weather since has thrown the farmers into a panic again. On Saturday most farmers started in digging and found that the rot had not worked nearly the damage that was feared. Some found a hundred barrels of good potatoes to the acre. The red varieties are not injured in the least, and the hardier white varieties are turning out well. The total yield is away above the average, but as about half are rotten, it looks now as though there would be about seventy-five per cent. of a full crop.

Fish are somewhat more plentiful this week and the situation promises to improve from this time forward. Atlantic salmon is practically absent, but shipments of the British Columbia variety along with two or three other lines, have improved the supply considerably. Cod and halibut continue exceedingly scarce. Demand for oysters is opening up and trade is brisk.

MONTREAL.

FRUITS.—Canadian fruits, peaches, pears and plums, are pretty well a thing

of the past to-day. Grapes are still selling freely. California fruits are becoming firmer. Apples are moving much more freely, as the season advances. Crabs are quoted to-day at \$4 a barrel. New dates are expected any day. Bananas are firm, being exceedingly scarce.

Dates, per lb	0 06	0 07
Bananas, fine stalk	1 51	...
" jumbos	1 75	2 25
Cocoanuts, per bag	...	4 00
Lemons	3 75	4 00
Jamaica oranges, bbl	5 50	5 75
Figs, per lb	0 08	0 12
Nassau grape fruit, box	4 50	5 00
New Florida grape fruit, box	...	7 10
Limes, crates	...	1 00
California peaches, box	...	2 25
" plums, box	...	2 25
" grapes, crate	2 75	3 00
Almeira Grapes, keg	4 00	5 01
Cape Cod cranberries, bbl	9 50	10 00
Apples Jamaica	3 50	4 25
" other fall varieties, bbl	2 50	3 00
Crab Apples bbl	...	4 01
Canadian Pears basket	0 40	0 5
" Plums	0 5	1 00
" Peaches	1 25	1 50
" G. a. es	0 21	0 35

VEGETABLES.—As the fall season closes in, sales at market are falling off and supplies are dwindling. Potatoes are better this week. Some poor lots from New Brunswick sold as low as 54c. a bag, in car lots. Good stock is being placed at 70c. to 75c. Corn is firmer, owing to scarcity. Spinach is lower.

Parsley, per doz bunches	0 10
Sage, per doz	0 60
Savory, per doz	0 60
Cabbage	0 20 0 35
Turnips, bag	0 75
Celery, doz	0 25 0 75
Water cress, large bunches, per doz	0 40 0 50
Lettuce, per doz	0 30 0 75
Radishes, doz	0 10 0 15
Spinach, per box	0 50
Green peppers, bag	1 00
Cucumbers, bag	0 75
Potatoes, per bag	0 70 0 75
Sweet Potatoes bbl	3 50
Sweet Potatoes, basket	1 75 2 00
Beets bag	0 75
Carrots, bag	0 75
Tomatoes, box, 30 lbs	0 15
Corn, doz	0 15 0 20
Orions case, small or large	0 65 2 00

FISH.—Haddock are very scarce and prices asked are rather high. Many grocers are taking in place of this line market cod, which are very similar. Other lines of fresh fish are coming in freely. New frozen salmon is now offered. Boneless fish are selling freely, while haddies, which are scarce still, have again advanced. Salmon is scarce. Green cod are coming in more freely, as are also herring. Demand for oysters has been good, but the scarcity interferes with trade. Dealers have advanced prices on bulk. Malpeques are very high.

Fresh and Frozen Fish.	
Haddock, express, per lb	0 07
Halibut, express, per lb	0 10
Maokrel, express, per lb	0 10 0 15
Dore	0 11
Pike, lb	0 08
Weakfish, lb	0 10
Market cod lb	0 05
Steak cod, lb	0 08
Lake trout, lb	0 09
Whitefish lb	0 07 0 10
B. C. salmon, lb	0 12 0 16
Flounders, lb	0 10
No. 1 Smel's, lb	0 08
Dressed mullheads, lb	0 10
Smoked and Salted—	
New haddies, boxes, per lb	0 08 0 09
Smoked herring, per small box	0 14
Yarmouth blasters, box	1 25

APPLE EXPORTERS

The fruit merchants of Great Britain will do well to correspond with us regarding

CANADIAN APPLES



25-27 Church St., TORONTO

The Canadian Trade

write for price list. All lines

Imported Fruits, Nuts, Figs and Dates

Domestic Fruits and Canned Goods

Almeria Grapes

Splendid crop with a dry season is the report for 1907.

Choice Mountain Fruit only

is selected for shipment to your Dominion. C. & F. rates to all points.

For closest market rates apply to

ANDREW WATSON

81 Place d'Youville, - Montreal

STUART WATSON & CO.

P.O. Box 144, - WINNIPEG

Proprietors,

FRED^K. FISHER & SONS

Green Fruit Experts

"St. Magnus" House,

LONDON, - ENGLAND

Prepared and d
Skinless co
Boneless fi
Boneless fi
Shredded c
New Kippe

Oysters—
Standards.
Standards.
Selects 1 u
Malpeques
Caraquets,
Paper pails

Pickled fish—
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No. 1 Mack
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No. 1 Green
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Prepared and dried—	
Skinless cod, 100 lb. cases	5 50
Boneless cod, 20 lb. boxes	0 07
Boneless fish, 20 lb. boxes, bricks	0 06
Boneless fish, 25 lb. boxes, per lb.	0 05
Shredded cod, 2 doz., per case	1 80
New Kipperd Herring, box	1 10 1 25
Oysters—	
Standards, bulk, per imp. gal.	1 51
Standards, Imp. qt. tins, sealed	0 40
Selects 1/2 gal.	1 70
Malpeques, bbl.	10 00 12 00
Caraquets, bbl.	6 00 8 00
Paper pails, 100, pint size	1 10
100, quart size	1 51
Pickled fish—	
No. 1 Labrador herring, per bbl.	5 50
per half bbl.	3 00
No. 1 N.S. herring, half bbls.	2 75
No. 1 Mackerel, pails	2 00
No. 1 sea trout, 1 0 lb. kegs	5 75
No. 1 sea trout, 2 0 lb. kegs	10 50
No. 1 Green cod, per 200 lbs.	7 50
Small " " " "	6 00
Large " " " "	3 00
No. 1 Green haddock, per 200 lbs.	6 00
Labrador Salmon, bbls.	14 01
1 bbl.	7 50
Salt sardines, bbl	5 00

TORONTO.

FRUITS—The market is brightening up noticeably in view of Thanksgiving, and early fall trade and demand continues excellent. Canadian fruit, except the late varieties, has almost disappeared. Quinces, however, appeared this week. Peaches are still quoted, though there is no quantity of them, and the quality is not of the best. The later varieties of pears are coming in in fair quantity. Grapes are quite plentiful, though prices are firmer. The banana situation seems a little easier this week. One local firm is offering as a special, 500 bunches of good quality stands, at \$1.07. Regular prices, of course, are considerably higher. Jamaica oranges of fine quality are offered in quantity and the crop seems to be very good. These have taken the place of Valencias, which are no longer quoted. Almeria grapes are now coming in quantities, and California dried fruits are also making their appearance.

Jamaicas, per bbl.	5 50	6 00
Lemons, California, 240, 3.0, 360, 420	4 10	6 00
Verdellis (new crop), 300's, 360's	4 75	5 00
Bahama grape fruit, 54's 80's, 96's	4 50	
Apples, per basket	0 40	0 50
Bananas, Jamaica firsts, per bunch	1 50	1 75
Bananas, jumbo bunches	2 00	2 25
Bananas, 3 hands, green	1 25	1 35
Cantaloupes, per case	1 25	1 10
Peaches Canadian per basket	0 75	1 50
Grapes Canadian	0 20	0 25
Pears, Canadian per basket	0 41	0 75
Quinces, per basket	0 45	0 15

VEGETABLES—The frost of the last few evenings has played havoc with two or three of the more delicate lines. Tomatoes, for instance, while they are still on the market, have been pretty badly bitten and will disappear in a day or two. Peppers and beans have also suffered severely. The heavy demand for cranberries has already made itself felt in a substantial advance during the week. Sweet potatoes, also imported, are being sold freely, the quality being superior. Dealers continue to report optimistically on the vegetable situation in general, crops being considerably larger than earlier reports would indicate.

New Brunswick Delawares, per bag	0 90
New potatoes, Canadian, per bush	0 85
Sweet Potatoes (Jersey), per bush	4 50
Onions, green per doz	0 15
Onions, Spanish, per case	2 50
Cabbage, Canadian, per bush	1 50

(Continued on 152.)

Fancy Jersey Sweet Potatoes

FINE QUALITY

Fancy Valencia Onions

Cases and Half Cases

PRIME CONDITION. PRICES LOW

Just arrived—

Fancy New Elme Figs "Camel" Brand

10-lb. Boxes

Car Fancy Cape Cod Cranberries due in a few days

OUR PRICES ALWAYS RIGHT

HUGH WALKER & SON

Established 1861 Guelph, Ont.

A FEW CAN'T-LOSERS

"As proven time and time again."

LEMONS

"St. Nicholas" "Home-Guard" "Kicking" "Puck"

CAL. ORANGES

"Golden Flower" "Golden Fruit" "Golden Gate"

Your reputation as a Fruiter is best represented by a Thermometer in changeable weather if you don't give plenty of thought to Fruit Brands. Sometimes you have a first-class line—next time a ——— class line. Think it over—use the above brands and the "Mercury" of your business Thermometer will be kissing the top all the time.

W. B. STRINGER & CO., - Sole Agents, - TORONTO

FRUITS and VEGETABLES!

We are in touch with the leading shippers and can supply *the best at closest prices.*

J. R. CLOGG & CO.,

82 St. Antoine St.,
MONTREAL

"MIGHTY GOOD STUFF"

That's what grocers and others say about our lines of

**TWINE, PAPER, BAGS,
JUTE GOODS and STATIONERY**

We aim to satisfy, both in quality and prices. Write us about 'em.

A. M. THORNE & CO., Toronto

Phone M. 5548. 77 Front St. East

BOURQUE'S CATSUP

Only ripe old tomatoes used, giving that delicious piquant flavor that gains customers. Always a selling catsup. Makers of A1 Pickles, Pickled Onions, Chow Chow, etc.

Prices on Request.

H. BOURQUE & FILS.

97 Manufacturers St.,
MONTREAL

Persons addressing advertisers will kindly mention having seen their advertisement in this paper.

The Canadian Atlantic Fisheries

It is Estimated That Nova Scotia Alone Loses \$100,000 Annually Through Poor Methods in Handling Her Catch of Pickled Fish—Reform, Happily is in Sight.

The administration of the Canadian Fisheries is in the hands of the Marine and Fisheries Department, and is carried out through inspectors and overseers appointed by the Government. These inspectors and overseers in addition to their other duties supply the figures which appear as the fisheries statistics in the annual fisheries blue-book. They frequently do not give the accurate and desirable information which the importance of the fishing industry demands. At various times the Government has appointed special commissions to investigate conditions in certain localities, relating to various branches of the fishing industry. As far, however, as the Maritime Provinces are concerned, matters have been allowed to drift along without much attempt to improve the conditions or conserve the various branches of the industry for our fishermen and merchants, and it is felt by everyone interested in the welfare of the fisheries, that it is time something was done to remedy the present most unsatisfactory state of affairs.

The Government's establishment of fish hatcheries, bait freezers, dog fish reduction works, demonstration of the Scotch method of curing herring, etc., are certainly to be commended. They have, however, been more or less abortive, owing to lack of system, the only partial carrying out of the various things attempted, and the seeming impossibility of eliminating politics. Twenty-five years ago lobsters were so plentiful on our shores that fishermen were making good wages catching them at fifty cents per hundred count. During the early part of the present season they were so scarce that fishermen were unable to make living wages with the price at \$40 per crate in Boston. This condition has been brought about by the illegal wholesale destruction of the small-sized and seeded lobsters by the fishermen and packers, in consequence of the law not being enforced by the officers of the department. The conditions in regard to the oyster industry are, if anything, worse than those under which the lobsters are being exterminated. Practically nothing is being done to prevent the depletion of the oyster beds, to say nothing of any effective steps to increase the supply of these valuable shell fish. The clam beds in various parts of the Maritime Prov-

inces are being depleted, in many cases to supply bait for foreign fishermen, whereas, under efficient laws properly carried out, a continuous supply could be maintained to the advantage of all concerned. Unless in the near future, therefore, some radical change is made, these valuable branches of the fishing industry will practically cease to exist. New and stricter regulations are re-

In connection with this article, and the reform advocated therein, it is interesting to note that at the meeting of the Maritime Board of Trade, in August, of this year, the following resolution was proposed and adopted:

"That this meeting of the Maritime Board of Trade endorses the movement for the appointment of a fisheries board to act under the department of marine and fisheries for the regulation and control of the Canadian Atlantic fisheries; and that steps be taken to have this important matter acted upon at the next session of the Dominion Parliament."

The special committee on the modus vivendi also reported as follows:

"The special committee on the modus vivendi beg leave to report that it is highly in the interests of the Canadian Atlantic fisheries that the Dominion Government abrogate the same, until such time as the Government of the United States is disposed to negotiate a new treaty."

The report was signed by S. Y. Wilson, J. W. Stewart, and F. C. Whitman.

quired as well as effective means of carrying them out.

The Loss on Barrel Fish.

It is a recognized fact by all concerned in the fish trade of Eastern Canada, that the existing conditions under which pickled fish are handled are most unsatisfactory. The Dominion Government recognized this, when in 1903, J. J. Cowie, the Scotch expert, was employed to demonstrate the fact that the herring caught on our shores could be made to

give much better returns if cured and packed under the Scotch method. Aside from the question as to whether the large expenditure made by the Fisheries Department has been justified by the results so far obtained, and aside, too, from the question of the proper method of curing, there is one point that all will agree upon, namely, the absolute need of improving the packages. From time to time individual efforts have been made to supply first-class herring and mackerel barrels, but as there was no recognized standard, practically no good was accomplished. The pickled fish industry has continued to be handicapped by the use of trashy packages, with the resulting low standard of the pack, and consequent loss to all concerned. This condition of affairs not only means loss and endless trouble to the merchant and his customers, but unquestionably means a loss to the fishermen. It would be a conservative estimate to put the annual loss to the Province of Nova Scotia on account of the poor methods used in handling the catch of pickled fish at \$100,000. Not only is there the actual loss on account of the low standard or rather lack of any standard, either as regards the cure or the package, but there is also the consequent stagnation of the trade, resulting from the endless trouble and loss to the wholesale dealer, jobber and retailer. Time and again Halifax wholesale houses have received letters from grocers saying that they do not carry herring and mackerel, owing to the impossibility of guarding against the loss which results from leaky packages. At the present time even if the fishermen wanted good packages, they are unobtainable. The Fisheries Committee of the Halifax Board of Trade believe that Canadian barrel factories should be established to put on the market a full supply of first-class inspected packages, fully up to the Scotch standard, and that these should be helped by Government bonus.

The Fishery Board Idea.

The idea of a fishery board for the proper preservation, protection and development of the fishing industry, is one that has proved its worth. One hundred years ago the pickled fish industry of Scotland was in practically the same unsatisfactory condition and position as is that of the Maritime Provinces to-day. A popular agitation

brought about by the Government Commissioner, led to the control of these Royal Fisheries by These Roy Fshery Bo judged by effective n tion in th showing th the pickle land subst In 1811, th tistics are missioners of herring land was \$ developed the number and in 1906 the t was 2,111,0 quantity i Observe by twenty ye resulted in ly quadru doubled years, and than repe thirty-five has contin day with tining i also be st the quality with the that to-da the world laws enact of the bo and have proficient under dir the indust valuable c

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brought about the appointment by the Government of Great Britain, of Royal Commissioners for the betterment and control of the industry of Scotland. These Royal Commissioners were succeeded by what is now known as the Fishery Board for Scotland which, if judged by results, is the best and most effective method of fishery administration in the world. A few statistics showing the growth and development of the pickled herring industry of Scotland substantiates the above assertion. In 1811, the earliest date at which statistics are obtainable under the commissioners administration, the quantity of herring cured and branded in Scotland was 89,934 barrels. In 1831 it had developed to 414,574 barrels. In 1867 the number of barrels cured was 804,090, and in 1902, 1,803,159 barrels, while in 1906 the total number of barrels cured was 2,111,006, exclusive of the enormous quantity used fresh and for smoking. Observe by the foregoing that the first twenty years of board administration resulted in the annual catch being nearly quadrupled, that it was again almost doubled in the succeeding thirty-six years, and that the performance more than repeated itself in the following thirty-five years. This enormous growth has continued right up to the present day with every indication of continuing in the future. It should also be stated that the improvement in the quality of the product has kept pace with the growth of the industry, and that to-day Scotch cured herring leads the world both in value and volume. The laws enacted upon the recommendations of the board are simple and effective, and have together with the thoroughly proficient and capable staff of officers under directions of the board, brought the industry in Scotland to its present valuable condition.

Experience of Foreign Countries.

Twenty-five or thirty years ago the Government of Norway awakened to the possibilities of improvement in their fishery, and sent capable men to all the European countries to study the situation and report. On these reports it was decided to adopt the Scotch system, including the board. As a result the Norwegians have large modern steamers going all the way to the coast of Iceland to operate, and the quantity and quality of their product has increased proportionately with that before mentioned under the Scotch Fishery Board.

About seven years ago Iceland adopted the fishery board system patterned after the Scotch, with even a more complete system of inspection than is carried out by any other government, inasmuch as they grant a certificate with every parcel of pickled or dried fish for export to a foreign country. This ex-

periment has proved so effective and correct that the trading in European countries is actually done on these certificates.

In Holland the Government has made special efforts to increase their fisheries under bounties, etc., but they have not made the progress attained in the countries that have adopted the board system.

In the United States, the administration of the fisheries is carried out through separate State Commissions, whose efforts have resulted in the immense development of various branches of the industry, notably in regard to oysters. Laws have been made to suit the various local conditions, and so effectively carried out, that oyster culture is now on a systematic and scientific basis; the output constantly increas-

SALMON IMPORTS.

Following are the yearly imports of salmon into the United Kingdom since 1896:

Total Imports.	
1896	932,226
1897	1,119,093
1898	1,314,985
1899	926,935
1900	1,032,155
1901	1,003,511
1902	1,734,567
1903	907,076
1904	989,063
1905	792,550
1906	1,233,019
Average from 1896-1900	
(inc.)	1,065,079
Average from 1901-1906	
(inc)	1,085,353
Average for 10 years ..	
	1,075,216

ing, and the value well up in the millions of dollars.

It is now desired by concerted action on the part of those interested to bring the Dominion Government to see that their present progressive policy for the encouragement of the fisheries could be worked out to better advantage to all concerned, by the appointment of a Canadian Atlantic Fisheries Board, on the same lines as the Scotch Fisheries Board, which has control of the Scotch fishing industry. Said board to work in conjunction with the Fisheries Department in all matters affecting the betterment of the conditions of the Atlantic fisheries. A fisheries board representing all interests would thoroughly investigate and advise the department in regard to such matters as the depletion of the lobster and oyster fisheries, the destruction of dog fish, the proper distribution of the output of the

fish hatcheries; the supply of bait, etc. The board must necessarily be a non-political body. It would be under the control of the Fisheries department in the same way as the Scotch board is under the control of the Secretary for Scotland, in that it would have the appointment of the chairman, which chairman and the vice-chairman, are in Scotland the only two paid officials. The Scotch board consists of nine members—the chairman, three members to represent the fishermen, three for the merchants, a scientist and a legal advisor.

APPLE PRICES.

The early apples shipped from Montreal during the week ending Sept. 14 brought on an average from \$3 to \$5.75 in the Liverpool market. Shipments for the week following sold for practically the same prices. The highest price noted was \$6. The demand for good fruit was very steady, but inferior stock was neglected.

The returns from Glasgow for the same week were somewhat higher, prices ranging from \$4.25 to \$5.50. A few apples of fine quality sold as high as \$8.

Reports have been received from the secretary of the Co-operative Fruit Growers' of Ontario that many of the co-operative associations are holding their winter stock for \$1.50 per box, f.o.b. shipping point, No. 1's and No. 2's, wrapped and tiered. Offers of \$1.25 per box have already been received. Other associations have sold their entire output of winter apples at \$3 per barrel for No. 1's, \$2.70 to \$2.80 for No. 2's, and \$1.75 for No. 3's, disposing of their culls at 50 cents per barrel. Some are holding off for \$3.50 for their No. 1's and No. 2's.

Orchards are being sold in Nova Scotia for \$2.25 per barrel on an average as picked from the trees. American dealers are reported paying \$3 for Gravensteins, kings and spies in the Annapolis Valley.

The price asked the American dealers in Northumberland and Durham counties by the buyers who now control the output, was \$3 to \$3.50 for No. 1's and 2's. It has not been learned whether many sales were made at these prices. The buyers, representing firms in New York and Chicago claimed that they would be unable to realize any margin of profit after paying the freight and the duty of 75 cents per barrel.

Word is received from Washington that apples are changing hands in the important orchard districts of the States on a basis of \$3 to \$4 per barrel f.o.b. for No. 1's and No. 2's of standard winter varieties, with such choice kinds as northern spy, jonathan, grimes' golden, yellow newton, etc., running as high as \$5, and in some cases still higher.

FRUIT MARKETS.

(Continued from 149.)

Beets, new, per doz. bunches.....	0 25	0 23
Carrots, Canadian, per doz. bunches.....	0 25	0 30
Lettuce, Canadian leaf, per doz. bunches.....	0 25	0 25
Radishes, Roseland, per doz.....	0 25	0 25
Cucumbers, Canadian, per bask.....	0 30	0 35
Cauliflower, per doz.....	1 50	1 50
Parley, per doz.....	0 25	0 25
Egg plant, per basket.....	0 30	0 30
Corn, new, per doz (green).....	0 15	0 15
Celery, Canadian, per doz.....	0 35	0 40
Cele y, imp. t. d. per doz.....	0 50	0 50
Green Peppers, per basket.....	0 35	0 40
Red.....	0 8	0 8
Cranberries, per bbl.....	10 00	10 00

FISH—The market is somewhat easier this week, owing to receipts from British Columbia. Pacific salmon, qualla and halibut is now quoted locally several cents below the Atlantic varieties. Cod and whitefish continue exceedingly scarce, though stragglings are received. Oysters, bloaters and kippered herring, with the high prices of other fish, are selling exceedingly well. There has been no appreciable change in prices during the week.

Perch, large, per lb.....	0 08	0 09
Blue pickerel, per lb.....	0 08 1/2	0 09
White fish, Georgian Bay, per lb.....	0 12	0 12
Whitefish, winter caught, per lb.....	0 10	0 10
Haddock, fresh caught, per lb.....	0 07	0 08
Herring, medium, per lb.....	0 07 1/2	0 08
" jumbo, per lb.....	0 10	0 10
British Columbia salmon, per lb.....	0 12	0 12
Qualla, per lb.....	0 10	0 10
Trout, fresh, per lb.....	0 11	0 11
Ciscoes per basket.....	1 00	1 25
Labrador herring, per bbl.....	4 75	4 75
Hallbut, fresh caught.....	0 10	0 10
Shredded cod per lb.....	0 08	0 08
Shredded cod per doz.....	0 95	0 95
Halifax fish cakes, case.....	2 40	2 40
Acadia tablets, per case.....	4 80	4 80
Live lobsters.....	0 20	0 35
Bluefins, small white, per lb.....	0 07	0 07
Mackerel mediums, each.....	0 12	0 12
" large.....	0 21	0 21
Finnan H.ddie, per lb.....	0 09	0 09 1/2
Oysters, per gal.....	1 85	1 85
Shell oysters, blue points per 100.....	1 50	1 50
Bloaters per doz.....	1 75	1 75
Kippered Herring.....	1 75	1 75

APPLE CROP PROSPECTS IN ONTARIO, QUEBEC AND LOWER PROVINCES

The Department of Agriculture at Ottawa has issued the following report on the fruit and vegetable crop prospects throughout Ontario, Quebec, and the Lower Provinces :

The recent rainfall throughout Ontario and Quebec has relieved somewhat the gloomy outlook caused by the long continued drought. It arrived too late to produce any marked effect upon early and fall apples, which will be undersized in the majority of instances. The winter varieties, however, are now growing rapidly. It is hoped they will reach a good average size and acquire a fair color.

In this connection it is interesting to note that the fruit dropped less and reached a larger size in well cultivated orchards, even in the driest sections. This is a grand object lesson. It is indisputable evidence in favor of the conservation of moisture by clean cultivation.

Rainfall in Nova Scotia, New Brunswick an exceptionally wet season in the two provinces intermittenly. In fact, it has been wick, and Prince Edward Island continued sections. Dry weather has prevailed for some time in the lower mainland of British Columbia, but in the inland valleys the precipitation has been rather heavy during the months of August and

September. As a consequence the fruit is ripening slowly.

Heavy winds and equinoctial gales are reported from the Maritime Provinces and parts of Ontario. Considerable fruit has been blown from the trees, but as far as can be learned no great damage has been done.

A slight frost is recorded in the Niagara Peninsula, not sufficient, however, to injure the grapes. The growers in this section will be fortunate in harvesting their late grapes before more serious frosts occur.

Apples.—The winter apples throughout Ontario are now growing rapidly. Should the present favorable weather continue into October the late varieties will likely reach a good average size, but early fruits are past the intervention of favorable weather conditions.

The outlook for September, as noted in the different sections throughout the Dominion, is as follows :

In counties bordering on Lake Erie fall apples are light to medium, with the exception of Spies and Baldwins, which are reported very nearly medium.

In the counties on Lake Huron and inland to York County, fall apples are light to medium; winter apples on the whole will be an average crop, though Greenings are reported light to medium, and Spies a medium to full crop.

In the counties bordering on Lake Ontario, north to Sharbot Lake, and Georgian Bay, the majority of correspondents report fall apples to be a medium crop, and winter apples a medium to full crop.

The prospect for Prince Edward County apples is a little brighter since the heavy rains; but the fruit will be small compared with the usual size from this county. Throughout Northumberland and Durham counties along Lake Ontario the trees are heavily loaded with exceptionally clean winter fruit.

In Ottawa and the St. Lawrence Valleys to Lake St. Peter and in Southwestern Quebec, fall apples are very nearly a medium crop, while winter varieties are light to medium. The local market will absorb all the apples in this section. Scab or "spot" has developed rapidly on the Fameuse, particularly in unsprayed orchards, during the past month.

New Brunswick, Nova Scotia, and Prince Edward Island will not have enough apples for local consumption.

Hants, King's, Annapolis and Digby counties, Nova Scotia, report a medium crop of fall and winter varieties. The fruit is of good size and unusually clean. Although this is generally known as (Concluded on Page 160.)

IS THE BANANA DESTINED TO SUPPLANT THE APPLE ?

In one of the reports recently issued by the Dominion Government attention was directed to the banana being a serious competitor of the apple, and the likelihood of its displacing the apple when prices for the latter are exceptionally high. In view of this supposition it might be well to direct attention to the enormous consumption of bananas in the United States and Great Britain. It is estimated that 35,103,379 bunches were used in the States last year. The banana trade of the United Kingdom is, of course, small in comparison. Nevertheless, according to the following statistics from the September Crop Reporter, it will be seen that the growth of the trade has been relatively much greater in the United Kingdom than in the States.

Comparing the trade of the two countries in the five-year period, 1902-6, imports for consumption in the United States increased only 38.5 per cent., while the increase in the United Kingdom amounted to 127.2 per cent. The following statement shows in detail the growth of the banana trade in the past six years:

Imports of Bananas Into the United Kingdom.

Country.	1901.	1902.	1903.	1904.	1905.	1906.
	Bunches.	Bunches.	Bunches.	Bunches.	Bunches.	Bunches.
Madeira	43,231	19,102	22,075	10,114	4,832	1,690
Canary Islands ..	1,636,946	1,817,533	1,941,472	2,060,330	2,451,966	2,401,118
Costa Rica	440,934	1,363,071	2,061,705	2,736,348
British W. Indies	547,043	967,405	682,883	476,868	1,218,922	1,286,407
Other countries...	1,452	660	152	128	489	141
Total	2,228,672	2,804,700	3,087,516	3,910,511	5,737,914	6,425,704

Dealer, for people finished a rejected up. Tak three or f particular ize if you v high, but t be consider In the great deal secure it tl A good must have They must showing th or New Yo will refer A clear for display your patro of your treatment strong con A cont on which well to be the public

COSMELLI, Valer
GREMIDI B
A. J. REGG
SAMUEL R
NORFOLK
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KOPS BRE
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KY
73 F

WALL PAPER REPUTATION.

Dealer, aim to make your store THE correct place for people to buy their wall paper. Once you have established a reputation for this, it is not so difficult to keep it up. Take any city you like and you will find there three or four stores of outstanding importance in their particular lines. These are the correct places to patronize if you want to be in the style. Prices are undoubtedly high, but the public is willing to pay high prices just to be considered correct.

In the wall paper business this reputation means a great deal to the ultimate success of a merchant. To secure it three or four things are essential.

A good selection of goods is very necessary. You must have fashionable lines to show your customers. They must be brought to understand that what you are showing them is the right thing in Montreal or Toronto or New York. Then they will trust your judgment and will refer their acquaintances to you.

A clean, bright show room, with the latest facilities for displaying goods and with comfortable chairs for your patrons, is needful, if you would have the good word of your customers. Politeness and courtesy in your treatment of these customers must be added to make a strong combination.

A continuity of business on the same scale as that on which you set out becomes necessary. It is all very well to begin well, but unless you keep up your record, the public will lose confidence in you.

We represent the following high-class firms :


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| COSMELLI, MEYER & CO., London, Eng., Denia and Valencia | - | - | - | Valencia Raisins, Shelled Nuts, Apricot Pulp. |
| GREMIDI BROTHERS, Patras | - | - | - | Currants. |
| A. J. REGGIO & CO., Smyrna | - | - | - | Turkish Figs, Sultana Raisins, Seeds. |
| SAMUEL RAE & CO., Leghorn, Italy | - | - | - | Finest Olive Oil Manufactured. |
| NORFOLK VIRGINIA PEANUT CO., Norfolk, Va. | - | - | - | Peanuts. |
| T. H. STIRLING & CO., Liverpool | - | - | - | English Chicories. |
| J. MacLEOD, Trinidad, B.W.I. | - | - | - | Cocoa Beans. |
| KOPS BREWERIES, London, Eng. | - | - | - | Non-Alcoholic Beverages. |
| CASTLE BROTHERS, San Francisco | - | - | - | California Fruits. |

We will be pleased to quote prices for import on application.

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50 Years' Successful
Handling of Wall Paper.

Salesman on the Road Now.

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MAKERS OF SUPERIOR WALL PAPER
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'CAMP' COFFEE

The Golden Rule!

Once tried, always wanted—that is the golden rule that governs the sales of "CAMP" Coffee. Through all weathers and all seasons this delicious, easily made and economical coffee steadily grows in favour with all coffee drinkers. "CAMP" Coffee yields excellent profits and also adds to your reputation for selling only the very best of everything. Stock it freely. Stock it now.

Manufacturers—
R. Paterson & Sons,
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DRIED APPLES

are a specialty with us and we are always open to buy and will pay highest prices for bright goods. Merchants having white dried stock will find it to their advantage to send us sample and state quantity held.

We are also open to buy evaporated Apple Chops and Waste in bags.

THE
W. A. GIBB CO.,

Packers and Exporters,
Hamilton, Ont.

ESTABLISHED 1886

EVAPORATED APPLES CANNED APPLES DRIED APPLES

We are buyers and sellers of above. Car lots or smaller quantities. Correspondence solicited.

O. E. ROBINSON & CO.
INGERSOLL, CANADA

GROCERS!

Save Money

You can do so in buying your fruit from us. We purchase in car lots and secure the finest quality fruit grown. We shall be pleased to quote you on

Nassau Grape Fruit

first lots arriving. Very fine fruit.

Florida Grape Fruit, Florida Oranges, Mexican Oranges

These will be in season shortly, and we have arriving choice quality fruit. Let us know your requirements and we shall be in a position to give you best market prices.

Almeria Grapes

First-class stock now being received. Best variety offered. Long keepers. Our prices will interest you.

Montreal Fruit Exchange

195 McGill St., Montreal



The Dawson Commission Co.

Handlers of all kinds of

Fruits and Farm Produce. Apples and Poultry : specialties of ours.

We have 20,000 bbls. of apples to sell.

SWEET POTATOES, ORANGES, LEMONS, ONIONS and all goods in season.

Get in touch with us.

The Dawson Commission Co.
TORONTO

Correspondence and Consignments Solicited.



Toronto is Headquarters for
FISH

We are headquarters in Toronto

Direct connections with the leading sources of Supply and FRESH ARRIVALS EVERY DAY make this house essentially HEADQUARTERS for whatever is worth your while and at prices that will tie your trade to us.

Those who care to make comparisons will find us distinctly and positively in the lead on any of the following lines:

Fresh Fish

Frozen Fish

Finnan Haddies

Ciscoes

Bloaters

Labrador Herrings

Boneless Cod Digby Smoked Herrings

Salt and Pickled Fish of all kinds

Oysters. Our famous Blue Points have won a reputation all over Canada as second to none.

We fill all orders and answer all correspondence same day as received.

The F. T. James Co., Limited

Catchers and Wholesale Distributors of Fish and Oysters

TORONTO

WE ARE HAVING



OF

Ocean Brand Fish

THE PICK OF THE MARKET—EVERY BOX
GUARANTEED STRICTLY FIRST-CLASS

Haddies

Bloaters

Kippered Herring

Large Frozen Mackerel

Large Frozen Herring

We are headquarters for all kinds of

Fresh, Frozen, Smoked and Salt Fish, etc.

both for home and export trade.

HALIFAX COLD STORAGE CO., Limited

Successors to E. M. BOUTILIER

HALIFAX, N.S.

"Gingerbread"

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Molasses

In 2, 3, 5 and 10-lb. cans

Put up solely by

Dominion Molasses Co.,

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D. HATTON & CO.

Wholesale Receivers of

FISH

*Fresh, Smoked, Salted, Green,
Dried, Boneless, Pickled and
Shell Fish.*

MONTREAL, QUE.

—BUY—

Star Brand

COTTON CLOTHES LINES

—AND—

COTTON TWINE

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

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

LARGEST PACKERS OF SEA FOODS
ON NORTH ATLANTIC COAST

ATLANTIC FISH COMPANIES, LIMITED

Head Offices : LUNENBURG, NOVA SCOTIA.

SALES OFFICES AT

HALIFAX, MONTREAL, WINNIPEG,
ST. JOHN, VANCOUVER.

PACKERS OF THE CELEBRATED

"Halifax," "Acadia," and "Bluenose,"
Brands of Prepared Boneless Codfish.

SEA FOODS of every description.

Write our nearest office for quotations and price lists.

ATTENTION!

New Pack of $\frac{3}{4}$ Mustard Sardines



BRUNSWICK BRAND

Sanitary Can

We guarantee the goods

Write for sample and be convinced

Connors Bros., Limited

Black's Harbour, N. B.

There's as much difference between

"King Oscar" brand Sardines

and other brands as there is between
Electric and Candle Light

It's easy to talk, but "the proof
of the pudding is in the eating."

Your customers, once they try a
tin of "King Oscar" Sardines, will
insist upon that brand always.

"Those who know" buy

"King Oscar"

For sale by leading jobbers.

John W. Bickle & Greening

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Canadian Agents, HAMILTON.

**PROTECT YOURSELF
—BY—
PROTECTING YOUR GOODS**

In the Largest, Most Modern Mechanical

**Fireproof Cold
Storage Warehouse**

IN CANADA.

*Direct connection to warehouse from Main Lines C.P.R. and I.C.R.
save cartage.*

*Adjoining wharves of ALLAN, DONALDSON and THOMSON S.S.
lines save time.*

Fireproof Construction saves risk.

*Through Freight Rates to Europe save risk of freezing in transit.
Save trouble.*

Capacity 1,000,000 Cubic Feet

Ready For November 10th.

**The New Brunswick
Cold Storage Co., Ltd.**

ST. JOHN, N.B.

Don't & Forget

LET THE TIME PASS

D. & F.
Brand of

Pork Sausages

TO GET IN YOUR ORDER

Sausage time coming

D. & F.

means

Quality and Future Trade

DROP US A LINE—
ROP the other fellow

DAVIS & FRASER

Halifax, N.S.

Charlottetown, P.E.I.

Every pound of

CRYSTAL GRANULATED SUGAR

is guaranteed to be unsurpassed by any sugar in the world for **PRESERVING PURPOSES.**

Insist on getting CRYSTAL granulated.

MANUFACTURED BY THE

Wallaceburg Sugar Co.

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WALLACEBURG, - ONT.

Western Representatives—Mason & Hickey, Winnipeg.

Don't Delay Order-
ing Your

SALT

any kind

VERRET, STEWART & CO.

LIMITED

MONTREAL

their "off year," and some orchards in consequence are not bearing, the crop on the whole is fully up to the average in quantity and far above it in quality. Indeed, it is generally believed that the exports from this section will be at least 10 per cent. greater than last season.

The only condition to be considered in connection with the fulfilment of the bright prospects is the equinoctial winds.

British Columbia will have slightly more than the average quantity of apples, this year. The heavy hailstorms which visited part of the Okanagan valley will reduce large quantities of fruit, in the orchards affected, to the No. 2 grade.

Pears.—Early and late pears will be light in nearly all sections. In British Columbia, however, the crop is generally above the average.

Plums.—The Japan varieties are usually failures this year. The European varieties are below the average, while the American plums are a medium crop in the commercial plum sections of Ontario. The excellent plum prospects for British Columbia have been slightly lowered in the inland valleys on account of the unusual rainfall during the past month.

Peaches.—The crop is very light this

year. Early St. Johns have been marketed and have brought high prices. All varieties are now ripening fast and are running into one another. Canning peaches are very scarce. The Elberta is the main crop this year in the commercial peach sections.

Grapes.—The rot has not developed to any serious extent, though it is present in many places. A medium to full crop will be harvested in the Niagara district.

Tomatoes.—Tomatoes are making a very good showing after the rains. A good crop is being harvested, although the rot has been quite destructive. Should the frost hold off until the entire crop ripens the quantity harvested will be much larger than was anticipated early in the season.

CLEAN CANNING FACTORIES.

Government Inspector Finds Pretty Satisfactory Conditions in Western Counties.

The inspector of the Provincial Board of Health, Dr. R. W. Bell, who has recently returned from an inspection of twenty-three factories situated in twenty-two towns in the counties of Middlesex, Lambton, Essex, Kent, Elgin and Norfolk, gives a pretty satisfactory report. The factories in question had not

been previously inspected by officers of the Board of Health. With the exception of four or five factories, the inspector found them in pretty satisfactory condition. What Dr. Bell objected to in the questionable factories was simply the manner of disposing of the refuse, which was thrown outside and allowed to ferment, causing filth and bad odors in the vicinity of the factory. In every case the managers promised to remedy the matter at once. The inspector found that most of the people employed in these factories were local residents, not foreigners, and seemed to be particularly cleanly people.

When the factories in the Niagara district were visited last year, the chief objection was to the help. The canners in the west seem to be free from the difficulties of securing local help experienced by the Niagara men, and in consequence, are not forced to house their employes. This was the feature that seems to have caused most of the trouble in the Niagara district.

Laporte, Martin & Co., the Montreal wholesale grocers, are advertising in this issue various lines of canned goods, including "Soleil" brand, for which they are agents. Their "Victoria" salmon and Norway sardines are also mentioned.

Expect to arrive by 1st November the best known brand

Duff's Labrador Herrings

in barrels and half barrels

Whitman's No. 1 and No. 2 Green Cod Fish

New Valencia Raisins, 1907 crop, "Paris Brand," to arrive by second direct steamer "Jacona," due Montreal the 15th November.

Currants, Tapioca, Sago by first steamer.

Canned Goods, "Log Cabin," "Simcoe," "Boulsters."

Full Line of Teas

Do not order before getting our prices—they will interest you.

As usual, we handle in large quantities **Flour, Feed, Grain, Provisions, etc.**

C. O. Genest & Fils
WHOLESALE GROCERS :: ::

Sherbrooke, P.Q.

FLOUR SUGARS GRAIN FEED

We are specialists in these lines, as we buy in car lots and consequently are in a position to turn over the goods at the best prices ruling.

Our sugars are of the finest quality, direct importations from Scotland, for every purpose. Manufacturers using this article will consult us to their own advantage.

Write for our prices on any of the above lines. They will interest you.

Samples Cheerfully Furnished

The Standard Trading Co.

Board of Trade Building
MONTREAL

Jose Segalerva

Málaga

Spain

Packer of

Malaga Table Raisins

“ **Loose Muscatels**

“ **Seeded Raisins**

Shelled Almonds, Etc.



Superior Quality
Very Attractively Packed

*Segalerva's Brands are well know everywhere
and can be had from your Wholesaler.*

Be Sure to Ask for “Segalerva”

AGENTS

Rose & Laflamme
Montreal and Toronto

ADVANCES IN NEW BRUNSWICK

Flour, Grains, Sundries and Shipping Tariffs All Increase Materially—Good Outlook for Large Winter Business.

(Special Correspondence of Canadian Grocer.)

An advance of forty cents a barrel in the price of Manitoba flour in three days, "is going some," say the local grocers. On Wednesday last both Manitobas and Ontarios advanced twenty cents, and on Friday, Manitobas took another leap of twenty cents. This makes the price of Manitobas \$6.95 a barrel, and Ontarios \$6.10 to \$6.20.

Oatmeal advanced forty cents again on Friday, and increases in other lines are reported.

In the provision line, beans and barley have also advanced, and Ontario oats are now selling at sixty cents a bushel, an increase of four cents. None of the new crop is yet on the market, and it is hoped the prices will go down when this year's product begins to arrive.

It is estimated that the wheat crop in New Brunswick this year will amount to 500,000 bushels, which is larger than ever before. Buckwheat is very scarce, and none of the Western product has yet been received.

Prices of chocolates and cocoas took another boost on Wednesday. The amount of this latter advance was two cents per pound. The total increase in these lines amounts to 50 per cent. during the last five weeks.

A car of Canadian grapes was received here Thursday by A. L. Goodwin, and the price was dropped from 45 and 50 cents to 35 cents flat. This is as low a point as grapes may be expected to touch, as the crop was not heavy.

The outlook for a successful winter port business during the season of 1907-08 looks very bright. At least, one additional wharf and warehouse will be available, and the list of sailings for the different steamship lines show an increase in the number of steamers that will come here. It was thought arrangements would be made to have a floating elevator brought here from Montreal to help carry on the work, but this idea has been abandoned and the C.P.R. has guaranteed to furnish grain to all steamers that use the new wharf where there will be no conveyor is winter.

The Common Council at their meeting on Monday, Oct. 7, adopted the following resolutions favoring an increase in the tariff for freight handled during the winter, and cutting down the rate for steamers which ply here the year

THE NEW COMMANDMENTS.

1. Thou shalt not in any wise boast, brag, bounce or bluster, or the wise man will hold thee in low esteem.

2. Thou shalt not permit thy wife to be living at the rate of £200 a year when thy business is not yielding more than £199; nor shalt thou withhold from her the business information which, as a helpmeet, she is entitled to receive.

3. Thou shalt not mock the unsuccessful man, for he may be richer in his poverty than thou art in thy boasted abundance.

4. Thou shalt not carry the counting-house into the domestic circle, nor in any wise spoil the children's hour by recapitulating the bankruptcies of the day.

5. Thou shalt not hob-nob with idle persons, nor smoke with them, nor encourage them, nor approve their evil life.

6. Thou shalt not keep company with an unpunctual man, for he will certainly lead thee to carelessness and ruin.

7. Thou shalt not forget that a servant who can tell lies for thee may one day tell lies to thee.

8. As to hours of slumber and sleep, remember the good old rule:

Nature requires five,
Custom gives seven;
Laziness takes nine,
And wickedness eleven.

9. Neither a borrower nor a lender be, but give where well bestowed right cheerfully.

10. Be honest in copper, and in gold thy honesty will be sure.

round. Formerly the summer rate was higher than that charged in winter.

The section relating to winter port rates was as follows: Your Board having considered the matter of tariff for this winter's business, would recommend that in view of the fixed charges

and the expenditures at the Union wharves, St. John West, being in excess of the receipts, the tariff rates on the winter port business be revised in the following particulars, that is to say: That the rate for cattle be increased to three cents each (present rate being two cents each); that the rate on general goods be increased to ten cents per ton (the present rate being five cents per ton); that the rate on deals, timber and lumber loaded from barge or otherwise be ten cents per 1,000 (the present rate is charged only on lumber over the wharf).

The following recommendation, dealing with summer rates, was also passed: Your Board recommend that the winter tariff rates apply at the west side berths during the summer season on all through goods for Quebec, Ontario, Western Canada and the United States, imported by ocean liners which are engaged in the winter port trade.

The question of harvesting the potato crop is still troubling the farmers in various sections of the country. A Jacksonville (Carleton county) man who was in St. John a few days ago, said the crops in Carleton county were excellent, but the great trouble was in the harvesting.

No doubt readers of The Grocer who have read about the big Red Rose Tea warehouse in St. John, "the largest tea warehouse in Canada," will learn with interest of the fine residence which the proprietor of this concern is now having built on Mount Pleasant avenue, in this city. When completed, this building will be one of the finest and most luxuriously appointed homes in St. John. The structure is composed of the best stock brick, with reddish freestone trimmings. The roof will be of slate, finished with an artistically designed steel cresting. The interior will be finished in quartered oak, and other varieties of hardwood, and the plumbing will be of the most modern and approved type. The building throughout will be amply lighted by large windows fitted with heavy plate and leaded glass of appropriate design. The height from the peak to the ground is forty-two feet. The building is practically square, the average measurement of the sides being about 58 feet each. A splendid lawn and many shade trees surround the house. Mr. Estabrooks and his family expect to move into their new home on or about the first of May next.

Fire on Oct. 4 destroyed the saw and grist mill at St. Martin's (N.B.), owned by J. Aubrey Vaughan. The handsome

(Concluded on page 174.)

Of Interest to You

When a grocer sells cheap baking powders he invites dissatisfaction. The cake being spoiled by the powder, all the ingredients will be classed as inferior, to the discredit of the grocer who sold them. The sale of lower-cost or inferior brands of powders as substitutes for the Royal Baking Powder, or at the price of the Royal, is not fair towards the consumer, and will react against the reputation of the store.

Royal is recognized everywhere and by every one as the very highest grade baking powder—superior to all other brands in purity, leavening strength, and keeping quality. It is this baking powder, therefore, that will always give the highest satisfaction to the customer; and a thoroughly satisfied customer is the most profitable customer that a dealer can have.

Ask your jobber for Royal Baking Powder. In the long run it yields more profit to the grocer than the low-priced alum brands.

Don't Forget

That as the chill weather of winter approaches, a pipe by the fireside is a very popular household institution. Be wise. Keep plenty of

T. & B.

in stock. Don't let the man around the corner get ahead of you in this respect. **Remember, once you get a T. & B. customer, you have him for good, because he simply won't change the brand.**

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



Criticism

Upon what men say of a new book, a line of canned goods, a new invention, or a cigar, depends the success of that article.

We feel flattered by the comments made daily on

**ROYAL SPORT and
HOGEN MOGEN CIGARS**

But then, we are not surprised for always has it been our aim to manufacture cigars that for **quality cannot be surpassed.** Using the **very best tobacco** and employing **only skilled help** make possible the fulfilment of our ambition.

If you are not one of those progressive grocers handling our cigars, write us to-day. **Do not hesitate, man, for every day you wait you are losing sales.**

The Sherbrooke Cigar Co., - **Sherbrooke, Que.**

Protection

"You can
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TOBACCO INDUSTRY IN CANADA

Protection is Required—How the Industry Has Grown in the States—Canada's Share of the English Trade.

"You cannot imagine the room for development there is in the tobacco business in Canada. It is quite possible to make tobacco growing and exporting one of the great industries of the Dominion, and if the Government were to act with the producers and dealers it would be no time before a business amounting to over a million dollars annually would be placed on a firm basis."

This is what J. M. Fortier, the tobacco man, Montreal, was telling The Grocer about the situation in tobacco circles in Canada to-day. Mr. Fortier firmly believes in the possibilities of the tobacco trade in Canada, and as he has been in the business for years, what he has to say is worth listening to.

"Let the Government act in unison with us," said he, "and we shall show astonishing results. We can grow tobacco in Canada, and we can grow it in sufficient quantities to supply the English market, which now draws its supplies principally from the United States. There is no reason why we should not have the bulk of the trade now controlled by the Americans, with the exception of that tobacco known as Bright Virginia.

"First of all, we have a preferential tariff. I believe the duty on tobacco going into England to-day is something like 3s. or 3s. 7d. Allow us a preference of 10 per cent. on this raw leaf tobacco, and we will be in a position to export many millions of pounds.

"Some years ago, there was no such tobacco industry in the United States as there is there to-day. All their good tobacco was imported under a 35c. a pound duty. The Americans, however, were quick to recognize the possibilities of improvement in the tobacco business in their own country, and passed a law putting a duty of \$1.85 upon all cigar wrapper tobacco coming into the country.

"The firms who were selling tobacco to the States perceived that they could make big money by growing it there, and finding the climate satisfactory, they began the cultivation of the weed. Millions of dollars have been invested in the enterprise, and hundreds of thousands of acres are under cultivation to-day, which, but for the increased duty on imported tobacco, would probably never have been touched. The situation in Canada to-day is very similar.

"We are now importing large quantities; if we were protected, even to the extent of 35c. a pound, as the Americans were before 1892, we would encour-

age practical tobacco growers to come to Canada, and would attract capital for investment in the industry.

"This 35c. a pound the Government is now collecting—10c. a pound on the raw material, and 25c. a pound on the manufactured tobacco—as an excise duty. Now, if the Government were to collect the 35c. a pound on the raw material, the protection would exist, and they would get the same revenue.

"At the present time the annual growth of tobacco in the Dominion is in the neighborhood of nine to ten million pounds. In Quebec Province there are under cultivation something like 5,000 or 6,000 acres, and this province supplies five or six million pounds annually of Canada's entire growth. Ontario grows in the neighborhood of four or five million pounds, while in British Columbia it is probable that they produce something like 200,000 pounds a year of the finest tobacco.

"The tobacco we are growing is very much like what the States to the south are producing. Our Rose Quesnel, for instance, is similar to the Little Dutch variety, grown in Ohio. Quebec produces what is known as seed tobacco, while Ontario is known chiefly for the White Burley tobacco. All of what is grown in Canada is used in the country by such concerns as the American Tobacco Company, Rock City Tobacco Company, Dominion Tobacco Company, St. Laurent

**SWEET
CAPORAL**



CIGARETTES

**STANDARD
OF THE
WORLD**

Sold by all the Wholesale trade

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., Glasgow, Scotland.

JOS. COTE

Importer and Wholesale Tobaccoist
Established in 1887

Staple and Fancy Smokers' Sundries. Imported Cigars. Egyptian Cigarettes. Briar and Meerschaum Pipes with silver and gold mountings of the highest quality.

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Office and Sample Room: 188 St. Paul St., Phone 1272
Branch: "EL SERGEANT GIGAR STORE," 179 St. Joseph St.
Phone 2097 - - - QUEBEC

All First-Class Grocers

Handle

OLD CHUM

Cut Plug Smoking Tobacco

It's a Trade Bringer.

Tobacco Company, and others. MacDonald's plug tobacco is all imported, but given time, Canada could just as well as not supply this tobacco.

"But the Government must take an interest in the situation before we can make any progress. If they will begin a campaign to educate the farmers to the possibilities of tobacco growing, in time we shall be producing tobacco in every province in the Dominion, and we shall have captured a great share of the trade of England, which amounts to one hundred million pounds a year.

"As it is to-day, interest in the industry is limited, and tobacco growing is not understood by the farmers. A man will plant in the spring; tend the tobacco all summer; then, after harvesting it, will probably go about his work incorrectly and lose the result of his four or five months' effort, securing poor tobacco which might have been of the finest quality if curing had been properly done.

"It will come in time," said Mr. Fortier, "but the Government possesses the power to expedite matters."

eastern shore will be located at Chester, and the work of construction will soon be started.

The export of live lobsters to the American market during the open season is also very heavy, and these command a very high price. Hundreds of crates are shipped weekly from Halifax and Yarmouth direct to Boston. The demand is always good and the prices are very satisfactory. The lobster industry is carried on in the spring before farming and other fishing is resorted to, and this puts money into circulation at the time of the year it is needed most.

PROSPERITY IN NOVA SCOTIA

Good crops and Good Prospects for Business Prevail to Counter-balance General Advance in Prices—Something About Lobsters.

(Special Correspondence of The Canadian Grocer)

Halifax, Oct. 14.

Prosperity reigns in the Province by the sea, and on every hand there is a most marked development. New industries are springing up in many of the cities and towns, the mill and the mine are working overtime, and the farmer and fisherman are reaping a harvest. Scarcity of labor is a great drawback, and on every side is heard the cry for help. The collieries are the greatest sufferers for the want of labor, as sufficient men are not available to operate the mines up to their capacity. Business appears to be expanding, and there are general good times all around. There need be no idle men in Nova Scotia to-day, and in the majority of cases employers are paying a fair wage for a fair day's work. Many of Nova Scotia's best sons have been attracted by the "lure" of the West, just at a time when their services are required at home, and where the opportunities are just as great.

The grocery trade in Halifax has been exceptionally good this season, and the volume of business transacted is fully up to the average of the best seasons. In fact, some of the dealers say that business was never better. Many of them have been obliged to enlarge their premises to meet the growing business, and, on the whole, they are well satisfied with the outlook. Collections are good all round, and there is no complaint regarding present conditions. The high cost of living is now a matter for serious consideration, and the business man in many cases has been obliged to keep down his profits as fine as possible. In all lines there are advances, and this bears heavily on the consumer. In flour, meat, milk, eggs, butter and other articles, the increase has been very heavy, and on this

score there is a general complaint. Wages have not advanced in keeping with the increased prices of food products, and there appears to be no remedy in sight for the existing conditions. Fish is another article that commands a high price. Notwithstanding the large catches, there is a ready sale for all that is marketed. Codfish, which sold at retail a few years ago for five and six cents per pound, is now worth nine cents, almost double the former figures.

Lobsters are almost at a prohibitive price, and the demand for export is very heavy. Quite recently there was more than \$200,000 worth sent forward to France and England in a single shipment. The largest exporters of lobsters from Halifax are the Robert Simpson Company, Limited, M. Neville & Sons, James Fraser, Leslie Hart & Company, and F. Smith & Company. These lobsters bring \$17, f.o.b., a case in Halifax. Years ago the United States was the largest customer Nova Scotia had for canned lobsters. Now the neighboring republic is taking second or third place. England and France now lead in the purchase of the crustaceans. The quantity of lobsters caught remains almost stationary from year to year. If anything, there is a decrease. On the other hand, however, the canning factories have increased very rapidly, so that it is difficult to get the quantity of lobsters wanted. Steps will soon have to be taken to more adequately protect this valuable shell fish. The regulation regarding size is said to be openly disregarded by many fishermen, and the close season is not always respected.

The Government is establishing lobster hatcheries in places where the most good can be derived from their operation. The first hatchery on the upper

The apple crop in Nova Scotia this year is away above the average. All the fruit is of exceptionally good quality and high prices prevail. The demand for apples for export is heavy, and every week thousands of barrels are going forward from this port, principally to the English market. The failure of the crop in England this year has benefited the Nova Scotia grocer, and the latter is making hay while the sun shines. Nova Scotia fruit has also met with great favor in South Africa, and several thousand barrels have been shipped to that country.

(Continued on page 172.)

Rock City
Tobacco Co.

LIMITED

QUEBEC and WINNIPEG

High-Grade

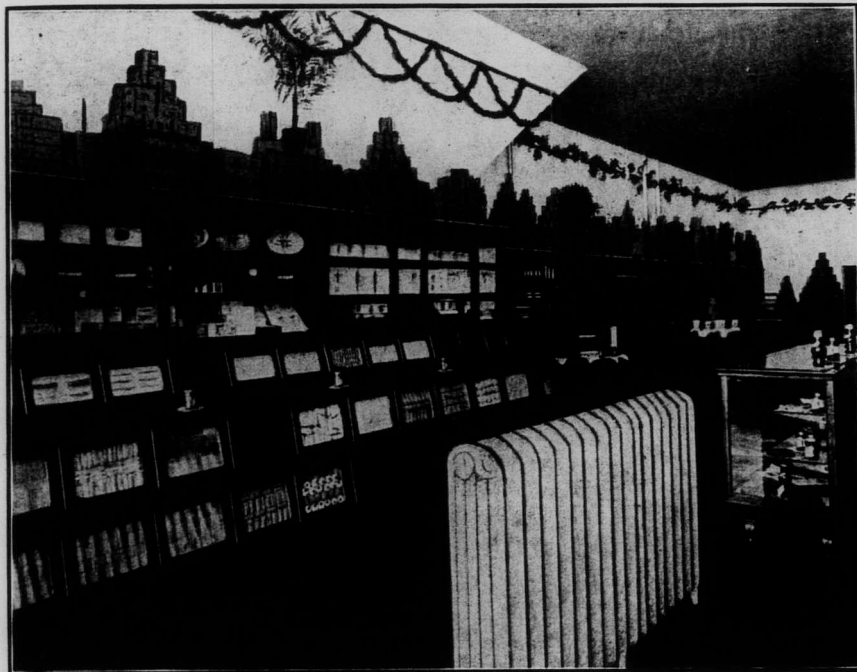
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Cigars and

Cigarettes

THE PROPER ARRANGEMENT AND EQUIPMENT OF STORE INTERIOR IS OF FIRST IMPORTANCE TO THE LIVE MERCHANT.



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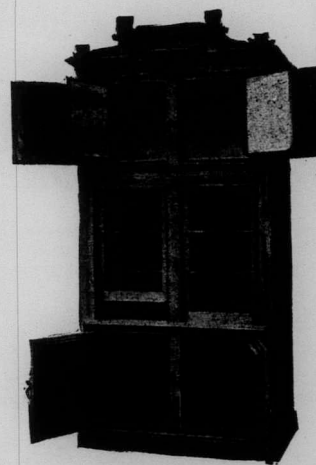
make an ideal store arrangement; they economize space, provide clean and attractive interior display and facilitate the quick handling of goods.

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The Walker Bin & Store Fixture Co., Limited

Berlin, Ontario

Representatives: Manitoba, Stuart Watson Co., Winnipeg, Man.
Saskatchewan and Alberta, J. C. Stokes, Regina, Sask.



Still the Best on the Market

Arctic Refrigerator

Serviceable, Dry, Low Temperature and Easy-Price.

John Hillock & Co., Ltd.

Toronto

They Grease the Wheels of Commerce

Even if they didn't save you a cent, they so simplify relations with your trade, so thoroughly eliminate the causes of petty disputes, that they are a good investment.



The ALLISON Coupon Books

But they DO save you not cents, but DOLLARS, so many dollars that, as a business proposition, you should have them, whether you can afford to do without them or not. Thousands of progressive merchants are using them.

How They Work:

If a man wants credit for \$10 and you think he is good for it, give him a \$10 Allison coupon book and have him sign the receipt or note form in the front of the book, which you tear off and keep. Charge him \$10; no trouble. If he buys a plug of tobacco for ten cents, tear off a ten-cent coupon, and so on for all his purchases until the book is used up. No pass books, no charging, no lost time, no errors and no disputes. Allison Coupon Books are recognized everywhere as the best, BECAUSE THEY ARE. Let us send you cancelled sample, free.

Manufactured by

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Indianapolis, Indiana.

The EBY, BLAIN CO., Canadian Agents

DELAY IS COSTING MONEY



When a Fixture Saves its Cost the First 90 days, CAN YOU AFFORD TO WAIT?

Any one of the thousands of retail grocers using the

Perfection Cheese Cutter

will tell you of its merits.

Wholesale grocers in all large cities handle it. If yours don't, then write us for circulars, etc. A postal will get you full information about it. Write to-day. Send all orders to

Shipped f.o.b. Hamilton, Ont.
THE AMERICAN COMPUTING CO., Indianapolis, Indiana

BIRKMYER'S WATERPROOF FLAX-CANVAS



Thousands in use. Best waterproof in the country.

Just as cheap as the common ones, but infinitely better.

For Horses, Waggons, Feed-bags, Capes, etc., etc. All styles and sizes in stock.

Samples cheerfully furnished

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201 Sparks St.

Toronto
125 Simcoe St.

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28 St. Peter St.

SING OUT YOUR WANTS

There's only one way to get what you want. Ask for it in the most likely place. Likewise, if you desire to dispose of anything you must tell the proper people about it.

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Reach just the people who will help you—the grocers and wholesalers of Canada. They will do surprising work for you.

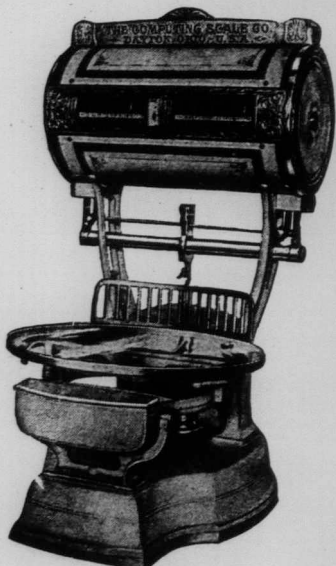
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All that is necessary to get the value of a piece of merchandise at any price per pound shown on the chart, and at any weight up to and including the full capacity of the scale is to put the merchandise on the platform of the scale.

Plate glass platform. Full jewelled Siberian agate and ball-bearings.

Plain Figures Show Value

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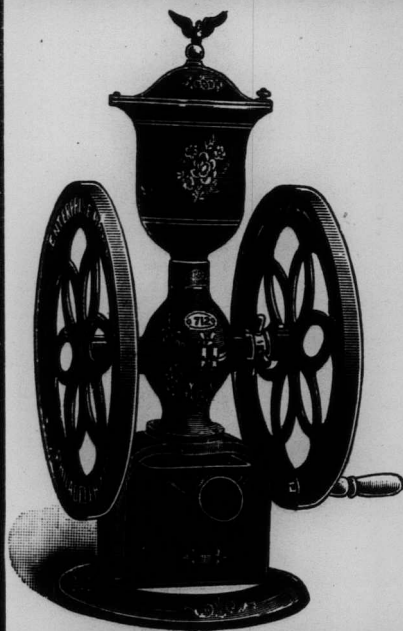
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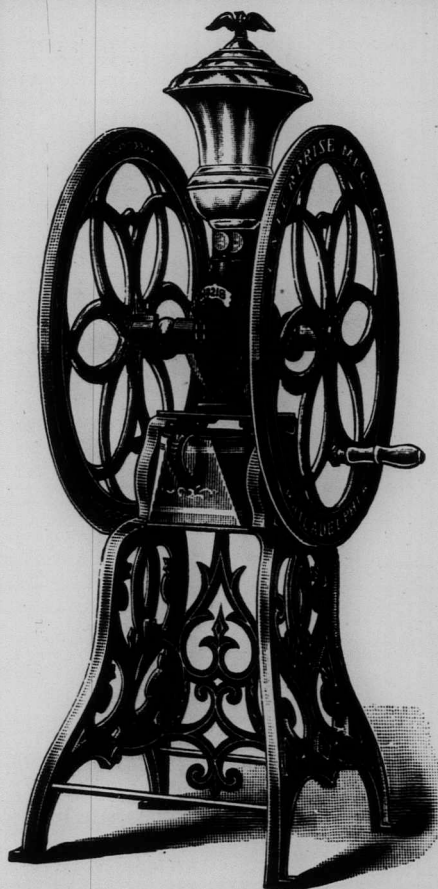
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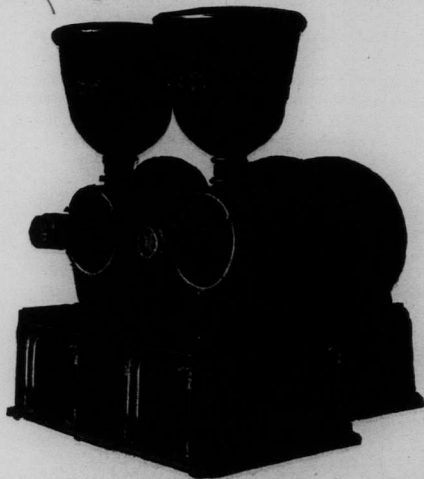


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Pulverizing and Granulating

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



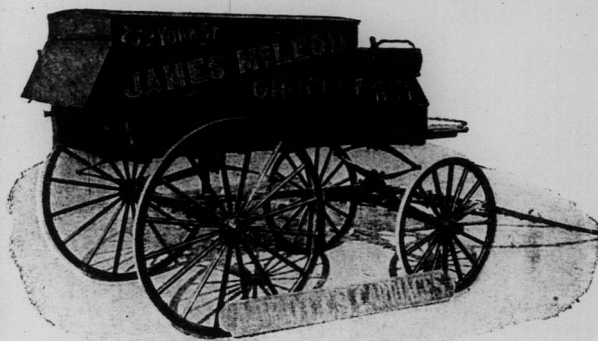
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Wear
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**Grinding
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Granulating 2 lbs.
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DELIVERY WAGON**

than ever see the inside of your store. It is as important for you to have a good delivery wagon as it is to have a clean stock. It is false economy to deliver goods to high grade customers in a wagon fit only for the scrap heap. Get an "Abbott" wagon. It will advertise your store *effectively* wherever it goes. *Write us a post card for some interesting news we have for every grocer.*

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The Crain Continuous Ledger is the Standard for **Quality, Strength, Appearance, Utility, Durability,** and our Stock Rulings, five kinds each in two sizes, are adaptable to any business, and the cost is reasonable.

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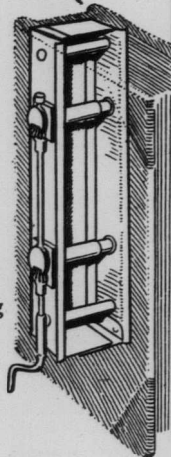
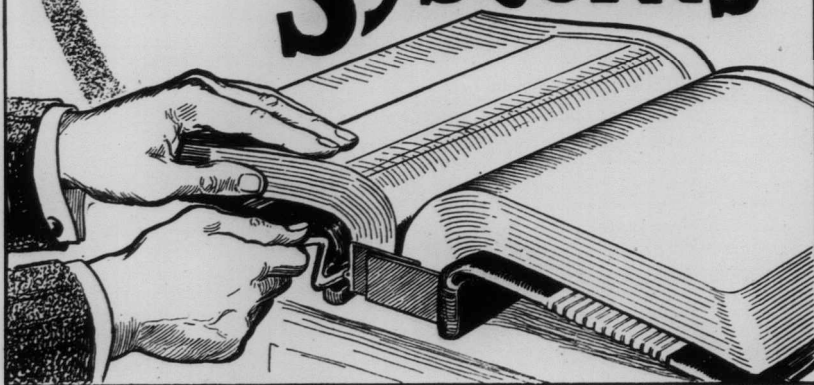
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that make a horse Wheeze, have Thick Wind, or Choke-down, can be removed with

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or any Bunch or Swelling caused by strain or inflammation. No blister, no hair gone, and horse kept at work. \$2.00 per bottle, delivered. Book 3-C free.

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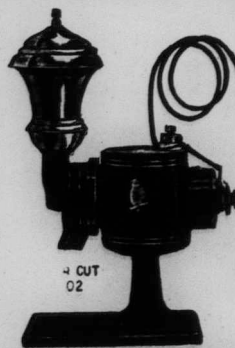
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Stands 30 inches high, operates off your lighting line. Most convenient and up-to-date mill on the market.

Granulates 2-lb per minute and cuts fine 1-lb per minute.

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J. M. BRAYLEY, Agent.**

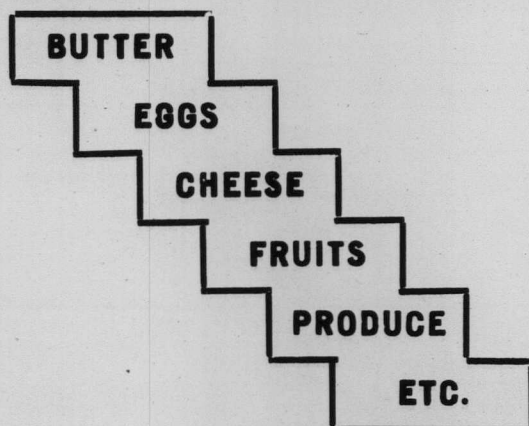
**Ashley & Lightoap, Agents, Winnipeg, Man.
H. S. Daly, Agent, St. John, N.B.**

J. F. Mowat & Co., Agents, Vancouver, B.C.

NICKERSON & HART

Successors to Hutcheson & Power
COMMISSION MERCHANTS

Wholesale



**198 TO 202 ARGYLE STREET
HALIFAX, N.S.**

Your Trade For

OLIVES

is 100% larger now than 10 years ago. People are using them more freely. The taste for this table delicacy grows on users. The increase in the Canadian trade is largely due to

ROWAT'S
Brands of
OLIVES

The finest selected Spanish Olives only are packed - all sizes and varieties of styles.

Ask your jobbers' travellers for a trial lot. It will be

Rowat's Olives

always after that.

PROSPERITY IN NOVA SCOTIA.

(Continued from page 166.)

far this season, and more will follow. There has been an abundance of pears on the market this season. The demand was light, and prices low. The bartlett's grown here are not anything extra, but clapp's favorites are very fine, and they command a good figure.

There was a very good crop of berries, for which a ready market was found.

Potatoes promise to be a good crop all round. They are now selling at fifty cents per bushel, but the price will be much lower later on, when the Island stock comes in.

The crop in Prince Edward Island is very heavy this season. There will probably be a large quantity of potatoes exported, as there is a prospect of a shortage on the New England markets. Other vegetables, such as parsnips, turnips, beets and carrots, are in good supply.

There is a good demand for butter, eggs and cheese, but prices rule very high. The butter markets attract the most attention, as the product is very scarce, and those who have stocks of butter are holding back, anticipating even higher prices. Good dairy is quoted from 23c for large, and from 24c to

25c for small. Creamery in boxes is worth from 26c to 27c. Cheese ranges in price from 13c to 14c. Fresh eggs are very scarce. Nearly all those handled now are Island stock and worth about 21 cents on the Island. Fresh stock, when available, sells at retail from 28c to 30c.

More of the retail grocers are advertising now than ever before. Most of them make a specialty of certain lines, and, being attractively displayed, they catch the eye of the consumer.

"Yes, advertising pays," said a prominent retail grocer of this city to your correspondent. "I did not realize it before, but now I find that it brings most satisfactory results. Trade that would not otherwise have reached me has been brought about by advertising. I can tell this in my daily business transactions. New faces are to be seen in the store, the goods purchased are those featured in the advertisement, and people from all parts of the city are attracted. This is noted by the addresses left for the delivery of the goods. As a rule, other purchases are made at the time, and all this brings about business which in no other way could be secured."

R. T. Holman, of Charlottetown, P.E.I., recently conducted a bread-mak-

ing competition to introduce a new brand of flour. The bread was displayed in the firm's grocery window, and attracted much attention. The first prize, a barrel of flour, was won by Mrs. Frank Croke; the second prize, a half barrel by Mrs. R. Robblee, and the third prize, a quarter barrel, by Miss W. Rooney.

The plum crop in Nova Scotia did not turn out as large as expected, there being a shortage in several varieties. There was a fairly good yield of burbanks, but the other varieties were very scarce. Very few plums are now on the market, and the price has been advanced, 60c to 70c being asked for a six-quart basket.

The market is fairly well supplied with poultry, but prices rule high. Turkeys are quoted at 24c per pound, retail, while the best chickens are selling at one dollar per pair. The partridge season is now open, but birds are very scarce, and those offered for sale are worth one dollar per pair.

The oyster shipments from Prince Edward Island this year are far below the average. They are very scarce and command a high price. The yield this year is small, and the bad weather has

Sold in 1 & 1/2 lb pkgs retailing at 25, 30, 35 & 40¢ per lb.

**BULK TEAS
SPECIALTY.**

**RED
CLOVER
TEA**



**Is a
PURE
INDO-
CEYLON
TEA.**

SPECIAL ATTENTION given to import orders.

Charles H. McDonald
ST. JOHN

Direct
Importer

N.B.

A Good Storekeeper




studies his stock and sells only those goods he knows will please his customers, leaving the inexperienced dealer to experiment with the various "just as good" brands and imitations of standard articles.

MAGIC BAKING POWDER

is the kind that pleases the people.



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

"the only original and genuine."

Mr. Grocer: When you've got an especially good reputation for some particular specialty of your own you hate to have a competitor rob you of the fruits of your brain and labor, don't you? Well, the same idea should provoke you to refuse substitutes of

LEA & PERRINS'

Worcestershire Sauce

This is **the Sauce**—after Lea & Perrins' comes no other.

J. M. DOUGLAS & CO., MONTREAL

Established 1857

Canadian Agents.

interfered with the fishermen, who are unable to rake the oysters. The demand, as usual, is good, and from six to seven dollars per barrel is the price asked on the Island.

The schooner Maple Leaf, which arrived from Trinidad last week, brought 492 puncheons, 77 barrels, and 99 tierces of molasses for the Dominion Molasses Company.

The manufacturers here have advanced the prices of cocoa and chocolates, some as high as ten per cent. The increased cost of the raw material is given as the cause. There is also a scarcity of cocoanuts, and the manufacturers of confectionery, who use large quantities, find difficulty in getting sufficient to supply their requirements.

Late advices from St. John's, Nfld., say that trade in that city is very dull, and all the business men are complaining. The late season is said to be the cause for the present conditions. There has been very little sun, and it is impossible to dry the fish. There is very little money in circulation from this season's catch, because the fish already disposed of have been sold in the out-ports, and the fishermen are remaining at home to cure later-caught fish, before coming to the city to make purchases. Everything he has bought to date, he has ordered to be sent by steamer or rail, and these goods are the present necessities, and distinct from the regular winter supplies.

Transactions in codfish between the fishermen and exporters are slow. There is a good deal of fish yet to be marketed, because the catch on the coast has been large this year. The price varies from \$4 to \$6 per quintal, according to the quality of the fish.

Said one merchant the other day:

"I did not know I could write an advertisement until four or five years ago I found out by accident in this way: I had finished trimming a window and found I did not have any painted advertisement card for this window. Being in a hurry, and believing that a window display should always have an advertisement card of some kind in it, I sent over to a department store for a carpenter's blue pencil and wrote what I had to say. It took; they stopped. I wrote half a dozen more of them; crowds blocked the sidewalk. Been writing them ever since.

"At any hour of the day you can see from twenty-five to two hundred and twenty-five men and women reading what Tom has to say to-day. It is necessary for the police to clear this walk at times."

ADVANCES IN NEW BRUNSWICK.

(Continued from page 162.)

residence of J. S. Titus and E. A. Titus, members of the firm of J. & J. S. Titus, general storekeepers, was also entirely destroyed. They had \$2,000 insurance.

The general store of S. V. Skillen was quite badly damaged, and it was with great difficulty that this building and Titus' big general store were saved. The total loss was about \$12,000.

B. D. Bent, grocer, of Amherst, had his stock almost destroyed by fire on Thursday, Oct. 10. The store is situated in the Rhodes Steel Block, on Victoria street, and the building was badly damaged.

There was also a slight blaze in the tea warehouse of H. W. de Forest, on Wednesday, Oct. 9. Some papers in the printing department caught fire, but prompt action by the employes prevented what might have been a serious fire.

H. W. de Forest, proprietor of the Union Blend Tea warehouse, has an exhibit of his goods at the Food Fair, in Boston, Mass. Mr. de Forest is also distributing literature provided by the tourist associations of New Brunswick and Nov Scotia.

William E. Scully, Mary E. Scully, Edward P. Scully, Emanuel Connor and John J. Gordon, of St. John, have been incorporated as the Union Ice Company, Limited, with a capital of \$17,500.

At the result of an agitation by the Board of Health for clean, pure milk, practically all the local dealers have decided to install plants for washing the milk cans. The Board will have an inspection of the plants made before approving them.

John McMulkin's grocery store, north end, was burglarized early on Tuesday evening, Oct. 8. The burglar gained access to the building by breaking in a pane of glass in the rear. The till was opened and all the silver which it contained was stolen. The safe contained \$200 to \$300 and was not locked. Fortunately the thief believed the safe to be locked and began trying combination to open the door, thus blocking his own purpose by locking the door.

In the heavy gale that visited St. John on Tuesday, October, 8, the plate glass window in W. A. Simond's grocery, on Union street, was blown in and

his stock damaged considerably by the driving rain.

The storm was one of the worst seen here for years, trees, electric light and telephone wires being blown down, vessels wrecked and a number of buildings badly damaged.

One moose, three deer, twenty pairs of partridges and one pair of ducks is the result of a week's shooting of Frank Watson, of J. & F. Watson, grocers, Main street, north end, and E. R. S. Murray, of Murray & Gregory. These mighty hunters went to the region about Grand Lake and they report game of all kinds very plentiful.

The St. John Evening Times has started a campaign against the short-weight butter manufacturers.

THE PRUNE.

O prune, abused and much maligned,
Butt of the jokelet cruel,
The furnace of the funny man
Finds you its choicest fuel.
The poor on you might chew away,
But not the proud and wealthy.
But, ah, the tables now are turned,
For you, it seems, are healthy.

Within the lowly boarding house
The unresisting boarder
Who paid as promptly as he could
Might get you with each order,
And as the lady of the house,
A sort of female Nero,
Locked on while he consumed the dish
He felt he was a hero.

No longer, prune, are you despised,
Athletic, sport and scholar
Will pass up pie, preserves and cake
And for the prune dish holler.
The man who would be well and strong
And have his brain the clearest
Will say when he sits down to eat,
"Please pass the prunes, my dearest."

It seems too bad and quite a shame
That we have chewed, protesting,
At prunes so long and never knew
Their beauty in digesting.
We might have guessed that they were
good
When trying to ignore them,
Because, as we remember now,
We never hankered for them.

The wholesale grocery business of H. W. Laird & Co., of Regina, has been sold to Campbell Bros. & Wilson, of Winnipeg. The business will be managed by H. G. Smith. H. W. Laird will go into business in other lines.



For Good Advertising Consult Us

The same service that has made several of our customers take rank among the largest and most successful in Canada, though starting on a small scale, is at your service.

We will give, on request, an honest opinion on the possibility of profitably increasing your business by means of advertising, and our opinion will be based on many years of experience.

Among our customers well known to grocers are W. Clark, Montreal (Pork and Beans, etc.); Albert Soaps, Limited, Montreal (Baby's Own Soap); Hudon, Hebert & Co., Limited, Montreal (Wholesale Grocers).

CORRESPONDENCE IS SOLICITED

The Desbarats Advertising Agency

LIMITED

Suite 1
42 Victoria Square

Montreal, Canada

Talking About Prices

Are you sure you are buying at the closest prices? No! Well, why not get our prices? Ask any of our travelers or ask us by mail. We are offering *SPECIAL INDUCEMENTS* in all grocery lines, particularly in

Canned Goods, New Raisins, Currants, Figs, etc.

We have a large stock of everything for a grocery store. Our motto is: "All the best goods at the right prices, and shipped same day as order received."

Remember that to make money you must buy right. Don't forget to send for our list and prices.

T. LONG & BRO., LIMITED

Wholesale Grocery and Provision Dealers,

Collingwood,

Established 1852

Ontario

THE DOMINION SALT AGENCY

LONDON, ONT.

organized two years ago, was discontinued February 1st, this year. During that period one third of the salt sold by the Agency was furnished by us, and any orders its many customers may be good enough to favour us with will be promptly filled, and very much appreciated.

THE EMPIRE SALT COMPANY, LIMITED

SARNIA, ONT.

Less Cost—Best Goods—Prompt Deliveries
ARE THREE REASONS WHY

every Eastern Townships merchant should
buy his groceries in Sherbrooke.

First.

Freight charges from Montreal or Quebec eat into your profits. But if you order your goods in Sherbrooke, you pay freight only from Sherbrooke to your store. You can save from \$10 to \$25 a month by reducing your freight bill in this way. Besides, we guarantee our prices as low as Montreal or Quebec houses, F.O.B. Sherbrooke.

Second.

We guarantee every line we offer to be of the highest quality. We buy the very best of English, French and Canadian groceries. We are direct importers of Valencia Raisins, Prunes, Candied Peels, Cleaned Currants, Nuts, etc. We offer Canadian Cannery's, Ltd., Canned Goods at list prices, F.O.B. Sherbrooke. Our goods are unexcelled anywhere.

Third.

If you place your order with a house hundreds of miles away, you have to wait a long time before it's delivered, while if you send us your order it hasn't got to travel so far. We will ship same day, and you'll get **the right goods, at the right price, at the right time.**

Keep your freight bills for a month and figure out what you could save by sending us your orders. We have an established reputation, which we live up to. Send us a trial order **NOW.**

T. A. BOURQUE & CO., Reg.

WHOLESALE GROCERS


SHERBROOKE, - QUEBEC

The Best Known Brands

We are favored with the privilege of representing in Canada the most important Wine, Spirits and Grocery firms—manufacturing firms whose brands have a world-wide reputation and whose goods are strictly first-class and up to the sterling reputation enjoyed by these firms. Our prices deserve the attention of all careful buyers, as much as our brands in the different lines we handle, deserve the keenest and most favorable comment from all refined consumers.

Peruse our list, make your selection and get our quotations.

Ph. Richard et Cie	Cognac	Brandy
Mitchell Bros.	Glasgow	Scotch Whisky
Mitchell & Co.	Belfast	Irish "
J. P. Wiser & Sons	Prescott	Canadian "
Blandy Bros.	Madeira	Madeira Wines
Real Camphanhia Vinicola	Portugal	Port "
Diez Hermanos	Jerez de la Frontera	Sherry "
Garrett et Cie	Malaga	Malaga "
G. Oliva et Cie	Tarragonne	Mass "
Vigneau et Cambours	Bordeaux	Clarets and Sauterns
Morin Père et Fils	Beaune	Burgundy Wines
Piper-Heidseick	Remis	Champagne
Union Champenoise	"	" Cardinal
"	"	" Duc D'Origny
Fli Ferrero Ricardo	Turin	Italian Vermouth
Cazalis et Pratts	Marseille	French "
F. Dolin et Cie	Chambery	" "
Adrien Sarazin	Dijon	Bacchus Quinquina Tonic Wine
P. Garnier	Enghien les Bains	French Liquors
Fred Miller Brewing Co.	Milwaukee	Lager High Life
"	"	Extract of Malt
"	"	Bass' Ales and Guinness' Stouts
Daukes & Co.	London	Vichy Water
Source La Capitale	St. Yorre	" "
Source La Sanitas	"	" "
Hiawatha Water Co.	Janesville, Wis.	Mineral Water
Société Anonyme "Le Soleil"	Malines	Canned Goods
Clément Obrieux	Perigueux	Patés de Foie Gras
Société Nouvelle Roquefort	Roquefort	Cheese
A. Mialane	"	"
Blanc et Fils	Valence sur Rhone	Pastes
H. E. Boule et Cie	Marseille	Olive Oil
F. Tourasse	"	Castile Soap
French Pasteurized Fluid Beef Co	Montreal	"Vita"
Kinot Chemical Co., Limited	"	Kinot Tar Syrup

 We have the control, exclusively in Canada, of the following brands and guarantee their quality:

Princess Brand, Washing Blue, Borax, Brushes, Coffee, Flavoring Extracts, Flour, Lard, Baking Powder, Soap, Corn Starch; Japan Tea, "Princess Louise"; Black Tea, "Princess Louise."

Victoria Brand, Coffee, Flavoring Extracts, Lard, Salmon; Japan Teas, "Victoria"; Black Teas, "Victoria."

Brands, "Countess"
"Duchess"
"Princess"
"Empress"

Dry Grapes

Brands, "Monastery"
"White Bear"
"Dubols et Cie."

Sardines

TO ARRIVE in the early days of November: 500 CRATES OF ARGUMBAU ONIONS.

For all information, write, phone or wire at our expense.

LAPORTE, MARTIN and CO., Ltd.
Wholesale Wines, Liquors and Groceries, MONTREAL

Before Purchasing Your Canned Goods

We urge you, Mr. Dealer, in your interest as well as in the interest of your customers, to examine our goods and quotations. Our stock is better assorted than ever. We carry in stock all well known brands of

Canned Fruits, Vegetables, Meats and Fish

Packed in Canada, and also the best brands prepared in France and Belgium.

FRUITS

APPLES
APRICOTS
CHERRIES
PEACHES
PEARS

PINE APPLES
PRUNES
RASPBERRIES
STRAWBERRIES

VEGETABLES

We recommend specially the following goods of "Soleil" Brand:

FRENCH PEAS

GIANT ASPARAGUS
WHOLE ASPARAGUS EXTRA
ASPARAGUS TIPS
ARTICHOKE BOTTOMS
MEDLEYS OF VEGETABLES
CUT CARROTS
CELERY RIBS
WHOLE CELERY
SPINAGE.

CANADIAN TOMATOES

SWEET CORN
STRING BEANS
YELLOW BEANS
SPINAGE
SUCCOTASH
PUMPKINS
ASPARAGUS

GREEN SOUPS WITH PEAS AND CHERVIL,
PRINTANIERES SOUPS,

JULIENNE SOUPS,
TOMATO SOUPS

MEATS

ROAST MUTTON
BOILED MUTTON
SLICED SMOKED BEEF
CHOPPED AND PRESSED MEATS
PATES DE FOIE GRAS
CORNERED BEEF

BONELESS CHICKENS

TURKEYS
DUCKS
PIG'S FEET
ROAST BEEF
BOILED BEEF

FISH

SALMON
LOBSTER
MACKEREL
SARDINES
HERRINGS

OYSTERS

SHRIMPS
TROUT
FISH BALLS
FINNAN HADDIES

We are at your command for any information. Your orders will receive all possible attention. Quick shipment or delivery assured.

Laporte, Martin & Co.,
Wholesale Groceries, Wines and Liquors,
Montreal

THE CANADIAN GROCER

MALAGA RAISINS

NEW SEASON

Casado, Blue, Baskets, Boxes
" Black, " "

Rein's, Black, Baskets, Boxes
" Choice Clusters, $\frac{1}{4}$ "

The above will be found useful for Thanksgiving and Halloween trade.

Thomas Kinnear & Co.

Wholesale Grocers **TORONTO and PETERBORO**

A Good Ceylon Tea Trade means a good all-round trade. Stocking Ceylon Tea is like taking out a policy assuring commercial success. Tea is the most important factor in your business—an important reason why you should stock

CEYLON TEAS

The health-giving qualities and zestful flavor of Ceylon Tea has made it a favorite with women the world over, while men who know will drink none other. You should stock **Ceylon Teas**, because it will pay you to do so. There's another reason. Do you know it?



INGERSOLL, CANADA—FACTORY

AN EASY ONE.

Added to our splendid assortment of
GOLD MEDALS.

ST. CHARLES EVAPORATED CREAM

given Highest Award at World's Fair st. Louis, Mo., 1904. Proven the purest and best and for many purposes **PREFERABLE TO FRESH MILK.** Can be purchased through any wholesale house.

St. Charles Condensing Co.

THE CANADIAN GROCER

Balmoral

Regd.

Pure Jams, Marmalades, Etc.



A window display by one of Canada's leading Italian Warehousemen, who, with many others, realize the superiority of "Balmoral" (Regd.) Jams, Marmalades, Preserves, etc., compared to any others.

Different to the ordinary; more pure and wholesome.

Prompt and careful attention to all enquiries and orders.

SOLE AGENT FOR CANADA:

J. W. Windsor, Montreal

THE CANADIAN GROCER

**Full Deliveries
Prompt Shipment
Liberal Treatment**

The

DAVIDSON & HAY

Limited

Wholesale Grocers

TORONTO

**Honest Goods
Honest Prices
Honest Salesmen**

**EVERY TIME YOU SELL
RED ROSE TEA YOU
MAKE TWO PROFITS**

First—You make the profit between the wholesale and retail prices.

Second—You make the profit which is so hard to measure in money, namely, the great profit of a reputation for selling **good tea**.

You can't afford to lose the **second profit**.

If you are not selling Red Rose Tea, may I send you a case?

TORONTO—3 Wellington East
WINNIPEG—315 William Ave.

T. H. ESTABROOKS
ST. JOHN, N.B.

SUGARS & CANNERS LIMITED.

MAPLE SYRUP.
MAPLE SUGAR.
MOLASSES.
CONFECTIONERY
SPECIALTIES.
CANDIED PEELS
&c.&c.



CANNED FRUITS.
JAMS &
MARMALADE.
TOMATOES.
KETCHUP.
PICKLES.VINEGAR
&c.&c.

INCORPORATED
1907.

CAPITAL STOCK
\$250,000.00

PARTHENAIS ST. COR. ST. CATHERINE.
MONTREAL

LARGEST WORKS OF THE KIND IN CANADA

DIAMOND BRAND MAPLE SYRUP



PRICES
Wine Measure Tins

	Per case
Gallons, 6 to case	\$4 80
Half Gals., 12 to case	5 10
Quarts, 24 to case	5 40
Pints, 24 to case	2 90

Imperial Measure
5 Gal. Tins, 1 to case..\$4 50

Time has proved our **Diamond Brand** Maple Syrup to be by far the finest goods ever sold on the Canadian market.

OVAL BRAND MAPLE SYRUP

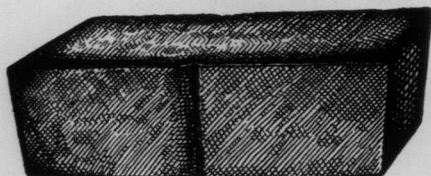


PRICES
Wine Measure Tins

	Per case
Gallons, 6 to case	\$4 50
Half Gals., 12 to case	4 80
Quarts, 24 to case	4 80
Pints, 24 to case	2 50

Imperial Measure
5 Gal. Tins, 1 to case...\$3 90

We guarantee our **Oval Brand** Maple Syrup to be superior to any other manufacturer's goods in Canada, or may be returned at our expense.

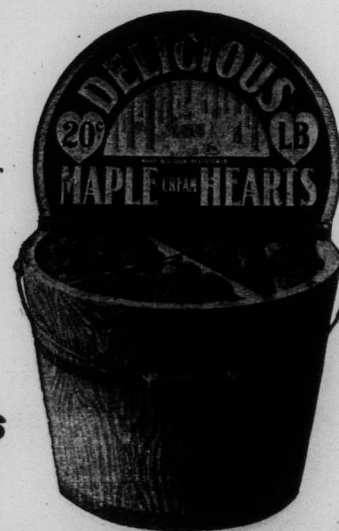


TWIN BLOCK PURE MAPLE SUGAR

See that our name and guarantee is printed on the box. None other is genuine. Sells for 10 cents each. Cost to retailer, \$3.00 per case of 40 blocks.

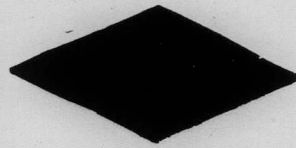
MAPLE CREAM HEARTS

Don't forget this delicious, fast-selling specialty. They will please your most fastidious customer. Sells for 20 cents lb. Cost to retailer, 12 cents lb.; \$2.16 per pail of 18 lbs.



Our Pure Fruit Jams and Pickles
are the finest goods in the market

Diamond Brand



PURE

WILD STRAWBERRY

and

RASPBERRY JAM



These delicious berries are preserved in our country factories the same day they are picked.

1 lb. Glass Jars, 2 doz. to case, per doz.,	Strawberry,	\$2.30
“ “ “ “	Raspberry,	\$2.20
2 lb. “ 1 doz. “	Strawberry,	\$4.50
“ “ “ “	Raspberry,	\$4.30

PICKLES

We have the largest stock of raw material of any firm in Canada. Our Pickles are neat and attractively packed in fancy bottles. Our quality is superior to any other make, as they are grown in a cool climate and scientifically prepared with best English malt vinegar.

16 ounce bottles, \$1.40 per dozen
32 ounce bottles, \$2.40 per dozen



All wholesale grocers from the Atlantic to the Pacific handle our goods. Ask your jobber's traveller for prices on other lines.

SUGARS AND CANNERS, LIMITED, - MONTREAL

FISH and OYSTERS

SOME OF OUR LEADING LINES :

Smoked	Prepared	Salted	Fresh	Oysters
HADDIES KIPPERS BLOATERS	BONELESS COD SKINLESS COD BONELESS FISH	HERRING SALMON CODFISH	ALL KINDS IN SEASON	IN BULK and SHELL

ALL OTHER KINDS IN SEASON.

Cold weather is now setting in, and demand for fish is improving. We have best facilities for prompt shipment, and have to offer a large variety at lowest market prices. We produce, cure, and prepare our fish at our own packing houses.

THE LARGEST FISH WAREHOUSE IN CANADA

FOUR
LONG DISTANCE
TELEPHONES.

LEONARD BROS.

Branches :
MONTREAL
ST. JOHN, N.B.
GRAND RIVER
GASPE

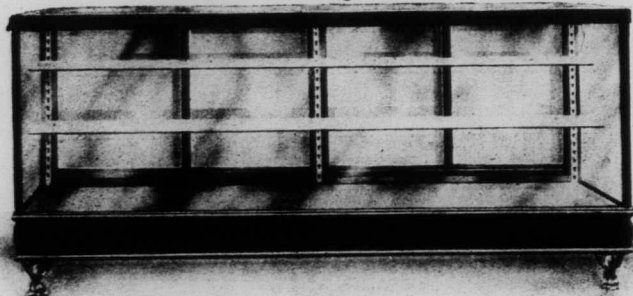
P. O. BOX 639

20, 22, 24 and 26 Youville Square,
MONTREAL

**Are
Your
Goods
on
The
Market?**

They may be first-class. Do the people know that they are? Do you want help—a partnership—or have you a business for sale? Advertise in the condensed publicity columns of The Grocer and **Tell Us If You Don't Get What You Want.**

The "Sovereign"



Finished in Quartered Oak, Plate Glass throughout. Height, 42 inches; Width, 24 inches; Length, 6, 8 and 10 feet. Special Sizes to Order—Shipped Set-Up or K.D.

No More Attractive or More Serviceable Case on the Market

The Walker Bin & Store Fixture Co.
BERLIN - - ONTARIO LIMITED

You can make money as well as oblige your customers if you handle our

BASKETS

**Butcher Baskets,
Clothes Baskets,
Grain and Root Baskets
and Patent Strawboard
Berry Box.**

We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.

The Oakville Basket Co.,
OAKVILLE ONT.

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.

With every order of 1 gross at \$9.00 per gross we give 3 doz. Free.
 80,600 Tins of this Polish were sold in Toronto in the year 1906. 65,000 Tins of Simplex were sold in Toronto in 1906.



We are making a special offer to get our goods known outside of Toronto.



With all orders of a gross of Polish, either Simplex or Shino or assorted we give 3 doz. case free.
 Can order direct or through Toronto wholesale grocers.
EDWARD HAWES & CO. : 19 Front St. E., TORONTO

Profitable Goods

Are the goods that are a little better than the others: goods that will make sales where the others won't. Ozo Brand Pickles are good pickles, and show their quality. We have special facilities for turning out the best pickles, and we have made the most of them. For instance, we provide the seed from which the vegetables are grown and so get the best from the start; the cucumbers go straight from the vine to the factory, so that none of the fresh crispness is lost. We make our own vinegar and it cannot be beaten for pickling purposes. It will certainly pay you to specify that you want our goods when ordering pickles.

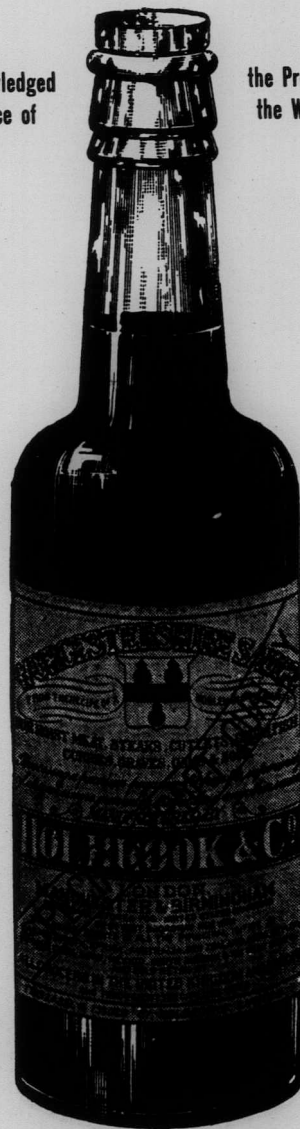
THE OZO CO., LIMITED
 MONTREAL

GET IN YOUR WINTER'S
 SUPPLY OF

The Genuine
HOLBROOK'S
 WORCESTERSHIRE
SAUCE

Acknowledged
 Sauce of

the Premier
 the World



Holbrooks Limited

Canadian Branch:
 25 FRONT ST. E., TORONTO
 Canadian Manager, H. GILBERT NOBBS



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY



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.

EDMONTON.

F. J. FOLEY & CO.
Manufacturers' and General Commission Agents for
ALBERTA and SASKATCHEWAN
Agencies Solicited
Office and Warehouse—
LARUE-PICARD BLOCK, EDMONTON, ALTA.

HALIFAX, N.S.

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE
HALIFAX, N.S.
Manufacturers' Agents and Commission Brokers.
WAREHOUSEMEN
Domestic and Foreign Agencies solicited.
Highest references.

HAMILTON.

A. R. McFarlane Wm. Field
McFARLANE & FIELD
HAMILTON, ONT.
Wholesale Grocery Brokers and Commission Merchants.
TEAS, COFFEES, DRIED FRUITS, ETC.
Highest references. Prompt attention.

MONTREAL

ROBERT ALLAN & CO.
General Commission Merchants
MONTREAL
Agencies: "Royal Crown" Skinless Codfish.
Canned Salmon—"Lifebuoy," "Otter" and "Salad."
Brands. Morris & Co., Pork, Chicago.

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

REGINA.

G. C. WARREN
REGINA
Direct Importer of Pure Ceylon green and black teas of all grades, and coffees. Will act as manufacturers' agent in other lines of merchandise.

NEWFOUNDLAND

T. A. MACNAB & CO.
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

TORONTO.

W. G. A. LAMBE & CO.
Toronto
Grocery Brokers and Agents.
Established 1885.

THOS. B. GREENING & CO.
TORONTO
Consignees direct from primary markets, and distributors of
GREEN COFFEE
Our samples will invariably indicate current market value.

MacLAREN IMPERIAL CHEESE CO.
Limited
AGENCY DEPARTMENT.
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Many Good Lines Lie Dormant
On Grocers' Shelves
Keep Yours on the Move
by appointing a
Working Resident Salesman and Advertiser
JNO. J. WATT
Manufacturers' Agent
Good References TORONTO, ONT.,
Special Attention to Advertising

W. G. Patrick & Co.
Manufacturers' Agents and Importers
29 Melinda St., Toronto

TORONTO.

VALENCIA RAISINS
MERLE'S
Selected and Fine Off-Stalk
Just Landed
Anderson, Powis & Co.
15 Wellington St. East
Toronto

VANCOUVER.

C. E. JARVIS & CO.
Manufacturers' Agents
Wholesale Only
Flack Block, Vancouver

RAY & WINDLE
Manufacturers' Agents and Commission Brokers
330 Homer Street, VANCOUVER, B. C.
Fruit and Produce Exchange of B.C.
Representing Dry Salters Limited, Montreal.
" R. S. Hudson's Dry Soap, Hull, England

WINNIPEG.

DO YOU wish to extend your business to this GREAT WEST COUNTRY WE CAN handle your account to our MUTUAL ADVANTAGE.
Correspondence solicited. Established over 12 years
George Adam & Co.
Wholesale Brokers and Commission Merchants
WINNIPEG, MANITOBA

Joseph Carman. Est. 1887. Will H. Escott
CARMAN-ESCOTT CO.
GROCERY BROKERS
WINNIPEG, - MAN.
Sell wholesale trade exclusively. Highest possible reference. Reliable accounts solicited.
722-723 Union Bank Bldg. Phone 493

STUART WATSON & CO.
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

THE CANADIAN GROCER

Manufacturers' Agents—Continued.

G. B. THOMPSON
 Wholesale Broker and Commission
 Merchant
 159 Portage Avenue East, - WINNIPEG, MAN.
 Cable address, "CAPSTAN."
 Storage facilities. Correspondence solicited

H. W. MITCHELL
 WINNIPEG, MAN.
 Correspondence is solicited from firms wishing
 a representative in Winnipeg. Travellers call
 regularly on the Wholesale and Retail Trade in
 Western Canada:
 Highest references and financial responsibility.

MOOSE JAW
BUNNELL & LINDSAY
 MOOSE JAW
 (The largest city in Saskatchewan)
 General Forwarding and Storage Agents.
 Large track warehouse accommodation.
 Goods of all kinds transferred and re-shipped
 promptly. Moderate charges, corres-
 pondence solicited.

STRANG BROTHERS
 Commission Brokers and
 Manufacturers' Agents
 233 Fort Street, - Winnipeg
 Correspondence Solicited

THE MOOSE JAW FRUIT AND
 PRODUCE CO.
 J. J. McLean - - - Prop.
 Manufacturer's Agents and Wholesale
 Commission Merchants
 Storage, Forwarding and Transfer Agents
 Office, Fairford St. and Third Ave.
 Tel. 359 Box 793 MOOSE JAW, SASK

L. E. Dastous & Co.
 General Brokers
 Importers and Exporters
 SHERBROOKE, QUE., - CANADA
 Correspondence Solicited.

Five hundred neatly printed Business Cards, Bill-
 heads or Dodgers one dollar. Full line of Price Tickets
 and Window Cards. Samples and price list on application
FRANK H. BARNARD, PRINTER
 246 Spadina Ave. Telephone Main 6357, Toronto.

Persons addressing advertisers will
 kindly mention having seen their adver-
 tisement in this paper.



NO ACID OR GRIT
 will be found in "Majestic" polishes
 The brilliant and lasting lustre im-
 parted by "Majestic" polishes is
 not susceptible to atmospheric con-
 ditions and weather changes.
 "Majestic" polishes are un-
 equalled for brass, copper, nickel
 and all finished metallic surfaces.
 Write for sample and prices. 71
MAJESTIC POLISHES, Limited
 575 Yonge Street - Toronto, Canada

...ESTABLISHED 1849...

BRADSTREET'S

Capital and Surplus, \$1,500,000. Offices Throughout the Civilized World
 Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

THE BRADSTREET COMPANY gathers information that reflects the financial condition and
 the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the
 merchants, by the merchants, for the merchants. In procuring, verifying and promulgating information no
 effort is spared, and no reasonable expense considered too great, that the results may justify its claims as an
 authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have
 been steadily extended, and it furnishes information concerning mercantile persons throughout the
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Subscriptions are based on the service furnished, and are available only by reputable wholesale, jobbing
 and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations.
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—OFFICES IN CANADA—

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

The
WORLD

is Large.

We Do Business in All
 Parts of it.

Buy or Sell

W. H.
Millman & Sons

Wholesale Grocery Brokers
 Toronto, Canada

QUEBEC MARKET

Any important firms
 willing to be repre-
 sented in our city
 will do well by
 writing to

Alf. T. Tanguay & Co.

18 St. James Street

QUEBEC

Commission Merchants and
 Brokers. 20 Years' Experience.



TRADE WINNERS.
 Pop Corn Poppers,
 Peanut Roasters and
 Combination Machines.

MANY STYLES.
 Satisfaction Guaranteed.
 Send for Catalog.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

THE CANADIAN GROCER

BLACK LEAD

The best form of stove polish is black lead, and the best
in black lead is

“JAMES DOME”

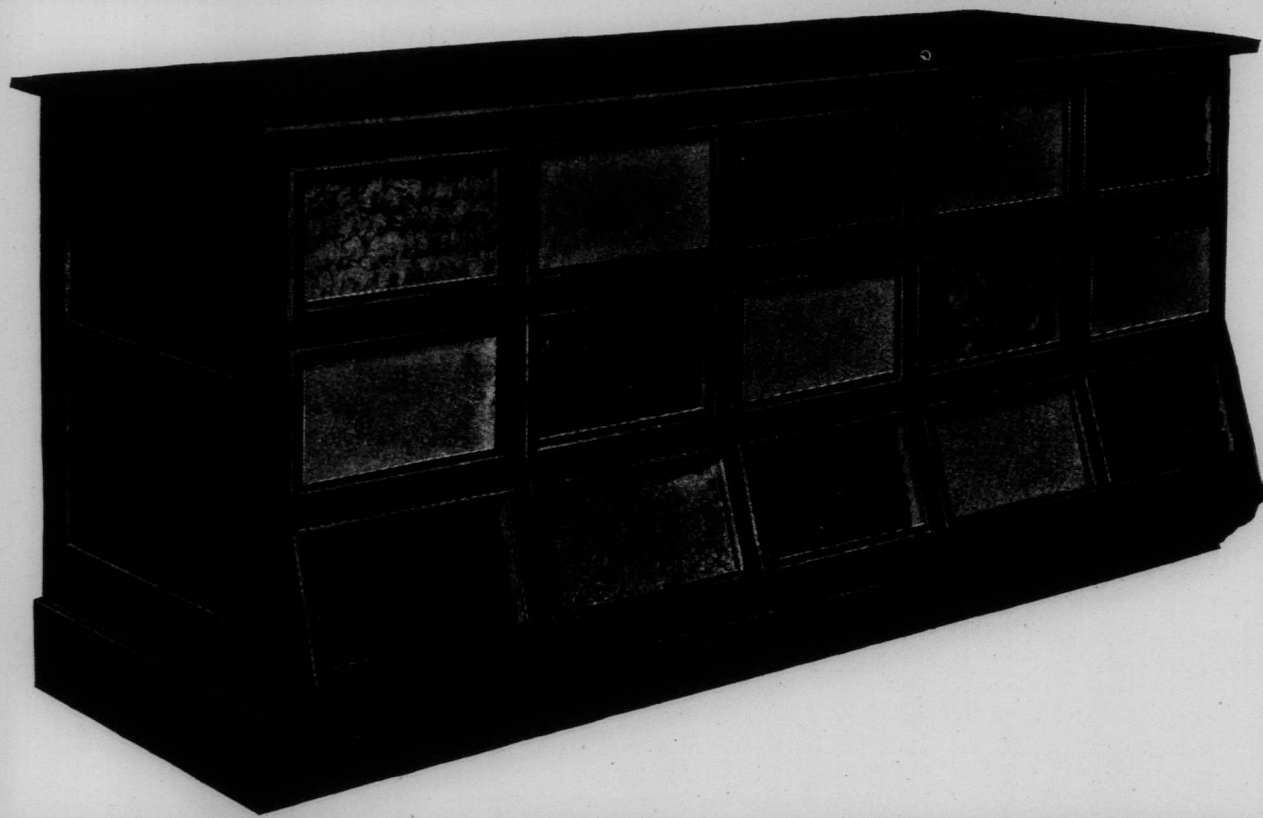
No Dirt.

No Grit.

No Dust.

Gives a quick, lasting, brilliant shine.

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



THE MODEL GROCER'S COUNTER.

The Model Counter increases show space, attracts customers, and enlarges profits. We make a specialty of counters, show cases and shelving for Grocers, and would like to send you our new illustrated catalogue.

Drop us a postal card.

JONES BROS. & CO., Limited
Store Fixtures and Show Cases, TORONTO, ONT.



WHITE & CO.

LIMITED

Fruit Importers
Apple Exporters

Toronto and Hamilton

We have our new warehouse fitted in the most up-to-date style for the handling of the Fruit, Produce and Fish trade.

Heavy supplies are arriving daily for Fall and Xmas trade. Stuffed Figs and Dates in glass and boxes, Layer Raisins, Nuts, Cranberries, Oranges and our famous "Villalobos" pack Malaga Grapes.

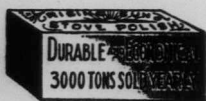
Fish of all kinds—dry, smoked, salt and fresh.

Headquarters for Poultry and Game.

Onions, Apples and Potatoes in car lots a specialty.

A Guarantee that is Worth Something

**RISING
SUN
STOVE POLISH
IN CAKES**



**SUN
&
PASTE
STOVE POLISH
IN TINS**

is printed and packed in every box of SUN PASTE Stove Polish. Our guarantee stands at par because all you have to do is to notify us if any of our SUN PASTE is found defective in any way and we do the rest. It is no surprise to us, however, that so many thousands of store-keepers are selling our SUN PASTE year in and year out with never a defective tin. We make the goods right. That is the kind of Paste Polish you find it worth while to push.

MORSE BROS., Props. - Canton, Mass., U.S.A.

MR. GROCER:

Perhaps you know all about "Signal" Brand groceries. If you do, you know that these lines stand for quality and good profits. If you are not acquainted with them you are losing a great opportunity.

"SIGNAL" BRAND JAPAN TEAS—Half Chests of 80 lbs. Caddies of 5, 10, 20 and 30 lbs. Absolutely the best on the market. We bought early and obtained a stock at lowest prices. Therefore, our prices will interest you.

"SIGNAL" BRAND BLACK AND GREEN CEYLON TEAS, 1-lb. packages and Half Chests of 60 lbs. This line of Tea will win your trade.

How is your stock of "SIGNAL" CATSUP, PICKLES, COFFEE, SOAPS?
Write us when it is low.

EVERYTHING IN GROCERIES

Before buying it will pay you to get our prices on Dried Fruits, Canned Goods and all Groceries.

If our traveler does not call on you, write, wire or phone us. The goods you order will cost you less the traveler's expenses.

HUDON & ORSALI

Wholesale Grocers

259 St. Paul St. - - - MONTREAL



It is now only a question of our being able to fill orders.
The consumer is satisfied that

Borden's Brands

are the "always reliable."

Ask your jobber for

"EAGLE BRAND"
CONDENSED MILK

and

"PEERLESS BRAND"
EVAPORATED CREAM



(Unsweetened)

27 Front St. East.
TORONTO

WM. H. DUNN, Agent

394-396 St. Paul St.,
MONTREAL

TRADE CONDITIONS IN AUSTRALIA

The Tariff Situation—No Provision Made for Canadian Preference—Some Convincing Figures—Salmon Imports—The All Red Route.

Sydney, Oct. 1, 1907.

The principal topic of conversation in Australian commercial circles at present is the new federal tariff, by which the duties on imports have been materially increased all round, with a ridiculously make-believe preference to Great Britain. What preference there is in this direction has all been ingeniously made up with largely-increased duties in other directions. There is a veritable storm of opposition raging, but the Government—a rabidly protectionist one—are adamant, and it is not likely that the duties will be modified.

The question of preference to Canada, which has not been provided for in the tariff proposals now before the people, is engaging a deal of attention, and we understand here that the matter of a settlement has been delayed owing to your Sir Wilfrid Laurier's temporary absence from your seat of Government. The proposal to extend preference to Canada is almost universally approved of. Mr. Ross, your commercial representative at Melbourne, has, on behalf of the Dominion, and acting on important cable messages from his Ministers, submitted a definite schedule of items upon which Canada seeks a tariff preference as a preliminary to the conclusion of a commercial treaty between the two countries. This schedule is identical in most respects to the one discussed in London at the time of the recent Imperial conference between Sir Wilfrid Laurier and our Prime Minister, Mr. Deakin. It consists, as I suppose you know, of in all 30 items of your most important manufactured products, among the principal of which are the following: "Apparel, agricultural implements, harvesters, furs (dressed and undressed), printing paper, various timbers, furniture, snowshoes, boots and shoes, denims."

In the event of a satisfactory deal being made between the Dominion and the Commonwealth, Sir William Lyne has decided to send Sir Wilfrid Laurier a list of Australian exports on which it would be expected Canada would in turn grant a preference in her market. That a satisfactory ideal will eventually be the personal opinion of Mr. Ross, who is decidedly optimistic regarding future trade relations between Canada and Australia. He suggests that great settlements are growing up on the Pacific Coast of Canada, which, if granted

preference, would ultimately mean splendid markets for Australian products and manufactures. The whole matter is to be brought before the Cabinet almost immediately, and it is safe at this juncture to say that Ministers are favorably impressed beforehand with Canada's suggestions.

It is recognized that a principal factor in the coming discussion on your proposals must be, as to what extent our concessions, if any, shall be. Your new tariff, introduced last December, I believe, contains a preferential tariff applicable to goods from the United Kingdom and most British possessions. In order to extend its operations to Australia it is only necessary that a reciprocal arrangement be arrived at and the question, therefore, is—what is Australia prepared to offer in return? Our Ministers recognize the fact that reciprocity with Canada would be a different thing altogether than reciprocity with South Africa. Our trade with the latter country is by no means extensive, while that with Canada, though not at present large, consists almost altogether of direct imports from your country. Australian imports from and exports to Canada for 1904 and 1905 (the latest I can procure at the moment, but sufficient to give an idea) were as follows:

	1904.	1905.
Imports from Canada	£222,064	£230,981
Exports to Canada	29,352	43,288

The imports are shown as direct from Canada, whereas your goods are imported here to a greater extent than appears from these figures, the total for 1905 being \$379,125, instead of \$230,981. Our principal imports from your country in 1905 were fish, £54,524; timber, £56,641; agricultural implements, etc., £43,329; machinery and machine tools, £14,375; apparel and textiles, £21,161; boots and shoes, £8,135, etc. Exports to the Dominion from Australia during the same period included wool, £10,918; coal, £4,049; hides, £5,368; sheep and other skins, £4,086; onions, £1,516; timber, £4,207; butter, £1,185; frozen meat, £2,792, etc.

For the purpose of giving some idea of the possibilities of expansion in trade between the two countries, take one article of interest to the grocery trade. The fish imported into Australia from Canada consists mainly of high-quality tinned salmon from British Columbia. Wholesale houses here sell this

salmon to the grocers and storekeepers at about 8s per dozen tins (1 lb. squat tins.) Red Alaska 1 lb. tins sell in the same market at 6s 3d to 6s 6d per dozen. If the Canadian article were admitted, say free, the difference in the above prices would be reduced by fully one-half, and a direct result would be a largely-increased consumption of the British Columbia fish.

DO YOU WANT A NEW CUSTOMER

A resident of the United States is looking for some place to locate a summer home, and has asked the MacLean newspapers for advice. They want, they say, one in which they can live from May to November, preferably in Canada, near a lake, if possible, and within easy reach of good trout fishing, not nearer to a post office and telegraph station than twelve miles, nor farther than forty, not too far north to prevent raising of vegetables for their own use. If they could find trout, partridge or pheasants and deer, elk or moose, each in its own season, so much the better. They desire to build a comfortable log house and would need one for the man and his wife whom they would leave there the year round.

The family is well known and highly respected in the public and social life in the United States and in Great Britain, where they at one time had a temporary residence. Being also wealthy, they would become valuable customers for the retail trade in any locality where they may decide to settle. If any of our readers or Boards of Trade have a place that fills the requirements described above, will they kindly send particulars to the editor for transmission?

The assets of L. J. Dubard, general storekeeper, Vincennes, Quebec, have been sold.

George Paquin, general storekeeper, of St. Marjorique, Quebec, has assigned to V. E. Paradis.

CONDENSED OR "WANT" ADVERTISEMENTS.

BUSINESS CHANCES.

JOHN NEW, Real Estate and Business Broker
156 Bay Street, Toronto. Established fifteen years. No charge unless sale effected.

GROCERY BUSINESSES—I have several choice grocery businesses for sale in Toronto, good stores and dwellings, rent reasonable, genuine money makers, stocks from seven hundred to twenty-five hundred. John New.

\$1,500 GROCERY BUSINESS—Good town thirty miles from Toronto; doing thriving business. John New.

\$4,000 BUYS large brick storey and dwelling on good business corner in Toronto; up-to-date grocery in connection which is also for sale. John New.

If you want to buy or sell a business, write, John New, Toronto.

THE CANADIAN GROCER

By balance at credit at 31st
of August, 1906.... 198,371.38
By trading profits for year. 630,685.57

\$829,056.95

Description of Plant.

The following statistics relating to the Ogilvie Flour Mills Company will be interesting to the shareholders of this company, as illustrating the wide ramifications of its various and extensive interests, as participating in the great development going on in this country:

Mills.

Daily capacity.	Barrels.
Royal Mill, Montreal, water power	6,000
Glenora Mill, Montreal, water power	2,500
Winnipeg Mill, Winnipeg, steam and electric power	3,000
Fort William Mill, Fort William, electric power	3,000
Corn Products Mill, Montreal, water power	1,500
Oatmeal Mill, Winnipeg, steam and electric power	300
Total	16,300

Terminal Elevators.

Capacity.	Bushels.
Elevator "A," Montreal	250,000
Elevator "B," Montreal	250,000
Elevator "C," Montreal	250,000
Elevator "D," Montreal	400,000
Elevator "A" and "B," Winnipeg	300,000
Elevator "C," Winnipeg	250,000
Elevator, Fort William	600,000
Total	2,300,000
Daily capacity.	Barrels.
Barrel factory, Montreal.....	2,500
Barrel factory, Winnipeg	500
Total	3,000
Capacity.	Bushels.
Flour warehouse "A," Montreal	50,000
Flour warehouse "B," Montreal	80,000
Flour warehouse "C," Montreal	25,000
Flour warehouse "A," Winnipeg	12,000
Flour warehouse "B," Winnipeg	25,000
Flour warehouse "C," Winnipeg	10,000
Flour warehouse "A," Fort William	100,000
Total	302,000

Elevators in Manitoba and Northwest.

	Bushels.
Alexander	35,000
Altamont	35,000
Altona	45,000
Arcola	35,000
Argue	35,000
Arnaud	35,000
Balgonie	35,000
Basswood	35,000
Belle Plaine	35,000
Bethany	35,000
Boissevain	40,000

Bradwardine	35,000
Brandon	35,000
Burnside	35,000
Carberry	30,000
Carievale	30,000
Carlyle	35,000
Carman	40,000
Carnegie	35,000
Chater	35,000
Clan William	35,000
Crandell	30,000
Cypress River	35,000
Deloraine	30,000
Dominica City	30,000
Dunrea	30,000
Elkhorn	25,000
Elm Creek	30,000
Esterhazy	35,000
Franklin	20,000
Gilbert Plains	40,000
Glenboro	35,000
Grand View	35,000
Grenfell	35,000
Gretna	45,000
Griswold	25,000
Hamiota	35,000
Hartney	30,000
High Bluff	30,000
Holland	40,000
Howden	35,000
Indian Head	35,000
Kemnay	35,000
Kenton	35,000
Keyes	40,000
La Salle	25,000
Lauder	15,000
Lenore	35,000
Lyleton	35,000
Manitou	35,000
Manor	35,000
Margaret	35,000
Motavish	25,000
Melbourne	25,000
Melita	20,000
Meihven	40,000
Minnedosa	35,000
Moose Jaw	20,000
Moosemin	35,000
Morden	45,000
Morris	45,000
Napinka	50,000
Neepawa "A"	25,000
Neepawa, "B"	40,000
Newdale	35,000
Niverville	20,000
Oak Lake	20,000
Oak River	35,000
Oakville	35,000
Oberon	35,000
Pense	35,000
Pattapiece	35,000
Pierson	35,000
Pilot Mound	35,000
Plum Coulee	35,000
Poplar Point	25,000
Portage la Prairie	35,000
On'Appelle	35,000
Rathwell	25,000
Resenfeld	20,000
Rosser	25,000
Sinclair	35,000
Sintaluta	30,000
Sperling	35,000
Starbuck	20,000
Stonewall	25,000
Thornhill	20,000
Treherne	25,000
Viriden	35,000

Willow Range	20,000
Winkler	25,000
Wolseley	20,000
Westwood	35,000

Total interior wheat storage capacity

3,005,000

Total terminal storage capacity

2,300,000

Total wheat storage capacity

5,335,000 Barrels.

Total daily milling capacity ..

16,300

Total flour storage capacity ..

302,000

The company own their offices in Montreal, Winnipeg and St. John, N.B., besides other properties in Montreal, also stables and machine shops in Montreal, Fort William and Winnipeg.

The Montreal mills are all operated by water power and are fitted up with auxiliary electric power as well.

The Fort William mill is operated by electric power, generated from the famous Kakabeka Falls, located 18 miles from Fort William.

The Winnipeg mill is operated by electric power from the Winnipeg Power Company and has auxiliary steam plant.

The mills in Montreal have unexcelled water and rail connection with all points, domestic and foreign, with sidings on the Grand Trunk, Canadian Pacific and Interoceanic railways.

The Fort William mill is situated at the chief port of the Great Lakes and on the main line of the Canadian Pacific, Canadian Northern and Grand Trunk Pacific railways, while the Winnipeg mill is also on the main line of these roads.

The most of the wheat for the Montreal mills is loaded from the company's own elevator at Fort William and shipped through to Montreal without breaking bulk—many millions of bushels being brought down annually.

The company grind exclusively only the choicest selected Manitoba wheat, and its brands are recognized as leading standards in the world's markets.

The company also maintain their own office in New York for the West India trade, as well as offices and warehouses at Toronto, London, Sarnia, Ottawa, Ont.; Vancouver, B.C.; Quebec, Que. and St. John, N.B.

W. H. Halford, of Montreal, called at The Grocer office last week, while returning from a visit to the St. Charles Condensing Co.'s plant at St. Charles, Ill. He reports that the company is working strenuously and expect by the first of the year to be caught up with their orders. Mr. Halford, who, by the way, is the Montreal representative of S. T. Nishimura, the tea importer, mentioned that in spite of the high prices in Japan teas which had ruled since the opening of the market, the firm has had an increase in their import orders.

We Will Have the Exchange them

Early in the season we were brought to a realization that This prompted us to provide for an increased demand for the We have arranged that these supplies shall come forward early wanted. The earliest shipments of course cost a little more to-day, they will not be satisfied if you tell them that you and that you will then have plenty for them. No; that won't wanted. Do not make the mistake of waiting to buy a half-profits. If our travellers do not get near you send us your

For Immediate Delivery

Nelson's Select Valencias	6½
Rowley's " "	6¾
Sultanas Choice quality	11

ELEME FIGS

Extra choice Camel brand 10 lb. boxes.

4 Crowns, 2-inch	10½
6 " 2½-inch	11½

LUDELLA TEA

The way the Tea market is running lately it would be a heart-break to keep putting out the fine quality which we do in our Ludella quarter-dollar packet, but we don't have to live on the profit of this particular article, and consequently we keep on putting out the best value in 25c. Tea that is going to-day, and we don't forget that you need a fair margin either. Buy Ludella Tea and you will be selling the finest that it's possible to produce for the money.

H. P. ECK

Cor. Front and Scott Sts.

WHOLESALE

Go for

there v
foreign
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luck
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Veg
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fine
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Toma
Corn

AI
GROC

Goods and Want to for Your Money

there would be a great scarcity of Domestic Fruits this year. foreign kinds, which is sure to develop as the season progresses. and that they will be ready for you when they are particularly than the later, but for instance, your customers want raisins have none but that they will be a half-cent cheaper later on work, you must have the goods for them when they are cent lower and losing several times the amount in immediate orders by mail or wire.

HEINZ

There's magic in this name now, and it did not come there by luck either. It came with good, hard, ceaseless care and work on the part of the manufacturers, with the result that anything with the name Heinz on it is a standard that all competitors are striving to equal in both quality and attractiveness. Get in behind this power for good which is in every store where the 57 varieties are shown. It will work wonders if given a chance, and the only way to give it a chance is to keep Heinz goods to the front. It will be a magnet and will draw trade for you.

QUAKER

That's a name that you hear in connection with many eatables, but none merit this good name so much as the Canned Fruits and Vegetables which are grown and packed by the Quaker people around Bloomfield, in Prince Edward County. The goods are the finest and most attractively put up, and don't cost a cent more than the best of other packs. Put them in and they will help to make your store the best looking one in town.

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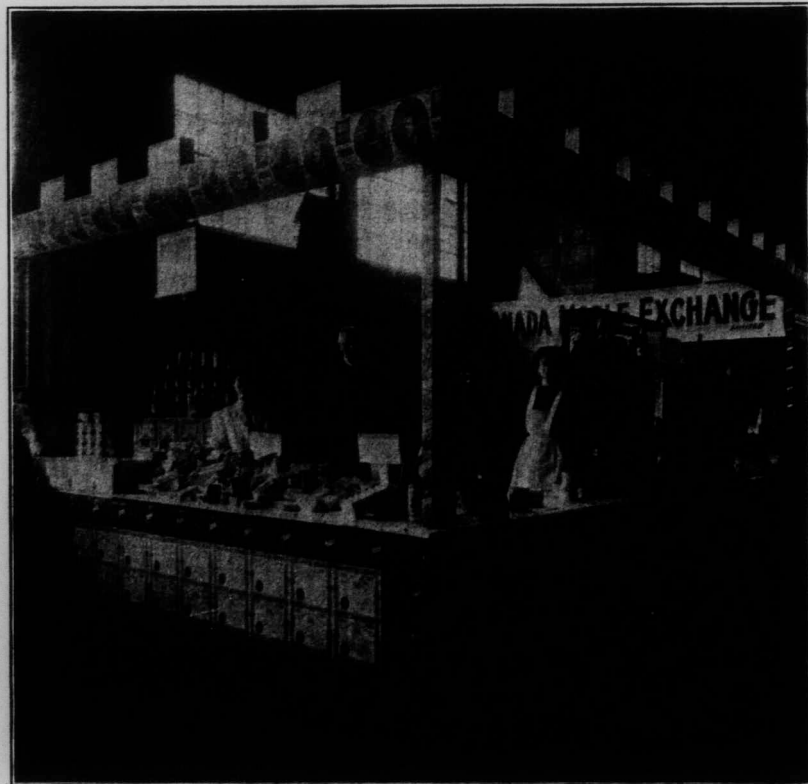
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RESIGNS FROM ACTIVE MILITIA.

Lt.-Col. Davidson, of Davidson & Hay, Limited, Gives Up Military Command.

Considerable interest has been manifested among the trade during the last few days over the resignation of Lt.-Col. John I. Davidson, of the firm of Davidson & Hay, the Toronto wholesale grocers, from his command in connection with the sixteenth infantry brigade. Col. Davidson has occupied such a prominent position in connection with the Canadian militia, that the resignation has come as a considerable surprise in many quarters.

The local daily newspapers connect

Col. Davidson's resignation with the fact of the recent promotion of Sir Henry Pellatt to a full colonelcy over the heads of a number of lieutenant-colonels, one or two of which were his seniors in service.

It is a well-known fact, however, that the official period of Col. Davidsou's command has long expired.

In regard to this matter it may be interesting to note that when the command of the Coronation Contingent was offered to Lt.-Col. Pellatt in 1897, he was told he would go to England with the rank of colonel. It was considered important that the Canadian Contingent, by far the largest colonial contingent sent to England, should be com-

manded by an officer ranking at least as high as officers from other colonies with smaller contingents. For some reason this was not carried out, and the matter was allowed to stand until the Queen's Own Rifles was formed into a two battalion regiment. Lt.-Col. Pellatt has now been promoted to the rank of full colonel, with a lieutenant-colonel in command of each battalion, and this seems to have come as a fulfillment of the promise made by the department ten years ago.

Col. Davidson was to have taken a prominent part in the Thanksgiving Day military manoeuvres at Hamilton, and his resignation will probably necessitate some reorganization.

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It appears, at first sight, strange that prices should go away up whilst at the same time the world's general production is steadily increasing. The fact is, the unexpected has happened in the appearance of Russian buyers for British-grown teas.

A Great Awakening

Russia has at last awakened to the true value of British-grown teas. Teas which should usually be destined to reach the Canadian market are being eagerly competed for by Russian buyers. Canada must, therefore, pay higher prices or lose the quality tea.

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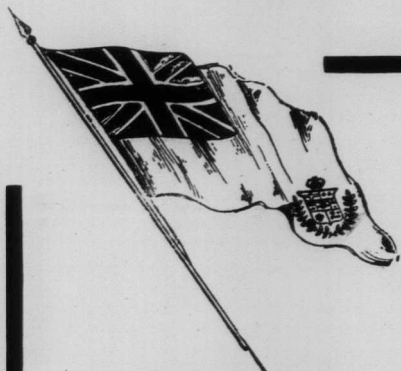
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