

**PAGES
MISSING**

TWENTIETH YEAR

NUMBER XX

PRICE

The

25 CENTS

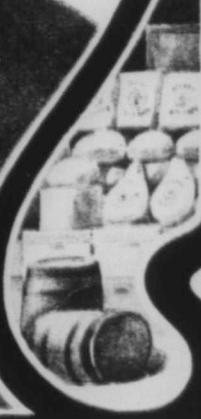
CANADIAN GROCER

SPRING & EXPORT NUMBER

MAY 18th 1906.



DOMINION OF CANADA



PUBLISHED BY THE CANADIAN PUBLISHING CO. LIMITED.
TORONTO, WINNIPEG, LONDON, ENGLAND.

PAST

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VEGETABLES

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GOODS

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ruits on hand.

St. Catharines

CANNERS
Pure Canned Goods

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real

W. T. BENSON & CO'S
CANADA
PREPARED CORN
FOR CULINARY PURPOSES.

This most delicious of all preparations for BLANC MANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is

GUARANTEED PURE
and superior to any similar preparation ever offered to the public; has taken First Prizes at all Canadian Exhibitions and received the

PRIZE MEDAL
AT THE
International Exhibition, London, 1862,
AND AT THE
Centennial Exhibition, Philadelphia, 1876

Manufactured and Refined by the
EDWARDSBURG STARCH COY.,
CARDINAL, ONT. (LIMITED)
OFFICE:—MONTREAL, QUE.,
CANADA.

RECIPES
BY ORAL
PREPARED
FOR THE
SALAD
COMBINATION
MILK
WATER

CELLULOID
TRADE MARK REGISTERED
STARCH

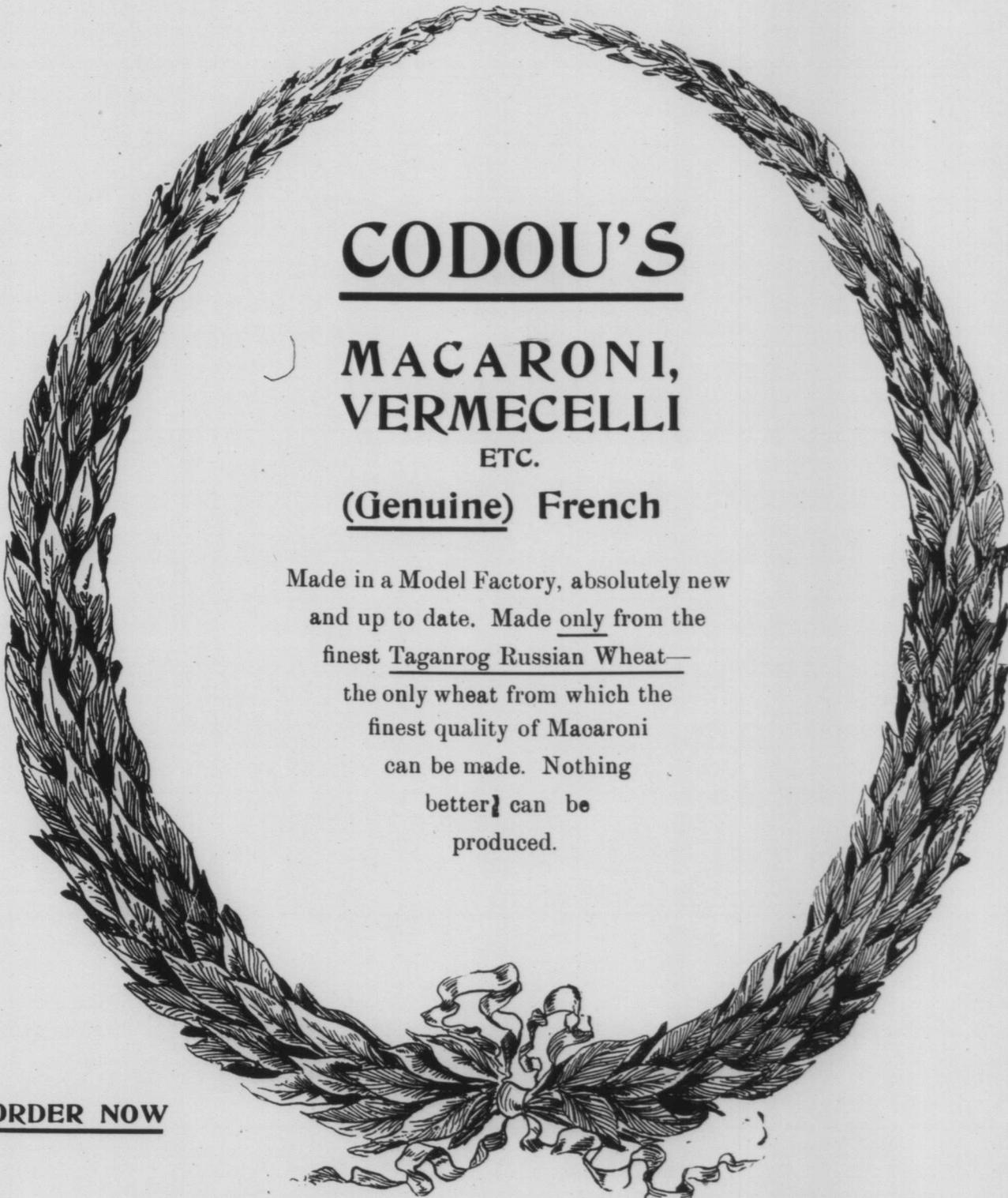
A NOVEL INVENTION
REQUIRED BY COOKING
The Celluloid Starch is a new and improved
and the quality superior to any other starch
as it is made of purest material and is
the most perfect for all uses and is
the most economical and best for all uses.

CELLULOID Sole Manufacturer
STARCH COMPANY
NEW HAVEN CONN. U.S.A.



ORDER

8 Place
MONTREAL



CODOU'S

**MACARONI,
VERMECELLI
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

ARTHUR P. TIPPET & CO., Agents,

**8 Place Royale,
MONTREAL.**

**20½ Front St. E.,
TORONTO.**

*The "Sunny Isle" of Ceylon
Was once the "Granary" of India
It is now the "Tea-ry" of the World.*

The Reason Why—

It's always well to know the reason why. It's the grocer who knows that leads in the race for success.

The grocer who does not know, and does not care to know, will surely go to the wall.

The Reason Why—

Ceylon Tea leads in popular favor, and has out-distanced all others, is simply "quality," always "uniform quality."

The "Sunny Isle" produces a specially fragrant tea, the like of which was before unknown. It just suits the discriminating palate and securely holds it.

The wise and discerning grocer who aspires to tea success has only one choice. He must buy only Ceylon Tea.

*Ceylon Tea (Green and Black) the
World's Premier Tea.*

If, in

"An

ly to

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If, indeed, it be true that—

“An honest tale speeds best being plain-ly told” then the following bit of “Pure Candor” should make a rapid impression

No mystery surrounds the instant and universal acceptance by critical connoisseurs of “SALADA” Natural Green Tea of Ceylon wherever it has been offered.

Here is its simple story in a nutshell.

In it we offer an actually pure, untampered with, Natural Green Tea of exquisite flavor and unadulterated strength, that renders it more economical and healthful in use than the Japan Teas it is so rapidly displacing all over the continent . . . It is of a light color in infusion with a peculiarly delicate taste and “bouquet.”

The rapidly growing list of enterprising dealers all over the land who are now handling “SALADA” Green Tea is evidence that they recognize as inevitable its dominating influence over the Japan Tea sales of the future, and they do not propose being left behind in catering to the public demand for something so infinitely better than the old-time Japans that they have hitherto been handling.

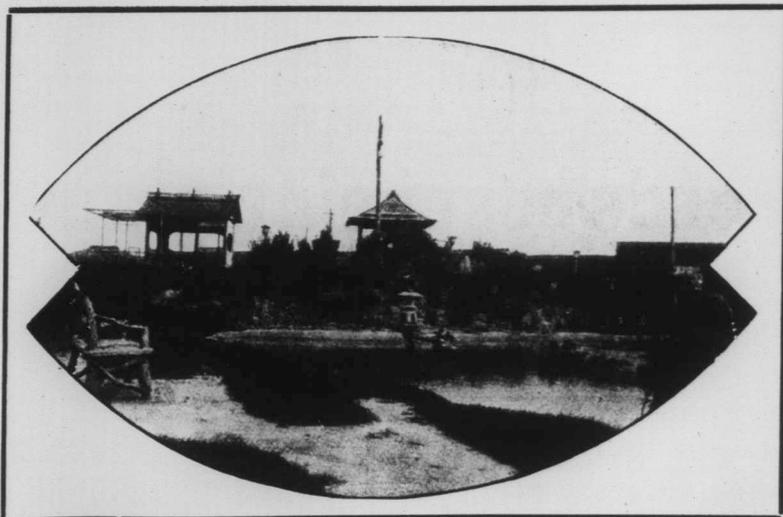
We pack and sell “SALADA” Natural Green Teas in Sealed Packets only—same form, style and prices as the celebrated Black and Mixed Teas of “Salada” brand.

Correspondence Solicited

Samples cheerfully furnished

Address “SALADA” Toronto or Montreal.





**"It's all
in the draw"**

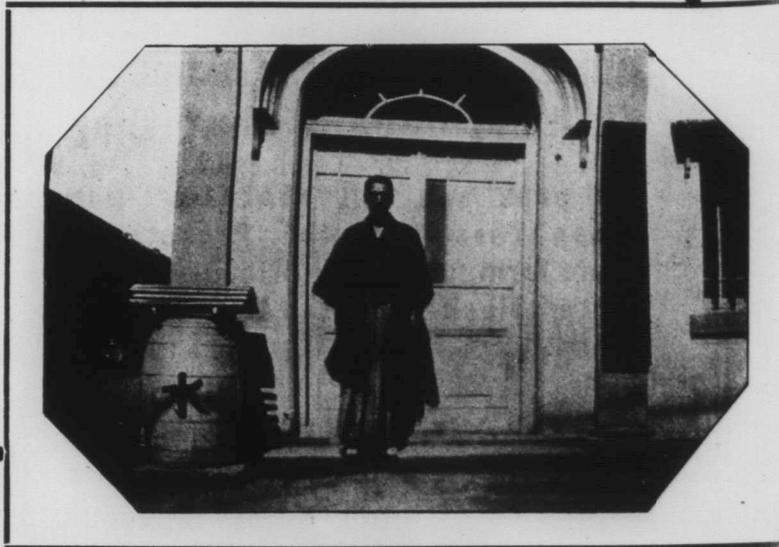
Your tea cup will tell you, if you have carefully studied
the Tea Question, that

JAPAN TEAS

possess all the best qualities of the wonderful tea plant,
without any of the injurious elements of other teas.

These good qualities are:—absolute cleanliness,
delicacy of flavor,
smallest percentage of tannin of all teas,
finest aroma,
refreshing and strengthening properties.

Japan Teas are in a
class of their own and
absolutely inimitable.
Consider this when
buying teas—



That
made
Amer

Pic

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All I

PHONES
228
87

SALTED

That must be your feeling when you think of the prices that Canadian made Salt is costing you. However, we have a bargain for you in American goods, finest quality.

100/3	-	\$2.50	per barrel	60/5	-	\$2.35	per barrel
42/7	-	2.25	"	15/20	-	2.15	"
Le Roy,	cartons, 36 x 3-lb. to a case,				-	2.10	per case.
"	"		5 case lots,		-	2.00	"

WILL NOT HARDEN.

Pickles

5-Gal. Pails, Mixed	- - - - -	\$1.65	per pail.
3-Gal. " "	- - - - -	1.10	"

Finest Quality.

We also have a cheaper line in a 5-gal. Pail, Mixed, at **\$1.10** per pail.

Watch for our ad. later on—Maconochie's, C. & B. and Rowat's in assorted barrels, also Vinegars.

Canned Vegetables

Handling the output of several canners puts us in a position to sell you right. We are especially interested in hearing from carload buyers. Be sure and consult us before ordering.

Salmon

Regal, finest Fraser River, talls	- - -	\$1.55	doz.
" " " flats	- - -	1.67½	"

Guaranteed equal to anything. Money can't buy better fish. You can't make any mistake buying Fraser fish now. It will be higher later.

Cock of the North, nice red fish	- - -	\$1.25	doz.
---	-------	---------------	------

All Prices Net.

We Handle Everything in Groceries.

CANADA BROKERAGE CO., Limited

PHONES
2282 MAIN
870 "

9 Front St. East
TORONTO

St. Lawrence Sugars

Granulated^{and} Yellows

are the

Best and Purest

in the market

The St. Lawrence Sugar
Refining Co., Limited

MONTREAL

We are the newest and latest firm in the market, but our progress has been so large that we are rapidly forging ahead of everybody in the same line of manufacturing.



Grocers of Canada,

Your customers' **best** interests are your own as well, and to please and satisfy them makes for steady and profitable business. There is no article in your store that is of more importance than **Laundry Starch**, and none that interests the housekeeper more. Good starch means good, well-finished linen.

JAPANESE STARCH

made under an entirely new process produces the most brilliant results, a perfect and lasting gloss, and is guaranteed not to injure the most delicate linen or lace.

\$1,000 Reward

will be paid by us to any charitable institution if it can be proven that our statements are not correct.

ASK YOUR JOBBER FOR IT.

Write for particulars to

AMERICAN PURE FOOD CO.

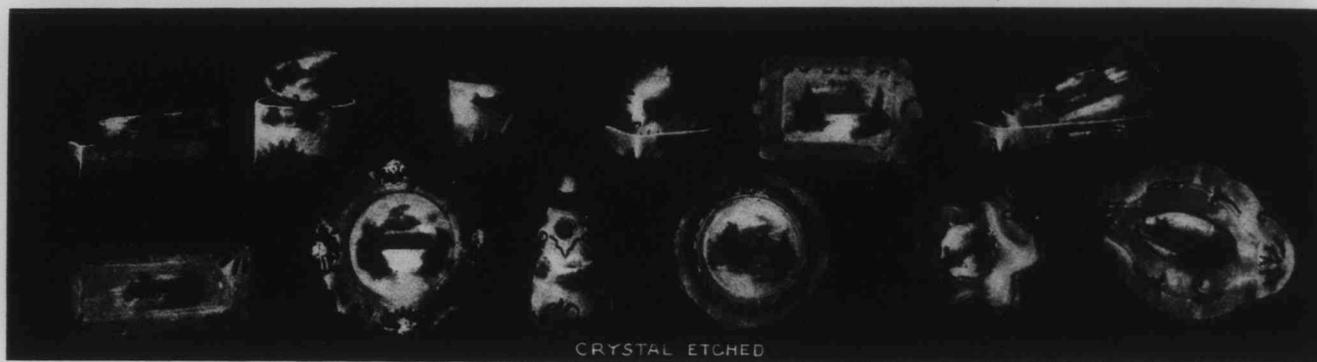
MONTREAL

Winnipeg—JOS. CARMAN

Quebec—LECLERC & LETELLIER

If your customer gets a good Starch from you, you may expect to sell him again.

MORE MONEY FOR YOU



(Illustration shows about one-tenth of actual size.)

RETURNED

JUN 18 1906
*No. 1000
 end Book 1/2
 page 100
 100*

Last Special Number of this Journal we advertised the Canadian Grocer Assortment. The response was the most direct we have ever had and we want to bring another good assortment for the live merchant to your notice. Every customer who received one of the "Grocer" assortments will appreciate the present offer, consisting of an assortment of decorated Opal (same ware as last lot) EMERALD and CRYSTAL ETCHED glassware, any article in which may be **retailed** for **25c.** each.

The assortment is named **TRIANGLE ASS'T** and is made up of one dozen each of the twelve articles illustrated, making total of one gross. Each article is assorted equally in the three kinds of glass mentioned and the different pieces as arranged in illustration are as follows:

- | | | | | | |
|---------------------|--------------------|-----------------|-------------------------|------------------|-------------------|
| Manicure Box | Collar Box | Cuff Box | Handkerchief Box | Comb Tray | Glove Box |
| Dresser Tray | Cupid Plate | Vase | Fancy Plate | Salad | Large Tray |

The goods are hand painted in bright colors with lots of gold bronze, and the crystal etched pieces, comprising one-third of the assortment, have landscape views making them suitable for souvenir purposes.

The Price for the gross assortment as above is **\$25.00** F.O.B. Toronto, package 40c. extra. We can letter each article with any wording desired, such as "Souvenir of Toronto," "Compliments of your Grocer," etc., for 10% extra.

SEND A CARD TO-DAY FOR A TRIAL ASSORTMENT

GOWANS, KENT & CO., LIMITED

Manufacturers of
**RICH CUT GLASS and
 LAMPS**

MONTREAL

WHOLESALE
**CROCKERY and GLASSWARE
 CHINA and LAMPS**

16 FRONT ST. EAST, TORONTO

Decorators of
**EARTHENWARE and
 GLASS**

WINNIPEG



BR

S

JO

Bor

SCOTT, W



**EAGLE
BRAND CONDENSED
MILK**

**TRADE WINNERS
TRADE BUILDERS**

Borden's

Made with Scrupulous Care for
Those Who Demand the BEST

Supreme for Purity

The Selling Prestige of BORDEN'S BRANDS
guarantees increased business to the

JOBBER and RETAILER

Borden's Condensed Milk Co.

"LEADERS OF QUALITY"

Est. 1857

SALES REPRESENTATIVES

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

SCOTT, BATHGATE & CO.
Winnipeg, Man.

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

**PEERLESS
BRAND EVAPORATED
CREAM**



(UNSWEETENED)

Crockery

UNPRECEDENTED VALUES IN THE FINEST GOODS

WE CARRY A COMPLETE STOCK OF THE
LATEST AND BEST STYLES, SHAPES AND
DECORATIONS IN ALL LINES OF * * *

FINE CHINA, CUT GLASS, CUTLERY,
SILVERWARE

VASES LAMPS JARDINIERES
DINNERWARE TEAWARE TOILETWARE
ALL THE STAPLES

THE JOHN L.
CASSIDY
CO., LIMITED
== MONTREAL ==

RET

JUN

Handwritten scribbles

66

When good Customers

ASK FOR GOOD COFFEE GIVE THEM

RETURNED

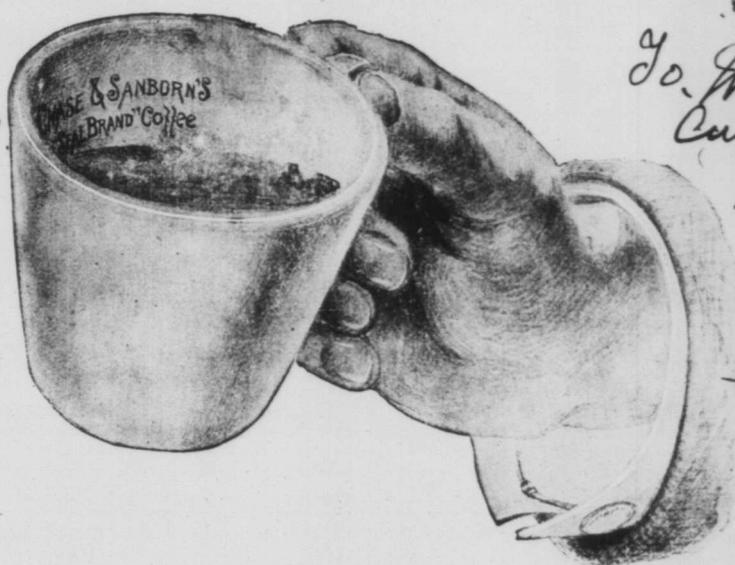
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JUN 8 1906

*cut book
page 63*

*June 15
1906*

R.M.



RETURNED

JUN 15 1906

*Go. Montreal
Cut Book 6-1
page 63*

R.M.

“SEAL BRAND” COFFEE

They are sure to come back

CHASE & SANBORN

The Importers

MONTREAL

The Salt that Saves Money and Time for You

"Time is money"—save time then, and you save money too. Waste no time and you waste no money. Is it really worth while to spend useless energy in an endeavor to push inferior articles of trade? We think not.

Windsor Salt is the standard because so often used for comparison—you hear "as pure as Windsor Salt" used everywhere to-day. You don't have to argue with a customer over its merits—its quality is too well known. It's pure white, dry, crystalline. It is nothing but salt.

You lose more than we do by not stocking up with it—lose time, lose money, lose trade.

Windsor Table Salt

THE CANADIAN SALT CO., Limited
Windsor, Ont.



**Y. & S.
SCUDDER
M. & R.** } **STICK LICORICE**

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

and a complete line of
Hard and Soft Licorice Specialties.

Price Lists and Illustrated Catalogue on request.

National Licorice Co.
Brooklyn, N.Y.

R. S. McIndoe
Selling Agent, 120 Church St., Toronto

Molasses

We are prepared for
SPRING TRADE
with a splendid assortment of the Standard
Grades:

Extra Choice Porto Rico, Lion Brand,
Cintron Brand, Beaver Brand, &c.
Fancy Barbados Syrup, Choice Barbados
Grocery.

SEND FOR SAMPLES AND PRICES

Dominion Molasses Co.,
LIMITED

Halifax, - Nova Scotia

Agents

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

HOLBROOK'S

GUARANTEED
PURE MALT

VINEGAR

Shipped in 25 gallon barrels from our Vinegar Brewery, Stourport, Worcestershire, England.

We have a consignment coming in at a very low rate of freight and are quoting an exceptionally low price. 'Phone, telegraph or mail your order at our expense and secure this opportunity.

Remember—Bulk vinegar is the most profitable line you can handle and **is an every day seller.**

Imported Vinegar costs little, but commands the highest price and leaves you 100 % profit.

We give a guarantee with every invoice.

Prices and terms from

HOLBROOK'S LIMITED

SOLE MANUFACTURERS OF

HOLBROOK'S Genuine
Worcestershire SAUCE

Canadian Office: 28 Front St. East, - TORONTO

"THE WORLD'S BEST"

"2 IN 1"
SHOE POLISH HAS
NO EQUAL



It is the blackest, brightest and easiest to polish of any shoe polish made or sold in the world. It is a perfect leather food. Do not take substitutes or imitations.

Sold by all
wholesale and
retail dealers
throughout
the world.

SIX MONTHS IN "2 IN 1"

[COPY] HAMILTON, Ont., December 15th, 1905.
The F. F. Dalley Co. Limited,
Gentlemen,

I write to state the following:—On account of the effect of your "2 in 1" Shoe Polish being criticized, and the charge made that it injures the leather, I made this test as follows:—I mixed the contents of a box of "2 in 1" Shoe Polish, bought at a retail store from regular stock, with four ounces of water, and into this mixture put a kid glove, and left the said glove in the mixture in a bottle from June 15th until December 15th, a full six months. I then took the glove out, washed it and examined it. *The fine leather of the glove was not affected in the least.* It is as pliable and soft as it was when new, and is not altered in condition, nor were the stitches affected in any way. This test, I consider, proves that "2 in 1" does not injure the finest leather.

I hereby state these facts are correct and true.

[Signed.] J. M. WILLIAMS,
Consulting Chemist.

P.S.—The above letter was unsolicited. The firm knew nothing about it until after Dec. 22nd. The glove can be seen at our office.

THE F. F. DALLEY CO., Limited
Hamilton, Canada

THE SAME RELIABLE

FOR OVER 15 YEARS,

EAGLE BAKING POWDER

has stood the test. It is neatly packed in tins and the new LABEL is second to none on the market. Every tin guaranteed to give satisfaction. If you have not stocked it yet, do so NOW. It is a winner.

ALL WHOLESALE GROCERS SELL IT

J. H. MAIDEN

423-425 St. Paul Street,
Montreal



Mr. Merchant,

Do you want to increase
your Cash Sales?

Do you want to decrease
your Book or Charged
Accounts?

If you do, we have introduced a plan which we would like to be allowed to explain fully to you. We know it will interest you, and put money in your till, as it has already been proven by hundreds of wide awake Canadian Merchants from coast to coast. Drop us a line. We want to talk to you about it.

The British Canadian Crockery Co.

25 MELINDA STREET, TORONTO.



The Man Behind the Counter

is the one we recognize. We want the co-operation of the retail clerks throughout the country in extending and increasing the sale of the great Fairbank specialties:

- Gold Dust Washing Powder
- Fairy Soap, Copco Soap
- Fairbank's Glycerine-Tar Soap
- Fairbank's Scouring Soap
- Fairbank's Sanitary Soap

We are willing and anxious to acknowledge the service they can render us by rewarding them in direct proportion to the interest they display in pushing these goods. Our method of rewarding is "The Fairbank Plan," which is a system of couponing our specialties in such a manner that the coupons can be easily removed when the goods are sold, and giving for these coupons useful articles, the best that money can buy. Our whole aim is to give the clerks the best value we can secure.

The products embraced in "The Fairbank Plan" are easily sold because they are the best value and give the greatest satisfaction to the consumer. They increase the trade of the store and "The Fairbank Plan" rewards the dealer or his clerks for selling them.

Send for a copy of "The Fairbank Plan" illustrated premium list. It will pay you.

THE N. K. FAIRBANK COMPANY
MONTREAL, CANADA



NOW OWN UP

Don't you really like to handle

PATERSON'S CAMP COFFEE ESSENCE?

Doesn't it sell well, doesn't it allow you a good, fair profit?

ROSE & LAFLAMME,
Agents, Montreal.

DON'T RUN CHANCES

with your customers. Get a line of Maple Syrup that is reliable

"IMPERIAL BRAND" MAPLE SYRUP

has stood the test of years of success. It is reliable. It sells well. It gives a good margin of profit.



ROSE & LAFLAMME

AGENTS, MONTREAL.

HEADQUARTERS FOR

Maple Syrup

Maple Sugar

PURE FRUIT JAMS

JELLIES and

MARMALADE

SUGARS, LTD., - Montreal, Canada

RE
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RETURNED
MAY 23 1906
AW

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.



RETURNED
MAY 23 1906
AW

*to owner
Cut Book 6-0
page 65
A.A.*

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.

RETURNED

MAY 23 1906

IP
ar
MS

Canada

DID YOU EVER STOP TO THINK



That absolutely Pure Maple Syrup packed in the country, where it is made, is the

MOST DELICIOUS SWEET IN THE ENTIRE WORLD

Nothing compares with **it if it is pure** and made only from the sap of the rock maple tree.

At the present time there is only one way to get a quantity, a carload or more of Pure Maple Syrup, and that is to purchase it from the Maple Tree Producers' Association, Limited, Waterloo, Quebec. Our packages are the best, our labels are the most appropriate, and tell the **whole truth and nothing but the truth.**

We require a signed guarantee from every producer we purchase from that the Maple Syrup we buy from them is **ABSOLUTELY PURE**, and **made only from the sap of the maple tree.** And **we give the same guarantee** to every one to whom we sell. In addition to all this we analyse every lot we buy before we pay for it. **Under** no circumstances will we buy or sell the adulterated article. With all these protections guarding the purity of our product you are certain to get the genuine article.

FOR FULL PARTICULARS ADDRESS

Maple Tree Producers' Association

WATERLOO, QUEBEC

LIMITED



MR. A. BODENWEISER
(Bode)

The above is a photo of Mr. A. Bodenweiser, perhaps better known to many of his friends as "Bode," who is the originator and manufacturer of the favorably and well known Bode's brands of Chewing Gum. To know him is to see him, and to see him is to know him. This is to give you a chance, and it is an established fact that should you not be able to see him you will always hear from him, for his advertising is watched with interest, and his goods sold with profit to those handling Bode's brands of Chewing Gum. These brands are without question the recognized standard in Canada to-day. To deal with the Bode's Gum Co., Ltd., means absolute satisfaction to the dealer as well as the consumer.

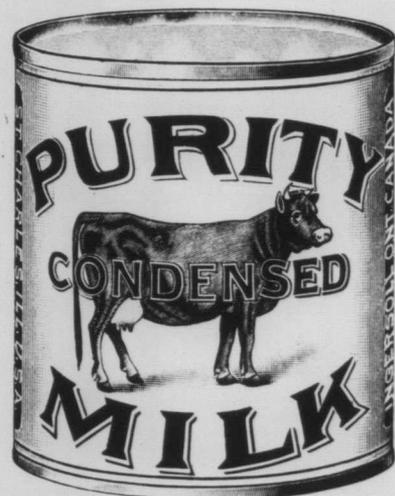
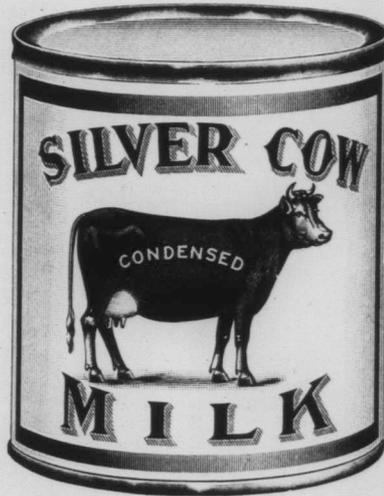
Bode's Menthol Pepsin Gum
Bode's Crushed Fruit Gum
Bode's Pepsin Gum
The Little Bode's Gum Slot Machine

Bode's Gum Co., Limited
MONTREAL

TORONTO OFFICE,
Pacific Building

OTTAWA OFFICE,
65 Spark Street

QUEBEC OFFICE,
5 Dufort Street



Three famous brands well known in Canada as the
Purest and Best for all Purposes

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

THE ST. CHARLES CONDENSING CO.

FACTORIES ; Ingersoll, Canada.

St. Charles and Chemung, Ill., U.S.A.

**A SLIGHT
DIFFERENCE**

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER MOND & CO'S.

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL

J. B. Renaud & Cie.

ENREGISTRE

118 to 140 St. Paul St.,

QUEBEC

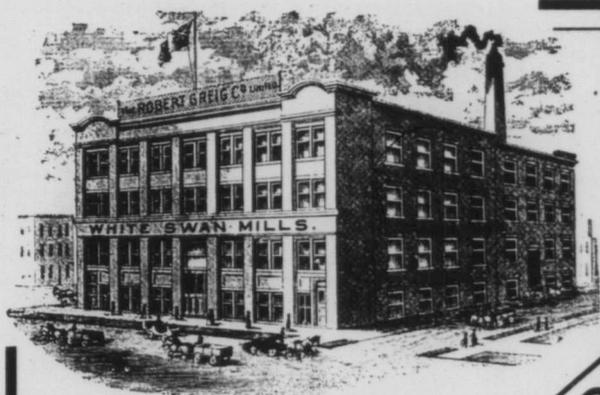
**FLOUR, GRAIN AND
PROVISIONS**

WHOLESALE

**MAPLE SUGAR AND
SMOKED MEATS**

OUR NEW DEPARTURE

Groceries Wholesale



GREIG'S WHITE SWAN BRAND
WHITE SWAN



RETURN
Rice/11/06
to Greig

Cut Back No.

Page No.

FOR HIGH-GRADE GOODS

GREIG'S WHITE SWAN BRAND

IS ABSOLUTELY UNEXCELLED

Coffees
Spices
Baking Powder
Jelly Powder
Cake Icings
Cream of Tartar
Flavoring Extracts
Prepared Cocoanut

Flaked Wheat
Flaked Rice
Flaked Peas
Flaked Oats
Barley Crisps
Buckwheat Flour
Whole Wheat Flour
Graham Flour
Gluten Flour
Rye Flour
Breakfast Foods
The King's Food
The Queen's Food

ALL PRE-EMINENT FOR QUALITY

The Robert Greig Company, Limited
WHITE SWAN MILLS
TORONTO

Excelsior Coffee

for years and is to-day recognized as the acme of perfection in coffee blending.

Century Cocoa

This is an **absolutely pure** Cocoa and will give both you and your customers the best of satisfaction.

These are two of our many lines which we are justly proud of.

—We guarantee them—

TODHUNTER, MITCHELL & CO.

TORONTO

DIRECT IMPORTERS AND MANUFACTURERS

Cocoas, Chocolate, Coffees, Spices.

Flavoring Extracts, Baking Powder, Etc.



In the sorting up of stocks for spring trade you can buy safely of

STERLING BRAND PICKLES AND RELISHES

None better are made—Canadian made goods of fresh grown Canadian vegetables.

All Jobbers

THE T. A. LYTLE CO., Limited
TORONTO, CAN.

Make a Place in Your Store

for

IVORINE COLD-WATER STARCH

It doesn't matter what kind of starch you are now selling, some of your customers want "Ivorine" and will get it—from another Grocer if you do not keep it.

The feature about "Ivorine Starch" is the fact that it can be used so easily. The drudgery of "hot-water starch" days is a thing of the past when "Ivorine" appears.

Your jobber can supply you, and you should see that he does.

Case (40 pkgs.) \$2.50.

St. Lawrence Starch Co.
Port Credit, Ontario Limited

ESTABLISHED 1840

THE RESULT OF SIXTY-FIVE YEARS' EXPERIENCE



A Perfect Carpet Broom

Our "Rose" Broom, made of the finest quality Kansas "Dwarf Brush" (the kind with the full, soft tips), selected white maple handles, nicely decorated. Only the best material and workmanship throughout. 
Freight paid on six dozen lots to any point on the railway in Ontario or Quebec.

H. W. NELSON & COMPANY, Limited.

Factories and Warehouse : TORONTO, Canada.

REPRESENTATIVE IN SCOTLAND
SMITH, CLATWORTHY & CO.,
13 St. Vincent Place, GLASGOW.

REPRESENTATIVE IN ENGLAND
ELLIS, PHILLIPS & CO.,
3 Savage Gds., Tower Hill, LONDON, E.C.

REPRESENTATIVE IN AUSTRALIA
F. H. FOTHERINGHAM, MELBOURNE, Aus., and SYDNEY, N.S.W.



C & B

SPANISH OLIVES

PUT UP IN A NEW AND ATTRACTIVE

OCTAGON LEVER STOPPERED BOTTLE

Crosse & Blackwell, Ltd.
LONDON, ENGLAND

Agents,
C. E. COLSON & SON
MONTREAL



Every grocer
tries to please
his customers—

Complaints are serious when you hear of them, but more damaging to your reputation when your customers leave you without registering a kick, as many do.

Every housewife wants good Baking Soda—without it her work is spoiled.

Assure confidence by selling the most perfect and purest soda made.

“Cow Brand” BAKING SODA

It is absolutely unique in its purity and strength—

Your jobber sells it.

CHURCH & DWIGHT, LIMITED,
Manufacturers, - - MONTREAL

Profitable Soap Lines Easy to Sell

Have you ever thought of the money to be made in handling soaps manufactured to meet a specific demand?

Naturally on such soaps there is a larger profit than on the ordinary toilet soaps, and they are easier to sell.

The Master Mechanic's Extraordinary Tar Soap

is specially made for Mechanics, Engineers, Farmers, Sportsmen, and all those whose work or play soils the hands with grease or other stains.

It is a good antiseptic soap.

It is well advertised throughout Canada.

It is a profitable line to handle.

It is one of the excellent soaps manufactured by

ALBERT SOAPS, LIMITED, MONTREAL

READ WHAT CANADA'S LEADING
RETAIL GROCERY HOUSE SAYS

OF

"Cook's Friend Baking Powder"



FRASER, VIGER & CO., Montreal, say in all the dailies of Montreal:

“

The Old Reliable. McLaren's Cook's Friend Baking Powder

put up in full-weight 16-oz. packages at 25 cents each, is worth any foreign imported Baking Powder at double the money.

We sell McLAREN'S "COOK'S FRIEND" Baking Powder, only in full-weight one-pound packages at 25 cents each.

McLAREN'S "COOK'S FRIEND" has stood the test of time—40 years or more of uninterrupted success. Every package reliable, and guaranteed of absolute purity.

FRASER, VIGER & CO.
Italian Warehouse,
Established 1856

THE NORDHEIMER BUILDING
207, 209 and 211 St. James Street,
MONTREAL

”

If "it is worth any foreign imported Baking Powder at double the money"
to Fraser, Viger & Co.'s customers, it is worth the same to yours.

THINK THIS OVER—IT WILL PAY YOU.
FOR SALE BY ALL WHOLESALE GROCERS.

W. D. McLAREN, - Montreal

THE CANADIAN GROCER

THE WELL KNOWN AND RELIABLE CAKE.
SUN PASTE STOVE POLISH
RISING SUN STOVE POLISH
TINS GUARANTEED TO THE TRADE

DURABLE AND ECONOMICAL
3000 TONS SOLD YEARLY

STOVE POLISH
DUSTLESS, LABOR SAVING,
BEST IN THE WORLD.

EXPERIENCE

With our forty years' study and development of the stove polish business it is natural that

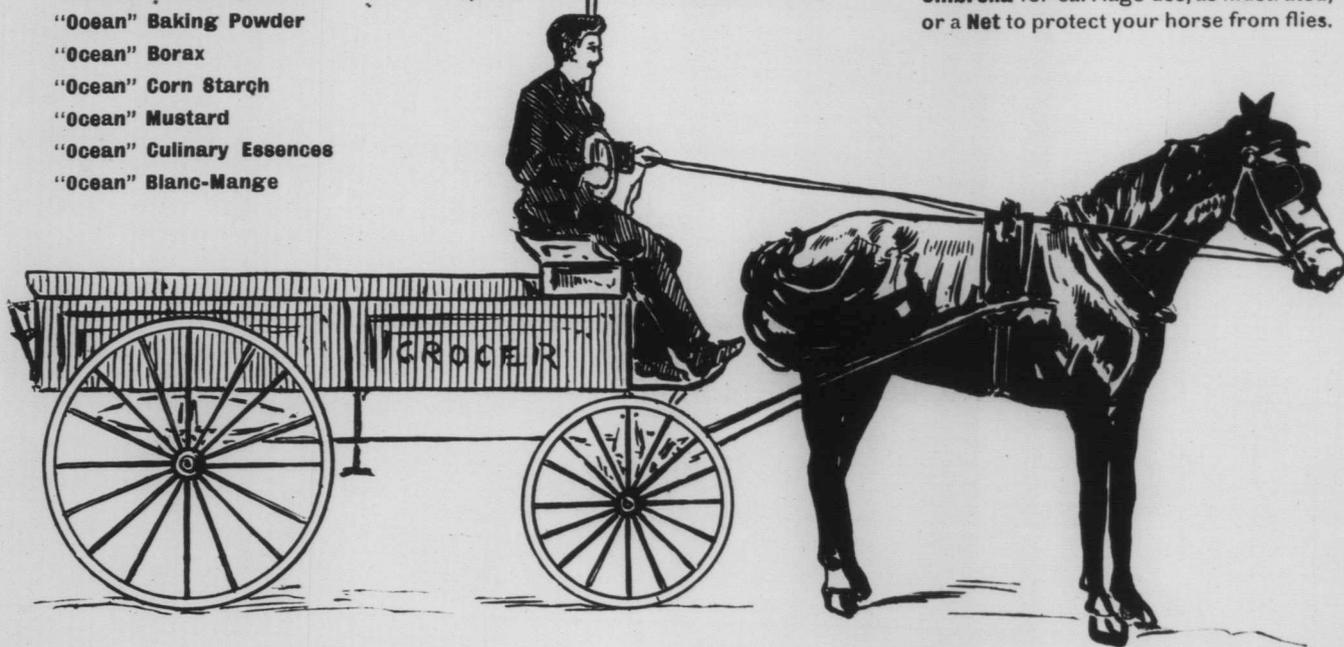
we should have special facilities for the manufacture of our line of goods not possessed by any other stove polish manufacturers. This is why we can make stove polish better than other manufacturers.

MORSE BROS., Props., - - - CANTON, MASS., U.S.A.

- "Chinese" Starch
- "Chinese" Washing Powder
- "Ocean" Baking Powder
- "Ocean" Borax
- "Ocean" Corn Starch
- "Ocean" Mustard
- "Ocean" Culinary Essences
- "Ocean" Blanc-Mange



With 5 cases of our products, assorted or otherwise, we give a **Magnificent Umbrella** for carriage use, as illustrated, or a **Net** to protect your horse from flies.



ALL ORDERS F. O. B. YOUR STATION

WRITE FOR FURTHER PARTICULARS

OCEAN MILLS, 107 Mount Royal Ave., Montreal

RAYON D'OR

THE FINEST PURE OLIVE OIL

ON THE MARKET

A quick seller.

A pleasure to use.

MENGERT CAGNOLI & CIE

Canadian Agency:
J. RUSSELL MURRAY, MONTREAL

BARI LUCCA, NICE

Coffees! Spices! Corks!

If long experience counts for anything,

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

Coffees

Mocha, Java, Maracaibo, Rio, Santos, Costa Rico, etc. We are direct importers, and can always quote special values.

Spices

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

Teas

Japan, Congou, Indian, Ceylon, Oolongs, Ping Suey, Gunpowder, China Greens (wholesale only).

Corks and Capsules

Machine and Hand Cut. All Sizes Cut to Order. Brewers' Supplies.

Montreal Agents for

ST. CHARLES CONDENSING CO., INGERSOLL, ONT.

ST. CHARLES EVAPORATED CREAM

Foreign and Domestic Correspondence Solicited.

Consignments Attended to on Commission.

S. H. EWING & SONS

98-104 KING ST., MONTREAL

Telephone Bell Main 65
" Merchants' 522

TORONTO BRANCH, 29 CHURCH STREET

Telephone orders receive prompt attention.

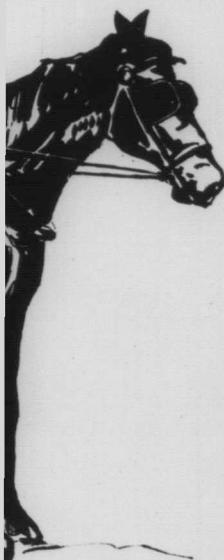
Telephone Main 3171

RIENCE

erty years' study
ent of the stove
it is natural that
ssed by any other
er manufacturers.

SS., U.S.A.

products, assorted
give a **Magnificent**
e use, as illustrated,
ur horse from flies.



ER PARTICULARS

Montreal

MARKET

LUCCA, NICE



Raised On It.

Did it ever occur to you

that the selling of

Robinson's Patent Barley

will gain you a class of customers well
able to pay for the Best of everything?

Never tried it! Well, send us a list of
your family customers, we will send them
samples—then watch how they will ask
for Robinson's Patent Barley.

There's good money in it for you. Try it.
Send us your list.

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

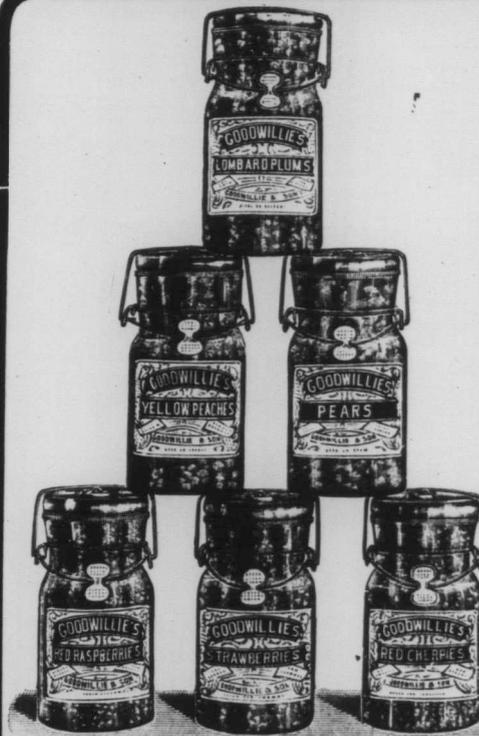
"Batger's"

Lime Juice Lemon Squash

The summer time is fast approaching, when there will be a heavy demand for summer drinks. The pure fruit juice of both, LIMES and LEMONS, have been and always will be the most popular and healthful summer drinks.

"Batger's" Lime Juice and Lemon Squash are absolutely pure and as good in flavor as modern ingenuity, the finest fully ripened fruits and over 150 years' experience can make them. They are put up in two sizes—pints and quarts—two dozen in a case—are retailed at popular prices, allowing you a handsome profit.

Rose & Laflamme
Montreal - Toronto



THEY

**Sell
Well**

**Show
a Nice
Profit.**

**Give
Satis-
faction.**

WHY?

Because they are
CANADA'S BEST

ROSE & LAFLAMME, MONTREAL

Purnell's Genuine Worcestershire Sauce



Shows a good profit
Never fails to
give satisfaction.

Do You Stock it?

If not, mail your order
to-day.

PURNELL, WEBB & CO.,
Limited
BRISTOL, ENGLAND
ESTABLISHED 1750

"EDINBURGH'S PRIDE"

EVERY BOTTLE OF



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

does credit to the makers and the city of
production. Every bottle gives satisfac-
tion 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

THEY

**Sell
Well**

**Show
a Nice
Profit**

**Give
Satis-
faction.**

WHY?



**BEST
MONTREAL**

PRIDE"

**ngton's
burgh"**

Essence

makers and the city of
bottle gives satisfac-
create further demand.

EE AND CHICORY
ttle makes 40 cups of
seur.

g parties and Summer

ton & Co.

GH

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

Tartan
BRAND

Soaps
Spices
Peels

Canned Vegetables
Canned Fruits
Canned Salmon
Package Teas
Baking Powder

Coffees
Currants
Extracts

FULLY GUARANTEED BY

Balfour & Co., Hamilton, Ont.

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



There is that "something" about

Braid's Best Coffee

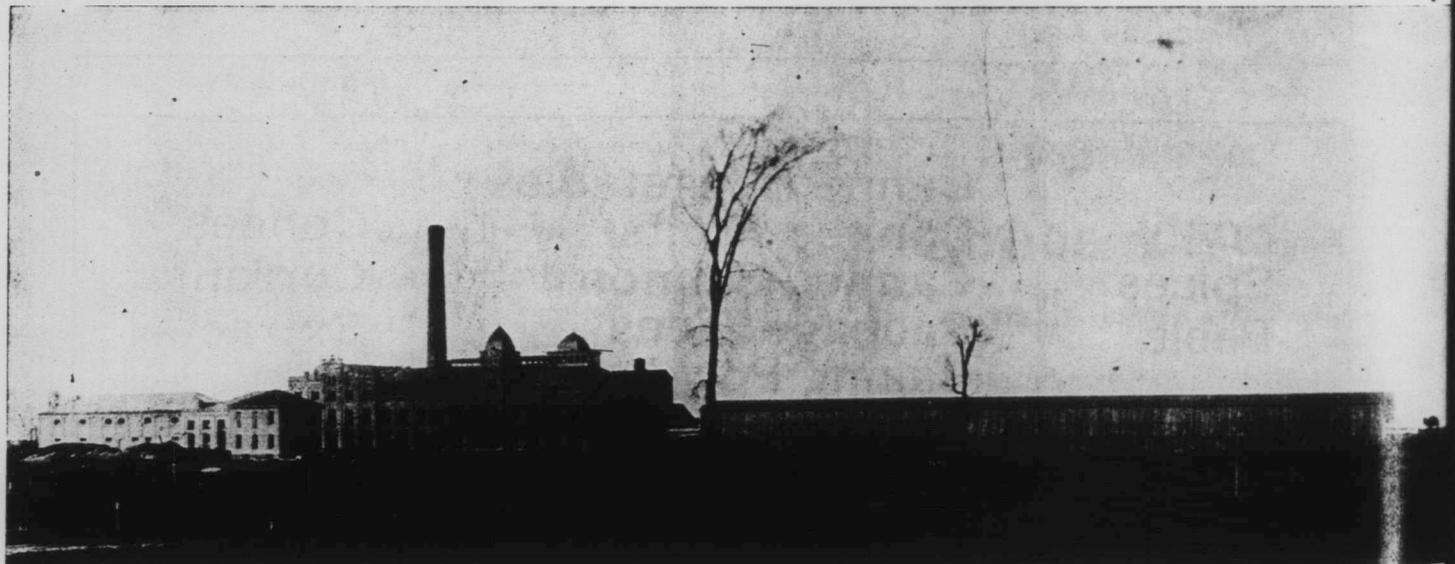
that tickles the palate.

It is Winning Popularity on Merit

Why not give it a trial?

WM. BRAID & CO., - Vancouver, B.C. BRAID'S BEST COFFEE
and GOLDSWORTH TEA
ARE THE BEST.

GRANULATED SUGAR *Extra Standard*
A Strictly CANADIAN PRODUCT



As Pure as the Purest
As Sweet as the Sweetest

Equal to Any for All Purpose
ASK FOR IT

ONTARIO SUGAR CO., Limited, - BERLIN, Ont.



Two Lines that quickly yield
Grocers Profitable Profits

**QUEEN QUALITY
SWEET PICKLES**

**PERRY'S
Worcestershire Sauce**

Queen Quality Sweet Pickles have ten years' success back of them. You grocers know what an impetus this gives the retail selling end.

Queen Quality Sweet Pickles are made from a recipe which preserves the pickle's tastiness while destroying its offensiveness—i.e., entirely removes the indigestion-creating qualities.

Queen Quality Sweet Pickles always keep firm and solid and never lose their palatableness.

Perry's Worcestershire Sauce is an English sauce lately introduced into Canada. We are sole Canadian Agents.

Perry's Worcestershire Sauce can be used with meats, fish, soups, salads, curries, oysters, etc.

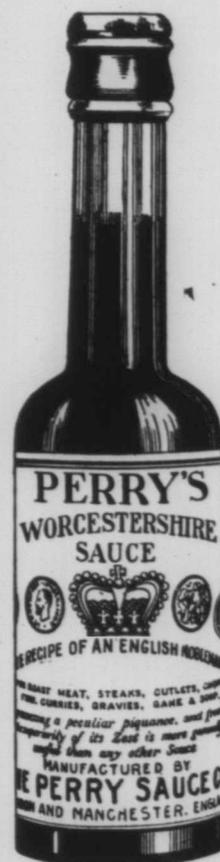
Perry's Worcestershire Sauce is taking well with the Canadian trade—it's the fairest priced Worcestershire Sauce on the market.

WRITE DIRECT FOR PRICES

TAYLOR & PRINGLE CO., LIMITED

OWEN SOUND, ONT.

Manufacturers of and Dealers in Vinegars, Pickles, Catsups, Sauces, Ciders, etc.



THE CANADIAN GROCER



"PRINCE OF WALES" MOCHA AND JAVA **COFFEE** Packed in 1 and 2-lb. Tins

It is RICH, AROMATIC, DELICIOUS—prepared by a special process that removes all the chaff, parchment, etc. This costs us a little more; but the improved quality and steadily increasing demand show the wisdom. Are you handling it? A trial will convince you.

S. H. & A. S. EWING. MONTREAL

S. H. & A. S. EWING'S

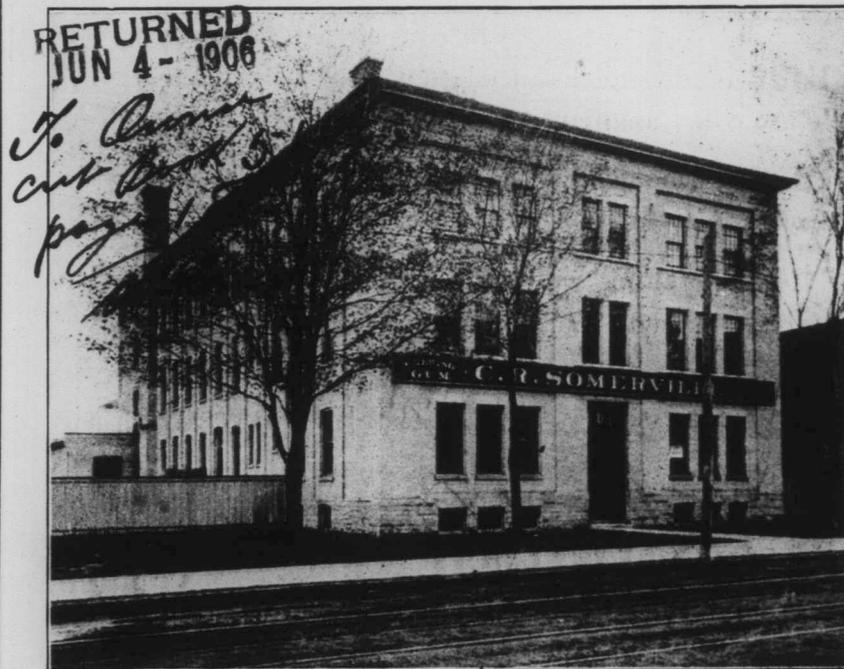


RELIABLE

SPICES

The Highest Standard of Spice Quality.

SOMERVILLE'S



Mexican Fruit Chewing Gum

Pays the best
Sells the best
Pleases the best
Try it
Sold by the Wholesale Trade

C. R. SOMERVILLE, - LONDON, CANADA

OUR MOTTO:



RETURNED
DEC 1 1906
to *Barn*
Cut Book No. 58
Page No. 57

TRURO MILKS

REINDEER
BRAND



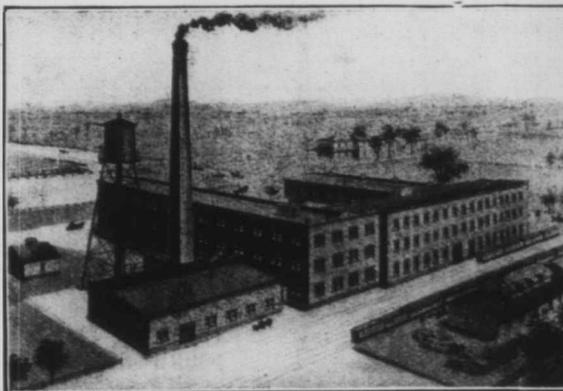
Sweetened

HEAD OFFICE
AND FACTORY
TRURO, NOVA SCOTIA

ARE

RELIABLE

The Same in Quality



HUNTINGDON FACTORY

JERSEY
BRAND



Unsweetened

Branch Factory
HUNTINGDON
PROVINCE OF QUEBEC

RETURNED
DEC 1 8 1906

THE BEST SECTION IN CANADA FOR RICH MILK

Our factory equipment is the latest and best,—thoroughly up to date.
Our methods of manufacture are the result of long experience and careful study.
Our milks represent the best product of 20th century skill and method, purity and quality.

ENQUIRIES RECEIVE PROMPT ATTENTION.

TRURO CONDENSED MILK CO., Limited
TRURO, NOVA SCOTIA

THE CANADIAN GROCER

A STAYER

The stove polish that has stood the test of everyday use for 60 years, and with a largely increasing sale, should be good enough. These are the facts about

JAMES' DOME BLACK LEAD

The very best you can buy.

GOOD LEAD

GOOD SALE

GOOD PROFIT

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

**Canada's
Favorite and
Best Selling
Table Jellies**

ARE

**"K KOVAH"
JELLIES**

Always Reliable,
Always Correct,
Always Profitable.

All jobbers, also

Sutcliffe & Bingham, Limited
30 William St., MONTREAL

ROELOFSON & ROELOFSON
71 Jarvis Street, TORONTO

Comparison proves all we
claim for



**SHIRRIFF'S
FLAVORING
ESSENCES**

no matter on what points
the comparison is made.

Why delay ordering ?

You need Shirriff's
Essences.

Manufactured by
IMPERIAL EXTRACT CO.
TORONTO

MAKING IT EASY FOR THE DEALER

We make it easy for you to sell "MONTSERRAT" because we make
"MONTSERRAT" the best Lime Juice in Canada.

All the natural, piquant flavor—the very soul of the lime—is retained
in this perfect juice.

We keep up the quality—and that keeps up the sales.

Insist on your wholesaler sending you

MONTSERRAT LIME JUICE

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A WARNING

A grocer who purchased a chest of tea of a Maritime Province wholesaler not long ago complained that the flavor was not so good as he had been getting in the past. Upon investigation it was found that the chest in question had been allowed to stand upon a box of partly decayed lemons. This was the secret of the loss of flavor. To obtain the best results and hold trade, tea should be kept as nearly air-tight as possible and separate from any goods that may impart to it a foreign flavor.

Packet vs. Bulk Teas

The above clipping from the "Maritime Merchant," May 3rd, '06, demonstrates very effectively the advantage of having tea put up in lead packages, which go to the consumer without being opened.

I sell nearly as large a quantity of bulk tea as package, and my experience is that we have a dozen complaints from bulk teas to one that we have from packages. Just the same care is taken with both, so there must be good reasons for the very great difference in the percentage of complaints.

The paragraph above explains—Bulk teas are subject to damage by numerous articles that they come in contact with in a grocery store. Samples that are returned to us, frequently smell of oil, fish, fruit, onions, cheese, and numerous other things. Nothing is more susceptible than tea to these foreign odors, and there is no other article handled in a grocery store that is in greater need of protection by some air-tight package. As I handle teas both ways I can speak on the subject without prejudice, and were it not for the fact that many brands of miserable, low-grade teas in packages have been foisted on the trade at high prices, there would not exist to-day any prejudice against package teas. It would be quite the contrary.

I have never sold any bulk tea which gave as general satisfaction as Red Rose Tea in packages, and I know that it is quite impossible for any other firm to do so. Not because the teas to start with may not be as good, but simply because in very numerous cases they are damaged in some such way as the chest of tea referred to in the paragraph quoted above.

If you wish to build up a tea trade, select a package tea which you know is honest value. It is because of this value that Red Rose Tea has gained such a reputation for quality.

REMEMBER THE MOTTO:

"Red Rose Tea is Good Tea"

T. H. ESTABROOKS

Toronto Branch :
3 Wellington St. E.

ST. JOHN, N.B.

th a largely in-

EAD

OOD PROFIT

s all we

**SHIRRIFF'S
DRINKING
MIXTURES**

what points
on is made.
ordering?
e d Shirriff's

by
FACT CO.

ALER

JICE

"WELL, I GUESS"—

Means loss and failure in these days of swift business, good service and close profits.

You ought to *know*, not guess. Improving all the time? Some day you'll get an

"ENTERPRISE"

Self-Priming and Measuring Pump

WITH NEW TOTAL REGISTERING DEVICE

Why not order it to-day? Pumps cost \$6.00; auger costs 75 cents. Measures accurately and shows when the supply is running low.

Another Indispensable, to largely increase sales of dried beef, the "ENTERPRISE" **SMOKED BEEF SHAVES**, Rotary or Pendulum. Write for prices and our catalogue of Enterprise Hardware Specialties.



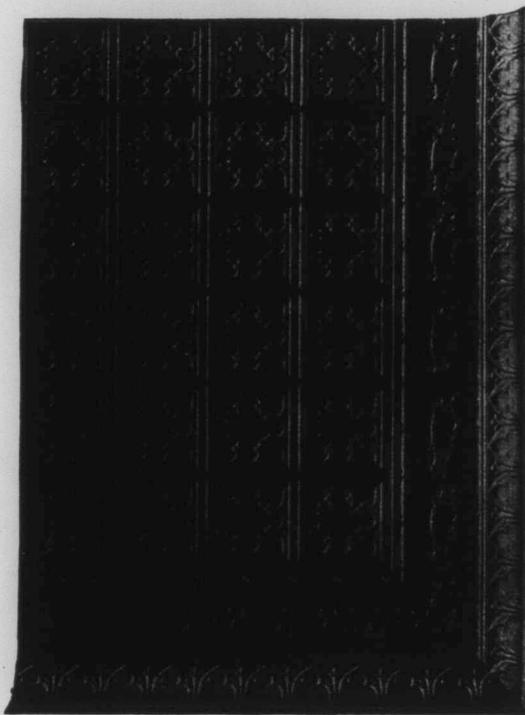
The Enterprise Mfg. Co. of Pa., Phila., U.S.A.

Never Needs Repairs.

When our

Classical Metal Ceiling

has been put up the job is through. It doesn't matter how long the building lasts the **metal ceiling** stays right with it. It is about 10 times as easy to instal as plaster. There is no waiting for mortar to dry, no cracking nor discoloring, no stopping on account of "strikes"—nothing but ceiling and satisfaction. As a business man, doesn't our argument strike you as being genuine? Now, all that's left to settle is the price. You will be amazed when you get our figures—at their lowness.



Classical Metal Ceiling

Forward a Post Card at Once.

Metal Shingle & Siding Co., Limited, Preston, Ont.



THE CRAIN CONTINUOUS LEDGER

has never been improved on except by

The ROLLA L. CRAIN CO., LIMITED

and to-day it is easily recognized, as it has always been, the best on the market.

THE CRAIN MONTHLY ACCOUNT SYSTEM

is the ONLY system for the retail trade. Cuts in half the book-keeping and always has accounts ready.

WE HAVE SYSTEMS FOR ALL KINDS OF BUSINESS

THE **Rolla L. Crain Co**
LIMITED.
OTTAWA, CANADA.

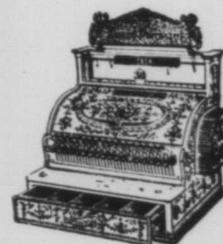
Write us or call up any of our agencies for further information.

TORONTO OFFICE—18 Toronto St.
MONTREAL OFFICE—74 Alliance Bldg., 107 St. James St.
WINNIPEG OFFICE—Sylvester-Willison Bldg.
ST. JOHN, N.B.—Schofield Bros., Agents.
VANCOUVER, B.C.—White and Bindon, Agents.

Customers are Gained by

Accurate handling of cash
Correct credit charges
Never asking a customer to pay a bill twice
Attention to telephone orders
Tidy appearance of store

Quick service
Courteous clerks
Right change given to children and servants
Truthful statements
Good location



All these good features may be had by using a system that is of advantage to customers. An investigation of the system afforded by a National Cash Register will prove a good investment.

Drop a line to our nearest agency and our salesman will call and explain this system. It costs you nothing and places you under no obligation.

Tear off here and mail to us today

N. C. R. Company
Dayton Ohio

Please explain to me what kind of a register is best suited for my business
This does not obligate me to buy

Name

Address

No. of men

COLES Electrically Driven Coffee Mills.

GRANULATOR. PULVERIZER.

Single and Double Grinder

Pulverizing and Granulating



No. 65

Every Coles Coffee Mill has a Breaker that breaks the Coffee before it enters the grinders, thus reducing wear of grinders and saving current.

Our Grinders Wear Longest

Height, 29 in.
Length, 33 in.
Width, 23 in.
Weight, 275 lbs.

GRINDING CAPACITY.

Granulating 2 lbs. per minute.

Pulverizing 1/2 lb. per minute.

Capacity of Iron Hoppers, 5 lbs. of Coffee.

We make 25 other styles and sizes of Grocers' Counter Mills, Floor Mills and Electric Mills. For Prices, Terms and Discounts, address

COLES MANUFACTURING CO.

Nos. 1615-1635 North 23rd St.

PHILADELPHIA, PENN., U.S.A.

Todhunter, Mitchell & Co., Toronto.
Dearborn & Co., St. John, N.B.

AGENTS:

Forbes Bros., Montreal.
Gorman, Eckert & Co., London, Ont.

"GET THE BEST"

SOMETHING NEW IN

COUNTER CHECK BOOKS

Our "Special Duplicating" Book in various sizes. Alternate White and Colored Checks. Original White Paper; Duplicate Colored.

Specially adapted for Grocers' use. Samples and prices on application, or will send representative.

WE MAKE ALL KINDS OF CHECK BOOKS

THE

CARTER-CRUME COMPANY,
LIMITED

TORONTO and MONTREAL

Mention this paper.

HANSON'S



DRY COLD AIR PRINCIPLE
Makers of the Best Refrigerators

PRICES MODERATE

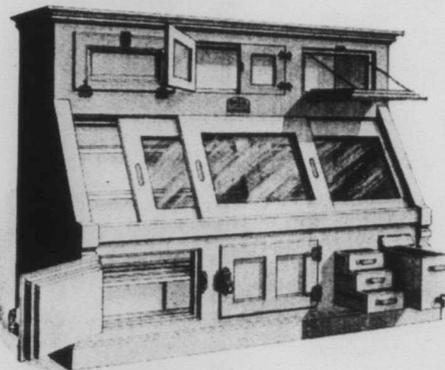
Write for a catalogue; it will not cost you a cent, and may be the means of doubling your Refrigerator sales.

Our cheapest goods have all Brass Trimmings. No Elm used in the construction of our goods. The cheapest made in ash and the better class in oak, lined with Galvanized Iron or vitrified enamel, insulated with mineral wool, automatic refrigerator traps.

J. H. HANSON, 422 and 424 St. Paul St.
MONTREAL

Aubin's Patent Refrigerators

GROCERS should not be without one



Perfect Dry Air Circulation System
Highest Testimonials from Leading Grocers in Canada

Made in 10 styles

Silver Medal Quebec Exhibition
Diplomas—Ottawa, Montreal and Toronto

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CATALOGUE

C. P. FABIEN, Proprietor and Manufacturer

OFFICE AND FACTORY

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3167 to 3171 Notre Dame St. 4 to 8 Fablen Ave.
MONTREAL, CANADA 31 to 45 William St.

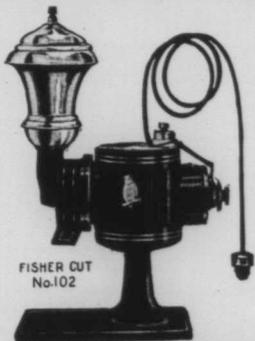
Branches at Ottawa, Winnipeg and Windsor, N.S.

The PAPER MEN

Douglas and Ratcliff, Limited

Toronto and Winnipeg

ELECTRIC POWER COFFEE MILLS



FISHER CUT
No. 102

This cut shows one of the designs we are making.

Fitted with ¼ H.P. Motor furnished for direct or Alternating Current.

Granulates 1-lb. of Coffee a minute.

Pulverizes ½-lb. of Coffee a minute.

Write us for Prices.

THE A. D. FISHER CO., LIMITED, - TORONTO

THE AUER LAMP
GASOLENE

200 CANDLE POWER OF CLEAR, STEADY LIGHT

The best and cheapest light for STORES, CHURCHES and HOMES.

Gives more light than a dozen oil lamps for half the cost. Makes its own gas without smell, smoke, wicks or grease.

Satisfaction Guaranteed. Send for Catalog.

AUER LIGHT CO. - MONTREAL

DO YOU PREFER AN
Automatic Pendulum Computing Scale



to any other style? If so be sure to get the best and at the same time the cheapest—**We have it.**

No. 103 DAYTON

is constructed throughout of best material and workmanship and guaranteed by us.

No Loose Weight on Pendulum.
Full Capacity Thirty Pounds.
Each Pound Same Width on Chart
Each Cent Indicated by a Line.
Working Parts Always in Plain View.

Plate Glass encloses Pendulum.

A Most Beautiful Fixture.

\$57.00

Send a postal to The "Dayton"

THE COMPUTING SCALE CO.

OF CANADA, LIMITED

164 King Street West, TORONTO

THE SUCCESSFUL GROCER

is the man who gives careful consideration and daily attention to the details of his business—his customers' requirements, the condition of his stock, his facilities for prompt and satisfactory service and the appearance of his store.

THERE IS A DIFFERENCE

between the practical grocer and the man who sells groceries.

WALKER BIN FIXTURES

appeal to the practical grocer who aims at building up a substantial, permanent and profitable business.

WRITE FOR ILLUSTRATED CATALOGUE. "Modern Grocery Fixtures"

THE WALKER BIN & STORE FIXTURE CO., LIMITED, - BERLIN, ONT.

Montreal Representative:—J. H. MAIDEN, 423 St. Paul St., MONTREAL, P.Q.



G. B. LODGE, - WINDSOR, ONT.

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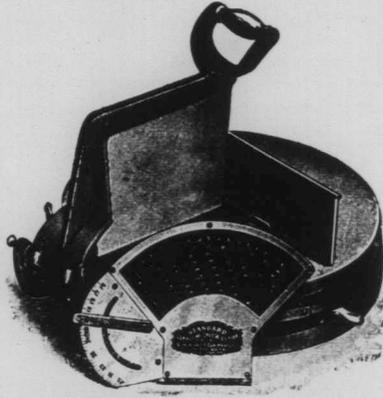
Grocers' use.
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Grocers in Canada
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WRITE FOR
CATALOGUE
Proprietor and
Manufacturer
WAREROOMS
4 to 8 Fabien Ave.
1 to 45 William St.
and Windsor, N.S.



THE STANDARD COMPUTING CHEESE CUTTER

THE CHEAPEST and BEST

It cuts to accurate weight.
It computes precise money value.
It cuts without waste.
It makes cheese sales profitable.

Every grocer can afford it.

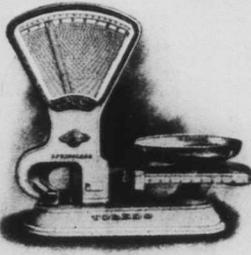
No grocer can afford to be without it.

Write for Folder, Price and Terms.

THE WALKER BIN & STORE FIXTURE CO., LIMITED, - BERLIN, ONT.

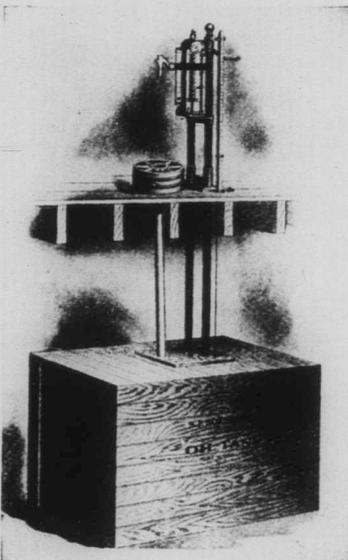
TOLEDO COMPUTING SCALES

Automatic but Springless.
The "Toledo" is a money saver because it positively stops the giving of overweight.
A time saver because it is Automatic.
A labor saver because there are no weights to lift, no poises to slide, or prices to set.
A trade bringer because it indicates to the customer in plain figures the correct weight of the article he is buying.
It is honest both to the merchant and customer.
The Toledo system costs you nothing because it is paid for with the money you are now losing.
For Catalogue and information apply,



THE TOLEDO COMPUTING SCALE CO., Hamilton, Ont.

A Summary of Bowser Advantages



**All metal unbreakable
Gallon pump
Galvanized steel tank
Brass valves
Self-measuring device
Anti-drip nozzle
Computer
Float indicator**

Combined, they give you a self-measuring, self-computing oil outfit, with which at one operation you can pump and measure gallons, half-gallons or quarts as desired directly into your customer's can without the use of funnels and measures. You can handle any kind of oil, including gasolene, in a safe, clean, convenient and economical manner, without evaporation, leakage or waste, without drip, without odors. At a glance you can tell how much oil remains in the tank and just what quantity is emptied into it. **Send for Gasolene Catalog "B."**

S. F. Bowser & Co. Inc. 530 FRONT STREET W. TORONTO, ONT.

CUT No. 1
Cellar Outfit—One of Fifty.

Cultivating Weeds

wouldn't be considered very profitable by the farmers, yet thousands of merchants are cultivating the weeds of business by continuing the Old Style Pass book—errors every day. Forgotten charges. Hundreds of little things make a big aggregate amount. Adopt the modern ALLISON COUPON SYSTEM and throw away your time wasting devices. Look here—



IF A MAN WANTS CREDIT

for \$10, give him a \$10 Allison Coupon Book, charge him with \$10, and there you are. No trouble at all. If he buys a plug of tobacco for ten cents, just tear off a ten-cent coupon—that's all. And so on for all his purchases up to limit of the book. **NO PASS BOOK. NO WRITING. NO TIME LOST. NO KICKING.** There are other Coupon Books, of course, but why not have the best? Let us send you a free sample.

For Sale in Canada by
**THE EBY, BLAIN CO., Limited, TORONTO.
C. O. BEAUCHEMIN & FILS, MONTREAL.
WM. T. SLOANE, WINNIPEG, MAN.**

ALLISON COUPON CO.,
Manufacturers
Indianapolis, Indiana.

—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

GENUINE

PRATTS ASTRAL LAMP OIL

Sold in all countries and recognized as the highest grade oil manufactured.

WHOLESALE ONLY.
THE QUEEN CITY OIL COMPANY, Limited
TORONTO, ONT.

W. P. KAUFMANN
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Analyst & Consulting Chemist

Advice regarding processes of manufacture and technical applications of chemistry.



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Every Canadian successfully with should read

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The cost is only (subscription, includ Moreover, regular to advertise without See the rules.



This design a guarantee of quality.

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Having been identi sections of this country mail and wire of any c largest concerns are sub information write

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OTTAWA, ONT.
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No trouble at all.
ten cents, just tear
And so on for all
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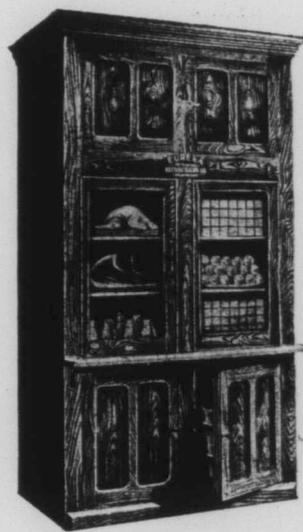
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REFRIGERATORS
FOR BUTCHERS AND GROCERS.
EUREKA REFRIGERATOR CO. TORONTO, CAN.

TRADE WITH ENGLAND

Every Canadian who wishes to trade
successfully with the Old Country
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Heavy Red-Brown Wrapping
FOR EXPRESS PARCELS. STRONG, TOUGH AND STIFF

SAMPLES AND
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GLADLY SENT.

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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 & SCHNIFFER, No. 38 Front Street, NEW YORK.

...ESTABLISHED 1849...

BRADSTREET'S

Capital and Surplus, \$1,500,000.

Offices Throughout the Civilized World.

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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 claim 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 civilized world.

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Oakey's The original and only Genuine
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'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and
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THE PEOPLE OF
JAMAICA

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

KINGSTON
"GLENER"

might bring inquiries. Better
write for rates to

I. C. STEWART, Halifax.

VICTORY
DINNER RELISH



is the sauce for
every dinner—
hot or cold, and
the sauce for
every Grocer,—
large or small.

Awarded 16 Medals.

SPECIFY IT
IN YOUR NEXT
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G. F. SUTTON,
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King's Cross
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AMSTERDAM AND ROTTERDAM

Offers on demand

All Products of the
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AS

COFFEE, TEA
SPICES of all kinds
GUMS for Varnish Manufacturers
COCOA, COCOA BUTTER
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barks, Rattans, Drugs, etc.

Also COCOALINE (substitute for Cocoa Butter)
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Agents wanted everywhere in Canada.

WE GIVE advances of 75% against
documents on consignments of
all Canadian Produce fit for
this market. Ask for reports
about every article you wish to
sell.

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Bon Ami



A SCOURING SOAP
A METAL POLISH
A GLASS CLEANER

The Best Scouring Soap Made
(12 yrs. in mkt)

HUDON, HEBERT & CIE, Ltd., MONTREAL

Canadian Selling Agents

Crossed Fish Brand Sardines

is the Pick of all the Norwegian

SARDINES

Cases 100 x 1/4 tins, \$10.00 per case

Cases 100 x 1/2 tins, \$16.00 per case

Freight Prepaid, on 5 case lots, to any Railway or Boat Points in Canada, east of North Bay, Ont.

Terms: Net 30 days or 1% 10 days.

HUDON, HEBERT & CIE, Ltd., MONTREAL

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THE MOST LIBERALLY MANAGED FIRM IN CANADA

A

1-LB. C

Scotch Ora
Home-mad
Tangerine
Pine Apple
Ginger ...
Green Fig
Green Fig
Ginger and
Fig and L
Apricot ...

7-lb. Tins.

Apple.....
Bramble ..
Damson ..
Gooseberry
Plum

H

Alexander Cairns & Sons

PAISLEY, SCOTLAND

MARMALADES JAMS, JELLIES

MARMALADES

1-LB. GLASS JARS—PATENT AIR-TIGHT CAP.
CASES OF 2 DOZEN.

Scotch Orange	\$1.75
Home-made Orange	2.20
Tangerine Orange	2.20
Pine Apple	2.30
Ginger	2.30
Green Fig	2.30
Green Fig and Ginger	2.30
Ginger and Pine Apple	2.30
Fig and Lemon	2.30
Apricot	2.30

SCOTCH ORANGE MARMALADE.

7-lb. Tins. Cases 1 dozen.....	\$7.20
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JELLIES

1-LB. WHITE STONE POTS.
CASES OF 4 DOZEN.

Apple.....	\$1.90
Bramble	2.00
Damson	2.00
Gooseberry	1.90
Plum	1.90

JAMS

1-LB. GLASS JARS—PATENT AIR-TIGHT CAP.
CASES OF 2 DOZEN.

Strawberry	\$2.10
Raspberry	2.30
Black Currant	2.30
Red Currant	2.10
Gooseberry.....	1.90
Apricot	2.10
Greengage	2.20
Raspberry and Red Currant.....	2.20
Plum	1.80
Damson.....	1.90
Blackberry	1.90
Assorted	2.10

JELLIES

1-LB. GLASS JARS—PATENT AIR-TIGHT CAP.
CASES OF 2 DOZEN.

Black Currant	\$2.80
Red Currant	2.80

Quantities of 5 Cases or more, one kind or assorted kinds,
5 per cent. trade discount.

TERMS—F. O. B. Montreal, net 30 days, or 1 per cent. 10 days.

HUDON, HEBERT & CIE

MONTREAL Limited

THE MOST LIBERALLY MANAGED FIRM IN CANADA

THE NORTHERN QUEEN
 PAT. OCT. 25th '89
 THE FASTEST WORKER IN USE

Extra heavy zinc, rounded crimp, with perforations at top of each crimp; protector.

"THE CRYSTAL" No 100
 Patented Scott & Co. Toronto, Canada.

Flinted glass rubbing surface, will never wear out, rust or corrode; will stand either hot or cold water.

"THE PERFECT" WASH BOARD BRASS KING
 Registered in U.S.A.
 PATENTED OCT. 18, 1888
 TAYLOR, SCOTT & CO. TORONTO, CANADA.

Heavy crimped brass, will not crack, corrode or get out of shape; brass surface raised in centre.

Taylor Scott Winners

Here are just a few samples from our handsome new catalogue. There are more worth your while looking into. Send for one of our new illustrated catalogues, sent free to the trade on application.

No 150
 PATENTED 1904
 Taylor Scott & Co. Toronto, Canada.

Good heavy zinc, with Globe crimp and protector top; heavy solid back; always in good demand.

Ask Your Jobber

for

Taylor Scott Washboards and insure satisfaction to yourself and customers.

Taylor Scott & Co.
 Toronto, Ontario

No 155
 PATENTED 1904 FOR
IMPROVED GLOBE
 Taylor Scott & Co. Toronto, Canada.

Good heavy zinc, Globe crimp and protector top, ideal light solid back board; cannot warp.

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.,
LIMITED

MONTREAL

NOTICE TO MANUFACTURERS

We beg to announce that we have opened in the **Wholesale Brokerage** and **Commission** business in **Calgary** and **Edmonton**, and are prepared to handle the **Products of Manufacturers** to the **Wholesale Grocery** and **Hardware** trade.

We have first-class **Storage Facilities** and track privileges.

COMMUNICATION SOLICITED

The Dominion Brokerage Co.
— Limited —
Calgary and Edmonton *o o o o* **Alberta**

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WM. H.
MONTI

P. O. Box 112

Phone 3576

MASON & HICKEY

Manufacturers' Agents

AGENTS FOR

E. D. Smith

Pure Fruit Jams, Jellies, Preserves

Gorman, Eckert & Co., Ltd.

Coffees, Spices and Olives

Wallaceburg Sugar Refinery

WRITE US FOR QUOTATIONS—WE CAN SAVE YOU MONEY.

Diamond Crystal Salt

"The Salt that's all Salt"

Ingersoll Packing Company

Miller's Paragon Cheese

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

108 PRINCESS STREET, WINNIPEG, MANITOBA

"Witch Hazel"

TOILET SOAP

(REGISTERED BRAND)

IS THE FINEST SOAP
MADE FOR THE SKIN AND
COMPLEXION.

MADE ONLY BY

The Royal Crown, Limited
WINNIPEG

SALES AGENTS:

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TORONTO

H. C. McMICKEN
21 Gookspur Street, LONDON, S.W., ENG.



WINNIPEG and CALGARY



DEAR SIR: **TO MANUFACTURERS AND SHIPPERS**

We wish to impress upon you the fact that **Winnipeg** and **Calgary** are the largest commercial centres in **The Great West**. We are in daily touch with all the wholesale grocers at the following points: Winnipeg (9), Kenora (3), Brandon (1), Lethbridge (1), Calgary (5), and Edmonton (2). We have large and commodious premises at Winnipeg and Calgary and are doing one of the largest brokerage businesses in this territory. We sell exclusively on commission and handle all lines sold by the wholesale grocers from A to Z.

If you are not represented in this territory we will be pleased to have you communicate with us; we secure business for a large number of the leading Canadian and United States houses and we can do the same for you.

If you wish to have your goods pushed among the wholesale grocery trade, write us, forwarding samples and prices.

We store in **Winnipeg** and **Calgary** all classes of goods and distribute cars at a moderate rate.

Firms in Great Britain or Europe when in the market for Rolled Oats, Oatmeal or Mill Feed write us for c.i.f. prices any port.

We are, Yours truly,

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

Established 1882

CAN

Than
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Gold Standard

ASSAM & CEYLON

TEAS



CAN YOU?

Buy Tea in one, five or ten chest lots, and give your trade the same value and uniform flavor, that we can when we import direct from the growers in car lots.

CAN YOU?

Select a Tea that is better adapted to the waters of Western Canada than

Gold Standard Tea

GUARANTEED THE BEST

which embodies a quarter-century's endeavors to give Western Canadians value for their money.

CAN YOU?



Sell a better Tea at the price—
35c., 40c., 50c
per lb.

RETURNED
Nov/2/06
to owner
Cut Book No. 56
Page No. 98
a.g.w.

CAN YOU?

Point out a Tea that has made, or is making the same strides in public favor.

CAN YOU DO BETTER?

Than help us still further increase the growing popularity of Gold Standard Tea, by placing it in stock and recommending it to your trade.

It pays you a nice, sure, clean and safe Profit

THINK IT OVER

Then see our Travellers or write us for a trial shipment.

THE CODVILLE-GEORGESON COMPANY, LIMITED

Manufacturers and Packers of Gold Standard Goods

WINNIPEG, - - - MANITOBA

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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.

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*To Montreal Office
cut Book 53
Page 28
A.S.W.*

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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Established 1852

R. CAMPBELL'S SONS

Hamilton Pottery

HAMILTON  ONTARIO

Manufacturers of Rockingham, Yellow and Yellow-White Lined Ware  Stove Fire Brick, etc.



"CHAMPION"



"GLOBE," with Percolator

Direct Importers of **Japanese Goods** of all descriptions

Sole Makers of the **Celebrated "Champion" Tea Pot**

THE above wares, made by Campbell of Hamilton, have been before the Canadian public for over **FIFTY** years, and are acknowledged by all dealers to be the best ware of its kind made. It has stood the test for over half a century, and that is what counts. We are also the largest importers of Japanese Pottery and Curios in the Dominion. All mail orders and enquiries carefully attended to.

This Space belongs to

the

**Old
Homestead
CANNING CO.**

OF PICTON

ONTARIO

**who will have interesting news
for all purchasers of
Canned Goods**

Follow their advice from week to week.

The Quakers are Coming

We are hard at work down in Bloomfield putting in additional new machinery to keep up our capacity to the demand for Quaker Brand canned fruits and vegetables. As usual, we will be ready when the time comes and be in a position to fill your orders with the finest line of goods put up on the Canadian market. All the years we have been putting up the Quaker Brand we have made quality our aim. We use only first-class vegetables, our own special process, and, as a result, Quaker Brand has become famous as the standard of quality from the Atlantic to the Pacific. You take no chances when you buy the Quaker Brand. You know you are getting the best on the market, a brand that will hold your customers and increase your bank account. The Quaker Corn, Tomatoes, Peas and Beans stand for sterling honest quality.

Place your orders early for Quaker Brand. It spells success to your canned goods department.

The Bloomfield Packing Co.

BLOOMFIELD, MAY 16th, 1906.

1906 PACK

Our 1906 pack Fruits, Vegetables and Meats will be, as usual, of the very best quality.

Our factories are now being overhauled, and the newest machinery is being installed where necessary.

We have now over thirty of the most modern-equipped factories in the world.

Our factories being situated in the midst of the Fruit and Vegetable Farms of Canada, ensures goods being packed when at their best.

Our processors have had over a quarter of a century's experience in canning and preserving.

Quality and Cleanliness is the policy rigidly enforced at each of our thirty factories.

Our 1906 pack will be the best ever packed anywhere. We guarantee the quality of all our goods.

Remember the brands, viz.: "Canada First," "Auto," "Little Chief," "Log Cabin," "Horseshoe," "Lynnvalley," "Maple Leaf," "Kent," "Lion," "Thistle," "Grand River," "Jubilee," "White Rose," "Deer," "Globe," etc.

If you want pleased customers stick to our brands exclusively.

CANADIAN CANNERS, Limited

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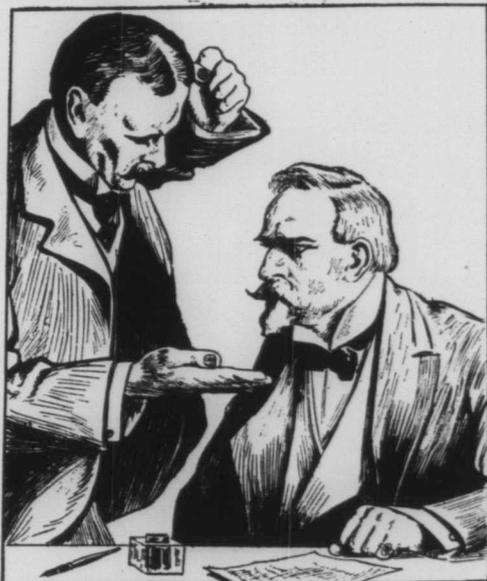


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STRICTLY HIGH-GRADE

If Essex canned goods were no better than the average, we would say less about them, but because they measure up to a higher standard we can afford to be very emphatic regarding quality. Essex county is one of the very best agricultural sections in Canada, with advantages in growing such crops as Corn, Tomatoes and Fruits seldom equalled in this country. The



factory is thoroughly new and up-to-date, equipped with every facility for doing things right, and equal to an enormously big output of

- “Essex” Tomatoes
- “Essex” Corn
- “Essex” Beans
- “Essex” Jams
- “Essex” Fruits
- “Essex” Marmalade

In the competition of the canned goods business, we cling tightly to the word “Quality,” preferring to be always best, rather than second-rate, and in reaching out for a share of your trade, we offer such satisfaction as will give our goods a distinct preference with your customers. You run no possible risk in getting the best, particularly when they cost no more, and all we ask is that you give the “Essex” brand a trial.

Essex Canning and Preserving Co.,

HEAD OFFICE

LIMITED

8 Wellington St. E., Toronto, Canada

Factory at Essex, Ont.

If you want the Right
Goods at the Right
Prices and Liberal
Treatment
deal with

THE DAVIDSON
36
YONGE STREET



Our shipping
unequalled

We guarantee
of all orders
same day
received.



TOR

Our shipping facilities are
unequaled.

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

W. HAY, Ltd.

IMPORTERS

AND

WHOLESALE
GROCERS

TORONTO, - CANADA

A WORD TO THE TRADE RE.

RIVERDALE BRAND CANNED GOODS

We would announce to the trade that we have erected a large canning factory at WELLINGTON, Ontario, in the heart of the best fruit and vegetable district in Canada.

We are installing the very latest improved machinery and a strictly sanitary system for handling our pack.

Our processor is one of the best in the business and knows how not only to preserve the goods but to retain in them their purest flavor.

No expense has been spared in obtaining a label that is a beauty, will be in keeping with the quality of the goods, and be an ornament to your shelves or windows.

NO OLD PACKED GOODS—Remember, when you buy Riverdale Brand you are getting this year's pack, and a class of goods that can not be equalled on the market to-day.

Insist on Riverdale Brand. If not handled by your jobber write us direct.

The Lakeside Canning Co.
WELLINGTON, ONTARIO. *Limited*

G. J. FORMAN, Manager.

GROCERS:

For 15 years

"QUEEN BRAND"

FRUITS AND VEGETABLES

have not only given satisfaction, but have won such a World-Wide Reputation that for the last two years we have been unable to supply the demand for Peas, Corn, Tomatoes, Raspberries and Strawberries.

We are now preparing to increase our Pack this season, and have installed new and up-to-date machinery, and shall endeavor to provide for the growing demand.

OUR NEW EMBOSSED LABEL this season will be in keeping with our efforts to make the quality of "QUEEN BRAND" first and foremost.

We would ask all Grocers who have not given "QUEEN BRAND" a trial, to arrange a shelf for this Brand. It will pay you and please your customers.

We wish to thank all Customers for past favors and are now ready to book your requirements for 1906. Faithfully yours,

BELLEVILLE CANNING CO., BELLEVILLE, ONT.

Made

The S
ever
from

A FEW

Fru
Me
Key
Syr
Bak
Lar

Cans Cans Cans

FOR ALL PURPOSES

Have you seen our new fruit cans?

Made on our new automatic plant, capacity of which is

150,000 cans per day.

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

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

PRIVATE RAILWAY SIDINGS TO ALL ROADS.

A FEW OF OUR LEADING LINES :—

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

SAMPLES AND PRICES
SENT ON APPLICATION.

ACME CAN WORKS

Ontario St. East, MONTREAL

Farmer Brand Canned Goods

THE
BEST
TO
EAT



THE
BEST
TO
SELL

Our Staple lines for this season will consist of **Peas, Corn, Tomatoes, Pumpkins** and **Apples**, with limited quantities of **Beans** and **Berries**.

As our shareholders are all farmers, and the pick of the growers in this Garden of Bay of Quinte district, Prince Edward County—justly celebrated for the luscious flavor of its fruits and the fine quality of its vegetables—you can rely on our statement that the goods we pack under our "**FARMER BRAND**" are unsurpassed for quality and flavor. An Eastern merchant in our office a few weeks ago remarked: "Your Tomatoes are finer than any others I have ever tasted." It is everywhere conceded, wherever our goods are used, that their natural flavor is unequalled by any other brand. Our motto is "**Quality, regardless of Price.**"

We can claim a distinction which, we think, no other factory in Ontario can claim---that our 1905 pack is entirely sold.

Our factory is thoroughly equipped with latest machinery, and is, in every respect, up-to-date, the sanitary arrangements being perfect. We use none but pure spring water for our syrups and brines and all canning processes.

Our labels are tastefully got up, which make our goods a very attractive package for the retailer's window display. We will be pleased to mail samples on application.

We can guarantee that our **Peas**, and, in fact, all our goods, **will be absolutely 1906 pack.**

THE FARMERS' CANNING COMPANY

BLOOMFIELD, ONT.

LIMITED



A Few Facts About a Good Line

It is of the first importance in offering a package tea to know that the goods are right. In mother's favorite "Melagama" you need have no hesitation in pressing the sale upon a customer. We are one of the oldest if not the oldest tea firm in the Dominion and we confess that what we do not know about the tea trade is not worth knowing. In "Melagama" we have put our best, we back it up by extensive advertising and last but not least there is more profit in it than most packet teas. Study the prices, send for samples and then send along your order.

Mother's Favorite MELAGAMA TEA

Put up in 30, 60 and 100 lb. boxes.

	WHOLESALE	RETAIL
Black, green, mixed, 1 lb.	0 18	0 25
" " ½ lbs.	0 19	0 25
" " 1 lbs.		
and ½ s.	0 20	0 30
Black, green, mixed, 1 lbs.,		
½ s. and ¼ s.	0 28	0 40
Black, green, mixed, 1 lbs.		
and ½ s.	0 35	0 50
Black, green, mixed, 1 lbs		
½ s. and ¼ s.	0 40	0 60

3 p.c. off 30 days or 3 months.

If you are buying bulks, we should like to sample you with any of the following. They can't be beaten in Canada :

A few specials this week.

71 Chests Earl of Minto Japan No.6,	16 ½ c.
30 Chests Pekoe Ceylon	12 ½ c.
60 Chests O.P. Ceylon	16c.
35 Chests P.S. Indian	12 ½ c.
120 Chests P. Indian	15c.
73 Boxes Gunpowder, 30 lbs. each,	15c.

"Melagama"

CEYLON TEA

MINTO BROS., TORONTO

OUR SPECIALTIES

ARE

FANCY IMPORTED GROCERIES

INCLUDING

French Canned Goods
Marischino Cherries
Bar le Duc Jelly
Finest French and Norwegian Sardines
Guava Jelly
Dried Bananas

French Crystalized Glace Cherries and Assorted Fruits
Genuine Turkish Delight
Chylong Ginger in Jars and Tins
Blanched and Ground Almonds
Etc., Etc., Etc.

Shelled Nuts of All Descriptions

HIGHEST GRADES OBTAINABLE IMPORTED.

Complete Line of Novelties suitable for

Thanksgiving, Hallowe'en and Xmas Trade

INCLUDING

French Bon Bons
Fancy Coraques

Santa Claus Stockings
Fancy Boxes and Baskets, Etc.

OUR SAMPLES ARE NOW COMPLETE. IF IN TOWN WE SHALL APPRECIATE A VISIT FROM YOU.

W. G. PATRICK & CO.

WHOLESALE IMPORTERS AND AGENTS

29-31 Melinda St., TORONTO. Room 109 Coristine, MONTREAL.

N.B. Foreign Correspondents desiring their specialties to be introduced on the Canadian market are invited to correspond with us.

Extra Fancy Apricots

25-LB. BOXES

Santa Clara Prunes

25 AND 50-LB. BOXES.

Goods of exceptional value and quality.
It will be worth your while to get
prices and particulars.

W. H. GILLARD & CO.
WHOLESALE GROCERS
HAMILTON

ARE YOU A GROCER? YES.

Then write us at once regarding
OUR HONEST OFFER. FREE.

A PERFECT FOOD.
READY TO EAT.
CRISP AND TASTY.
Guaranteed
PURE

**MRS. RORER'S
SARATOGA CHIPS**

10c.
AND 20c.

MADE EXCLUSIVELY BY
Hamilton Saratoga Chip Co.
Three Sixteen King East
HAMILTON, - CANADA.

FACSIMILE OF BOX
HAMILTON SARATOGA CHIP CO., - Hamilton, Canada
A. F. MacLaren Imperial Cheese Co., Toronto, Sales Agents

Send us
your name
and name
of your job-
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will sur-
prise you.

Our Chips
took the
PRIZE
at the
**Food
Show**

Not a
Cereal

SUMMER BUSINESS

The summer business although not of long duration is worthy of the attention
of all grocers.

We can assist you to supply this trade, having a well-selected and extensive range of

- Lime Juice and Fruit Syrups**
- Canned Fruits, Canned Vegetables**
- Canned Poultry, Canned Meats**
- Potted Meats, Canned Fish**
- Jellies, Jams, Marmalades,**
- Jelly Powders, Pickles.**

Our travellers have full particulars.

JAMES TURNER & CO., HAMILTON

VERY MUCH ALIVE

Since the announcement of our withdrawal from "Canada Grocers Limited" interested competitors have busied themselves in spreading a report to the effect that we are retiring from business—the wish doubtless father to the thought. We most emphatically deny that such is our intention, on the contrary, with some necessary additions to our staff and other increased facilities, our intention is to conduct this business with the same vigor, the old-time aggressiveness and liberality which for the past forty odd years has characterized it.

NOTORIOUSLY CLOSE BUYERS

and, what is a matter of concern to our competitors and at the same time a decided advantage to our patrons,

THE CLOSEST OF CLOSE SELLERS

we shall continue to give the same careful attention to all branches of the grocery business, staple and fancy, as heretofore.

OUR TEA DEPARTMENT

will be in charge of the same expert blender who has managed it for the past ten years, the attention of the trade being called in particular to our blends :

Coronation **King's Royal** **John Bull**
Geisha **Florodora**

keystones of so many large and profitable retail tea businesses.

Warren Bros. Co.

IMPORTERS and WHOLESALE GROCERS

35-37 Front St. E.

TORONTO

D. RATTRAY & SONS

Import and Export

Commission Merchants

QUEBEC

MONTREAL

OTTAWA

REPRESENTING:

ARMOUR & CO., Chicago
PACKING HOUSE PRODUCTS

ARMOUR LIMITED, Toronto
PACKERS AND PRESERVERS

DA COSTA & CO., Barbadoes
SUGAR AND MOLASSES

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

JOSE RIERA, Denia, Spain
VALENCIA RAISINS, ETC.

JUAN LLOPIS, Reus, Spain
TARRAGONA ALMONDS

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

AG. RUSSO & FIGLI, Catania, Sicily
SICILIAN PRODUCE

IMPORTERS OF

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

EXPORTERS OF

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

CANADA'S TRADE ENVOYS

COMMERCIAL AGENTS ABRÖAD

Canada has fifteen commercial agents abroad. Ten of these, four in England, two in Australasia, one in each of France, South Africa, Japan and Mexico, are of the first class and are em-



F. C. T. O'Hara,
Superintendent of Commercial Agencies, Ottawa.

ployed solely in that capacity at salaries of three thousand dollars a year. Five, four in the West Indies and one in Scandinavia, are of the second class and are all commission agents and for a remuneration of \$250 to \$500, and the honor of it, act as Canada's trade representatives to foster the Dominion's commercial interests when they conveniently can.

Canada's lust of foreign conquest is all in the world of trade and these are her envoys to the marts of commerce. At the greatest emporium of trade and the heart of empire a gentleman, not of the Department of Trade and Commerce but attached to the office of the Canadian High Commissioner at London, does duty as a commercial agent, and he should be transferred to the department to which his duties rightfully belong. The intent of this article is to tell something of the agents themselves and a little about the Dominion's trade with the countries where agents are stationed.

Canadians are not more interested than they should be in this governmental effort towards trade extension. The expenditure last year was \$50,000; this

year it will be \$60,000, and it should be \$100,000. The United States are waking up to the commercial importance of their representatives abroad. A national convention to deal with consular reform was recently held in Washington and a bill has been put through Congress to provide some improvements. At that convention of 200 delegates, representing nearly every important board of trade, chamber of commerce, and other commercial organization in the country, this resolution was passed:

"If the enterprise, the initiative, the ability, and the resources of our people were supplemented by that assistance in foreign markets which can be given by a body of thoroughly efficient consular representatives, it is unquestionable that it would facilitate in no small measure the efforts of the United States to achieve that pre-eminence in foreign trade which they have in other directions."

In the Scheme of Development.

President Roosevelt told the convention that the Government had to rely upon them and such as they to make the people "appreciate that the consular service should be in essence a part of the general scheme of business development of the country." He also asked the delegates to bear in mind "that the dearest kind of public servant is a servant who is paid so cheaply that he must render cheap service." Salaries in the American consular service last year ranged from \$2,000 to \$12,000, and the total cost, \$1,332,535, was returned to the treasury in fees, except \$144,152.

The German war lord is keen as a Yankee after trade and an agitation is on in the fatherland for consular reform.

To increase the export trade of Canada is the business of the commercial agents. It has nearly doubled in the past ten years and at the present rate of industrial progress in the Dominion should double again in the coming ten. The agents are instructed to study the needs of the locality in which they have been established, especially in regard to those commodities Canada can supply. They have to report direct to the Department of Trade and Commerce at least once a month and as much oftener as they have anything interesting to tell of any of the myriad matters that affect trade. Then there is a branch of the

work designated "trade inquiries." Take two samples:

488. Whole Salmon—A Manchester wholesale fish firm will be glad to receive prices of whole salmon from Canadian exporters.

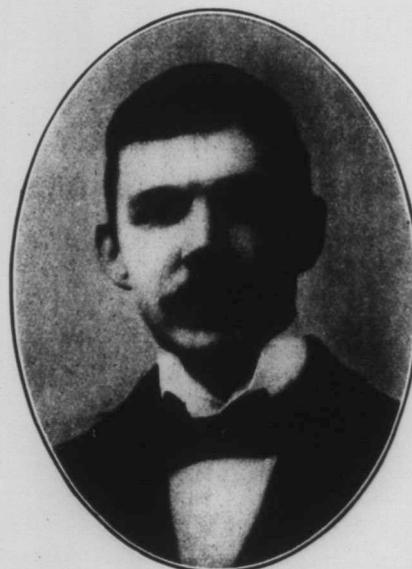
494. Flax Seed—An East Coast firm of oil crushers desire correspondence with Canadian exporters of all classes of flax seed.

This is Getting On.

These inquiries are forwarded by the agents to Ottawa and published in the next Weekly Report. In 1903 there were 144 responses by Canadian firms to such inquiries. This year they are arriving at a rate that will make the year's total 8,800.

At the City Trade Branch of the Canadian High Commissioner's office, London, there is a sample room for Canadian products. There should be such a sample room at every important agency and Canadian producers might be allowed to rent space.

It is not pretended that the service is full grown. Canadian trade is without an official representative in China's four-hundred-million market, and the Chinese are just taking down their shutters. Glasgow, the second largest city in the Empire, is without an indwelling advocate of Canadian trade. There are many



Harrison Watson,
Commercial Agent, London, Eng.

other opportunities lying fallow scattered along the trade routes of the world. The West Indian service needs something more than the casual observations of a number of gentlemen each with a large business of his own on his hands. A

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special traveling representative might serve the ends of trade expansion there. A man at New York to look after Canadian shipments at that port would be a decided advantage.

The Man in Charge.

The superintendent of commercial agencies is F. C. T. O'Hara, and to him, in no small degree, is due the credit for the preliminary success of this governmental effort at trade extension. He was a newspaperman and to that training a good deal of his alertness and capacity is attributable. Born at Chatham, Ont., and not yet 36 years of age, Francis Charles Trench O'Hara is the son of the late Robert O'Hara, master in chancery at Chatham, and grandson of Col. Walter O'Hara, a Peninsular veteran, knighted by the Portuguese Government and afterwards adjutant-general for Canada.

After a collegiate institute training Mr. O'Hara served the Bank of Commerce at Chatham, Blenheim, Brantford, Windsor and Walkerville, resigning in 1891 to accept a newspaper position in Baltimore, Md. He continued there nearly five years on the World and Herald, passing the various degrees, reporter, state editor, assistant city editor and assistant night editor.

During his work on the Herald he had several interesting newspaper experiences, among them as correspondent during a big coal strike in Western Maryland when the state had several thousand troops in the field for several weeks.



P. B. Ball.
Commercial Agent, Birmingham, Eng.

On another occasion during a big sham fight in Patasco Harbor he was the only newspaperman on the U. S. cruiser "Philadelphia," when, during the action, the magazine compartment took fire. During the court of inquiry afterward it

was learned that the ship was very nearly blown to atoms. Mr. O'Hara sent to a Canadian newspaper a somewhat famous interview with Cardinal Gibbons on the Manitoba school question, prior to the elections of 1896, which was extensively copied by the press of Canada.

Upon his return to Canada Mr. O'Hara published "Snapshots from Boy Life," which had an extensive sale a few years ago. In July, 1896, he was appointed private secretary to Sir Richard Cartwright, and was afterwards made chief clerk of the Department of Trade and Commerce, and in July, 1904, superintendent of commercial agencies.

It was Mr. O'Hara who recommended and took full charge of the Weekly Report, in place of the monthly, in February, 1904. By reason of these reports being laid before the Canadian public fresh from the foreign sources he has increased the number of trade inquiry addresses requested by Canadian firms from a monthly average of 12 in 1903 to an average of 739 during the past three months. The total number in 1903 was 151 and in 1904 after the Weekly Report was established 1,164 were furnished upon request. In 1905 the figures were 2,985, and for 1906 at the present rate the number will be over 8,800.

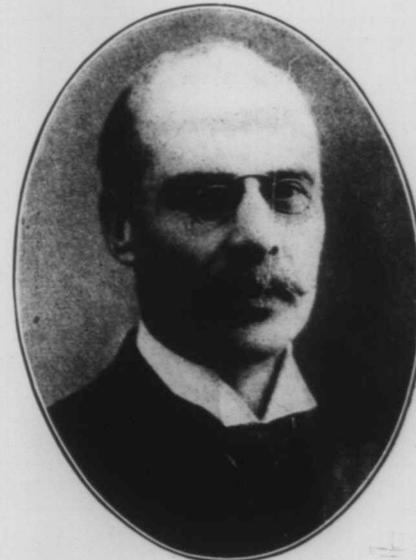
ENGLAND.

Birmingham, Leeds, Manchester and Bristol are the four cities in England at which a Canadian commercial agent is located. The work in London is undertaken by the city trade branch of the office of the High Commissioner for Canada.

The officer in charge of this London branch is Harrison Watson, a Montrealer, forty-two years old. He is a son of the late Chas. S. Watson, for many years managing director of the Montreal Rolling Mills Co., and after completing his studies in Montreal, England, France and Germany, entered a large wholesale millinery house in Paris. Before long he returned to Canada and varied his experience by a brief association with the wholesale grocery and tea trade. Entering the employ of the Rolling Mills Co., he became secretary-treasurer and traveled considerably for the firm in Canada and the States.

Happening to be in London when the England and Imperial Institute was inaugurated in 1893, Mr. Watson was selected to take charge of the Canadian section. When the Imperial Government moved the commercial intelligence branch of the department of the board of trade to the city to be in closer touch with the business community, the Canadian High Commissioner located the city trade branch of his office in the same building. Mr. Watson was located there, but continues his connection with

the Canadian department of the Institute. It is also proposed to maintain a small sample room for Canadian products at the city office. The board of trade department receives a good many enquiries about Canada, and the Im-



J. B. Jackson,
Commercial Agent, Leeds, Eng.

perial and colonial officials work in conjunction in such matters.

Mr. Watson has for some years acted as London correspondent of the Canadian Manufacturers' Association, and was one of its delegates to the last London congress of the chambers of commerce of the Empire.

Specializing in Trade.

London has a population of 6,000,000, but beyond its limits is an outer ring of population aggregating many millions more. In addition to the consumptive demand of London's millions the port is an emporium of the world's products on a scale never before approached and not now anywhere else nearly equalled. After a dozen years' experience there Mr. Watson, when asked recently by a Canadian Grocer representative for some views on the London trade situation and Canada's possibilities there, said:

"The vast extent of the market tends to specialize trade even more than is the case in other cities of the United Kingdom, and even some of the largest wholesale houses handling particular lines do not actually import goods, but prefer to obtain supplies through the brokers, commission agents and merchants who make a speciality of importing.

"Again, owing to its system of specializing, individual firms often limit their operations to a few lines of goods in a particular trade. They consequently handle very large quantities of these goods, and persons selling to them must

be satisfied to receive a comparatively small rate of profit on a large turnover.

"In manufactured and partly manufactured goods in particular London is not a profitable market to any Canadian manufacturer or shipper who does not



W. A. MacKinnon,
Commercial Agent, Bristol, England.

possess facilities for a large output and is not fully equipped for handling export trade. The various trades are very conservative, and buyers are very insistent that goods shall be of the exact type for which a demand exists. In this respect they frequently insist upon points which sometimes appear whimsical and fanciful. The Canadian firm, however, which wished to supply goods to this market must strictly adhere to the instructions given or run the risk of shipments being rejected.

Send Over the Men.

"Should prospects in any line be at all favorable my advice has always been that the Canadian business men should send over someone to personally examine into the matter, as in nine cases out of ten this is the only satisfactory way of establishing a connection, even where business has been inaugurated by correspondence.

"I am also of opinion that it is desirable for the Canadian manufacturer or shipper to entrust his interests to one or more reliable and responsible houses possessing the necessary connection rather than to endeavor to conduct business through the medium of correspondence with a number of firms scattered all over the United Kingdom.

"The chief complaints that one hears about many lines of Canadian trade are carelessness of finish and irregularity of shipments.

"During the last few years United

Kingdom houses have devoted much more attention to Canadian trade, and this office daily receives applications from British firms wishing to develop trade in Canada. I think this is partly due to the working of the preferential tariff, the existence of which has become more generally known.

"In this connection I notice a much larger number of British houses sending out representatives to visit the Dominion in order to personally enquire into the possibilities of trade.

"Visits from Canadian shippers and manufacturers' agents appear also to be more frequent, and there is no doubt that personal intervention is most valuable in such matters. I judge that the cream of business is secured by this means."

A World Centre.

P. B. Ball is the Canadian commercial agent at Birmingham, one of the greatest manufacturing centres not alone of England but of the world. He is a business man with 40 years' experience. He began in Guelph, Ontario, in 1865, serving his apprenticeship in a large dry goods store, and went thence to the wholesale trade in Toronto. For some years he was European buyer for Gor-

again a commission business, remaining in that until his appointment in 1903.

Asked by a representative of the Canadian Grocer for a suggestion to Canadian shippers, Mr. Ball said:

"Canadians should be much more thorough both with regard to packing and particulars. Take the fruit trade for instance. I do not think it is as thoroughly done as it should be.

"I believe a good deal more money could be made out of fruit if direct shipments were made instead of having goods shipped to the large shipping ports and auctioned there. The cost of shipment if sent on a through bill of lading would be considerably less.

"Sufficient care is not taken in the classification of fruit, although the Government Fruit Inspection Act has added greatly to the value of shipments.

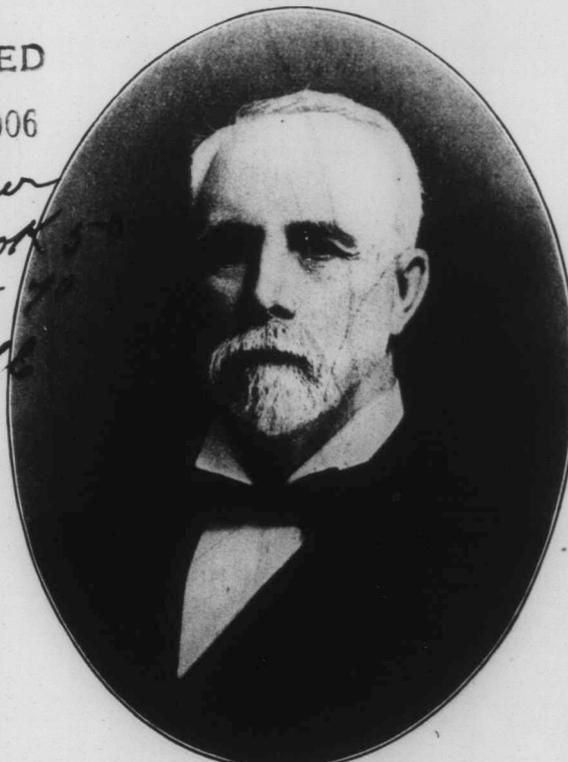
Live up to the Brand.

"When a shipper has once established a brand, he should live up to that brand. In many cases this is done, and I know that buyers here, if they see a certain brand they do not even ask for them to be opened up, as they know they are all right, and such brands usually command 3s. to 4s. a barrel more than an unknown

RETURNED

MAY 23 1906

*J. Currier
Cut Book
page
W.S.*



J. S. Larke,
Commercial Agent, Sydney.

don, McKay & Co. Then in 1878 he went into business for himself as a commission agent. He studied methods in the States, and for a time located at Boston as a manufacturers' agent. He returned to Canada in 1891 and opened

brand. I have seen myself this season a man pay 3s. per barrel more for a well established brand than he did for a brand he did not know, and which might be good, or might be bad.

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over the market oftener. A few people do it, but not anything like the number that should.

"Canadian honey should command a much higher price in this market than it does, but the reason for this is that there is no absolute certainty of shipments. No direct effort seems to have been made to establish a regular trade.

"One fault to be found with our people is that they will not answer correspondence promptly, which in some cases amounts to positive rudeness.

"Our people are very young in the export trade except in a few specialized businesses such as agricultural machinery, but I should advise anyone doing business in Great Britain to come across the water and study the market and trading conditions. A man should certainly be able to make his expenses at any rate the first trip. There are many articles that I feel certain Canada could export if she can only spare the time from her home trade."

Mr. Ball stated that through communication with his office at least 75 firms had sent representatives to Canada to look up business and fully 250 had appointed agents in the Dominion.

Among Makers of Woolens.

At Leeds, another of the great manufacturing centres of Great Britain, notable primarily and historically for its woolens, the Canadian Government has located Mr. J. B. Jackson, K.C. Like so many other educated Canadians, Mr. Jackson taught school for a spell. That



D. H. Ross,
Commercial Agent, Melbourne.

was from 1872 to 1876. Graduating from Toronto University in 1881 he was called to the Ontario bar three years later and practiced law in Ingersoll until his appointment as commercial agent in 1903. To better fit him for his posi-

tion he took a course of reading on textile fabrics selected by one of the professors of the Textile College in Leeds. Having been brought up on a farm Mr. Jackson knows something of the production at first hand of Canada's agricultural exports, and as a resident of Ingersoll for thirty years he was in close touch with the dairy and bacon industries.

Mr. Jackson's district includes Yorkshire, Durham, Northumberland and Cumberland, a great manufacturing area with millions of toilers and an enormous aggregate appetite for such foodstuffs as Canada has to sell. Other large cities in it besides Leeds are Sheffield, Bradford, Hull, Newcastle, Huddersfield and Halifax. Hull is the third port in the kingdom and the distributing point on the east coast for the imported foodstuffs, having direct lines of steamers to Denmark, Norway, Sweden, Finland, Russia, Holland, Germany, United States and Australia.

Proud and Jealous Port.

Mr. Jackson, in an interview recently with a Canadian Grocer representative, lamented the lack of direct communication between Hull and Canada. "The business men of Hull," said he, "are clamoring for Manitoba wheat, Canadian cheese, butter and eggs, but they cannot get them direct, and they are too proud and jealous of their position as third port in the kingdom to buy through Manchester or Liverpool, besides railway rates in the past to the interior cities have been excessive. Australia realizes the possibility of this field, and has inaugurated a direct line of steamers to Hull, and yesterday the "Pool Caroline," the first boat of the service, was unloading in Hull Australian wool and food products.

"In this district the name 'Canadian' is a magic word," continued Mr. Jackson, "and everything else being equal 'Canadian' goods are preferred. To show how Canadian trade is broadening out, two years ago it was almost impossible to buy Canadian food products in Leeds, at least advertised and sold as Canadian. These goods were then 'American,' and there seemed to be no great distinction even amongst the educated classes between Montreal, Toronto and Chicago, they were all American. Now I can buy in any of the retail shops in any of the cities above mentioned Canadian beef, mutton, bacon, ham, butter, cheese, apples and turkeys sold and advertised as Canadian. Indeed, Canadian products are so much in demand that American and Russian are often sold as Canadian. Canadians should use registered brands, and I am of the opinion that the best solution of the difficulty is a Canadian Government

brand for all food products, registered in both Canada and Great Britain."

A Man from Brockville.

Manchester, though only 31 miles from Liverpool, has, with Salford, a population of 800,000, and being one of the



A. MacLean,
Commercial Agent for Japan.

principal manufacturing cities of the world, it seems the right place for one of Canada's commercial agents. The gentleman located there is P. B. McNamara, who hailed from Brockville, Ont., where in 1874 he entered the dry goods business with his brother. Three years later the partnership was dissolved and Mr. McNamara continued in business alone until his appointment to Manchester in November, 1903. During his thirty years in business Mr. McNamara had a good deal of experience with the customs and excise departments. For three years he was engaged as side interests in the manufacture of explosives and for two years in manufacturing logwood.

Fruit Expert at Bristol.

The latest appointment to the commercial agency service in England was that of W. A. MacKinnon, who was commissioned to Bristol in July, 1904. Besides its shipbuilding industries, Bristol is noted for its glass works, potteries, soap works, tanneries, tobacco factories, chocolate factories and chemical factories. Its imports and exports totaled in 1900 \$63,500,000.

A graduate with honors of the University of Toronto in 1897 and called to the Ontario bar in 1901, Mr. MacKinnon continued to devote himself to the fruit industry, having been engaged every fruit season from 1890 on on his father's farm in Grimsby, the fruit

garden of Ontario. In 1899 he was given charge, under Prof. Robertson, of the trial shipments in cold storage of tender fruits from Grimsby to England. The next year he took charge of the food products section of Canada's exhibit at the Paris Exhibition and the year following became chief of the fruit division of the Department of Agriculture at Ottawa, enforcing the Fruit Marks Act and having charge of the work of a practical and educational nature by the inspectors throughout the Dominion. The year 1902 he spent visiting the fruit markets of Great Britain and studying their requirements in regard to varieties grading, packing and packages. The results of his researches were published by the Department of Agriculture. Mr. MacKinnon is now 31 years of age.

Canada's Share of British Trade.

The question in regard to trade with Great Britain is "What kind of a dent are we making in this market of all nations?" This is partially answered by the following figures showing the exports to the United Kingdom of our principal natural products other than mineral and the United Kingdom's total importations of the articles named:

	From Canada.	Total importations
Animals living.....	\$11,795,485	\$ 52,709,495
Breadstuffs.....	18,735,896	318,097,895
Fish.....	2,314,143	16,259,344
Fruits.....	2,705,012	20,000,000
Paper.....	941,314	23,660,000
Provisions.....	42,800,611	378,384,761
*Wood, unmanufactured	12,294,911	105,156,843
" " manufactured ..	1,310,897	10,145,700

* Not including \$5,612,000 worth of woods for furniture other than mahogany.

AUSTRALASIA.

Australasia is divided into two districts for Canadian commercial agency purposes. One district comprises New South Wales, Queensland and New Zealand, with headquarters at Sydney; the other comprises Victoria, South Australia, Western Australia and Tasmania, with headquarters at Melbourne.

The agent at Sydney is J. S. Larke, a gentleman of wide experience, gathered by a varied and intimate association with the educational, publishing, manufacturing and agricultural interests in Ontario. He abandoned high school teaching in Ottawa to become a newspaper editor and publisher in Ontario county and later returned to the Dominion capital a stove manufacturer. He organized the South Ontario Farmers' Association, one of the forerunners of the farmers' institutes now a potent factor in Ontario's agricultural development. Mr. Larke was an original director of the Ontario Loan and Savings Co., and for years took an active inter-

est in municipal affairs, being reeve of the town of Oshawa and chairman of its board of education. At the time of his appointment as commercial agent to Sydney he was commissioner for Canada at the Columbia Exposition, Chicago.

New Zealander by Adoption.

D. H. Ross, commercial agent at Melbourne, is a Nova Scotian, but has been engaged in business in Australia and New Zealand for many years. After three and a half years in the wholesale dry goods trade in Halifax, Nova Scotia, Mr. Ross accepted a position with an Auckland, New Zealand, firm doing a large export business with the islands of the south Pacific, and he did a good deal of traveling for them. The firm retired from business in 1889 and Mr. Ross began on his own account to trade in ship and steamer supplies. He con-



C. E. Sontum,
Commercial Agent, Christiania.

tinued at that ten years and in addition started a fish cannery and whaling station. Mr. Ross disposed of these interests in 1897 and joined an agency firm in Brisbane, Queensland, which gradually developed into a wholesale drug concern with a branch at Sydney. It was from this business he resigned to become Canada's commercial representative in Melbourne.

During the fiscal year of 1904-05 the Canadian Government's support of the steamship service between Canada and Australia amounted to \$194,666.

Trade Half Round the World.

The principal articles of export from Canada to Australasia last year were: cotton goods, \$179,243; canned salmon, \$262,904; agricultural implements, \$812,390; paper, \$549,680; lumber, \$259,349. Only in salmon and paper was a

record made. The principal commodities coming this way were: wool, \$64,441; tin, \$32,081; butter, \$20,661; hides, \$17,851; furs, \$14,550; wood and manufactures of, \$12,950. Australia took \$25,475 worth of Canadian wheat flour last year, but the inter-antipodal trade in foodstuffs is very small. Three years ago the export of flour to Australia and New Zealand amounted to \$587,607. Five years of Canada's trade with Australasia are represented in the following table:

	Imports.	Exports.
1901.....	\$164,416	\$2,311,405
1902.....	157,237	2,940,247
1903.....	140,435	3,392,399
1904.....	121,423	3,215,583
1905.....	212,746	2,734,856

FRANCE.

A. Poindron, Canada's drummer for trade in France, is a gentleman with a good deal of railway and transportation experience in France. From 1881 to 1888 he was with the Western Railway (taking the English of it), latterly as assistant to the Paris superintendent. For the following three years he was chief of the central service in Paris and secretary-treasurer of a Senegal railway subsidized by the French Government. In 1891 he became managing director in Paris of two tramway companies, one in St. Maur and the other in Bordeaux. The former became amalgamated with another undertaking and the latter was wound up for lack of capital. Thereupon Mr. Poindron was appointed to report upon the prospects and traffic possibilities of a projected railway in Indo-China. In 1897 he became a manufacturers' agent in Montreal and agent in America for the Franco-Canadian steamship line. He was appointed commercial agent in Paris in 1902.

Where Society Figures.

Canada buys from France about five times as much as she sells to her, and the proportion of imports to the total trade is increasing, being 77 per cent. in 1901 and 82 per cent. last year. The total of trade between Canada and France last year was \$8,712,977, a very small part of Canada's dealings with the world at large, over \$470,000,000. But a very important factor in the social and domestic life of Canadians, particularly the feminine element. More than half our purchases from France last year were made up as follows:

Silks.....	\$ 670,000
Woolen Dress Goods....	1,213,897
Gloves.....	257,509
Ribbons.....	225,439
Laces.....	149,984
Buttons.....	36,996

Hats and Jewelry.
Furs.
Perfumery.
Castile Soap.
China.
Precious Stones.
Wines and

The other nations were cotton and medicines, drugs, dyes, fancy goods, fruits, stools and manufactures, optical instruments and accessories, aerated water, the manufacture and manufacture of brushes, especially automobile and vermicelli.

What

Canada sold a little over worth of goods than the year before. The largest Then came in \$448,516; but and manufacture of vegetables, \$ made with products amounting to principal foodstuffs \$105,611, and oats, \$90,323.

The total was \$7,084,73 exports, \$1,581, 977; imports: \$11,298. A \$70,033 in for The increase larger than of crop fluctuations, sugar largely total imports following the 615. For tobacco sugar has fallen so that the relations from \$98,274 as it

Japan, Canada could not be matter of MacLean was Mr. MacLean's success. Early mercantile trade in the newspaper

Principal commodities: wool, \$64,000; butter, \$20,661; cotton, \$15,550; wood and manufactures, \$15,000. Australia and Canada wheat inter-antipodal trade very small. Three million flour to Australia amounted to Canada's trade represented in the

Exports.
\$2,311,405
2,940,247
3,392,399
3,215,583
2,734,856

Canada's drummer gentleman with and transportation. From 1881 the Western Railway (of it), latterly superintendent. Five years he was vice in Paris and Senegal railway Government. Managing director of companies, one in Bordeaux. amalgamated with the latter was capital. There is appointed to posts and traffic of railway in he became a in Montreal and the Franco-Canadian was appointed in 1902.

Figures.

France about five sells to her, and ports to the total ing 77 per cent. last year. The en Canada and 8,712,977, a very 's dealings with ver \$470,000,000. actor in the social nadians, particu- ent. More than om France last follows:

..... \$ 670,000
..... 1,213,897
..... 257,509
..... 225,439
..... 149,984
..... 36,996

Hats and Bonnets.....	47,396
Jewelry.....	29,062
Furs.....	199,727
Perfumery.....	77,689
Castile Soap.....	58,592
China.....	77,434
Precious Stones and Imitations.....	494,426
Wines and Spirits.....	979,522

The other principal articles of importation were hides and skins, \$494,891; cotton and manufactures of it, \$100,137; drugs, dyes and chemicals, \$231,012; fancy goods other than laces, \$184,763; fruits, mostly nuts, \$193,301; metals and manufactures thereof, \$154,256; optical instruments, \$120,106; tobacco and accessories, \$84,554; mineral and aerated waters, \$52,781; leather and the manufactures thereof, \$52,335; glass and manufactures of, \$80,595; brooms and brushes, \$80,302; carriages, principally automobiles, \$40,050; macaroni and vermicelli, \$23,480; books, \$88,874.

What We Sell to France.

Canada sold to France last year but a little over a million and a half dollars worth of goods, which was \$86,000 less than the year previous, but a fair increase over the two years before that. The largest item was fish, \$607,953. Then came metals and manufactures of, \$448,516; breadstuffs, \$211,115; wood and manufactures of, \$130,915; canned vegetables, \$51,984. A beginning was made with provisions last year and shipments amounted to \$15,140. The principal foodstuff sent to France was beans, \$105,611, and the next in order of value, oats, \$90,323.

The total trade with France in 1901 was \$7,084,736; imports, 5,503,405; exports, \$1,581,331; and last year, \$8,712,977; imports, \$7,201,679; exports, \$1,511,298. A falling off in our sales of \$70,033 in four years is not encouraging. The increase in our purchases is even larger than at first appears. Because of crop fluctuations Canada bought raw sugar largely from France in 1901, the total imports being \$786,618. The year following that sum increased to \$1,304,615. For two years none of that raw sugar has been imported from France, so that the real increase in other importations from 1901 to 1905 was not \$1,698,274 as it appears, but \$2,484,892.

JAPAN.

Japan, Canada's Pacific neighbor, could not be very well overlooked in the matter of trade agencies, and Alex. MacLean was sent there two years ago. Mr. MacLean is a man of wide experience. Early in life he had five years' mercantile training. He was many years in the newspaper business, and for four-

teen years was contractor for the parliamentary and departmental printing at Ottawa. Prior to his appointment he was engaged as a paving contractor in Ottawa. The Canadian Government assists the steamship line from Vancouver to China and Japan to the extent of \$73,000 a year.

Tea the Big Item.

Canada's total trade with Japan has not yet reached the \$2,500,000 mark. Tea is far and away the most important article of commerce between the two countries, and the commodity that does most to liquidate our account for the leaf is fish, the salmon of the west coast.

It was in 1899 that Canada made its record in the purchase of Japan tea. Then the bill totaled 11,695,302 lbs., \$1,529,196. Last year it was 6,287,630 lbs., \$869,501; but in 1903, the war

Provision Trade Increasing.

The provision trade with Japan, though not large, is increasing. The export of butter in 1901 amounted to \$717, and rose gradually to \$6,496 last year. The Japanese consumption of Canadian cheese, however, last year, \$759, was the smallest since 1900.

The largest sums in Canada's bill of purchases from Japan last year were: tea, \$869,495; silk and manufactures of, \$487,846; rice, \$116,980; earthenware and china, \$74,707; carpets, mats, rugs, \$41,978; flax, hemp and jute, \$35,972; cement (trade begun in 1903), \$27,083; articles for the use of fisheries, largely tin cans, \$21,225; drugs and dyes, \$15,477; brooms and brushes, \$23,294; nuts, \$18,776; other fruits, \$10,188; hats and caps, \$18,350. Among the silk manufactures were \$88,131 worth of handkerchiefs.

MEXICO.

A. W. Donly, Canada's trade ambassador in Mexico, began his business career in the Federal bank at Simcoe, and after two years became deputy registrar of his native county of Norfolk. After a couple of years at Victoria College, he taught in the Woodstock Collegiate Institute, and a year later went to Mexico and engaged in the book business. The year 1902 found him manager in Mexico for F. P. Hoeek & Co., and in 1903 he became auditor of the railroad watch and time inspection service for the railways of Mexico. He continued at that until appointed commercial agent in 1905. He is 40 years of age.

Canada's trade with Mexico is a small and variable quantity. The record was made in 1903 with a total of \$262,609; imports, \$125,575; exports, \$137,034.

Among imports fruits, and among exports cotton manufactures, spirits and lumber are the only articles that show any degree of trade stability. Our purchases of fruits from Mexico increased steadily since 1900, and last year totaled \$18,468.

Mexico buys no breadstuffs from Canada, nor any provisions. The purchases of wood and manufactures thereof, including lumber, last year amounted to \$29,388, and that was the largest single item of export. Then came cotton and manufactures thereof, \$21,576; next coal, \$18,143, the first of that commodity since 1901, when the amount was \$27,184. The purchase of spirits totaled \$14,507, and of metals and manufactures thereof, principally sewing machines, \$8,155.

SCANDINAVIA.

C. E. Soutum, commercial agent for Norway, Sweden and Denmark, is a Nor-



Chas. M. Kittson.
Commercial Agent for South Africa.

year, it was down to 4,355,024 lbs., \$673,213.

Despite a half million falling off in the tea trade since 1899, the total business between Canada and Japan was larger last year than ever before. Besides a noticeable revival of the tea trade, Canada's sales to her Pacific neighbor rose from \$112,308 in 1900 to \$510,925 last year. The largest figures in last year's exports to Japan were: fish, \$244,706; cotton and manufactures thereof, \$67,613; wheat flour, \$62,007; lumber, \$52,187; metals and mineral and manufactures thereof, \$41,482; fertilizers, \$16,545. In 1904 the purchase by Japan of wheat flour jumped from practically nothing to \$140,815. Another war mark on the 1903 invoice was condensed milk and cream, \$18,183.

wegian with eight years' valuable business experience in Canada and United States. He was born in Christiania forty-one years ago. When eighteen years of age he came to America, and having no friends took what work he could get. But he got on, and six years later he came to Canada as the representative of B. T. Babbitt, the millionaire manufacturer of soap and baking powder. He was the firm's general agent here, and in that capacity visited every town and village in Ontario and Quebec. After a year of that he went to Europe to represent the firm there and took on also some Canadian business for firms he had become acquainted with during his sojourn in the Dominion.

The next year he opened an office for himself in Christiania as an import and export agent.

It was in 1893 he was appointed commercial agent for Canada. He was in Canada at the time, having been sent to America in the capacity of commercial commissioner by the Norwegian Government. He was intrusted with the same duties the next year. Since opening his office in Christiania Mr. Sontum has handled all kinds of Canadian products, and he has been engaged by Hiram Walker & Sons and the Dominion Radiator Co. to introduce their goods in northern Europe.

A Growing Business.

During the past five years our trade with both Denmark and Scandinavia has greatly increased. Our exports to Denmark have increased nearly fourfold, and in Norway and Sweden nearly sevenfold. The article that bulks largest in value on Canada's bill of lading to Denmark is breadstuffs, last year reaching \$83,367, and the next is canned lobsters, \$33,302. So to Norway and Sweden, breadstuffs last year aggregated \$136,362; canned lobsters, \$66,774; metals and minerals and their products, \$24,739; ships, \$25,600; coal, \$36,764. For some years we have bought of Denmark more rennet than any other one article. Last year the value was \$6,898, nearly half the total imports. Canada's principal importation from Norway and Sweden is metals. Last year the total value was \$60,040. The next item in importance is fish products, \$14,680.

The falling off in the trade with Scandinavia in 1905 compared with 1904 was due to the fact that in 1904 an abnormal quantity of metal ore was brought here and of coal was sent there. These two items considerably more than account for the shrinkage.

SOUTH AFRICA.

C. M. Kittson is Canada's trade representative in South Africa, and is one

of the younger members of the commercial agency service. He began his business career with Gault Bros. Co., Montreal, in 1890, and served them four years. For a year he was bookkeeper for Law, Young & Co., then transferred his services to the C.P.R. and a year later to the G.T.R. After two years he entered the employ of the Lake of the Woods Milling Co. as bookkeeper for three years, then as branch manager at Toronto, and finally as general agent in South Africa. During a visit home last year he was appointed to his present position. Mr. Kittson is well known to South African importing firms from the Cape to the Zambesi.

Canada has the Big End.

The balance of trade between Canada and British Africa leans far to the side of the Dominion. Last year Canada sold to the African colonies eighty-eight



G. E. Burke,

Commercial Agent, Kingston, Jamaica, W.I.

times as much in value as it purchased from them. These are the figures: exports, \$1,883,362; imports, \$21,372. In 1902 the difference was many times greater: exports, \$3,842,070; imports, \$15,806. But that was a war year, when South Africa was not doing much business. It was hay that swelled the sales that year, \$2,095,201. Subtract that sum from the total and the volume of trade was a good average with an encouraging increase.

What we bought from Africa last year requires only three classifications: hides, \$10,862; wool, \$7,458; all other articles, \$3,052. The trade in hides is variable. In 1901 we took \$27,212 worth, and the year before last \$50,920 worth. Of wool five years ago we bought to the extent of \$60,841.

Took a Lot of Flour.

By far the largest item in our invoice of sales last year was wheat flour, \$903,000, and the interesting part of it is that this demand for Canadian flour which the war created has gone on increasing. The war started a small demand for Canadian oatmeal that has held and increased. Last year the sales totaled \$7,700. The grand total of breadstuffs was \$1,067,884. The figures for provisions were \$116,052, but the year before they were \$410,058; in 1903, \$179,394; in 1902, \$25,347. Another important article of export to Africa is condensed milk and cream, reaching last year the sum of \$103,298. Other figures in the export list last year were metals and manufactures thereof, principally agricultural implements, \$164,894; wood and manufactures thereof, \$171,741; fruits, \$23,887; leather and manufactures of it, \$33,863; coal, \$31,731. The commodities, the shipment of which to Africa last year made a record, were: oatmeal, wheat flour, clothing (\$1,682), fruits, leather, agricultural implements and machinery.

The Canadian Government subsidizes a monthly steamship service from Montreal or St. John to Cape Town and two other ports at the rate of \$146,000 a year.

WEST INDIES.

There are in the West Indies four paid representatives of Canada's commercial and industrial interests, all appointed in 1892, each a prominent merchant in his own island. They are G. Eustace Burke, Kingston, Jamaica; R. Bryson, St. John, Antigua; S. L. Horsford, St. Kitts; Edgar Tripp, Port of Spain, Trinidad.

Mr. Burke is a gentleman of 45, a native of Jamaica, and for twenty years has been head of a firm of liquor and provision merchants and commission agents. Four years ago he was unanimously elected by the city council mayor of Kingston.

Mr. Horsford is and has been for years a member of the General Legislative Council of the Leeward Islands, a member of the local Legislative Council of St. Kitts-Nevis and a member of the Executive Council of that presidency. He, too, is a general and commission merchant and estates and shipping agent. In that capacity he has done business in St. Kitts thirty-one years, and prior to that in Antigua. For twenty years he has had a branch business in Nevis. Through business and his official relations Mr. Horsford has had exceptional facilities for acquiring an intimate knowledge of trade and opportunities for trade in the Islands.

Mr. Bryson another established general commercial director of Co., Ltd. late Hon. I commercial mise. His ford & Blac into close Indian trad

Edgar Tr member of shipping an is an English tor, and wa early forsoo suits, and l sent busine partner in intervals, committee

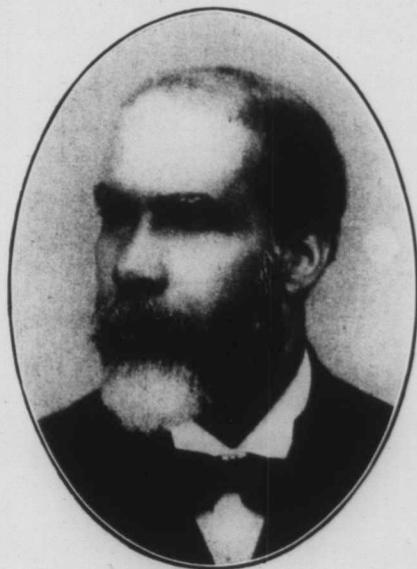
Commerce. through Ca on the pros Indies; w in 1901 at Chamber o chambers o London, 18 1903, and a in 1899.

Canada's increased \$9,041,187 due largely sumption o molasses. West India last year \$ years of \$ time our in

Succeeded His Partner.

Mr. Bryson, of St. Johns, Antigua, is another estate and shipping agent and general commission merchant, managing director of Geo. W. Bennett, Bryson & Co., Ltd. He succeeded his partner, the late Hon. H. D. Bennett, as Canadian commercial agent upon the latter's demise. His firm are agents for the Pickford & Black SS. Co., which brings him into close touch with Canada's West Indian trade.

Edgar Tripp, of Trinidad, the fourth member of the quartette, is also in the shipping and commission business. He is an Englishman, son of a London solicitor, and was destined for the bar, but early forsook legal for mercantile pursuits, and has been engaged in his present business since 1872, becoming a partner in 1875. Since 1886, with short intervals, Mr. Tripp has been on the committee of the Trinidad Chamber of



S. L. Horsford,
Commercial Agent, St. Kitts, W.I.

Commerce. In 1890 he made a tour through Canada for his colony to report on the prospects for trade with the West Indies; was in Caracas semi-officially in 1901 and represented the Trinidad Chamber of Commerce at congresses of chambers of commerce of the Empire in London, 1896 and 1900, and Montreal, 1903, and at the congress in Philadelphia in 1899.

Sugar the Factor.

Canada's trade with the West Indies increased from \$3,205,845 in 1901 to \$9,041,187 in 1905. This increase was due largely to Canada's increased consumption of West Indian raw sugar and molasses. In 1901 our imports from the West Indies aggregated \$1,280,798, and last year \$6,077,013, an increase in four years of \$4,796,220. During the same time our imports of sugar and molasses

increased \$4,747,775, from \$999,464 to \$5,747,239, leaving for the four year period an increase in other commodities of \$48,445.

Canada's sales to the West Indies during this period increased 54 per cent. from \$1,925,047 to \$2,964,174. It has been a steady growth, but last year the increase was most marked, being \$784,400 over the previous year's total. It was due to phenomenal increases in the exports of flour and fish. Up to 1904 there had been a gradual increase in our sales of flour to the West Indies, reaching that year 49,007 barrels, valued at \$204,201. Last year they took 131,312 barrels, valued at \$642,707. The increase in the consumption of Canadian fish in the Indies was considerable, but not so marked. In 1904 the total value was \$829,029, and that was over \$100,000 less than for several years. In 1905 the total rose to \$1,016,888, an increase for the year of \$187,759.

No class of exports to the West Indies has shown a steadier or more gratifying increase than provisions, as shown by these figures for five years: 1901, \$86,227; 1902, \$100,784; 1903, \$179,381; 1904, \$196,448; 1905, 225,166. Last year's shipments were made up as follows: butter, \$136,038; cheese, \$48,681; bacon and hams, \$11,303; pork, \$15,458; other provisions, \$13,686.

Taking last year's figures, the principal articles Canada buys from and sells to the West Indies are these:

Imports—Sugar, \$5,039,208; molasses, \$705,383; hides, \$68,078; cocoa beans and products, \$62,591; cocoa nuts, \$46,043; oranges, lemons and limes, \$47,386; bananas, \$21,297; spices, \$9,973; rum, \$11,108; salt, \$8,807.

Exports—Breadstuffs, \$927,721 (including wheat flour, \$642,707; other flour, \$26,905; beans, \$54,768; oats, \$135,312; peas, \$48,647; other breadstuffs, \$19,245); fish (mostly cod and herring), \$1,016,888; living animals (mostly cattle and horses), \$31,040; books, \$5,285; coal, \$82,559; drugs, dyes and chemicals, \$63,132; cordage rope and twine, \$27,865; fruits, \$15,173; hay, \$21,810; leather and manufactures thereof, \$35,809; paper, \$16,336; provisions, \$225,166; potatoes, \$72,094; wood and manufactures of, \$313,102 (including lumber, \$202,410; shingles, \$29,807); spirits and wines, \$10,525; soap, \$17,883; settlers' effects, \$1,766.

A JOURNALIST-CONSUL.

It is a wise policy on the part of any Government to recruit its consular forces from the ranks of the journalists. The news-getting instinct and the years of training of the newspaperman stand

him in good stead when he is called on to investigate conditions in a foreign country for his home Government.

An outstanding example of a newspaper editor, who is ably fulfilling the duties of a consul in the Province of Ontario, is Mr. George Nicholas Ifft, U.S. consul at Chatham. Mr. Ifft is proprietor and editor of the Pocatello (Idaho) Tribune, which he purchased about twelve years ago. He received his appointment at Chatham in May, 1905, and entered on the duties of his office last September. Though only located in this country a few months, he has already prepared some admirable reports for his Government, which show the results of painstaking research.

Mr. Ifft is a native of Western Pennsylvania, where he was born forty years ago on a farm.

No sooner had Consul Ifft settled at Chatham than he set to work to compile



George Nicholas Ifft,
United States Consul, Chatham.

a series of reports on Canadian trade and allied subjects. That his work has met with the approval of his Government is abundantly evidenced by the frequency with which his reports are quoted not only in the Daily Consular and Trade Reports, issued by the Department of Commerce and Labor, but by the daily and trade newspapers in both the United States and Canada. In the past six months he has discussed a great many questions, including the Canadian forestry policy, the beet sugar industry, American immigration, American capital in Canada, etc. Even to a Canadian, much of Consul Ifft's information is new, which illustrates the thoroughness with which he has made his investigations.

THE PORT OF MONTREAL

Its Continual Growth—Some of the Most Important Improvements Recently Made Necessary by the Ever-Increasing Trade of the Dominion, and Montreal in Particular—Something About the Exports and Imports Through the Port.

Wonderful indeed is the change undergone by the port of Montreal since that day in 1642, nearly three hundred years ago, when the French explorer, Maisonneuve, first stepped from his boat onto the forest island now known as Montreal. Little did he dream that at the place where he touched shore in his small boat there would one day be anchored large ocean greyhounds, vessels which yearly bring into the country thousands of dollars worth of freight—yes, millions of dollars worth—and sailing out of port carry with them to all parts of the world the products of one of the finest producing countries of the world. But such has

changed in the shape of some new project completed. Even this year many improvements are under way.

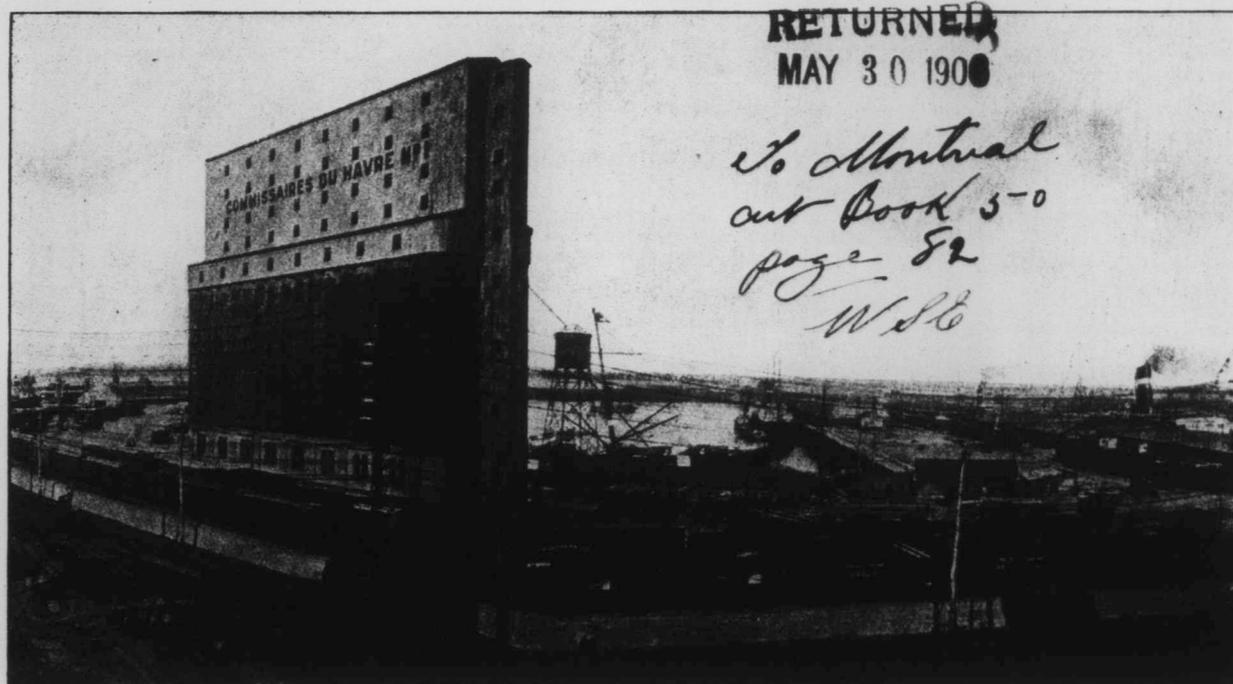
New piers are being erected, old ones are being raised to high level, low level docks are being repaired, embankments, formerly but the rough shore of the river, are being transformed into suitable low-level docks. And these are only a few of the improvements being made. Each year the city of Montreal and her trade are growing, and with this growth comes the demand for increased wharfage, so that where a hundred years ago there was only a very small waterfront, there is now in the neighborhood of seven miles of wharves under the

Chambre de Commerce du District de Montreal, the Montreal Corn Exchange Association and the Shipping Interests. The mayor of Montreal is also a member ex-officio during the tenure of his office.

The Government has loaned large sums of money to the Harbor Commissioners for the improvement of the port; improvements which were rendered necessary by the ever increasing business of Montreal and the Dominion.

There is some talk of changing the composition of the Harbor Commission, but as yet nothing has been done toward this end.

At present, as has been stated, the



Portion Montreal Harbor, showing large new elevator*

come to pass, and where a few hundred years ago Maisonneuve's boat was drawn up on the shore of the mighty St. Lawrence, to-day are moored ships of monster size from all parts of the world.

But to come down to a more recent date, to speak of a period within the memory of those still living, what a transformation has taken place! One who had seen the harbor in 1850, re-visiting Montreal's port to-day, would not recognize it. But the change has been gradual—the work of time. Every year that goes by leaves rememb-

control of the Montreal Harbor Commissioners.

The Harbor Commissioners.

This body was instituted away back in 1830, to take over the general management of the harbor. The number of its membership has been augmented from time to time as it has been found necessary. Originally it consisted of three members, but this has been gradually increased until at present the board consists of eleven members, six of whom are appointed by the Governor-in-Council, and one each elected by the Montreal Board of Trade, the

board has under its control seven miles of wharves. These extend from Victoria Bridge on the west to Longue Pointe Church on the east. Those piers lying between Windmill Point and Victoria Pier (opposite the C.P.R. Viger Station), both inclusive, are high level, as is also Tarte Pier, opposite the St. Lawrence Sugar Refinery in Maisonneuve. The rest of the wharves, which include one wharf at the Locomotive & Machine Company's works, Longue Pointe, and one opposite the church, also in Longue Pointe, are low level.

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Splendid Railway Connection.

A very important work which has just been completed is the building of an embankment running from the end of the wharves in Maisonneuve to below the House of Industry in Longue Pointe, in order that the Great Northern Railway may have direct connec-

greatest use this and succeeding seasons. The first elevator mentioned, which is known as the "Harbor Commissioners' No. 1," is situated at the foot of St. Sulpice street. The G.T.R. elevator is situated between Windmill Point and the canal basin. There are also several coal-handling plants by

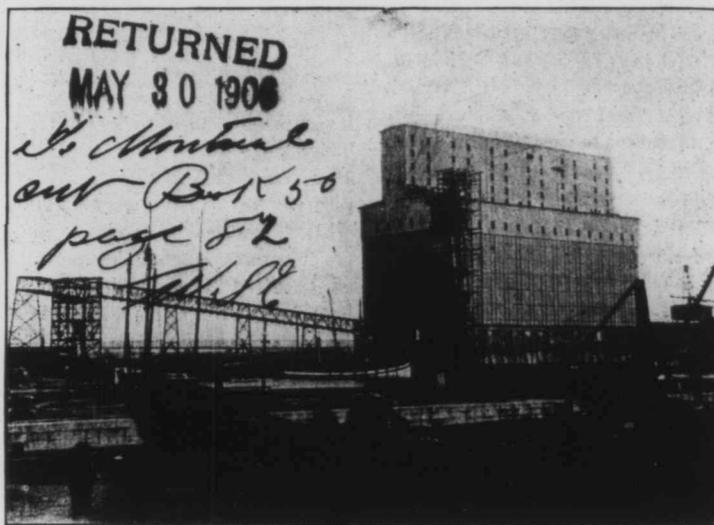
has any interest in the shipping trade, for the need of proper sheds has been a long-standing want.

The dredging of the ship channel is going forward apace and within two years, it is expected, the work will be completed. When finished the channel will have a uniform depth of thirty feet.

These are a few of the most important improvements on foot and which have been made. Other and less important improvements and repairs are always under way. For instance, at present the wharves in the vicinity of the busier high level piers have been laid with granite blocks. It is the intention of the commissioners to lay the whole of the docks between McGill street and Victoria Pier in this manner. Victoria Pier, used by the R. & O. Navigation Company for river boats, and the Laurier Pier in Maisonneuve, used for the lumber trade, are laid in scoria blocks. It is apparent that Montreal is destined to become one of the greatest ports in the world in the way of equipment for the convenience of the shipping trade and in means for facilitating the proper handling of merchandise.

"Made in Canada" Abroad.

Canadians have every reason to feel proud of the place their country occupies in the commercial world. Her exports, taken generally, show tremendous increases every year, and the same may be said of her imports. In each



The new G. T. Grain Elevator

tion by rail with the harbor. It might here be stated that the wharves are well equipped with railroad tracks to facilitate the handling of merchandise. These tracks are all under the control of the Harbor Commissioners, who allow running rights on them to such railway companies as they may see fit. Up to the present time, the C.P.R. and the G.T.R. are the only companies possessing such rights, but this season and hereafter the G.N.R. will also be able to run their cars direct from their main line to the harbor by means of rails laid along the embankment recently completed. It is easy to see the benefit realized by merchants in being able to have their merchandise loaded directly from the ship in which it arrives in Canada to a waiting car on the wharf, as in this way the goods are handled much more expeditiously than they could otherwise be, besides which the handling is thus rendered much less expensive.

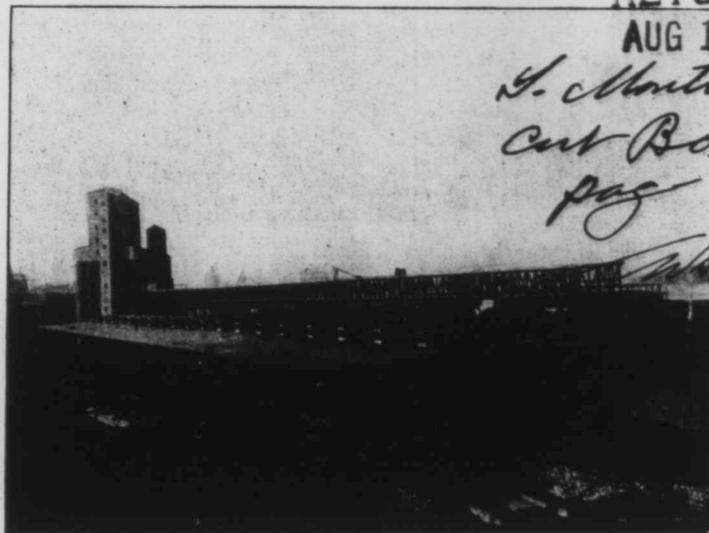
Two Great Grain Elevators.

In 1902, owing to the necessity for some means to properly handle the grain trade, the commissioners commenced the erection of a large elevator capable of holding 1,000,000 bushels of grain. This was completed and put into operation in August, 1904, since which time it has given the greatest satisfaction. The Grand Trunk Railway recently built a large grain elevator. This also holds 1,000,000 bushels, and no doubt will be found of the

which coal can be transferred from vessels directly into cars.

The Permanent Wharf Sheds.

The building of permanent steel wharf sheds is being rapidly proceeded with, and by the end of this season it



One of the new Steel Sheds (under construction)

is expected that seven two-storey sheds will have been completed. The balance, also seven in number, will, it is hoped, be finished next season's end. Long has the building of these sheds been under contemplation, but at last they are being constructed, much to the satisfaction of every merchant who

particular line, with a few exceptions, the volume of trade has increased each year. The export trade of Montreal, which at one time was confined almost solely to Great Britain and the United States, is branching out all over the world, and as our Canadian products are received in foreign countries in

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ever increasing quantities, it must be conceded that there is quality in the goods. The three words, "Made in Canada," are beginning to have a meaning abroad which cannot help but be most beneficial to Canadian merchants.

In looking over the volume of the export trade, it will be seen that the United Kingdom still imports from Canada in greater quantity than any other country in the world. The United States is also a splendid customer of Canada. Business is developing, however, with South Africa, Belgium, Holland, Mexico, and other countries. It is pleasing to note the efforts of the Government to develop trade with Italy, Newfoundland, Australia and the West Indies are also taking a part of Canada's exports, and are contributing their share of our imports.

Perhaps in order to give a more comprehensive view of the export trade of Montreal, it might be well to take the past season, 1905, and give some idea of the trade of that year, comparing it with the business of former seasons.

During the season of 1905 no less than 833 ocean-going vessels entered and cleared the port of Montreal. This means thirty-seven more vessels than entered port in 1904, while the customs collections showed an increase of \$675,827 over the previous year.

The Butter Trade.

Never has the outlook for excellent butter trade been so bright as it is at present. The quality of the butter made by Canadian farmers is becoming better and better, and consequently the demand for it in foreign markets is increasing steadily. The United Kingdom takes greater quantities of Canadian butter than any other country. In the markets there, the quality of our butter, which has been constantly improving, has attracted much attention, and sales have increased in consequence. Denmark, Ireland and Canada compete strongly for supremacy. At present Denmark holds first place, but it is expected that before very long Canadian butter will wrest this position from the Danes. The number of packages of butter shipped in 1905 showed an increase of 83,000 over 1904, and an increase of 23,500 over 1903. The value of the butter shipped was \$7,397,492, an increase of over two millions over the value of the shipments in 1904, and in the neighborhood of three and a third millions increase over 1903. These figures speak volumes for the growth of the export butter trade. Ten years ago the value of the butter exported was \$1,800,000, while about five years ago the exports were approximately \$3,000,000.

As has been stated, the principal demand is from the United Kingdom, England particularly, but the business with Japan and the East is rapidly increasing. The South African trade is also being developed. Butter is received at Montreal for export from all parts of Canada, arriving in special refrigerator cars. Although Bristol held first place as importer of Canadian butter for three years, last year London was first, then Liverpool, Bristol, Glasgow, Manchester, South Africa, Leith, Mexico and Cuba. There has been a great increase in London's importations in 1905, they being nearly 95,000 packages over 1904. To suit English importers the greater part of the Canadian butter for export is put up in 56 lb. tubs, not in tubs containing 70 lbs., as formerly.

Trade in Cheese is Growing.

The last ten years have brought with them a tremendous increase in the export cheese trade of the Dominion. This trade is almost entirely through the port of Montreal. In 1896 the value of the cheese shipped from Canada was \$11,605,000, and the returns for last year show that the amount realized was \$18,029,358, which is certainly a great increase. In 1905 the number of boxes of cheese exported showed an increase of over 6,000 over 1904, the number of boxes exported being 2,121,101. Here again we find the Old Country our chief market. London imports in the largest quantities, then come Liverpool, Glasgow, Manchester, Belfast. While the imports of some of the ports show a falling off occasionally, new markets are constantly springing up which in the end tax the Canadian exporters to the utmost to supply. For instance, the imports of Canadian cheese to Cardiff last year showed a most astonishing falling off, but this was completely offset by the increased imports of Hull, (a new market for Canadian cheese), Cuba, Mexico and South Africa. Indeed London and other large markets in the Mother Country showed greatly increased imports, which, however, can only be regarded natural in view of the ever increasing volume of Canadian export trade.

For the last four years the export

Decrease in Export of Eggs.

egg trade has been falling off. Egg merchants are inclined to hold their eggs as much as possible for the Canadian market. The prices ruling here, particularly last year, have been such as warranted as little export business as possible. In many cases losses have been sustained by dealers who made contracts with importers on the other side, on account of these high prices which prevailed in Canada.

Montreal Leads America.

A fact which is perhaps not generally known, and one which should be of pride to Canadians, is that Montreal leads the export centres of America in the volume of its export dairy trade. This may seem astonishing, but it is none the less true. The amount of cheese exported from New York, which comes after Montreal, for a period of eleven months ending November, 1905, was 12,889,860 lbs. The export of cheese from Montreal for a period of seven months, in 1905, was 169,688,080 lbs. The amount of butter exported from New York during the same eleven month period in 1905, was 12,296,500 lbs., while Montreal's exports for the same seven-month period as before mentioned totalled 34,406,940 lbs. If ever figures spoke for themselves these certainly do so. It will be noticed also that the periods covered by New York and Montreal, respectively, show a difference of four months in favor of New York.

Canada's Grain in Europe.

Montreal is a great grain exporting centre. During the shipping season one sees vessel after vessel loaded and sent to its destination in some other part of the world. In the neighborhood of 21,000,000 bushels of grain were shipped from Canada last year. This is an increase of over eight millions over 1904. Wheat, corn, oats, barley, rye, flaxseed, peas and buckwheat are the chief lines in demand on foreign markets. The United Kingdom and Belgium are our chief foreign grain markets. Belgium, or Antwerp to be exact, imports large quantities of every line mentioned with the exception of peas. Holland takes wheat and corn in fairly large quantities. Germany, France, Mexico and South Africa all import more or less Canadian grain in the course of the season. Italy also imports considerable Canadian wheat.

Live Stock Trade Flourishing.

The live stock trade is flourishing and every year increased business is noted. Last year there was an increase of considerably over five thousand head in the number of cattle exported. In all 118,296 head were shipped, chiefly to Liverpool, London and Glasgow.

Sheep, too, occupied a prominent place in this line of trade last season, no less than 21,036 head being shipped to various points, particularly Liverpool and London.

Shipments of Lumber and Hay.

The lumber trade with foreign countries, although showing in 1905 an increase over the previous year, was in volume considerably below the years 1902 and 1903. There was shipped

through Montreal of lumber. The lumber business year the shipment of 1,000 bales, which compares with 1,000 bales compared with an increase. There was also in the season taken into account these figures called the Canadian hay. All of these are not.

Other

One could give Canada's export the port of Montreal not permit, no age reader an matter in detail other lines places in our would be or instance there year was no scarcity of wheat the season, he improvement. mention our C the latter part if one were to real, he would rely all full apples, being to Great Britain, Germany, Belgium and numerous other countries.

Canned goods might be called. While a few practically the our canned goods going them to Europe, to Montreal and other countries.

From what going, the place Montreal centres of trade transacted Montreal in the imports is stated on third of the Dominion via Montreal. It is extremely ever going place in this line of trade last season, no less than 21,036 head being shipped to various points, particularly Liverpool and London.

"ROASTING" THE CREDIT MAN.

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Lumber and Hay.

e with foreign coun- wino in 1905 an in- previous year, was in- ly below the years There was shipped

through Montreal in all 157,031,256 feet of lumber. The hay trade, like the lumber business, shows variations. Last year the shipments amounted to 504,000 bales, which is a decrease of 35,000 bales compared with 1904, and of 87,000 bales compared with 1902, while it is an increase of 44,000 over 1903. There was also used for cattle feed during the season 18,000 bales, which must be taken into consideration when making up these figures. Liverpool may be called the chief import centre for Canadian hay, although London and Glasgow are not far behind.

Other Lines Exported.

One could go on indefinitely reciting Canada's exports which pass through the port of Montreal, but space does not permit, nor doubtless has the average reader any desire to go into the matter in detail, yet there are a few other lines which occupy important places in our export trade which it would be only fair to mention. For instance there is flour. The trade last year was not so good owing to the scarcity of wheat. Towards the end of the season, however, there was marked improvement. It is only just, also, to mention our Canadian apples. Towards the latter part of the shipping season if one were to visit the harbor of Montreal, he would see immense piles of barrels all full of the choicest Canadian apples, being loaded onto vessels going to Great Britain, France, South Africa, Germany, Belgium, Mexico, Holland, and numerous other countries.

Canned goods are becoming what might be called a staple export line. While a few years ago England was practically the only country importing our canned goods, to-day we are shipping them to nearly every country in Europe, to Mexico, South Africa, and other countries all over the world.

From what has been said in the foregoing, the reader will recognize the place Montreal holds among the export centres of America. The volume of trade transacted through the port of Montreal in 1905 is most encouraging. The imports are no less so. Indeed it is stated on good authority that one-third of the exports and imports of the Dominion pass through the port of Montreal.

It is extremely doubtful if Montreal is ever going to be displaced as a shipping centre—it certainly will not in this generation. With the dredging of the channel increased trade is bound to come to Montreal, and with increased trade the port will grow, and this will aid in the growth of the Dominion, which shows what an important part the port of Montreal plays in the affairs of Canada.

Here are some of the latest sparks from the "old man's wire." The head of the house has just grabbed the telephone transmitter—and this is what happened:

Hello! Get me the credit department. Mr. Jacobs? Yes, I want to know about the Cadillac failure. Not so bad as reported, eh? You mean to convey a wavering hope that we've got one chance in forty of getting our money—or part of it. That's encouraging. But, say—

Eh, how's that? Unjust? Hit a man when he's down? Well, maybe I am hitting you when you're down, but I'm doing it so as to make you get up and take hold again like a man, instead of getting panicky as you are.

Faet is, I was'n't going to speak about the Cadillac loss at all. What I am kick-about is not as much the loss of that eleven hundred as your loss of nerve over it, which has made you turn down that new grain supply company of Oxtail Crossing.

Eh? No basis for credit? Who says so? What did you really find out about those fellows? Do you know that the K. T. has made a secret shipping contract with four big ranches, and that Oxtail Crossing is the shipping point?

And did anybody tell you that young Haffen, of whom the commercial agency says "was railway brakeman," is stepson of old man Wright of the K. T., and that he really steered the whole shipping job?

Eh? You can't be expected to know all of this? You are expected to know it. And if you hadn't let that Cadillac loss seare you into fits, you'd have learned it just as I did. I have inside information? Don't you think it—I'm no clairvoyant. This information didn't come to me by spirit rappings or wireless. The whole story was told me by a plain man—a man who called on you two days ago. He was just bursting to tell you about it. But you froze him stiff. Who? The best customer on the books—Jim Crothers of Martinville. Yes, I know. Martinville is a long way from Oxtail Crossing, but if you'll dig up your reports, you'll find that Jim Crothers' wife's brother is a big rancher in Texas and he's located near Oxtail. That's the answer.

Jim came to see me after he called on you Thursday. Had his coat collar turned up, and his ears looked white, like they'd been frost-bitten. I asked him what the trouble was.

"Br-r-r-r," says he, "I just got a frost. That credit man of yours—." Then he told me the whole story. No, Jacobs, I'm not roasting. I'm showing

you that you turned down the best account of your life because your sources of information, which are the basis of your credit—the tools you work with—are not as sharp as they should be. Your system of reports accurate? Yes, you've bragged about that often. If it's true, there must be something wrong with the man who runs the system, for you didn't let it tell you Jim Crothers' brother-in-law lived at Oxtail Crossing.

You've a reputation for tact, but your tact balked at Jim because he smells so strong of the stables. And finally, you let one blunder in the Cadillac matter lead you into a worse blunder on this account.

Get a better credit man? I'd like to, Jacobs, but I can't. That job's for you. It's up to you to get me a better credit man by making a better credit man of Mr. James Q. Jacobs, the present incumbent. Think that over. Good-bye!

HE TOOK BROOMS.

Two old fellows in New Hampshire were the sharpest things in the way of bargaining. Cy Pettingill made brooms for a living and Ezra Hoskins kept a store. One day Cy came in with a load of brooms and the dickering began.

Cy was a man who could see a bargain through a six-inch plank on a dark night, and Ezra could hear a dollar bill rattle in a bag of feathers a mile off. Well, they began, and their conversation was something like this:

"Ezra, I want to sell you these brooms."

"All right, Cy, I'll take them."

Cy said: "I don't want any store bargains, I want cash for them."

They talked and gadded a while, and then Ezra said: "I'll tell you what I'll do, Cy. I'll give you half cash and half trade."

Cy took a fresh chew of tobacco, pulled a straw out of one of the brooms and said:

"That'll be all right, Ezra."

After he had put the brooms in the store, Ezra said: "Here is your money, Cy, now what do you want in trade?"

Cy looked around for a spell, cocked his eye up to the ceiling, stuck his cud in his cheek and said:

"Well, if it's all the same to you, Ezra, I'll take brooms."

It is curious to learn that the pugnacity of the lobster kept in tanks is due to its want of sight, the strong light blinding it, and thus it seizes upon anything that comes near it. It cannot see its food, and is guided entirely by its "feelers," or antennae and antennules, with which it whips the water.

GOOD ADVERTISING

A department devoted to the improvement of Retail Advertising. The editor of this department will be pleased to answer questions on advertising and review any advertisements submitted to him.

SEASONABLE CHATS BETWEEN SEASONS

Many retail grocers never advertise either in newspapers or by circular. They perhaps could not tell you just why they do not, but from "sounding" one or two grocers I am convinced that an incorrect view of the value of space is the cause for much of the silence.

Don't Despise the Small Ad.

A grocer kind of reasons to himself that if he cannot afford to advertise on a large scale he cannot afford to advertise on a small scale. One way costs too much, the other way, he thinks, shows his hand.

Now, you cannot pick up a paper—daily, weekly or monthly—but you are greeted with the inch and the page ads. Each man has his reasons for his choice; each looks for results, each believes he is doing a good work for his business.

Every grocer ought to run an ad of some kind. If you do not care to use more than an inch space, have that space filled with some newsy remarks about special prices, seasonable arrivals, or have it contain a snappy phrase—changed each issue.

Never sit down and believe you can hold your trade without effort, that other grocers' advertising cannot harm you, that your custom is a sure thing. In one of the largest cities in America there dwells a wholesale grocer who lost a big soap trade because a new concern delved into publicity and went for old methods at a lively clip. That was quite a number of years ago, yet the ex-soap wholesaler still says he cannot see how it happened. While he is talking about the past, his travelers, right now in the present, are having a harder task each trip to persuade their "regulars" to repeat coffee orders. The regulars want to try an advertised line, want to know if another wholesaler can do better for them. So you can see yourself that in "Old Method's" case soap history will soon be repeating itself in the form of "Good-bye, coffee custom!"

Publicity safeguards your trade and pilots in newcomers. Be a publicity grocer.

"Write for Catalogue."

It is a mistake to imagine that because a manufacturer asks you in his advertisement in the trade newspaper to "write for catalogue," that doing such will obligate you to buy.

The manufacturer is naturally anxious that you should see his catalogue; but there are also good reasons from your standpoint why you should see it.

In the catalogue of to-day there is necessarily much information. The manufacturer knows that to appeal to his readers he must state facts a-plenty, apart altogether from personal talking points. Many of these facts make useful knowledge for the merchant; for instance, from a booklet on "Light" the following is culled:

"Many valuable displays are nightly thrown out of commission just as they are beginning to be most effective, while others are not operated at all during the evening hours, because of the high current cost involved with a low efficiency lamp."

A little statement like this comes in handy for the merchant who lights up his window by electricity. It shows that if the light diminishes in power, or runs up too big a bill, there's something wrong and it can be remedied, with consequent saving of dollars.

Then sometimes in catalogues, on such as glassware, for instance, a brief history of the industry is given, and pointers on how to distinguish goods that at first glance appear to be the same—hints any person might thankfully accept.

By all means gather in the catalogues and booklets—they cost you nothing. When the manufacturer says through his trade paper, "ask for catalogue," depend upon it he has something to tell you in it.

Keep Your Eye on Farmers' Trade.

The town retailer with a large farming trade is to be envied. While the farmer doesn't usually spend as much as the city patron, he is not half the trouble to wait on, because he never "shops," delivers his own goods, and generally pays spot cash.

The mail order man recognizes that the farmer is a good asset, consequently he sends "literature" to him. Such "literature" cannot affect your business, except on a few lines, but the trouble is if you do not advertise the farmer is apt to grow into the way of trying the stores that do advertise, because the literature "gets him going." This means

that you must not stand still, you must adopt the best means for advertising.

The weekly is the farmer's delight and in the weekly paper your ad should always appear. If you live in a place that cannot boast a paper you had better issue a store paper yourself once a fortnight.

The farmer doesn't want any fuss. But he wants attention and value for his money. Every successful grocer gives both these.

Coming Out on Top.

Most people imagine that when the big city house gets into the town man's territory the latter is going to feel a "pinch."

In many cases—perhaps the majority—this really happens. Yet a general merchant in Ontario, writing us the other day in regard to advertising criticism, referred to a recent triumph of his over a big 'un as if there were no need to clap him (the merchant) on the back.

Part of the letter read as follows: "Kindly ask your critic not to mention — (a seed house) name in connection with the seeds. — (one of the biggest department stores in the world) are flooding the country with circulars advertising 15 packages for 25c., so we had to head them off here by going one better."

"Going one better"—that's the stuff successful merchants are made of, afraid of no mail order Goliath, fit for any emergency, defender of trade while there's a round of ammunition, and withal a-w-a-k-e.

It pays a merchant once and awhile to lose a little profit and deal a big blow. If your customers see you are not going to permit any inroads on your territory by outsiders they will think more of you, and this "thinking more of you" will be manifested by fidelity of custom.

Any person who ponders for a moment must see that there is a large element of risk attached to "long distance" orders.

In the case of seeds, for instance, people may be sold vetch for sweet pea (as has been done) and where does the reimbursement come in? On the other hand, when people buy their specialties from the man who the year round has given them satisfaction on general lines, they place the onus upon him of main-

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Pointers

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taining the standard and he is right there in turn to answer.

Hit out in the newspapers with the anti-mail order argument whenever you feel you are being rubbed against.

Pointers on Expensive Circulars.

Occasionally circulars printed on high grade paper come in for review. The cost of such paper is just about double the cost of ordinary stock, and while the ordinary stock is not to be recommended, there is always the happy medium.

A grocer says to himself: "I am going to send out an extra nice announcement." A calendered paper is selected and the circular run off. But on close examination this grocer discovers that his circular doesn't look much better than the one previously printed—on ordinary stock, too. Why?

In the small printing offices type faces get battered quicker, and are put up with longer, than in city shops. Also the art of "dressing on" is not so highly developed. Consequently a "shiny" stock simply serves to show up the imperfections.

If the pressman tries to get around the difficulty by running lots of ink he

may "bring up" the old letters, but the good letters "smear."

If you want "right results" from a small office choose a "novelty" paper. Nearly every printer has some in stock. The manufacturer or dealer furnishes him with samples.

Regarding Mottoes.

A good motto is an advertising force. It appeals to the buyer. It makes you and your business known. It acts as a stimulus for the whole staff.

But the motto used must be a striking one. It must, to a certain extent, be original. It must stand for more than mere words.

Of course, by motto is not meant a limited phrase solely. It might be expanded into a set of principles to be placed at the head of all your newspaper advertisements and on booklets, etc.

In this connection the principles of the Bee Hive Store, Lacombe, Alta. (Horne & Spice) are well worth noting:

"The essence of the Bee Hive way is to serve our customers as we would be served ourselves.

"To show that no one need haggle or shop. That the price we quote to one

customer is the only price we have—the same to all.

"In a nutshell—so to serve our customers that, in all ways, the Bee Hive way shall be to them a synonym for the square deal."

Never allow hackneyed expressions like "If we please you, tell others; if we don't, tell us," "The house of quality," "The honest store," that almost two-thirds of the merchants use now and then—never allow such expressions to usurp the place of a motto in your advertisements.

The easiest way to get a suitable phrase is to partly make one—in your leisure scan some of the masterpieces (particularly blank verse) and from these you ought to secure suggestions.

To obtain a set of principles worthy of a permanent place in your advertisements you must sit down and write, then pigeon-hole what you write, then re-write it, and then show it to somebody else—not a competitor, though.

By that time you ought to have evolved an impressive bit of reading, the kind that makes the people say "I like the cut of that fellow. I like the way he says things."

ADVERTISING CRITICISMS

THE EXPERT'S OPINION ON SOME RECENT ADS.

When an advertisement is well displayed, has the necessary balance, and a finished border effect, it appeals quickly and effectually.

When an advertisement is well written, with arguments clear, diction pertinent and statements tenable, it convinces surely and conclusively.

Just such an advertisement is that of F. & J. Morley. The compositor used good taste in his border selection and good judgment in his setting.

The talk on tea is terse yet ample. The reasoning is continuous but not over bold. The conclusion plain, but proper.

The Morleys chose a nice sized space. In keeping the advertisement down to a single theme they made its effectiveness greater. In making that single theme a line likely to suffer by package goods they manifested business sagacity.

Sanderson & Co.'s advertisement is rather unique. Grocers seldom devote much attention to jam, though there is no adequate reason why they should not.

The "jam" advertisement here shown is characterized by its artlessness more than anything else. Statements are made with few adjectives—each item is its own argument.

The prices are brought out well, and

considering the size of the advertisement, it was important that they should be.

In the Daily News, St. John's, Nfld., J. J. St. John runs some attractive advertising. The typography is not particularly striking, but the matter is excellent. Here is the way J. J. St. John talks:

"It's so easy to get good groceries, and at low cost! Have you ever thought

who are inclined to "hold themselves back."

Toye & Benedict, of Nelson, B.C., have taken up the "one line" advertisement scheme and are running some creditable specimen in the Daily News.

The advertisement under review is on sausage made from young corn-fed pigs and put up in packages.

There is first-rate display in this ad-

JAM.

Put up in 7 lb. pails Strawberry, Raspberry, Peach, Black Currant, and Apricot to select from

Price - - - - - 55c pail.

CROSSE & BLACKWELLS—7 lb. tins of Marmalade and Plum Jam

85c ea.—Nice.

SANDERSON & CO.
Grocers.

of it? You have, but you decided it was a pretty tough proposition. Well, we are prepared to show you that it's "dead easy." Buying and selling is our business, and we'd like you to give us a chance to show you that it is to your advantage to buy from us."

Then in bold face letters come seasonable items and prices. J. J. St. John's "open" style is a taking style. It should be cultivated by those grocers

advertisement, and the price is well brought out.

Joy, also of Nelson, devotes fifty-five lines, single column, to "bread." He takes occasion to lay great stress on the particular brand of flour that he knows will make the best bread. Mr. Joy has his advertisement set so that no one will make any mistake about the name of the flour.

"Kirk's Grocery" appears at the bot-

tom of a solid advertisement in the Yarmouth Light. Seeds are given chief attention, and a special note is made on molasses. Kirk's announcements are unadorned, but they are assuredly direct.

In large type "Market Square Grocery" and "E. T. Marsh" are quickly seen in the Trenton Courier. Mr. Marsh is rather generous with space, but no doubt he gets "full publicity" for his generosity. He makes brief mention of flour and feed, tea and eggs, and his talk is over.

This method is sufficiently effective when there is little opposition, but if another grocer is on your trail you have got to get into the "reason why" class.

When the Hespeler Herald is opened one of the first things to meet the eye is G. M. Henry's advertisement. In a recent issue of the Herald Mr. Henry had an especially pleasing advertisement on taffy. Sounds rather silly, doesn't it? But Mr. Henry made the talk interesting and undoubtedly got many orders. He doesn't believe a grocer is tied down.

Mr. Henry's advertisement is an admirable example of the "white space" triumph. The compositor evidently was given just the right number of words and he did just the right thing with them.

Cowansville, Que., has a very liberal advertiser in E. Goyette. The style of the advertisements is not particularly impressive, as far as lay-out is concerned. But the first thing that strikes the reader is the abundant sincerity of this grocer. His desire seems to be to tell "the truth and nothing but the truth," and no attempt is made to garnish the truth. It is unfortunate that so many "spelling" errors occur in the advertisement under review. In display lines especially, errors are costly. Mr. Goyette should see proofs.

Anderson & Beattie, Hespeler, have a fine advertising style. I can do nothing better than quote a recent advertisement of theirs headed "Groceries":

"There are groceries and groceries—good groceries, medium groceries and mighty poor groceries.

"We handle only the best groceries, and we endeavor to hand them over our counters at about the medium groceries' price. That's a commendable endeavor, isn't it?"

"We would like to have a chance to prove that we are the king-pins in the grocery trade in this town. Will you give us the opportunity?"

This is a vein of writing rarely evinced by retail grocers. It is really an outgrowth of the manufacturers' ponderous appeals.

Not an item is mentioned, not a price is given, not a single name appears, but the ways of Anderson & Beattie (the all-important thing) are dwelt on—to an apt conclusion.

This advertisement is a model; it illustrates what I have many times said: "In the retail end the man is a more vital factor than his goods. Other grocers sell just what he sells."

It would be well for grocers in general to occasionally vary their present advertising style by substituting "the man

Delicious Tea

Just try one pound of our Ceylon Blend tea at 35c. It is a scientific blending of Ceylon and English Breakfast blended in such a manner as to produce satisfactory drinking results. Ceylon Blend possesses rare fragrance, unusual strength and smooth delicious flavor.

Try a pound of Ceylon Blend at our special price 35c. to introduce

F.&J. Morley,
NEAR BRIDGE
Phone 88

for the goods." Advertising of such a calibre does more than sell goods to-day. It builds up a reputation for to-morrow.

A. A. B.

TAKING ADVANTAGE OF OPPORTUNITIES.

A crash of glass, a scurry of feet, then a confused roar of angry and excited voices. Some small boy had hurled a rock through a large glass window and then taken to his nimble heels. He was around the corner and lost in a crowd in a few seconds. Who could identify him?

Curiosity.

A crowd gathered in front of the store and in a few seconds the proprietor, red and puffing, appeared. The bystanders pressed closer, eager to hear what he would say. They could see that he was angry, but their motive was not sympathy so much as curiosity. They expected to see wildly waving hands, denunciations of the small boy, of the crowd around, of the town and the police force. They were disappointed.

The man called to a blue-coated officer hurrying up, informed him of the facts, turned and examined the broken glass, gave some instructions to an employee who had followed him out, and started back into his store.

Ingenuity.

An acquaintance touched him on the arm. "Pretty mad, ain't you?" he queried.

"Too late now; it would do no good," responded the merchant with a rather forced smile.

"Must have had your window insured," suggested the acquaintance, with a leer.

The merchant flushed, but answered calmly: "My friend, I will have to pay for the window unless the boy is discovered and his parents pay. I expect to have to suffer not only for the inconvenience, but for the cost of the glass. It would only make me ridiculous to gesticulate and yell and curse everything and everybody, and it would not do any good. Isn't this a better way?" and he pointed to the window, where now a clerk was placing a newly painted window sign which read, "We know you are eager to get to our \$1.29 bargain waists, but you will be waited on sooner if you come in through the door."

The Laugh.

The crowd laughed merrily as they read the sign, but it was not at the expected impotent rage and the fury of the merchant wasted on the air. It was at his ready cleverness and skill at turning annoyance and disaster into benefit to himself. The smile of the merchant was less forced during the day as he saw the people gather about the broken window, and beheld many of them enter the store, examine the barbans and buy at that and other counters. He had established his ability in the minds of the many. Later some of them even went so far as to say that he hired the boy to break the window. The man had a right to be hot about the damage done to his window. He was hot, no doubt, but he kept his head level and endeavored to turn his trouble to account. There is reason for his success.



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THINGS THE GROCER SHOULD KNOW

BERMUDA ARROWROOT—ITS MANUFACTURE*

W. T. James, a wholesale merchant of the city of Hamilton, Bermuda, is now the only manufacturer of Bermuda arrowroot. Somewhat past the meridian of life he is a fine example of the successful Bermudian business man. Big,

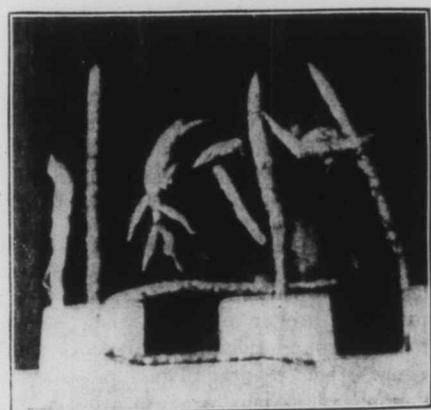


Digging Arrowroot "Stick."

genial, hospitable and progressive, he has made his own way and is now one of the most prominent men in the community, carrying on a large importing, exporting and distributing business and, at the same time, ably filling the position of president of the Bank of Bermuda and devoting much of his time to the city of which he is mayor.

The Factory Itself.

The arrowroot factory is in the rear of his fine residence, Bellevue, in the



Samples of Arrowroot "Stick." The twisted roots have been bent out of shape by obstructions in the soil.

parish of Paget, about one mile and a half from Hamilton. Built upon the side of a hill facing the sea, it has three

* The above interesting article is contributed by Mr. Archdale Wilson, Hamilton, Ont., who has recently returned from a business trip to Bermuda.

different floors running down the incline.

Washing the Root.

The green root or "stick" is received from the farmers on the middle floor, weighed, and there peeled by hand—women, boys and girls being employed in this work. It is then thrown into large cement vats and well washed twice, a long handled kind of wooden hoe, called a rubber, being used to move it about and cleanse it thoroughly.

The Process Itself.

The next process is the grinding; this is done by a specially made mill, a large

inch, and when the starch has been rubbed through this with the aid of a constant stream of water from a hose held by the operator, it falls into the second sieve, which has one hundred meshes to the inch. This and the third sieve, with one hundred and thirty meshes to the inch, collect any remaining particles of fibre, and the product washed through is pure arrowroot in the paste form.

The Cleansing Process.

After a final washing in a tight bottomed tray to further whiten the product, it is allowed to stand for some time, the clear water is then poured off, and the wet arrowroot taken to the



Interior View of Arrowroot Factory.

circular metal drum with holes punched through from the inside, making its outer surface like an enormous kitchen grater. As this drum revolves the "stick" is caught between it and a movable plate that presses it against the grater, and thus torn into pulp, which is carried to the lower floor where the "starch" is separated from the fibre. This work is also done by hand, and several men are engaged in it. Ob-long wooden sieves, about four feet long by two feet wide, and six inches deep are, in that case, used. The upper one, which collects most of the fibre, has a brass wire bottom eighty meshes to the

upper floor where, after being placed in a very fine heavy canvas bag, it is put into a large screw-press worked by two able-bodied men, and seventy per cent. of the water forced out of it.

Finishing for Market.

The drying of the resulting "cake" is the next process, and as it is all important that the finished product be absolutely clean, great care is taken in this operation. Wooden trays about the same size as the sieves, but much shallower, are used for this purpose. In each of these about ten pounds of cake is distributed; they are then laid on

large movable racks holding three tiers of trays, which may be run outside the building when the weather permits. It is in this part of the process that the "sparrow hawk" whose portrait is shown in accompanying illustration makes himself useful. The English sparrow abounds in Bermuda, and as he has a great liking for arrowroot, it takes the eye of a hawk and considerable physical energy to keep him away from his coveted meal. As the arrowroot dries it is broken up by hand, and when this process is completed it is finally put through a mill that breaks it into course powder and is then packed for shipment.

Room to Increase Output.

The annual output is not as large as that of a popular food product should be, and Mr. James is well aware that it could be greatly increased. Most of it is sold in England, the balance in Canada.

The Good Reasons.

For several reasons Bermuda arrowroot is considered superior to that produced elsewhere. In the first place, only pure rainwater is used in its manufacture, and the finished product is therefore free from irritating mineral matter. Secondly, dust being practically absent owing to the generally moist condition of the atmosphere and soil, a perfectly clean article can be produced; and lastly, quality being the maker's first consideration, the greatest care is taken in each stage of its manufacture.

Offal Good for Feed.

About sixteen per cent. of the gross weight of the "stick" is saved in the form of pure arrowroot, fifty per cent. is fibre—most of which is returned to the soil for manure—but that saved from the two fine sieves is fed to pigs or ducks.

Origin of the Name.

Upon inquiring as to the origin of the name arrowroot, I find a difference of opinion exists. One writer claims it was so called because in former times the natives of the West Indies found a poultice of the crushed root was an antidote for the poison then used upon arrow heads, but this idea seems very far fetched. The elongated conical shape of the root tips, as seen in good specimens, and the fact that where the soil permits it shoots straight down sometimes to a depth of thirty inches are, I think, much more plausible reasons for giving it that name.

Always Secures the Prize.

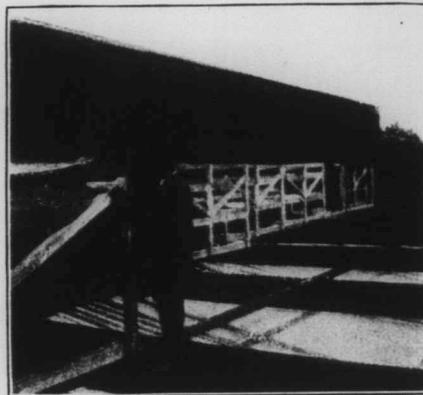
Mr. Jones, the factory manager, is a middle-aged Bermudian who has been identified with the making of arrowroot from boyhood. He takes great pride in his business, and when competition has

been keen, always managed to secure the prize for quality at the local agricultural exhibitions.

BLENDING COFFEES.

Nearly all high-grade roasted coffees that are marketed to-day are blends, and no branch of the business requires so much knowledge and skill as scientific blending.

The three requisites of a perfect coffee are strength, flavor and aroma, and to secure these attributes goods should be specially selected with a view to their combination. Very rarely are these properties found in one straight lot, except in finest Corinchie Javas, but their cost is so high that they cannot be used by the average buyer. Usually it requires three coffees to supply these elements and each should have the maximum of the characteristic sought. To obtain this, however, is no easy task, for actual drinking value does not de-



A "Sparrow Hawk" on duty.

pend upon price, name or reputation. Those concerns who wish to find such goods must not only have the very necessary faculty of cultivated taste, but must carefully test in the cup a great many coffees in order to find a very few which are up to the standard.

Strength.

Strength is the important element of the ideal blend, and the coffee supplying this should be used in largest proportion, say about 40 per cent. Comparatively few growths will answer, and it is better to use one which is free from any marked characteristic in flavor. Javas, of course, are the best basis, but like all coffees for a particular purpose, the right kind must be used. Old Bucaramangas are the next best for such use, and high altitude Mexicans also are suitable when they are two or three years old. In this connection we might say that the finest cup quality is never obtained in new crop coffees.

Flavor.

After strength comes flavor, and this is best supplied by a bright acid coffee,

preferably one having full body as well. Goods for this purpose are nearly always in good supply, as rightly selected Mexicans, Bogotas, Costa Ricas or Guatemalas—if genuine Cobans—will answer.

Aroma.

Blue Mountain Jamaicas are undoubtedly the most valuable for adding aroma but their supply is so limited that they can only be obtained about one-third of the year. Genuine Oaxaca Mexicans are a satisfactory substitute, and, next to Jamaicas, are the most aromatic coffees grown.

The above is applicable only to high grade blends. Santos, not even the best grades should ever be incorporated in these, for at best this growth is merely a filler. Santos is, of course, the principal grade used in cheaper blends, and in about equal proportion with natural Coatepec Mexican a heavy drinking cheap blend is obtained, this latter coffee having great strength, and therefore carries the Santos.

HOW PINEAPPLES GROW.

Pineapples do not grow on trees. Imagine a plant four feet in extreme height from the ground to the tip of the leaves. A single stalk at the surface, but dividing at once into sword-like blades, or leaves, fifteen in number, from the centre of which appears a stiff, upright stem, at the top of which is the fruit. This stem is short and the crown of the fruit when fully grown is a foot or more below the points of the leaves.

At the end of a year and a half from planting each plant produces a single fruit, even as a cabbage plant produces a single head. But the pineapple does not die after fruiting once. Down on the stem below the fruit and among the long, narrow leaves a sucker appears. If allowed to remain this will soon become the head of the plant and within another year it will yield another fruit.

This process may go on for a term of years. In the meantime, however, other suckers will make their appearance. These are broken off and when stuck into the ground they put out roots and become other plants. Thus a single pineapple plant may produce a dozen or more others while it is yielding fruit from year to year.

There are as many good varieties of pineapples as of other apples. All of them are good, but some are better than others. To ascertain the best variety and then to environ and cultivate it so as to ascertain the highest grade of fruit is the ambition of the high-grade pineapple growers of Florida.

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SOME VARIETIES IN RAISINS.

A few years ago raisins, or "Valencias," to use the term by which they are more generally known, were unknown in many departments of trade in which they now figure prominently, and it is difficult to predict how far their use may be extended. The great difficulty in adapting them for confectionery and such like purposes is in the extraction of the seeds. The raisins rapidly go candied when the seeds are taken out, but there are seedless varieties on the market now, and these may be made to subservise the purposes of the confectioner.

Insignificant as these goods may appear as a commercial article yet it is true that certain districts in Spain depend almost entirely on the trade in this fruit, for the support of their laboring populations and for the revenue of their landed proprietors.

Three Varieties.

The three varieties of raisins that are in most frequent demand are known as the Valencia, the Malaga and the Almeria raisins. These names are derived from three districts in Spain, where, as has been remarked, raisins are almost the only industry prevailing.

Where Valencias Flourish.

The Valencia variety are grown chiefly in the district around Cape San Antonio in the Province of Valencia, Spain. They are not grown as is often supposed in the neighborhood of the city of Valencia, which district is unsuitable for the culture, being too far north and in which the orange industry takes the first place.

Denia, a seaport town in the south of the Valencia province, is the chief outlet for the consignments of Valencia raisins which find their way to England and to the countries of North America in great quantities.

The system of production employed in each of the three districts is very nearly the same. The Valencia variety is somewhat less sticky than other kinds, because after they are gathered they are dipped in a solution of boiling lime called in Spanish "leija," which causes the saccharine matter to exude to some extent.

The Valencian industry employs many laborers, though their number is small when the area under this culture is taken into consideration.

The Malaga Raisin.

The district of Malaga, from which the second variety of raisins is named, is situated further south, in one of the divisions of the famous Spanish province of Andalusia, the warmest country of Europe.

The raisin district extends along the

coast of the Mediterranean about fourteen miles on either side of the town of Malaga. This district is shut away from the inland country by the long range of the Sierra Nevada (Snowy Mountains), a rugged and steep line which attains great heights in some places. Between the Sierras and the sea cliffs there are a number of smaller heights which afford the best land and situations for the industry of raisin growing. Though so highly favored in position, travelers say that this region is apparently barren and is most forbidding in its appearance.

The raisin industry, with some fishing, forms the staple industry throughout the district. There are raisin vineyards on every hillside, and they do not appear very much different from ordinary vineyards except that the vines are pruned nearer the ground.

The Malaga raisins, like those of Valencia, are carefully prepared by the peasantry and a great improvement in the methods of packing has lately taken place. The whole country is more or less connected with the industry and though the profits made by the growers strike an Englishman as being small, both they and the landowners declare themselves quite satisfied with the state of things. It should be added that, largely owing to English and American intervention the methods of preparation and packing now adopted in the Malaga district leave nothing to be desired in the important matter of cleanliness.

The Almeria District.

The Almeria district is very like, both in its physical and industrial features, that of Malaga. The Almeria raisins are also carefully prepared and well packed, and the parties concerned seem to think that their industry is a very satisfactory one. The English market receives the largest consignments of Spanish raisins, but the trade with Canada and the United States is greatly increasing. The Almeria district suffers considerably on account of the imperfection of railroad facilities; indeed, it is only quite recently that the town of Almeria, though for years an important fruit port, has possessed a railway station.

MAKING OF MOLLASSES.

Quite a lot of interest has been aroused lately in regard to Barbadoes molasses, particularly as to the difference between what has been known for years as "choice," and what has been put on the market within the last two or three years as "fancy" molasses, or "syrup." To really understand the difference one has to know something of the process of sugar-making. After the canes have been crushed the juice can be brought to be

sugar either by what is known as the "open kettle" process or the "vacuum-pan" process.

The former process is considered antiquated, but is still used to a large extent in Barbadoes, Antigua, and some of the other West India Islands, and consists of boiling in open pans, provided with steam coils, the heat being continued until crystals of sugar begin to form, or until the density indicates sufficient cooking. When the density of about 30 degrees Baume has been reached, the liquid is termed a "syrup," and when, after further boiling, this syrup is cooked to a stiff mass, it is termed a "masse cuite" — a French term for "cooked mass." This "masse cuite" is then put into hogsheads with holes perforated in the bottoms through which the sugar drains, and this draining is what is commonly known as Muscovado molasses, or what has been known to the trade as "choice grocery molasses."

What has of recent years been sold as a "fancy" molasses is really not molasses at all, but inverted sugar, and is obtained by the addition of a small quantity of hydro-chloric acid to the syrup in process of boiling and when it has reached a density of about 35 degrees Baume. The addition of this acid produces a chemical action called "inversion," which prevents the syrup from forming a sugar.

There is no process known to chemists which can alter the condition of the sugar after it has been inverted, or bring it back to what it would ordinarily have been—"sucrose," or sugar.

THE WILD LIQUORICE PLANT.

The liquorice plant grows wild in many parts of Turkey in Asia and Asia Minor. The Mesopotamian liquorice trade is greatly increasing and is becoming more lucrative.

The greatest height attained by the wild liquorice plant is ten feet, but the average is about four or five feet. The branches are much esteemed as firewood at Bagdad and other places. They are remarkable for keeping dry during humid weather. In the northern parts of Asia Minor, liquorice grows wild in great profusion and excellence, and there can be no doubt that if the trade was taken up with energy, as it should be, there might be an increasing and profitable trade.

The soil in that part of the world is especially suitable to the liquorice plant. At the present time there are about 5,000 Arabs who earn their living by digging up the liquorice roots and carrying them to the huts where they are dried.

At Basrah there are large factories where the roots are prepared by hydraulic power and then exported to Europe or America.

IDEAS FOR THE INDUSTRIOUS

STICK EVERLASTINGLY AT IT.

Lord Roberts, in a recent speech, declared that one of the best qualities that a person—man or woman—could have was that of “sticking to” whatever they took in hand. I find it a quality that is considerably lacking. Whether we are growing worse or not in the “sticking” property I do not know, but the majority of people are peculiarly deficient in adhesiveness. I have a young woman friend who has during the last two years studied in turn to be a nurse, a sanitary inspector, a governess, and a dressmaker. She is still undecided, and is still as unqualified for any one of the occupations as she is for others. My male acquaintances have many of them hovered between learning something of a dozen occupations. They have tried each just enough to get disgusted with it and to imagine that something else must be much better.

I receive numerous letters from correspondents who are manifestly immensely wearied of even “sticking” to the United States. They would like to try Canada, Japan, South Africa—anywhere. They seem perfectly incredulous when it is pointed out to them that the particular occupations they are engaged in are such as offer starvation prospects in those parts of the world. Anything for a change. Some of the writers admit to having already tried one or two continents. Can I suggest anywhere where there are good prospects for them? They are perfectly willing to change their calling, if necessary, to adapt themselves to the place.

Distracted by Success Stories.

This kind of people, I notice, have a knack of inclosing cuttings from news papers, recording the wonderful success of some one in the occupation they are thinking of adopting.

“You will see by the inclosed cutting,” writes a young woman, who states that she is a waitress in a tea shop, “what money some actresses make. Mrs. Brown Potter, it appears, has made \$20,000 a year. Do not think I am foolish enough to imagine I could earn that, but there must be many much lower but still substantial salaries, when the heads are paid like that. What do you think of the stage as a profession for girls?”

A big publisher told me that the appearance in a newspaper of the huge

sums made by Marie Corelli, Miss Bradon, and other authors, inundated him with letters, the writers of which wished to know what they might expect to receive if they wrote a novel. The statement that Rufus Isaacs, the great K.C., received a fee of a thousand guineas with his brief in a certain case, and a wonderful “refresher” each day that the trial lasted, made so many people write to the editor of a legal weekly as to what they might expect to earn if they became barristers, that for three weeks he ran a standing announcement:

“To correspondents wishing to know what is the average income of a barrister: The average income of most barristers from the pursuit of their calling is nothing a year.”

Fever for Change Ruinous.

The report of some person doing better than ourselves causes us to prick up our ears in a marvelous fashion. It has just the same kind of effect as the stories of enormous treasure to be found on the Spanish main had in inducing young fellows to go to sea in the olden times, or the romances of the gold discoveries in various parts of the world have in our days. The imagined discovery that there are better things to be done than they are doing is positive distraction to thousands.

This restlessness and fever of change is not confined merely to occupation. The head of a big students' commercial college was deploring to me the other day the varying moods of the scholars.

“For a month they go in for German; then something hurls them off to French. They have no sooner got over the novelty of that than they have discovered that to get on in life they need something quite different,” he groaned.

“Usually, having learned nothing to the point of its being useful, they declare that nothing is of any good. These are the students who say that, having acquired modern languages and a dozen other qualifications, they found them perfectly useless.”

These people are to be found in thousands. They have not the gift of “sticking to it.” More or less, we most of us lack this gift, and to the lack of it is to be ascribed an enormous amount of failure in life. It is a perfectly true saying that “It's dogged as does it!”

“I have known more people succeed through what we might almost call sheer obstinacy—grim tenacity of purpose—than through any other quality,” said Carnegie.

Stick to it for Years.

Just think how some people “stick to” things. It took Edison seven years of work—seven years of battling with constant and inexplicable failure—before he perfected one invention. “And now it seems so simple,” he says. Mr. Thomas, the sculptor, worked ten hours a day for three years on the wonderful statue of “Lyceidas,” which all London has lately been going to see.

“Even in learning how to ride a bicycle,” remarked Archbishop Benson, “people will pass through three stages. First, the enthusiastic stage, when they expect to get on and ride like the wind. Secondly, the disgusted stage, when they are sure they will never ride at all. Thirdly, the triumphant stage, when it is done!”

The three stages apply to most things people take up.

“You resolve to do a certain thing,” said Prof. Blackie, “because it offers you certain advantages. It is the advantages you think of, and not the doing of the thing. That's a mistake, when carried too far, and it is carried too far when you are in such a hurry to grasp the advantages that doing the thing becomes too tedious for you!”

Rush of Work Don't Pay.

There was a case some time ago where a painter had been commissioned by a millionaire to paint his portrait. In order that the picture should be an exceptionally good one, he offered to pay a remarkably big price for it. The portrait was so bad that the millionaire refused to take it. The fact was that the artist was in such a hurry to get that unusual sum of money that his greed would not allow him to take his time over it. He “rushed” the work and failed.

It is the desire for the success we want which makes us often too impatient to gain it. Moltke said that in war the greatest fault of many generals was eagerness to do things too fast. Just remember how the Japanese sat down round Port Arthur and waited—waited till the time was ripe.

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Staying Power Only Counts.

When I see young fellows immensely enthusiastic over some new study they have taken up to better their position, I wonder what, in the words of Lord Rosebery, their "staying power" will prove. All persons concerned with horses know that in a race it is not the horse that is most impatient and dashing at the start that holds its own. Human enthusiasts in that way, too, are apt to prove disappointing performers. They picture triumphs that do not arrive, and even moderate success appears a failure so ghastly as to damp all their energy.

"Progress in life wants taking coolly," said Lord Beaconsfield. "Attaining success is often something like catching a train. You will see one man walking at a good pace that he can keep up till he gets there. Another runs till he cannot progress at all. Vast numbers of people are always getting pumped out!"

It was a shrewd observation. "Spurts" in life are of little good, though we are apt to believe that other people do a great deal with them. They seem to us to get what they want so easily.

Reap Rewards in Few Days.

Whistler, the artist, once was asked how long it took him to paint a certain picture, for which he had received some thousands of dollars. He replied that he had painted it in about five days.

"Do you charge that huge sum for only five days' work?" asked his examiner.

"And for the thirty years or so of labor in learning how to paint such a picture," he answered.

There is nothing more delusive than the ease which people have acquired by prodigious labor of which one sees nothing.

In a case in the courts the other day a tradesman admitted that in a shop he had opened he had taken in money that brought him in a profit of close on \$200 a day.

"So you just fit up your shop, take down the shutters, and open the door, and the public rush in to make your fortune," remarked the counsel examining him.

"Ah! But I had been in business forty years before," replied the witness, "and upon getting that stock together I had spent three years' hard work!"

The barrister's client had opened a shop in opposition just across the street, and could not make out why it did not answer. The trick of success seemed so easy. But having taken down his shutters and opened his door, he found the public did not patronize him.

Attacks of Mental Indigestion.

I heard one of the cleverest women of our time say that there was no work which had to be performed day by day that was not felt by the worker at times to be drudgery. It is. I have myself heard men engaged in what the public regards as rounds of perfectly ideal work complain at times bitterly of the drudgery of their lives. But they did not allow the feeling to become habitual. It was just a temporary attack of mental and moral indigestion.

The best workers are liable to these passing disturbances. The bad worker loses his head in them and tries to dodge them. That becomes drudgery, too, in time, when it has been repeated sufficiently often. Then he sits down and finds his drudgery in daily lamentation and protestation that nothing is any good.

The only way when one gets an attack of this kind is to set this truth and "stick to it," and politely but firmly ignore all invitations to "go in for something else" with "no drudgery attached to it."

NEVER REST CONTENT.

(By Arthur Brisbane.)

In life to-day there is altogether too much content. It has many less pleasant names, such as self-satisfaction, complacency, even vanity—for vanity is only an aggravated form of self-content. It is a clog to progress, an obstacle to success, something that every man must conquer if he is going to help himself, and incidentally be of service to others.

We know that a great many moralists and teachers assert owlishly that content is the only thing worth having, and that the spirit of unrest and worry which we see everywhere about us fills early graves and recruits sanitariums and asylums. But had man always been content with his lot, had not a longing for something better been divinely planted in his soul, we should still be eating raw flesh and living in caves.

Seen from the Start.

The boy who goes into the world to earn his living learns very soon that it is impossible to be contented and successful at the same time. If he is satisfied with the way things have been done before him, satisfied with the little beginner's wages that are paid him, he stays a beginner all his life. He never gets more pay because he is never worth more, he is never given better work to do because he is satisfied to know nothing besides the task that is set him.

Happily there is a little discontent in most men—in the greatest men discontent is the chief characteristic. Stephenson, not content with traveling in a

slow coach, went to work to invent a better means of locomotion, and the steam railway was the result. The men who came after him were not satisfied with what Stephenson had done.

Where the Public Benefits.

And still the discontent with present railroad methods is working constantly to make trains safer, to force the men who own the railroads—who are very well content with things as they are—to do still more for the people who travel, and sacrifice some of their profits to the public good.

Every political movement that has given people more freedom has been the result of discontent. The rulers have always been satisfied. But every year or two the discontent of the people has been organized and progress toward better things has gone steadily on.

What is true of the whole people is true of single men and women. The dissatisfied, restless man, neither content with himself nor his surroundings, struggles with difficulties through his whole life for the sake of improvement.

To Be Independent.

Not pleased with himself, he tries to learn more, to do more, to add to his earning capacity, that he may some day be independent of the poverty that is sure to be the lot of the man who boasts that all his days are spent in serene content.

For the man of high principles there can be no content in his life. If his own affairs are in good condition, if he prospers beyond his dreams, and has put his family beyond the reach of want, he can see on every hand conditions that he must do his best to improve before he has any right to be satisfied.

Plenty To Be Done.

You cannot leave your house without seeing something that ought not to be. A child who cannot be educated because there is no seat for it in school, a horse that is beaten because it is not strong enough to do its work, a gray-haired old woman, forced to scrub floors to earn food for the children of the children she has borne.

Do such things fill you with content?

Be sure that if you are contented now, you will not be contented by-and-by.

Every day of content now will cost you long weeks of discontent when you are no longer able to do the things you ought to do, and the peace of mind that you hope for in old age will be in exact proportion to your present discontent, and to what you do at its promptings towards making the world better for yourself, your family, and for all those less fortunate than you.—New York American.

BUSINESS MANAGEMENT

By Howard R. Wellington.

(Continued from issue of April 20th.)

RETAIL MERCHANT'S ACCOUNTS AND RECORDS.

It might be well to introduce here the different books to be used in recording the transactions of a comparatively small business—the journal, cash book, ledger (as shown in last issue), and, if found necessary, the bill book. The various methods of recording sales will be taken up in a later issue.

ity or a gain. If the balance represents a personal account owed by the dealer, or an acceptance made by him, it is a liability; if other than an amount owed it must be a gain. Credit what is given.

In a retail business it is very desirable to have, in addition to the date of sale and the amount, a full description of the goods in the ledger, in order that these particulars may be readily obtained for

The Journal.

This book, sometimes termed "the day book," is abandoned by the majority now-a-days so far as recording daily transactions of cash or sales, etc., is concerned, the cash book and sales records being used for posting direct to the ledger. However, when opening a set of books the journal is used, or in making entries which, by their nature

Bills Payable

Date of note for	Drawer	For whose favor	For what	Where Payable	No.	Terms to draw	Other	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year	Date of Payment	Amount	How Settled	

Bills Receivable

Date of Receipt	Maker	For whose favor	For what	Where Payable	No.	Terms to draw	Other	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year	Date of Payment	Amount	How Settled	

The Ledger.

The ledger is used for the final summing up of all business transactions, where all information as to balances at the debit or credit of accounts may be ascertained.

Debit.

When there is a balance at the debit of an account it must be one of two things—an asset to the business or a loss. Anything of value to the busi-

ness, such as real estate, cash on hand, merchandise on hand, accounts owing to the dealer, is an asset. Any other balance at the debit of an account must be in the nature of an expense, and is therefore a loss. Debit what is received.

Credit.

When there is a balance at the credit of an account it must be either a liabil-

could not properly be made through the other mediums, the journal is a necessity. Entries adjusting differences in accounts, writing off bad debts, closing entries, etc., should all be made through the medium of the journal.

The Bill Book.

In a business where accounts are settled by note mostly, it would be advisable to have a bills receivable and bills

Cash Book

Dr Receipts & Deposits							Payment						
Date	Account to Credit	Particulars	Cash Receipts	Bank Deposits	Date	Account to Debit	Particulars	Cash Payments	Bank Checks	Expenses			

ness, such as real estate, cash on hand, merchandise on hand, accounts owing to the dealer, is an asset. Any other balance at the debit of an account must be in the nature of an expense, and is therefore a loss. Debit what is received.

opposite each ledger account. The lines sold are entered from the original sales slip to this invoice form, and the total of each sale posted to the ledger opposite. The original is sent to the customer as a statement and invoice combined, and the duplicate remains for reference in the ledger. (Illustrations will appear in a subsequent issue.)

payable account in a separate book ruled specially for that purpose, the bills receivable in one end of the book and the bills payable in the other.

At the end of a period the total of bills payable book may be posted to the credit of a bills payable account in ledger, and the total of bills receivable posted to the debit of bills receivable

account in the amounts take for the trial

This form accounts. When customer, he received, the receipts" col any) is enter discount." W bank the amo deposit" col in the "cash side. When or expense amount being paid" colum the case may column being end of each entry is made on payable at t fered in the At the end hand and in certained by columns on ing the tota umms on the

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account in the ledger, if desired, or the amounts taken from the bill book itself for the trial balance.

This form combines the cash and bank accounts. When cash is received from a customer, he is credited with the amount received, the cash being entered in "cash receipts" column, and cash discount (if any) is entered in column headed "cash discount." When a deposit is made in the bank the amount is entered in the "bank deposit" column on the debit side, and in the "cash paid" column on the credit side. When cash is paid out the creditor or expense account is charged, the amount being entered in the "cash paid" column or "expense" column, as the case may be, the total of the latter column being posted to the ledger at the end of each month instead of posting each entry separately. When a cheque is made on the bank, or a bill accepted payable at the bank, the amount is entered in the "bank cheques" column. At the end of the month the amount on hand and in the bank may be readily ascertained by adding the cash and bank columns on the receipt side and deducting the total of the cash and bank columns on the payment side.

(To be continued.)

THE ADVANTAGE OF SYSTEM IN BUSINESS.

Systems in business have been used from time immemorial as aids to right progression. Joseph, of old, averted a famine through a system of storing grain, and since his time every one has acknowledged that where any sort of work can be reduced to a system it is all the better for it to be so. It is not always a fact that systems are admired. The young head is much more inclined to advance in business by enthusiasm and personal effort. As he gets older he perceives that some things, at any rate, are best tackled by system, and from that point he gradually comes to include more and more in the system category.

Extremes to be Avoided.

It is to be feared that this admittance has its reverse side; older heads sometimes come, by sheer habit, to include everything in system methods, to the exclusion of individual enterprise and new ideas. It is unfortunate when this is so, because it generally means that activity is deadened until some change is made in the personality. On the whole, however, more danger results from neglect of system than from its over-adoption, and if a warning is needed at all it is to the effect that a famine in success may be averted by a judicious dependence upon system. Systems are, however, treacherous things, almost as treacherous as figures themselves. A system sometimes

begins to percolate on a man's ideas until he no longer recognizes anything out of the usual groove, and he becomes an automaton in his methods. However much it may benefit his bookkeeping and his stocktaking, no amount of argument will make it plain that such an effect is an advantage for his business success. The individual who is proprietor of a business has to remember that, at a pinch, he can obtain assistance for his systematic work, but he cannot obtain a new supply of energy and enthusiasm. These must not be allowed to rust for any system at all, otherwise the neglect may come to be dearly paid for.

Two Sides to a Business.

The most advantageous way of utilizing system without the risk of much loss of initiative power, is probably to recognize from the first that trade consists of two parts; that which can be systematized, such as bookkeeping, stocktaking, prices, and buying work, and that which can decidedly not be systematized, such as selection of neighborhood, specialty of goods, personal participation, and other features of initiative work. Within the sphere of the one, system must be supreme; any laxity of adoption quickly tells its tale in unpleasant leakages, inexplicable losses, and all sorts of errors and confusion. Within the other sphere, inventiveness must be supreme, and any attempt to supplant it by automatic aggrandizement and bulk increase ends in confusion.

To take an example, a turnover, provided it is of a healthy nature at all, will of itself increase from month to month according to the expansion of the needs; but it is a very unambitious method of courting success, by waiting for it to come to your very doors. The probability is your neighbor will not — which means a confession of comparative failure. On the other hand, to neglect in any way the systematic checking and utilization of the figurative part of the business is obviously to court danger. It is safer for an individual to be too systematic rather than unsystematic, but it should be recognized that to be either extreme is not necessary.

Initiation must have a place in any concern, and initiation from its very nature is not system; it is above system, it must not be trammelled by system. No one yet, it may be said, made a fortune by systematically planning to make it; the system may have secured success when it has come, and may do, moreover, the inestimable service of preventing any serious slipping back, but the real penetrative power has been the fertility of ideas and enthusiasm of enterprise.

System and Inventiveness.

Let it be believed, therefore, that system must only be used within its sphere,

but that within that sphere it is supreme; and inventiveness has only to be used within its province, and likewise within that province it is supreme. Admittedly the two spheres are not easily adjusted; at one time it appears that it is all system which is required, at another that nothing but inventiveness will help matters. The point with each one is to attempt to realize the boundary between the two, and not to neglect or misuse the one at the expense of the other, and it is a point worth trying.

A SIMPLE METHOD OF FIGURING PROFITS.

A business writer has added another article to the list of those recently published on the subject of how to figure a profit in the retail business, and as a practical method of figuring he suggests the following methods:

Subtract the cost from the selling price, the difference, of course, being the profit. Divide the latter (decimally) by the selling price, and the result will be the true profit, thus: Cost, \$5; selling price, \$8; profit, \$3, and \$8 is contained in \$3.375 times, showing the profit in this instance to be 37 1-2 per cent.

Below will be found a table that may be helpful to the man in a hurry.

To make a profit of 16 2-3 per cent., add 20 per cent. to cost.

To make a profit of 20 per cent., add 25 per cent. to cost.

To make a profit of 25 per cent., add 33 1-3 per cent. to cost.

To make a profit of 33 1-3 per cent., add 50 per cent. to cost.

To make a profit of 50 per cent., add 100 per cent. to cost.

FROM CITY WAIF TO GOVERNOR.

By the resignation of John Green Brady as governor of Alaska there retires from official life a man whose career should be an inspiration to every boy. Ex-Governor Brady was a waif on the streets of New York, a product of the old Five Points of fifty years ago. The Children's Aid Society picked him up at the age of eight and sent him west, where he found a home and friends among strangers. After years of work he got through Yale and Union Theological Seminary, and following an unsuccessful attempt to found a colony of slum boys in Texas, he went as a missionary to Alaska with Dr. Sheldon Jackson nineteen years ago. His tremendous energy so impressed President McKinley that in 1897 he was appointed governor of Alaska, from which position he has just retired.

CHINA, GLASSWARE AND CROCKERY

CHINA AND GLASS AN IMPORTANT FACTOR

There can be no question of the importance of the china, glass and crockery department in the grocery store. This will apply particularly to the country store; in the larger cities, perhaps, grocers are disposed to omit this department, thinking that they can give better attention to their run of staple groceries. This is undoubtedly a grave mistake. In the mind of the housewife

the provision which had been made to meet this class of trade.

It would not, of course, be wise for the grocer to stock too much high priced ware, as most of his sales would run on the everyday class of stock, that which the housewife is likely to require for common family purposes. One of the important, perhaps the most important, questions is that of the time required to show and quote to the customer as she is looking over the stock. This, however, has been met by the manufacturers, and these lines can be handled with the minimum loss of time. One of our illustrations show a complete set of glassware comprising articles of most lines of its kind likely to be in demand. These are sold in sets by the dozen, and any one of the articles can be sold for 5c. retail. This style of get-up is followed in a multiplicity of goods, so that all the grocer need do is to have a few handy tables or side shelves arranged, place the goods on show, having one table for 5c. goods and another for 10c. and so on, so that the customer will know without asking the prices of the lines shown.

This idea saves the grocer an immense amount of time, not only in assorting and pricing, but also in serving customers.

Many are the novelties gotten up in attractive form, suitable for the grocer, which he could place on his shelves. A nice line which is now on the market is a small glassware lamp in extremely attractive design, and which is gotten up for night use. An illustration is given herewith. There are also numerous other lines of special attraction to the grocer, all showing good profit, and which would add a considerable income to the grocer's takings.

COLONIAL STYLES.

The vogue of having everything possible patterned after the colonial style does not stop at houses and furniture; colonial glassware too must be had. There is nothing new about these patterns that are now becoming popular, but they are certainly restful to the eye when one sees them in comparison with tableware covered all over with divers patterns and scrolls. The colonial style

does not appeal to one on account of anything startling in shape or pattern, but stands in its place the essence of propriety and the embodiment of solidity. But besides the beauty of its style there is the feature that all absence of gaudy pattern necessitates that a pure, flawless glass be used in its construction. When a water pitcher is scored all over with markings and designs, it is impossible to look through the glass and see the air bubbles and flaws that

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A set of the new Colonial Pattern.

"crockery, etc.," is closely allied to her groceries, and she instinctively first looks to her grocery store for such goods. The grocer who passes this department by is seriously curtailing his possibilities for extended profits, whether he be in city, town or village.

Manufacturers, too, are giving every opportunity for the progressive grocer in this respect. Recently in going through some of the large manufacturers' and dealers' warerooms, the Canadian Grocer noticed particularly



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A set of new design.

detract from the appearance of the article, and also render it more susceptible to breakage. Anything in the colonial style of tableware must be of good glass, hence its returning popularity will be doubly welcome.

UNDERGLAZED WARE.

Something that will be of interest to dealers in glassware and crockery is the new underglazed ware that has but recently been put upon the Canadian

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market. The matter of underglazing is not new of itself, as it has been practiced for years in border and rim work, and in certain colors of floral designs, but to make the designs and patterns in any color or variety of colors, is a thing that only after years of experimenting has now been successfully accomplished.

Hitherto a floral design on any article or set, if it were composed of various colors, had to be put on after the glazing was done, as only a few colors could be found that would withstand the necessary firing without change. The objection to having the colors put on after the glazing, is that with the constant washing and handling the dishes receive the patterns are in time worn off, either wholly or in part. With the new process of underglazing this is impossible. The designs are put on by transfers in a manner known only to the makers, whereby no change of any des-

ture, combined with a white enamel reflector, is said to produce 50 per cent. more light than the old style. It is warranted wind proof and is an ideal lantern for carriages, steamboats, railroads, contractors, etc., while for the motor boat enthusiast, or the summer cottager, wanting something more stylish than the ordinary cold blast lantern, it just fills the bill. Lantern conditions have been such lately that the trade will no doubt readily take this new style up.

Specially Suited for Resorts.

Speaking of summer cottagers recalls the extensive display of patterns of a superior grade of ware suited for hotel and summer resort use. These lines, when desired for family use, can now be had from stock instead of sending an import order as has heretofore been done. The designs are chaste and conventional, in blue and green, and pre-

How It Is Done.

When one thinks of a hand painted and decorated article of any size for 25 cents the first natural inquiry is, how can it be done? A visit to the painting department of any large chinaware company is about the only way one can see that it can be, and is done with a quickness and dexterity that would make the average china painter gasp. To the observer, the artists who do this work appear to simply make a few quick passes with a brush, and the pansy, rose, or whatever it may be, is there quite lifelike. From continued practice the hand and eye become so accustomed to the work that only a touch here and a stroke there is required—no retouching or going over again—except, of course, for the gilding, which completes the work and leaves the article ready for market.

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appearance of the order it more suscep- Anything in the bleware must be of its returning popu- ly welcome.

ZED WARE. will be of interest to and crockery is the are that has but re- upon the Canadian



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These lines are sold in sets as shown, at a uniform price for the 5-cent bargain counter.

cription is brought about by the final treatment of glazing.

While in ordinary households this ware is not yet extensively introduced, the manner in which it is taken up by the large users, shows that it is a welcome innovation. Another feature that will appeal to those who use this new ware is the ease with which it can be kept clean. By its smooth finish no dust or dirt can be lodged in the designs, which is often the case when patterns are raised or exposed.

NOVELTIES AND SOUVENIRS.

Some manufacturers in Toronto are showing a striking and useful novelty in the shape of the Prism Dash Lantern, a high grade, cold blast lantern, richly enameled in blue, and fitted with the new patent prismatic globe. This fea-

sent a nice appearance on a white table cover.

A Useful Novelty.

Another novelty in the shape of a souvenir assortment shown for immediate delivery is a line of small crystal glassware, finished partly in rich ruby color, with a gold edge, and assorted in such useful articles as goblets, wines, tumblers, mugs, etc. A name may be engraved on the ruby glass commemorative of an event, or of a summer resort, making the whole effect very pleasing. While these little souvenirs will no doubt have quite a run at 25 cents, the retail price, the old reliable hand painted opal, emerald, and crystal etched ware will still be popular this year. Every piece of this latter line is hand painted, and can also be profitably sold for 25 cents.

INTAGLIO WARE.

An intaglio glassware closely resembling that made in Austria, which has been so popular with many people, is now being made in the States. The appearance of these articles is striking, and one or two pieces in an assortment of oddities, or upon a dining-room plate rack, would not fail to attract admiration.

How It Is Made.

The original Austrian ware is made by cutting the design upon the outside of the piece, and afterward painting by hand the cut out part in colors representing the fruit, flowers, etc., thus delineated. The effect of this is that the fruit seen in its actual shape and color takes on a natural appearance that cannot be obtained by mere flat painting. All kinds of fruits are faithfully repre-

sented in the intaglio-ware, some of the clusters of grapes and cherries being so natural that one would almost think he could pluck the fruit from the dish. A branch from a strawberry vine, taking berries, leaves and all, makes, with the

the table, so that by middle life he has spent four years or so in the contemplation of plates and dishes — observing them, handling them, and passing them about.

Unlike table linen, silverware, and other things intimately associated with the daily routine, the potter's handiwork does not reveal its real character to the inattentive observer. The peculiar shapes, colors, finish, and all the features that distinguish the various makes and qualities are apparent only to those who have taken some pains to acquire special information.

The study of ceramics is a fascinating occupation, but the very magnitude of the subject deters busy men and women from attempting it.

It is a common belief that all pottery is made of clay, but the truth is that table ware fashioned from clay alone is never beautiful nor durable—never harmonizes with the fine character of modern houses and table furnishings. Porcelain is composed in part of clay, but also of other elements which impart to it the distinguishing characteristics of density, translucence and the clear ringing quality by which it may always be identified. Porcelain has a beautiful, white, homogeneous body, is quite impervious to water and is not affected by frost.

We may say in general that porcelain is divided into two groups, one called Pate-Tendre, the soft or artificial porcelain, and the other Pate-Dure—hard or Kaolinic porcelain.

The soft porcelain is again divided into two classes: The one, A-Fritte or Pate-Tendre Francaise is composed of sand and lime, which fuse and melt at a moderately high temperature, forming a body resembling glass, the vitrification of which is incomplete. This is the china which was made at Sevres during the reign of Louis XV. It was of a milky appearance, and from this delicate body were made many beautiful pieces in rich color effects, now of inestimable value.

English soft porcelain is composed of clay, sand, and phosphate of lime, the latter ingredient being prepared from calcined bones, has given the "bone china" to this particular porcelain. It is produced in England, Germany, and in the United States.

The soft porcelains are often extremely beautiful and have perhaps but one objectionable feature. The glaze, containing lead for its basis, is soft and yielding, so that all of the so-called soft porcelains become defaced in ordinary use by scratching and cutting with the knife.

Hard porcelain is produced by a much

more difficult and scientific mixture of elements. The principal of these is Kaolin, a white, plastic, infusible clay. The other component parts are feldspar, a white mineral fusible only at high temperature, and quartz or flint which by

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Two useful Night Lamps.

richness in color of the red berry and the green leaf, a very striking nature picture.

Real and Imitation.

The difference between the American and the Austrian intaglio-ware is that the former is made from pressed glass with the fruit shapes and designs indented in it, while the latter has the designs cut. This difference, of course, makes the Austrian product a more valuable piece, being cut glass; but the American article is a good imitation and has its value also in a collection of odd pieces that must not be too expensive. While not catalogued, these goods are carried by the Canadian jobbers, as they have found an increasing market with those who keep in touch with the crea-

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Colonial pattern Water Jug.

tions that are constantly appearing in table and glassware lines.

A PORCELAIN REVIEW.

The average denizen of the civilized world devotes perhaps an hour and a half or two hours a day to the pleasures of

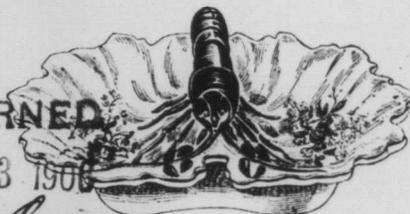


The newest thing in Dinnerware.

itself is neither plastic nor fusible. When perfectly compounded, the hard porcelain is covered with a brilliant vitrified glaze of quartz and feldspar, so hard that a diamond will scarcely cut it; and it can never be marred or cut in ordinary use.

The famous Sevres china, formerly a soft porcelain, is now made by this process. Chinese porcelain, examples of which have been purchased at fabulous prices by collectors and museums, also belongs to this group.

We are indebted to the courtesy of Nerlich & Co. and Gowans, Kent & Co., Toronto, for the cuts shown in this article.

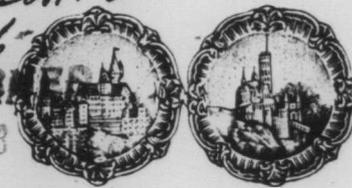


A pretty Salad Bowl.

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Souvenir Plaques.

IMPOSSIBLE.

"Rounder was held up while going home the other night and robbed of 65 cents."

"Impossible!"

"Impossible that he was robbed?"

"No. Impossible that he was going home while he still had 65 cents."

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The Commercial Traveler—Grave Yet Gay

A MAN OF MANY PARTS

THE MAKING OF A GOOD TRAVELER.

The salesman was born at the birth of trade, and ever since their dual creation he has been in increasing evidence.

Selling has become an art. Its practice is universal. It is one of the two fundamental elements of business. It may be said with absolute truth that there is not a wholesale, or a retail, or a manufacturing house of any kind without a greater or less number of selling representatives. The tradesman may know what he wants, and he doubtless is aware that he cannot do the maximum of business without the proper goods, and yet for some reason which has not yet been explained, the chances are that he will seldom order these goods by mail, or go after them, but will wait until some traveling salesman has called upon him and solicited his trade.

Foundation Stone of Commerce.

It would appear to be an unnatural condition of trade that makes it necessary for the buyer to be told what he should buy; but whether it be unnatural or not, it remains a fact. The selling of practically everything, except a part of that which is sold over the counter, is the direct result of solicitation, or of what is known as drumming; and this occupation of solicitor or drummer is one of the foundation stones of commercialism.

Ability to Sell, Paramount.

Probably seventy-five per cent. of the successful merchants and storekeepers began as salesmen, and nearly every prominent wholesaler was at one time a traveler. It is certainly common sense to assume that no man can successfully direct the movements of others unless he has actually done what his employes are called upon to do. True, a man may be expert at selling, and not make a good manager of salesmen or a good merchant, for some men's selling ability needs the direction of a broader and greater mind. It is also true that some salesmen have little actual selling capacity, and cannot successfully meet a customer.

Business, commonly speaking, consists of two parts, buying and selling; and the profit of business is in the ability to sell for more than cost, over and above the expense of selling.

The store salesman is confined to narrow limits, and unless he possesses aggressive or other exceptional ability he stands little chance of rising above the position of head of his department. The traveling salesman has a much better opportunity for advancement. His work is more difficult and requires closer attention and greater energy. If he makes a success of it, he is likely to be recognized and to be promoted. If he is particularly successful, and has built up a large clientele, it occasionally happens that he is given an opportunity to en-



"Is That So?"

ter the firm, or he may form a business partnership with other salesmen of his capacity. As substantially all merchants and storekeepers were at one time salesmen, we must draw the conclusion that the selling department of business offers the greatest opportunities for advancement to the boy who wishes to enter a business life.

Traveling Brings Out Character.

The traveling salesman is without a home; he lives on trains and in sleepers and at hotels. He is obliged to put up with every kind of accommodation, and is exposed to sickness and to accident.

Every form of temptation is presented. But there is temptation everywhere, and the boy of well-formed character, who is conscientious and faithful, can safely take to the road. Traveling may facilitate the distribution of the bad, but the bad is sure to come out, whether one remains at home or travels. The boy of loose habits, who has little stability, who is easily influenced, and who cannot be trusted, will immediately yield to temptation, and will sacrifice his morals and undermine his health. But if this boy is so weak in character that the road will ruin him, is it not logical to assume that he might just as well be ruined rapidly on the road as to stay at home and undergo a similar but slower process?

Arduous Life.

While it is true that not one salesman in a dozen amounts to anything, that is to say, rises above the lower grade of ordinary success, the same is true of almost any other trade, business or profession: for most of us are ordinary mortals, and few of us can hope to become extraordinary. Many a boy longs to become a salesman, in order that he may travel and see the world. He looks forward to the excitement and the novelty of continuous journeying. All this wears off, and very quickly, and the necessity of continually visiting the same towns soon dispels the novelty, and the boy finds that the weariness of the road is far more disagreeable than the monotony of the home-store. Selling on the road is hard work, traveling is tiresome, and a continuous hotel life is not conducive to pleasure.

Good Salesman Always Good Talker.

While a good talker does not necessarily mean a good salesman, the good salesman is almost always a good talker. Either he talks much and well or else he talks less and very well. There are some salesmen who have little to say, and who seem to possess the ability of saying much in little. But comparatively all successful salesmen are fluent talkers; in other words, they know how to represent that which they have to sell. They know how to represent the good points of their goods, so that the buyer will want to buy; and, further, they possess the power of persuasion, that power which enables them to make

the buyer feel as they feel, and want to do as they want him to do. This is not mesmeric power or anything supernatural. It is simply a natural ability, born of nature and developed by experience.

Must Understand Human Nature.

The successful salesman must understand human nature. He must know how to approach a customer. He must anticipate his customer's wants, and he must be genial, meeting people easily, and he himself easy to approach. The crabbed boy, the conservative boy, the boy who is not popular with his fellows, is not likely to make a good salesman.

Well Read and Up-to-Date.

The salesman, above all, should be well posted on the common topics of the day and be able to converse intelligently upon popular subjects. A reasonable amount of talk, or general talk, is necessary for the consummation of trade, and all this talk cannot be directed to the goods themselves. A vast amount of it is of general and social import. To successfully carry on an animated and interesting conversation, a salesman must be a well-informed man, his knowledge encompassing men and things in general.

JUST AN INCIDENT.

By J. G. L.

An incident which impressed itself very strongly upon me, occurred some two or three years ago, when I was, for the first time, working the — line of the C.P.R. On jumping off the train at B—, I found two other grip-carriers wending their way to the delapidated 'bus. We drove up and down hill for over half a mile before reaching the village hotel, and so had that opportunity for warming up to each other, which is never allowed to pass by the out-and-out drummer. In response to the regular inquiries: "What's your line?" and "Where do you go from here?" it developed that one of my companions was selling blacksmiths' supplies, and the other, wagons, while both were to touch at the same towns as I all along the line. That established a kind of fellowship among us, and we just gravitated together during the remainder of the week.

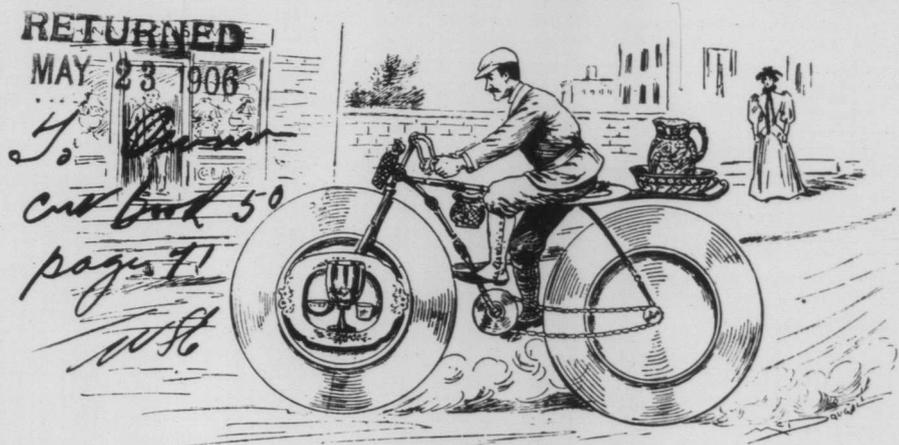
The wagon man confided that this particular district was one of the most ticklish his firm had to deal with, and he was already quaking in anticipation of meeting the worst crank of all in the town of M—, which we were due to reach on Thursday. On Tuesday and Wednesday, although he was making good sales, the thought of this su-

preme trial still faced him, and his talk was full of references to it.

When Thursday came, we drove over unutterable roads, from F— to M— and it was an inspiring sight to see my friend throw out his chest, curl his ample moustache, and pick up his catalogue case, as he sallied forth to beard the lion.

I didn't see him at the supper table, but the horseshoe man told me he was busy with his customer. As time went by and no sign of him appeared, I was beginning to fear that he would be kept over until the next day, for I already understood him well enough to know that he would fight it out to a finish.

Finally, the 'bus backed up to the door and a stentorian voice yelled "All Aboard." Half a dozen drummers hurriedly snatched their grips and sample cases, myself among the number. We began filing through the "rotunda," which, as usual was lined with dead-heads and hangers-on. But, just as I



A Business Trip.

reached the door, I looked back towards the stairway, and involuntarily nudged the horseshoe man in the ribs. Down the iron-clad staircase from the sitting rooms, shuffled a meek looking individual, carrying a catalogue case in one hand, and a traveling bag in the other. Behind him, in all the glory of his fur lined coat, curly moustache, and ten cent cigar, came my friend the wagon salesman, his shoulders triumphantly erect. This meek looking individual was his customer.

That tableau told the whole story. I needed not the stage whisper that greeted me as soon as the 'bus door slammed shut: "Full carload for Spring, f.o.b. factory.""

IN DESPERATION.

An enterprising salesman from one of the largest cities went to a certain rural community and endeavored to sell an in-

cubator to a farmer. His arguments did not make any impressions on the agriculturist. Finally, as a clincher in favor of his up-to-date improvement, he exclaimed:

"Look at the time it will save!"

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

"Oh, what's time to a settin' hen?"

THE TRAVELER'S LAMENT.

"Would I like to live my life over?" said the sober-faced man. "No, sir; it's bad enough to think it over."

A CHANGE OF VENUE.

A new variation of about the oldest predicament in the world comes from

IMMIG

An exami official imm the inquirer vince him, of the world-w towards wes advances the ten years. than to see

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1896-7
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of incomin through W through Mo are soon lo western pr to absorb a come to th newcomers they seldom

A writer caught the he gives it following:

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THE PROGRESS OF THE GREAT WEST

IMMIGRATION AND ITS EFFECT ON CANADIAN TRADE

An examination and analysis of the official immigration returns convinces the inquirer, as nothing else can convince him, of the immense proportions of the world-wide movement of population towards western Canada and the great advances that have been made in the last ten years. It is even more convincing than to see with one's own eyes the flow

of the incoming home-seekers. Reports have recently been issued by the Dominion Government giving the immigration returns up to June 30th, 1905, the close of the last fiscal year. The summary showing in comparative tables the steady increase in immigration during the last ten years is particularly interesting and instructive.

These figures are impressive as showing the rapid growth of the world-wide movement Canadawards, and they account for the marvelous development of the Canadian West in recent years; for it must be remembered that, almost without exception, these incoming settlers find their way to the new country west of the Great Lakes. Every able-bodied man who is not afraid of work is pretty sure to succeed and is given a hearty welcome, because it is recognized that it is immigration that "makes the great Northwest." The following doggerel verse sung to the tune of "Mr. Dooley" expresses the prevailing sentiment on the subject:

" 'Tis immigration, 'tis immigration,
America and England send their best.
'Tis immigration, 'tis immigration,
It's immigration makes the great
Northwest."

But while the incoming thousands are, as was said above, lost in the great Northwest in one sense, in another and more important respect they are not lost. The result of their coming is seen in the development of the country, in the increased production of wheat and in the rapid and substantial building up of the western towns that supply the increasing population with goods. Can-

Analysis of Immigration Figures.

	Great Britain and Ireland.	Europe and Iceland.	United States.	Total.
1895-6	12,384	4,451	2,412	16,835
1896-7	11,383	7,921	9,119	21,716
1897-8	11,173	11,608	11,945	31,900
1898-9	10,660	21,938	11,945	44,543
1899-0	5,141	10,211	8,543	23,895
1900-1	11,810	19,352	17,987	49,149
1901-2	17,259	23,732	26,388	67,379
1902-3	41,792	37,099	49,473	128,364
1903-4	50,374	34,785	45,171	130,330
1904-5	65,359	37,255	43,652	146,266
	247,335	208,352	212,590	668,277

of incoming population from the east through Winnipeg and from the south through Moose Jaw, for the new arrivals are soon lost to sight in the insatiable western prairies which seem to be able to absorb and support all the people who come to them in a hundred years. The newcomers are soon lost to sight and they seldom come back.

A writer in the Montreal Herald has caught the spirit of the spectacle and he gives it picturesque expression in the following:

"What strikes one as the most notable, and in many ways the most satisfactory, point about this huge immigration business is that all those thousands of people who now almost daily pass through on the way to the West seem never to be heard of again. Where they go, what they do, how they live, what becomes of them in any one way or another, we never have to ask. They go, the West swallows them, they do not come back asking help. What could be more satisfactory?"

It is just because these incoming thousands are so quickly lost to view that a study of the actual immigration returns is more convincing even than the sight

The following statement gives the increase or decrease for the immigration of the fiscal year for the principal countries from which settlement originates.

Country.	1903-4	1904-5	Inc.	Dec.
English and Welsh	36,694	49,617	12,923	
Scotch	10,552	11,744	1,192	
Irish	3,128	3,998	870	
Total British	50,374	65,359	14,985	
United States	45,229	43,652		1,577
Total Anglo-Saxon	95,603	109,011	14,985	1,577
Continental—				
Hebrew	3,727	7,715	3,988	
Galician	7,729	6,926		803
German	2,966	2,704		262
Italian	4,445	3,473		972
Russian	1,955	1,916		39
Swedish	2,151	1,847		304
Finns	845	1,323	478	
Hungarian	1,091	981		110
Austrian	516	837	321	
Belgian	856	796		62
Bukowinian	1,578	1,123		405
French	1,534	1,743	209	
Japanese		354	354	
Polish	669	745	76	
Danish	417	461	44	
Norwegian	1,239	1,397	158	
Syrians	369	630	261	
Other continental immigrants bring the total up to	34,728	37,255	2,527	1,577
Total immigration	130,331	146,266	15,935	

adian business men have not been slow to appreciate the lesson of the immigration returns and the trend of population westward. They have devoted increasing attention to the western Canada market. have established their branch houses in Winnipeg and have reaped the reward of doubled and trebled sales.

The Lesson.

But the immigration figures have a particular meaning for British and American manufacturers if they will but stop to consider. In the last fiscal year two-thirds of the Canadian immigrants were from Great Britain and the United States, the majority of these hailing from the motherland. These people come to Canada with well settled tastes and preferences for the particular brands and classes of goods to which they have been accustomed in their own countries all their lives. Naturally they are most apt to continue to buy these lines of goods if they can get them in Canadian stores, but if they are not able to buy these particular brands when they ask for them the probabilities are that their consumption will be permanently diverted to the lines which they find in their nearest stores. The British and American manufacturers have their opportunity to hold these customers who are leaving their own countries and, through them, to extend their trade in Canada in many lines that are not now sold here. Are they alive to their opportunity? If they do not hold these customers when they come to Canada they will be lost in the course of a year or two. The Canadian West affords a constituency already favorable to British and American manufactures, because the people have long been accustomed to using the very lines of goods which it is proposed should be offered them. To sell in the Canadian market is therefore not the same formidable undertaking for a British or American manufacturer as it would be to introduce his goods in a country where they are not already known. Yet, strange to say, many of these manufacturers are devoting their attention to countries where the English language is not spoken and where their goods have to be introduced, to the almost absolute neglect of the promising Canadian market where their goods are already favorably known among a considerable portion of the population. Surely it would be the part of wisdom to follow the line of the least resistance.

Increased Purchasing Power.

Moreover, it should not be forgotten that the purchasing power of these new settlers is, after the lapse of one or two

years, very much greater than it ever was, or ever could be, in the countries from which they came. The immigrant, if he is wise, takes up land which he can secure free in some parts of the West from the Government by the performance of homestead duties or which he can buy from a land company. In the latter case it is a very ordinary thing for the new settler to pay for his land with his first crop. If one crop is not sufficient, the second will pay the balance and leave a surplus. Under these conditions the immigrant is almost immediately in independent financial circumstances -and his purchasing power is many times what it was before he left his own country to come to the "Last West." He is therefore a much more valuable customer in Canada than he was in his own country.

The Way to This Market.

How can this market be reached? In one way only, and that is through representation in Canada assisted by judicious and persistent use of printers' ink. It is impossible to handle the trade unless the manufacturer has representation on the spot. There are many reputable manufacturers' agents selling either to the wholesale trade exclusively or to the retail trade, and at any of the offices of the Canadian Grocer information will be given gladly as to the standing of these agents.

Carry Stock in Winnipeg.

If possible a stock should be carried in Canada, and if it is the western field to which attention is to be devoted that stock should be carried in Winnipeg. The eastern Canada firms doing the largest business in western Canada are those carrying a stock in Winnipeg.

Traveler's Story.

In this connection an actual occurrence told the writer by a commercial traveler is very much to the point. The traveler represented an eastern Canada hardware firm and he had just completed his first trip through the western provinces. He had met with fair success, but he was very anxious to have a stock in Winnipeg from which to fill his orders.

In a prosperous little town in Saskatchewan he called on a hardware dealer and introduced himself. The dealer knew of the firm from their advertisements in the trade paper, and was willing to give a trial order. The traveler went over his list from his catalogue and he noticed that as he read over the items the merchant was busy writing on a pad of paper. Thinking

that the merchant was making a copy of his order the traveler explained to him that he was making a copy in triplicate and that one of the copies would be left in the store.

"Oh! that's all right," was the reply. "Go on with your list."

When the list was completed, the merchant remarked:

"I haven't given you a very large order, have I?"

"No, nothing to write home about," was the reply.

"Well, here is a larger order of goods that I must have at once and that I shall send to — — & Co., of Winnipeg. Your goods can't be here for three weeks or a month and I need these articles at once. This may help teach your firm to carry a stock in the West."

While the traveler had been calling out his list he had reminded his customer of goods wanted immediately, and he sold more for a rival Winnipeg firm than he sold for his own house.

FRUIT PROSPECTS IN B.C.

The possibilities of British Columbia as a fruit growing country have been known for a number of years, but it is only during the last few years that those outside of that province have begun to fully realize what progress has been made in fruit growing in the West.

In 1898 the great orchard at Vernon, belonging to Lord Aberdeen, along with other orchards only a few years old, commenced to bear fruit. When reports of these crops, which for the age of the trees were considered phenomenal, reached fruit growers in other portions of Canada, there was a disposition to doubt their authenticity, and it was only when the actual fruit was exhibited in the east that the possibilities of British Columbia as a fruit growing country were recognized.

The opening up of western mining industries, and the settlement of the prairies in the Northwest gave a stimulus to fruit growing that is largely responsible for the development which is now taking place in that branch of husbandry. The value of this industry can hardly be estimated as yet, but when one considers the reports of such men as Prof. Van Deman, one of the foremost fruit experts on the continent; Prof. Lake, of Oregon, and Chief Fruit Inspector McNeil, Ottawa, who have classed British Columbia fruit as among the finest grown anywhere, the conclusion must be that there were no exaggerations in the earlier reports. To this must be added evidence in the form of gold medals given in London, Eng., for British Columbia fruit, in competi-

tion with fru colonies.

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The southe the Boundar Okanagan ar the results sl district whe be grown. 1 lific crop ha more delica cherries and successfully. try seventy-1 year, includi tons of peac

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A BUSINESS MAN IN POLITICS

The new leader of the Liberal Party in Manitoba.

In the Manitoba Legislature the farmer and the lawyer have been the classes most numerously represented and the classes whose influence has been most felt. Hon. R. P. Roblin, the present Premier, is a farmer; his erstwhile opponent, Hon. Thos. Greenway, for many years Premier of Manitoba, is a farmer; Hon. Hugh John Macdonald, who led the Conservative party from the cold shades of Opposition to the Government benches, defeating the Greenway Government, is a successful lawyer; and Hon. C. J. Mickle, who has led the Manitoba Opposition during the last two sessions, is a member of the legal profession. The business men have scant representation in the Legislature.



Edward Brown.
Leader of Liberal Party in Manitoba.

Hon. J. T. Gordon was minister without portfolio in the Roblin Government for a short time, but he resigned because of the pressure of business. Hon. Robert Rogers might, perhaps, be classed as a business man, but, if so, he is the only man of his class in the present cabinet.

Business men, merchants, country storekeepers will be interested in the political career of Edward Brown, no matter what may be their own political opinion; and in Edward Brown they have a representative of their class of whom they have every reason to be proud.

It may be taken as axiomatic in these days when the Canadian West is at last coming into its own in the estimation of the general public, that the West offers exceptional opportunities for advancement, and to the progress of the

newer Canada Mr. Brown may rightly ascribe a good part of his striking success in business; but it is not every man who succeeds as Mr. Brown has succeeded, and there are very few men who at 41 have become as wealthy as Mr. Brown and have attained to the highest gift in the bestowal of their provincial party. These results show the character and ability of the man.

Like so many others in Manitoba, Mr. Brown was born in the County of Bruce in Ontario. In truth, the two counties of Bruce and Huron were the first to people Manitoba extensively, and each has given the Manitoba Liberal party a leader. Hon. Thos. Greenway belongs to the County of Huron and Edward Brown to the County of Bruce.

In 1888 Edward Brown, in partnership with his brothers, was managing a general store in Paisley, Ont., but, fortunately for them, the Brown brothers caught the Western fever and moved West, finally locating in Portage la Prairie, where they bought the business of Geo. Craig & Co., the same firm who own a dry goods store in Winnipeg at the present time. The three Brown brothers made a strong business combination, and although unqualified success did not come to them immediately, they were sure to win out eventually. As the years went by each developed his own particular talents. Edward Brown became the financial head of the firm. James Brown devoted particular attention to the management of the retail store, and, as the interests of the firm were varied and by no means confined to the retail store business, Adam Brown took charge of the horse and live stock end of the firm's interests. But, while it was as the financier of the firm that Edward Brown made his mark and achieved his most conspicuous successes, he nevertheless kept in very close touch with the management of the retail business, and he recently assured the writer that he had always been a close reader of at least two of the MacLean trade newspapers—the Canadian Grocer and the Dry Goods Review.

From the first year of his arrival in Portage la Prairie, Edward Brown has been a conspicuous figure in the municipal life of his town, and his townsmen say that to write the municipal history of "Portage" would be to tell the story of Edward Brown's career there. For a number of years he has been mayor by acclamation, and in the municipal field he has gained the political experience which should stand him in good stead in his struggles in the wider provincial arena.

tion with fruits from all other British colonies.

During the last two years more than a million apple trees have been planted in British Columbia, and the indications are that a still larger number will be planted in 1906 and 1907. The total yield of fruit during 1904 was valued at over half a million dollars, and while the year 1905 was one of the poorest known in the production of apples, the crop was fifteen per cent. greater than that of the previous year.

The southern interior, which embraces the Boundary country, Kootenay, lower Okanagan and the Similkameen, from the results shown, would seem to be the district where the choicest fruits can be grown. Not only are apples a prolific crop here, but the smaller and more delicate fruits—peaches, plums, cherries and grapes—have been grown successfully. From Similkameen country seventy-five tons were shipped last year, including a ton of grapes and six tons of peaches.

While the climatic conditions of British Columbia are suitable both to fruit growing and from a residential point of view, the absence of insect pests and diseases in fruit would seem to make that country twice blest to the fruit grower. So far as has been recorded there have been no cases where any loss was occasioned by these causes, which is one of the best recommendations the country could have.

In the Nelson district, besides the fruit consumed at home, the shipments to outside points in 1905 were 25,000 crates of strawberries, 300 crates of currants, 300 crates of plums and similar amounts of other small fruits, the total value of which was between \$60,000 and \$70,000. T. Morley, secretary of the Fruit Growers' Association, estimates that in 1906 this district will ship 5,000 boxes of apples alone, with a considerable increase over last year's shipments of smaller fruits. It was this section that received the special district medal from the Royal Agricultural Society of England in an all-colonial competition.

In the country known as the Kettle River Valley, there are about 20,000 fruit trees now planted, a large number of which are at a bearing age. This district is admirably suited for apple production as well as for pears, cherries, plums and strawberries. It has an altitude of 1,700 feet above the sea level, which makes it particularly free from insects and fungous growths, that have been the bane of horticulturists in nearly all parts of America.

THE TEA PLANT AND TEA-LEAF

THE TEA PLANT OF JAPAN.

The accompanying print shows a section of a tea bush and also the blossom and seed pod—full size.

The tea shrub is a species of camellia bearing a single leaf blossom, and it flowers twice a year.

The print shows the mature leaves of

shows what remains of the new shoot after the picking has taken place. The left branch also shows the tendril of a vine which is most troublesome to the pickers. If a leaf of this vine is picked and prepared with the tea it is quite indistinguishable until the tea is steeped for drinking, and then a single leaf is potent enough to impart the shudders to

print with above explanation will be found interesting.

THE TWO ACTIVE PROPERTIES IN TEA.

The philosophy of steeping tea leaves in boiling water from five to seven minutes, in the preparation of tea for the table, is said to be both sound and reasonable. As it is also easily susceptible of exposition and ought to be able to be understood by the shallowest, it would seem policy to try and impress it on the general mind. Even, therefore, at the risk of repetition, we shall tell it, putting the explanation in the simplest words, so that it shall be understandable of all.

To begin with, the tea leaf has two active leading chemical principles. These are, first, theine; second, tannin.

The Two Chemical Agents.

Of these the former, theine, is a beneficent agent, and contains just those properties which do good to the human system; in fact, it is no more or less than a mild tonic.

The second principle is tannin. And it is this second principle which holds all the qualities that are injurious for human beings in tea. At the same time, even though it does contain almost all tea disqualifications, these would not affect mankind adversely unless the drink was improperly made, and the drinking of this noxious beverage was very immoderate and kept up for a very long time.

The Danger in Tannin.

The proper preparation of tea, however, eradicates all danger of tannin. This is given elsewhere, and has been published so frequently, both in this journal and in innumerable other ones, and in endless other forms, that the recipe ought to be, if it is not universally known.

Yet to be just, let us concede concerning tannin, that the tannin when taken for a long-continued period of time, in liberal quantities by an invalid or a person possessed of a weak stomach, will, in conjunction with the acids in the stomach, form another acid which will ultimately have a deleterious effect either upon the nerves or upon the digestion.

Now, then, how to counteract—to



The favorite Tea Plant for Japan grown Teas.

dark color attached to the old stem and the fresh shoot with young pale leaves, which latter only are suitable for making the tea of commerce.

The point where the young shoot joins the old wood shows where the twigs were pruned in preparation for the flush of new leaf.

The right branch shows the fresh flush ready for picking, and that at the left

a gallon of the best tea that ever grew. Buyers should remember this and never condemn a sample on one trial.

The leaf bud at the end of the young new shoot makes the choicest tea, but the bud of the blossom is never picked for tea. The seeds have no commercial value, though a small quantity of oil can be extracted from them.

To those who are interested in tea the

effectually result.

It will r drinker, if of theine, a injurious taining jus ought to g bibing the come from

How to o the tannin that it wi simply foll preparing t recipe in give us the Simply bec gin to dev steeping fo least. Aft begins to freely.

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For thei good for n the first s of the inf cate flavor delightful

But tan bitter and the end of which has five minut over the t point at w ties are n has not as to the tas

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At the deteriorati mentally lightful fl time the precedence by second a very fe comes so fit drink t

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Follow always se cup of tea

When a to adver proceeding

THE GROWING AND HARVESTING OF COFFEE.

effectually estop this possible injurious result.

It will readily be seen that the tea drinker, if given the beneficent agents of theine, and if saved from the possible injurious effects of tannin, will be obtaining just the good effects which tea ought to give, and prevented from imbibing the bugaboo harm that is said to come from excessive tea drinking.

To Get Perfect Tea.

How to obtain the theine and to escape the tannin. The process is so simple that it will make the reader smile—simply follow the instructions given for preparing tea—the one and only proper recipe in general use. Why does this give us theine and exclude the tannin? Simply because the tannin does not begin to develop until the tea has been steeping for several minutes at the very least. After ten minutes of steeping it begins to generate momentarily more freely.

It is wonderful with what foresight beneficent nature guards man, if he will but heed her unmistakable warnings.

For theine, the kindly agent which is good for man, is generated freely during the first seven minutes of the boiling of the infusion. Theine gives the delicate flavor to the tea, imparts to it its delightful aroma, its whole charm.

But tannin, the maleficent property, is bitter and disagreeable to the taste. At the end of seven minutes in the water, which has been previously boiling for five minutes before it has been poured over the tea, the theine has reached the point at which its most delectable qualities are most pronounced, while tannin has not as yet become active or apparent to the taste.

For the next three minutes there is no apparent change in these conditions.

When Deterioration Begins.

At the end of ten minutes a rapid deterioration begins. The theine momentarily weakens in taste and the delightful flavor disappears. At the same time the tannin just as rapidly takes precedence, and the bitter taste second by second becomes more pronounced. In a very few minutes more the brew becomes so vile a decoction that it is not fit drink for beast, let alone man.

The way to obviate this result is simply to obey the recipe.

Follow its instructions and you will always secure a delightful, a beneficial cup of tea.

When a man tells you he doesn't need to advertise, look out for bankruptcy proceedings. He's ripe for 'em.

At the Technical Institute in London, England, lectures are given from time to time on subjects of interest to the several industries it takes under its wings of instruction. The following is a report of a lecture given by Mr. Robertson, an accepted authority on "Coffee," which will be read with interest by our readers.

Mr. Robertson said he had been for thirty-three years in the coffee trade, and he was glad to be able to put that experience at their disposal, and he trusted he would be able to give them a few tips which would help them. He had been a planter and curer and a seller of coffee, so that he knew what he was talking about. He approached the subject from the point of view that they were all grocers or all in the grocery trade, and they were trying to do business, and he would do his utmost to facilitate that.

French Coffee Approved.

He found that people went to France and drank coffee and returned lauding up the French coffee, but the quality of the raw article was unlikely to be half as good as that which they had in this country, for they would find that the duty in France was eight times as much as was paid in England. Yet the experience of most travelers was that they got better coffee in France, whether it was in a small village or large hotel, or anywhere. If he were asked where in England one could get a decent cup of coffee, he could hardly say. That was a thing which ought to be altered, and he looked on those present as a little band who would go out into the world and try and get their customers to learn what coffee was and how they should make and enjoy it. If they did that they would do a great deal of good. They heard it widely stated that the curse of this country was drink, but if they got people to drink a decent cup of coffee instead of whisky and beer, the chances were that there would be less wife-beating and less ill-treatment of children.

Various Ideas of its Origin.

The origin of coffee was to a certain extent fabulous. In Abyssinia it was said that some shepherds noticed that their goats were in the habit of eating the leaves and berries of a tree, and that they afterwards became very much exhilarated. On making the experiment the shepherds found that it had very much the same effect upon themselves, and hence the discovery of coffee. He did not vouch for that story. The derivation of the word was said to be from

the Turkish "qahveh," and Arabic "qahweh," which in both instances meant wine. Another derivation might be from a town in Abyssinia, which seemed to have been the first centre of the production. It appeared that it had been brought to Arabia between A.D. 1300 and 1400, but in all probability it existed there long before. It was first brought to Europe in 1573. About the same time there was a split in the Mohammedan world owing to the more orthodox objecting to the co-religionists drinking coffee. It seemed that some used to drink twenty or thirty cups of coffee to keep them awake for prayer, and the more orthodox, considering that this was an abuse of the thing, pronounced it as an intoxicant, and a split occurred in the church which lasted 200 years.

Brought West by the Turks.

Tea, coffee and cocoa were all introduced into Europe within a few years of each other, but none of the three drugs, as they were looked upon, were much noticed until between 1640 and 1660. What they did know was that the use of coffee was greatly extended after the siege of Vienna by the Turks in 1683. A large Turkish army besieged the city, but, fortunately for Christendom, the Turks were driven out by the King of Poland. The Turks were driven back so speedily that they had to abandon their camp, and when the camp was examined an enormous amount of coffee was found, and the use of it was taught the Viennese by the renegades and the prisoners. This led to its general use in Austria, and from there it spread further north. The Turkish ambassador had presented Louis XIV., at Paris, with a certain quantity of coffee, and Louis, who was a good man of business, sold some of it, and got forty crowns a pound for it. The crown at that time was worth about 11s., so that this was a fairly good price for it. From then the use of coffee grew more and more. In 1690 the then governor of Java procured some seeds from Arab traders, and some were planted in Batavia. It was at first only looked upon as an ornamental plant, which indeed it was. The governor planted some in his garden, and took the trouble to send some seedlings all the way to Amsterdam. Most of them died, but in 1718 some seedlings were sent from Amsterdam to Martinique, and from there the growth of coffee spread all over the West Indies. It would appear, therefore, that from the plant sent to Amsterdam coffee spread all over the western part of the world,

the supply from which now formed two-thirds of the world's produce.

Coffee Taxed in 1670.

In 1650 coffee was introduced into England, and coffee houses were opened in London and Oxford. The first house opened in London was founded in St. Michael's alley, Cornhill, in 1662, by a Greek, who had been a servant. The use of coffee increased so much that Charles II., who was always looking about to tax something, in 1670, put such a tax on coffee as to greatly discourage the trade, and it was said that as a result no less than 3,000 coffee shops in London had to shut up.

Chicory as a Substitute.

In the Napoleonic wars the high price of coffee led to a general use of substitutes, and the chief substitute used was chicory. There was a very high duty on coffee, and for many years there was no import duty on chicory. These legislative discouragements were really the cause of the depraved taste for chicory, for why a man should care to take chicory into his stomach he could not otherwise understand. His theory why people liked chicory now as a substitute was that the bulk of the cheap coffees they got years ago were from Rio, and it had a peculiar aroma and flavor which they called a straw flavor. It was quite distinctive from any other coffee flavor, and people having once got accustomed to it liked it. He knew a man who wanted this Rio coffee and he supplied him, the coffee costing something about 40s. When the man sent for some more coffee he could not get the same blend, but at a loss to himself he sent some Ceylon at 95s., and as the result he got the shipment back with a letter, "If you can't send me what I want don't send me this rubbish." The peculiar flavor of Rio coffee was akin to the flavor of chicory, and people having in the middle of last century got used to this flavor, found it also in chicory, and told their children of it, and he supposed it would take some generations to get rid of the taste.

The Coffee Plantation.

Mr. Robertson proceeded to describe the coffee plant by means of illustrations. He said that he had had eight years' planting and curing of coffee in Ceylon and South India where it was considered that the best class of coffee was grown. The coffee seed had great vitality and grew quickly, and in two months after being placed in the ground a plant 2 in. to 4 in. high was formed. These were planted thickly in the nurseries, and in from three to four months when they were a foot high they were used to form plantations. They were

grown in straight rows. It was a surface feeder, but the tap root went right down; the holes in which the young trees were planted were about one foot cube. The planting was generally done on a rainy day, and above all things what coffee wanted was heat and moisture. That was why in a temperate country coffee could not be got to grow. The coffee tree would give a small yield the second year, and in the third year it might pay for that year's expenses. In the fifth year it was in full bearing, and they began to get from 1 1-2 lbs. to 8 lbs. per tree of clean coffee. It was an exceptional tree, however, which gave 8 lbs., for that meant about 20 lbs. of berries.

Topping the Tree.

Having touched in a most interesting way on the everyday life of the planter, and on the thousand and one things he was called upon to do, Mr. Robertson said the tree would, if left alone, grow to 18 feet to 20 feet, but to prevent this they were topped, and the height of trees ranged from 2 feet to 5 feet, according to the conditions of wind, ventilation and heat.

Gathering the Berries.

The coffee tree has about 200 enemies, the principal being leaf disease, bugs, grubs and beetles. At harvest time every person on the plantation was put to work gathering the berries, and these were put in the receiving houses and afterwards sent by water to the store. Here the berries were pulped by machinery, and the inside was washed and dried. It was then sent to the coast where it was subjected to still further heat, which allowed all the husks, etc., to be got away, and the result was perfectly clean coffee.

The Common Process.

The process he had described referred to the washed coffee, which might be termed the aristocratic coffee. The ordinary or native coffees sent from Rio, Hayti, Java, Mexico, and so on, were not prepared in this way, they were dried in the cherry. They were dried at the natives, convenience, and fully two-thirds of the world's production was dried in this way, and many people said they got a certain amount of sweetness and aroma in coffee dried in that way which was not present in green coffee. Mr. Robertson, in the course of his lecture, sent round a number of samples of various coffees for inspection.

I once was called on, said the doctor, to treat "a lobster" who had all his toes cut off through trying to stop a buzz-saw with his feet.

Pardon, said the professor, but if he had been a lobster he would have proceeded to grow another set of toes!

SHERRY WINE, ITS METHODS OF MANUFACTURE.

Commercial Agent Price, of Jerez de la Frontera, makes a report on the manufacture of sherry wine in Spain, and describes its preparation for market. He writes:

"The vintage of sherry wine occurs between the 15th of September and the last of October. After the grapes are cut they are left in the sun for two or three days, being covered at night to protect them from the dew. All bad and unripe grapes are separated from the bunches, after which the good grapes are thrown into large, square, wooden troughs, when men, barelegged and wearing heavy shoes with projecting iron nails, tramp out the grapes and the liquid runs into an adjoining vat. The residue of stems, pips, and skins are put into another trough, and after adding water are crushed with a wooden press. The pulp is used for manure and feed for hogs. The liquid obtained, called 'must,' runs into another receptacle, and is of an inferior quality.

Set to Ferment.

"When the butts and barrels are filled they are put in the cellars, each barrel having a tin funnel inserted in the bung-hole to permit circulation of air. These barrels must have a vacuum of at least 4 gallons to allow the wine to ferment without overflowing. After the fermenting period of about two months the clear liquid is transferred to other barrels carefully, so as not to disturb the sediment at the bottom.

"The barrels for the ultimate reception of the wine must be of white oak, perfectly clean, and smoked with sulphur to prevent dampness. The barrels are then stored and carefully classified by experts and a name given to the wine in the different butts.

Several Kinds of Wine.

"It always happens that different kinds of wine are obtained from the same grapes grown in the same vineyard and subject to the same treatment. From the same grapes come the mellow (hechos), light (finos), and bouquet (oloroso). Some of the wines are so bad that they are sold as vinegar or burned for alcohol. Alcohol of 95 degrees must be mixed with wine at the rate of 12 pints to the butt of 85 gallons for each degree of strength desired. To properly preserve wine it should have an alcoholic strength of at least 16 degrees, and as pure wine does not possess that it must be strengthened. There are some wines preserved in their natural state, but they are very few."



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THE EVIL OF OVER-BUYING.

It is strange how some retail merchants get the impression that when they place a large order for goods they are performing a master stroke of business and are building up for themselves the prestige of being heavy buyers, which can be secured in no other way. It wouldn't be very difficult to find retailers who have been forced out of business through their desire to carry a large stock, much out of proportion to the needs of their community. Over-buying has probably driven as many retailers to the wall as any other one failing.

The time is past when a merchant is compelled to buy enough goods to last several months; for with the railroad facilities that exist at present it is possible to replenish stocks upon such short notice that with the exception of a very few cases a dealer can get almost anything he needs in a very few days from the time the order is placed. Treating with this subject of over-buying a contemporary says:

"Don't be a warehouse. Run a store, if you are in the mercantile business. Don't load yourself up with a lot of things you can not sell for a year or two. Don't fill your stock rooms with goods on which you will have to pay eight per cent. interest on overdue accounts.

Redouble Your Energy.

"You are running a store to sell goods, not to house them for the manufacturer and pay interest at the same time. There may be some advantage to a big concern in buying goods in large quantity, but to the ordinary merchant it's different. The grocer in the city can perhaps make a neat speculation at times by buying in carload lots, and storing his goods. But as a general thing the dealer who buys in carload lots does so with the intention of pushing the goods out of his store with redoubled energy. He doesn't buy simply for the sake of having a lot of stuff on hand.

Buying a Great Science.

"It is better for the average merchant to buy just enough goods to carry him until he can get another shipment. Buying is a great science; it is as great a science, perhaps, as the science of selling. Many merchants are good buyers and poor sellers, but more are poor buy-

ers and good sellers. It is the buying end where most failures occur.

Don't Lose Your Discounts.

"There are a good many reasons for buying in small quantities. Chief among these is that you don't put all your money on the shelf. You keep the cash in hand, available for discounts. A merchant who can simply take advantage of every discount is in a position to undersell his competitor who never can take a discount. Just as an example: say discounting terms on net dry goods are 2 per cent. off 0 days, due in 60 days; on regular dry goods, 6 per cent. off 10 days, due in 90 days. So the merchant who neglects taking his discount on net goods and lets his bill go to maturity is paying the rate of over 14 per cent. per annum, while on regular goods he pays over 20 per cent.

Don't Live in Ox Team Days.

"It is an advantage to have clean goods coming in every week. Don't buy all you think you can sell of an item. The trains run both ways every day, and a two-cent stamp will do the work. The custom of buying a six months' supply at a time is a relic of the days when the country merchants drove 100 miles with an ox team to buy their goods. It is different now. But there are dealers who persist in following the ox team method down to this day.

Meeting Competition.

"Shrewd buying is one way to meet mail order competition. This doesn't mean trying to beat down the drummer's prices, but it means buying small quantities of things and keeping the store right up-to-date and fresh stocked from one year's end to another. You will get more satisfactory results by starting the season with a month's supply of goods and adding as the trade demands."

PAY ATTENTION TO CHILDREN.

It is very poor policy on the part of the grocer to neglect paying the same attention to a child sent to his store by a housekeeper, as he would to a grown person. Nowadays this is not so noticeable, but a few years ago it was a very common mistake. Even yet many grocers do not seem to realize the harm they are doing themselves in this way. Country merchants are more to blame in this respect than are the city merchants. The latter are aware of the fact that to keep their patronage they must give the

same satisfaction to the child as they would to the parent. Country store-keepers very often keep a youngster waiting from twenty minutes to half an hour. He is passed for the grown persons who happen in after his arrival, and the merchant does not seem to consider him until everybody else has been served.

Nothing is more aggravating to the average housewife than this. Very often she is in a hurry to obtain the groceries and being unable to go herself sends the child, thinking it will receive the same consideration as she herself. There being no telephone system in many small towns, as there is in the city, she must wait in patience. She cannot hurry up the grocer, but must be content to await his pleasure. The result very often is that the next time she has occasion to send the boy or girl her instructions are to go to some other store.

THE CRANKY CUSTOMER.

The cranky customer is indeed a great thorn in the flesh of the grocer. A customer that is apparently never satisfied, but who is always complaining, asking for what seems the impossible, is the despair of many grocers. In the end very often the grocer becomes disgusted and openly makes known to the customer that he no longer wants to be bothered with his or her patronage. It is generally "her." This is a mistake on the part of the storekeeper. A customer may be pretty near "the limit," but should never in any way be encouraged to patronize your competitor's store. Many grocers there are who have customers who are simply particular that all they buy is just exactly what they want. These are often classed in the same category as the "crank," which is certainly unwise on the part of the merchant.

Always strive to please your exacting customers. If they are a little more particular than others who make their purchases from you; if they are often very annoying, put up with it. It is all in the business. If you cater to them satisfactorily your reward will be not only on the patronage extended to you by them, but also in the free advertising they give you and your store. A housekeeper may be very "cranky" as they say, but if you give her satisfaction, and treat her as you should, she will advertise the fact freely to her friends.

the plans shown this has been amply provided for. An imposing front entrance for customers only gives freedom from all unnecessary contact with the passage of goods to and fro. There is also the

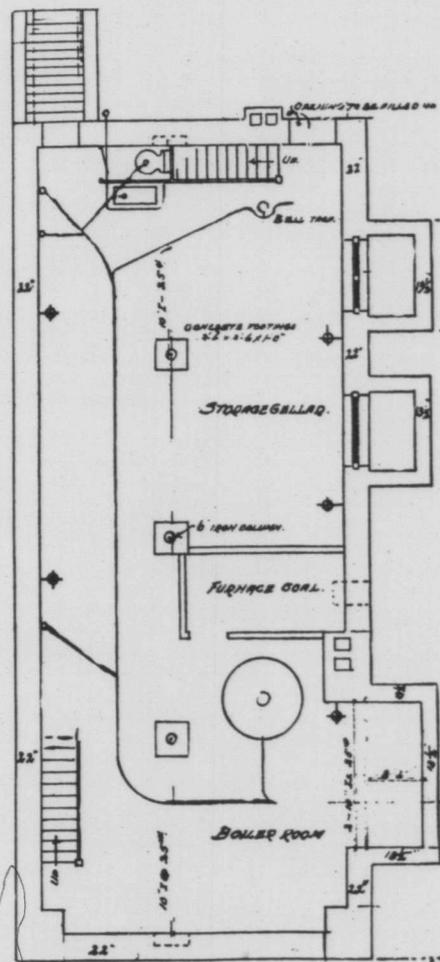
INTERIOR TRIMMINGS FOR UTILITY AND BEAUTY.

Closely following, and equally important to that of correct architectural arrangement, is that of interior fittings. Many are the devices which have come into being of late years to aid the store-keeper in his business, computing scales, cheese and bacon cutters, cash registers, counter check books and many other useful and admirable helps. The fixtures and fittings, however, must stand

complete arrangement of the Walker pivoted bins must commend itself to any enterprising grocer. The added attractiveness to the store, to say nothing of the immense saving in the clerk's time serving customers, must at once be evident. It becomes quite an easy matter to sell goods from a well displayed stock, the suggestiveness of the display will accomplish a great deal, and with the Walker pivoted bin the goods are displayed in the most economical manner possible.

The Necessary Refrigerator.

The refrigerator arrangement is another important feature in a store. There is no reason whatever why the refrigerator should not become one of the ornaments of the store. There are many makers of these goods who set themselves to accomplish the best possible effect with the most convenient refrigerating arrangements. The columns of the Canadian Grocer frequently contain illustrations of refrigerators



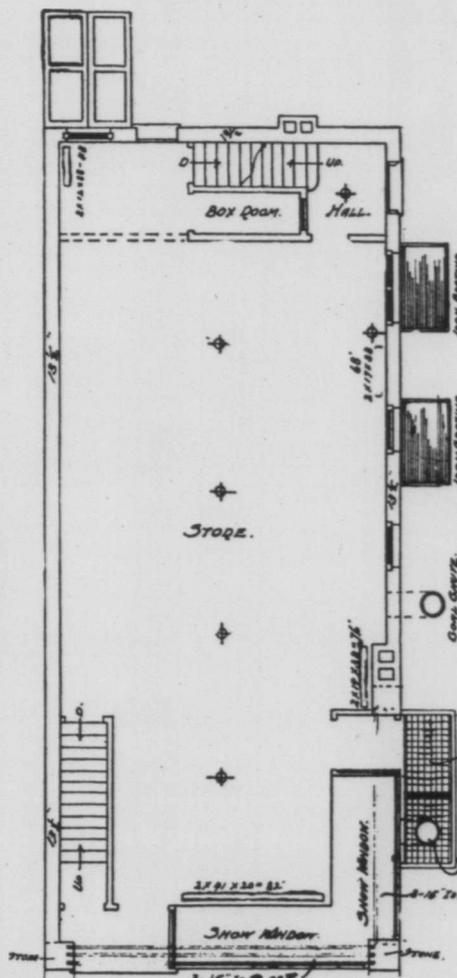
No. 3 shows cellar arrangements, the latter half for storage. Plenty of light, ventilation and drainage.

side entrance chiefly for the use of loading up for delivery, and then there is at the back a door which can be used for taking in goods, beside which the cellar entrance can be utilized for the same purpose, and as the main storage is located in the cellar, it is probable the cellar entrance will become the chief goods entrance.

At the rear of the store a fair size room is arranged, suitable for refrigeration or such like storage purposes.

The Residential Section.

The house arrangements can, of course, be adapted to particular circumstances; in the instance illustrated, it was desired to fit up the front part of the first floor as a professional parlor. A separate front entrance was therefore arranged which makes that part particularly private, the entrance to the house proper being provided at the side entirely apart and separate from the business section.

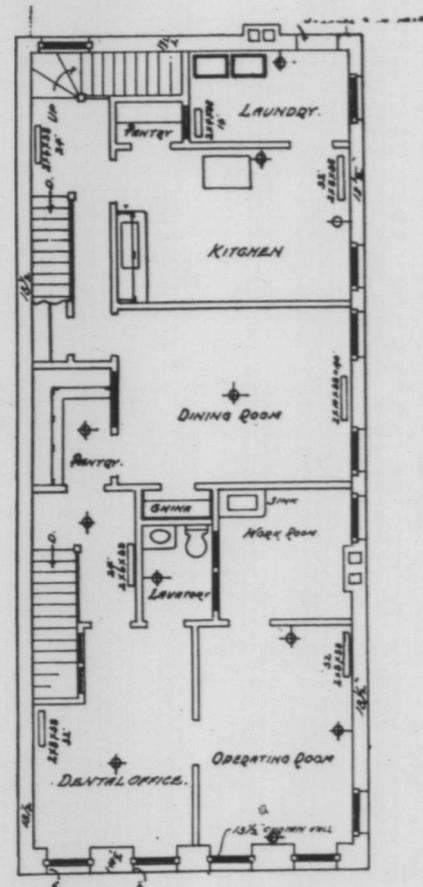


No. 4 shows main store with back room for refrigeration or storage.

pre-eminently front in importance, as upon them to a great extent depends not only the appearance, but the economical working of this store. The illustration given in this article is one taken from many which have reached the offices of The Canadian Grocer, and which would form a likely plan to fit in with the store plan shown in the previous article.

Well Displayed Stock Half Sold.

The store from which this illustration of interior fittings is taken is that of A. D. Valentine & Co., Windsor, Ont. The whole side wall makes a most excellent showing with its arrangement of shelving to carry sufficient assorted stock for any ordinary grocer. The



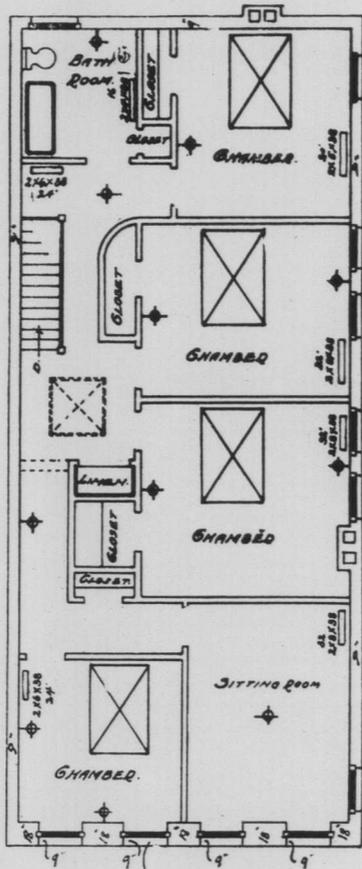
No. 5 shows first floor arrangements, with private offices, separate lavatory, stairway, etc.

which, in addition to accomplishing their intended purpose, also make quite an attraction to the store itself. With one of these installed in a well appointed place, which will display the goods

as well as preserve them, the grocer's repute as a careful up-to-date store-keeper would be largely enhanced.

"Cash Only."

At the rear of our picture will be seen a small card, "We sell for cash only," which denotes the principle upon which business is conducted. It may not be possible for every grocer to follow this scheme in his particular locality, but where it can be done, it is undoubtedly the best possible method upon which to conduct a store. What, however, strikes one in this particular case is the way the owners have obliterated all show cards of manufacturers,



No. 6 shows upper floor with bedrooms, sitting rooms and all modern conveniences.

leaving the store entirely free for their own display.

THE VALUE OF WINDOW TICKETS.

There isn't a merchant who will contest this proposition: "Show windows are valuable to attract trade." You display your goods and if they are attractive, you will do some business. How much more you could do with price tickets properly displayed is perhaps a question, but there is no question but what your trade would be increased, and materially.

There are many people who are backward in the matter of pricing goods.

They feel some little compunctions against asking questions and then going away without buying. You will find this trait much more highly developed in the man than in the woman. The latter leans a little too much the other way.

If you have a good location, there are people passing your store every minute in the business day. The prices plainly shown talk to them as they pass, and they strike home. The average man knows little about bargains. He may think an article looks too high-priced for his pocketbook, but the actual price may be within his reach.

Use the tags and the cards with prices in plain figures throughout your entire establishment, and they will increase your sales. New goods

lowing this practice, try it and you will find your returns for the next year better by a material percentage.

WINDOWS AN ADVERTISEMENT

A writer once remarked that out of nearly 200 stores visited in some thirty cities on a special tour of the grocery trades, comparatively few make any attempt at attractive window display. This is unfortunately pretty nearly the truth, grocers as a class appear to have much to learn on this subject. There are, however, a few grocers in most cities who give prominence to the subject, and who on certain occasions, such as special holiday seasons, make a great feature of their windows.

The window is, possibly, the retail



The above shows the interior of A. D. Valentine & Co.'s store, Windsor, Ont. It is an excellent arrangement of wall fixtures, suitable to go with the plan of store shown in preceding article.

are going on the shelves and tables. Plain marking helps the customer and it helps the salesmen.

Plain marking is taken to mean one-price, and in this day and age of sharp competition, no merchant can afford to play favoritism with his trade. One price is the surest safeguard. If you have sliding scales you run the risk, and a big one at that, of offending your good customers.

Women talk and they gossip on trade matters as well as on social. Overcharge one and let her find it out and your competitor will control her trade hereafter. Use price cards. They may be had cheap. Use home-made cards and learn to make them neat and attractive. If you are a failure at it, your print shop will gladly accept the order, or you can send to the city for samples. Tag everything. If you have not been fol-

grocer's greatest advertising medium, and it should be treated in that way. The Canadian Grocer, week by week, gives illustrations and pointers on this very subject. It is not really an expensive matter, no goods lend themselves so readily to window display, and by a simple arrangement of boxes or temporary shelving, almost any design can be arranged. For an ordinary between-season trade, such as the present moment, about the simplest thing to be done is to make a weekly display of popular staple goods, with always a special bargain line. There is given in this issue an illustration of the store window which is mentioned in our store architecture article, and which carries a display of just the nature mentioned. This window is particularly well placed for an elaborate display of special goods when the season opens.

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Excellent arrangement article.

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PUSH EVER AHEAD.

Yes, you have been doing very well. On that last trip you sold nearly \$1,000 worth of goods, and the whole month was the best you ever had as a traveler.

Splendid, but don't rest on your past laurels, old man; go ahead and make every month better than the last.

There are great big chances for fatter sales than you have ever yet made, and do not let the past achievements keep you from the greater success in the future.

And you are credited with possessing a fine voice. They have told you that they enjoyed your singing and once you sang at a concert, and the press noticed you kindly, for you were encored, and you have been living on the glories of that evening ever since.

That is a mistake; make it only as an incentive to better things, to better music, to better singing.

Many of us make what they commonly call successes when we are, after all, really failures.

The clerk in the store is a good average, and he is satisfied. One day three months ago he sold more goods in that department than any other clerk had ever done in a single day. He has been talking about and living on that day ever since. He has forgotten that there are

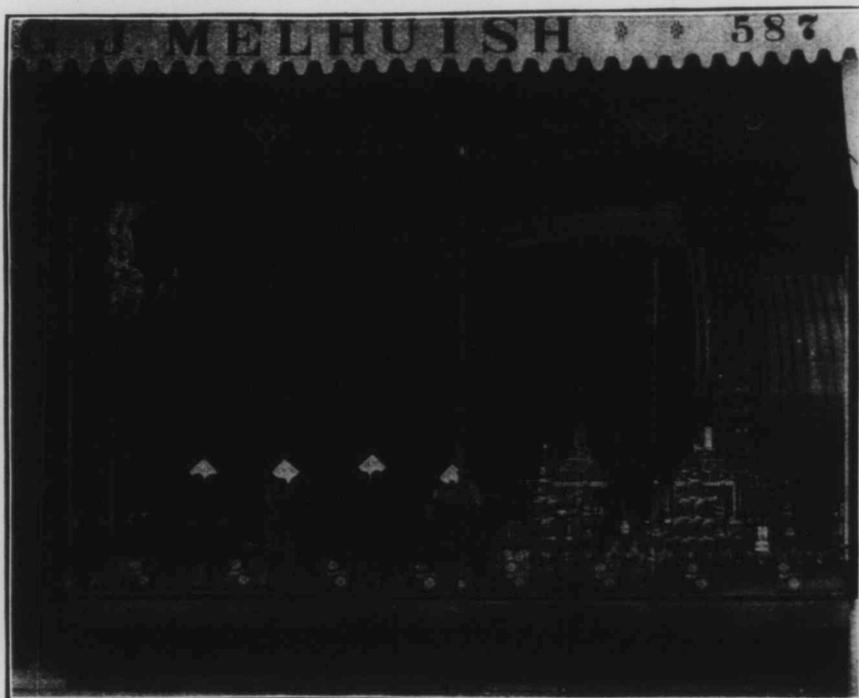
of that one occasion of the past, forgetting all his great possibilities for the future in this, his success of a night.

Many of us are failures, not because

on the counter of his store, and a ten line advertisement in the paper. His stock was small, but he was agreeable and his voice was bright with hope.



The above is a display of staple goods in the side window of store shown in our architectural plans.



The above is a display of seasonable goods in the front window of store shown in our architectural plans.

greater sales for the greater day of the future.

A speaker who once, when the hour was in keeping with his spirit, moved his audience at will, delights to think

we are without ability, but because we are too easily satisfied.

We do not have ideals that are large enough to carry us on.

When I first saw him, he had lamps

I met him a few years later, and electric lights were strung in the window and overhead. His stock was larger and his advertisement was quarter column by two columns deep.

I passed through his town the other day. He had moved. He had moved up street, moved into the store of a rival who had been content to live on the successes of the once were, before this new chap came to town. The advertisement is bigger and the stock is in proportion, and his voice is still hopeful, looking for still bigger and better things.

You have seen it on every side.

You have seen the people who forge ahead and distance their rivals.

They take stock and find the year a successful one. They set a higher standard for the next year, and forge ahead again.

Are you one of these fellows? Are you satisfied with your set of standards?

Are you satisfied with your standard in the home life.

Are you satisfied with your standard in books and conversation?

Are you satisfied with your standard in love and friendship?

Look them over and weight them well, and perhaps you'll take them up and plant them higher and further on.

DELICATESSEN IN THE GROCERY STORE

DELICATESSEN AS A PROFITABLE DEPARTMENT

The delicatessen idea is certainly and surely making substantial headway. The coming of the "flat" habit, the increasing favor which "light housekeeping" is receiving, and the superior economy of delicatessen supplies, all combine to give a degree of energy and interest to the "delicatessen department."

Possibilities of Increasing Trade.

Yet how few grocers have really given due consideration to this ever increasing and extremely profitable branch of trade. True, some grocers make a fair show of the ordinary plain and familiar cooked meats, but how few stop to think of the avenues of possibilities which open up with the coming in of the many delicate and economical prepared foods.

The Great Advantage to Housekeepers.

For a few cents a housekeeper can secure enough salad to supply several persons, and for very little more money can obtain slices of smoked meats, pickled meats, or fish and thus a good light meal is readily obtained. The list can be indefinitely extended and a complete absence of waste is noticeable, thus making delicatessen goods so much more economical than is commonly supposed. Skin, bones, feet, heads, shells and other useless portions of animal and fish anatomy, which one pays good money for at the butcher's, are absent from the delicatessen meat and fish, and the difference means much in money saving.

A Live Grocer.

A prominent grocer in a flourishing city recently stated that his trade had completely revolutionized of late. A few years ago he was doing a substantial family trade, and could almost calculate his exact weekly orders. Now, however, things have completely changed, the enormous advance in rents made it impossible for the majority to continue housekeeping in the way they had been doing, with the result, that a great number of the houses now contain more than one family all on the light housekeeping basis, with the inevitable increased demand for prepared foods. This particular grocer has set himself to meet this new condition, the result being that his trade has kept continually advancing although changing its particular character.

The Populace Demand it.

The delicatessen store proper, undoubtedly covers much which it is not neces-

sary that the ordinary Canadian grocer should consider at the present time of evolution. Still, with the influx of foreign nationalities into Canada, there can be little doubt but that they will bring with them much of their fancy and appetite for these highly seasoned and prepared foods, in fact, it is the bounden duty of the Canadian to acknowledge such fact, and find in it an opportunity to show these strangers in a strange land that all will be done that can be, to make them realize that Canada is home. This can easily be done by opening up a good supply of the class of comestibles with which he is familiar.

How it has Developed in the U. S.

In the U. S. the ordinary delicatessen store is growing to be more and more a place where the delicacies of the world are to be found. English, French, Dutch, Russia, Spanish, Swiss, Hungarian and American food products shoulder the toothsome products of the Fatherland in the German-American stores where the sign "Delicatessen" is seen, and the end is not yet, for with the "chop suey" habit growing upon the public, it should not be a great while before a place before Chinese and Japanese delicacies of the menu find a place beside the wurst, the fancy cheese, the salad bowls, the olives and the preserved fruits. The list of strange delicacies sold in New York, and some of which will probably find a growing market here, might be almost indefinitely extended, but enough has been said to show that the most cosmopolitan of tastes and appetites can find the wherewithal to gratify them without leaving the United States or even the borders of the metropolis. When these and other strange food products find a lodging place in the delicatessen stock, its cosmopolitan character will not be questioned.

DELICATESSEN IN THE UNITED STATES.

The delicatessen store, as it is to-day and as it has been for the last twenty-five years, is nothing else but a store where first-class meat products are, for sale. All the meat products which the delicatessen dealers sell are prepared foods—even the bacon which the delicatessen dealer sells ought to belong to the class of ready cooked foods.

The Original Idea.

The originators of the delicatessen business in America did not sell bacon as a food which needed either boiling or frying. Their bacon was boneless, cured and smoked like the Westphalian hams, and was eaten sliced by the consumer—at that time mostly immigrant Germans—in the form of sandwiches made of rye bread or pumpernickel, with a little salt and pepper. The right kind of bacon, half lean and half fat, when properly cured and smoked, forms with the bread a very wholesome and substantial, health-giving meal.

The Idea Grows.

That the delicatessen business filled a long-felt want, particularly in New York, is best proved by the enormous growth of the business. While twenty-five years ago there was only a few of these stores in New York City, one finds to-day pretty near two thousand of them in Greater New York; that is to say, when one considers as a delicatessen store every store where smoked hams, boiled hams, bolognas, sausages, smoked fish, etc., are for sale. If one applies the true meaning of the German word "delicatessen," then this is changed considerably, and the number of real delicatessen stores dwindles to about 30 or 40 in all Greater New York.

Genuine Delicatessen.

A true delicatessen department should offer for sale everything which is above the average in taste and quality, all dainty foods which are produced in any country, which are scarce and in consequence not sold in any and every store. The genuine delicatessen dealer to-day sells a very large amount of imported meat specialties. All the fine English, French, German, Dutch and Italian hams, bolognas, canned meats, fish preserves, etc., form a part of his stock. One finds there the delicious smoked goose breast from Pomerania, the fine cervalet-wurst from Gotha, the caviar from Russia, the Scotch and Irish bacon, the birdsnest from India, etc.; in short, everything in the line of eatables which the gourmet may long for. The provision line in such a store is of the highest order.

Some Only Partial.

The majority of the so-called delicatessen stores do not cover such an extensive field. They content themselves with the sale of domestic provisions, imported smoked hams and some brands of

bolognas and domestic provisions, such as smoked herring, percentage do not all.

In New York has taken the grocer and the butcher for the work of buying a pretty good made cooked genuine delicatessen other hand, well-to-do class prices for all.

CURING PICKLED

Pickled and cured to aid in giving flavor a note formed in wood closes the including the insects.

Ample ventilation in the smoke air in order to of the meat. leaves or a sufficient, if controlled.

Best Cooked

A fire pot, with a flue, may be constructed to give the best. When this fire may be house and the of metal. Water 6 or 7 feet at need not be should be suspended up freely the house, the at the expense houses are the cost is great of lumber.

Specimens

The best fire green hickory with sawdust of any food. Resin, as they favors to the the best substitute may be used in corn cobs given in burning the meat, make rank flavored. grant woods a fire to flavor

bolognas and sausages, as well as some domestic and imported fish preparations, such as smoked salmon, caviar, smoked herring, etc. A very large percentage do not keep imported goods at all.

Meets all Classes.

In New York the delicatessen store has taken the place of the French caterer and the English and Irish cook store for the working classes, where one may buy a pretty good assortment of ready-made cooked dishes at a fair price. The genuine delicatessen business, on the other hand, caters to the trade of the well-to-do classes who can afford high prices for all the whims of the palate.

CURING AND SMOKING AS A PRESERVATIVE.

Pickled and cured meats are smoked to aid in their preservation and to give flavor and palatability. The creosote formed by the combustion of the wood closes the pores to some extent, excluding the air, and is objectionable to insects.

Ample ventilation should be provided in the smoke house to carry off the warm air in order to prevent the over-heating of the meat. Small openings under the eaves or a chimney in the roof will be sufficient, if arranged so as to be easily controlled.

Best Conditions for Smoking.

A fire pot outside of the house proper, with a flue through which the smoke may be conducted to the meat chamber, gives the best conditions for smoking. When this cannot well be arranged, a fire may be built on the floor of the house and the meat shielded by a sheet of metal. Where the meat can be hung 6 or 7 feet above the fire this precaution need not be taken. The construction should be such as to allow the smoke to pass up freely over the meat and out of the house, though rapid circulation is at the expense of fuel. Brick or stone houses are the best, though the first cost is greater than if they are built of lumber.

Special Fuel Needed.

The best fuel for smoking meats is green hickory or maple wood, smothered with sawdust of the same material. Hard wood of any kind is preferable to soft wood. Resinous woods should never be used, as they are likely to impart bad flavors to the products. Corn cobs are the best substitutes for hard wood, and may be used if desired. Soft woods and corn cobs give off large amounts of carbon in burning, and this is deposited on the meat, making it dark in color and rank flavored. Juniper berries and fragrant woods are sometimes added to the fire to flavor the meat.

Preparing the Meat.

Meat that is to be smoked should be removed from the brine two or three days before being put in the smoke house. If it has been cured in a strong brine, it will be best to soak the pieces in cold water over night to prevent a crust of salt from forming on the outside when drained. Washing the meat in tepid water and scrubbing clean with a brush is a good practice. The pieces should then be hung up to drain for a day or two. When drained they may be hung in the smoke house. All should be suspended below the ventilators, and should hang so that no two pieces come in contact, as this would prevent uniform smoking. A slow fire may then be started, warming up the meat gradually.

Keep the Meat Warm.

During the winter months in cold climates it is best to keep the fire going continually until the smoking is complete, holding the temperature at about the same point. If the fire is allowed to die down the meat becomes cold and the smoke does not penetrate readily. This results in heavy smoke on the outside and very little on the inner portions of the meat. During the Spring months and in the Summer a light fire may be started every second or third day for a couple of weeks, and the meat allowed to hang in the smoke house until sufficiently colored. When the fire is kept going steadily and an even temperature is maintained, twenty-four to thirty-six hours will be required to finish one lot of meat.

Use Every Care.

Smoke will not penetrate frozen meat, and it will be necessary to extract all frost from it before filling the smoke house. The house should be kept dark at all times to prevent flies from entering. As soon as smoked sufficiently the meat should be cooled by opening the ventilators or doors. When hard and firm it may be canvassed or packed away for Summer use.

THE CARE OF SALT FISH.

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

to prime condition if attended to immediately.

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

CANNERS' SIZES.

How do the sizes of cans used by canners actually compare? Are grocers familiar with the exact differences? The proportions are as follows: 2s—5 to a gallon can; 2 1-2s—about 3 1-2 to a gallon can; 3s—3 to a gallon can. These proportions vary slightly, but are approximately correct.

A gallon is supposed to be eight pints, or equal to eight pounds; at the rate of three 3-lb. cans to the gallon, the capacity of the latter would be nine pounds, but, as a matter of fact, the can known to some people as a three-pounder is of somewhat smaller capacity than they suppose.

It is a wonder that there is any demand for No. 2 cans of tomatoes when No. 3s are to be had. At the usual wholesale difference in price the consumer should get extra pound of contents in the No. 3 can quite cheaper. At present prices the difference is about 2 1-2c. a can.—Grocer's Advocate.

NO NEED TO BRAG.

"Sir," began a creditor who met one of his victims in the street the other day, "I sent you a bill in January."

"Yes, sir."

"And again in April."

"Yes, sir."

"And again in July."

"Yes, sir."

"And I presume you received one the other day?"

"I did, sir."

"Well, sir; well, sir," flustered the creditor.

"Well, you needn't feel so stuck up over it," replied the other, as he lighted a cigar. "There are firms in this town who send me bills every month in the year, and they never stop me in the street to brag about it, either. I detest such egotism, sir. Good morning."

CANNING AND PRESERVING INDUSTRY

THE STERILIZING OF CANNED GOODS.

Until recently the process of sterilization of canned goods has been one which in many ways lowered the value of the product canned. With corn, for example, subjecting the cans when full to a temperature of 250 degrees for sixty-five minutes caused the corn to darken, and materially impaired its flavor. By experimenting it was found that the great length of time for the complete sterilization was made necessary by the slowness of the heat in reaching the interior of the can, and that the bacteria of the interior were the last to be affected by the sterilization process.

The Polk Idea of Rolling.

In 1901 Ralph Polk, an Indiana experimenter, conceived the idea of agitating the contents of the can by rotation and jarring during the heating process. Rotation alone did not sufficiently shake the corn, but rolling the cans to and fro in small compartments, which caused a jar at the end of each roll, produced the necessary agitation. In the Canner and Dried Fruit Packer, E. W. Duckwall reports the result of the Polk idea under his observation as follows:

Early Experiments.

"An incubating room was arranged, to be heated to 100 degrees F. by steam. In this room we placed several cases of each run that had been made. The corn was thoroughly incubated, and it was an easy matter to determine the percentage of cans which had not been properly sterilized. After the cans had been incubated we found that the goods which had been processed twenty-five, thirty and thirty-five minutes at 247 degrees F. with a four-inch roll and an agitation of four to the minute, contained bacteria. There was no outward sign to indicate the presence of bacteria in the cans. One species, which grew rather slowly, was not actively motile. It grew into long filamentous threads and was rather sluggish in its movements. Nearly all the cans which contained bacteria after forty-eight and seventy-two hours' incubation had no peculiar taste. The corn seemed sweet, but, of course, it was only a question of time until the sugar would turn into acid. In the piles stacked in the warehouse, where the temperature was not over 65 or 70 degrees, the cans showed

no signs of bacteria, and it was only after incubation that we were able to find them. It was possible, therefore, to reprocess all of these goods without loss. The simple repetition of the agitating process was all that was necessary.

Further Testing.

"We then tried some experiments in processing various lots at 250 degrees for twenty-five, thirty and thirty-five minutes, with a nine-inch roll and an agitation of four a minute. Several cases from each lot were placed in the incubating room and some of these cans were examined each day for four or five successive days. After twenty-four hours no bacteria were found. After forty-eight hours more, bacteria were found in quite a large per cent. of the goods processed for twenty-five minutes. A careful examination was made of the goods processed at thirty minutes, and for two or three days no bacteria were found. After the fourth day, however, I found a few cans which did contain living bacteria.

Perfect Sterilization.

"The goods which had been processed thirty-five minutes were examined every day during the whole experimental period, lasting twelve days. No bacteria were found in any of the cans, and this indicated clearly that corn processed by the agitating system, four to the minute with a nine-inch roll, using 250 degrees for thirty-five minutes, will be perfectly sterilized and all spores of bacteria will be destroyed. Corn canned by this system is therefore sterilized perfectly in thirty minutes less time than by the old method, and the color and flavor are better than anything ever put up by the old process."

ADULTERANTS IN JELLIES AND JAMS.

The present generation has seen a great increase in the number and diversity of prepared foods that may be obtained on the market.

Many foods that were formerly prepared chiefly or entirely in the home may now be secured of the grocer ready for the table. A great burden has thus been lifted from the shoulders of the housewife, but responsibilities have not been thereby lessened.

"Like Mother Makes."

A study must be made of the subject of prepared foods if the table is to be supplied with articles of the same quality as those that "mother used to make." Home-made jellies are made from fruit juice and granulated sugar; and jams, from the pulped fruit and sugar. Some manufacturers aim to produce an article that is equal to the home-made in every respect, while others supply the demand for cheaper goods by using lower-priced substitutes for the fruit or sugar, or both.

Thus apple juice, or a solution prepared from dried apple cores and peelings, is often used where higher-priced fruits are understood to be employed, and glucose is frequently used in place of sugar.

Common Adulterants.

Jellies and jams are both commonly adulterated with preservatives (usually salicylic acid and benzoic acid), coloring matter and glucose. Artificial coloring matter is frequently employed, sometimes to give a fictitious appearance to relatively cheap goods, sometimes with a high-grade article, in order that the color may be permanent when exposed to light for long periods of time on grocers' shelves.

To Detect Starch in Jelly.

Natural fruit jellies become liquid on being warmed. A spoonful dissolves readily in warm water, although considerable time is required with those that are especially firm. The small fruits contain practically no starch, as apples do, and the presence of starch in a jelly indicates that some apple juice has been used in its preparation. Starch may be detected as follows: Dissolve a teaspoonful of jelly in a half teacupful of hot water, heat to boiling and add drop by drop, while stirring with a teaspoon, a solution of potassium permanganate until the solution is almost colorless. Then allow the solution to cool and add a single drop of tincture of iodine. If starch is present a clear blue color is produced. Artificially colored jellies are sometimes not decolorized by potassium permanganate. Even without decoloring, however, the blue color can usually be seen. Both potassium permanganate and tincture of iodine can, of course, be secured at any drug store.

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Discovering the Presence of Glucose.

For the detection of glucose, a teaspoonful of the jelly may be dissolved in a glass tumbler or bottle in two or three tablespoonfuls of water. The vessel in which the jelly is dissolved may be placed in a vessel of hot water if necessary to hasten the solution. In case a jam or marmalade is being examined, the mixture is filtered to separate the insoluble matter. The solution is allowed to cool, and an equal volume, or a little more, of strong alcohol is added. If the sample is a pure fruit product, the addition of alcohol causes no precipitation, except that a very slight amount of proteid bodies is thrown down. If glucose had been employed in its manufacture, however, a dense white precipitate separates, and after a time settles to the bottom of the liquid.

Some Simple Adulterants in Jam.

In addition to the form of adulteration to which jellies are subject, jams are sometimes manufactured from the exhausted fruit pulp left after removing the juice for making jelly. When this is done, residues from different fruits are sometimes mixed. Exhausted raspberry or blackberry pulp is sometimes used in making "strawberry" jam, and vice versa. Some instances are reported of various small seeds being used with jams made from seedless pulp. With the aid of a small magnifying glass such forms of adulteration may be detected, the observer familiarizing himself with the seeds of the ordinary fruits.

Artificial Coloring.

Many of the artificial colors employed with jellies and jams may be detected as follows:—One or two teaspoonfuls of the product are dissolved in a half teacupful of warm water, the solution heated to boiling, after adding a few drops of hydrochloric acid and a small piece of white woolen cloth or a few strands of white woolen yarn. The wool should first be boiled with water containing a little soda, to remove any fat it may contain, and then washed with water. The wool is washed first with hot and then with cold water, the water pressed out as completely as possible, and the color of the fabric noted. If no marked color is produced, the test may be discontinued, otherwise the fabric, which may have taken up coal tar colors, some foreign vegetable colors, and (if a fruit product is being examined) some of the natural coloring matter of the fruit, is boiled for two or three minutes in about one-third of a teacupful of water and two or three teaspoonfuls of household ammonia, freed from liquid as much as possible by pressing, and removed. The fabric will usually retain the greater part of the

natural fruit color while the coal tar color usually dissolves in the diluted ammonia. The liquid is then stirred with a splinter of wood and hydrochloric acid added, a drop or two at a time, until there is no further odor of the ammonia, and the liquid transferred to tongue by means of the splinter with which it is stirred has an acid (sour) taste.

A fresh piece of white woolen cloth is boiled in the liquid and thoroughly washed. If this piece of cloth has a distinct color, the food under examination is colored artificially. This color may be a coal tar derivative, or it may be one of the vegetable colors (prepared from certain lichens) now largely used with foods. If of the latter class, the dyed fabric is usually turned blue or purple by ammonia.

Care and Practice Necessary.

The tests described above may be employed in the kitchen by one who has had no chemical training, and will serve to point out some of the forms of adulteration practiced with those products. These tests are simple, but must be used with judgment. They require considerable practice from the operator before satisfactory results can be obtained.—Dr. W. D. Bicelew, U.S. Bureau of Chemistry.

CANNED GOODS IN ENGLAND.

The American Consul at Bristol, England, has issued a report on the market for canned goods at that place which it would be well for Canadians to take note of, as it appears there is much room still for Canadian canned enterprise. He says:

There is a large market in the neighborhood for which Bristol is the distributing centre for American canned and dried fruit, especially in prunes, pears, apples, apricots, and peaches. The bulk of these goods reach Bristol in direct shipments from California, via New York, and thence by the Bristol City Line, but an occasional shipment comes through New Orleans. Most of the large Californian packers are represented in Bristol either by their own agents or by local correspondents of their agents in Liverpool or other large English centres.

The heaviest business from California is in dried plums, for which Santa Clara seems to be the standard, outside packs coming in at 10 to 12 cents less. The duty on these is \$1.70 per 112 pounds. The payment in nearly all cases is made by drafts at 60 or 90 days' sight. Wholesale c.i.f. prices Bristol to-day for dried plums are as follows: 30s to 40s 34s. 6d. (\$8.37); 40s to 50s 33s. 6d. (\$8.12); 50s to 60s 30s. 0d. (\$7.40); 60s to 70s 28s. 6d. (\$7.03).

Canned goods are shipped in three grades in cans (nominal), two pounds. To-day's quotations for extras are: Apricots, \$1.30; pears, \$2.05; peaches, \$2.11. Extra standard—Apricots, \$1.08; pears, \$1.81; peaches, \$1.30 to \$1.55. Standard—Apricots, 90 cents; pears, \$1.57; peaches, \$1.30.

A good many brands are already well established here and it is the practice to send at the beginning of the season samples in the three grades on which all c.i.f. offers would be based.

MEXICAN EGG TEST.

It is a common sight in the plaza in a Mexican town to behold a stall-woman, who is selling two reals worth of eggs, pick them up one by one, put one end and then the other to her lips, and hand them over to the customer, who repeats the same operation. To the inexperienced onlooker it seems as if they were tasting the extremities of the eggs. As a matter of fact, they never touch the eggs with the tongue.

The idea of the performance is that when an egg is fresh, one end is distinctly colder than the other. The end which has the air chamber is the warmer of the two. The human lips are exceedingly sensitive to heat and cold, and even the novice at this form of egg testing promptly becomes a capable judge. If both ends of the egg reveal the same temperature, that egg may be counted as bad, as it is a fairly good sign that the air chamber is broken, and the contents spread equally within the shell.

GROWTH OF THE CONDENSED MILK INDUSTRY.

The evolution of the condensed milk industry has been great. Less than a century ago such a product as this was unknown. In the '50's, however, through the genius of Gail Borden, probably the first condensed milk ever prepared was put on the market. In those days the originator of condensed milk found it necessary to sell his milk through personal canvassing. Borden practically peddled his product before it gained a place in the trade. Afterwards he began to advertise, and gradually but surely the present great business controlled by the Borden Condensed Milk Co., was built up from nothing. It took time and perseverance to accomplish this, to introduce condensed milk to the public, but the man was worthy of his task and at the present day this has become one of the largest industries. Borden's branches are established all over the world and condensed milk is now obtainable in every civilized country.

PACIFIC COAST CITIES AND WHOLESALE TRADE

Development of the wholesale grocery and provision trade of the Coast cities of British Columbia has been closely contemporaneous with development of the means of transportation. Until some eleven years ago, when the Kootenay was first exploited by mining people and the numerous camps, such as Rossland, Nelson, Kaslo, and at other points were established, the distribution area served by Victoria and Vancouver, outside of the cities themselves, was practically confined to the main line of the C.P.R. in the province, and to the up-coast points reached by the coasting steamer service, traffic, both railway and marine, being then much less than today. The old Cariboo trade, what remained of it, was also served, and the old-established Victoria houses held this, as they still do to a large extent.

Tributary to the coast cities themselves, including New Westminster and Nanaimo, the trade of the canneries of the Fraser River, and of the logging camps and mills was no inconsiderable factor of the period a decade ago.

Just Needed a Chance.

With the completion of the Arrow Lakes steamer service and rail connections from the C.P.R. main line at including Rossland, Nelson, and the Slokan country, were made accessible to the wholesale trade of Vancouver and Victoria. Previous to that it was difficult to get supplies in at all, and the Corbin railroad, reaching the two principal points from Spokane, had given a large part of the trade of the Kootenay to that city, which was the more possible because a majority of the mining operators in the Kootenay then were from the American side and many of them had formerly operated in Spokane and vicinity.

Access to the Kootenay district was inducement enough to the jobbers of the coast. They went after the trade in earnest and to-day they have the bulk of it. Seven years ago this trade of the interior was increased by the completion of the Columbia & Western Railway, to the camps of the Boundary district, Greenwood, Grand Forks and Phoenix. Prior to both these developments, the construction of the Shuswap & Okanagan line from Sicamous to Okanagan Lake had opened that famous agricul-

tural district, then in a much less forward state than to-day. With these three lines of communication opened, the growth of population and establishment of permanent industry, has increased the volume of trade very substantially. During the same time the cannery industry of the coast, northern as well as Fraser River, has been another growing factor and the unprecedented increase in the lumber industry has added its quota to the field for supply trade.

Americans Went First.

All these influences, important as they are, and permanent as is their character, have, however, to be counted secondary to one new factor, that of the Yukon trade. Beginning almost without warning some eight years or more ago, this trade was at first apparently lost altogether to Canadian wholesale men, though the new gold field was entirely in Canadian territory. Two reasons may be given in explanation. One, and the most important, was that in the United States territory of Alaska, for years, two very powerful mercantile concerns had been operating, and these had many posts and large stocks of goods at easily available points. The companies were the North American Trading & Transportation Co., and the Northern Commercial Co. These powerful corporations had the whole of the trade of Alaska, and their stocks of goods were in large measure specially adapted for the new mining camps of the Klondike. Their big advantage was that they had the goods practically on the ground, and the Yukon River was readily available to transport from the nearest posts the goods required by the first inrushing crowd of gold-seekers, many of whom had not waited to outfit.

In the personnel of a large proportion of the first crowds who went into the Yukon is found the other, and less important reason for the new trade going to American trading houses. A horde of old Alaska prospectors swooped down on Henderson and Carmack's new-found Eldorado and the active Brother Jonathan, ever ready, in his own picturesque and expressive phrase, to "take a chance," especially if the chance favored a sudden accession to wealth, came from the cities of the coast states and from other parts of the republic in much

larger numbers than the more conservative Canadian cousins. This new mining population naturally asked for the goods they had been used to having, and the trade at first merely tried to cater to the demands of these men, who never stopped to ask about price, for what did price matter, when they were to be millionaires in a few months.

Seattle and other Puget Sound cities quickly organized for the big outfitting trade and by the Spring of 1898, when tramp steamers from all parts of the world were carrying crowds of passengers and unlimited cargoes of goods to the north, three-quarters of the gold-seekers were buying their supplies and taking their passage at the Sound city. Vancouver and Victoria merchants awoke to the opportunity too, and soon had a good share of this transient trade.

But when merchants became located in the north, and the means of transportation were improved by the building of the White Pass & Yukon Railway and the placing of many steamers on the Yukon River plying to Dawson, the British Columbia cities swung their heavy batteries in line and in less than three years from the first day of the Klondike over 85 per cent. of the trade was in the hands of the B. C. jobbers and they have continued to hold it. For a time some of the local houses attempted the policy of establishing branch houses in the north, but that has been entirely abandoned. The trade is reached either by having the merchants from the northern capital come out in the Winter season and buy their supplies for the next year, or by sending in the traveling men of the various houses. But whatever the means, the supply trade is held and will likely be held.

Mining Development Work.

The opening of the Atlin district in Northern B. C. in the second and third years of the Klondike, made another very substantial addition to the trade, which, from its situation, was at once controlled by British Columbia jobbers. This northern trade is now a steady and definable quantity, and because of recent mining developments, notably in the Windy Arm district, at Conrad City, and on the Canadian side of Portland Canal, gives promise of considerable increase. Other mining development in

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Northern B. C. on the Skeena River, as well as the activity caused by the expected selection of a northern coast terminus for the Grand Trunk Pacific Railway, indicates an additional field for expansion of supply trade in the north.

In Southern B. C. the rapid increase in agricultural population especially in the Okanagan Valley, and the opening of the rich Similkameen district by the building of two railroad lines, one C.P.R. and the other Great Northern, will add a large amount of distributing trade and make it easy to handle. The mining districts of the Kootenays are all in prosperous and growing condition and the camps are all demanding closer attention in the way of supplies every season.

So much for the yesterday and to-day of the jobbing trade of British Columbia. The future holds much of promise. There are new fields to open when railway construction shall have reached the northern interior, the largest portion of the province, and still undeveloped in large measure. The portions of the province now in part developed, are still capable of great progress, and that progress is proceeding rapidly. In the new provinces of the prairie Northwest there is a good deal of business to be obtained, but the jobbers of B. C. cities have been sadly handicapped in their efforts to reach that territory, though they have no reason to be discouraged over the volume of trade secured in face of adverse conditions.

Trans-Pacific Trade.

But great as the local field will surely become, there is a very large business to be secured from trans-Pacific trade. In the Orient the Chinese empire is slowly awakening to modern methods of commerce, and Japan has already shown that she is thoroughly imbued with the spirit of western progress. Here is an opportunity not lightly to be neglected. For in fostering it the coast cities will secure an export business of enormous value not only to themselves and the province, but to the Dominion at large.

By reason of the geographical position of the B. C. coast cities the establishment of direct and efficient steamship service, to China, Japan, India and other parts of the east, is easily feasible, and the consequent intercourse with those countries will develop an enormous commerce. A beginning of no small proportions has been already made. In fact, from an importer's point of view, the beginning is very considerable. All the tea of China, India and Japan for the whole Dominion comes through these ports. The product of the rice fields of China and Japan is shipped this way. The sago and tapioca of Singapore and Malacca are imported direct. The raw

sugar from the Philippines and from Java comes here to be refined, the coffee of the islands of the southern seas is also brought in by local merchants and manufacturers to be sent out, a finished product, over an ever-widening field of distribution. Many other staples of commerce are thus brought to the shores of Canada by the shortest and most direct route, to the Sunset Doorway of the Dominion. Nor is the scope confined to oriental products. From England and Europe, the products of their marts and manufactories are brought by direct steamers, avoiding the long overland rail haul.

Wide Range of Goods.

The range of goods brought to coast cities includes as well, the products of Australia and New Zealand, imported direct by lines of steamers, which on their return take many of Canada's products to the sister colonies under the Southern Cross. From South America come coffee, sugar, etc., while from California are imported fine fruits, both fresh and dried, and in some instances in preserved form.

The range of goods thus assembled by regular direct lines of steamships is certainly greater than any other city of Canada may boast. This advantage is telling in the race for the great and growing trade of the Canadian west.

The advantage, already referred to, of being a shipping port for Canadian products sent to the Orient and Australasia is telling every year. The salmon of British Columbia waters, both fresh, frozen and packed in tins, is all shipped from here, with the exception of the comparatively small quantity required for domestic trade. The wheat of Alberta is destined to come to Vancouver to be shipped to all parts of the world, either in the grain or ground into flour, and this big trade is being given very close attention now. The beginning of an elevator system marks the turning of attention to this important export business, and the increase of shipments of Canadian flour from B. C. ports is being felt by the wheat and flour producing states of the Pacific Coast and their shipping ports. Heretofore, the flour trade of China, Japan and Siberia was in the hands of Washington, Oregon and California flour millers. The advent of Alberta wheat is changing all that, and it is benefitting the jobbing trade of the province.

That the wholesale people of the coast cities are preparing for their coming heritage of commercial supremacy with an abiding faith may be seen in one particular if not in others. In the city of Vancouver, where ten years ago there were but few and struggling jobbing

houses, to-day are brick warehouses of six and seven storeys in which are assembled great stores of merchandise from all parts of the world for Canadian consumption or gathered from domestic sources for export to the far corners of the earth. The extent of the warehouse section of the city is a marvel of western development, and every year the number and size of new blocks is increasing.

TRUE SUCCESS.

The propensity of the present day to live at an unreasonable rate of speed cannot be disregarded. We are often impelled to pause and ask ourselves what is really worth while, for we no sooner attain one purpose or pleasure than we dash off in pursuit of others. This is confusing to youth. The shams of life are so hopelessly mingled with the genuine, the dross with the real gold, that one hardly realizes its true ring.

Start Right and Keep Right.

It is just as well for youth to realize at the beginning that the inexorable law never changes—that what was the best yesterday is the best to-day, to-morrow and forever after. In beginning a career, the young man must set forth with the old Puritanical ideas of right and wrong—with a conscience that cannot be obscured nor clouded by the glitter and noise of the market place. Most of these bubbles burst in good time. The successes of fraud are not lasting.

Every Task Well Done.

The true success is that which is found along the rigidly pursued paths of truth and honor. Every task well done is a stepping stone to another better done. Every day should bring a new idea into life, some new and useful knowledge. There is no royal road to success, no meteoric flights to the rose-colored clouds in the heights.

The Master Becomes the Genius.

And so it is to be done in commercial fields. The genius is he who brings to his labors a willingness to master it in all its details, who patiently, even if ploddingly, pegs away at it until he understands thoroughly all there is to learn of its intricacies. Thereby he fits himself to direct others and assumes by right the commanding position when a commander is sought. If a man has persistently cultivated a belief in himself and is optimistic of the future, he unconsciously keeps at work agencies that bring about desired results. A tranquil spirit, enthusiasm, energy and a determination to overcome obstacles one by one as they arise, inevitably lead to satisfactory achievement.

MONTREAL'S OLDEST GROCERY HOUSE

An Interesting Story of the Growth of the Grocery Business in Montreal—The Difficulties Encountered in the Transaction of Business in the Days when Transportation was a Problem.

A building most interesting to commercial men visiting Montreal, and particularly to those engaged in the grocery business, is that occupied by Mathewson's Sons.

In this building, situated at 202 McGill street, just a few doors below Notre Dame street, may almost be said to have originated the first wholesale grocery firm in Montreal—Samuel Mathewson. To let it go at this, however, would not be giving the exact facts, so that it would be better perhaps to start at the beginning.

Samuel Mathewson, the founder of the present house, came to Canada in 1833 from Strabane, Ireland, where he was then doing business. Accompanying him was his son, J. A. Mathewson. Landing in Canada, he came to Montreal and in 1834 started the first wholesale grocery business in the City of Montreal. He then occupied premises situated at the corner of St. Paul street and St. Eloi Lane, on the spot where is now situated the firm of Snowdon, Forbes & Co. Here he successfully carried on business until the place became too small to suit the growing trade he had worked up, so that he found it necessary to remove to larger premises. He purchased a lot on what is now McGill street, and built thereon what was in those days counted a splendid, large building. That building still stands.

It was built three stories high, which was considered something out of the ordinary at that time. Samuel Mathewson moved into this place in 1842. Only the ground floor was devoted to the business, the upper floors being occupied as a residence by the family.

The business continued to grow, and in 1843 Mr. Mathewson took his son into partnership with him, and thereafter the firm was known as Samuel Mathewson & Son. At this period in the history of Canada the wholesale grocery house was not what is it to-day. Then it was only natural to do all the retail business that came along, and this was considerable. Nor was the stock carried specified, or confined within certain limits as it now is. Almost every necessity required in the young country was required of the wholesaler. This does not mean that the grocery store carried dry goods, hardware and such like, in equal proportion to groceries, but nevertheless many articles and products never seen in the warehouse of a wholesale establishment nowadays were then considered essential lines. To illustrate this it is interesting to note the

fact that at the time of the rebellion in Canada in 1837 it was necessary that every ounce of gunpowder owned by wholesale houses should be deposited with the Government. Among the old documents of the house of Mathewson is a receipt for a quantity of gunpowder thus deposited by Mr. Mathewson, showing that this article occupied a place in the trade.

At this time transportation facilities were not the best. Supplies were not obtainable on such short notice as it

generally meant driving a buckboard on a sleigh. It was impossible then to do business outside of a certain radius, but many were the trips made by J. A. Mathewson, driving in blinding snowstorms or in the rain and shine of a Summer's day. The old sleigh used 'way back at that time, still in the possession of the family, although, needless to say, it is never used. Blotters, which were in use long ago, tell of sales made in "Bytown" which has now grown into the capital of our Dominion, and with York, now recognized as one of the premier cities of Canada—Toronto.

A trip to New York was a novel experience not often indulged in. A trip

as the late the wholesaler

Samuel Mathewson was succeeded by his son J. A. Mathewson in 1868 until he died. The business was then changed to J. A. Mathewson, W. B. Mathewson, reins, styling Mathewson's Sons, which

One of the life of during the 1861 to 1868 tremendous those five years fact, gleaned from the firm has done the Bank of Montreal

Since the Mathewsons liquors or to obtain of these are to-day, grocery house time these of the stock

Samuel Mathewson first wholesaler the Canadian Japan teas, pioneer in always been carried by

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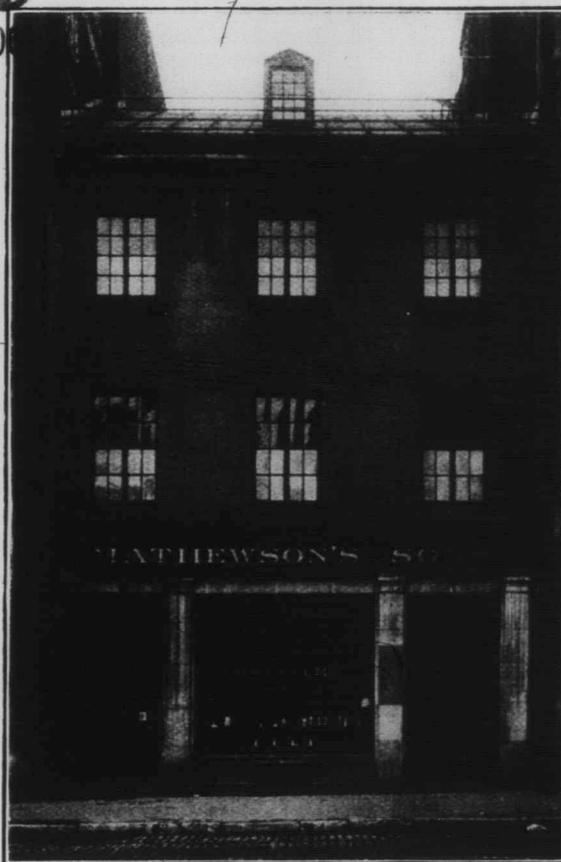
The house and has been the trade since years ago.

The building used, but and three height so the building, the best warehouse are kept by ers are er handle the established Canada what they right of the fitting method founder of

RETURNED

MAY 30 1900

*to Samuel
Old Book 50
page 83
J. A.*



The original home of Mathewson's Sons, Montreal

is now possible to obtain them. The business, however, was not so large, but the lack of proper transportation was felt nevertheless. The business was mostly local and at first was perhaps more retail than wholesale, as old records show that day after day business was transacted at the old Bonsecours market, which is still in existence. What outside business there was came through the hustling of Mr. Mathewson, or of his son, J. A., the latter as a rule. As a "drummer," J. A. Mathewson had no such comforts when traveling as has the knight of the grip to-day. It was a case of get there the best way possible, which

to Halifax, or St. John, N.B., was something which it took a long time to complete. To reach either of the latter places it was necessary to go via New York where the rest of the trip was made by boat.

Energy was one of the chief possessions of the merchants at this period, and no better example of this quality is at hand than their action in forming a fire brigade for the protection of their property, when it was found impossible to obtain adequate protection from the city. Mr. Mathewson was a member of the brigade, with other merchants such

as the late Mr. Lyman, of Lyman Sons, the wholesale druggists.

Samuel Mathewson died in 1854 and was succeeded by his son, who carried on the business as J. A. Mathewson after 1868 until 1884, when the firm name was changed to J. A. Mathewson & Co. When J. A. Mathewson died in 1905 the three sons, W. B., S. J., and J. A. took up the reins, styling themselves Mathewson's Sons, which is the present firm name.

One of the most successful periods in the life of the house of Mathewson was during the American Civil War from 1861 to 1865. The books show that a tremendous business was done during those five years. Another interesting fact, gleaned from the books, is that the firm has done business continuously with the Bank of British North America since that institution was established in 1835.

Since the year 1860 this old firm of Mathewsons has never carried a stock of liquors or tobaccos. Up to that time certain of these lines were carried, as they are to-day, in practically every wholesale grocery house in Canada, but since that time these lines have not formed a part of the stock.

Samuel Mathewson was probably the first wholesale merchant to introduce to the Canadian trade the now well-known Japan teas. To say the least, he was a pioneer in the tea business, and tea has always been one of the strongest lines carried by the firm.

This is an outline of the foundation and growth of the first wholesale grocery house in Canada. It is an interesting story of the growth of the Canadian trade. In 1842 Samuel Mathewson and his son carried on the business. The latter did what traveling there was to be done. To-day the house is represented on the road by eleven travelers and their trade extends all over the country, although it is still mainly confined to the eastern portion of Canada.

The house has ever had a reputation and has held a most honorable place in the trade since its foundation over eighty years ago.

The building occupied in 1842 is still used, but the back has been renovated and three stories have been added to its height so that now it is a six storey building, comparing favorably with the best warehouses in the city. Two hoists are kept busy and a large staff of workers are engaged all the year long to handle the business of a wholesale house established when trade conditions in Canada were far different indeed to what they are to-day. A stone on the right of the main entrance stands as a fitting memorial of the efforts of the founder of the business, Samuel Mathew-

son, and also serves to show the continual growth and expansion of the house of Mathewson.

KEEPING UP THE PRESTIGE OF THE CLERK.

The light in which the clerk stands in the eyes of the customers is a matter which is deserving of very careful attention by every retail merchant. The customers should be brought to realize that they can get just as good treatment and just as low prices when buying goods from any one of the clerks as they can when buying from the proprietor himself. The mistake is often made by the average retail merchant of cutting the price on goods after the clerk has been unable to make the sale.

A Retailer's Experience.

A large retail merchant has given expression to the following sentiments on this subject, which are well worth the consideration of our retail readers. He says:

"I never will belittle my clerks by cutting the price after they have quoted a price to a customer and been unable to sell him goods. I have an understanding with everyone of my employes that when he gets to the place that it is impossible to persuade the customer into paying the price asked, that he shall come to me. If I think that we can go lower on the goods, I go down with the clerk to the customer and try to sell him at the price quoted by the clerk. If that fails to effect the sale, I appeal to the clerk and say, 'Do you think that we can cut the price any lower than that?' In my private conversation with this clerk, we have decided whether the price shall be cut or not, and when the above question is put to him he will say, 'Yes, I think we can shade that a little, as we have a pretty good stock on hand of that article,' and I then say, 'All right, go ahead and make the price which you think best.'

Improves Value of the Clerk.

"In this way the customer is brought to believe that the clerk has the privilege of making just as low a price as the proprietor, and the next time he comes in he does not ask for me in the belief that I can make him a lower price, as would have been the case had I cut the price in the first place myself. I have followed this plan now for the past five years, and I know that my clerks appreciate this kind of treatment. I think that my clerks will average up as loyal and as competent as any similar number of clerks to be found in a store anywhere, and it is a great satisfaction to me to know that any one of these clerks is competent to handle any customer who may come into the store.

Keep the Clerks' Interest Up.

"I have known retailers who endeavor to keep their clerks in the background, and do not believe in letting them use their own discretion in the matter of sales, and in such cases the clerk will always continue to feel that he is nothing more than an employe and has no interest in increasing the business, while with the plan which I have followed my clerks have all begun to show a genuine interest in the store's affairs, and it is a pleasure to have a business transacted upon that basis."

MUTUAL RECOGNITION.

Did you ever ride on another person's railroad pass or deadhead your passage? Anyway, the following story, as told on an American lawyer, is humorously interesting. The lawyer in question had gone to a western state to practice his profession, but as he got no clients and stood a good chance of starving to death he decided to return eastward again. Without any money he got into a train for Nashville, Tenn., intending to seek employment as a reporter on one of the daily papers. When the conductor called for his ticket he said:

"I am on the staff of —, of Nashville. I suppose you will pass me?"

The conductor looked at him sharply. "The editor of that paper is in the smoker. Come with me. If he identifies you, all right."

He followed the conductor into the smoker; the situation was explained. Mr. Editor said:

"Oh, yes; I recognize him as one of the staff; it is all right."

Before leaving the train the lawyer again sought the editor.

"Why did you say you recognized me? I'm not on your paper."

"I'm not the editor either. I'm traveling on his pass, and was scared to death lest you should give me away."

A CRUSHING REPLY.

The schoolmaster of a certain village asked his pupils the following question:

Suppose in a family there are five children and mother has only four potatoes between them. Now, she wants to give every child an equal share. What is she going to do?

Silence reigned in the room.

Everybody calculated very hard, till a little boy stood up and gave, to the great surprise of the schoolmaster, the following unexpected answer:

"Mash the potatoes, sir."—Birmingham (Eng.) Post.

CANADA IN THE WORLD OF FOOD STUFFS

The feeding of the world involves the exchange between countries in a year of over two billion dollars worth of food stuffs. Canada's part in this colossal business is, in proportion to its population, exceeded only by thrifty and organized Denmark, and by the Argentine Republic, whose five millions are given over almost wholly to agriculture. In actual bulk, the British Empire towers above the nations in the export food stuff figures, but the great bulk of the trade is between Great Britain and the colonies. Among single nations exporting to foreigners the United States and Russia, the giant farmers, overshadow all the rest.

The following table shows, in the order of value, the total export business in food stuffs done by the principal nations and the British colonies, and the principal commodity of export is indicated in each case:

United States, meat products	\$330,524,418
Russia, grain	311,439,040
Netherlands, grain, flour	216,732,170
British India, rice and other grains	140,087,343
Austria, Hungary, sugar	103,555,600
Brazil, coffee	97,830,998
Canada, dairy products	94,692,194
Argentina, grain and flour	91,174,205
Denmark, butter	78,061,968
Germany, grain products	68,144,398
United Kingdom, fish	53,767,483
France, sugar	53,327,400
Australia, grain	52,725,212
Italy, fruits	36,551,600
Belgium, grain	33,874,000
Spain, fruit	31,462,694
China, tea	31,209,875
New Zealand, meat	23,190,098
Ceylon, tea	21,991,211
Japan, tea	17,328,500
Switzerland, cheese	17,050,400
Mauritius, sugar	12,773,853
Norway, fish	12,557,676
Sweden, butter	11,823,588
Uruguay, meat	9,698,364
Trinidad, cocoa	8,916,107
Mexico, coffee	8,311,317
Newfoundland, fish	6,588,353
Portugal, cattle	6,442,600
British Guiana, sugar	6,266,941
Jamaica, fruits	4,200,365
Barbadoes, sugar	3,317,373
Chile, grain	2,943,850
Fiji, sugar	2,397,470
Grenada, cocoa	1,500,005
Gold Coast, cocoa	973,781
Natal, sugar	590,856
Sierra Leone, ginger	97,444
Lagos, cocoa	67,607
Cape of Good Hope, fish	52,750

Western Canada Lead.

Canada's preeminence is in cheese, of which our exports are more than double those of any other country. In the export of butter, Canada is surpassed, in

the order named, by Denmark, Russia, France, Australia, Sweden, Holland, and New Zealand.

Breadstuffs make up the largest package in the international trade in food stuffs, and Russia leads the procession, or did before the war, with 247 millions' worth, and the other big fellows fall in in this order: United States, 111 millions; British India, 105 millions; Holland, 108 millions; Argentina, 74 millions; Germany, 33 millions; Australia, 30 millions; Canada, 23 millions; Belgium, 19 millions.

The live cattle in the world's markets come mostly from the United States, \$43,553,000 worth; but Canada's herds are next, \$12,869,000. Then comes Argentina with \$6,427,000.

The United States leads also with animal products, \$143,631,000; with Denmark second, \$22,928,000, and Canada third, with \$16,693,000. New Zealand sends \$13,810,000 worth; Australia, \$7,966,000; Uruguay, \$7,869,000; Argentina, \$7,521,000, and Russia contributes \$5,110,000 worth of food and game.

A British Business.

Curiously enough, the United Kingdom itself is the largest contributor of fish to foreign markets, exporting \$17,313,000 worth. The other large sellers are: Norway, \$12,557,000; Canada, \$10,856,000; Holland, \$10,471,000; Newfoundland, \$6,588,000; United States, \$6,527,000.

The Canadian hen is not a large figure abroad. She sent \$712,000 dollars' worth of eggs to the English market last year, while from Russia there came \$26,310,000 worth; from Austria-Hungary, \$21,425,000; from Italy, \$8,464,000; from Denmark, \$7,350,000, and from France, \$3,357,000. The United States hen sent only \$543,000 worth.

Canada comes fifth among the contributors to the international trade in fruit, but at least two of the four ahead are a very long way ahead. The figures are: Spain, \$25,567,000; United States, \$15,606,000; Italy, \$9,023,000; France, \$8,065,000; Canada, \$3,273,000.

Origin of Sugar.

Sugar is not a line Canada exports to any considerable extent, but it may interest some who have not looked into the subject to know that Austria-Hungary sends abroad more beet sugar than any other country, and Cuba more cane. Cuba sent to the United States over \$50,000,000 worth in 1905, and Austria-

Hungary exported to the value of \$33,394,000. Other exportations were: Germany, \$30,734,000; Holland, \$19,041,000; France, \$17,540,000; Russia, \$12,966,000; Mauritius, \$12,739,768; Belgium, \$9,904,000.

Infinite are the calculations the curious might evolve on the subject of food stuff exportation. It is sufficient here to state that Canada's relative standing among the nations in regard to export of the food stuffs it produces is as follows: Cheese, first; cattle, second; animal products, third; fruit, fifth; butter, eighth; bread stuffs, ninth.

Britain the Biggest Buyer.

Great Britain is the largest purchaser of food stuffs, taking in 1904 material to the astounding total of \$1,057,849,482, as follows:

Live animals	\$ 52,719,495
Corn and grain	338,049,716
Fish	16,260,644
Fruit	66,161,597
Alas	1,578,430
Pickles and vegetables in salt	571,494
Provisions	380,384,762
Spices	4,719,025
Sugar and molasses	93,534,640
Confectionery	507,147
Vegetables, canned & raw	27,629,823
Tea, coffee, cocoa, chocolate	75,672,709

Total\$1,057,849,482

Herewith are given the exportations of food stuffs from Canada during the fiscal year 1905:

Canada.

Animals	\$ 12,869,035
Breadstuffs	23,021,100
Fish	10,856,538
Fruits, dried	269,099
Fruits, green	2,798,449
Fruits, preserved	205,825
Honey	1,848
Milk, condensed	257,565
Butter	5,930,379
Cheese	20,300,500
Eggs	712,866
Meats, etc.	16,693,153
Salt	2,920
Sugar, syrup, molasses	156,450
Vegetables	616,467

Total\$ 94,692,194

According to some reports received here the California apricot crop this year will amount to only about 25 per cent. of that of last season.

It is reported that the British Columbia Packers' Association will this year send an agent to Japan to enlarge the market there for British Columbia canned salmon.

NEW ME

This week's notice in the Toronto paper. The new corporation is R. G. Williams, Devaney, Harwood. Members of the firm are...

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It is a d... to have in home in sit up and the pleas That is w Laren Im looking a ping a lit have just house at

Three st dred and would th firm of turers' a but the in additio twenty-on every qua them amc the world space is

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Mr. He company, closed b frames. and the in the rooms. A

NEW MEMBERS OF WARREN BROS.

This week's Ontario Gazette will contain notice of the application for a charter to convert Warren Bros. & Co. of Toronto into a limited liability company. The provisional directors of the new corporation will be named as follows: R. Wells, C. A. R. Warren, E. G. Williams, F. C. Armstrong, J. H. Devaney, W. Glover, W. B. Dack, E. Harwood. These constitute the new members of the company. Messrs. Williams, Armstrong, Devaney, Glover and Dack are now traveling representatives of the firm.

INTO A NEW HOME.

It is a distinction always worth while to have in your own class the nicest home in town. The public are sure to sit up and take notice, and there's all the pleasure and inspiration of it. That is why every member of the MacLaren Imperial Cheese Co.'s staff is looking a little more pleased and stepping a little livelier than usual. They have just moved into their new business house at 69 Front street east, Toronto.

Three storeys and a basement, a hundred and fifty feet by thirty, should, one would think, afford space in which a firm of grocery brokers and manufacturers' agents might lose themselves; but the MacLaren Imperial Cheese Co., in addition to the cheese business, have twenty-one live agencies for firms in every quarter of the globe, many of them among the largest of their kind in the world and every bit of this great space is occupied.

The office is one of the handsomest on the street. Of course it's new. The whole building is new in the air of scrupulous cleanliness, paint, whitewash and fireproofing. Carefully selected quarter-cut oak and plate glass are the materials for the office fittings. The porch at the front entrance is of oak with quarter-cut, panelled ceiling. Inside, a quarter-cut oak railing defines the public space and another, but lower one, divides the salesroom from the office proper. The ceiling is corrugated and white. The upper part of the walls is buff tinted, the lower part a bronze green burlap dado under a quarter-cut oak cornice. Three supporting pillars down the centre have been utilized for a curious illuminating device, four longitudinal bands of oak surmounted by a plain cornice of the same, four-armed, sustaining handsome electric fixtures.

Mr. Henry Wright, president of the company, has his office in the front, enclosed by clear plate glass in oak frames. It has a very handsome mantel and the furnishings are in keeping.

In the warehouse cleanliness and roominess are the most obvious features. A new cement floor has been laid

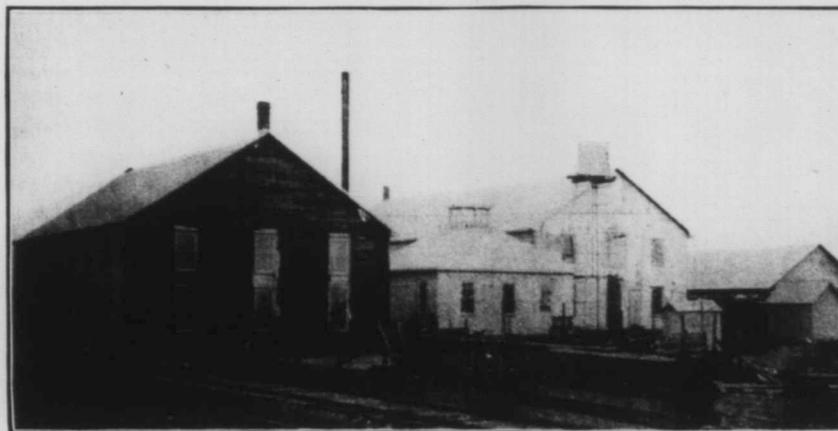
in the basement, new lavatories have been installed, the ceilings have been whitewashed, the floors cleaned, and anywhere one could sit and eat Imperial cheese with zest and pleasure.

The ground storey front is of plate and prismatic glass and every window in the street elevation bears in gilt on green the name of one of the articles for which the company is the Canadian agent.

ANOTHER CANNING FACTORY.

A new line of canned goods will always interest the retail grocer if it promises quality. One such promise the trade will have an opportunity of proving next Fall is put forward by the Lakeside Canning Co., of Wellington, Ont., with the "Riverdale" brand of goods. This is a new company and will commence operations this season.

In a talk with a representative of The Canadian Grocer, the manager, G. J. Furman, speaking of the company's plans and intentions, said:



The Farmers' Canning Company's Plant at Bloomfield, Ont.

"We have erected a large and well equipped factory at Wellington, the heart of the canning district, celebrated for producing the finest fruits and vegetables. We have given careful attention to every essential detail in establishing a canning industry.

"What are they? Here are the principal ones: (1) Locate in a district where there are experienced growers. (2) Select for distribution seeds of varieties adopted to the soil and climate so as to insure maturity, thereby securing the natural flavor which cannot be had from immatured vegetables. (3) The most thoroughly sanitary system for handling the pack. (4) Good spring water for the syrups. (5) Installation of the most improved machinery. (6) Adoption of a process that will retain the natural flavor of fruit and vegetable. This last is the high art of the business—the canning that conceals canning.

"We have done all this as well as our experience and ability could show us how. There remains the outer dress of our goods—the label. No one nowadays questions the commercial advantage of dressing well. It certainly applies to canned goods. We would just as soon send a tramp to solicit orders as send out our goods with a poor label. We've done our best, that's all.

"I feel justified in promising the trade that our goods will not be excelled."

The fruit trade in Toronto and the Province of Ontario generally has grown to very large proportions in the past few years, until to-day it ranks as one of the important lines of business. An enterprising house in this line is White & Co., Limited, who have also a branch house at Hamilton, Ont. In addition to their regular jobbing and shipping trade they conduct in the season auction sales where large quantities of goods are disposed of. Their importing connection

being with most of the best shippers enables them to import largely and regularly.

NEW WHOLESALE GROCERY.

Leon Tanguay, 107-109 St. Paul street, is the latest addition to the list of wholesale grocery houses of Montreal. Mr. Tanguay carries a well assorted stock of grocery staples and having had many years' experience of the grocery trade as a member of the Canadian Vinegar Co., will no doubt receive good attention from the retail trade.

The teas, "Victoria" and "Princess Louise," sold by Laporte, Martin & Cie., Limited, are the best value on the market. When Sir Thos. Lipton decided to place these teas and coffees with this house, he was satisfied that the firm possessed the best customers in this country for such fine products.

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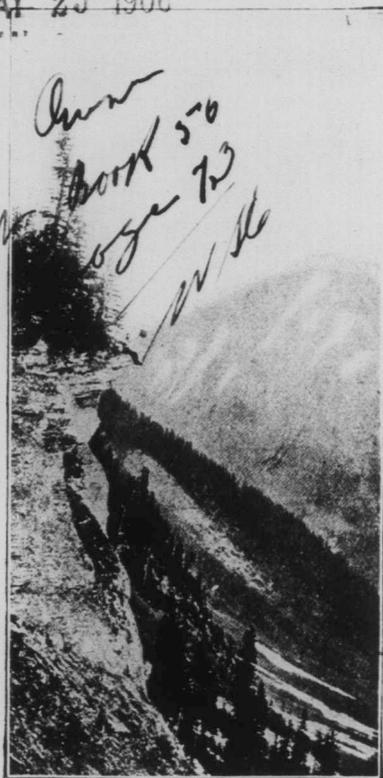
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CANADA, A HAVEN FOR THE TOURIST

Canada has waited patiently for the attention that is now being bestowed upon her, and it was simply a matter of educating the ever-increasing brotherhood of tourists to the magnificent Summer resorts in her confines, and to the beautiful country in which are embedded the lovely inland lakes, of which so much has been said and written, and which lie in the Province of Ontario, north of Lake Ontario and the St. Lawrence River and other parts of the Dominion. Each successive season has seen a phenomenal influx of visitors to the northern regions, which are becoming more popular year by

RETURNED
MAY 25 1906



Deutschman's Cave—Canadian Rockies.

year, and the coming season will probably see a large increase over the last.

There is certainly no doubt that one of the greatest pleasures that can be enjoyed from a Summer outing is to get away from one's own familiar haunts and from the sameness of the routine of one's own daily work, to see something new, to meet and mix amongst strangers, to observe and study their manners, and enjoy the complete change of being alone among many.

On the continent of Europe the traveler can within a very short space of

time, and with comparatively few miles to travel, pass through several different countries, and various nationalities and tongues tempting him to stay, and affording unending interest in many ways. This charm of novelty has in some degree been lost on the western hemisphere, where the progressive, go-ahead American, gradually widening the borders of his empire, has occupied a large portion of the continent and made it his own. To himself he has attracted the peoples of many foreign countries, and has solidified a republic, making it up of several types into one nationality, and has so changed and unified them that you may travel from one end of the union to the other, the same types and the same characteristics are to be seen, varied only by the degrees in which the arts and comforts of civilization are practiced and enjoyed.

New Fields of Interest.

This is accountable for the interest that is increasing yearly in the tourist districts that are situated in the Province of Ontario, Canada, where a new field of pleasure travel is being opened up.

Hitherto the tourist arriving at the border has proceeded up into the Highlands of Ontario or down the St. Lawrence River, while others have rushed through Canada without even thinking of the vast limitless tracts of navigable waters and scenery of endless variety that many of the inland water courses hold out to the lover of nature. But we would direct his attention to a few of the points on the Canadian shores of that large body of water, Lake Huron, and among which we would choose Goderich, Kincardine, Port Elgin and Southampton.

The popularity of some of these resorts has become so marked that during the past year mammoth hotels have been erected at a cost of thousands of dollars to accommodate the ever-increasing travel which is finding its way into these parts. As a grand tour this northern country offers a fresh and varied trip through the landscape beauties of Ontario, and has but to be better known to tempt the wayfarer in search of new scenes, fresh air and health, from the well-known ways of travel.

The great attractions in these districts appeal to families and those desiring rest and recreation in the quietude of a lakeside town or village.

tude of a lakeside town or village.

The bathing beaches at all of the places mentioned are perfect, sandy and quite safe for children, the air is pure and full of ozone, the boating is capital, and in most of the places good fishing may be had. Beautiful country drives are a diversion that can be indulged in, and perfect rest and quietness can be secured.

The Canadian Rockies.

The Canadian Rocky Mountains—the mighty range that is attracting more and more attention each year, both from those who seek noble scenery and



Fraser Canyon—British Columbia.

those to whom the challenge of a lofty peak is irresistible—are practically endless. They form the backbone of the North American continent, and are part of the great chain that extends from Terra del Fuego, at the extreme end of South America, to the mouth of the Mackenzie, but in all their length there are no portions that are as grand as the passes where the C.P.R. crosses them, and Whympier, with all the authority born of his conquest of the Matterhorn and a lifetime spent in scaling the heights of Switzerland, the An-

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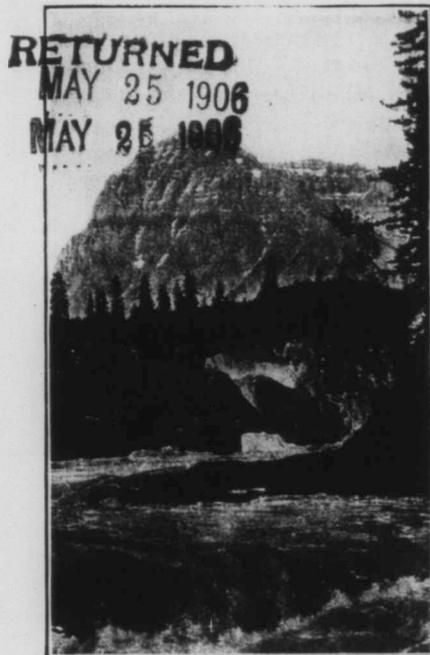
FREIGHTS AND CHARTERS.

des and the Himalayas, has declared them the equivalent of "fifty or sixty Switzerlands rolled into one."

From Banff or Field peaks of 10,000 feet are seen on every side, while giants of even greater altitude are not uncommon. At Laggan, the three lovely Lakes in the Clouds are concealed in the recesses of the ranges and the mountains draw back here and there to permit deep vales of wondrous beauty.

A Glorious Country.

It is a glorious country, a land that seems to fill with life and vigor everyone that visits it. The air is pure and exhilarating, the prospect boundless and varied, and the skies above blue as those of Italy. It is the home of stalwart men and sleek cattle, for here is the finest ranching region in the world. The snowfall is scanty, and only under very exceptional circumstances does it remain for any length of time on the



Natural Bridge, near Field, B.C.

ground. All through the year, Summer and Winter, the district is subject to a peculiar wind that, coming from the west where the Chinook Indians dwell, is called the Chinook in consequence. Sometimes it blows as a zephyr, sometimes as a heavy gale, but it is always warm and dry, and before its breath the snow disappears as if by magic. It dries, too, the long "bunch grass" that stands in the bottoms, and the cattle find natural hay awaiting them wherever they go.

"What's new in my territory?" replied the jolly commercial traveler; "why," he chuckled, "Wm. Stinson, of Chesley, Ont., told me this week that business was booming. But then, you know, business is always booming with William."

A good general business has been done in shipping circles during the past week. The canals are now all open and trade through them is in full swing. Centres not easily reached other than through these canals are contributing their share to the export business. The railway companies are busy with shipments consigned to Montreal and other centres for export, and, taken all round, there is a fair activity in export trade.

The arrivals of ocean-going vessels in Montreal are increasing every week, although the arrivals for last week were smaller in number than they were the same week last year.

The trade will be sorry to learn that in all probability the Allan liner Bavarian will no more be engaged in the shipping trade between Canada and Great Britain. It will be remembered that the boat ran aground down the St. Lawrence near Quebec last season, and it was found impossible to move her at the time. This Spring every effort was made towards floating her again, but it seems as if this is not to be. Shipping experts have been endeavoring to find some means of floating the boat but so far have been unsuccessful. Capt. D. N. Armit, who came from England to look into the matter, is credited with saying that it would cost \$100,000 to bring the boat into the dock at Quebec. This would be a tremendous amount to expend, but it would not begin to place the boat in a position fit to take up the ocean traffic once more.

The Athenia, of the Donaldson line, which docked last week from Glasgow, brought among her cargo some valuable Clydesdales and prize cattle which are to be used for stock purposes.

Speaking of the plans of the C.P.R. to double-track their line from Winnipeg to Fort William, one of the officials of the company recently stated that they would then be in a position to better handle the grain output of the west. He said that the company at present entertained some thoughts of building a fleet of their own for use in carrying grain between Fort William and Victoria Harbor, Peterboro. Nothing would be done, however, until the road direct to this harbor had been completed.

The C.P.R.'s new steamer Empress of Britain arrived in Quebec Saturday night, making a splendid run from Liverpool. The new vessel will be a good addition to the C.P.R. fleet. Its measurements are: Length over all, 570 feet; beam, 65 feet 6 inches; depth amidships, 45 feet; tonnage, 14,500; horse-power, 18,000.

A direct freight line between Montreal and Bristol has been decided upon by the C.P.R. for this season. Three boats, the

Montfort, Montcalm and Monmouth, will be engaged upon this service. Formerly it was the custom for these boats to go via Liverpool and after touching at that port to sail for Bristol, where cattle and perishable stock were then landed. The new line will result in the saving of from one to two days in time.

The latest acquisition to the Thomson line is the Latonia, 100 feet long and 1,387 tonnage. The new boat is equipped with the latest models of refrigerator and cold air chambers. The Latonia will engage in the direct London service.

The Elder-Dempster boat Andoni with a cargo of sugar left Trinidad for Mont-



Mount Sir Donald, near Glacier, B.C.

real on May 4 and is expected toward the end of next week.

A TRAVELER'S "KICK."

Are commercial travelers hard men to please? There have been complaints recently about the lack of accommodation in districts lately won over to local option. Some liquor licenses have recently been issued in the back townships, and here comes a "kick" because in a house licensed May 1 in Coe Hill, the guests had to sleep four or six in a room and before retiring diversion was provided by a free fight in which half a dozen drunks participated. There was no extra charge.

OTTAWA RETAIL GROCERS' ASSOCIATION ANNUAL MEETING

As a body of business men the Ottawa retail grocers are hard to excel. Their stores are the brightest, cleanest, and from all appearances the best conducted in the land. They are banded together to the number of fifty-two with an executive from the president down to every member of every committee that has the interest of the association and their branch of trade generally, closely at heart. It is natural, therefore, that good results follow the work of the Ottawa Retail Grocers' Association, and those grocers who are not members of the association cannot help admitting the benefit of their fellow grocers' combined work.

The annual meeting was held last Wednesday, 10th inst., in Royal Albert Hall, O'Connor street, and a large number of members were present. President Fred W. Forde occupied the chair and the proceedings of the evening were put through with order, precision and promptness.

Secretary H. C. Ellis' report of the past year's business was most satisfactory and showed that a lot of good and valuable work had been transacted. During the year that bugaboo of the merchant, the trading stamp question, had been satisfactorily killed and buried. The assistance of the Ottawa retail mer-



F. W. Forde.

chants in bringing pressure upon the Government was most valuable.

The peddling question had been taken in hand and so actively pushed that a new law dealing with same was being framed by the legislators.

Two instructive lectures had been given by Prof. Macfarlane, of the Inland Revenue Department, and Mr. McNeil, of the fruit division, both of which had

been valuable and instructive to the members.

One of the most important matters taken in hand and upon which the executive was appointed to look after the same was the new department for the purpose of reporting and collecting. An agent or solicitor will be appointed to secure all information in a private, businesslike way, on the lines of Dun's or Bradstreet's, of proposed new accounts where grocers are asked for credit from day to day. This department naturally will be only for members of the association. Mr. Ellis' description of the department as explained to The Grocer representative would indicate that the scheme about to be adopted cannot but be invaluable to every subscriber to the association. Heretofore many of the schemes adopted by merchants in giving or refusing credit have failed of their purposes, and several of the old style "black list" schemes verged so closely upon blackmail or libel that they had to be abandoned. In several Canadian cities schemes had been tried for the legitimate protection of the merchant but none found to cover the case thoroughly. It is believed that the scheme about to be inaugurated by the Ottawa association will not only be a protection to their interests but one that will be adopted, once understood, by other mercantile bodies.

The secretary's report of the association's annual picnic to Carleton Place last August was a most satisfactory one and showed a very handsome surplus.

A strong committee was appointed to deal with the question of this year's outing. It is proposed to hold same on the civic holiday, August 13. The committee are dealing with the place, obtaining rates, etc., and will report at next week's meeting.

President Forde and Secretary Ellis, who had been nominated delegates to attend the convention of the Retail Merchants' Association held in Toronto last April, rendered an account of their reception, business, etc. President Forde, who is known as a forcible and outspoken critic on all business subjects and etiquette, procedure, etc., did not spare the head association in his remarks. The reception of the Ottawa delegates was not calculated to enthruse them in their work, and he hoped that the members of the Ottawa association would show visiting delegates to the Dominion convention to be held at Ottawa, July 4, 5 and 6 next, how to receive and entertain their visitors. Some of the situations described by President Forde were decidedly ludicrous.

C. J. Provost, treasurer, then read his

annual report, showing a most satisfactory balance of \$300 on hand, and all bills paid.

The election of officers for the current year was then proceeded with and resulted as follows: President, F. W. Forde (re-elected for second term); vice-presidents, H. W. Booth, E. Scannel;



H. C. Ellis.

treasurer, C. J. Provost; secretary, H. C. Ellis; executive committee, George Atkinson, C. B. McLean, A. Johnston, Jr., D. Halliday, A. J. Warnock, Wm. Farmer.

Messrs. Wall and McLean were appointed auditors for the current year.

OTTAWA NEWS.

Robt. Neill, representing J. Bruce Payne, Granby, P.Q., was met by The Canadian Grocer. Mr. Neill knows a lot about cigars, but there's one thing he says he doesn't know, and that is, a better cigar than the Pharaoh and Pebble.

The Ottawa grocery trade last week had pleasant calls from a veteran traveler, J. M. Kirk, representing the Robt. Greig Co., Limited, Toronto, and that they were glad to see him his order book clearly testified.

Pyle's Pearline is being well looked after in the capital at present. A. B. Hardwicke, Canadian representative, with a staff of advertising agents is spreading good news around among the trade.

A. E. Sterling ("Teddy"), he of Lytle's pickle, etc., fame, dropped in on The Canadian Grocer at Paisley's hostelry. Business is always good in Ottawa, where both Teddy and Lytle's lines seem to be popular.

L. R. Buzzell, representing Mathewson's Sons, Montreal, was returning from a good trip up Perth and Renfrew way. A steady reader of The Canadian Grocer, he took pleasure in renewing his subscription for another year.

E. G. Williams, traveler for Warren Bros., Toronto, intends paying a visit to friends in England about the end of the month.

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THE CANADIAN GROCER

Established 1886

The MacLean Publishing Co.
Limited

JOHN BAYNE MACLEAN President

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

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CANADA—

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Telephone Main 1255
TORONTO - 10 Front Street East
Telephone Main 2701
WINNIPEG - 511 Union Bank Bldg.
Telephone 3725
F. R. Munro
VANCOUVER - Geo. S. B. Perry
ST. JOHN, N.B. - 7 Market Wharf
J. Hunter White

GREAT BRITAIN—

LONDON - 88 Fleet Street, E.C.
Telephone Central 12360
J. Meredith McKim
MANCHESTER - 92 Market Street
H. S. Ashburner

FRANCE—

PARIS - Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH - Louis Wolf
Orell Fussli & Co.

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

Published every Friday.

Cable Address { Adscript, London.
Adscript, Canada.

THE GUILD AND THE CANADA GROCERS.

Some of the daily papers throughout the country are getting badly mixed up in regard to the Wholesale Grocers' Guild and the Canada Grocers, Limited. They are asserting that the dissolution of the Canada Grocers, Limited, was due to the investigation which has been carried on at Hamilton.

The absurdity of this is patent to all in the trade. The investigation at Hamilton was no more the cause of the dissolution of the Canada Grocers, Limited, than was the defeat of the Balfour Government due to the fact that Mr. Balfour occasionally lost a game of golf.

The Canada Grocers, Limited, was a joint stock company composed of ten or a dozen different firms throughout Canada. These happened to be members of Wholesale Grocers' Guild and that is the only connection there is between the Canada Grocers and the guild. There are a dozen or more wholesale grocers throughout Canada who are members of

EDITORIAL

The Canadian Grocer

the Wholesale Grocers' Guild who never had any connection with the Canada Grocers, Limited. In fact the wholesale houses composing the incorporated company which is now going out of existence composed but a small percentage of the members of the guild.

The proceedings against the guild were instituted by people who conceived the idea that an injustice existed. The Canada Grocers on the other hand were dissolved because the partnership in the corporation did not work smoothly, obviously two different causes altogether. Had the guild been dissolved as a result of the proceedings at Hamilton then these misinformed daily papers would have had something upon which to base their assertions; but the guild has not been dissolved, nor is there any sign of dissolution.

MARKET FOR CANADA IN MANCHURIA.

The industrial exhibition being held at Mukden, the capital of Manchuria, is another mark showing the commercial awakening of the Far East. Mukden has a population of about 250,000 and is 120 miles inland from its port, Newchwang.

Although Canada has no exhibit at Mukden some information regarding the trade and commerce of Manchuria may not be uninteresting.

The amount of commerce of Newchwang during the year 1905 was fifty-three million dollars. Of this amount some forty-four millions represented foreign commerce, the balance representing the business carried on between the different points in the Chinese empire, or what might be termed home trade.

The foreign imports of Newchwang amounted to over twenty-two million dollars, and of this amount half was captured by the United States, which means that the United States has shared in the commercial activity of Manchuria as much as all other nations combined who have traded there. The greater portion of these figures represented cotton sheeting, drills, jeans and similar productions from American textile mills, but the amount of wheat flour sent in by the Americans was also of considerable volume. After flour came kerosene oil to the value of \$326,875,

followed by cigarettes, \$313,882, and lumber, \$191,889.

These importations may be considered relatively small as compared with the imports of other countries, but it must be remembered that in one year they were increased by twenty per cent., and from this fact can be gathered some idea of the volume of trade that will be done in a few years with Manchuria, which has a population of twenty-two millions.

In connection with the increase of cotton goods importations from the United States it is noteworthy that they were double in 1905 what they were in 1903, while the other imports mentioned—flour, kerosene oil and cigarettes, also showed a remarkable increase in that time.

Now that the war is over and a settled condition prevails in that province, there is certain to be a trade developed there, part of which should be shared by Canada, and in view of the work the Dominion commercial agents have done in other parts of the world—some less important as regards population—Canada with her manufactures and her wheat should not be dilatory in placing a commercial agent at Newchwang, or in other ways seeking to build up this trade.

The United States consul at Newchwang states that the Chinese are preparing to enter into whatever commercial field promises a profitable return, and this year a cotton spinning plant is to be installed in Newchwang, which if successful will no doubt be quickly followed by the introduction of other industries. The Manchurians are also looking forward to the day when they will supply their own wheat and flour, but the development of their country's resources will not lessen the outside business intercourse, and there must still be a growing foreign trade.

WHAT ABOUT A COMMISSION?

Stalking business organizations is now the favorite political sport on this continent. The political press agent's name for it is "Fighting the trusts." But a trust is anything from Standard Oil to the Hucksters' Protective Association. A lot of the talk about

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trade combination and organization is unbecome, saturated in ignorance.

The underlying principle of all business is buying and selling at a profit. Buying and selling at a loss is contrary to that principle, and an injury to trade. Sovereign control of an article of commerce carrying with it power of taxation in proportion to the demand for the article is monopoly, is contrary to that principle, and quite, if not more, injurious to trade than selling at a loss.

The trust hunters have not learned to distinguish between organization to prevent selling at a loss and organization to create monopoly. With them all organization save and except that to promote political corruption and graft, is conspiracy. They rush in where angels might wisely hesitate.

The cure must be knowledge of trade conditions applied with honest, common sense. That does not appear to come within the powers of the legally trained judiciary. The rights of trade in relation to the railways required treatment other than could be provided by a court of law, and the railway commission resulted. A trade commission is now needed to deal intelligently with these questions of organization.

RETAIL GROCERS TO MEET.

In connection with the Pure Food Show now being held in Montreal, there will be a meeting of the retail grocers of the Province of Quebec on Tuesday and Wednesday, May 22 and May 23. The meeting will be held in the new quarters of the Retail Grocers' Association, 270 St. Catherine street east, Montreal, at 10 a.m., and another conference will be held in the afternoon at the Victoria Rink at 2.30 p.m. Subjects of interest to retailers will be discussed at these meetings. A delegation of wholesale grocers will be received also, in order that something may be done to create a more favorable feeling between the wholesale and retail trade.

OUR ADVERTISING PRIZE.

The competition for the fountain pen offered for the best newspaper advertisement made up by a grocery clerk has resulted in the prize being awarded in favor of R. J. Donaghy, of T. A. Rowat & Co., London, Ontario.

TRAVELERS SHOULD KNOW IT ALL.

The ambition of the average clerk, particularly those in the sample room, is to "get on the road," to become a traveler. This ambition is commendable and does credit to the business instinct of the aspirants. In the days of the pioneer jobbing houses, when the trade was mainly of a necessitous character and the conditions and environments of the community were less modern and critical, it was comparatively speaking, easier to fill the bill as a traveler than now.

Then periodical trips, two, three or four times annually, were made and the demand was for such staples, speaking, of course, of groceries, as tea, sugar, molasses, coffee, flour, the old style oatmeal and the plain necessities of life, and little more than superficial knowledge of the goods sold was required. The hardships of the trips were on the other hand more trying and it required physique and endurance of a character unknown to the traveling salesman of to-day, and some of the old warehouses will still recount tales of the road in the '50s and '60s that put the experiences of the modern traveler in the shade.

Knowledge of the goods to be sold was in a measure, not a vital necessity, as it is to-day. Now, as the country is settled and the railways and steamboats have brought the most remote parts of the country into practically the same conditions of life; when the merchant is brought into keen competition with the sharpest city traders; when people move around more freely from point to point, according to the exigencies of their trade or calling; when the former luxuries of life have in a measure become the necessities of to-day; when new goods, new foods, new fads and new fancies are being marketed every week; when the trader himself is awake and endeavors to improve his learning and "wants to know" about things; when the press is spreading light and knowledge into the remotest hamlet and camp, and questions are being asked, it is the imperative duty of every young would-be traveler, yes, and every old one, on the road to-day, to post himself not only as to his prices, terms and so on, but he should acquire an authoritative knowledge of all the goods he sells.

He should be able, and it won't be long before he must be able, to answer and explain these things. The grocery salesman should, for instance, have an accurate knowledge of teas, the countries producing same, the tea growing districts, manner of cultivation and preparation for the market, ports of shipment, principal controlling and storing markets; keep himself posted as to new fields that are being opened for the cultivation of teas, the principal consuming countries of the various grades of teas, the duties on same.

The same applies in every sense to coffees, sugars, molasses, etc. He should know whether tapioca grows as a berry, is the sap of a tree or made from German potato paste. He should be able and ready to use his knowledge for the benefit of his house, his customer and his own future success.

There isn't a retail grocer in Canada to-day but what will have a higher respect for the salesman and his house if he realizes that every time the traveler calls, he feels that he has learned something new, something valuable, something that probably has been bothering him about the quality of certain of his goods.

That there are wholesale grocery firms in Canada to-day studying this very phase of improving the "goods knowledge" of their traveling staff, is a credit to their business foresight.

The Canadian Grocer knows of one prominent firm in Hamilton whose principal has a so-called "school for travelers" and where every week, or as often as the salesmen visit headquarters, they are put through a course of instruction on some particular line of goods, where they are handed clippings and information that has been culled for their benefit from reliable magazines, trade journals and newspapers. It goes without saying that such a policy must be of undoubted benefit to the house and place the traveler himself on a higher plane with his confreres.

The Canadian Grocer has for years endeavored to instill this idea of improvement of the salesman into the boys on the road. That many have profited we believe. We also believe that it is the duty of every jobbing house to encourage salesmen to improve their knowledge of their goods, to place literature

dealing with same at their disposal, to try and elevate the tone of their calling and raise the standard of salesmanship. This can easily be done by commencing in the sample room, which might practically be considered the "kindergarten" of the trade, whose object lessons can so easily be had and where the young salesman should be made to study.

Old travelers, whose success is evidenced by their sales, do not naturally take kindly to the idea, but they should bear in mind the truth of the Spanish saying:

"Thus every man of true learning
Is anxious to increase his store,
And feels in fact, a greater yearning
The more he knows, to know the more."

"A little knowledge is a dangerous thing," but the lack of it is still more harmful and detrimental to progress. No man knows it all, but a lot can be learned from men that know a lot. Our advice to travelers is "learn a lot," talk with men that "know a lot" and in the end if you do not know it all, you will at least have tasted the sweets of knowledge.

CAUSE OF THE ADVANCE IN TAPIOCA.

The abnormal advance in tapioca which has been going on nearly a year now, is hard to explain without carefully going over the situation since the rise started. For this reason a review of the conditions prevailing since June, 1905, will explain the present situation, and show how the advance in price has been caused.

The upward tendency in the market began in June last, when shipments from the east began to show a falling off. Shipments from Penang and Singapore to the United Kingdom in February, 1905, amounted to only 731 tons, against 1,066 tons in February, 1904, and were only 870 tons in March, against 1,362 tons in the same month, 1904. This caused an advance in the price of medium pearl tapioca in the London market from 9s. 6d to 10s. per cwt. on c.i.f. terms to arrive, and by beginning of July, the market continuing to improve, and stocks below spot sales were made at from 11s. to 13s. 6d per cwt., according to quality.

At this time the east had not contracted much for forward delivery, owing to lack of supplies, which continued limited. During August, however, there was a larger demand from America and Europe, and although sellers were at first found on a basis of 9s. 6d to 10s. 6d per cwt., c.i.f. New York, the lack of supplies gradually caused the market to harden, and the upward movement continued throughout the month of September. In October, because of a cessation of the demand from the continent, principally France, and owing to pressure to sell from the east, a slight decline in values was realized. The market recovered, however, and the improvement continued until the end of the year.

By this time it had become apparent to those best informed, that there had been considerable diminution in the production of the article, with a consequent

shortage of supplies, and no reserve stocks to draw upon. Advices from the east stated that the low prices ruling in the article for some years past had at last told their tale, and caused a steady but sure abandonment of the producing estates. Statistics show that about 8,000 tons less were exported from the Straits in 1905 than in 1902. This news attracted the attention of speculators, both in the east and at home, and the large business done in London, New York and the continent, had the effect of completely upsetting the market, fancy prices being asked. The subsequent rise during the opening months of this year has been caused chiefly by speculation, which has led to several reactions owing to realizations, and the January-March shipment figures also show an increase. When these weak holders had been shaken out, however, and shipments also beginning to fall off again, the market immediately recovered, and is to-day firm, with prospects of short supplies for some time to come.

There can be no doubt but that tapioca has been selling too cheaply for the past few years in Canada, the price having been as low as \$2.30 to \$2.35 per hundred weight for carload quantities, laid down duty paid in Montreal. It can easily be seen that there was not much money for growers in it at such prices, after the cost of carriage for two months voyage from the east, shipment charges, and duty are taken off, together with the original cost of manufacturing the tapioca, even at the enhanced prices have not helped the growers much, as, owing to the rise in exchange, prices are not remunerative enough to induce fresh cultivation. Quotations have gradually advanced from \$2.35 for carload quantities, to \$5.87 1-2, about the highest point reached, though buyers were unwilling to pay this latter high price. Indeed, Canadian buyers have all along been unwilling to follow the advance,

and while wholesalers have profited by getting increased values for holdings bought at lower prices, the time has now come when supplies are running out, and the trade is bare of stocks.

Canadian buyers are at some disadvantage owing to the length of time taken in transit from the east, as, should the New York market give way before shipments arrive, purchases might be made in the States and duty paid on New York value to better advantage, and for this reason some have preferred to buy at greater cost in New York and London markets on the hand-to-mouth principle, getting their goods at once, rather than to take the risk of getting shipments direct from the east. At the same time there can be no doubt but that the judgment of the trade has been warped by the low prices ruling in recent years, and had they taken the rise in its initial stages as a genuine one, which it undoubtedly was, they might now be reaping the benefit. There have been some reactions from the highest point touched, but latest cables report firm and advancing market, and previous high figures almost reached again.

The following short table will show the decline which has taken place in shipments since 1902 (including medium, seed pearl, and flake tapioca):

1902.	
	Tons.
To United Kingdom	15,619
To Continent	7,536
To America	10,807
Total	33,962
1903.	
	Tons.
To United Kingdom	12,869
To Continent	8,745
To America	9,040
Total	30,654
1904.	
	Tons.
To United Kingdom	11,914
To Continent	8,290
To America	6,903
Total	27,107
1905.	
	Tons.
To United Kingdom	10,861
To Continent	7,977
To America	6,725
Total	25,563

The Crown Manufacturing Co., Toronto, are removing from the old address on Yonge street to more convenient and commodious premises at 9 and 11 Francis street, Toronto.

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AS OTHERS SEE US

A Chat With Our Subscribers

Congratulations are not things to be despised or thought lightly of. The average business man is far too busy to stop and concern himself about other men's business, but when he does, for a moment, stay to give expression to feelings of satisfaction, there are volumes in the few words he speaks. It is, therefore, with a feeling of pride and pleasure that The Canadian Grocer reviews some of the congratulations which have quite recently reached the office.

Canadian Grocer Helped.

"I started business a green boy from the farm with \$100 capital in a little country village and in eleven years sold out and had \$10,000 to the good. I want to tell you The Canadian Grocer was a great assistance to me and I always recommend it to retail grocers who don't get it."

The speaker was a grocery traveler, who had to give up his general store on account of his health. He is now making a success in the management of an eastern branch of a Toronto house. He broke into the territory new to the trade and with a new house, but he has made good and got back his health into the bargain.

It isn't pretended that The Canadian Grocer made this man. That was in him. But it should be useful to a few men in the trade to know that a "green" man, whose principal capital was the business stuff in him, found the trade paper of great assistance to him.

There's another thing worth remembering about this man. When he knew a good thing he passed it on. He recommended The Canadian Grocer to others. That is the kind of generous spirit that succeeds in the largest way. The men who are making this world a better place to live in are the men who want to get on themselves and see others succeed.

A World-Wide Influence.

Editor Canadian Grocer:
"Dear Sir:—We were somewhat surprised to receive a communication from a firm in Auckland, New Zealand, a few weeks ago, they having noticed our advertisement in your paper, and they wrote to us for prices. It will doubtless interest you to be made aware of this fact as it shows what a wide circulation your journal has.

"Yours faithfully,

"BARNARD & HOLLAND CO.,
"Montreal."

Considerable Credit to Canadian Grocer

"Canadian Grocer:

"Gentlemen:—We enclose herewith a short article, which we would be pleased to have you accord space in an early issue of your paper. It contains matter which we are sure your readers will find very interesting, and in connection with the cuts we are also sending you, is something that will likewise prove valuable.

"We want to say in this connection that our Toronto office is doing an ever-increasing business, the first three months of this year being the largest three months that our Canadian branch ever had, and we must lay considerable credit to the advertising we are doing in your paper.

"Yours truly,

"S. F. BOWSER & CO. (Inc.)"

What a Guelph Subscriber Says.

"We are subscribers to The Grocer and after we have read it we always loan it among the clerks who find many good ideas in it.

"Sincerely yours,

"ROBERT J. McCREA."

Canadian Grocer's Advice Gives Results

One of our subscribers in Kentville, N.S., in writing us made the following remarks:

"Those stores that read The Canadian Grocer and profit by the advice given from week to week, did the largest trade. The ideas you set forth about the grocers making a display at Easter had their effect, and they found that seasonable novelties help out the staple lines. More attention was paid to window display, and we noticed that the firm of DeWolfe & Lamont devoted one of their large display windows to potted plants, and they had them all sold by noon. It is just such little things as this at the right time that tells and also adds to the profits. The grocer is too prone to let someone else benefit by such lines, and as a rule pays too little attention to novelties and to the confectionery end of the business.

"I think your remarks are opening the eyes of many to the importance of the biscuit and confectionery department."

New Era in Grocery Trade.

The bright grocery traveler who has been in the retail trade himself can give as many pointers to the pound-as any man in the business. Here's one: Every traveler and every retailer should sub-

scribe to and read his trade paper. It came about this way: The reporter was in the warehouse talking to two travelers.

"I think you should send The Grocer to travelers free," remarked the short, stout man.

"No, it wouldn't be good for you," the reporter told him. "People don't appreciate papers they get for nothing. Indeed, it seems natural to belittle publications that come free. Now, The Grocer is proud of the good opinion the travelers have often expressed regarding it and does not propose to jeopardize that esteem by sending them the paper free. Besides, the postal people discountenance free lists."

"Well, we don't get any good out of The Grocer."

"Oh, yes, we do," said the tall traveler. "Every traveler should keep posted on the news of the trade and the markets. Why, we're just the people who can get good out of The Grocer.

"A good many retailers, too, don't appreciate The Grocer as they should," he continued. "When I was in the retail trade with my brother we took The Grocer for a number of years and used to read it. But when renewal time came round one year we said, 'We don't need it, it's no use to us,' and we stopped it. Why, I never missed anything as I did that paper as soon as it was stopped. You bet we put it back again."

The grocery business is entering a new era. The price-cutter is doomed — to bankruptcy. From now on the competition that will tell will be the competition in better stores, better equipment, better clerks, better goods and a better knowledge of them. In every one of these directions The Canadian Grocer will be an aid. It will be a great help to your best clerks, the ones that want to be grocers in something more than wearing an apron. It may surprise a good many of you, but one of the department stores subscribes to several copies of The Grocer for its clerks. The fact is there isn't a grocer or a dealer who sells groceries who can afford to be without it.

Chas. Rowlands, general merchant, Coe Hill, Ont., has sold out to W. B. Gunter, of Bogart, Ont. Mr. Gunter is in business in Bogart and will remove his stock to Coe Hill.

MARKETS AND MARKET NOTES

Quebec Markets.

FLUCTUATIONS—
 Sugar—Firm
 Molasses—Firming for advance.
 Prunes—Quotations withdrawn.
 Filiatras—Advanced 1/4c.

Business has been very good during the week, and wholesale houses report a better showing on their books. The warmer weather has had a good effect on the trade generally, and more money is being circulated in the country. These two facts combine in making orders better. Collections are coming in very well. Canned goods are without feature unless for the steady demand for corn and peas. There is nothing new in sugar to report, and from present indications it is improbable that prices will decline, at least not in the near future. Molasses is still quoted at the old figures, but half a cent advance is being asked of jobbers. All the talk in tea circles is about the new crop of Japans. From what is said there will be a banner season for these teas. Various reports have appeared regarding the damage done to crops through frost and other causes, but these rumors are not credited here. Prices on prunes have been withdrawn on the command of the fruit houses in California. This would indicate that prunes will be high. Coffee and spices are unchanged locally. Rice and tapioca are about the same as last week, there being little demand for the latter. Other lines are normal.

CANNED GOODS—There is very little that is new in canned goods with the exception, perhaps, of the increased demand for corn and peas. At the prices prevailing there is a steady demand from all parts of the country. For some little time past there has been a noticeable increase in the orders for corn and peas. This week there was a very large increase in the number and size of orders received by wholesalers. Tomatoes are still selling at \$1.30, but the arrival of new vegetables, it is thought, will ease off the demand for the canned article.

	Group No. 1.	Group No. 2.
Cherries—		
2s, red, pitted	2 12 1/2	2 10
2s, red, not pitted	1 67 1/2	1 65
2s, black, pitted	2 12 1/2	2 10
2s, black, not pitted	1 67 1/2	1 65
2s, white, pitted	2 32 1/2	2 30
2s, white, not pitted	1 92 1/2	1 90
Currants—		
Red, heavy syrup	1 60	1 57 1/2
Red, preserved	1 60	1 77 1/2
Black, heavy syrup	2 77 1/2	1 75
Black, preserved	2 07 1/2	2 05
Gal. apples	2 77 1/2	2 75

Gooseberries—		
Heavy syrup	1 90	1 87 1/2
Preserved	2 12 1/2	2 10
Lawtonberries—		
Heavy syrup	1 77 1/2	1 75
Preserved	1 95	1 92 1/2
Peaches—		
Yellow, flats, 1 1/2	1 70	1 67 1/2
" " 2	1 90	1 87 1/2
" " 3	2 60	2 57 1/2
" " whole	2 85	2 82 1/2
White	2 37 1/2	2 35
" 2	1 75	1 72 1/2
" 3	2 50	2 47 1/2
" 4	2 70	2 67 1/2
Pie, not peeled, gal.	1 27 1/2	1 25
Pie, peeled	2 57 1/2	2 55
Pears—		
Flemish beauty 2	1 65	1 62 1/2
" " 3	1 97 1/2	1 95
" " 4	2 12 1/2	2 10
Bartlett	1 80	1 77 1/2
" 2 1/2	2 17 1/2	2 15
" 3	2 32 1/2	2 30
Pie, not peeled, gal.	1 27 1/2	1 25
Pie, peeled, gal.	3 87 1/2	3 77 1/2
" " gal.	3 25	3 22 1/2
" " gal.	2 50	2 50
Pineapples—		
2s sliced	2 25	2 25
2s " grated	2 35	2 35
3s " whole	2 50	2 50
Plums—		
2s, Damson, light syrup	1 00	1 00
2s " " heavy syrup	1 20	1 20
2s " " " "	1 57 1/2	1 57 1/2
3s " " " "	1 85	1 85
3s " " " "	2 95	2 95
Gala, " " standard	1 05	1 05
2s " Lombard, light syrup	1 35	1 35
2s " " heavy syrup	1 62 1/2	1 62 1/2
2s " " " "	1 15	1 15
3s " " " "	1 47 1/2	1 47 1/2
Gala, " " standard	3 15	3 15
2s " Green Gage, light syrup	1 47 1/2	1 47 1/2
2s " " heavy syrup	1 72 1/2	1 72 1/2
3s " " " "	2 00	2 00
Gala, " " standard	3 45	3 45
2s " Egg, heavy syrup	1 52 1/2	1 52 1/2
2s " " " "	1 80	1 80
3s " " " "	2 10	2 10
Raspberries—		
Red, light syrup	1 42 1/2	1 40
Red, heavy syrup	1 67 1/2	1 65
Red, preserved	1 87 1/2	1 85
Black, heavy syrup	1 62 1/2	1 60
Black, preserved	1 77 1/2	1 75
Strawberries—		
2s, heavy syrup	1 52 1/2	1 50
2s, preserved	1 67 1/2	1 65
Gallons, standard	5 27 1/2	5 25

VEGETABLES

Asparagus—		
2s, tips	52 1/2	2 50
Beets, sugar	0 85	0 95
Beans—		
2s, wax	\$0 82 1/2	\$0 80
2s, refugee	0 85	0 82 1/2
Corn—		
2-lb. tins, per doz.	0 85	0 85
Gallon, per doz.	5 00	5 00
Peas—		
2s, standard (No. 4)	0 62 1/2	0 60
2s, early June (No. 3)	0 70	0 67 1/2
2s, sweet wrinkled (No. 2)	0 82 1/2	0 80
2s, extra fine sifted (No. 1)	1 22 1/2	1 20
Pumpkins—		
3-lb. tins	0 80	0 80
Rhubarb—		
2s, preserved	1 17 1/2	1 15
3s, preserved	1 92	1 90
Gallons, standard	2 65	2 62
Spinach—		
2s, table	1 42 1/2	1 40
3s, table	1 82 1/2	1 80
Gallons, table	5 02	5 00
Squash—		
3-lb.	1 00	1 00
Tomatoes—		
3-lb. tins, per doz.	1 30	1 30
Gallon tins, per doz.	3 02 1/2	3 02 1/2

FISH

Lobster, tails	3 50	3 50
" 1-lb. flats	3 85	3 85
" 1-lb. flats	2 00	2 00
Mackerel	1 00	1 25
Salmon, Horse Shoe, Maple Leaf, Clover Leaf	1 55	1 55
1-lb. Tails, 5 cases and over, per doz.	1 55	1 55
1-lb. " less than 5 cases, "	1 57 1/2	1 57 1/2
1-lb. Flat, 5 cases and over, "	1 67 1/2	1 67 1/2
1-lb. " less than 5 cases, "	1 70	1 70
Arrow brand, 7 1/2 cents less	1 00	1 00
1-lb. " 5 cases and over, "	1 02 1/2	1 02 1/2
1-lb. " less than 5 cases, "	1 02 1/2	1 02 1/2
Low Inlet	0 95	0 95
1-lb. Flat, 5 cases and over, "	0 97 1/2	0 97 1/2
1-lb. " less than 5 cases, "	1 20	1 20
"Thistle" haddies, 4 doz 1-lb. flats, per doz.	1 20	1 20

Canadian kippered herring, 4 doz ovals, per doz.	1 00	1 00
fresh herring in tomato sauce, 4 doz.	1 00	1 00
ovals, per doz.	1 00	1 00
Canadian plain herring, per doz.	1 35	1 40
Scotch kippered herring, per doz.	1 30	1 35
herring in tomato sauce, per doz.	1 30	1 35

SUGAR—There is practically nothing new in the sugar situation this week. Business is not very brisk, as merchants do not know whether to buy or to wait. At any rate they are not purchasing freely. It is very hard to say whether the prices will be lower or not. Advices from primary markets state that raw sugar has advanced about 1/4c, and, of course, this would tend to advance prices on the manufactured article.

Granulated, bbls.	\$4 10	\$4 10
" 1-bbls.	4 25	4 25
" bags	4 05	4 05
Paris lump, barrels	4 65	4 65
" half-barrels	4 75	4 75
" boxes, 100 lbs.	4 65	4 65
" boxes, 50 lbs.	4 75	4 75
Extra ground, bbls.	4 50	4 50
" 50-lb. boxes	4 60	4 60
" 25-lb. boxes	4 70	4 70
Powdered, bbls.	4 30	4 30
" 50-lb. boxes	4 50	4 50
Phoenix	3 95	3 95
Bright coffee	3 90	3 90
" yellow	3 85	3 85
No. 3 yellow	3 80	3 80
No. 2	3 70	3 70
No. 1 " bbls.	3 60	3 60
No. 1 " bags	3 55	3 55

SYRUP AND MOLASSES—Molasses remain unchanged locally as to price, but it is reasonable to expect that there may be an advance, since in the neighborhood of half a cent advance is asked in a wholesale way. This is caused by the advances noted recently as having taken place at the Barbadoes. The price asked there now, including punch, is 18c. This is an advance of two cents in as many weeks, and an advance of four cents since the opening. Stocks at the primary market are pretty well all cleared up.

Barbadoes, in puncheons	0 30	0 30
" in barrels	0 32 1/2	0 32 1/2
" in half-barrels	0 33 1/2	0 33 1/2
New Orleans	0 22	0 22
Antigua	0 30	0 30
Porto Rico	0 30	0 30
Corn syrups, bbls.	0 62 1/2	0 62 1/2
" 1-bbls.	0 62 1/2	0 62 1/2
" 1-bbls.	0 65	0 65
" 25-lb. pails	1 30	1 30
" 25-lb. pails	0 96	0 96
Cases, 2-lb. tins, 2 doz. per case	1 96	1 96
" 5-lb. " 1 doz. "	2 25	2 25
" 10-lb. " 1 doz. "	2 25	2 25
" 20-lb. " 1 doz. "	2 25	2 25

TEAS—All the talk in tea circles at present is in reference to the new Japan stock. The situation generally is about the same as it was last week, with the exception that great interest is being displayed in the possible future of Japans. It is generally thought that there is a good season before them, and many express the opinion that once they are put on the market they will take the place now occupied in the trade by Ceylon greens and other teas of this kind. Many reports have come to hand regarding the new crop, some of them

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Japans—Fine	1 00
Medium	1 00
Good common	1 00
Common	1 00
Ceylon—Broken Pekoe	1 00
Pekoes	1 00
Pekoe Souchong	1 00
Indian—Pekoe Souchong	1 00
Ceylon greens—Young	1 00
Hysons	1 00
Gunpow	1 00
China greens—Pingsuey	1 00

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Valencia Raisins—	
Fine off-stalk, per lb.	0 30
Selected, per lb.	0 30
Layers	0 30
Dates—	
Dates, Holloweas, per lb.	0 30
Californian Evaporated Fr	0 30
Apricots, per lb.	0 30
Peaches, "	0 30
Pears, "	0 30
Malaga Raisins—	
London layers	0 30
" Connoisseur Clusters "	0 30
Royal Buckingham Clust	0 30
" Excelsior Window Clust	0 30

Californian Raisins—	
Large muscatels, fancy sec	0 30
" " choice sec	0 30
" " 2 crown	0 30
" " 3 crown	0 30
" " 4 crown	0 30

Prunes—	
3-40s.	0 30
4-50s.	0 30
5-60s.	0 30
6-70s.	0 30
7-80s.	0 30
8-90s.	0 30
9-100s.	0 30
Oregon prunes (Italian styl	0 30
Oregon prunes (French styl	0 30

Currants—	
Filiatras, uncleaned, barrel	0 30
Fine Filiatras, per lb., in ca	0 30
" " clear	0 30
" " in 1-l	0 30
Finest Voetizzas	0 30
Amalias	0 30
Stana Raisins—	
Stana Raisins, per lb.	0 30
" 1-lb. carton	0 30

Same Table Figs—	
5-crown, extra fancy, 40-lb	0 30
4-crown, fancy, 10-lb. bo	0 30
3-crown	0 30
2-crown	0 30
1-crown	0 30
Globe boxes, fine quality, pe	0 30

saying that considerable damage has been done by frost, but as local representatives of large Japan houses have heard nothing to this effect these rumors cannot be credited. Ceylon sittings and fannings are much in demand in some quarters. Gunpowders are dear and scarce.

Japans—Fine	0 26	0 30
Medium	0 20	0 23
Good common	0 18	0 18
Common	0 13	0 15
Ceylon—Broken Pekoe	0 25	0 38
Pekoes	0 17	0 20
Pekoe Souchongs	0 15	0 20
Indian—Pekoe Souchongs	0 15	0 18
Ceylon greens—Young Hysons	0 17	0 18
Hysons	0 16	0 17
Gunpowders	0 13	0 14
China greens—Pingauy gunpowder, low grade	0 11	0 15
pea leaf	0 19	0 22
pinhead	0 28	0 32

COFFEE—There is practically nothing new in coffee this week. The situation both locally and in primary markets remains about the same. Mochas and Javas are moving fairly well. Brazilian coffees are also going out in an encouraging manner.

FOREIGN DRIED FRUITS — Representatives of Californian houses have received word to withdraw all prices on prunes. This will mean quite a serious outlook for some houses which have already booked orders at the prices sent them last week. The prospect for the coming crop is the cause of this order on the part of the southern fruit merchants. Reports from Greece say that currants are higher. Valencia raisins are firmer. Figs are about cleaned up locally, and dates are being sold freely at prices quoted. Stocks of almonds are gradually being cleaned up at figures ranging from 11½c. to 12c. For shelled almonds as high as 26c. is asked. Filberts are unchanged.

Valencia Raisins—		
Fine off-stalk, per lb	0 04	0 04
Selected, per lb	0 04	0 05
Layers	0 05	0 05
Dates—		
Dates, Hallowees, per lb	0 04	0 04
Californian Evaporated Fruits—		
Apricots, per lb	0 13	0 14
Peaches, "	0 12	0 14
Pears, "	0 13	0 15
Malaga Raisins—		
London layers	2 95	
"Connoisseur Clusters"	2 50	
"Royal Buckingham Clusters," ½-boxes	0 80	
"Excelsior Window Clusters," ½-boxes	1 10	
"Excelsior Window Clusters," ¼-boxes	3 50	
"Excelsior Window Clusters," ¼-boxes	4 50	
"Excelsior Window Clusters," ¼-boxes	1 3	
Californian Raisins—		
Loose muscatels, fancy seeded, in 1-lb. pkgs.	0 09	0 09
" " choice seeded, in 1-lb. pkgs.	0 08	0 09
" " 2 crown	0 07	0 08
" " 3 crown	0 08	0 08
" " 4 crown	0 07	0 08
Prunes—		
3-40s	0 09	0 09
4-50s	0 08	0 09
5-60s	0 08	0 08
6-70s	0 07	0 08
7-80s	0 07	0 07
8-90s	0 06	0 06
9-100s	0 06	0 06
Oregon prunes (Italian style), 40-50s	0 08	0 08
Oregon prunes (French style), 60-70s	0 07	0 07
" " 90-100s	0 06	0 06
" " 100-120s	0 05	0 05
Currants—		
Patras, uncleaned, barrels	0 05	0 05
Fine Filiatras, per lb., in cases	0 06	0 07
" " cleaned	0 06	0 07
" " in 1-lb. cartons	0 07	0 07
Finest Vostizzas	0 06	0 07
Amalias	0 06	0 06
Stana Raisins—		
Stana raisins, per lb.	0 06	0 08
1-lb. carton	0 09	
Home Table Figs—		
5-crown, extra fancy, 40-lb. boxes	0 13	
Four crown, fancy, 10-lb. boxes	0 09	
Three crown	0 07	0 07
Grove boxes, fine quality, per box	0 11	

Fancy washed figs, in baskets, per basket	0 20
" pulled figs, in boxes, per box	0 22
" stuffed figs	0 28
12-oz boxes	0 06 0 07

SPICES—Reports from the primary markets state that ginger and nutmegs are very strong and are also scarce, supplies not being as large as they might be. Peppers are better this week than they have been. Prices locally are unchanged.

Peppers, black	Per lb.	0 16	0 22
" white	0 25	0 3	
Ginger, whole	0 16	0 24	
Ginger, Cochin	0 17	0 17	
Cloves, whole	0 17	0 32	
Cream of tartar	0 25	0 30	
Allspice	0 12	0 15	
Nutmegs	0 30	0 55	

RICE AND TAPIOCA—It cannot be said that there is anything to report in tapioca this week. The price quoted last week still prevails and the demand has not improved any owing to the maintenance of this high figure. Rice also is stationary.

B rice, in 10 bag lots	3 05
B rice, less than 10 bags	3 15
C rice, in 10 bag lots	3 05
C rice, less than 10 bag lots	3 15
Tapioca, medium pearl	0 06

BEANS—Stocks remain unchanged at prices quoted. Fair business has been done in a jobbing way during the week.

Choice prime beans	1 60	1 65
Lower grades	1 55	1 70

HONEY—Very little business is passing in honey this week. Merchants are buying only what they are compelled to purchase to meet the small requirements of this line of their customers. No change has taken place in the prices.

White clover, extracted tins	0 07	0 08
Buckwheat	0 06	0 06

MAPLE PRODUCTS—Good business in maple products continues and the new syrup and maple sugar is going out in great quantities every day. Prices have not altered since last quotations:

Maple syrup, in wood, per lb	0 06	0 08
in large tins	0 04	0 07
Pure Townships sugar, per lb	0 07	0 08
Pure Beauce County, per lb	0 08	0 09

EVAPORATED APPLES—The situation in evaporated apples may be summarized in a few words. There is a limited supply with a limited demand at the old high prices—from 12c. to 12½c.

FISH—Lake trout and whitefish are arriving more freely this week and are easily disposed of at prices quoted. Brook trout are still coming in very well, but not nearly quickly enough to

meet the demand there is for them. Haddock received is still of high quality and prices have not come down any. In a week or two, however, it is expected that figures quoted will be lower.

Salt and prepared fish are being sold in quantities usual at this time of year. Salt salmon, however, are selling fairly well. Pickled fish are moving but fairly.

Fresh haddock, per lb	0 65
Fresh steak cod	0 02
" halibut	0 8
" grass pike	0 07
Lake trout, per lb	0 18
Whitefish, per lb	0 08
Dressed bullheads, per lb	0 10
" perch	0 10
Weakfish, per lb	0 08
B. C. salmon, per lb	0 17
Brook trout	0 19
Fresh frozen fish—	
B. C. salmon, per lb	0 08
Large frozen Halifax herring, per 100 fish	2 00
Smelts, No. 1, per lb	0 04
" large	0 08
Mackerel, per lb	0 09
Sea trout	0 17
Dore or pickerel	0 07
Smoked fish—	
Haddies, fresh cured express, 15 and 30-lb boxes, per lb	0 07
Kipper herring, per box	1 00
St. John bloaters, 100 in box, per box	1 00
New smoked herring, in small boxes, per box	0 13
salmon	0 20
Oysters and Lobsters—	
Standards per imp gal	1 40
Oyster pails, pints per 100	0 90
" quarts	1 25
Prepared fish—	
Boneless cod, favorite, 1 and 2-lb. bricks	0 06
" fish, 1 and 2-lb. bricks, per lb	0 05
" fish, 25-lb. boxes, per lb	0 04
Skinless cod, 100-lb. cases, per case	5 75
Salt and pickled fish—	
No. 1 Labrador herring, per half-bbl	3 70
" " per pail	0 80
" " salmon	
" " in bbls	13 00
" " in ½ bbls	7 50
" B. C. salmon, bbls	12 50
" half bbl	7 00
" mackerel, per pail	1 80
" large green cod, per lb	0 65
" medium	0 64
" small	0 03

Ontario Markets.

MARKET FEATURES:

Valencia raisins, figs, dates and currants—Higher.
Filberts—Advancing.
Potatoes—Higher.
Tomatoes—Cheaper.
Butter—A little easier.
Eggs—Firm.

GROCERIES—Trade has been good to fair this week with a generally strong tone to the markets. Interest has centered in the dried fruit situation, but prices for spot have been affected very little. Valencia raisins are selling here at considerably less than the wholesaler can buy them abroad. Currants are in the same position. Dates and figs are also higher. Sugar is quiet, but the tone is firmer. Salmon is higher and lower. A speculative movement in Fraser River sockeye was checked by some houses by an advance to \$1.75; but a large consignment of a favorite brand will arrive here next week to go to the retailer at \$1.57 1-2. The canned goods situation remains strong. Tomatoes are still at \$1.25 to \$1.30, but

LAST MINUTE PROVISION MARKETS.

Montreal, Thursday, May 17, 1906.

BUTTER—Competition between buyers in country still being felt and prices have advanced again. Now asking 21½c. for choicest creamery.
CHEESE—Situation practically unchanged. Dealers asking 11 to 11½c.
EGGS—Market steady. Fair demand. In some quarters 17c. is asked.
PROVISIONS—No change in market. Fairly good demand in all lines.

THE MARKETS—ONTARIO

The Canadian Grocer

here and there close buyers can do even better.

CANNED GOODS—Some dealers are still looking for \$1.50 tomatoes. That means a very firm market, but there are no quotations above \$1.30 as yet, and \$1.25 is not uncommon. Better than that is rare. There is a firm feeling for corn of superior quality; but the situation is somewhat complicated by an unusual amount of very inferior goods. Peas are sharing the stronger tone, but prices are unchanged.

Salmon is in a very strong position. Advices from the coast anticipate an opening price on this season's pack 75c. above last year's. The destruction of salmon in San Francisco is a factor. A less proportion of "talls," the favorite shape here, are likely to be put up this season. But in the face of it all one house announces a carload of a favorite brand due next week to sell at \$1.57 1-2. The recent bullish talk on salmon encouraged some retailers to speculative effort, and to discourage that some houses raised the price on choice brands to \$1.75.

Group No. 1 comprises—"Canada First," "Little Chief," "Log Cabin," "Horse-shoe" and "Auto" brands, also all private brands.

Group No. 2 comprises—"Lynn Valley," "Maple Leaf," "Kent," "Lion," "Thistle," and "Grand River" brands.

Group No. 3 comprises—"Globe," "Jubilee," "White Rose," and "Deer" brands.

FRUITS.	Group No. 1	Groups 2 and 3
Apples, standard, 3s.	1 02½	1 00
" preserved, 3s.	1 27½	1 25
" standard, gal.	2 77½	2 75
Blueberries—		
2s. standard.	0 92½	0 90
2s. preserved.	1 42½	1 40
Gals., standard.	3 25	4 00
Cherries—		
2s. red, pitted.	2 12½	2 10
2s. " not pitted.	1 67½	1 65
2s. black, pitted.	2 12½	2 10
2s. " not pitted.	1 67½	1 65
2s. white, pitted.	2 32½	2 30
2s. " not pitted.	1 92½	1 90
Gallons, standard, not pitted.	7 12½	7 10
" pitted.	8 62½	8 60
Currants—		
2s. red, H.S.	1 60	1 57½
2s. red, preserved.	1 80	1 77½
Gals., red, standard.	4 77½	4 75
" solid pack.	7 02½	7 00
2s. black, H.S.	1 77½	1 75
2s. preserved.	2 07½	2 05
Gals., black, standard.	5 02½	5 00
" solid pack.	8 02½	8 00
Grapes—		
2s. white Niagara.	1 42½	1 40
2½s. white Niagara.	1 77½	1 75
3s. white Niagara.	1 97½	1 95
Gal. white Niagara.	3 52½	3 50
Gooseberries—		
2s. H.S.	1 90	1 87½
2s. preserved.	2 12½	2 10
Gals., standard.	6 02½	6 00
" solid pack.	8 02½	8 00
Lawtonberries—		
2s. H.S.	1 77½	1 75
2s. preserved.	1 95	1 92½
Gals., standard.	5 52½	5 50
Peaches—		
1½s. yellow (flats).	1 70	1 67½
2s. yellow.	1 90	1 87½
2½s. yellow.	2 60	2 57½
3s. yellow.	2 85	2 82½
3s. yellow (whole).	2 37½	2 35
2s. white.	1 75	1 72½
2½s. white.	2 50	2 47½
3s. white.	2 70	2 67½
3s. pie.	1 27½	1 25
Gal. pie, peeled.	4 52½	4 50
Gal. pie, not peeled.	3 57½	3 55

Pears—		
2s. Flemish Beauty.	1 65	1 62½
2½s. Flemish Beauty.	1 97½	1 95
3s. Flemish Beauty.	2 12½	2 10
2s. Bartlett.	1 80	1 77½
2½s. Bartlett.	2 17½	2 15
3s. Bartlett.	2 32½	2 30
3s. pie.	1 27½	1 25
Gal. pie, peeled.	3 80	3 77½
Gal. pie, not peeled.	3 27½	3 25
Pineapple—		
2s. sliced.	2 32½	2 30
2s. grated.	2 57½	2 55
3s. whole.	2 72½	2 70
Plums, Damson—		
2s. light syrup.	0 92½	0 90
2s. heavy syrup.	1 17½	1 15
2½s. heavy syrup.	1 47½	1 45
3s. heavy syrup.	1 77½	1 75
Gal., standard.	2 97½	2 95
Plums, Lombard—		
2s. light syrup.	0 97½	0 95
2s. heavy syrup.	1 22½	1 20
2½s. heavy syrup.	1 52½	1 50
3s. heavy syrup.	1 77½	1 75
Gal., standard.	3 17½	3 15
Plums, greenage—		
2s. light syrup.	1 02½	1 00
2s. heavy syrup.	1 27½	1 25
2½s. heavy syrup.	1 52½	1 50
3s. heavy syrup.	1 82½	1 80
Gal., standard.	3 47½	3 45
Plums, egg—		
2s. heavy syrup.	1 55	1 52½
2½s. heavy syrup.	1 82½	1 80
3s. heavy syrup.	2 12½	2 10
Raspberries, Red—		
2s. L. S. (Shafferberries).	1 42½	1 40
2s. H. S.	1 67½	1 65
2s. preserved.	1 87½	1 85
Gals., standard.	5 27½	5 25
" solid pack.	8 27½	8 25
Raspberries, Black—		
2s. black, H. S.	1 62½	1 60
2s. preserved.	1 77½	1 75
Gals., standard.	5 02½	5 00
" solid pack.	8 72½	8 25
Strawberries—		
2s. heavy syrup.		2 00

VEGETABLES.

Asparagus, California—		
2½s.		3 90
2s., Canadian.	3 00	
Beets—		
2s. sliced, sugar and blood red.	0 87½	0 85
2s. whole.	0 87½	0 85
3s. sliced.	0 97½	0 95
3s. whole.	1 00	
Beans—		
2s. golden wax.	0 82½	0 80
2s. refugee.	0 85	0 82½
3s.	1 27½	1 25
Gals., standard.	3 77½	3 75
2s. crystal wax.	0 95	0 92½
2s. red kidney.	1 02½	1 00
2s. Lima.	1 12½	1 10
Gals., standard.	4 52½	4 50
1s. Baked, plain.	0 40	
1s. " tomato sauce.	0 45	
1s. " chili sauce.	0 50	
2s. " plain.	0 70	
2s. " tomato sauce.	0 75	
2s. " chili sauce.	0 75	
3s. " plain (flat or tall).	0 87½	
3s. " tomato sauce (flat or tall).	0 95	
3s. " chili.	1 00	
Cabbage—		
3s.	0 87½	0 85
Carrots—		
2s.	0 92½	0 90
3s.	1 02½	1 00
Cauliflower—		
2s.	1 42½	
3s.	1 82½	
Corn—		
2s.	0 85	0 82½
Gal., on cob.	4 52½	4 50
Parsnips—		
2s.	0 92½	90
3s.	0 92½	1 00
Peas—		
Extra fine sifted, 2s.	1 25	1 22½
Sweet wrinkle.	0 85	0 82½
Early June.	0 72½	0 70
2s. standard.	0 62½	0 60
Pumpkin—		
3s.	0 80	0 77½
Gal.	2 52½	2 50
Rhubarb—		
2s. preserved.	1 17½	1 15
3s.	1 92½	1 90
Gal., standard.	2 65	2 62½
Spinach—		
2s.	1 42½	1 40
3s.	1 82½	1 80
Gals.	5 02½	5 00
Squash—		
3s.	1 02½	1 00
Succotash—		
2s.	1 17½	1 15
Tomatoes—		
3s. all kinds.	1 25	1 30
Gal. all kinds.		3 75
Turnips—		
3s.	1 02½	1 00
SAUCE, ETC.		
Tomato sauce, 1s.		0 50
" 2s.		0 75
" 3s.		1 00

Chili sauce same as tomato sauce.		
Catsup, tins, 2s.	0 75	0 80
" gal.		4 50
" jugs.	7 70	12 00

FISH.

Lobster, talls.		3 50
1-lb. flats.		3 85
4-lb. flats.		2 00
Mackerel.	1 00	1 25
Scotch.		1 45
Salmon, Fraser River Sockeyes—		
1-lb. Talls, 5 cases and over, per doz.	1 65	1 75
1-lb. " less than 5 cases, "	1 62½	1 65
1-lb. Flat, 5 cases and over, "		1 75
1-lb. " less than 5 cases, "		1 77½
1-lb. " 5 cases and over, "		1 10
1-lb. " less than 5 cases, "		1 12½
Northern River Sockeyes.		1 55
Cohoos, per doz.	1 30	1 40
Humpbacks.	0 25	1 00
Sardines, French ½s.		0 14
" "		0 23
" Portuguese ½s.		0 08
" P. & C., ½s.		0 25
" P. & C., ¼s.		0 35
" Domestic, ½s.		0 03
" Mustard, ½ size, cases 50 tins, per 100.	3 75	4 50
Haddies, per doz.		1 05
Haddies, per case.		4 00
Kipper herring, domestic.		1 45
" imported.		1 50
Herrings in tomato sauce, domestic.		1 00
" imported.	1 40	1 40

MEATS, ETC.

Beef, corned 1s, per doz.		1 35
" 2s, "		2 40
" 6s, "		7 20
" 14s, "		16 80
	Per dozen tins.	
Chicken, 1s, boneless.	3 20	3 10
Turkey, 1s, "	3 20	3 10
Duck, 1s, "	3 20	3 10
Tongue, 1s, lunch.	2 85	2 75
Soup, 2s, giblet.	2 05	1 95
" 2s, tomato.	1 00	
" 3s.	1 45	
Pig's feet, 1s, boneless.		1 65
" 14s.	2 40	

TEA—Business locally has not been in more than average volume. The reduction of the tea duty a penny by the British Chancellor of the Exchequer does not seem to have pleased anyone but the retailer, who alone reaps the benefit. The tone of the London market during April was quiet, but prices averaged a farthing for Indian and 1-8d. more than in April, 1905. The finer grades are still in demand.

COFFEE—The local market continues unchanged and without much information on the outside to indicate the trend. Crop reports from Brazil are very irregular, and the speculative element hesitates.

SUGAR—Raws are somewhat firmer in tone in New York Monday, but in Europe the market was weak. Six centrals have quit grinding in Cuba. After this time last year, 176,000 tons were made by only 104 centrals, and the extra this year is estimated at 15,000 tons. F. O. Licht reports very favorable weather for beets in Europe, and to that probably is due the decline there. Porto Rico, whose sugars enter the United States free, is having a prosperous year, but in Cuba, with a 20 per cent. advantage over other foreign sugars, the planters are having a hard time to make ends meet. A movement is on for a 40 per cent. preference for Cuban sugar in the United States, but it is said to have no chance, in view of the position of the Philippines and the need of the

The Canadian C

beet sugar ind protection.

The world's 3,925,567 tons last year, an r

Pars lumps, in 50-lb. t in 100-lb. St. Lawrence granulat Redpath's granulated. Acadia granulated. Berlin granulated. Phoenix. Bright coffee. No. 3 yellow. No. 2 No. 1 Granulated and yellow

MOLASSES

ket continues unchanged from

Dark Corn syrup, bbl., per lb. kegs 3 gal. pails, 2 gal. 2-lb. tins (f 5-lb. " (f 10-lb. " (f 20-lb. " (f

Molasses—New Orleans, medium Barbadoes, extra fanc Porto Rico. West Indian. Maple syrup—Imperial qts. 1-gal. cans, per gal. 5-gal. Imp. brand, per 1-gal. per c 1-gal. qts.

DRIED FR

vance in the abroad amount a half a poun further import "The trading wholesale way weeks has been in a large me by some house distributing tr and consequen 1-2c. a pound The supply, no plemented by sidered over at some trading b sale houses at During the nex to the arrival of that period place is likely certain to be, there is yet nea ence between p importation in there is no otl the market, it that a shortag during the latt ferred to, with sible advance i Dates, too, at importation are wholesale price

trip, including many of the leading wholesale grocers, who called on their customers, not to do business, but merely for the purpose of acquainting themselves with the existing conditions, which were found to be most satisfactory.

There has been no further change in the price of sugar since the advance of the Halifax refineries noted last week. Molasses continue firm, with no change in quotations.

EGGS—The receipts of eggs are only a fair average for the season of the year. Shipments from Prince Edward Island are somewhat disappointing. They are quoted at 17c., and Nova Scotia at 18c.

BUTTER—Considerable local butter has been marketed this week, but the price is unchanged. Small tubs of dairy butter are scarce, and creamery prints are only in fair supply. Good butter finds ready sale at 25c. Tubs are 23c., and fresh rolls from 21c. to 22c.

The Annapolis Creamery, situated in Cornwallis, N.S., is in a most prosper-

ous condition. It has been making large quantities of butter this season, and is now turning its attention to cheese making, intending immediately to turn out even more of this produce the coming year than it did last, when it made 50,000 pounds. Dairying seems to be advancing in the valley.

One of the advantages of railway communication was shown this week, when a commission house received a shipment of butter from Lunenburg. This butter came in over the South Western road, and it is the first that the firm has handled from that county.

FISH—The market shows no change. Large quantities of live lobsters continue to be sent from here to the United States. The steamer Beverley on her last trip from this port to Boston took over 900 crates.

ONIONS—Onions are very scarce on this market, and good stock is hard to obtain. Up to the present no Bermuda onions have reached here, and it is reported that the crop is a complete failure.

WESTERN ASSOCIATION NEWS

"The Canadian Grocer" the Official Organ.

Address all communications for this department to THE CANADIAN GROCER,
511 Union Bank Building, Winnipeg, Man.

Officers of the Association.

Officers Retail Merchants Association of Western Canada. President J. F. Hunter, Boissevain, Man.; vice-president, R. Bogue, Moose Jaw, Sask.; J. A. McDougal, Edmonton, Alta.; secretary, W. A. Couls, and treasurer, J. D. Baine, Boissevain, Man.; auditor, F. Wilkie, Margaret, Man.

Officers Western Board (elected by general merchants and hardwaremen in joint session): President, W. G. McLaren, Souris, Man.; vice-presidents, G. K. Smith, Moose Jaw, Sask.; H. C. Hamelin, Winnipeg, Man.; secretary, W. A. Couls, Winnipeg, Man.; treasurer, J. E. McRobie, Winnipeg, Man.; auditor, J. A. Lindsay, Winnipeg, Man.

Association offices, 53 Scott building, Main street, Winnipeg.

Partial list of sections Organized:

Arcola Extension—S. Carruthers, Creelman, president; A. Bishop, Tyvan, vice-president; E. P. Hall, Creelman, secretary.

Arnaud—W. Ledoux, secretary.

Balgonie—J. K. Wilson, Balgonie, chairman; J. R. Bray, Balgonie, secretary.

Brandon—A. Grant, secretary.

Boissevain—J. D. Baine, Boissevain, chairman; D. Embree, Boissevain, secretary.

Birtle—H. A. Manwaring, secretary.

Cartwright—R. F. Moore, secretary.

Edmonton—Jos. Whitelaw, president; W. G. Harrison, secretary.

Estevan—Arthur Kelly, secretary.

Hamiota—Wm. Chambers, secretary.

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Kirkella—S. E. Riggs, Abernethy, president; A. O. Brooks, Abernethy, secretary. Executive—J. J. Sullivan, Esterhazy; Jas. Horne, Lemberg; W. C. Paynter, Tantallon; D. Irwin, Balcarres; F. Gibson, Lipton.

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Morden—Harry Meikle, secretary.

Melita—W. Hamelin, secretary.

Napinka—J. Kaiser, secretary.

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Red Deer—L. C. Fulmer, secretary.

Régina—J. W. Smith, chairman; T. B. Patton, secretary.

Souris—W. G. McLaren, chairman; J. McCuish, secretary.

Stonewall—W. H. Morgan, secretary.

Shoal Lake—C. E. McGrath, secretary.

Virden—E. J. Scales, secretary.

In response to a letter asking the results of the experiment of Arnaud merchants in placing their business on a strictly cash basis, Wilfrid Ledoux writes The Canadian Grocer as follows: Arnaud, Man., April 26, 1906.

"The Canadian Grocer, Winnipeg:

"Dear Sirs,—Your favor of the 23rd inst. duly received, asking me to contribute a letter to The Canadian Grocer giving my experience as to the working of the cash system, which was inaugurated by the merchants of this town on Oct. 1, 1905, and which has been in force ever since.

"I must thank you, Mr. Editor, for allowing me this opportunity of stating my experience with the "Cash System" because this important part of the business is receiving much attention by the trade at present.

"Arnaud is a small country town doing business wholly with farmers, a town where formerly it was the practice to extend long credit in all the stores, and permit me to say that if a cash business can be established in Arnaud it can be done anywhere on earth. The merchants are now so well satisfied with the new system that they have now made up their minds to sell goods for cash 12 months in the year.

"When we established the cash system we certainly anticipated some difficulties in order to retain our regular credit customers, but we were ready for a battle and we fought it through, and I think the battle is just about over now. We met some opposition from our customers for the first month or so, but now they are getting into the new way of doing business and we hear almost every day that they are only too glad the cash system is in force, as it keeps them out of debt and teaches them to economize.

"But we find ourselves up against another proposition now, viz., that of selling goods for cash to a man who has not the money to buy the goods with and can not procure it. You must know how hard it is to collect a \$50 debt from a man who has only \$10, and can not borrow the balance.

"You may say: Why don't the farmer borrow the money to pay cash for his goods? Well, if the farmers could borrow a working capital of from \$100 to \$500 each the whole question would be solved and the transactions of the country placed on a cash basis. But in that case the farmer would be the only one paying interest on the 'money,' while the retailer, the jobber and manufacturer would use it for 'nothing.' In other words, four different parties would have the use of the same money and only the farmer would have paid interest on it, while every man in the trade would have received the benefit of a cash deal.

"Under the present system the 'working capital' of the country is kept out of the farmer's hands, and therefore the farmer, the retailer and the jobber have to go in debt, the farmer to the retailer and the retailer and jobber to the banks. The jobber is the only man who uses the money, but all three pay interest on it, and every man in the trade gets a credit deal. Do you see the point?

"If our banks are unable to supply the people with the necessary money to enable them to pay cash and place the transactions of the country on a cash

basis, I do not see how it can be done.

"In order to have a reduction of the price of goods we require to have a large circulation of cash. That is, the price of goods now exceeds the price of the goods, and it is the retailers and jobbers who are scarce in the country.

"I would suggest that the Government should take the initiative in the Government Bank, and that the farmers should have a security, at a rate of say 5 per cent. interest, at the present time they are paying from 10 to 15 per cent. interest, a credit instead of a debit appear to me to be a good thing.

"Another reason why the farmer should refuse to buy on credit is that the worth of goods is falling, and with which to buy the goods.

"I would like to see other members of the Association of the same subject."

It is gratifying to see the experiment of the cash system succeeding so well in the west. It follows the association credit from Nova Scotia. The Arnaud merchants with half measure shut off all credit and undertaking was more difficult. It was one of the most severely last year. In spite of all difficulties, shutting off credit is succeeding very well. Merchants can not do business in the west.

In his discussion, Mr. Ledoux raises the question which could be glad to see in these days. He describes the credit evil as the fact that the money readily goes to the farmer being dealt with by the retailer. In order for the retailer to borrow the wholesaler of the former credit, the banks have to be cash, and the farmer could not have

Currants, uncleaned, loose pack, per lb.	0 05½
" dry cleaned, Filatras, per lb.	0 06
" wet cleaned, per lb.	0 06½
" Filatras in 1-lb pkg. dry cleaned, per lb.	0 07
" Vostizas, uncleaned.	0 06½
Hallowee dates, new per lb.	0 05½
Figs, cooking in tins and sacks	0 05½
" boxes	0 05½
Apricots, choice, in 25-lb. boxes, per lb.	0 16½
Apricots, standard in 25-lb. boxes, per lb.	0 16
Slab apricots in 25-lb. boxes, per lb.	0 16
Peaches, choice, per lb.	0 15½
" standard	0 15
Pears, choice (halves), per lb.	0 16
" standard	0 15
Plums, choice (dark pitted) per lb.	0 12½
Nectarines, choice.	0 14½

CANDIED PEELS—

Lemon, per lb.	0 11½
Orange	0 11½
Citron	0 20
Mixed, in 1-lb drums per doz.	2 30

NUTS—

Almonds, per lb.	0 12½
" (shelled), per lb.	0 28
Filberts	0 10
Peanuts	0 10½
Jumbos	0 12½
Walnuts, new, Grenobles, per lb.	0 15½
" Marbots	0 13½
" shelled	0 30
Pecans, per lb.	0 15
Brazils, per lb.	0 16

SPICES—

GROUND SPICES.

Pepper, black, in 10 lb boxes, per lb.	0 18
" white, " 5	0 25
Cayennepepper, in 2 and 5 lb. tins, per lb.	0 20
Cloves, in 5 lb. boxes, per lb.	0 22
Cassia	0 12
Allspice	5 11½
Ginger, in 10-lb. boxes, per lb.	0 13
Mixed spice, in 5-lb. boxes, per lb.	0 20
Mace, in 5-lb. boxes, per lb.	0 70

WHOLE SPICES.

Black pepper, per lb.	0 13
White pepper, per lb.	0 25
Cinnamon (ordinary), per lb.	0 18
Cinnamon (extra choice), per lb.	0 24
Nutmegs, per lb.	0 25
Cloves according to quality.	0 14½
Ginger, per lb.	0 10
Allspice, per lb.	0 08½
Mace, per lb.	0 70
Mixed spices, for pickling	0 12
4-oz. packets, per doz.	0 75

RICE, TAPIOCA AND SAGO—

Japan rice, per lb., cwt. lots.	0 05½
" 50-lb. lots.	0 05½
Rangoon rice, per lb.	0 04
Patna	0 04½
Tapioca, per cwt.	7 25
Sago, per lb.	7 50

POT AND PEARL BARLEY—

Pot barley, per sack	2 20
Pearl barley, per half sack (49 lbs.)	1 65
" sack	3 30

EVAPORATED AND DRIED APPLES—As noted last week, evaporated apples have been advanced to 13½c. per lb. in 50-lb. cases, while dried apples are selling at 9½c. per lb.

BEANS—No. 1 white beans are selling at \$2.05 per bush., and No. 2 at \$1.90.

HONEY—

Clover honey 1-lb glass, 2 doz. in case, per doz.	2 00
" 5-lb tins, 1 doz. in case, per tin.	0 50
" 10-lb tins, 8 in case, per tin.	1 00
" 60-lb tins, per lb.	0 07
Fancy comb honey, 2 doz. to the case, per doz.	2 50
" per case.	4 75
New honey, 5-lb. tins, 1 doz. in case, per case.	6 75
" 10-lb. tins, 8 in case, per case.	6 40
" 60-lb. tins, per lb.	0 10

SAUCES—

Worcestershire, Lea & Perrins' ½ pints, per doz.	\$3 65
" pints	6 0
" White's ½ pints	0 90
" Paterson's ½ pints	0 90
" pints	1 75
Essence of anchovies (C. & B.), per doz.	3 00
Yorkshire relish (Goodall & Backhouse), per doz.	1 90

OATMEAL AND CORNMEAL—Cornmeal has been advanced 10c. per sack.

Roiled oats, 80-lb. sacks, per sack.	2 05
" 40-lb. " "	1 05
" 20-lb. " "	0 54
" 8-lb. " "	0 25
Granulated oatmeal, per sack.	2 55
Standard	2 55
Cornmeal	1 70

MATCHES—There has been another advance and prices are now quoted as follows:

" Telegraph "	Per case, 4 75
" Telephone "	4 65
" King Edward "	3 35
" Head Light "	4 20
" Rising Star "	5 50
" Eagle "	1 95
" Victoria "	3 10
" Silent, 200's "	2 20
" 500's "	4 70

FLY PADS, ETC.—Wilson's fly pads are quoted this year at the same price as last, viz., \$3 per box or 3 boxes for \$8.40. "Tanglefoot" is also unchanged, the quotations being 45c. per box or \$4 per case of 10 boxes.

B. C. Markets

Vancouver, May 10, 1906.

To handle Alberta wheat for export to the Orient and elsewhere, the Alberta Pacific Elevator Company will at once begin the construction of an elevator on the Burrard Inlet waterfront, so that direct loading from cars to ocean-going ships may be made possible. The company is already extensively engaged in handling grain in Alberta and has in hand the construction of a big sorting elevator at Calgary of half a million bushels capacity. With these facilities and with large numbers of farmers' elevators all through the province, the company expects to take full advantage of special freight rates secured from the C.P.R. Mr. L. C. Strong, manager of the company, thinks the price of wheat for export will soon be as high on Edmonton and Calgary base as on Winnipeg and Brandon.

There is already one elevator erected and in operation in Vancouver, handling Alberta wheat for the local market. This is owned by Messrs. Hall & Sons. There promises to be an exceedingly large fruit crop in the province this year, though the season is unusually dry. The wet weather ended early in the year, and the Spring is very warm and dry, in fact it has been, strictly speaking, Summer weather for the past month. Three fruit crops of the lower mainland will, of course, benefit from the dry season while it is not too dry for the orchards of the upper country districts, which never have an excess of rain at any time.

The supply of fruit from California, which at this season of the year is the principal source of replenishing the local market, has been somewhat interrupted owing to the steamer service between San Francisco and British Columbia ports being suspended for a time. Shipments have, however, begun again and will be kept up regularly. The steamer Queen, of the Pacific Coast Steamship Co., was the first to arrive, reaching port on Monday night. She brought a large tonnage, much of which was fruit and fresh vegetables.

The coast halibut fisheries of British Columbia are to be still further exploited by the New England Fish Co., which is adding a third steamer to its fleet of ocean-going tugs engaged in the halibut trade. The new vessel, built especially on the Atlantic coast for this trade, is now en route around the Horn and when she arrives in the course of a few weeks will be at once put in commission, bringing cargoes of halibut to this port for the Boston market. The vessel is of similar type to the two large ones already operated by

the company. They are very fast and strong fishing vessels and have a capacity up to a hundred tons or more of halibut.

Action has been taken by the Alberta Legislature in bonusing the beet sugar industry in that province to the extent of \$50,000 per year, at half a cent per pound for the first two years and one-quarter of a cent for the next three years. Interest is taken in Vancouver because of the fact that the big beet sugar refinery at Raymond, in Southern Alberta, is a direct competitor of the B. C. Sugar Refinery here. Of course the vast difference in the product, the B. C. sugar being pure cane sugar, has an effect in the consumer's mind. The bonus system as applied to beet sugar has been abolished in European countries, where the industry was first established.

Market conditions are healthy though not unusually active. Northern shipments by steamer, both to cannery points up the coast and to White Horse for the Yukon trade, are fairly active. The salmon packing season on northern rivers commences very soon now. The waiting for the opening of Yukon navigation is the most important matter before the people of the northern country just now. Old-timers say that the last month, when the Winter traffic is suspended by breaking of snow roads, and before the steamer service can begin on the river, is the hardest to stand in the whole year. Betting on the day, hour, minute and second the ice will go out of the river, and on any and every point in connection with that event, forms the chief relaxation for some weeks while everyone waits for the movement.

Groceries move quietly at present. Staples are in steady supply, and no alterations in price of any moment have been given. The fact that trade has been disturbed in the south by the San Francisco disaster has not affected prices of dried fruits materially, for the demand is of course not heavy just at present. Later, when shipments begin north, the standing of prices will be more interesting.

In the produce market the supply of local fresh butter both dairy and creamery increases steadily, and the stock of local fresh eggs is still meeting demands. Prices now quoted are 30c. for creamery and 25c. to 27c. for fresh local dairy. Eggs are bringing 23 to 25 cents. None but local are offering.

In vegetables, Australian onions are offering at 5 to 5½c. per lb. Lettuce, in crates, is \$1.75, while green onions, parsley, and radishes bring 25c. per dozen bunches. Asparagus is quoted 10½c. per lb.

BROKEN EGGS.

Broken eggs have long been a source of worry and annoyance to the retail dealer and in spite of all his care he has been unable to get away from them. There is an article now on the market in which eggs can be packed and delivered without breaking and at a saving of time, worry, money and eggs. It consists of a substantial wooden carrier and a paper tray. In delivering, the carrier is turned upside down and eggs are deposited on the tray and left there, the carrier being returned to the store. This device is manufactured by the Star Egg Carrier & Tray Mfg. Co., Rochester, N. Y.

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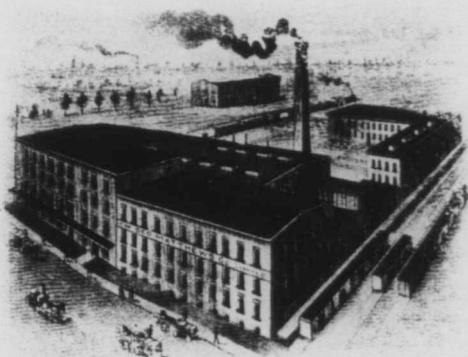
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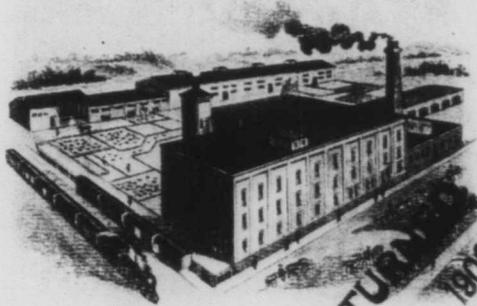
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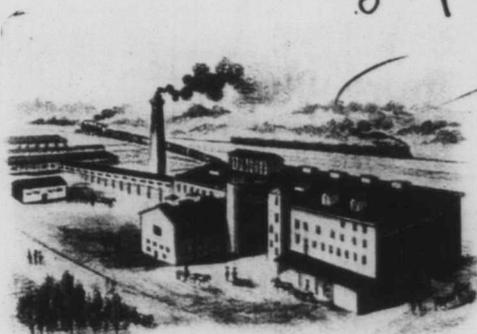
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The Geo. Matthews Company,
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Capacity 5,000 hogs per week.



The Geo. Matthews Company,
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Capacity 4,000 hogs per week.



The Geo. Matthews Company,
Brantford.
Capacity 3,000 hogs per week.

"Great oaks from little acorns grow."

From the modest beginning—38
years ago—the demand for

Matthews'
"Rose Brand"
Meats and Lard

has grown to the present proportions
by reason of

- 1.—Our regularity of cure and selection of meats, together with lowest competitive price in keeping with quality.
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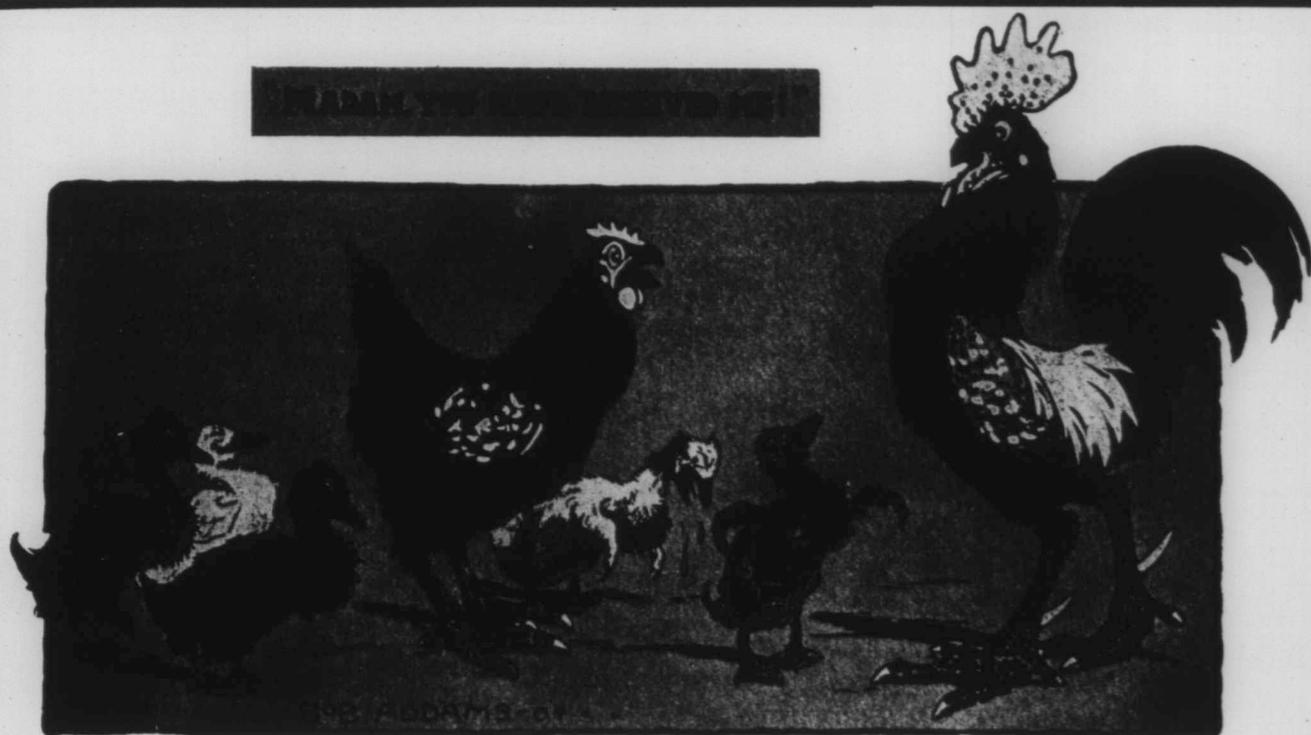
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Lunch Tongue
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MANITOBA CANNING CO., Limited

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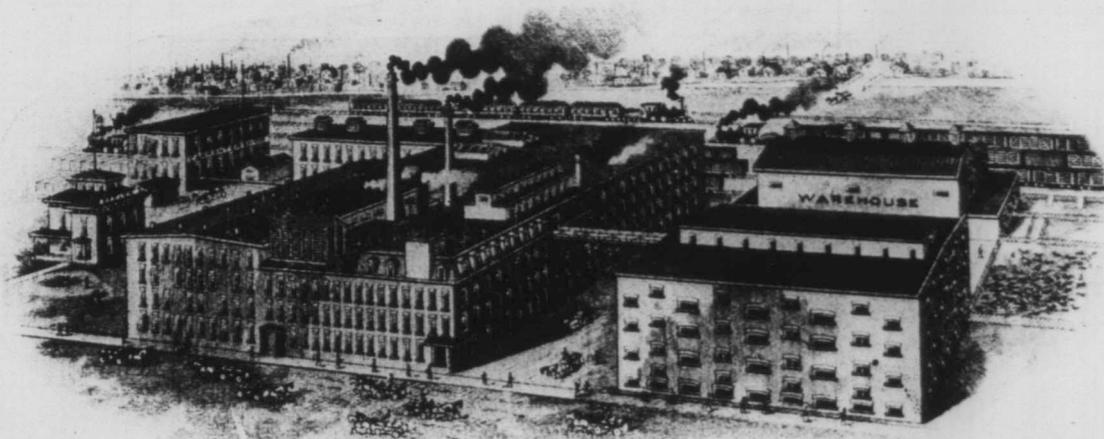
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"CORONA"
PURE
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ALL SIZE
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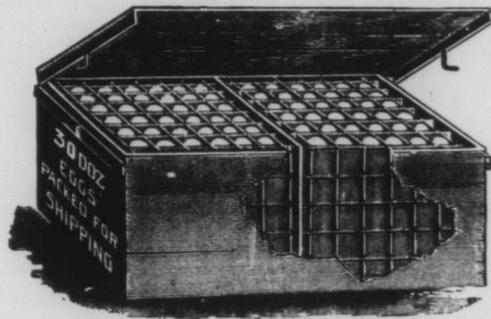
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HAND AND MACHINE MADE FOR
25, 30, 36 and 49 doz. egg cases with standard size
egg spaces (1 3/4-in. sqr. x 2 1/4-in. deep)

Also
SPECIAL SIZE FILLERS
(Machine Made)
30 doz. Fillers egg spaces 1 5/8-in. sqr. x 2-in. deep
" " " 1 3/4-in. " x 2 3/8-in. deep
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(Hand Made)
30 doz. Fillers egg spaces 1 13-16-in. sqr. x 2 1/2-in. deep

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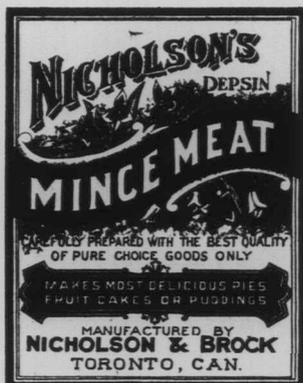
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We solicit your trade, believing we can serve your best interests, as we
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and at lowest market prices.



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is made with Pepsin, the Spices are pure,
the mince meat is carefully and tastefully
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This Catsup is far superior to many others
and is giving perfect satisfaction.

We guarantee this Catsup to give perfect
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Ask your wholesale Grocer for it or see
our travellers' samples.

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**Cheese,
Butter,
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Correspondence solicited

PRODUCE AND PROVISIONS

THE PROVISION SITUATION.

There is nothing of interest to report since our last review, and little relief is expected for some time to come. There are practically no indications of increased outputs on farmers' side, although it is generally believed that more "stores" are in bearing. The full requirements of all factories stand at some 60,000 hogs, whilst the receipts for recent weeks have averaged little more than half that number. The reports of the last seven weeks show a fluctuation of some 8,000 hogs; two and three weeks ago supplies reached a good increase, and things had a better aspect. Present prices, however, are a factor of equal importance, as on present basis of values at export points, it is almost impossible to make trade remunerative.

The English market has for some time ruled fairly steady with upward tendency for all quality goods. It came, therefore, somewhat of a surprise when that market made a sharp decline of two shillings, which it did some two weeks since, this occurring at the very moment when supplies on this side looked more promising, and prices were being well maintained by competitive buyers.

The whole situation is a peculiarly difficult one. Packers are doing their utmost to encourage farmers' supplies, and are disposed to give the highest margin of values for live hogs, and to show discrimination in favor of hogs which have been specially cared for. They are, however, up against a serious proposition with the export market on account of the sudden and unexpected drop, which has now reached seven shillings below prices ruling some seven weeks ago. It is, therefore, easy to see that with home markets good, the inclination of the packer is to care for domestic trade at the expense of export. A further important feature has been the continued arrival of increased supplies on the English market of Danish bacon, which has been a factor in bringing down export prices, and one which gives it rather a permanent character.

The American situation shows no material change. The belief is that as the farmers are over their more urgent Spring work that they will pay more attention to marketing live stock supplies, and that the hog and cattle supplies should be by this time of some-

what increased volume ready for market. It is regarded as probable by some of the leading traders in the products that the Summer marketing of hogs will be of a materially enlarged order.

Our contemporary, the National Provision, in its most recent report states: "There is little doubt but that with hog supplies enlarging, efforts would be made to obtain them at lower prices, particularly as they are now at higher than usual with the cost of the products. Moreover, with the efforts to get the prices of hogs upon an easier basis there would be, likely, as well, freer selling of the products on the 'short' side by the leading interests."

CANADIAN HOG RAISING INDUSTRY.

Investigations have shown that for some months past the supply of bacon hogs in Canada has been falling off. Even before the order was issued debarring packers from importing United States hogs to be slaughtered in bond, difficulty was experienced by Canadian packers in procuring sufficient hogs. The amount of the shortage during the Summer and Fall is indicated by the fact that packers claim to have been able to secure only from 30 to 50 per cent. of the capacity of their factories.

Whatever may be the extent of the shortage or the real cause of it, the fact remains that unless producers and packers grapple in sympathetic co-operation with the situation, Canada's valuable bacon industry which has cost years of strenuous effort to build up may become seriously demoralized.

1890 there were only two packing houses in the export trade with a weekly capacity of some 3,000 hogs, while in 1905 the weekly capacity of the sixteen packing houses in operation was some 50,000. While this limit has not been reached within from 10,000 to 15,000 hogs weekly according to the season, the output from Canada has reached about \$15,000,000 annually, or 20 per cent. of the total quantity of bacon imported by Great Britain. To jeopardize so valuable an industry would be nothing less than a national calamity.

If the farmers who have been in the habit of raising hogs will accord the bacon industry a steady persistent sup-

port begotten of the knowledge that hog raising pays year in and year out, the future has very large possibilities for the Canadian bacon industry. Canadian bacon having already won a place on the British market commanding respect, as it increases in quantity and improves in quality it will undoubtedly become a daily necessity of the British consumer. That it may occupy this enviable position both farmer and packer must co-operate, the farmer producing the steady supply of the right class of hogs, the packer by paying a fairly uniform price from month to month and from year to year; and he must give value per pound according to the quality of the product he received. Let each do his part and there will be little trouble about the supply of hogs for keeping the factories going at a normal capacity. What appears to be most needed at the present time is that relations of confidence be restored and maintained between packer and farmer through fair dealing and intelligent co-operation. With these and an appreciation on the part of the producer, of the possibilities of the industry, hog raising cannot fail to be one of the most profitable branches of Canadian agriculture.

THE PACKER A UNIVERSAL BENEFACTOR.

The packers' contribution to economic progress in the way of by-product utilization has been enormous. It is impossible to realize the extent to which this touches almost every physical element in our everyday life—from making worn out and barren land yield bounteous crops to supplying the buttons on our coats. If all of these by-products were suddenly stricken from commerce the void would astound the world and the result would be everywhere considered a public calamity.

"Waste not" is the packer's creed, and his scientific faithfulness to it—inspired by self-interest—is actually one of the most fruitful sources of economic advantage to the people of the civilized world thus far brought about by the aid of the laboratory of the scientist.

Let us see just how much this by-product utilization means to the grower and the consumer of food animals as well as the people in general.

In the old the Winter. was the use ment of Sur in hog pack tion of the killed large this time so the method meats in tin permitted b it was grow freight on than on 1,0 Immediately endeavored dressed beef tinne to shi hoof, as they nage would was soon de new system greater and nage smaller beef rates e pound than freight on 5. is less than animal.

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The 450 po was largely hide and tal some of the the manufact ing the chief this being al of refuse mat as hopeless w processes, a advance was turned this l into fertilizer

It is good terest of the needed to f world should as food for p to feed more people. Thus the packer.

By-product U

All the en been called in the most of e hand, and to d some element from uselessn valuable prod shipped all c erials which, had little or people are en these product are constantly young men to ems in by-p plants are bein

Ice and Refrigeration Revolutionizes Packing.

In the old times packing was done in the Winter. The first change in method was the use of ice and the commencement of Summer packing. This started in hog packing, but, with the introduction of the refrigerator car, beef was killed largely in the Summer. About this time some of the packers adopted the method of packing and shipping meats in tin cans. The refrigerator car permitted beef to be killed near where it was grown, as it was cheaper to pay freight on 550 pounds of carcass beef than on 1,000 pounds of live animal. Immediately following this the railroads endeavored to advance the freight on dressed beef so that they could still continue to ship the animals alive on the hoof, as they were afraid that their tonnage would be materially reduced. It was soon demonstrated that under the new system their beef tonnage was greater and their old live animal tonnage smaller, and though the dressed beef rates east were much greater per pound than for live animals, yet the freight on 550 pounds of dressed beef is less than on 1,000 pounds of live animal.

Winnowing the Waste.

The 450 pounds of non-edible material was largely thrown away, although the hide and tallow were utilized. Later, some of the waste product was used in the manufacture of glue. Nitrogen being the chief element in plant food, and this being abundant in the great mass of refuse matter originally thrown away as hopeless waste from all the packer's processes, a most important economic advance was made in the step which turned this large volume of scrapage into fertilizer.

It is good sense and for the best interest of the world that all material not needed to feed, clothe and heal the world should be returned to the ground as food for plants to grow more grain, to feed more cattle and to feed more people. Thus is the circle completed by the packer.

By-product Utilization a Great Success.

All the cunning of the chemist has been called into service to save, to make the most of every scrap of material in hand, and to discover new ways in which some element of waste may be diverted from uselessness to use. Hundreds of valuable products are now made and shipped all over the world from materials which, under the old methods, had little or no value. Thousands of people are employed in manufacturing these products. The technical schools are constantly being called upon for young men to aid in solving new problems in by-product utilization. New plants are being built requiring material,

machinery and labor in their construction. Success in by-product utilization in the packing industry has directed the attention of other industries to this important element in industrial administration.

Of World-Wide Importance.

All this directly affects the people and has been of great benefit to them. The investigator in medicinal and other lines is constantly calling on the packer for material to aid him in his work. In the pharmaceutical line much has been done of benefit, and many ills are helped by pharmaceutical preparations of animal origin. In the fertilizer line many sections are given over to growing products which could not be profitably grown without the use of fertilizers. The upland cotton section of the south has been made by the use of fertilizer in the growing of cotton. Sandy soils in sections climatically favorable have been developed into large truck-farming districts through the use of fertilizer, as the soil, without fertilizer, is practically sterile. In the manufacture of fertilizer the packer has done his share in saving material formerly permitted to go to waste.

All Industries Make Call on Packer's By-product.

The furniture of the country is glued with the packer's glue. A great deal of the wool used in clothing is from sheep slaughtered by the packers. One of the largest sources of curled hair is the switch from the tails of cattle. A large portion of the soap manufactured comes from the tallows and greases prepared by the packers. The colors in the Summer prints worn by women are largely fixed by the use of albumen prepared by the packers, as is also the finish on many of the finer leathers. The horncomb, hair-pins and buttons are made from the horns of steers. The knife-handle, the bone button, and many other articles are made from the hard bone of cattle.

The Physician Well Represented.

Packing house laboratory products, the results of original research by scientists of the first class, are employed every day by physicians, surgeons, dentists and chemists throughout the world. More than thirty recognized therapeutic agents of animal origin are produced in Armour & Co.'s laboratory, Chicago. Among them are the pepsin and pancreatin that physicians use in treating digestive disorders. There is a product of thyroid glands that is employed in treating cretinism, or idiocy. Another is suprarenalin, used in the most delicate surgical operations to stop the flow of blood. To illustrate how closely the by-product feature of the business is gleaned, the suprarenal glands of more than 100,000 sheep are required to produce one pound of suprarenalin and, when produced, this suprarenalin is worth more than \$5,000 a pound.

Certain by-products of the packing plants are used for hardening and for coloring steel; in fact, materials of animal origin, the result of by-product utilization, enter into the manufacture of almost every article extensively.

A Feature in Buying.

The packer who could make the most out of these products could afford to pay and did pay more for the live steer than his competitor who was not so progressive, and in consequence he got his pick of the cattle. The stock-grower was benefited by the higher price paid for the live animal, and the people were benefited by the lower selling cost of the beef over the old method. One cannot eat his cake and have it, too, and the reward that the packer received was that of increased business and the decreased cost per head of killing cattle, owing to his much heavier kill; but, in order to cash in that reward, he had to give both the stock-grower and the public a part of the benefit of by-product utilization.*

* The foregoing is extracted from an article by J. Ogden Armour, appearing in *The Butchers' Advocate*.

PROVISION AND DAIRY MARKETS.

MONTREAL.

PROVISIONS—The lard situation is practically the same as last week. The prices remain unchanged for all lines. There is little or no export demand, and the quantity going into consumption locally is not as large as might be expected this time of year. Hams and bacon and provisions generally are not going very quickly. What business is being transacted is mostly of a sorting character and is not on a very large scale. Warmer weather will no doubt bring with it a better trade in hams and bacon at least.

Lard, pure tierces	0 11 1/2	0 11 1/4
" " 56-lb. tubs	0 11 1/2	0 11 1/4
" " 20-lb. pails, wood (104)	0 12 1/2	0 12 1/2
" " cases, 10-lb. tins, 60 lbs. incase	0 12 1/2	0 12 1/2
" " 5-lb.	0 12 1/2	0 12 1/2
" " 3-lb.	0 12 1/2	0 12 1/2
Lard, Boar's Head brand, tierces, per lb.	0 08	0 08
" " 1/2-bbl., per lb.	0 08 1/2	0 08 1/2
" " tubs	0 08 1/2	0 08 1/2
Cases, 20 3-lb. tins, per lb.	0 09	0 09
" " 12 5-lb. tins	0 08 1/2	0 08 1/2
" " 6 10-lb. tins	0 08 1/2	0 08 1/2
20-lb. wood pails, each	1 70	1 70
20-lb. tin pails, each	1 00	1 00
Wood net, tin gross weight		1 00
Canadian short cut mess pork	\$22 50	\$23 00
American short cut clear	21 00	22 50
American fat back	23 50	23 00
Breakfast bacon, per lb.	0 18	0 18
Hams	0 13 1/2	0 15
Extra plate beef, per hb.	12 00	13 00

BUTTER—For some inexplicable reason prices boomed the past week end and values were advanced from 1 1/2c. to 2c. over last week. Competition is

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 Correspondence invited.
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 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
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**SALT
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 Granted the highest awards in competi-
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WINGHAM ESTABLISHED 1871

BUTTER and EGGS
 — WE ARE —
BUYERS and SELLERS
 Correspondence solicited from ONTARIO,
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 Wholesale Produce Merchants,
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Persons addressing advertisers will
 kindly mention having seen their adver-
 tisement in The Canadian Grocer.

The Grocer is compelled to say, they're "just as good";
 if he succeeds in inducing a customer to take other than

Clark's Pork and Beans in Chili Sauce

That phrase "just as good" is a dangerous one to get into
 the habit of using. To acquire the reputation of being a
 "just-as-good" grocer is the best thing in the world—

for your Competitor!

thought to be the cause, but dealers generally do not believe in the advance made. With the increase in the production both here and in England, prices should eventually decline from the present market figures.

Choice new milk creamery.....	0 19½	0 21
Western dairy	0 17	
Fresh rolls.....	0 17½	0 18

CHEESE—The country markets the end of the past week advanced smartly, due entirely to manipulation, the object being to hoist prices to let the holders of old cheese in England unload at better prices. Present prices cannot be maintained for very long—a decline must come. In the meantime prices are nominal.

Finest new colored Ont.....	0 11½	11½
Finest new white, Ont.....	0 11½	0 11
Quebec, W. and C.....	0 11	0 11½

EGGS—Stocks continue to arrive freely but prices are not down materially. Stocks are being accumulated by many dealers. Prices asked range from 15c. to 15½c.

TORONTO.

PROVISIONS—The market continues firm and the largest commission houses do not look for lower prices before September, when, it is said, the supply of hogs will increase. High prices have stimulated production throughout the country but the farmers have not the new hogs ready. The high price on front quarters of beef has been lowered 50 cents and street lots of hogs are quoted 25 cents less. Business is in fair volume.

Long clear bacon, per lb.....	0 12	
Smoked breakfast bacon, per lb.....	0 14½	0 15
Roll bacon, per lb.....	0 12	0 12½
Small hams, per lb.....	0 14½	
Medium hams, per lb.....	0 11	0 14½
Large hams, per lb.....	0 13½	
Shoulder hams, per lb.....	0 11½	0 11½
Backs, per lb.....	0 16	0 17
Heavy mess pork, per bbl.....	20 00	21 00
Short cut, per bbl.....	23 00	
Lard, tierces, per lb.....	0 11½	
" tubs	0 11½	
" pails	0 12	
" compounds, per lb.....	0 09	
Plate beef, per 200-lb. bbl.....	12 00	12 50
Beef, hind quarters	8 00	9 25
" front quarters	5 25	6 00
" choice carcasses	7 00	8 00
" common.....	5 50	6 50
Mutton	0 08	0 10
Yearling lamb	0 12	0 13½
Veal	0 10	
Hogs, street lots	9 25	9 75

BUTTER—Supplies continue to increase and the market has a slightly easier tendency, but receipts go into consumption fast enough to prevent a slump. Creamery solids are not plenti-

ful and the demand is limited. Continued easier market is looked for.

Creamery prime.....	0 21	0 1
" solids, fresh	0 18	0 20
Dairy prime, choice	0 16	0 18
" large rolls, choice	0 16	0 17
Baker's butter	0 14	0 15

CHEESE—The market for old cheese is firm without quotable change during the week. The supply of new cheese continues and the prices vary. Some houses are quoting the same prices as last week, others are lower.

Cheese, large.....	Per lb.	0 14
" twins	0 14	
New cheese, large	0 11	0 11½
" twins	0 11½	0 12

EGGS—A firmer tone with a slight advance indicates the increasing efforts of the packers to secure supplies. Packing or storing at present prices is regarded as precarious business by some, but the eggs are being put away all over the country. Perhaps someone has seen signs of a hard Winter ahead. Doubtless consumption has greatly increased also, due in part at least to the high cost of meat. A dozen of eggs will go round a good-sized family, even for dinner, but 20c. worth of meat would leave much to be desired.

New laid	0 16½	0 17
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WINNIPEG.

BUTTER—The price has been reduced 2c. per lb. owing to increased supplies. Quotations now are:

Finest fresh creamery, in 56-lb. boxes.....	0 21
" in 28-lb. boxes	0 21
" in 14-lb. boxes.....	0 21
" in 1-lb. bricks (eastern).....	0 25
" (western).....	0 21 0 22

Produce houses are paying 14c. for No. 1 dairy and 10c. for No. 2, delivered in Winnipeg.

CHEESE—

Finest Ontario, large	0 11½
" Manitoba, large	0 15
" twins	0 15
" small	0 15

LARD—

Tierce basis, per lb.....	0 11½
Small packages take the following advance:	
50-lb. tin cans, per lb.....	0 00½
20-lb. tin pails, in 80-lb. cases, per lb.....	0 00½
10-lb. " in 60-lb. ".....	0 00½
5-lb. " " ".....	0 00½
3-lb. " " ".....	0 01
20-lb. net white wood pails, per lb.....	0 00½

CURED MEATS—

Hams, selected stock, special mild cure	0 16
Bacon, " " ".....	0 19
Backs, " " ".....	0 16
Hams, light, 10 to 13 average	0 15
" medium, 14 to 16 average.....	0 14½
" heavy, 20 to 30, for slicing	0 14½
" heavy skinned, 20 to 50 for slicing	0 14½
Picnic hams, light, choice, 6 to 8.....	0 11½
Shoulders light, choice	0 11
Breakfast bacon, clear, bellies, light, 8 to 10.....	0 15½
" clear bellies 12 to 14	0 15
Clear backs, b bacon light.....	6 14½
" b bacon 12 to 14.....	0 14½
Spiced rolls, long if in stock.....	0 15
" short.....	0 13
Dried beef ham, sets.....	0 11½
Smoked hams boned and rolled, 2x per lb. additional.	

DRY SALT MEATS.

Bacon, dry salt long clear	0 12½
" smoked.....	0 13
Shoulders " " boneless backs.....	0 12½

BARREL PORK.

Heavy mess pork, boneless, per bbl.....	22 00
" per ½ bbl.....	11 50
Standard mess pork, per bbl.....	22 50

PICKLED GOODS (COOKED).

	80 lbs.	40 lbs.	20 lbs.	15 lbs.
Pigs feet	4 00	2 10	1 50	1 10
Pigs tongues.....	14 50	7 50	4 00	3 00
Boneless hocks.....	8 50	4 50	2 50	2 00
Sweet pickled spare ribs, not cooked, per lb.....	0 03½			
" hocks.....	0 04			

EGGS—Produce houses are paying 14½c. per dozen at country points.

mitted. Continued for.

.....	Per lb.
.....	0 21 0 1
.....	0 18 0 24
.....	0 16 0 18
.....	0 16 0 17
.....	0 14 0 15

t for old cheese e change during new cheese country. Some houses prices as last

.....	Per lb.
.....	0 14
.....	0 11 0 14
.....	0 11 0 14

e with a slight increasing efforts e supplies. Pack- nt prices is re- siness by some, ut away all over omeone has seen ahead. Doubtless y increased also, the high cost of will go round a for dinner, but ould leave much

..... 0 16 0 17

EG. has been reduced increased supplies.

ces.....	0 21
res.....	0 21
tes.....	0 21
ks (eastern).....	0 25
(western).....	0 21 0 27

paying 14c. for r No. 2, delivered

.....	0 11 1/2
.....	0 15
.....	0 15
.....	0 15

ing advance:	0 11 1/2
r lb.....	0 00 1/2
.....	0 00 1/2
.....	0 00 1/2
.....	0 01
b.....	0 00 1/2

l cure.....	0 16
".....	0 19
".....	0 16
.....	0 15
.....	0 14 1/2
.....	0 14 1/2
or slicing.....	0 14 1/2
.....	0 11 1/2
.....	0 11
ght, 8 to 10.....	0 15 1/2
2 to 14.....	0 15
.....	6 14 1/2
.....	0 14 1/2
.....	0 15
.....	0 13
.....	0 11 1/2

MEATS.

.....	0 12 1/2
.....	0 13 1/2
e backs.....	0 12 1/2

PORK.

bbl.....	22 00
1/2 bbl.....	11 51
.....	22 50

S (COOKED).

40 lbs.	20 lbs.	15 lbs.
2 10	1 60	1 10
7 50	4 00	3 00
4 50	2 50	2 00
oked, per lb.....	0 03 1/2	0 04

ouses are paying untry points.

The Great West is growing by leaps and bounds, so is the sale of

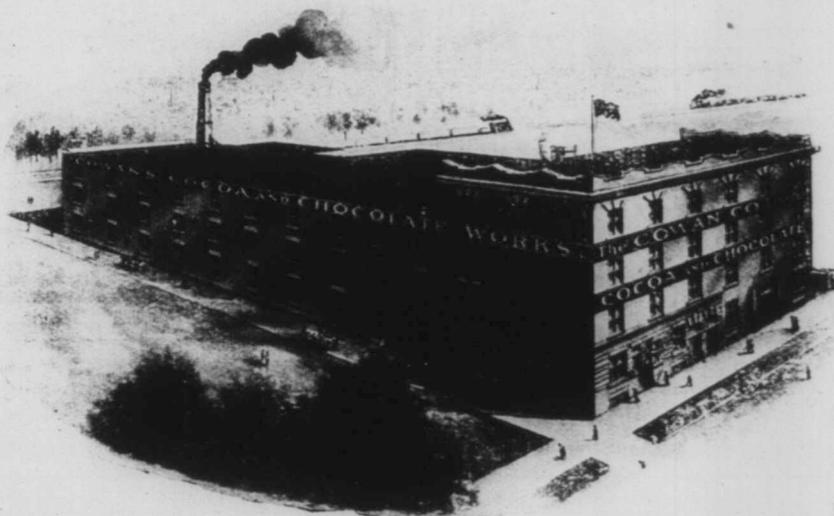
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THE MOST DELICIOUS CONFECTION

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CHOCOLATE, PEARL PINK, WHITE, LEMON, ORANGE, ALMOND, MAPLE AND COCOANUT CREAM

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THE SUMMER SEASON
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A DEMAND FOR THE BEST
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STEWART'S
Chocolates and Confections
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PURE Materials.
Absolute Cleanliness.
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CANADA: No better Country

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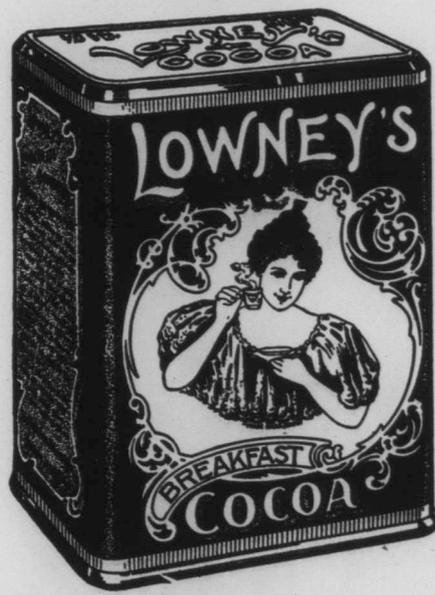
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and the superior of all imported
or domestic brands.

"Diamond" and "Elite"
brands are Known and favorites
from the Atlantic to the Pacific.

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SELLING AGENTS:
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However it may be with other Cocos, you can make a fair profit in selling Lowney's, and we promise you that we will create a larger and larger demand for Lowney's every year by generous and forcible advertising as well as by the superior and delicious quality of our product.

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SUCHARD'S COCOA is the most delicious.
The flavor wins your favor and your customers.
We want your co-operation in its sale.

Write us for our proposition.

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Make a Place for Them

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SOUTHWELL'S
JAMS
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Are trade-winners. No doubt about that! The increased sales prove it.

Make a place for

Southwell's
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in your store. You will find no difficulty in selling them!

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"Veda" Oatmeal Biscuits

are the best oatmeal biscuits made. This isn't simply our own opinion, it's the verdict of thousands of regular consumers in many parts of the world.

These highly nutritious, palatable, and remarkably digestible biscuits have an entirely unique and delicious flavour, peculiar to themselves, which will, undoubtedly, be much appreciated by everyone. They are made from the celebrated "VEDA" Oat Food, which is prepared entirely from the finest oats, by a special process, which, while conserving and improving the whole food value of oatmeal, converts the high percentage of insoluble carbohydrates in the oats into soluble food material, resulting in an article sixteen times more digestible than ordinary oatmeal. "VEDA" is so highly digestible that its use often cures indigestion, greatly improves the general health, and increases the vigour of mind and body. Containing, as it does, the whole, admittedly high, nutritive qualities of the finest Oatmeal in so highly digestible a form, "VEDA" becomes quickly assimilated into the blood, which it enriches, and builds up brain, bone and muscle.

We have the exclusive rights of biscuit making from the proprietors of "VEDA" Oatmeal.

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Our signs will help you to do it. Nothing drives away trade quicker than an uninviting store front.

Our signs not only brighten your store, but are the best advertising medium used to-day.

Have you ever tried the effect of Show Card advertising in your store windows? If not, it will astonish you.

Write for our folder **WHY SIGNS PAY**

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27 COMMON ST., MONTREAL

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OF BISCUIT EXCELLENCY

We have just completed the most modern and up-to-date Biscuit and Confectionery Factory in Canada.

Send us a trial order and be convinced that we are turning out "The Best Line in The Dominion."

Our "**Ever Fresh package line of Biscuits**" save time, money and worry for the dealer and reach the consumer as fresh as when packed at the oven's mouth.

Samples and prices cheerfully furnished on request.

FOLEY, LOCK & LARSON
WINNIPEG

Make

To G

Make up your
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with the busi

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THE M
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Stratford



INSTAN
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dissolves instant
quired. First in

Canadian Ave
E. Colson & Son,
D. Masson & Co.,
A. P. Tippett & Co.,

Make Up Your Mind To Go Forward

Make up your mind to select sure sellers. Decide not to be content with the business of yesterday.

Take as your helpmate



Wherever they go custom follows. The makers of these biscuits discovered a process so near perfect that the biscuits turned out by that process have a right to be called

"Perfections"

Think of the richest cream mixed with the purest butter and finest grade of flour, baked just right, packed just right—

Perfection Cream Sodas

Shall we send you a case?

**THE Mooney
Biscuit & Candy
Company,
LIMITED,
Stratford, - Canada.**



**AFTER
SIXTY
YEARS
A New
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COX'S
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is**

COX'S INSTANT POWDERED GELATINE

Dissolves instantly in hot water. No soaking required. First in solubility, strength and purity

Canadian Agents: **J. & G. COX, Ltd.**
E. Colson & Son, Montreal
D. Masson & Co., "
A. P. Tippet & Co., "
**Gorgie Mills,
EDINBURGH**

New Ideas are the Life of Trade

If you want a line of confectionery in which there will always be something doing to keep your customers interested, you want to push

Moir's XXX Chocolates

for we are bringing out new things all the time and are having great success with them—a success that you may share if you will.

It is well worth your while to know something more than you do about our goods and it will only cost you the trouble of dropping a card by way of enquiry, to get all the information you want.

If you don't handle our goods now, it will pay you to write at once. Remember, it will PAY.

RETURNED
JUN 4 - 1906



**Manufacturers of High Grade
Chocolates and Confections**

BISCUITS AND CONFECTIONERY

CONFECTIONERY AN OPPORTUNITY

Profit is the first consideration in establishing a store. To obtain this is the great endeavor of every trader, and many are the devices, some questionable, some otherwise, to which recourse is made. There is one feature, however, to which attention may be drawn, and which, if properly heeded, might be the means of giving to the grocer a revenue far in excess of the extra trouble and expense involved.

A Complete Line of Confectionery.

During the past quarter of a century trade has gone under a complete revolution, and the "up-to-date" retail grocer will consider as his line anything that can be ranked as a household necessity; such a man will carry in his store many a line which his opponent round the corner cannot be induced to stock. The time has now come when confectionery in its fullest details—cakes, biscuits, sweets and pastries—must be considered a legitimate staple in the grocery trade; and the grocer, if he is to keep on top, must now bring his confectionery boldly to the front, and see to it that he not only has a few popular lines, but a full and complete line of all kinds of confections.

Not a Side Line.

Many grocers carry their confectionery more as a side line than as a staple, and relegate these goods to an unimportant corner or shelf. By confectionery is meant not only sweets and candies, but all lines of cakes and biscuits usually classed as household confections.

An Attractive Place.

Give your confectionery department a special place in your store and arrange it attractively to take your customer's eye, and with a little extra pushing you will soon have a department paying you equal to anything you carry, and which will attract to your store the young and coming generation, just the ones you want.

A Little Light Refreshment.

Further, when once your confectionery department is located, add a few small tables and chairs, and what is to hinder a judicious light refreshment being served, such as a cup of tea and a biscuit? You have the tea, coffee and cocoa; you have the cake and biscuits; why not use it as an additional attrac-

tion to your store—a paying one too? In England and continental cities many a grocer runs a good side issue in the form of light refreshment, making his favorite blend the leader, and at the same time educating his customers' palates in tea and coffee tasting. An instance is on record where a grocer gave up his shop parlor for this purpose and he soon had a room full nearly every afternoon, the very time he was usually quiet, and with a good revenue to boot. His sales of sweets and confections increased as well.

STRANGE AMERICAN CONFECTIONERY STORES.

Of all the queer nooks and corners of New York, there is none more interesting than the bakeshops of the distinctly foreign elements, for nearly all European and Oriental nations are fond of sweets and in many cases they have brought to their new home the same methods and receipts that were wont to tickle their palates in the distant "fatherland."

Incidentally, one may comment on the vagaries of public "impressions." When thinking of the heathen Chinese, who would picture him eating a cake—the mental vision would have the long-tailed one devouring a bowl of white rice and a chop suey, if, indeed, the imagination did not conjure up a bow-wow stew or a friecase of rodents. Yet the Chinese are great cake eaters, and many of their cakes and sweets are delicious.

Furthermore, there is nothing in their making that would prejudice even the most fastidious. Indeed, even the New England woman, whom tradition credits with being a model housewife, could spend an hour or more in the tiny little room dignified by the Mongolian as a "bakery" to the very great benefit, not only of herself, but of her family as well.

She would find the "bakery" in the cellar, of course, for he of the pigtail is fond of the twilight, and the sales-room and the mixing room are all one—but these are only minor differences of custom.

A Dainty Confection.

On the narrow shelves of a tiny glass case are displayed a variety of colors and shapes of something which one is assured are "cakes." Queer-looking things

they are, but one is finally prevailed upon to sink one's teeth into a globe of golden brown parchment-looking stuff flaked over with sesame seeds. The first bite was probably half-hearted and was perhaps taken principally to avoid hurting the feelings of the celestial who stands close by with a look of real interest on his usually immobile countenance, and also to avoid encountering the gibes of one's friends at any tendency to "back out," but that first bite converts you as your teeth go through the crust and the paste of bean and fig is taken on the tongue—you are conscious only of a vague taste of perfume, but it's a most alluring taste, and you don't need much persuasion to make you tackle number two!

How it is Done.

The expert Chinese baker makes about forty different kinds of cake (all of different shapes and color) and several varieties of candies. His method of preparing his dough and the ingredients he uses are totally unlike those of the Occident.

The mixing board is a white wood table about six by three and a half feet in dimensions. On to the middle of this he sits a small pile of flour, and in the exact centre of this he makes a hole with his hand and pours in his sweetening (sugar and water boiled to a syrup), which he calls "honey," his shorten-particular receipt in mind. These are kneaded into the flour—a very small amount of flour comparatively and the dough is exceedingly short—and then it is ready for the filling, for most of the cakes the Chinese make are of pastry with filling of jelly.

A National Institution.

Perhaps the cake most acceptable to the palate of the Occidental is the "Moon cake."

This is as characteristic of the orthodox Chinese as are baked beans of the New Englander, and has been called by some writers the "mince pie" of the Orient. It is made only during harvest time, but during the season (from August to October) a visit to one of these tiny shops has much of interest.

There will be one man chopping fruit and nuts, and another kneading dough while a third carries the pans of culinary marvels to the oven.

The filling of the Moon cake contains plum jelly, bean paste, sesame seeds, ginger root, soy beans, coriander, poppy

seeds, watermelon sugar, peanut oil, (pegs), and coarse and mixed w

One workman a thin sheet of p presses it into a block of wood, a the edge of the ta which falls out ready for the ove

"Takee big l breathing hard. —and whack! ou

The mould pr old-fashioned ro on the top are hieroglyphics wh seives to be we harvest gods, u brings out the tion that it is on shop.

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Another inter fascinating nam It is a product unlike anything America. It is guava paste, th and of the app —with a flavor tasteful, but the off to the reali Guat.

Imagine a cak New England sp table in a qui condition which passed through strenuously obje fork. Alas, the cake is go back hood, when, wit butter in one ha and jam in the happy!

So with the way to conquer fingers and thu per disposition.

Unfortunately —so-called—wil hours (short ho comes raneid ev clean ice box.

They Ta

One kind of circular in sl than a silve inch thick a color. It is ver takes a bit in t be a little or no pu are conse taste—half the perfume of flo the flavor unle

seeds, watermelon and squash seeds, sugar, peanut oil, hard fat (from young pigs), and coarser ingredients, well chopped and mixed with paste and jelly.

One workman rolls the mixture into a thin sheet of pastry, and his assistant presses it into a mould cut in a solid block of wood, and then hits it hard on the edge of the table to dislodge the cake, which falls out perfect in shape and ready for the oven.

"Takee big lot strength," he says, breathing hard. "Muehee hard work" —and whack! out falls another cake.

The mould produces a form like the old-fashioned round pat of butter, and on the top are embossed complicated hieroglyphics which the American conceives to be weird invocations to the harvest gods, until a little questioning brings out the matter-of-fact information that it is only the trade mark of the shop.

The Crystal Cake.

Another interesting cake revels in the fascinating name of "Crystal Cake." It is a product unique in itself, and unlike anything to be found elsewhere in America. It is of the consistency of guava paste, the color of boiled starch and of the appearance of a honeycomb —with a flavor, which is at first distasteful, but the next moment carries one off to the realms of Liehee and Gum Guat.

Imagine a cake the ordinary size of a New England sponge cake brought to the table in a quivering, shivering, shaky condition which refuses to have a knife passed through it gracefully and most strenuously objects to being cut with a fork. Alas, the only way to eat this cake is go back to the days of our childhood, when, with a piece of bread and butter in one hand and a piece of bread and jam in the other, we were absolutely happy!

So with the Crystal cake—the only way to conquer it is to take it in your fingers and thus proceed with its proper disposition.

Unfortunately this extraordinary cake—so-called—will not live but twenty-four hours (short hours, too), as it soon becomes rancid even when kept in an American ice box.

They Taste Like Sunrise.

One kind of candy worthy of mention is circular in shape, somewhat larger in size than a silver dollar, about a third of an inch thick and of a cream and white color. It is very dry, and when one first takes a bit in the mouth there seems to be a little or no flavor, but as it dissolves you are conscious of a sweet, subtle taste—half the taste of fruit, half the perfume of flowers. It's an indescribable flavor unless one can appreciate the

effect they had on one woman, when she said: "They taste like 'sunrise.'"

CANADA'S OUTPUT OF MAPLE GOODS.

An interesting fact not generally known is that Canada supplies about half of the maple syrup and sugar used all over the world. The average output per year is about 17,804,825 pounds. The yield of 1901 was valued at \$1,780,482.

If the yield was in proportion to the number of maple trees growing in Can-

ada it would be worth nearly six times this amount. At the present time the Province of Quebec is the heaviest producer with 13,564,819 pounds. New Brunswick yields 207,450 pounds, and the annual production of Nova Scotia aggregates 112,496 pounds.



IT'S A MONEY MAKER
every time, but you will never know it if you never try it. Catalog tells all.
KINGERY MFG. CO.
106 E. Pearl St., Cincinnati

**45 HIGHEST AWARDS
In Europe and America**

Walter Baker & Co., Ltd.

The Oldest and Largest Manufacturers of



**PURE, HIGH GRADE
COCOAS**

AND

CHOCOLATES

No Chemicals are used in their manufacture. Their **Breakfast Cocoa** is absolutely pure, delicious, nutritious, and costs less than one cent a cup.

Their **Premium No. 1 Chocolate**, put up in **Blue Wrappers and Yellow Labels** is the best plain chocolate in the market for family use.

Their **German Sweet Chocolate** is good to eat and good to drink. It is palatable, nutritious and healthful; a great favorite with children.

Buyers should ask for and make sure that they get the genuine goods. The above **trade mark** is on every package.

Walter Baker & Co., Ltd.

Established 1780.

Dorchester, Mass.

Branch House, 86 St. Peter St., Montreal, Can.

MAPLE 

JUST
MAPLE
SYRUP
THAT'S ALL SYRUP

Pure Tested Maple Syrup only is sold under **Small's brand**. When customer asks for tin of **Maple Syrup** it's nice to be able to produce same, and particularly a world-renowned brand.

Small's Brand monogram mounted on maple leaf, was registered in 1881, the oldest registered maple syrup trade mark syrup in the British Empire. 2nd—Small's Brand has been awarded with but one exception all Gold and Silver Medals ever offered in Canada, and many from abroad.

You certainly have a first-class line.—WOOD & STEVENS, New York. Is superior to anything I have seen on the market.—H. MOCKFORD, London, Eng.

All Jobbers.

Product of **THE CANADA MAPLE EXCHANGE**
MONTREAL

Cultivate your Biscuit trade by ordering

McLAUGHLAN'S

Cream Soda Biscuits

McLAUGHLAN & SONS CO. Limited, Manufacturers, OWEN SOUND, Canada.

EPPS'S

GRATEFUL
COMFORTING

IN 1/4-LB. LABELLED TINS.

14-LB. BOXES.

Special Agents for the entire Dominion, C. E. COLSON & SON, Montreal.
In Nova Scotia, E. D. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg.

THE MOST
NUTRITIOUS

COCOA

RAILWAY BUILDING FROM WINNIPEG TO QUEBEC

There could be no more convincing evidence of the phenomenal industrial development and settlement now going on in Canada than the railway building and extension under way and immediately contemplated.

In the west, that is west of Lake Superior, a second great railway system, the Canadian Northern, has grown up in ten years with 1,200 miles of main line from Port Arthur to Edmonton, and many branches. This year it will enter Toronto and in a very few years will be the second Canadian transcontinental. The third transcontinental, the Grand

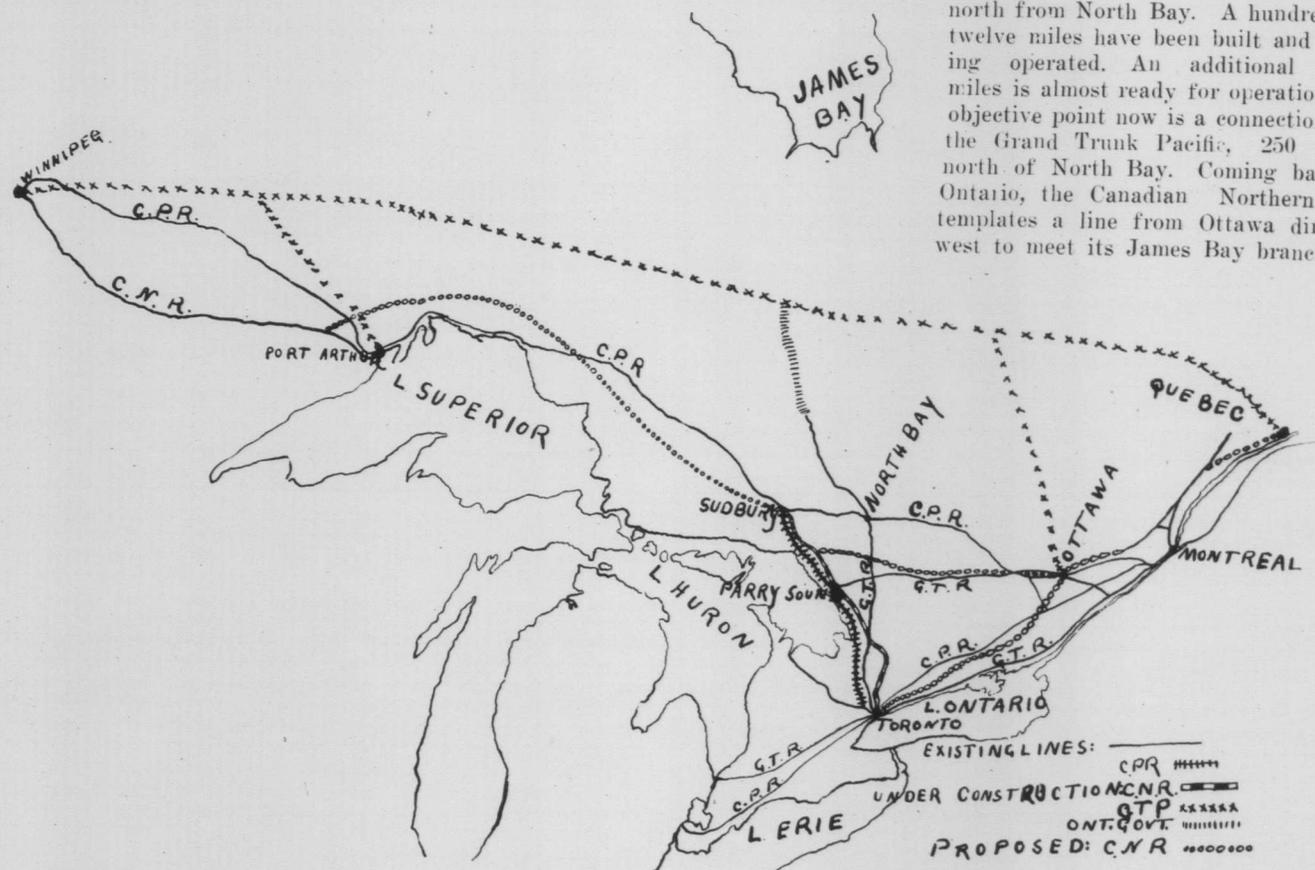
Trunk Pacific, is being made to the order of the Government and Grand Trunk interests. The C.P.R. is building extensively in Ontario, Manitoba, Saskatchewan, Alberta and British Columbia, every province from the St. Lawrence to the Pacific.

How many thousand miles of new railway are here indicated is not to the point and need not be made a memory test. Take, as a concrete example, the operations in Ontario, looking to improved communication with the west and larger outlet for the prairie products. Until now the only direct all-rail route from Toronto to the west was by the Northern division of the Grand Trunk to North Bay. The C.P.R. sent its passen-

gers that way. To-day both C.P.R. and Canadian Northern are each building as rapidly as possible a line from Toronto to Sudbury. The C.P.R. expects to be operating its new line as far as Coldwater, 100 miles north of Toronto, in a little over a month. This Summer, probably sometime in August, the Canadian Northern will be operating its line as far as Parry Sound, thus affording an additional lake and rail route to and from the west in time for the moving of this year's crop. By August next year it is expected the C.P.R. line will be finished to Sudbury. The Canadian Northern

A Government Line.

The Government of Ontario, several years ago undertook to construct a line north from North Bay. A hundred and twelve miles have been built and is being operated. An additional thirty miles is almost ready for operation. The objective point now is a connection with the Grand Trunk Pacific, 250 miles north of North Bay. Coming back to Ontario, the Canadian Northern contemplates a line from Ottawa directly west to meet its James Bay branch be-



also expects to complete its line to Sudbury next year.

Short Way to the Sea.

Another very important project which the C.P.R. has in hand is the construction of an air line from Victoria Harbor on the Georgian Bay, near Midland, to Peterboro to improve their facilities for handling the western crop. Their present Georgian Bay port is Owen Sound. This new line will lessen the distance between the bay and tide water by about a hundred miles.

Within a fortnight the Canadian Northern filed with the Railway Commissioners plans for a line between Toronto and Ottawa. The Canadian Northern will have this year, when work under

tween Parry Sound and Sudbury and from Sudbury to a point on its line west of Port Arthur, making the middle link of the system across the continent.

The accompanying map shows the main features of present railway development between Winnipeg and Quebec. Of existing railways only main lines are indicated.

Canadians, spread out in a thin line across the American continent, are bred to such conceptions of distance that these immense railway undertakings appear as ordinary everyday matters, but they portend development that means a readjustment shortly of the world's trade. They are outlets for the coming mammoth product of the Canadian west

A

A DOUBLE PROFIT

Royal Baking Powder Pays a Greater Profit to the Grocer Than any Other Baking Powder He Sells.

Profit means real money in the bank. It does not mean "percentage," which may represent very little actual money. A grocer often has the chance to sell either:

1. A baking powder for 45c. a pound and make a profit of 5c. or 6c., or,
2. A baking powder for 10c. a pound and make "20 per cent profit," which means only 2c. actual money. Which choice should you take?

Royal Baking Powder makes the customer satisfied and pleased, not only with the baking powder, but also with the flour, butter, eggs, etc., which the grocer sells.

This satisfaction of the customer is the foundation of the best and surest profit in business—it is permanent. Do not take the risk of selling a cheap alum baking powder; some day the customer may find out about the alum, and then your best profit in the customer's confidence is gone.

Royal Baking Powder pays greater profits to the grocer than any other baking powder he sells.

ROYAL BAKING POWDER CO., NEW YORK

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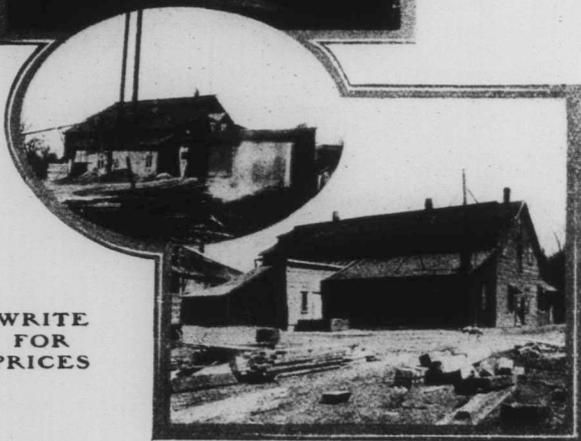
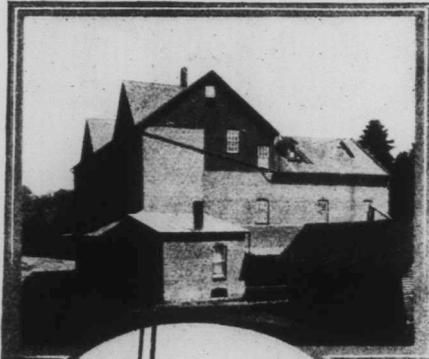


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QUANCE BROS. MILLERS



WRITE
FOR
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WINTER WHEAT FLOUR
"Moss Rose"

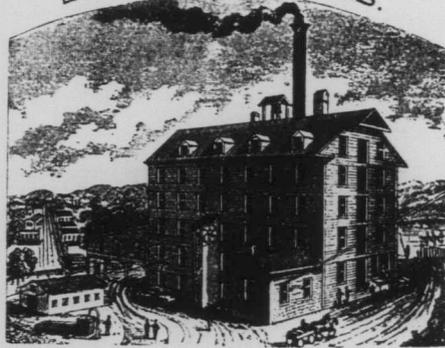
BLENDED FLOUR
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MANITOBA FLOUR
"Kitchner"
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CHOICE FAMILY and BAKERS'
FLOUR from choice Ontario and
Manitoba Wheat. Also PATENT
PROCESS BUCKWHEAT FLOUR
and RYE FLOUR.

Delhi, Ont., Canada

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SHIRK & SNIDER.

BRIDGEPORT
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Special Brands

Buda, Neva
Daily Bread, Patent

Shirk & Snider

Millers and Manufacturers of

Improved **ROLLER** process flour.

Capacity 300
Barrels a Day.

Bridgeport and Baden, Ont.

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NORVAL MILLS

Miller and Grain Dealer

NORVAL, ONT.

Choice Winter Wheat and Manitoba Blended Flours
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**Good
Name**
and
**Good
Goods**



We are in a position to offer the trade the finest

FLOUR, GRAIN,

AND . . .

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*Our Brands can be relied upon by the
dealer who wants the best values*

Howland's Best Howland's Choice
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Send for quotations on a trial order.

HOWLAND BROS., Limited
KLEINBURG, ONT.

Capacity of Mill 200 bbls. per day.

**GOLD CROWN
FLOUR**

is made with the highest skill, by the best machinery, in the best mill and from the best wheat in the Province of Saskatchewan—which means the **best** in all Canada. **GOLD CROWN** Flour makes better bread and a larger quantity of it than any other flour.

Every Package Guaranteed

Write for Prices to

Sutcliffe-Muir Milling Co., Limited
MOOSOMIN, SASKATCHEWAN

**A PAYING PROPOSITION FROM
Stratford, Ont.**

is found in one or all of the following brands of Flour:

"MCLEOD'S SPECIAL"

A high-grade patent for either bread or pastry, made from specially selected wheat.

"HERCULES"

Is a bread flour, manufactured from No. 1 Manitoba wheat, in demand by bakers.

"JULIET & ANCHOR"

are also high-grade blended flours, scientifically milled for family purposes.

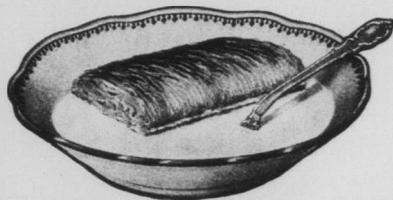
"CLASSIC & DIADEM"

are winter patents, milled for pastry and biscuit purposes only.

We are centrally located, therefore able to buy wheat with a view to quality, at a minimum cost.

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The McLeod Milling Co.
STRATFORD, ONT. LIMITED



"It's All in the Shreds"

SHREDDED WHEAT TALK

By AN UP-TO-DATE GROCER

Shredded Whole Wheat is the one staple cereal food better known than all the others.

You can grind up any old thing and call it a "breakfast food," but you can't make Shredded Whole Wheat that way.

It keeps better than any other cereal. It is not "treated" or "flavored" with anything and hence does not deteriorate.

It is ready-cooked and ready-to-serve, requiring only a slight warming in the oven to restore crispness.

It is economical. Contains more nutriment than meat or eggs and costs much less.

The Shredding process makes it the most easily digested of all the cereal foods.

It is good for any meal any day in any season in any climate.

It has larger culinary uses than any other cereal food. Hundreds of dainty and palatable dishes may be made with it.

It is the purest and cleanest cereal food, made in the cleanest and finest industrial building in the world.

"Made in Canada"

The Canadian Shredded Wheat Co.,

NIAGARA FALLS, ONT.

Limite

**Your Responsibility
as a Grocer**

does not end with making your business successful financially.

The Nation Looks to You

for its food and trusts you to supply the best and purest forms. You will win the confidence and support of your community by being equal to the trust.

Here is where Canada Flakes come in, a pure wheat food, perfectly digestible, appetizing and invigorating, a food you can recommend to your customers, and in so doing make them your friends.

THE

Peterborough Cereal Co. Limited

ROELOFSON & ROELOFSON, Ontario Agents

71 Jarvis Street, TORONTO

Best profit to the dealer.
Best value to the consumer.

**HIGHEST GRADE
CEREAL
FOOD
in the
WORLD**

**FIVE
STAR
FLOUR**

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J. North
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at book 50
page 87

No premiums
No schemes
of any kind
Sold
strictly on its merits

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Retails at 15 cents.
2 for 25.

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FLOUR MILLS CO., Limited**

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The LAKE HURON & MANITOBA MILLING CO., Ltd.

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TORONTO (HEAD OFFICE)
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IT PAYS YOU TO PAY FOR QUALITY

BUY FIVE STARS FLOUR

ALF. T. TANGUAY & CO.
Flour, Grain and Provisions **Commission**
Quebec
 Open to accept ONE good agency in any line from a good wholesale or manufacturing firm.
 REFERENCE, HOCHELAGA BANK.

NAP. G. KIROUAC & CO., QUEBEC
 Receivers and Shippers
FLOUR, GRAIN, MILL FEED, SALT
and FRESH FISH
 Willing to act as Agents for Canned Goods Manufacturers or Grocers' Supplies.

A. A. McFALL
Miller and Grain Merchant
Bolton, Ontario, Canada,
 Write for Samples and Prices

The **McLEOD MILLING CO., Limited**
 Stratford, Ontario.
 solicit the patronage of the Flour, Feed and Grain Trade in general, and in return will guarantee an article which will mean an increase of business to all concerned.

ROLLED OATS
 Warm weather is coming on and you do not want to carry a large stock of cereals. We are quoting very attractive prices for small shipments.
WOODSTOCK CEREAL CO., Ltd., Woodstock, Ont.

W. H. WILSON CO., Limited
 HIGH GRADE VINEGARS
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GEO. ADCOCK
CITY FLOUR MILLS, - ST. THOMAS, ONT.
 Manufacturer of HIGH GRADE WINTER WHEAT or BLENDED FLOURS
 Mixed Cars of Flour, Bran, Shorts or Oatmeal; also Barley, Oat or Corn Feed
 Send for Samples and Prices.

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Beaver Valley Mills Clarksburg, Ont., Can.
 Manufacturers of
HIGH GRADE FLOURS
 Biscuit Flour a specialty. Send for samples and prices.

H. MURTON,
Split Pea Mills
GUELPH, ONT. - CANADA
 Split Peas a Specialty

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LONDON OATMEAL MILLS
SHEAF BRAND
ROLLED OATS
 For Export and Domestic use.
 Correspondence solicited.

JOHN SUTHERLAND
LONDON. ONT.. CAN.

The Goldie Milling Co., Limited, Ayr, Ont.



Millers of Ontario and Manitoba Wheats.
 Mills at Ayr, Galt, Highgate.

RETURNED
 JUL 19 1906
 To. Cut Book
 page 53
 J.M.

FLOUR AND CEREAL FOODS

The general situation is somewhat disappointing from a dealer's standpoint at the present moment. Export prices have been slowly declining, until at the present time the best offers from the English market for flour are in the neighborhood of twenty-one and six and twenty-two shillings, a price at which it is impossible to let the dealers out.

The price of Winter wheat shows an advance of $\frac{1}{2}$ c. per bushel, 80 $\frac{1}{2}$ c. having been paid for several cars of No. 2 white wheat, and No. 1 white is reported as selling at 82c. The majority of millers, however, are not willing to pay over 80c., which, combined with the very light stocks, has resulted in a very limited business being transacted.

Prices of Manitoba wheat have held very steady, being practically unchanged from a week ago. The principal feature in the buying of Manitoba wheat has been the purchasing of July by the larger Ontario mills as well as by some of the millers whose mills are of less capacity. The high quality of flour made from the Manitoba wheat of this year's crop is no doubt largely responsible for this movement, the mills wishing to lay in a stock of old wheat sufficient to carry them into the new crop year.

In Manitoba the demand for flour is good. The last few weeks have shown notable improvement in this respect. Considerable quantities are being shipped to Eastern Canada lake-and-rail and the foreign markets are also buying more liberally than was the case a few weeks ago. Local trade in the west is excellent. Many new stores have opened in the towns and villages of the west this Spring and these are all liberal buyers. Older customers of the mills have also increased their orders. Surplus stocks of flour accumulated during the Winter are much reduced. The larger mills are selling their product as fast as it is ready for marketing.

The demand from the eastern provinces is fair, but so far has not been anything like as good as the millers expected, showing little or no response, so far, in either inquiry or prices, to the advance in the price of wheat.

HOW TAPIOCA IS PRODUCED.

Much interest is being displayed in tapioca at present, owing to the state of the market, and to the scarcity of that product, so that a few words on its

production, and other facts concerning it may prove instructive to those who are interested in tapioca.

It may surprise the uninformed to learn that tapioca is the product of a tree, or plant, known as the cassava or manioe plant, which is a native of Brazil. It is easily transplanted, however, as it thrives in all tropical countries. The plant is easily propagated by cutting the stems, and is of rapid growth, attaining maturity in six months.

As it is known to commerce, tapioca is a farinaceous food substance. It is prepared from cassava starch, which is a product of the large tuberous roots of the plant above mentioned. The cassava or manioe plant, is very bushy and reaches an average height of from six to eight feet, although it is often higher. The stems are white, very brittle, and have a large pith. The leaves are near the extremity of the branches which are very crooked. The roots are very large and turnip like, and sometimes weigh as much as thirty pounds. From three to eight roots grow in a cluster. The tapioca is obtained from these roots, which, like other parts of the plant, contain a milky acid which is poisonous. This acid, however, is very easily dissipated by heat, and the poison is eventually totally extracted.

The roots are washed and grated to a pulp. After being thoroughly washed this pulp is spread and heated on iron plates, being subjected to much stirring and musing with an iron rod. It is thus exposed to sufficient heat to cause a partial rupture of the starchy granules, which burst into irregular pellets, known as flake tapioca. The different sizes produced are caused by slight variations in the method of manufacture, so that we have what is known as the ordinary medium pearl tapioca, and also seed pearl tapioca, the latter in Canada very often being known as white sago.

As already stated, the plant from which tapioca is obtained, originally came from Brazil, but it has been transplanted in different parts of the world and at the present time the chief producing country is the Straits Settlements. Almost the entire amount of tapioca used in Canada, and in fact the world over, comes from that country, part of the British Empire, being exported through Penang and Singapore. The cost of manufacturing the tapioca is not very great owing to the cheap labor

obtainable in the Settlements, but at the prices which have been ruling up to a year or so ago, there was very little money in it for the producer.

OATMEAL INDUSTRY IN CANADA.

	Bbls.
Mill capacity	1,500,000
Domestic consumption 180,000	
Export	200,000
Total	380,000
Surplus capacity	1,120,000

These figures represent, approximately at least, the oatmeal milling situation in Canada. Yet stories reach the newspapers of new mills about to be started. It was to meet this situation that the organization of oatmeal millers was formed a few years ago with a view to, in a measure, at least, controlling the output. The association disbanded a couple of months ago.

The mill capacity may be in excess of the figures stated. The proprietor of one of the large mills made a careful computation and arrived at 1,750,000 barrels as the total capacity. Another gentleman of large interests placed the consumption at 1,500,000 barrels and the milling capacity at six times that, 9,000,000. A third miller placed the domestic consumption last year at 210,000 barrels and a fourth at 130,000 barrels. The understanding among the members of the late association was that the aggregate milling capacity was 1,500,000 barrels and the domestic consumption 180,000 barrels, and they looked into the matter pretty carefully.

Since 1891.

The record export of oatmeal, according to the latest report of the Department of Trade and Commerce, was 204,464 barrels in 1904. The export figures since 1891 are:

Year.	Bbls.	Avg. price per bbl.
1891	11,988	\$3.83
1892	103,174	4.02
1893	156,512	4.00
1894	92,262	3.46
1895	80,265	3.44
1896	110,577	3.30
1897	153,865	3.04
1898	176,821	3.13
1899	119,986	3.30
1900	145,867	3.25
1901	151,851	3.08

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1902	91,706	3.75
1903	145,036	3.71
1904	204,464	3.70
1905	168,607	3.80

Great Britain takes over 90 per cent. of the oatmeal Canada exports. The total value of export oatmeal during the fiscal year 1905 was \$641,233 divided as follows: Great Britain, \$587,964; United States, \$138; South Africa, \$7,706; Denmark, \$7,906; France, \$5,280; Germany, \$1,547; Holland, \$8,105; Newfoundland, \$9,341; Norway and Sweden, \$11,593; other countries, \$1,653.

Scotch is Preferred.

Scotch oatmeal is preferred on the English market and brings 6d to a shilling per cwt. more than Canadian. The Scotch oats are heavier than the Canadian and the meal is said to possess a superior flavor derived from the sea air. How much of the oats ground in Scotch mills get their sea air flavor on the way from Russia there are no figures at hand to show. Great Britain imports enormous quantities of oats annually, varying, between 1900 and 1904, from 20 to 14 million cwt., and only a very small proportion comes from Canada.

The Scotch mills cannot, however, supply the English market with oatmeal. The importations in 1900 were 837,000 cwt.; in 1901, 840,000; in 1902, 612,000; in 1903, 728,000, and in 1904, 648,000. Practically all of it came from the United States and Canada. Up to 1903 the United States sent anywhere from four to eight times as much oatmeal to Great Britain. In 1903 Canada sent 262,000 cwt. and the United States 457,000; while in 1904 the figures were more than reversed, Canada sending 447,000 cwt. and the United States 191,000.

A Question of Crops.

It is all a question of crops. If prices are on a parity in Canada and the States the Canadian miller can compete favorably for the British trade because the sentiment in the Old Country is strongly on the side of the Canadian product. But when oats are five or even ten cents dearer in Canada than across the line the Canadian miller has a poor show. The crop will often vary greatly in districts only a few miles apart and the American millers have the advantage over the Canadian of having a very much larger area to draw upon for their supplies.

Oatmeal milling itself cuts no figure in the price of oats. The total yield in Canada approximates 200,000,000 bushels, and the consumption for oatmeal only 3,800,000 bushels, not quite 2 per cent. of the yield.

WESTERN CROP PROSPECTS.

Robert Hall, ex-mayor of Brandon, who farms some 1,200 acres of land, and

whose opinion on agricultural matters is of value, expresses in an interview the following views upon the crop situation: "We have had splendid weather, so far, for putting in the crop, and the growth is something wonderful. The weather has been warm and balmy. In some sheltered places with southern exposure, the trees are quite out in leaf, the grass green, and a good part of the early-sown wheat is appearing above ground, but I do not know that the early growth is a good thing, for I feel that it is premature, and that we will have frosty weather to check it back, but the green grass will be certainly valuable for the live stock. There is, I would say, about 60 per cent. of the wheat now in the ground and 75 per cent. will be soon sowed if the weather continues as it is now. Of course, we always have a percentage of seeding in the hands of slow and unfortunate people that always drags, but I do not think we have ever had a more favorable year than this, so far, excepting that the weather may be a little too warm and the growth too quick for so early in the season."

NEW MILLING COMPANY.

It is rumored that plans are being completed for the formation of a third large Canadian milling company which is expected to be an important factor in the flour trade of Canada. Mr. Thos. Fyshe, ex-president of the Lake of the Woods Milling Company, and ex-general manager of the Merchants' Bank of Canada, is among those at the head of the project by which it is intended to include nineteen of the smaller milling companies of Manitoba into one company with a capital in the neighborhood of \$1,300,000. Most of the mills to be included in the merger have at present an output of from 100 to 200 barrels of flour a day, but it is intended that the output of a number of the mills should be largely increased, and in the near future the new company would have a daily output of close to 3,000 barrels a day.

MONTREAL MARKETS.

FLOUR—A splendid business is being transacted in flour this week, both in an export way and locally. Quite a number of shipments have been made to the United Kingdom by the large milling companies and some orders have been shipped to Germany and South Africa. In the latter country the finer grades have been demanded, but the call in England at present is for the lower grades. Quite a good business is being done with the Maritime Provinces. Five Roses has been advanced ten cents.

Winter wheat patents	4 40	4 70
Straight rollers	4 00	4 20

Extra	4 10	4 40
Straight rollers, bags, 90 per cent.	1 75	2 00
Royal Household	4 60	
Glenora	4 10	
Manitoba spring wheat patents	4 50	
" strong bakers	3 90	4 10
Buckwheat flour	2 00	2 10
Five Roses	4 60	

GRAIN—Trade is moving fairly well this week. Yellow corn has been advanced and now commands 59c. Peas also have gone up and are worth to-day 80c. The latter have been advancing quite freely all along. They are at present very strong at this price. Oats are very firm. Barley is scarce.

No. 4 barley, store	0 50
Rejected barley, store	0 45
No. 2 white oats	0 41
No. 3 white oats	0 40
No. 4 white oats	0 39
No. 3 yellow corn	0 59
No. 2 peas, basis 78 per cent. points	0 80

FEED—No new features have developed in feed since last report. Moullie is moving better since cattle shipments have commenced as large quantities are used every year for feeding the cattle during shipment. Bran and shorts are still very scarce, particularly the latter. A good demand for feed flour is reported.

Ontario bran	18 00	18 50
Ontario shorts	20 00	21 00
Manitoba shorts	20 00	21 00
" bran	18 00	18 50
Moullie, milled	21 00	24 00
" straight grained	25 00	28 00
Feed Flour	1 20	1 25

ROLLED OATS—There is practically nothing new in rolled oats this week. There is the usual demand for this season. Prices remain unaltered.

Fine oatmeal, bags	2 20	2 40
Standard oatmeal, bags	2 40	2 50
Granulated	2 40	2 50
Rolled oats, 90-lb. bags	1 95	2 15
" 80-lb. bags	1 85	2 15
" bbls.	4 55	4 70

TORONTO MARKETS.

FLOUR—No new feature has transpired since our last review; local trade continues on about same line. Demand is good and generally speaking prices firm, with upward tendency. Indications are that prices will probably advance.

On track, Toronto	
Manitoba patents, No. 1, per bbl. in bags	4 40
" No. 2	4 00
Strong bakers	3 90
Ontario patents, No. 1	3 65
" No. 2	3 40
Straight roller	3 30

GRAIN—Market has been steady since our last report. There is very little wheat in millers' hands; practically all is held by farmers, and deliveries are still slow on account of field operations.

(F.o.b. elevator; 5c. more N. Bay.)	
Manitoba wheat, hard, No. 1, nominal	0 86
" Northern No. 1	0 85
" No. 2	0 81
" No. 3, nominal	0 82
Red, " per bushel, 78 per cent. points	0 82
White, " " " " "	0 82
Mixed, " " " " "	0 81
Spring, " " " " "	0 76
Goose, " " " " "	0 76
Barley, No. 1	0 51
" No. 2	0 51
" No. 3x	0 46
" No. 3	0 46
Oats, white	0 37
" mixed	0 36

BREAKFAST CEREALS—Little of interest has transpired since our last report. Demand has been only of moderate nature, and prices continue merely nominal.

Oatmeal, standard and granulated, carlots, on track, per bbl.	nominal	4 50
Rolled wheat in boxes, 100 lbs.		2 25
" 50 lbs.		1 20
Rolled oats, standard, carlots, per bbl., in bags		4 00
" " " in wood		4 25
" " " for broken lots		4 20

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Bbls.	1,500,000
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Bbls.	per bbl.
11,988	\$3.83
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156,512	4.00
92,262	3.46
80,265	3.44
110,577	3.30
153,865	3.04
176,821	3.13
119,986	3 30
145,867	3.25
151,851	3.08

THE MAKING OF BROOMS.

If any man who sells brooms could go through a factory and see them made he would be much better equipped for his work: he could interest his customers and sell more brooms of a higher grade. Many of them will not find that immediately convenient and that's why a Canadian Grocer representative yesterday visited the new factory of H. W. Nelson & Co., 15 to 21 Jarvis street, Toronto, where, under the guidance of Sidney G. Wharin, the managing director, he followed the process of broom making from start to finish.

Begin in the basement, where there is storage room for ten carloads of broom corn and handles. The corn comes from Kansas and other middle western states, in wired bundles about four feet in diameter. It is grown for the purpose and some seed is taken from it for fodder purposes. The handles are plain round maple sticks done up in bundles of 50.

Preparing the Handles.

Follow the handles first. Four days' supply is placed in a drying room, which is then steam heated to a temperature of 125 to 150 degrees. After four days the handles are removed, perfectly dry, every vestige of moisture having been driven off. If this were not done, and in some factories it is not, the handle will shrink and the wire will come loose. The next stage of preparation for the handles is the sorting and decorating room where they are graded, varnished and the characteristic decoration in the nature of colored rings added, when they are ready for the broom makers.

Getting Ready the Corn.

The corn passes through half a dozen hands in a course of preparation before meeting the handle in the tying room. It breaks bulk with two or three men, who stand at benches and sort it, that is, divide the hurl, the fine corn for the outside of the broom, from the inside. The hurl is then put through a machine or rather over it, that sizes it in seven different lengths after cutting off most of the stalk. Hurl cutting is the next operation. It consists in cutting off the remainder of the stock so as to free the stems and culling out the large inside stem of each piece of corn. The hurl passes then to the scraper. This is a rapidly revolving toothed cylinder, and the workman holding a handful of hurl by the lower ends, whips the flying teeth. This is to remove the seeds. The next process is taking out the short lengths. A man stands at a bench on which are several rows of long upright spikes. He grasps a handful of hurl, by the lower end again, and combs it through the spikes. This is termed "pulling."

Into the Dye Vat.

The corn is by this time prepared and has gone quite round the room. It is next dipped in a vat of green dye and placed wet in a small room called the bleach room. There, a pot of sulphur is burned and the corn left over night. This evens up the color.

Its next progress is the tying room. There it meets the handle and takes form somewhat as the thrifty housewife and the dusty janitor know it. In this room are 25 broom makers, each at a separate machine. The broom making machine is mostly human; that is to say, the work is really done by hand with some assistance from the apparatus. The machine holds the handle and the wire; the man does the rest. An expert can turn out six dozen of high grade brooms in a day.

To the Sewing Machines.

But the broom maker does no sewing, and the broom would leave him looking like a witch's hair did he not put a loop cord about it to hold it in a bunch. In this form it goes to the sewing room at the entrance to which it goes through another scraping operation to remove any seeds that may still adhere. The operator grasps the newly formed broom by the handle, tweeks off on a hook on the wall the band confining the corn and flogs a rapidly revolving toothed cylinder for about two winks; the cord is replaced and the operation completed while you say "Jack Robinson."

The broom is then ready for the sewing. The sewing machine does not much resemble the domestic variety. The broom handle down, is placed in a vice, the jaws marking the line where the sewing is done. The operator, by a double twist of the wrist, wraps a strand of colored twine about the broom, and two long arms, one on either side, and each armed with a needle big enough to point Goliath's javlin, swing back and forth and do the sewing. There are six sewing machines in the room. One of them has a record of 65 dozen brooms in a day, but its average output is 50.

The Drying Test.

The brooms are made while the corn is still wet. After being bundled in dozens, they are removed to a steam-heated drying room. There they remain at a high temperature till perfectly dry. There can be no moulding in hot weather after that. This process is indeed a hard test of the broom, because if the handle is ever going to shrink and loosen up the wire, it will do it in this heat. This is the only factory in the country, it is said, equipped with such a drying room.

No End of Whisks.

In the whisk department the reporter saw the very latest thing in broom sewing machines, the only one in the country, turning out 75 to 100 dozen a day. Ordinarily, whisks are made from the finer grades of broom corn, but H. W. Nelson & Co. import whisk corn from Kansas in carload lots.

The factory employs 50 men and its product reaches every part of the Dominion. When the reporter was there a quantity of galvanized wire sewn brooms were being shipped for use in the salmon canneries of British Columbia. In their former premises the company was badly cramped for room, but here every facility is afforded, and there is warehouse room for four carloads of finished product.

The company was founded by H. A. Nelson in Montreal in 1840; became H. A. Nelson & Sons, Montreal and Toronto, in 1869; was made a limited company in 1897. In 1901 the premises in Montreal were burned and the business was continued in Toronto by H. W. Nelson & Co. till the death of Mr. Nelson, when the present company was organized with these officers: Henry W. Darling, president; Joseph Kilgour and Walter S. Crone, vice-presidents; Sidney G. Wharin, managing director, and A. Sommerville, secretary-treasurer. The offices of the company are at 92 Adelaide street west.

SAFFRON.

Dealers who have trade on saffron will be interested in a handsome and instructive booklet on this subject just issued by Sherer-Gillett Co., Chicago.

A number of photographic illustrations depict the saffron field in bloom, the gathering of the flowers and the sorting and curing processes, giving several unique views of the various steps in the preparation for the market of this useful article.

From the selection of the soil and the planting of the crocus-like bulb to the final packing for export, each successive operation is interestingly portrayed.

Much information is contained in the booklet, mention being made of the surprising fact that 4,300 flowers, or say 1,000 bulbs, are required to produce one ounce of the saffron of commerce.

As the consumption of saffron is steadily increasing and more merchants are finding a demand for it, this booklet is timely as well as interesting. The saffron plant is shown in its natural colors on the cover.

Upon request the above mentioned company will send a copy of the booklet, without charge, to any dealer in saffron.



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- ¼ Mustard, 100 tins to case
- ¼ Tomato, 100 “
- ¾ Mustard, 50 “

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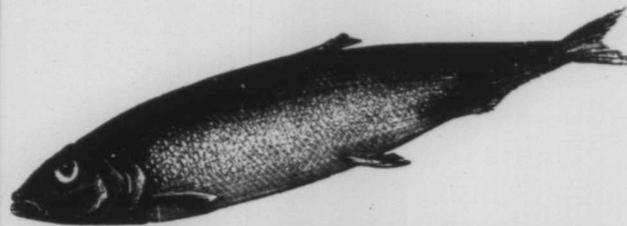


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especially for medium sizes, which are in most demand. Sorrento fruit is now arriving via Montreal. The lemon market was surprisingly firm at New York the end of the week. Prices are unchanged here. Several carloads of southern strawberries are arriving daily and prices are tending gradually lower. Pines are cheaper, but whether or not they are at preserving, that is, about lowest level, is hard to say. "May be or may not," says the commission man.

Oranges, California navels.....	4 00	4 25
" seedlings.....	3 25	3 50
" Sorrento.....	3 75	4 25
" Valencia, ordinary 420's.....	4 75	
" " large, 420's and 714's.....	5 75	
" " Blood, 200's, 324's.....	3 50	4 00
Lemons, Messina, 300's 360's, per box.....	2 75	3 25
Limes, per crate.....	1 25	
Apples, Spies XXX, per bbl.....	5 00	5 50
" " XX, per bbl.....	4 00	
" " Baldwins, XXX, per bbl.....	4 50	
" " " XX, per bbl.....	3 75	
" " other Winter varieties, XXX, per bbl.....	4 00	
" " " " XX, per bbl.....	3 00	3 50
" " farmers', per bbl.....	2 00	3 00
Bananas, per bunch.....	1 75	2 35
" " green, loose.....	1 20	1 75
" " red bananas per bunch.....	2 20	2 25
Strawberries 32 quart crates, per quart box.....	0 13	0 16
Pineapples, Cuban 18's, 24's, 30's, 36's, per case.....	3 00	3 25
Grape fruit, Florida, 28's to 64's, per box.....	5 50	
Cherries, California white heart, 2-lb. box.....	3 00	

VEGETABLES—Large quantities of vegetables from southern gardens are arriving, but the supplies are taken with-

out difficulty. There will be a big holiday trade next week. Potatoes are firm and advancing. The lowest for Delawares is now \$1.10 and Ontario varieties are 80c. to 90c. The Silver Dollar is as good as the Delaware and some like it better, but it has very deep eyes and is objected to on that account. The Delawares are very scarce. Americans are paying for them in New Brunswick as much as they have cost to lay down here. Some dealers here look for prices to go still higher.

Potatoes, kiln dried sweet, bushel hamper.....	2 00
" Delaware, per bag.....	1 10
" Silver Dollar, per bag.....	0 90
" Ontario, per bag.....	0 80
New potatoes, Bermuda, per bush.....	2 50
Onions, per bag.....	1 00
" Egyptian, per sack 100-115 lbs.....	2 15
" Bermuda, 50-lb. crates.....	2 15
" Texas Bermuda, 50-lb. crates.....	2 15
" " green, per doz. bunches.....	0 12
Cabbage, new South Carolina, per crate.....	2 50
Wax and green beans, per bush hamper.....	3 00
Beets, per bush el.....	0 50
" new, per doz. bunches.....	1 00
Carrots, per bag.....	0 40
" new, 5 to 6 doz. in box.....	2 25
Lettuce, per doz. bunches.....	0 25
Radish, per doz.....	0 45
Cucumbers, Boston, per doz.....	1 25
" Florida, per hamper, 5 to 7 doz.....	3 50
Mushrooms, 1-lb. boxes, per lb.....	0 80
Celery, Florida, per case.....	3 00
Asparagus, per doz. bunches.....	0 75
Beans, white, prime, bush.....	1 75
" hand-picked, bush.....	1 50
" Lima, per lb.....	0 07
Tomatoes, Floridas, 6 basket crates.....	3 50
Rhubarb, 1 doz. bndls.....	0 90
" bush, box.....	1 75
Spinach, bush.....	0 75
Leeks, per doz.....	0 25
Artichokes, per bag.....	0 60
Parsnips.....	0 50
Watercress, per doz. bunches.....	0 20
Egg plant, per doz.....	1 55
Peppers, green, per small basket.....	0 75
Parsley, per doz.....	0 20
Turnips, per bag.....	0 35
Mint, per doz.....	0 25

WINNIPEG.

GREEN FRUIT—Oranges and lemons are held firmly in sympathy with advices from coast. We quote:

Fancy Cal. blood oranges, 20's to 250's.....	5 00
" " 324's to 360's.....	4 50
Fancy Cal. navel oranges, 96's.....	4 00
" " 112's.....	4 25
" " 128's.....	5 00
" " 150's.....	5 00
" " 176's to 324's.....	5 50
Lemons, 300's and 360's.....	5 00
Strawberries, quarts, per 2 doz. cases.....	5 00
California cherries, per box.....	4 00
Bananas, per bunch.....	2 75
Apples, Ben Davis, per box.....	3 00

VEGETABLES—

Rhubarb, 40's, per box.....	2 00
Asparagus per box.....	2 50
Florida tomatoes (6 baskets to crate), per crate.....	3 60
Onions, Egyptian, per lb.....	0 04
" native, per lb.....	0 03
Lettuce, new, per doz.....	0 45
Radishes, new, per doz.....	0 45
Onions, new, per doz.....	0 45
Parsley, new, per doz.....	0 45
Cabbage, new, per lb.....	0 05
Cucumbers, new, per doz.....	2 00

All grocers wishing to satisfy their clients should have in stock Wisner rye and whisky, for which Laporte, Martin & Cie. are Montreal agents.

Laporte, Martin & Cie. continue to take orders for Barbadoes molasses to be delivered on the wharf at Montreal on arrival, or, if preferable, to be sold in car lots at your station.

HINTS REGARDING SARDINES.

Sardines belong to the class of hermetically sealed goods which have become so important a part of the grocery trade, and, as an important item in that class, merit, perhaps, more attention from the trade than is generally given to the article.

It would be well to suggest consideration of the fact, liable to be overlooked, that the packing of fish, meats, vegetables, etc., in sealed cans is the circumstance that transfers the sale of such goods from fish, meat and vegetable vendors, and places them amongst grocery articles, and that attention to such articles, resulting in enlarged sales, increases not only the amount of business done by the individual store but enlarges the whole volume of the grocery trade.

This result can only be obtained in the greatest degree by the intelligent presentation of the goods to the consumer, based on an intimate knowledge of the article by the grocer.

Grocers who are fortunate enough to have a large trade and particularly those who have a large clientele of a good class and have the opportunity of opening and examining samples of goods offered to them, may be fairly assumed to possess the requisite knowledge, and to use that knowledge to the advantage of both their customers and of themselves, but there is a vast army of traders who are not so fortunately circumstanced and considerable difficulty will be experienced by the latter class, who, after all, are the great distributors of goods, in acquiring a knowledge of sardines which will enable them to give the greatest satisfaction to the buying public by catering well to varied demands both as to quality and price.

Some of the cheapest and trashiest products are put up in the most attractive tins and bear the most seductive titles and are put up at a much greater expense than the value of the contents warrants, simply because a very large proportion of the trade demands "tins," "decorations," "shapes," etc., and are not particular as to contents, and so we find sprats without character or flavor and packed in cheap oil, in quite as fancy tins as the most superb French sardines packed in finest olive oil (indeed, the very highest brands of French are usually plain white tins with brass soldered labels, though many good French packs are put up in decorated tins) and all branded "Sardines a l'huile."

I venture to give a few suggestions to those who buy sardines without knowing what is inside the tin—and this must be so in most instances, unless in the case of brands of the quality of

APPLES

We are one of the largest exporters of the famous CANADIAN APPLE, and will be prepared when the season begins next fall to quote very close prices F.O.B. cars. All apples packed subject to Government Inspection.



IMPORTS

We import largely all kinds Foreign Fruits, Nuts, Figs, Dates, etc.

CORRESPONDENCE SOLICITED

McWilliam & Everist
25-27 Church St. TORONTO, CANADA

Let us have your Victoria Day orders early for

STRAWBERRIES PINEAPPLES BANANAS ORANGES

We have CARLOADS of each line

THE DAWSON COMMISSION COMPANY, LIMITED, TORONTO

Cor. West Market and Colborne Sts.

W. B. STRINGER

Plea
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W. B. STR

In Beautiful

ESTABLISHED

Cable Address:
"SMIQUOD"

Canners' Supplies

Lot

Choice Cre
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FRESH SALMON

ATTRACTIV

W. S.

DO IT NOW

Hamilton and Kingston, Jan

ING SARDINES.

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W. B. STRINGER **EVERYBODY'S** **J. J. McCABE**
Pleased with "St. Nicholas" and "Home-guard"—they're really (with the emphasis on the really) Fancy, Sound, Long-keeping, November cuts.
W. B. STRINGER & CO., Sole Agents, **Toronto and Montreal**

PINEAPPLES
In Beautiful Condition. **18s, 24s, 30s, 36s and 42s.**
HUGH WALKER & SON
ESTABLISHED 1861 **GUELPH, ONT.**

Cable Address: **"SMIQUOD"** **T. F. SMITH & CO.** Codes used **A.B.C. 5th Edition Private**
Canners' Supplies **LOBSTER PACKERS** **HALIFAX, N.S.**
SHIPPERS of
Live, Boiled and Canned Lobsters and Dry and Pickled Fish.
Lobsters packed in Hermetically Sealed Glass Jars a specialty.
Choice Creamery Butter in Tins, all sizes, ½-lb., 1-lb., 2-lb., 5-lb., 10-lb. and 25-lb., and Kegs for Export.
CORRESPONDENCE SOLICITED.

which the grocer has personal knowledge.

What Can't be Had.

Genuine French sardines in olive oil cannot be retailed under 15c. to 20c. per quarter tin. When, therefore, you are offered fine French sardines to retail at 10c. or two for 25c., you can be quite sure that the goods do not belong to this class, however good value they may be.

The 12 oz. (small half), which can retail profitably at 25c. in genuine French of good quality, should be a good seller owing to the high price of quarters.

Portuguese and Spanish sardines, many of which bear French names and are commonly sold as French or "imported," vary very much in quality, from very coarse, unpalatable fish in objectionable oil to fine qualities barely distinguishable from the lower grades of genuine French, and so the greatest care should be exercised in buying the former.

Sprats are a still cheaper product and are generally sold everywhere as sardines and are usually called so on the tins. In good qualities and in good oil they are quite eatable and are chiefly distinguished and easily known by their general "lack of character," neither "fish, flesh, nor good red herring." When smoked, as is usually done, in Norway they are much more palatable and ap-

FRESH SALMON **GOLDEN CROWN and GOLDEN KEY brands CANNED LOBSTERS** **FRESH LOBSTERS**
½, ¾, 1-lb. Talls. **½, ¾, 1-lb. Flats.**
Golden Crown Canned Clams
Golden Crown Canned Mirimichi Salmon
Golden Diamond Canned Blueberries
ATTRACTIVE LABELS PROMPT SHIPMENT QUALITY GUARANTEED
If your jobbers do not handle these goods, write us direct for quotations.
W. S. LOGGIE CO., Ltd. - CHATHAM, N.B.
PACKERS AND EXPORTERS OF ALL KINDS OF FISH

DO IT NOW! **ORDER A SUPPLY OF NEW PACK**
ICE CASTLE AND BEAVER LOBSTER
ICE CASTLE KIPPERED HERRING
FOR IMMEDIATE OR FUTURE DELIVERY
Perfect Satisfaction Guaranteed. By placing your order EARLY you enable us to select your goods from THE CHOICEST OF THE PACK.
J. W. WINDSOR - - - Montreal
Canadian Agents:
Hamilton and Toronto, A. E. Richards & Co. Ottawa, James N. McIntosh. Winnipeg, Nicholson & Bain. Vancouver, C. E. Jarvis & Co.
Kingston, James Craig. St. John, N.B., W. S. Clawson & Co. Calgary, Nicholson & Bain. Halifax, Serton & Mitchell.

petizing, and people have been known to say they prefer them to sardines. Well, it is at least fortunate for such people that their tastes are not expensive and yet Norwegian smoked sprats are much more palatable than poor sardines in poor oil.

Suggestions.

Don't accept "imported" as a description for "good."

Don't buy on the appearance of the tin or because it bears a French name.

Don't demand 20 to 30 fish to the quarter tin, or your order can most easily be filled with sprats.

Small Sardines Not Best.

Smallest sardines are not always the best and are frequently when obtainable sold below the price of medium in the same brand, but of late years the French fisheries have not produced them.

When buying brands the quality of which you do not know do not be afraid to tell an intelligent, honest wholesaler that you want the best goods you can get to retail for a named price with a fair margin of profit, and trust him. Then open a tin of every shipment and see how you would like it if you bought it over another man's counter to use in your own home.

There are tens of thousands of families all over Canada who would buy good sardines regularly if they could get them, but who won't eat bad ones.

Traders are sometimes too pessimistic about the public's willingness to pay. The wholesaler says, "It won't sell. The retail price is too high." The retailer says, "It won't sell; price is too high." Yet we see the cheap, poor store go down and the store for which nothing is too good prosper. Remember, though you are present when the cash is paid, you are not present when the tin is opened and so you are not represented at the board where the value is decided.

Every unsatisfactory tin sold hurts the sale of sardines, every tin that gives pleasure increases the sale.

As far as your trade will permit, work for quality, and however low-priced trade it may be, let your influence be in the upward direction. — Sardinicus.

NEW CANNING FACTORY

A site has been purchased for the Tilbury (Ont.) canning factory, and building operations have been commenced.

OPEN BRANCH IN BRANDON.

A branch of the Dominion Produce Co. of Winnipeg is being opened this week in Brandon, where a fine warehouse has been secured. The new branch will be under the management of A. W. White-

law, who was formerly manager of the Brandon Creamery & Supply Co. Geo. W. Prent, the Winnipeg manager, was in Brandon a few days ago inspecting the warehouse and the immediate opening of the branch is a result of his visit.

It is the intention of the Dominion Produce Co. very greatly to extend the scope of its operations in the near future, the opening of branches in the far west and in Eastern Canada being now under consideration. J. Y. Griffin is president of the company; Jos. Griffin is vice-president, and D. W. Bole, M.P., and Kenneth McKenzie are directors.

BUSINESS NOTES.

O. R. Stacey, Fleetwood, Ont., has sold out to W. Bate, of Hampton. Mr. Stacey is bent on going west.

Whitehead & Henther, Walkerton, Ont., have found it necessary to increase their staff in the grocery department.

Lockie McPherson opened a general store in Oakwood, Ont., last week. Mr. McPherson comes from Cannington.

J. E. McConnell, of McConnell & Ferguson, advertising agents, London, Ont., was in Toronto on business several days last week.

E. C. Boeckh, president of United Factories, has gone with Mrs. Boeckh on a trip to England. They will be away two months.

A. E. Hawkins, late of Haltry & Co., Orillia, Ont., has purchased the grocery, fruit and provision business of J. M. McMillan, Bracebridge.

James Russell, Fergus, Ont., is enlarging his store by taking in the one adjoining. While at it he is adding other improvements which will make his store one of the finest in Western Ontario.

T. Lyons' general store business at Comer has been purchased by Mr. Carey, of Toronto. Mr. Carey has been in the shoe business. Mr. Lyons intends going west. His first stop will be at Port Arthur, where he has some interests.

Lieut.-Col. Stoneman, for some time traveler for Warren Bros., Toronto, has returned to his former employer in London. He has been succeeded for Warren Bros. by J. L. Stewart, one of the younger members of the staff, but a bright and energetic salesman and a general favorite.

F. Dack, hotelkeeper, Maple, Ont., having been overtaken by the local option law, has decided to convert his hotel into a general store. He opened for business on Tuesday, with a first-rate stock. Recently H. C. Bailey, merchant, of Maple, purchased the business of R. S. Thompson, leaving an apparent opening for Mr. Dack.

CONDENSED OR "WANT" ADVERTISEMENTS

Advertisements under this heading, 2c. a word per insertion; 1c. a word each subsequent insertion.

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

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

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

YEARLY CONTRACT RATES.

100 words each insertion, 1 year.....	\$30 00
" " " " 6 months.....	17 00
" " " " 3 months.....	10 00
50 " " " " 1 year.....	17 00
" " " " 6 months.....	10 00
25 " " " " 1 year.....	10 00

SITUATION WANTED.

WANTED—By University student, position for summer as traveler. Three years in grocery store. Box 110, CANADIAN GROCER, Toronto.

AGENCY WANTED.

A WELL-KNOWN firm of manufacturers with a complete organization, calling regularly upon and doing direct business with every good class grocer (wholesale and retail) in the United Kingdom, is open to negotiate for the representation of a high class grocery article on commission or buying terms. Address "Agency," c/o Street's, 30, Cornhill, London, England. (21)

TO THE TEA TRADE

A 2,000 LBS. TEA BLENDER — In first-class working order; a 24-inch roller, milling machine, adjustable for hand or power use; also four "Ideal" packing machines, almost new. All the above to be sold at a bargain. Write for prices and particulars. Box 115, CANADIAN GROCER, Toronto.

Sawyer's
CRYSTAL
See that Top  **Blue.**



**SAWYERS
CRYSTAL
BLUE
SAFETY
BOX**

For the
Laundry.
**DOUBLE
STRENGTH.**

Sold in
"Sifting Top
Boxes

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

*It goes twice
as far as other
Blues.*

Sawyer Crystal Blue Co.
67 Broad Street,
BOSTON - - MASS.

W. F. EAGAR & SON, Mfrs. Agents
HALIFAX, Nova Scotia

BUSINESS

A. D. Trudeau, has assigned
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Send for

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year.....	\$30 00
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WANTED.

ity student, position in Three years in grocery IN GROCER, Toronto.

WANTED.

of manufacturers with ation, calling regularly siness with every good nd retail) in the United tiate for the representa y article on commission "Agency," c/o Street's, land. (21)

SEA TRADE

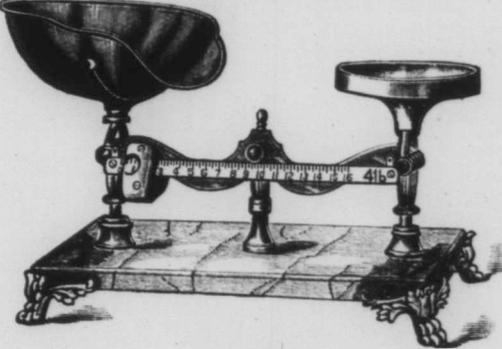
ENDER — In first-class inch roller, milling ma- or power use; also four s, almost new. All the gain. Write for prices CANADIAN GROCER,

BUSINESS CHANGES.
A. D. Trudeau, grocer, Coaticook, Que., has assigned.
J. Stong, grocer, Toronto, Ont., has sold to H. C. Hall.
Pilon & Meilleur, grocers, Montreal, Que., have dissolved.
Jos. St. Amant, general merchant, St. Etienne, Que.; assets sold.
O. Pilon, grocer, Montreal, Que., Charles Onesime registered.
J. B. Legault, general merchant, St. Genevieve, Que.; assets sold.
Adam Roos, baker, Preston, Ont.; business advertised for sale.

Robert Jones, grocer, etc., St. Rose Du Degele, Que.; assets sold.
Chas. Clarke, miller, Bothwell, Ont., advertised business for sale.
G. O. Clarke, oysters and fish, Ottawa, has discontinued business.
D. Perrier, grocer, Hawkesbury, Ont., has added liquors to his stock.
Tellier & Farley, general merchants, Berthierville, Que.; assets sold.
Lawson & Lawson, grocers, Petrolia, Ont., have dissolved partnership.
Donald Sutherland, grocer, Hamilton, Ont., has assigned to C. S. Scott.
Thos. W. Mitchell, miller, Arkona,

Ont., has advertised his business for sale.
F. Arpin & Co., wholesale grocers, Marieville, Que.; assets to be sold.
The Riley-Ramsay Co., Limited, Port Arthur, Ont., have obtained charter.
G. A. McCallum, baker, Petrolia, Ont., has sold out to W. J. Fortune.
Gosselin & Lemieux, general merchants, Clifton, Que., have dissolved.
C. H. Pulsifer, grocer, Hantsport, N.S., is being sold out by the sheriff.
C. A. Dickie, general store and produce, Shediac, N.B., offering 55 per cent.

Sole Agents in Montreal for
"CANADA'S PRIDE" Brand of CANNED GOODS
Packed by the Napanee Canning Co., Napanee, Ont. These goods are the best in the Dominion. A trial order will convince you.
William Galbraith & Son
Wholesale Grocers, Tea and Coffee Importers
68 MCGILL STREET - - - MONTREAL



Scales Brass Scoops
Steel Scoops Candy Show Pans
Glass Show Bottles
Peanut and Coffee Roasters
Peanut Warmers

SODA FOUNTAINS

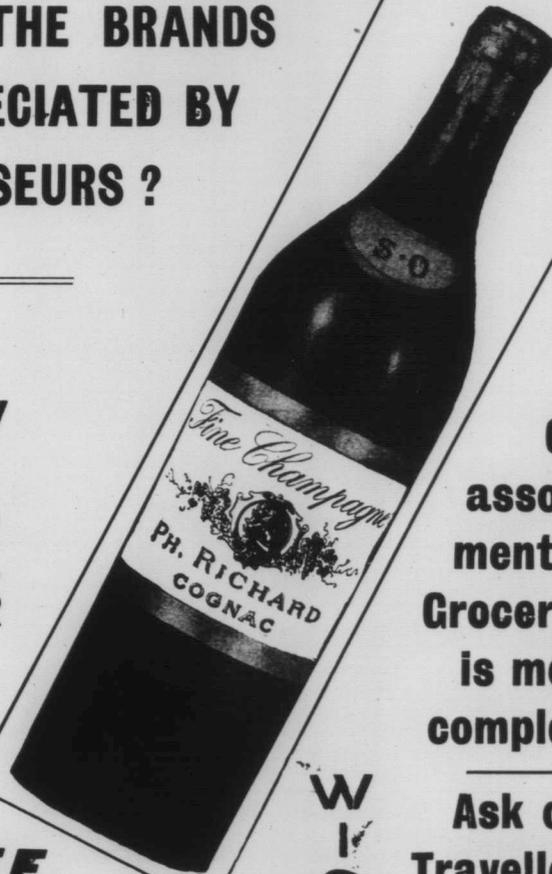
Syrups and Fountain Requisites Paper Julep Straws
Bakers' and Confectioners' Supplies
Wire and Metal Furniture for Cafes, Etc.

FLETCHER MFG. Co.

Send for Catalogue 440 and 442 Yonge St., TORONTO

50 Years the People's Choice.
Blue.
For the Laundry.
DOUBLE STRENGTH.
Sold in Sifting Top Boxes
Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.
It goes twice as far as other Blues.
Crystal Blue Co.
Street, - MASS.
& SON, Mtrs. Agents Nova Scotia

WHICH ARE THE BRANDS
MOST APPRECIATED BY
CONNOISSEURS ?



The Teas
and Coffees
of
SIR THOMAS LIPTON
are always
the favorites

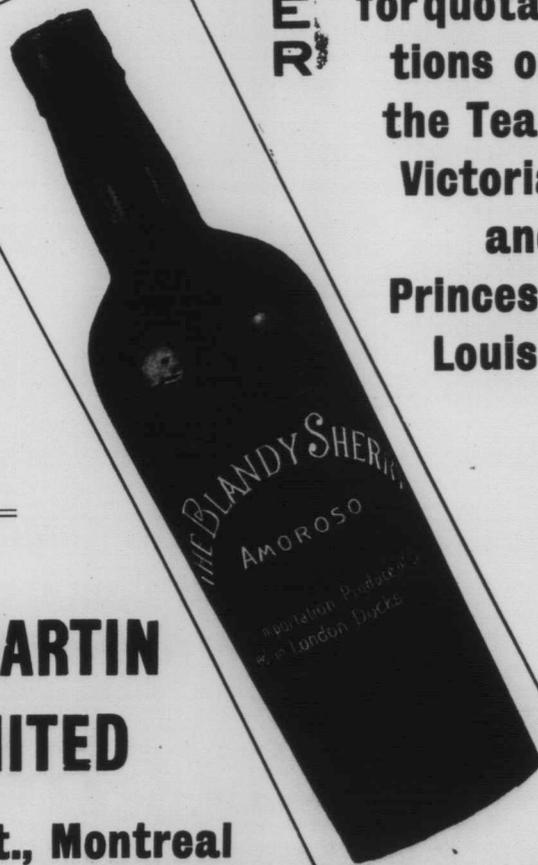
Our assortment of
Groceries is most complete
Ask our Travellers for quotations on
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**LAPORTE, MARTIN
& CO., LIMITED**

72 to 78 St. Peter St., Montreal



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An order department the small been stated times, and throughout find for the statement, a soon think of lines as of department. that there a grocery storements in the tobaccos of

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TOBACCOS, CIGARS AND ACCESSORIES

STARTING, EQUIPPING AND RUNNING A TOBACCO DEPARTMENT.

An orderly, well conducted tobacco department always pays the grocer for the small trouble incurred. This has been stated in the Canadian Grocer many times, and as time wears on merchants throughout the country experiment, and find for themselves the truth of this statement, and thereafter they would as soon think of dropping their most staple lines as of giving up their tobacco department. Experience has taught them that there are few lines which reach the grocery store that offer better inducements in the way of good profits than tobaccos of different kinds.

Time was, and not so very long ago, when a grocer would as soon have kept bales of hay and such like in his store as tobacco, but those days are now past, and in the great majority of stores throughout the Dominion tobacco has attained a position in the trade which warrants its being called a staple line. The prejudice entertained by many merchants against the keeping of tobacco has gradually been overcome, and to-day in hundreds of stores it is regarded as it should be by the wide-awake grocer. There are many still, however, who do not feel inclined to do anything in this line, and it is to them that this article is particularly directed.

Make a Right Start.

If a merchant is going to make anything out of his tobacco department he must run it on something the same principles as he would any other branch of his trade which he is desirous of making pay. It will not do to order a supply of cigars in a haphazard fashion, with two or three cases of plug tobacco and perhaps a few boxes of cigarettes, and when they arrive to consign them to some corner of the store where there happens to be a little room for them. No, if this was to be the line of campaign it would be as well not to do anything, in fact, it would be better. What the grocer must do is to push his tobacco in every possible way. It can be done without interfering with other lines, but it should be done in the right way.

Use Discretion in Stocking Up.

In the first place, if it is decided to take on this line, discretion should be exercised in what tobacco is ordered.

Many things are to be considered in this connection. Brand and price are the chief considerations. The classes of trade to be catered to, is another point, although the modern grocery trade can attract almost every class in grocery lines, and there is no reason why this should not be the case in tobaccos also. In country districts, of course, conditions are different to what they are in the cities and have to be met accordingly. In selecting the stock for a country store the safest lines to buy are those which have attained a place in the long list of different brands. In plug tobaccos, for instance, there are some lines which have been selling for years. These staple lines, no doubt, the merchant knows, whether he has carried tobacco or not. These, of course, should form his principle stock.

Give New Lines a Place.

It does not do, however, to sell only the old lines, because new brands are constantly appearing, and while it is not advisable to buy everything that comes along, by any means, still it does not do to turn down a good proposition. This is something in which the merchant

must use his own discretion. A good policy to pursue, and practically the only safe way to successfully handle new lines, is the purchasing of those lines

SWEET CAPORAL



CIGARETTES

**STANDARD
OF THE
WORLD**

Sold by all leading Wholesale Houses.

CLAY PIPES

The best in the world are made by—

McDOUGALL

Insist on this make.

D. McDOUGALL & CO., Glasgow, Scotland

All First-Class Grocers

Handle

OLD CHUM

Cut Plug Smoking Tobacco

It's a Trade Bringer.

Our assortment of groceries is most complete. Ask our travellers quotations on the Teas Victoria and Princess Louise.

which are widely and systematically advertised. This applies more to cigars and cigarettes than to plug tobaccos, the trade in plug lines, as a rule, keeping very close to the staple lines.

The Show Case Display.

A splendid way to display cigars and cigarettes is by means of a small show case placed in some prominent position in the store—just back from the door, on a small table, for instance. Some of the large manufacturers are willing to supply these cases free, or for practically nothing, for the advertising obtained by them through a line on the glass front of the case, or something of that nature. Anyway the case does not cost much, even if it has to be purchased outright, and it is a great medium for display. Care should be taken that the cigars in the case and elsewhere are kept moist. If no better way is available a glass of water placed in the case will serve the purpose. Many neat fixtures for this purpose are obtainable.

Window display is also essential, as is advertising space in the town paper or papers so as to let the people know you have tobacco for sale. It is up to the merchant to build up the trade as he may.

Tobacco as a Trade Bringer.

A good feature to be considered is the fact that tobacco can be made to attract more trade to the grocery lines. For instance, a housekeeper goes shopping and her husband accompanies her. When they come to the grocery store, the man does not care to go in. "I'll go around the corner to the cigar store, or to the barber shop, and get some cigars while you go in," he says. If the grocer kept cigars the chances are that the man would have entered the store also. And inside, once more there are chances. His wife is in ecstasy when she gets him into a store if he happens to have a little cash with him, and it is very rarely the couple go out without purchasing something extra, something the woman had not thought of when she started out on her shopping expedition. She will spy something in canned goods, for instance, which she has not hitherto known you to keep, and exclaims, perhaps, "Let us have some of this John," and John nine times out of ten will assent. This naturally builds up your grocery trade. It means more profits for the grocer. This is but an instance. There are other ways in which the tobacco department helps the grocery end, as there are also ways in which the grocery department helps the tobacco lines.

The Farmers' Trade.

Trade may be cultivated in a variety of ways, and there is very often a good opportunity to do big business in cigars

and cigarettes, take for example during fair time; when there is a circus in town; and on other such occasions when men are in a mood to spend money. It is possible also to do a good business with farmers. They will, in most cases, buy their tobacco from their grocer in preference to a cigar merchant.

The situation has now been viewed in different lights, and in closing, it might well be stated as in the beginning, that an orderly, well conducted tobacco department pays the grocer every time.

SMOKING HABITS OF THE WORLD'S POTENTATES.

A gentleman formerly connected with one of the foreign legations in Washington, D.C., has been at some pains to compile data on the smoking habits of the leading potentates of the world. From this interesting mass of information, it is learned that King Edward of Great Britain and the Austrian Emperor prefer cigars, and the Kaiser of Germany and the Czar of Russia are devotees of the cigarette, while the Sultan of Turkey, never touches tobacco, in spite of the popular impression to the contrary. King Leopold of Belgium contents himself with a cigarette when he is unable to lay hands upon one of his favorite briarwood pipes. Even the Pope smokes, so it is said, and is the first pontiff of the Roman Catholic Church to indulge in cigars, his predecessors, notably Pius IX. and Leo XIII., having contented themselves with snuff.

Cigarettes Allowed.

Emperor William smokes cigarettes of large size in great numbers, made especially for him in the suburbs of Berlin. Despite the fact that the Kaiser is afflicted with an affection of the larynx, his doctors make no objection to his using cigarettes, approving them in the light of a wholesome sedative. In view of the fact that Germany has made absolute phenomenal progress, not only in a military and naval sense, but more especially in every branch of trade and industry under the Kaiser's leadership, it can hardly be said that the cigarette has interfered with his activity and usefulness for his country.

King Edward's Smoke.

Years ago King Edward was exceedingly fond of cigarettes and smoked them in great quantities, though of late they have been supplanted by cigars, and nowadays it is said he is seldom seen without a large black Havana between his teeth. The King has reached his sixty-fourth year and has been an inveterate smoker since attaining manhood.

A Spirit Lamp to Light a Cigar.

Emperor Francis Joseph, of Austria-Hungary, has managed to hold together

for fifty years or more the discordant racial elements in Hungary and Vienna, during which time he has been an inveterate smoker, his favorite form of the weed being those long cigars known in Austria as Virginias, which have a straw through them in order to enable them to draw, and have to be held in the flame of a spirit lamp for a moment or two before they can be lighted.

It is said that King Charles of Portugal smokes forty cigars a day, and has been declared to be the most inveterate smoker of all the "anointed of the Lord" in the old world.

Moslem Rulers Do Not Smoke.

It is a peculiar fact that the leading Moslem rulers refrain from smoking, and it was doubtless owing to the fact that he never indulged in tobacco himself that the cigarettes of the late Khedive Tewfik were so abominable.

The Diplomatic Cigarette.

As a result of his observations in the direction of the habits of rulers of the nations of the earth, the diplomat furnishing this data says that as a general rule the cigarette has supplanted the pinch of snuff in diplomacy. He finds that there is scarcely any foreign minister or diplomat who is not provided with his cigarette box, which he regards not in the light of an object of personal luxury, but as a part of the most indispensable paraphernalia of his profession, and it is worthy of note that the Russians, who devote more attention and importance to the study of diplomacy than any other European nation, are always provided with finer cigarettes than any of their colleagues in the service.

Tobacco and Politics.

The compiler of the foregoing information says that the influence of tobacco upon the course of political events has been almost invariably of a beneficial character. "Not only have its narcotic properties tended to soothe the angry passions of those entrusted with the conduct of international relations, but it has also afforded them the opportunity of thinking before they spoke, and allowing time for those second thoughts which, in diplomacy and statecraft, at any rate, are always the best. People are often disposed to make fun of the so-called pipe of peace, and to regard it as a mere form of speech originating with the red Indians. But tobacco, whether in the form of a cigar, cigarette, snuff or a pipe, has ever proved a powerful and effective aid to the maintenance of peace, and as such its use deserves to be fostered and propagated by all patriotic and lawabiding citizens in lieu of being condemned as noxious."

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MR. GROCER,—

Adams Tutti Frutti Gum

SWELLS YOUR BANK ACCOUNT

BECAUSE YOU MAKE **80% PROFIT**

Adams Tutti Frutti Gum

PLEASES YOUR CUSTOMER

BECAUSE IT IS THE BEST.

GIVE IT A PROMINENT PLACE ON YOUR COUNTER.

AMERICAN CHICLE CO.,

Logan Ave., - Toronto.

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FOR YOUR SUMMER SUPPLY OF

HOGEN-MOGEN (High and Mighty) 5c. and ROYAL SPORT (10c.) Cigars

Our mail business is increasing by leaps and bounds, particularly from Ontario — Because, we make cigars of unequalled value.

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THE SHERBROOKE CIGAR CO., - SHERBROOKE, P.Q.

Our Travellers are now covering the Far West, Ottawa Valley, Quebec and The Maritime Provinces.

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AND
MacLAREN'S IMPERIAL CHEESE



HAS A WORLD-WIDE REPUTATION—MILLIONS OF CONSUMERS
IN EVERY CIVILIZED COUNTRY APPRECIATE THE
FACT THAT THERE CAN BE

“NOTHING BETTER”

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WE IMPORT

All the best known foreign varieties
including Roquefort, Gorgonzola, Gruyere,
Camembert, Edam, Neufchatel, Limburger,
Stilton, etc., etc.

WE EXPORT

The choicest quality full Cream Canadian
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The fo
responsible
Grocer, at o

Bak
Cook's Friend—
Size 1, in 3 and 4
" 10, in 4 doz.
" 2, in 6
" 12, in 6
" 3, in 4
Pound tins, 2 doz.
12-oz. tins, "
5-lb. " "

W. H.
Diamond—
1-lb. tins, 2 doz.
" 1-lb. tins, 3
" 1-lb. tins, 4

IMPERIA
Cases.
4-doz.
3-doz.
1-doz.
3-1oz.
1-doz.
1-doz.

Ocean Baking Po
" "
Borax, 1/2
Cornstarch
Freight pa



ROYAL
Sizes.
Royal-Dime ...
" 1 lb.
" 6 oz.
" 1 lb.
" 12 oz.
" 1 lb.
" 3 lb.
" 5 lb.

Barrels—When
cent. discount
CLEVELAND
Size
Cleveland's—Din
" 1 lb.
" 6 oz.
" 1 lb.
" 12 c
" 1 lb.
" 3 lb.
" 5 lb.

Barrels—When
cent. discount
T. KI
Crown Brand—
1 lb. tins, 2 doz. b
1 lb. " 2 "
1 lb. " 4 "



Yellow Label, 1's
Green Label, 1's
Red Label, 1's
White Label, 1's
Gold Label, 1's
Embossed Label, 1

THE CANADIAN GROCER

Coupon Books—Allison's.

For sale in Canada by The Eby Blain Co., Limited, Toronto. C. O. Beauchemin & Fils, Montreal.
\$1, \$2, \$3, \$5, \$10 and \$20 books.

Un- num bered.	Covers and num bered.	Coupons numbered
In lots of less than 100 books, 1 kind assorted.	4c.	4c.
100 to 500 books	3 1/2c.	4c.
100 to 1,000 books	3c.	3 1/2c.

Allison's Coupon Pass Book.

\$1 00 to \$3 00 books	3 cents each
5 00 books	4 "
10 00 "	5 "
15 00 "	6 "
20 00 "	7 "
25 00 "	8 "
30 00 "	12 "



	Per doz.
4-oz. cans	\$ 0 90
6-oz. "	1 35
10-oz. "	1 85
Quart "	3 75
Gallon "	10 00

The Davidson & Hay, Limited, Toronto

Fly Pads.

Wilson's Fly Pads, in boxes of 50 10c. packets, \$3 per box, or three boxes for \$8.40.

Infants' Food.

Robinson's patent barley	1-lb. tins	\$1 25
" "	1-lb. tins	2 25
" "	1-lb. tins	1 25
" "	1-lb. tins	2 25

Jams and Jellies.

	Per doz.
Orange marmalade	\$1 50
Clear jelly marmalade	1 80

Strawberry W. F. jam	2 00
Raspberry "	2 00
Apricot "	1 75
Black currant "	1 75
Other jams	\$1 55
Red currant jelly	2 75

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	\$1 00
2-lb. tins, 2 doz. in case, per lb.	0 07
5 and 7-lb. tin pails, 8 and 9 pails in crate, per lb.	0 06 1/2
7 and 14-lb. wood pails, per lb.	0 06 1/2
30-lb. wood pails	0 06 1/2
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case per lb.	0 07
7 and 14-lb. wood pails, 6 pails in crate, per lb.	0 06 1/2
30-lb. wood pails	0 06 1/2
Home Made Jams—absolutely pure—	
1-lb. glass jars (16-oz. gem) 2 doz. in case, per doz.	\$1 45
5 and 7-lb. tin pails, 8 and 9 pails in crate, per lb.	0 09
7, 14 and 30-lb. wood pails, 6 pails in crate, per lb.	0 09

Lard.

THE N. K. FAIRBANKS CO. BOAR'S HEAD LARD COMPOUND.

Tierces	\$0 08 1/2
1-bbls.	0 08 1/2
Tubs	0 08 1/2
Cases, 3-lb. tins.	0 09 1/2
" 5-lb. "	0 09 1/2
" 10-lb. "	0 09 1/2
20-lb. wooden pails	1 83
20-lb. tin pails	1 73
Wood net, tin gross weight.	

Licorice.

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	\$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" (fancy boxes 40) per box	1 50
Tar licorice and Tolu wafers, 5-lb. cans	2 00
Licorice lozenges, 5-lb. glass jars	1 75
" 20 5-lb. cans	1 50
"Purity" licorice 10 sticks	1 45
" 100 sticks	0 75
Dulce large cent sticks, 100 in box	

Lye (Concentrated).

GILLET'S PERFUMED.	Per case.
1 case of 4 doz.	\$3 60
3 cases of 4 doz.	\$3 50
5 cases or more	3 40

Mince Meat.

Wetley's condensed, per gross net	\$12 00
per case of doz. net	3 00

Mustard.

COLMAN'S OR KEEN'S.

D.S.F., 1-lb. tins	per doz. \$1 40
" 1-lb. tins	2 50
1-lb. tins	5 00
Durham 4-lb. jar	per jar. 0 75
" 1-lb. jar	0 25
F. D., 1-lb. tins	per doz. 0 85
" 1-lb. tins	1 45

E. D. MAROEAU, Montreal.

"Condor," 12-lb. boxes—	
1-lb. tins	per lb. \$0 35
1-lb. tins	0 35
1-lb. tins	0 35 1/2
4-lb. jars	per jar 1 90
1-lb. jars	0 35
Old Crow," 12-lb. boxes—	
1-lb. tins	per lb. 25
1-lb. tins	0 23
1-lb. tins	0 22 1/2
4-lb. jars	per jar 0 70
1-lb. jars	0 25

Orange Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 doz. case	per doz. \$1 00
Home-made, in 1-lb. glass jars	1 40
In 5 and 7-lb. tins and 7-lb. pails, per lb.	0 06 1/2
Golden shred marmalade, 2 doz. case, per doz.	1 75

Saratoga Chips.

MRS. ROBER'S SARATOGA CHIPS.

35 large size pkgs., per case	\$5 40
72 small "	5 40
Assorted 18's and 35's	5 40
In bulk—Bbls., 50-lb., per lb.	0 25
" 1/2 bbls., 25-lb. "	0 25
Terms 30 days net or 1 per cent. 10 days.	

Soda.

OOW BRAND.



Case of 1-lb. containing 60 packages per box, \$3 00.
Case of 1-lb. (containing 120 pkgs.) per box, \$3 00.
Case of 1-lb. and 1-lb. (containing 30 1-lb. and 60 1-lb. pkgs.) per box, \$3 00.
Case of 5c. pkgs. containing 96 pkgs., per box, \$3 00.

MAGIC BRAND

	Per case
No. 1, cases, 60 1-lb. packages	\$2 75
No. 2, " 120 1-lb. "	2 75
No. 3, " 30 1-lb. "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 85
5 cases	2 75

Soap and Washing Powders

A. P. TIPPET & CO., Agents.

Maypole soap, colors	per gross \$10 20
" " black	15 30
Oricle soap	10 30
Gloriola soap	12 00
Straw hat polish	10 20

Starch.

EDWARDSBURG STARCH CO., LIMITED.

Laundry Starches—	per lb.
No. 1 White or blue, 4-lb. carton	\$0 05 1/2
No. 1 " 8-lb. "	0 05 1/2
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07 1/2
Silver gloss, 6-lb. tin canisters	0 07 1/2
Edward's silver gloss, 1-lb. pkg.	0 07 1/2
Kegs silver gloss, large crystal	0 06 1/2
Benson's satin, 1-lb. cartons	0 07 1/2
No. 1 white, bbls. and kegs	0 05
Canada White Gloss, 1-lb. pkgs.	0 05 1/2
Benson's enamel	per box 1 25 to 1 50

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By JOHN H. BLAKE

YOU should get a copy of this book to-day—it tells all there is to tell about Tea.

- HOW TO TEST TEAS.
- WHERE TO BUY TEAS.
- BULK V. PACKAGE TEAS.
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BASKETS

We make them in all shapes and sizes. We have

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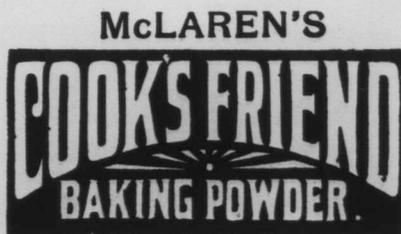
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The Best Grocers make a point of keeping it always in Stock.



Culinary Starch—
Benson & Co.'s
Canada Pure C

Starch—
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Edwardsburg
4-lb. lumps.

AMERICAN P
Japs

1 case, 5 doz.
5 " 5 "
Lot 5 ca

CORN STA
12-oz. case, 4 doz.
Lot 10 c

BRANTFORD ST

Ontar

Laundry Starches
Canada Laun
Acme Gloss St
1-lb. cartons,
Finest Quality,
3-lb. Caniste
Barrels, 300
Kegs, 100 lb

Lily White Gloss—
1-lb. fancy c
6-lb. toy tru
6-lb. enamel
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Boxes of 40 f

Celluloid Starc
Boxes of 45 c

Culinary Starches
Challenge Prej

1-lb. package

No. 1 Brantfor
1-lb. package

Crystal Maize
1-lb. package

SAN
10c. pkges, case

ST. LAWRENCE
Ontar

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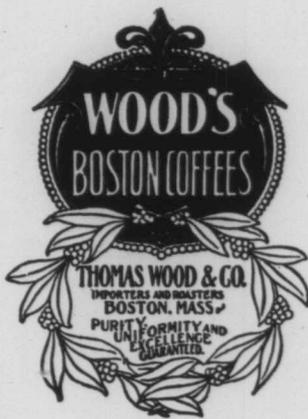
The Agricultural Schoolmaster

is abroad, and the farmers are learning the important truth that the better the seed the better the crop.

The Grocer may take a lesson from this newest beneficent enterprise. Use none but pure, superior goods in your store, and you will raise a great crop of customers.

The selected Coffee beans that form WOOD'S COFFEES will make one important department produce a great harvest of trade.

CANADIAN FACTORY and SALESROOM:
No. 428 St. Paul Street - MONTREAL.



Soda.
W BRAND.
Case of 1-lb. containing 60 packages per box, \$3 00.
Case of 1-lb. (containing 120 pkgs.) per box, \$3 00.
Case of 1-lb. and 1-lb. (containing 30 1-lb. and 60 1-lb. pkgs.) per box, \$3 00.
containing 96 pkgs., per

STARCH BRAND
Per case
b. packages.....\$2 75
b. " ".....2 75
b. " ".....2 75
b. " ".....2 75
-cases 100-10-oz. pkgs.
.....2 85
.....2 75

Washing Powders
ET & CO., Agents.
rs.....per gross\$10 20
k.....15 30
.....10 30
.....12 00
.....10 30

Starch.
STARCH CO., LIMITED.
per lb.
r blue, 4-lb. carton.\$0 65
" 3-lb. " 0 65
r.....0 65
b. draw-lid boxes.....0 75
b. tin canisters.....0 75
er glass, 1-lb. pkg. 0 75
sa, large crystal....0 65
s, 1-lb. cartons.....0 75
bbls. and kegs.....0 05
Gloss, 1-lb. pkgs... 0 65
iel.....per box 1 25 to 2 50

Culinary Starch—
Benson & Co.'s Prepared Corn.... 0 07
Canada Pure Corn 0 05½

Starch—
Edwardsburg No. 1 white, 1-lb. car. 0 10
Edwardsburg No. 1 white or blue,
4-lb. lumps..... 0 08½

AMERICAN PURE FOOD COMPANY.
Japanese Starch.
1 case, 5 doz. Case \$5 00
5 " 5 " 4 85
Lot 5 cases, freight paid.

CORN STARCH "ROYALTY."
12-oz. case, 4 doz. 0 50
Lot 10 cases, freight paid.

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—
Canada Laundry, boxes of 40-lb. \$0 05
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lb. 0 05½
Finest Quality White Laundry—
3-lb. Canisters, cases of 48 lb. 0 05½
Barrels, 300 lb. 0 05
Kegs, 100 lb. 0 05

Lily White Gloss—
1-lb. fancy cartons, cases 30 lb. 0 07½
3-lb. toy trunks, 3 in case..... 0 07½
3-lb. enameled tin canisters, 3
in case..... 0 07½
Kegs, ex. crystals, 100 lb. 0 06½

Brantford Gloss—
1-lb. fancy boxes, cases 36 lb. \$0 07½

Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case 2 50

Celluloid Starch—
Boxes of 45 cartons, per case.... 3 50

Culinary Starches—
Challenge Prepared Corn—
1-lb. packages, boxes 40 lb. 0 05½
No. 1 Brantford Prepared Corn—
1-lb. packages, boxes 40 lb. 0 07

Crystal Maise Corn Starch—
1-lb. packages, boxes 40 lb. 0 07

SAN TOY STARCH.
10c. pkgs, cases 5 doz., per case.. 4 75

ST. LAWRENCE STARCH CO., LIMITED.
Ontario and Quebec.

Culinary Starches—
St. Lawrence corn starch, 40 lb. 0 07
Durham corn starch, 40 lb. 0 05½

Laundry Starches—
No. 1 White, 4-lb. cartons, 48 lb. 0 05½
" 3-lb. cartons, 36 lb. 0 05½
" 200-lb. bbl. 0 05
" 100-lb. kegs. 0 05
Canada Laundry, 40 to 46 lb. 0 05
Ivory Gloss, 3-6 family pkgs., 48 lb 0 07½
" 1-lb. fancy, 30 lb. 0 07½
" large lumps, 100-lb kegs 0 06½
Patent starch, 1-lb. fancy, 38 lb. 0 07½
Akron Gloss, 1-lb. packages, 40-lb. 0 05½



OCEAN MILLS.
Chinese starch,
per case of 4
doz., \$4, less 5
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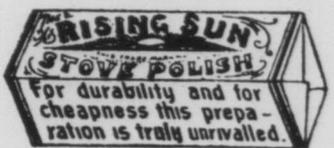
J. & J. COLMAN'S, LIMITED.

Rice Starch—
Packed in cases of 56 lbs. each (cases free)
No. 1, London— Per lb.
In papers of 4 to 5 lbs. 6½c.
Blue, white or assorted.

In Pictorial Cardboard Boxes—
4 lbs. net weight..... 8½c.
1 lb. gross weight 8½c.
½ lb. gross weight 9c.
¼ lb. gross weight 10c.

**Buff Starch, for Curtains, Lace, etc., in
Cardboard Boxes.**
1 lb. gross weight 9½c

Stove Polish.



Rising Sun, 6-oz. cakes, 1-gross boxes \$8 50
Rising Sun, 3-oz. cakes, gross boxes 4 50
Sun Paste, 10c. size, 1-gross boxes.... 10 00
Sun Paste, 5c. size, 1-gross boxes.... 5 00

Syrup.

"CROWN" BRAND PERFECTION SYRUP.
Per case.
Enamelled tins, 2 doz. in case \$3 40
Plain tins, with label—
3 lb. tins, 2 doz. in case..... 1 90
5 " 1 " " 2 35
10 " 1 " " 2 35
30 " 1 " " 2 10
(10 and 30 lb. tins have wire handles.)

SMALL'S BRAND—Standard.
5 gal. tins, per can..... 4 40
1 " " per case..... 4 90
1 " " " 5 45
1 " " " 5 70



Blue Label, 1's..... \$0 18½ \$0 25
Blue Label, 1's 0 19 0 25
Orange Label, 1's and 1's 0 21 0 30
Brown Label, 1's and 1's 0 28 0 40
Brown Label, 1's 0 30 0 40
Green Label, 1's and 1's 0 35 0 50
Red Label, 1's..... 0 40 0 60



MOTHER'S FAVORITE MELAGAMA TEA.
put up in 30, 60 and 100 lb. boxes.
Wholesale Retail.
Black, green, mixed, 1 lb. 0 18 0 25
" 1 lbs. 0 19 0 25
" 1 lbs. & ½s. 0 20 0 30
" 1 lbs., ½s & ¼s. 0 25 0 40
" 1 lbs., & ½s. 0 35 0 50
" 1 lbs. & ¼s. 0 40 0 60
3 p.c. off 30 days or 3 months.



SALADA CEYLON.
Wholesale. Retail
Brown Label, 1's..... \$0 30 \$0 25
" " " 0 21 0 25
Green Label, 1's and 1's 0 22 0 30
Blue Label, 1's, 1's, 1's and 1's 0 30 0 40
Red Label, 1's and 1's 0 35 0 50
Gold Label, 1's..... 0 44 0 60



RED ROSE TEA.
Head Office, St. John, N.B.
Toronto Office, 3 Wellington E.
Wholesale. Retail.
Brown Label, 1's and 1's... 0 20 0 25
Crimson " 1's and 1's... 0 22 0 30
Green " 1's and 1's... 0 25 0 35
Blue " 1's, 1's, 1's, 1's 0 30 0 40
Bronze " 1's, 1's, 1's... 0 36 0 50
Gold " 1's, 1's... 0 44 0 60
All grades, either black, green or mixed.



KOLONA PURE CEYLON TEA.
Ceylon Tea, in 1 and 1-lb. lead packages, black or mixed.
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Blue Label, retail at 30c..... 0 22
Green Label, " 40c..... 0 28
Red Label, " 50c..... 0 35
Orange Label, " 60c..... 0 42
Gold Label, " 80c..... 0 55



Cases, each 60 1-lb. \$0 35
" 60 1-lb. 0 35
" 30 1-lb. 0 35
" 120 1-lb. 0 35
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Blue Label, 1-lb. and ½s. 0 38 0 40
Green Label, 1-lb. 0 19 0 25
Green Label, ½s 0 30 0 25
Japan, 1s 0 19 0 25

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"Condor" I 40-lb. boxes..... \$....
" II 40-lb. boxes.....
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EMD AAA Japan, 40 lb " ab.....
" AA " 40 "
Blue Jay, basket fired Japan, 70 lbs.,
"Condor" IV 80-lb. "
" V 30-lb. "
" XXXX 80-lb. boxes.....
" XXXX 30-lb. "
" XXX 80-lb. "
" XXX 30-lb. "
" XX 80-lb. "
" XX 30-lb. "
" LX 60-lb. per case, lead 0 27½
packets (25 1's and 70 ½s)
"Condor" Ceylon black tea in lead packets
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60-lb. casesretail 0 27½ at 0
Grey Label, 1's, ½s and ¼s,
60-lb. casesretail 0 30 at 0 23
Yellow Label, 1's and ½s,
60-lb. casesretail 0 35 at 0 26
Blue Label, 1's, ½s and ¼s,
50-lb. casesretail 0 40 at 0 30
Red Label, 1's, ½s and ¼s,
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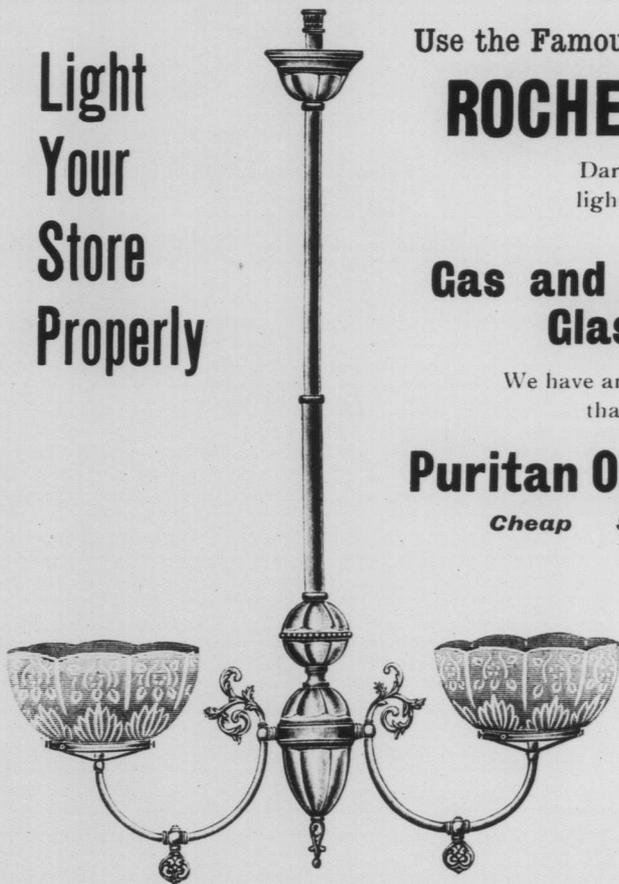
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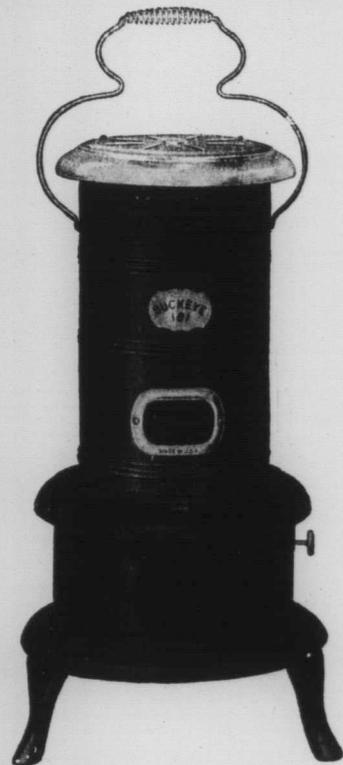
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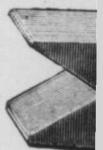
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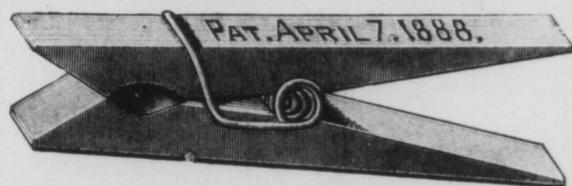
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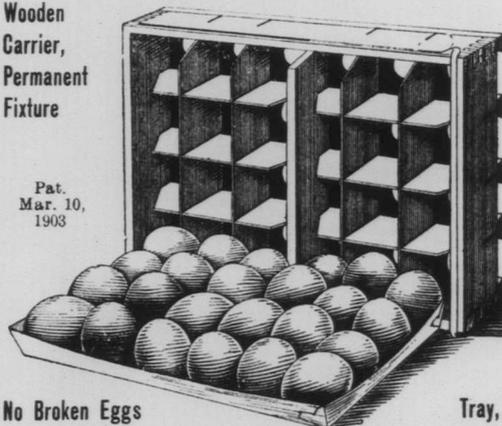
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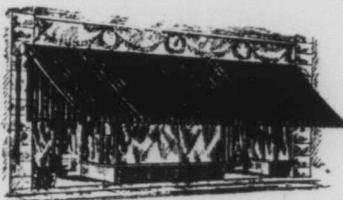
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a diplomatic clerk. To settle a claim ungraciously is to lose the cost of settling without gaining the customer's good will.

TO BANQUET SIR THOMAS SHAUGHNESSY.

Some time ago it was decided by the Quebec Board of Trade to banquet Sir Thomas Shaughnessy, president of the C.P.R., but owing to the fact that he could not say when he might be able to attend, the matter was temporarily dropped. A few days ago the board received a cable from Sir Thomas, who is at present in England, to the effect that he would be at liberty to attend a banquet on the 19th inst. Consequently the board has appointed a sub-committee composed of G. Tanguay, E. B. Rattray and G. A. Vandry, to make arrangements for the function, which will be held in the Chateau Frontenac.

ABOUT COFFEE PRODUCTION.

A report recently issued by a coffee expert at the Porto Rico Agricultural Experiment Station gives a few facts in connection with the production of coffee which are very interesting.

In Porto Rico an old grove yields in ripe berries something like 887 pounds to the acre, which means in coffee ready for the market 180 pounds. These figures would mean an average of a little over one-quarter of a pound per tree, which would figure out 746 producing trees to the acre. It is reckoned that the cost, exclusive of freight to point of consumption, of harvesting and marketing the coffee is \$2.26 per hundred pounds.

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W. CLARK MONTREAL

W. CLARK'S BEEF

BONELESS PIGS FEET

JELLIED HOCKS

PORK & BEANS

BOILED MITTAN

WILLIE BRIGHTYES MET A GROCER
OPENING UP HIS STORE
SAID 'BRIGHTYES' TO THE GROCER
"I'M HERE TO GET SOME MORE"
SAID THE GROCER TO LITTLE BRIGHTYES
"AH! YOU LIKE GOOD THINGS TO EAT"
"YES, SIR, INDEED," SAID WILLIE
"I DO JUST LOVE - CLARK'S MEAT."

MONTREAL

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53 Front
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