

**PAGES
MISSING**

05

THE CANADIAN GROCEER

Fall and Xmas Goods Number Oct. 27th 1905

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





WE GUARANTEE THIS
TABLE SYRUP
TO BE PURE AND WHOLESOME.

20 lbs.

NET

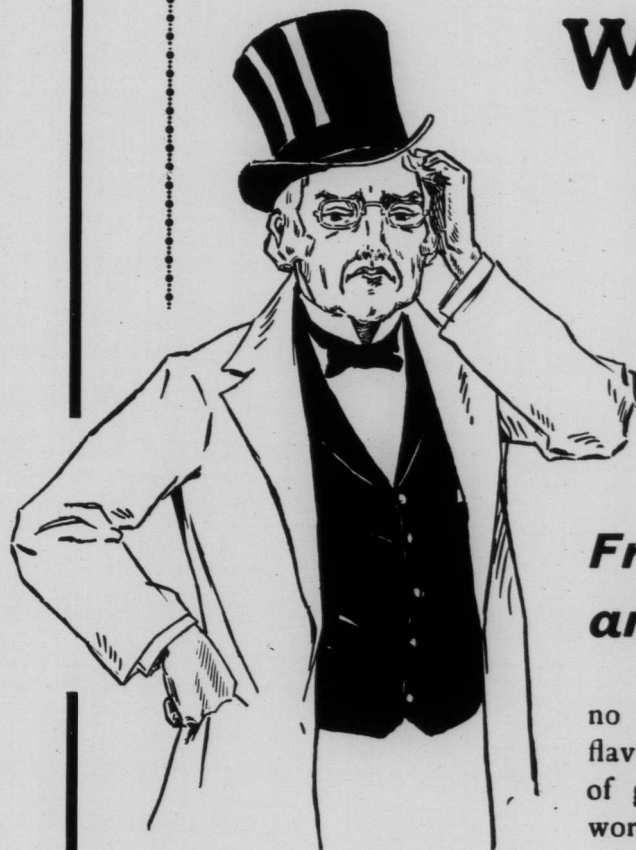
EDWARDSBURG



REGISTERED

PURE
TABLE SYRUP

MANUFACTURED BY THE
EDWARDSBURG STARCH CO.
CARDINAL, ONT.



When in Doubt Buy These Goods

Fry's Cocoa and Chocolate

Contains
no injurious drugs, or chemicals, or factitious
flavorings. Absolutely pure and hence
of greatest strength. Sold and known the
world over as "strongest and best."

When in doubt buy "*Fry's.*"

Cox's Gelatine

The oldest and most reliable
Gelatine produced. Sure in results—quality never varies. The
Gelatine that makes the housekeeper a firm friend of the store.

When in doubt buy "*Cox's.*"

Codou's Macaroni

Made only from the
real Taganrog (Russian) Wheat. No other wheat produces such good
Macaroni. Not the cheapest, but the "best."

When in doubt buy "*Codou's.*"

SOLD BY LEADING WHOLESALERS EVERYWHERE

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY.

QUEBEC, P. Q.

BRANDON, MAN.

GROCERIES FOR THE WEST

We will have a car leaving Toronto and Montreal about once a month.

Have you got something you wish to ship in these cars?

We will reship, sell or store for you. Write us.

Wilson Commission Co., Limited
Brandon, Man.

CALGARY.

The Best Salesman

is the Man on the Spot. Don't Continue to be Over a Thousand Miles Away from your Buyer. Communicate with us, and have your Business Transacted by reliable Brokers on the Spot.

Excellent Storage Accommodation.

NICHOLSON, BAIN & JOHNSTON

Wholesale Commission Merchants and Brokers

CALGARY, ALTA.

NICHOLSON & BAIN, WINNIPEG, MAN.

CHARLOTTETOWN, P. E. I.

HORACE HASZARD

IMPORTER of Refined and Raw Sugars, Barbados Molasses, Flour and Cornmeal.

EXPORTER of Cheese, Butter and Canned Goods.

AGENT in Canada and the United States for the famous BRAHMIN TEA.

Charlottetown, Prince Edward Island.

HALIFAX, N.S.

E. St. G. Tucker,

West India and General

Commision Merchant

HALIFAX, N. S. CANADA.

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE
HALIFAX, N.S.

Manufacturers' Agents and Commission Brokers.

WAREHOUSEMEN

Domestic and Foreign Agencies solicited.
Highest references.

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BROKER and
Commission Merchant

OFFICE: 58 KING ST. E. HAMILTON, ONT.

OWEN SOUND.

J. K. McLAUHLAN

COMMISSION MERCHANT

Warehouseman, Shipper and Steamship Agent

Owen Sound, - Canada

MONTREAL

A. J. HUGHES

Wholesale Grocers' Broker, Manufacturers' Agent and Jobber.

1483 Notre Dame Street
MONTREAL.

Open for few more foreign and domestic agencies.
Correspondence Solicited. Highest References.

H. J. STEVENS

126 BOARD OF TRADE, - MONTREAL

Wholesale Brokerage

Beans, Boiling Peas, Flour, Oats

J. T. ADAMSON & CO.

Customs Brokers
and Warehousemen

27 St. Sacrament Street, Montreal

Tel. Main 778.

Bond 28.

TORONTO.

W. G. A. LAMBE & CO.

TORONTO.

Grocery Brokers and Agents.

Established 1865

C. E. KYLE

WHOLESALE GROCERY BROKER
and MANUFACTURERS' AGENT

27 FRONT ST. E., - TORONTO

Highest references. Commissions solicited.

W. G. Patrick & Co.

Manufacturers' Agents
and

Importers.

29 Melinda St., TORONTO

25,000 cases

canned goods to offer

TOMATOES

PEAS

CORN

CATSUP

Finest Goods Packed

W. H. MILLMAN & SONS

GROCERY BROKERS

TORONTO

Alfred T. Tanguay & Co.,

Commission Merchants

FLOUR, GRAIN, ETC.

QUEBEC, CANADA.

Correspondence Solicited.

WINNIPEG.

CALGARY STORAGE

In a new brick block centrally located.

Dingle & Stewart

Winnipeg, Man.

Calgary, Alb.

COMMISSION BROKERS.

REGINALD LAWSON

MANUFACTURERS' AGENT and
WHOLESALE COMMISSION BROKER
UNION BANK BUILDING

Correspondence
Solicited

WINNIPEG, MAN.

JOSEPH CARMAN

Wholesale Grocery Broker and Manufacturers' Agent
Member Western Wholesale Brokers' Association

Union Bank Bldg, Rooms 722 and 723

Winnipeg, Man.

Open for good
Canned Goods Agency

Correspondence
Solicited

Stuart Watson

Manufacturers' Agent and Wholesale
Commission Broker.

WINNIPEG, MAN.

Highest References.

Correspondence Solicited.

DO YOU wish to extend your business to this
GREAT WEST COUNTRY?

WE CAN handle your account to our
MUTUAL ADVANTAGE.

Correspondence solicited. Established over 12 years

GEORGE ADAM & CO.

Wholesale Brokers and Commission Merchants
WINNIPEG, MANITOBA

G. B. THOMPSON

Wholesale Broker and Commission
Merchant

159 Portage Avenue East, - WINNIPEG, MAN.

Cable address, "CAPSTAN."

Storage facilities. Correspondence solicited

CANNED SALMON

1905 PACK

Wire or write us for prices:

Fraser River Sockeye
Skeena River Sockeye
River's Inlet Sockeye
Red Spring S.
Coho's
Humpbacks

Handsome Labels. Quality first-class. Prices right. We
want the trade of eastern retailers who purchase car lots.

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

BRANCH HOUSE:

NICHOLSON, BAIN & JOHNSTON
CALGARY N.W.T.

ST. JOHN'S, N.F.

THOMAS B. CLIFT

Broker, Commission Agent, Auctioneer and Notary Public
Commercial Chambers, Water St.
ST. JOHN'S, N.F.
A warm welcome extended to all Heads of Departments and Commercial Travellers from foreign countries.

VANCOUVER.

J. McA. CAMERON

Manufacturers and Wholesale Commission Agent
Correspondence Solicited
Vancouver, B.C. P.O. Box 912
Reference—Bank of Hamilton

VICTORIA, B.C.

Radiger & Janion

VICTORIA AND VANCOUVER
MANUFACTURERS' AGENTS and COMMISSION BROKERS
Correspondence Solicited. Reference—Bank of British North America, Victoria.

The GRAY, YOUNG & SPARLING CO., Limited

Salt Manufacturers

Granted the highest awards in competition with other makes.

WINGHAM
Established 1871

W. P. KAUFMANN
19 Caer Howell Street, TORONTO
Analyst & Consulting Chemist

Advice regarding processes of manufacture and technical applications of chemistry.



If you have Money to Burn

Why! Go burn it. There is 10 times more satisfaction in burning money than in losing it in dribbles, through carelessness of clerks, or disputed accounts. Who that has "pass-book" customers has not had accounts disputed and partially repudiated? The best way to avoid all complications and misunderstandings is as follows:

IF A MAN WANTS CREDIT

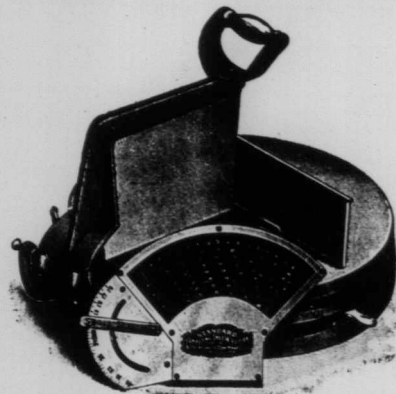
for \$10, give him a \$10 Allison Coupon Book, charge him with \$10, and there you are. No trouble at all. If he buys a plug of tobacco for ten cents, just tear off a ten-cent coupon—that's all. And so on for all his purchases up to limit of the book. NO PASS BOOK NO WRITING. NO TIME LOST. NO KICKING. 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.

THE STANDARD



**Computing Cheese Cutter
INSURES PROFITS
IN CHEESE**

- 1.—It cuts to accurate weight.
- 2.—It computes precise money value.
- 3.—It cuts without waste.
- 4.—It preserves the cheese.

Every grocer can afford it.

No grocer can afford to be without it.

Price and Terms Right. Write for Folder

THE WALKER PIVOTED BIN
AND STORE FIXTURE CO.,

516 Board of Trade Building, - TORONTO

A Few of Our Lines

Canned Vegetables & Fruits

Tomatoes, Corn, Peas, Peaches, Pears, Plums, Strawberries, Raspberries, Apples, Baked Beans, Green and Wax Beans, Squash, Succotash, etc., etc.

Canned Fish

Lobsters, Clams, Sardines, Kippered Herring, Finnan Haddie, Salmon, Mackerel, etc.

Fresh and Pickled Fish

Green Cod, Herring (bbls. and half-bbls.), Oysters, Kippered Herring, Finnan Haddies, Dried Cod, etc.

Jams and Jellies

Full stock all sizes, wood, glass, and cartons.

A FEW OF OUR AGENTS:

CANADA

Halifax, Seeton & Mitchell
St. John, W. S. Clawson & Co.
Quebec, R. F. Cream & Co.
Ottawa, James N. McIntosh
Kingston, James Craig
Hamilton, A. E. Richards & Co.
Toronto, A. E. Richards & Co.
Winnipeg, Goodlands & Haslett
Vancouver, C. E. Jarvis & Co.

UNITED STATES

Portland, Me., C. H. Mann & Co.
Boston, F. C. Howe Co.
New York, Alex. Wiley
Philadelphia, S. H. Levin's Sons
Baltimore, R. C. Griffith & Co.
Chicago, John H. Leslie & Co.
St. Paul, T. J. Preece & Co.
Butte, Ed. J. O'Neill
San Francisco, Cowles Logan Co.
Portland, Ore., Hamill Bros. & Crowley

EUROPE

Rotterdam, L. J. C. Hillebrand
Hamburg, Ernest Hugo Rohl
Brussels, H. C. Kelterer,
Havre, M. Brunel,
London, Henry W. Peabody & Co.
London, Leete & O'Connell
Liverpool, Henry W. Peabody & Co.
Constantinople, Fullas Freres

J. W. WINDSOR, MONTREAL, Canada

D. RATTRAY & SONS

Import and Export

Commission Merchants

QUEBEC

MONTREAL

OTTAWA

REPRESENTING :

ARMOUR & CO., Chicago, Ill.

Packing House Products.

JOSE RIERA, Denia, Spain.

Valencia Raisins, etc.

ROSENBERG BROS., San Francisco, Cal.

California Raisins, etc.

J. WALKER & CO., Greenock, Scotland.

Refined Sugars.

DEZEEUW & VANRAALT, Vlaardingen.

Holland Herring.

SOUTHERN COTTON OIL CO., New York

Salad and Cotton Seed Oils.

DA COSTA & CO., Barbados.

Sugar and Molasses

ARMOUR LIMITED, Toronto, Ont.

Beef Extract Products.

AG. RUSSO & FILS, Catania, Sicily.

Filberts etc.

F. MICELI-ANIS & CO., Messina.

Sicilian Produce

JUAN LLOPIS, Reus, Spain.

Tarragona Almonds.

A. T. ZINI, Patras, Greece.

Currants, etc.

ARMOUR GLUE WORKS, Chicago, Ill.

Glue, etc.

IMPORTERS OR EXPORTERS OF

Maple Sugar, Balsam Fir, Seal Oil,

Cod Oil, Whale Oil, Senega Root,

Patna and Rangoon Rices,

Austrian and Russian Sugars,

ETC., ETC., ETC.



GROCCERS : *This cut will be a reproduction of your store when handling our celebrated*

CHINESE STARCH

Chinese Starch is well advertised and known from the Atlantic to the Pacific as Canada's Best Laundry Starch.

Chinese Starch pays you a larger profit than any other laundry starch made.

We have opened up a factory at 123 Merrimack St., Boston, Mass., to supply the great demand for this starch in the United States.

WRITE FOR PARTICULARS

OCEAN MILLS, Montreal, Can., and Boston, Mass.

Buy Borden's Brands



Has no Equal

"Eagle" brand

Condensed Milk

and

"Peerless" brand

Evaporated Cream



Purest and Best

HIGHEST AWARD WHEREVER EXHIBITED

BORDEN'S CONDENSED MILK COMPANY

are the originators of Condensed Milk and stand at the head of all Condensed Milk Companies.

Factory: Ingersoll, Ont.

AGENTS:

William H. Dunn, Montreal

Erb & Rankin, Halifax, N.S.

W. S. Clawson & Co., St. John, N.B.

JOS. IRVING, 92 Wellesley St., TORONTO

Scott, Bathgate & Co, Winnipeg, Man.

Shallcross, Macaulay & Co., Victoria and Vancouver, B.C.

To arrive November 1st.

"Aurora" Brand

NORWEGIAN SARDINES

1/4 s., very small fish, slightly smoked.

"Aurora" Brand Sardines are delicious eating and are pronounced by connoisseurs to be the

Finest Sardines Packed

OUR PRICES WILL INTEREST YOU

WILLIAM H. DUNN
IMPORTER, MONTREAL



BENSDORP'S ROYAL DUTCH COCOA

There's no better Cocoa made, and it costs only 1/2 a cent per cup.

Remember the Cocoa with the Yellow Wrapper

THAT'S BENSDORP'S

For prices and particulars

WILLIAM H. DUNN - MONTREAL
Importer and Distributing Agent Province of Quebec and Eastern Ontario



RETURNED
 NOV 4 1905
*To Montreal
 cut Book 42
 page 59
 [Signature]*

From January to December you have it drummed into your ears of the superiority of such-and-such teas over the teas of Japan.

One would think that the Supreme Architect of the Universe, after providing the people of Japan and the East with the refreshing healthful teas of Japan, had suddenly turned all the virtues of the tea plant into jungles and hills of a lonely cast-off Island.

JAPAN

Don't be misled—the teas of

are the purest and healthiest, as well as cleanest grown on earth—and they pay you best to handle.

Stick to **JAPAN TEAS**
 and they will make your
 trade stick to you.

RETURNED
 NOV 4 1905



Canadian Market Best Known



Not always cheapest;
But at all times the best
And most wholesome.

RETURNED
NOV 2 1905

Brands



Mitchell's World-wide reputed Scotch Whiskeys
Positively the best Scotch Whiskey ever carried abroad.

Mitchell's Excellent Irish Whiskey
The Whiskey that gives Pat a good health, and a lot of wit and humor.

Wiser & Sons, Prescott, Whiskeys and Ryes
One of the greatest Canadian sellers.

Leconte, Morel, Sauternes Wines
Valuable at all times but indispensable during the oyster season.

Garcia & Hijos, Oporto, Wines
Unequaled as to quality and prices.

Manuel Tosta, Oporto, Wines
A pure sweet wine that has attained highest maturity.

Z. Ventura & Co., Oporto, Wines
An exquisite aperient for weak people.

Sanchez Hermanos, Jerez de la Frontera
Sherry Wines
An excellent restorative; the best food of the brain and the spine.

P. Juanita & Co., Jerez de la Frontera
Sherry Wines
This is a cordial and a most effective one!

Vichy Water "La Capitale"
The most effervescent water ever imported from Vichy. Contains grs. 8.704 mineral elements with every quart of water and is unrivalled for the treatment of kidney and liver diseases and dyspepsia.

Ph. Richard's Brandy,
Second to none in France, the best in Canada.

Blandy Bros.' Famous Madeira Wines
Ninety thousand gallons exported to U.S. in 1904.

Blandy Bros.' Celebrated Malaga Wines
A sweet Spanish wine, as tasteful as a Greek Moscatel.

Cardinal Dry Champagnes
One of the finest products of the French Wine City.

Pollen & Zoon, World Famed Geneva
(Amsterdam and Rotterdam)
The purest of Genevas and a great tonic for chilly weather.

Ch. Couturier Brandies
As pure as crystal, as sweet as milk.

F. Marion & Co., Brandies
A splendid value at a reasonable price.

Parville & Co., Brandies
The best line ever bottled for the money.

Vve. L. Vigneau & D. Cambours,
Sauternes and Clarets
Delicious, tasteful, healthy; these are splendid goods.

G. Pradel & Co., Medoc Wines
Buy a case as sample, for your customers' sake!!



Laporte, Martin & Co'y, Limited, - Montreal

WHAT ABOUT Mitchell's Scotch Whiskey?

How is your stock of Richard's celebrated Brandies?

Dried Fruits! Dried Fruits!

Muscateles Raisins, Valencia Raisins
 FINEST PLUMS From Bordeaux, (France) FINEST PLUMS From California

Evaporated APRICOTS and PEACHES from California

We have just received a portion of our fall order for new dried fruits, sold in advance, to be delivered on arrival. We are going to ship immediately to our customers any quantities sold from this lot, that is: **Valencia Raisins, 1905; French Plums, A. Dufour & Cie, from Bordeaux.** Meanwhile we will deliver our **California Plums** and our evaporated **Apricots and Peaches**, the finest on Canadian market this year.

About the 30th of October

we will make a second delivery for the orders taken in advance for European Fruits, when the "Bellona" arrives with the first cargo, sent direct from Mediterranean waters.

Fifteen Days Later, about the 15th of November

we will make the final delivery of same fruits, when the second and last boat direct, the "Escalona," comes in.

Until then

we continue to take orders for the most complete possible assortment of **Currants, Sultanas, Valencia Raisins, Californian Muscateles, Spanish Muscateles (Malagas), Table Raisins of the finest selection, Figs, Seeded Raisins, and Evaporated Fruits from California**, which will be shipped, respectively, as soon as they come in.

Our assortment largest (In Canada) Our prices lowest

WRITE US IMMEDIATELY FOR SAMPLES

For Your Customers' Sake!!!

AND WRITE US FOR PRICES FOR YOUR OWN BENEFIT!!!

Laporte, Martin & Cie., Limited

70, 72, 74, 76, 78, 80 St. Peter Street,
 9, 11 and 13 Lemoyne Street,

MONTREAL

CHAMPAGNES, CARDINAL & AMYOT, are the best for the money

Our GIN & POLLEN is unequalled for strength and quality

Winter Drink

**The Whiskies
of Quality.**

We commend to your favors as a most invigorating drink during the cold season.

**MacLEAY,
DUFF & CO.**

Glasgow,
Scotland

Freedom for the nerves

Extra Special for chills

AND

Duff's Liqueur Whisky

the Luxurious Spirit for Humor

All matured in sherry casks.

All carefully blended for your delectation.

ASK FOR THEM.

B. O. BELAND

General Agent, - - - MONTREAL

TODHUNTER, MITCHELL & CO.

7 East Front St., Toronto

*Importers
and Manufacturers*

Coffees, Spices, Cocoa, Chocolate, Flavoring Extracts, Etc.

We have a splendid assortment of fine Coffees and know we can suit your customers' taste.

**Standard
Blends**

"Excelsior,"

"Jersey,"

"Our Own Blend"

WARNING!



SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED

**WINN & HOLLAND, Agents
MONTREAL**

From the ATLANTIC TO THE PACIFIC

These Milks are famed for their excellent and uniform quality.

Storekeepers appreciate the confidence the public have in them.

It makes selling easy.



Sweetened



Unsweetened

REINDEER condensed

**COFFEE
COCOA**

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

"The memory of quality lingers when prices are forgotten"

PURE GOLD BRAND COFFEE

One Pound Tins, - 30 in a case

Two " " - 15 " "

Each case contains 1 dozen 2½-ounce sample tins free of charge.

If you are looking for a high-grade coffee try "Pure Gold." We guarantee every can.

THE PURE GOLD MANUFACTURING CO., Limited
Toronto, Canada

National Licorice Co.



Y. & S., SCUDDER and M. & R. Brands of **PURE STICK LICORICE**, Acme Licorice Pellets, M. & R. Wafers in bags, Licorice Lozenges, and a full line of Licorice Specialties, including the celebrated soft licorice lines sold under the Company's brands as follows: **THE FLEXIBLE LICORICE, THE PLIABLE LICORICE, THE ELASTIC LICORICE.**

106 John Street, BROOKLYN, N.Y.

Illustrated Catalogue on request

Molasses

You will shortly be thinking of laying in your Winter Supply.

Before doing so, write us. Our prices will interest you.

Dominion Molasses Co., LIMITED

Halifax, - Nova Scotia

Agents

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

Thorough Tea Test

Where is the home that does not use
Ceylon Teas?

Tons of Ceylon Teas are consumed
annually in every part of the civilized globe.

Ceylon Teas enjoy a vaster trade and
have a mightier name than all other teas
combined.

Ceylon Teas Triumph

September 1905 Sales of BABY'S OWN SOAP Have Exceeded Those of Any Other Month.

Owing to our having been delayed by our printers, we were unable to place our prospectus in the hands of the trade until the middle of September.

We have decided to wait till

October 31, 1905

before offering any shares in Albert Soaps, Limited, to the public.

Until then only dealers in Soap have the opportunity of subscribing for this stock at par (shares are \$50.00 each).

One of the main objects of the formation of this company was the chance it offered to interest dealers in soap in "Albert" products, and to help them make more profit out of the sales of these goods.

Quite a few dealers have made enquiries, but more have not done so.

We know that investors are seldom offered the chance which we are now offering—and we make the offer merely because we know that dealers will want to help a concern they are interested in—and will not need urging to sell Albert Baby's Own Soap when asked for it, if they are shareholders in Albert Soaps.

On the other hand, every shareholder who does sell a bill of Albert Soap will be helping to increase the value of his own property.

Albert Soaps, Limited, will probably pay dividends in excess of 7% per annum.

If you have not already received a prospectus we will gladly send one on request.

ALBERT SOAPS, LIMITED
168 McCord Street, - MONTREAL

Maple Syrup

Don't wait till next year to sell Maple Syrup and Sugar. We are shipping lots of both lines now and there is money in them for you, if you buy a good article. "**Defiance**" brand syrup is what you want, and "Quebec" Sugar. Check over these reduced prices:

Defiance Syrup, Pints,	Cases, each 2 doz.	- -	\$1.25 per doz., retails	15c.
" " Quarts,	" " 2 doz.	- -	2.40 " "	25c.
" " $\frac{1}{2}$ Gallons,	" " 1 doz.	- -	4.80 " "	50c.
" " Gallons,	" " $\frac{1}{2}$ doz.	- -	9.00 " "	\$1.00
" " 5 Gallons,	" " 1 tin	- -	4.00 per tin.	
" " Barrels,	each, 50 gallons	- -	5 $\frac{3}{4}$ per pound.	
" " $\frac{1}{2}$ Barrels	" 30 "	- -	6 " "	
" " Kegs	" 15 "	- -	6 $\frac{1}{4}$ " "	

Quebec Sugar, $\frac{3}{4}$ -pound cake, Cases each 40-cakes, retails at 10c.

You can buy your bulk syrup in oak packages at a very small extra cost, and then we allow you full prices when returned, besides freight. In this way you get a container that does not absorb like an ordinary package, and there is no leakage. Let us book your order for either present or later delivery, and you will be sure of the best quality at the right prices.

JOHN SLOAN & CO.,

TORONTO

BELLEVILLE

The Trade are all handling

COLMAN'S No. 1 White RICE STARCH

Attractively put up in —————

Pounds, Halves and Quarters

to sell at convenient and profitable figures.

COLMAN'S STARCH is all Starch, no admixtures.
all crystals, no dust or powder

Liberal sampling among your customers on receipt of list addressed to Frank Magor & Co., 403 St. Paul Street, Montreal, Agents for the Dominion.

BRAID'S BEST COFFEE



Roasted or Ground, Packed in 1-2-5-10-25 and 50 lb. Tins, also in Air-tight Fancy Drums and Barrels

BRAID'S BEST is a rich blend of highest test Coffees, has that rich, smooth flavor found only in the highest grade Coffees, and entirely free from any sharp, bitter flavor.

We want your **COFFEE BUSINESS, ALL OF IT**, and are making the lowest possible prices for the high grade of goods handled. We are direct importers, and know all the sources of supply.

Our specialty is **HIGH-GRADE DRINKING COFFEES**, which are roasted fresh every day, insuring full strength, and fine flavor.

Every grocer should carry a stock of **BRAID'S BEST COFFEE**.

Write Us for Samples

WM. BRAID & CO., - Vancouver, B.C.

ESTABLISHED 1845

"The Memory of Quality Remains"

"The satisfied customer is the best advertisement." A generality, you say—may be—nevertheless the vital truth remains, that the Grocer who gets the particular, exclusive trade is the Grocer who sells the goods that guarantee satisfaction—**S. H. & A. S. EWING'S** Delicious **COFFEES** and High-Grade **SPICES** have helped make satisfied customers for discriminating Grocers in increasing numbers for over half a century. Does it pay to handle inferior or questionable goods? Some merchants say: "Oh, I'm handling such and such a line of Coffees or Spices. They are good enough and suit my trade." Perhaps they do—but did it ever strike you that with a better class of goods you might largely increase your trade with the best classes of particular people? Remember, you are not experimenting when you place an order with the old reliable house.



COFFEES AND SPICES EXCLUSIVELY

S. H. & A. S. EWING

MONTREAL COFFEE AND SPICE STEAM MILLS

53 and 55 Cote St., Cor. LaGauchetiere St.



WILSON WAYS

TRUSTED TRADE

One thing which distinguishes "**GOLDEN RUSSET VINEGAR**" trade from "other vinegar" trade is that while it may come **no faster** it stays a **good deal longer**. Not only do most pickle manufacturers use

GOLDEN RUSSET VINEGAR

exclusively, but the number of householders using it exclusively, also, is increasing each year. You may not **notice** because you do not **taste**, but "rank" Vinegar sooner or later gets its deserts, which means that the axe falls on "rank" vinegar trade. Wilson customers are firmly wedded, so Wilson trade is trusted trade. A grocer could do more **profitable** business carrying **GOLDEN RUSSET VINEGAR** alone than he could carrying all the acid vinegars on the market, even if he got them at half-price.

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When you want a first-class **GINGER ALE**, one that will satisfy your customers, order

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The satisfaction of getting the best that money can buy, or knowledge can produce, goes with every bottle.

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S. Currier
cut book 42
page 61



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is cheaper, more convenient, and will save more time and money to the user in six months than the entire cost of the outfit.

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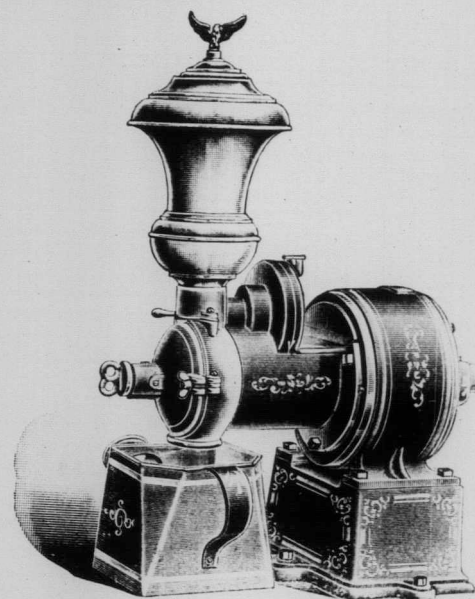
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The illustration shows our mill No. 83 fitted with $\frac{1}{4}$ H.P. motor, furnished for either direct or alternating current. It is 30 inches high, 22 inches long, 14 inches wide and weighs 115 pounds.

The nickel-plated hopper has a capacity of 4 pounds of coffee. It will granulate 1 pound of coffee a minute or pulverize $\frac{1}{4}$ pound a minute. Each machine is equipped with pulverizing grinders and can be regulated for fine or coarse grinding while running.

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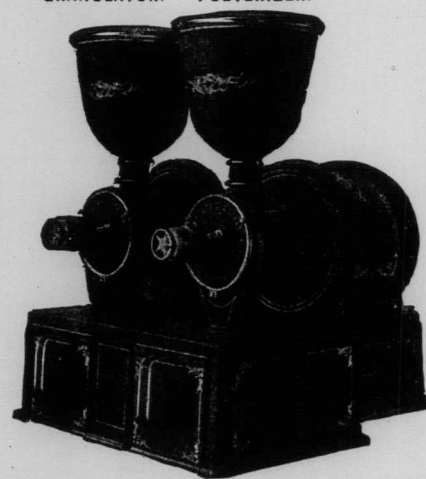
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GRANULATOR. PULVERIZER.

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

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Height, 29 in. Length, 33 in. Width, 23 in. Weight, 275 lbs.
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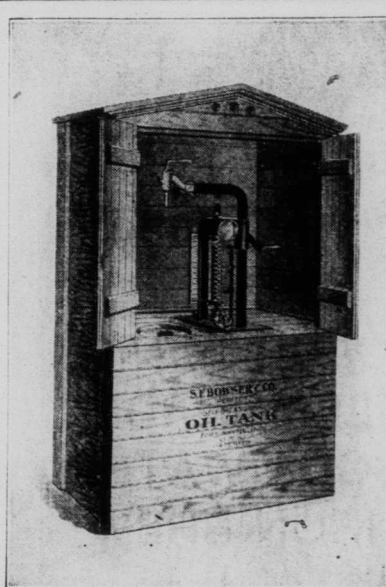
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To our patrons we extend thanks for past favors and solicit future commands.

If it's anything in the can line you want we can make it. Write us.

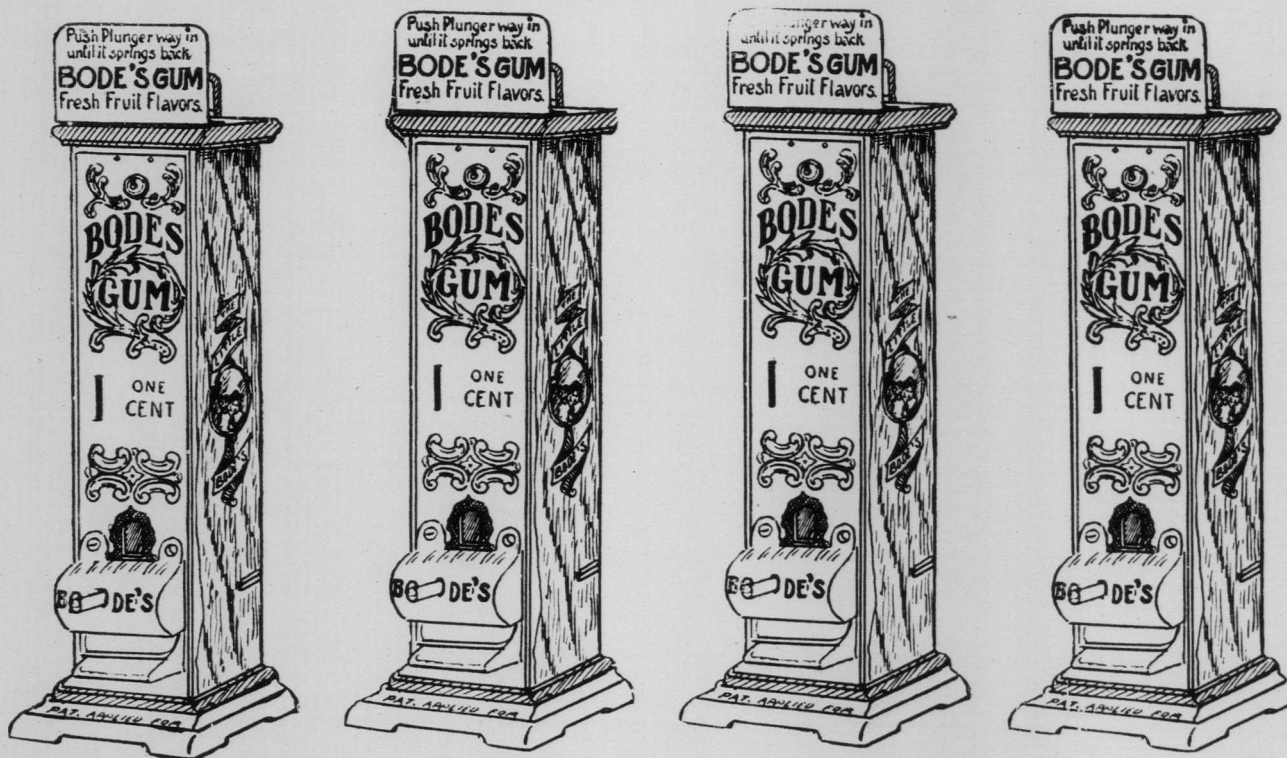
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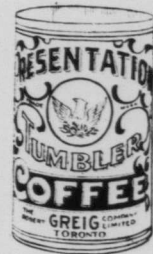
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The Standard of Canadian Groceries

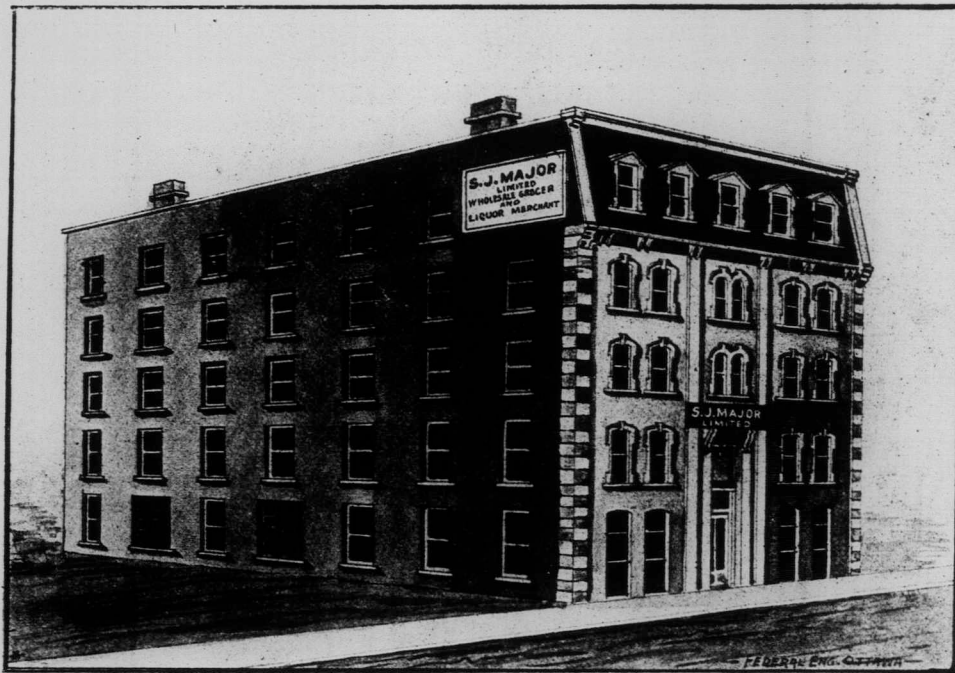
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***Canned Goods,
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—Our prices are lowest obtainable on these lines.

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**DWIGHT'S
COW BRAND
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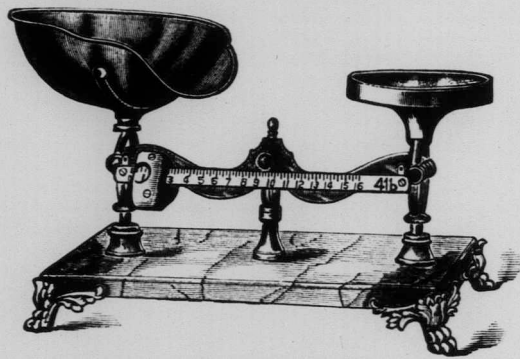
has had the confidence of the consumer and the dealer. This confidence is due only to its value to the house-keeper and the profit its handling brings to the dealer.

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Scales Brass Scoops
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Syrups and Fountain Requisites Paper Julep Straws
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Not

DOES it pay you to sell Coffee

But

DOES it pay you to sell poor Coffee. The most successful grocer will tell you that success depends upon quality probably more than upon anything else.

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It Pays to Sell Them

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\$2.00

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as a quick seller and easy
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you to look into this pro-
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Put up in glass, a few hours after being picked and nothing but the finest

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They look tempting and taste as good as they look.

One Glance

and your customer will buy the first jar. Then you have only to fill the orders.

Agents: ROSE & LAFLAMME, Montreal.

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These words are the key to the success that every true Canadian heartily desires for this fair Canada of ours!

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Why use Foreign Salt? We have CANADIAN SALT that is superior to any foreign salt that is made. Why not help build up Canada by using

Canadian Salt

and thereby employ Canadian labor, Canadian works, and Canadian capital?

Demand of your wholesale grocer Canadian Salt, and if he does not keep it write to us for prices and samples.

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*To Montreal
Cut Book 42
page 50*

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Write us for particulars as to
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The Duncan Company of Montreal

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The brand "Sterling" is the talisman for all that's best in Pickles, Relishes, Jams, Jellies and Extracts. The Grocer who keeps well stocked in these famous "Made in Canada" goods, has an army of pleased customers.

Each year, in what is now a long business history, finds the goods of this factory in increasing favor among the trade all over Canada. From the Atlantic to the Pacific—down by the Sea, and west among the plains of the Great West—these goods are rich in their host of admiring friends.



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- Maple Syrup in Glass and Tins, all sizes.
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Teas—Japan, Congou, Indian, Ceylon, Oolongs, Ping Suev, Gunpowder, China Greens (wholesale only).

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Telephone orders receive prompt attention.

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IVORINE
COLD WATER
STARCH

is undoubtedly the housekeeper's friend, because it is more easily prepared in the home. "Ivory" is good to Grocers in that it sells readily and is worth selling. Have you a stock?

See your jobber

St. Lawrence Starch Co., Ltd.

Port Credit, Ont.

"GET THE BEST"

SOMETHING NEW IN

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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 Counter Check Books.

THE

CARTER-CRUME COMPANY,

LIMITED

TORONTO and MONTREAL

Mention this paper.

NOT IN THE TRUST

The POWERS have decreed that our
CRYSTAL SUGAR shall not be sold through
the regular channels, so if you desire to

ENCOURAGE COMPETITION

buy direct from the refinery or through our agents. The

QUALITY

of our new product is

EQUAL TO THE BEST

sugar ever refined in Canada.

WRITE OR WIRE FOR PRICES

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Agents,
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The Wallaceburg Sugar Company, Limited
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A "TURNER" TALK

THE name of a firm does not necessarily indicate what kind of treatment would be accorded you by the proprietors, any more than does the horrid stench of escaping gasoline from a passing automobile indicate its speed, but when you become acquainted with the proprietors and in closer business touch with the firm and their style of doing business then you will realize when you see the name that it is significant of courtesy and business attention.

We attribute our success in business very largely to our style of despatching orders. Merchants all over Canada, and especially in the Far West, will testify that orders being filled by JAMES TURNER & Co. reach them far in advance of purchases made from other firms.

These facts are well worthy the consideration of merchants who are yet unacquainted with our style of handling orders.

Is it possible to imagine anything more annoying in business than to find the counters of your competitors piled up with the choicest of new goods, while you are making inquiries from day to day, only to be informed that they expect the arrival of your goods next week?


Another, and most potent factor in the success of our business is that we handle the choicest goods that Old Mother Earth presents to her people. The traveller who endeavors to persuade you that an inferior article, at a less price, suits your trade insults your intelligence. There are no schemes that man's imagination can devise for building up and maintaining trade equal to the handling of good goods, and nothing can be more disastrous than dealing in shoddy.

The fruit season is now on, and it affords us much pleasure to state to the trade that this season's importations will exceed all former ones. We will have in our warehouse the choicest selections from the markets of the world.

Fine Filiatra Currants, cases and 1/2 cases.

Fine Casalina Currants, " "

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OCT 20 1905
J. J. Turner
Box 42
page 12

 **Package Currants.**

Nelson's Selected Valencia Raisins.

Trenor's " " "

Malaga Raisins, 1/2-Boxes and 1/4-Boxes.

"Sovereign," "Imperial," and "Regal" Brands.

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OCT 20 1905

 **Candied Drained Peels.**

Beaver Candied Peels, in tins and boxes.

Also all the popular "Red Feather" brands of goods that are now receiving the attention of all up-to-date grocers.

The Grocer who wishes to have special brands of Teas, packed with a handsome label and business address, will find it to his advantage to consult us, as this is a specialty with us.

We do not go on record for selling goods cheaper than any other house in the trade. This is too stereotyped, but we do ask you to consult our travellers. Inquire from them our prices, or write us for quotations and samples and convince yourselves that this is so.

James Turner & Co.

Wholesale Grocers, - - - - HAMILTON, ONT.

October 27, 1905

THE CANADIAN GROCER

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.

**“2 in 1”
SHOE POLISH**



THE DADDY OF THEM ALL.

The blackest of the blackest.

The brightest of the brightest, and the easiest shoe polish in the world to shine.

Why waste time in trying to sell inferior goods?

“2 in 1” is universally esteemed by everyone that ever used it.

Why waste an hour of your time trying to sell a 10c box of a worthless imitation?

All dealers in shoe polish are advised to lay in their stock of “2 in 1” before the cold weather comes on, as “2 in 1” cannot be shipped in extreme cold weather, as it is a combination, and the only one of the kind in the world that combines oil and water.

Sold by all wholesale dealers and the

F. F. DALLEY CO., Limited

Hamilton, Canada.

TEAS

We have just the teas you want to double your sales, both **Ceylon Greens** and **Blacks** and **Japans**. You can't do better in **price** or **quality**. We guarantee more than satisfaction.

A satisfied customer is your strongest asset. Get her to try our teas and you will never lose her trade.

Our Motto : Good Goods, Close Price, Prompt Shipment.

**GEO. ROBERTSON & SON,
WHOLESALE GROCERS,
KINGSTON**

Dealers Buy Wisely

wise buying is just as essential as successful selling—combined they are the only foundation of business prosperity.

Mathieu's Syrup

of Tar and Cod Liver Oil

Wholesalers Who Stock Mathieu's Remedies


- L. Chaput, Fils & Cie, Montreal.
- Laporte, Martin & Cie, Limited Montreal.
- Hudon & Orsali, Montreal.
- Demers, Fletcher & Cie, Montreal.
- Hudon, Hebert & Cie “
- D. C. Brosseau & Cie, “
- Mathewson & Sons “
- Carter, Galbraith & Co'y “
- Forbes Bros. “
- Birks, Corner & Co'y “
- J. B. Bedard & Freres, Quebec.
- N. Rioux & Cie, “
- N. Turcotte & Cie “
- S. J. Major, Limited, Ottawa.
- H. N. Bates & Sons “
- Skinner & Co'y, Kingston, Ont.
- Martin, Bole & Wynne Co'y, Winnipeg, Man.
- Fillmore & Morris, Amherst, N.S.
- Haltie & Mylins, Limited, Halifax
- Brown & Webb Co'y “
- Simpson Bros. & Co'y “
- Canadian Drug Co., St. John, N.B.
- McDiarmid Drug Co., “
- T. B. Barker & Sons, Limited, St. John, N.B.
- Carvell Bros., Charlottetown, P.E.I.

is one of the most reliable articles to stock. Wherever humanity is affected with throat and lung troubles there Mathieu's Syrup has a ready-made market.

Truthful and extensive advertising backed up by real merit have made it known all over Canada as the unsurpassed remedy for Coughs and Colds.

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

SIROP
DE



GOUDRON
—ET—
D'HUILE DE
FOIE DE MORUE

—AND—
Syrup of Tar
—AND—
COD LIVER OIL

Ce sirop contient, sous une forme agréable au goût, toutes les propriétés médicinales bien connues de l'Huile de Foie de Morue et du Goudron de Hêtre.

This Syrup, agreeable to the taste, contains all the well-known medicinal properties of Cod Liver Oil and Tar.

PRÉPARÉ PAR
J. L. MATHIEU,
Pharmacien-Chimiste,
Sherbrooke, - Québec

PRIX, 55 CTS.

RETURNE
18 19
page 68



Established 1852.

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

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

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

E. W. GILLETT COMPANY LIMITED

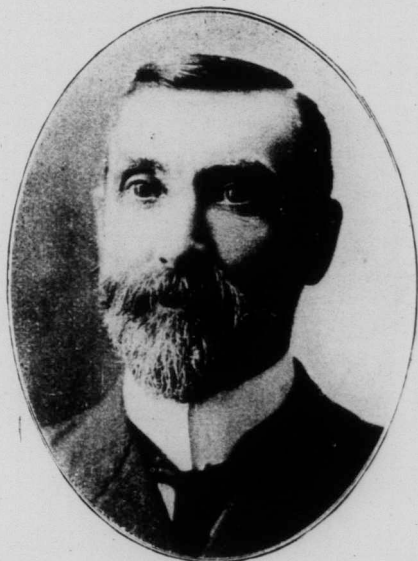
Chicago, Ill. TORONTO, ONT. London, Eng.

Awarded Gold Medal Toronto Exposition 1905.

DEVELOPMENT OF RETAIL TRADE IN WESTERN CANADA

WESTERN retailers are showing the trade in other parts of Canada an example worthy of imitation in the enthusiastic way they are supporting the Retail Merchants' Association of Western Canada. Readers of *The Canadian Grocer* in all parts of Canada are familiar with the methods and aims of this association, but, perhaps, the time is opportune for a short sketch of the history of a movement which is taking the trade of the west by storm.

Practically all the country merchants in Manitoba are now in line, and the movement is taking hold of the new Provinces farther west. In another year it is likely that Manitoba, Sas-



T. J. Lawlor,
President of the Retail Merchants' Association of
Western Canada.

katchewan and Alberta, will be thoroughly organized.

Retailing in the west presents many problems, and the lot of the country storekeeper is not always to lie down in a bed of roses. Dealers have held themselves and their business too cheap, and have themselves been responsible for most of the difficulties with which they have had to contend.

To no class of men does the west owe more than to the country storekeepers. Where the first settlers went, there went the general store man with his varied stock of necessities and luxuries, and that stock was the only source of supply to be found for miles. Perhaps in some cases the storekeeper abused his

quasi-monopoly, and charged too much for his goods, but whether that be true or not there is no doubt that in most places the customers abused the friendship of the storekeeper and were given very long credits. In the development of the west the retailer who gave long credits to customers who had no available funds, and the wholesale houses who carried the accounts of the retailers, being themselves accommodated by the banks, played an important part. The west owes very much to those country storekeepers.

In course of time, as the country developed, many stores were started and competition became intense. In many towns and villages there was over confidence in the prospects of the immediate future, and more stores were started than the volume of business warranted. Competition became very intense, and there was little profit in business. In a country where it is necessary in some months of the year to give credit, and where in consequence credit is abused the year round, it is disastrous to sell goods at cost—to say nothing of selling at less than cost, as was often done.

In many parts of the country the condition of the retailer became almost intolerable. While his customers were prospering, insane cut-throat competition was compelling him to work for a mere pittance. With the development of the country, his customers no longer really required long credits, but as it had always been the custom to run store bills they still did so, using their ready money to indulge in land speculations.

The Association Idea.

In Boissevain, Man., conditions became intolerable, and in the Summer of 1904 the dealers in that town sent out an invitation to merchants in neighboring towns to meet them and consider the advisability of forming an association to protect the interests of its members. The invitation met with some response, and the expressions of sympathy were so numerous that it was decided at the Boissevain meeting to call a general meeting of Manitoba merchants in Winnipeg during the Bonspiel week the following February. In the meantime T. J. Lawlor, of Killarney, was appointed provisional president, and A. T. Embree, of Boissevain, consented to act as provisional secretary.

First Winnipeg Meeting.

Accordingly Manitoba merchants were invited by circular and through the columns of the trade press to meet in Winnipeg during the Bonspiel. The response was encouraging for the attendance was large, and more than one hundred dealers who could not attend wrote the secretary expressing their hearty approval of the association idea. It was decided, therefore, to form a permanent organization, and a committee was appointed to frame a constitution. Expressions of sympathy had been received from merchants beyond the boundaries of the Province of Mani-



H. C. Hamelin,
First Vice-President of the Retail Merchants' Association
of Western Canada.

toba, and, being men of large ideas, the constitution committee recommended that the association be known as the Retail Merchants' Association of Western Canada, and that its field be the Greater Canada from the Great Lakes to the Pacific Ocean. This recommendation was adopted.

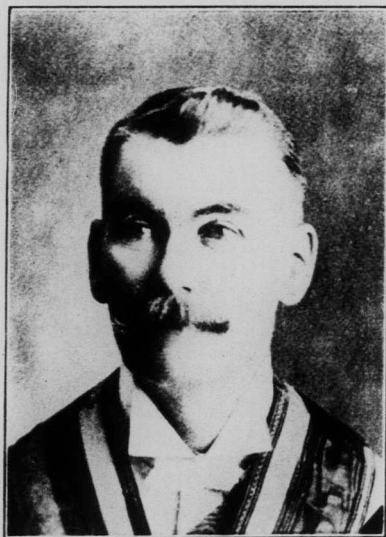
Wholesale Support.

The convention lasted three days, and meetings were held morning, afternoon and night. The evils which the association was intended to remedy were thoroughly discussed, and definite remedies were suggested after due con-

sideration. A pleasing feature was the hearty support given the association by the wholesale grocery trade of Winnipeg. One of the sessions of the convention was held in the warehouse of Foley, Lock & Larson—the hall not being available that evening—and other wholesale houses were enthusiastic in their expressions of sympathy and promises of support.

Credit Evil.

Chief among the topics discussed was the evil of long credits. It was felt that the credit system could be dealt with effectively only by united action, and the problem was to hit upon a plan which would meet with the approval of all concerned. One or two dealers wanted to do away with the credit system entirely and were anxious that the association should pledge its members to inaugurate a strictly cash system. But the great majority were opposed to



J. D. Baine,

Second Vice-President of the Retail Merchants' Association of Western Canada.

this plan, as they believed it to be too radical to meet with success. It was the general opinion that the credit system could not be abolished in the west, but that it might be controlled, and that if the western merchants could not master the credit system it would very soon master them. Accordingly a compromise between the cash and credit systems found favor with the great majority. Credit is most required by the western farmer during the Summer months and in the Fall before his wheat crop is threshed and marketed; in the Winter he is prosperous, and well able not only to pay his bills but to pay cash for his new purchases.

Such had been the hold of the pernicious credit system that many prosperous farmers were in the habit of paying their store bills only once a year,

and commencing a new account as soon as the old was paid. It was accordingly decided by the association to recommend the closing of all accounts on November 1st of each year, and the maintenance of a strictly cash system until May 1st, the only exception to the rule to be that thirty days' accounts are to be treated as cash. At the July meeting this recommendation was amended to shorten the cash period one month. It was decided to refuse all credit from November 1st to April 1st. It was clearly understood at both general meetings that while the association strongly recommended this plan of dealing with the credit evil, no positive rule was laid down. However, it has been found in practice that the long credit evil is the question in which western retailers are most keenly interested, and in many cases it is only because the association offers a remedy for this evil that dealers are willing to join. In practice it has been found impossible to organize local sections of the association until all the merchants in the section signify their approval of the plan. Hence, to all intents and purposes, the credit proposals constitute a binding rule for all members.

Produce Question.

Another question that occupied the attention of the February gathering was the difficulty of handling farm produce to advantage. Intimately bound up with this question was the price cutting evil. It was well known that not only were many merchants selling many lines of staple groceries at cost, or less than cost, but they were accepting in payment butter and eggs at prices higher than could be obtained from the Winnipeg produce houses. Clearly this was a mischievous and ruinous practice, and the association set itself the task of grappling with it. It was decided that the most effective way would be to organize neighboring towns in sections in which uniform prices would be paid for produce and uniform prices charged for certain staples. During the Summer months this plan was adopted throughout the greater part of Manitoba, and it was attended with conspicuous success. Perhaps there had been more cutting on tobacco and sugar than on any other staples, and the association has saved much money for its members on these two items alone.

"Supply" Accounts.

Another grievance of a peculiarly delicate nature was discussed at the February meeting, and this was the existence of what are usually designated as "supply accounts." There can be no doubt that in many parts of Manitoba the grocery and general store trade is very much overdone. Many towns have more

stores than they can well support. It is charged that in some towns stores are kept going by wholesale houses who want accounts in those towns and are unable to sell to any other stores. The association hope to influence the wholesale houses to cut off such "supply" accounts.

Organizer Appointed.

When the officers were elected in February, A. T. Embree, of Boissevain, retained the office of secretary until such time as the association might appoint a permanent secretary who would also act as organizer. Late in April the executive met at the Leland Hotel in Winnipeg to consider the applications received for the position of organizer in response to newspaper advertising. Some twenty applications were received, and after due consideration W. A. Coulson, a bright young newspaperman, who had recently arrived in Winnipeg, was given the appointment. Mr. Coul-



W. A. Coulson,

Secretary and Organizer of the Retail Merchants' Association of Western Canada.

son set to work at once with energy deserving of success, and after circularizing the entire western trade he commenced the difficult work of organizing the country dealers in local sections. His success in securing new members was remarkable, and he was able to present to the general meeting in July a highly encouraging membership list, published in *The Canadian Grocer* at the time.

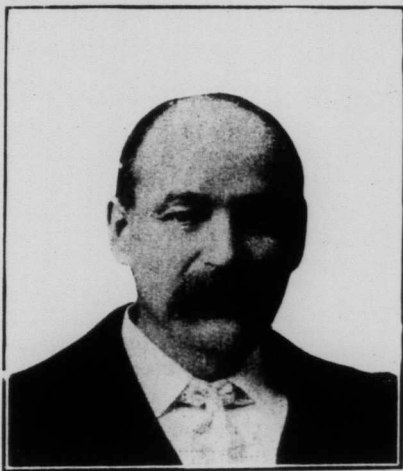
July Meeting.

The semi-annual meeting held in Winnipeg in July was the occasion for taking stock of the work already accomplished, and the substantial results shown by Secretary Coulson at the close of a few weeks' canvass encouraged the executive to push the enterprise with renewed energy. It was also made abund-

antly plain at the July meeting that the association has the hearty support of the Winnipeg wholesale trade. At the concluding session of the convention a large number of Winnipeg wholesale men were present, and their addresses were very encouraging to the gathering. Of the wholesale grocers, Wm. George-son, of Codville & Co., and A. S. Lock, of Foley, Lock & Larson, were particularly emphatic in their expressions of approval and promise of reasonable support. It was made quite plain that any dealer joining the association and later becoming weary in well doing and disposed to fall by the wayside, would lose favor with his wholesale house. The jobbers were determined to collect their accounts before the end of the year, and they supported the association because of its policy respecting the credit evil. In this matter, the interests of wholesaler and retailer are identical.

Trade Newspaper Organ Chosen.

It was felt by the executive that the



G. C. Sayles,

Member Executive of the Retail Merchants' Association of Western Canada.

association required publicity in a trade newspaper which would be read only by members of the grocery and general store trade. The association is neither planning nor carrying out any work of which it has any reason to be ashamed, but while its aims are perfectly legitimate the association does not wish its affairs dissuaded by the customers of its members.

The executive set themselves to select a paper which circulates only among grocers and general storekeepers, and as a result *The Canadian Grocer* was chosen as the official medium for all confidential news. Since that choice was made the western trade have read with interest many news items relating to the association and published exclusively in *The Canadian Grocer*.

"I have to thank *The Canadian Grocer* for much effective publicity," says Secretary Coulson. "It would be diffi-

cult to overestimate the assistance it has been to me in promoting the organization. Everywhere I go I find the dealers are acquainted with the working of the association from the reports in *The Canadian Grocer*, and I don't have to start at the beginning to tell them about it."

Work Since July.

Since the semi-annual meeting in July the association has made steady, substantial progress. A large addition has been made to the membership list, and a great many local sections have been organized. Each section has its own secretary, and the members meet from time to time to arrange the prices to be paid for produce and the prices to be charged for certain staple lines. The action of these local sections is reported to Secretary Coulson, whose duty it is to prevent friction through a clash in prices in neighboring sections.

Through the good work of the association cutting in tobacco and staples has been stopped in almost all sections in Manitoba, and in some towns in Saskatchewan. Uniform prices are paid in the various local sections for farm produce, and the dealers are no longer paying more than the market value for butter and eggs. On Wednesday of next week, November 1st, the association inaugurate their policy respecting credit. On that day all accounts are closed and credit will be refused until April 1st, 1906. In this difficult work the association has the best wishes and hearty support of *The Canadian Grocer*.

THE LAND OF PROMISE.

CANADA, and especially the Northwest Territories, is receiving at the present time the marked attention of the British Isles. It is beginning to be realized that the opportunities in this fair and vast Dominion are unlimited.

A few years ago general remarks might have been found in the various newspapers of Great Britain, with an occasional editorial on some passing circumstance or condition of interest. Now, however, this has changed, and all eyes are turned to "Canada" as the most attractive, practicable, and profitable avenue towards which to turn the vast amount of ability and energy which to a large extent is without prospect in the Motherland.

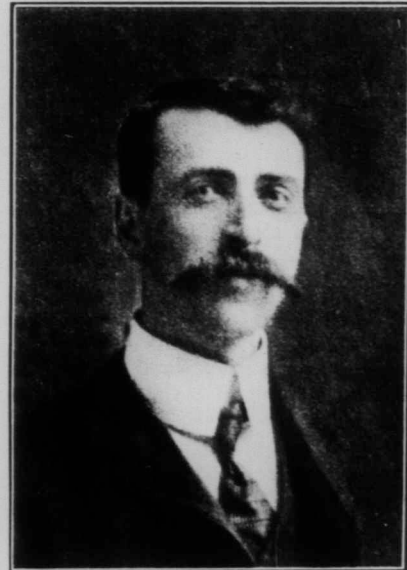
The development of this fast and opulent region is but in its infancy. Its progress, however, is being tenaciously pushed forward with a remarkable degree of energy, intelligence and boundless self-confidence by all Canadian citizens.

It is not saying too much when we remark that in all probability the region between Winnipeg and the Rockies

will ere long be inhabited by many millions of prosperous, energetic and thoroughly contented people, the satisfactory feature being that Anglo-Saxon blood will predominate.

Conditions each year are improving with great rapidity so that the many trials and hardships which have had to be faced by the pioneers of earlier days will to a large extent become a thing of the past. The influx, therefore, which will gradually continue, will meet surroundings at once congenial and satisfactory, producing in a settler that immediate adaptability to environment which is so necessary in the case of emigrants.

Within a generation or so the part the Northwest Territories will be called upon to pay in the history of the Empire and of the world must be by no means a small or unimportant one.



W. Ledoux,

Member Executive of the Retail Merchants' Association of Western Canada.

MAN WHO WORKS AND GIVES

There is a hope for the man on the long,
steep hill,
Who is toiling to find success;
There is a hope for the man who uses
his will
In the struggle and strife and stress.
There is a hope for the man who will
banish luck,
And bend to a wiser plan,
If, shoulder to shoulder, he stands with
pluck,
And gives to his fellowman.

Deep in the whirling, eddying stream
Of striving humanity lies
The smoldering flames that will glow
and gleam
Like the light from famished eyes,
When fanned by desire, ambition and
pluck,
And the words, "I will, I can";
Let these be your tools for success—not
luck—
And give to your fellowman!
—Milwaukee Sentinel.

THE GROCERS' REFLECTIONS

A GROCER'S THANKSGIVING.

EVERYBODY gave thanks last Thursday, at least it is to be hoped they did. Even the hard-worked grocer shut up his shop — of course after filling just a few pressing orders—and in company with his wife and family sought the house of the Lord and with a full and thankful heart and lusty lung joined in the grand, old, soul-stirring, rock-moving hymn, "Praise God from whom all blessings flow, Praise Him all creatures here below."

He left the church a better man, and the poor old organ-grinder at the corner of his street pricked up her ears at the jingle of the quarter that dropped into her battered tin cup, and her eyes glistened with a tear of thankfulness, and her lips spoke the words of her heart with a feeling that made the grocer's lips tremble in an unaccountable, and to him very embarrassing way, while a lump formed in his throat that threatened to impede his breathing. Yes, he felt a better man, and if ever a quarter was given that carried with it the blessing of Him that said "It is more blessed to give than receive," it was that quarter of the grocer.

And when he arrived home, and the family had all gathered round his groaning dinner table, and he saw that all the olive branches were clustered round the parental trunks, his heart was full and the grace dropped from his trembling lips in a manner to endanger the stability of the napkin tucked under his chin. Even the delivery boy whose home is up in the "North Country" was not forgotten, and never "eat such a dinner in his life," as he told the butcher's boy on Friday morning when comparing notes as to how much more they could individually have taken without "bust-in'." Yes, it was a dinner; would there were more like them, more Thanksgivings in the year.

And as he sat nibbling at his cheese and celery and sipping his own extra blend of Old Government and Mocha, and his youngest branch, aetat three-fifty—beg pardon, three and a half years—was taking up an entrenched position on his left knee, much to the dissatisfaction of Towser, the terrier, a practical side of his Thanksgiving dinner seemed to suggest itself to him, and smiling somewhat at the oddity of the thought, he drew the attention of his circle to him by remarking: "Say, mother, have you ever thought when eat-

ing your dinner on this day of all grateful days, of the practical side of the meal, that is where all the good things come from, how they're grown, prepared and marketed? No? Well, if you will not mind and can exercise a reasonable restraint over Miss Restless here I will take the articles by courses, and hope to show you all how true the saying is, that the world is but a very small body after all, and that steam and electricity have practically abolished distance, and how, like Monte Cristo, we can say, 'The world is ours.'

"The soup—ah, the succulent bivalve dug out of his cosy bed in the Chesapeake or the island-bound waters of Long Island Sound, his dark and rugged shells the caskets where Neptune and the water sprites drop their precious pearls, what would we do without him now at feast or festival? And with the soup let us not forget the celery that Uncle Eb sent down from his farm in Bruce; the long white stems with their feathery tufts of green are pleasant sentinels on the outposts of a well-planned dinner.

"Then the fish. Here we are quite at home, and the waters of this great land of ours are shining with silver sprays of such beauty and variety as would throw the most polished epicure of 'La Belle Paris' into ecstasies of delight. Our Niagara whitefish of to-day has heard the roar of the mighty cataract and trembled with awe at the majesty of the great leviathan whose roar has sounded through untold ages and proclaimed itself the great work of an immortal Creator. You know that if among other natural products of our land and waters we are proud of one thing more than another, it is our fish, and even our southern friends want them, and want them badly, too. Our salmon, rich and pink, inimitable by artist's brush, from the land of the crafty Chinook, stands foremost on the bills of fare of all civilized peoples. Our mackerel and our cod hug our eastern shores with a patriotism worthy of imitation by the pitiable disciples of blue-rinism.

"Yes, I know you want to hear about the turkey. There's nothing much to say about the red-nosed king of the barnyard. His gobble-gobble is heard throughout the length and breadth of this peaceful, blessed land of ours. Still, in my mind, I think he improves with dressing, and looks more interesting on a dinner table with his drumsticks

pointing heavenward at an angle of 65 degrees, and the deep red berry from the banks of Cape Cod in tempting dishes by his side. Ah, yes, we're all agreed that the dinner would be incomplete without his presence, and though the poet sings,

'Of all the birds what flies,

There's none that's half so nice

As goose, stuffed with sage and inyuns,
we'll all adhere to our banner and fight the battle of our king.

"Let us not forget our vegetables. The mashed potatoes need no further mention, and the sweet wrinkled peas and cauliflower are both indigenous to our climate, and as familiar as a commercial traveler on his maiden trip.

"But I am spinning out much longer than I thought to, when starting out to tell you of my practical reflections, and as I see Miss Restless here is casting longing glances at her carriage and doll, I'll briefly refer to the rest of our pleasant meal, but I warn you to fasten on the wings of my fancy very securely, as I intend to annihilate space and time in taking you to scenes and lands where what we eat and drink is at home.

"Come, then, briefly. Our apple pie, with its brown overcoat and sugar-sprinkled top first calls our attention, and as a home bird needs no further comment.

"Off then to France and the peasant homes of Rocquefort, and a nibble at the blue-dotted cheese so creamy. Away again to the sunny groves of sunny Italy and the vegas and dehesas of Malaga, with the sound of mandolin and castanet ringing in our ears, and visions of gauzy mantillas and black-eyed senoritas floating before our eyes, and let us pluck a few olives and bear off the long oval green grape. Once more we spread our wings and stop not until our feet touch upon the Holy Land, and we rest ourselves beneath the fig trees of Palestine and wonder how such rich and luscious fruit could grow in soil so rocky and so barren. A few figs and then away to sandy Arabia, and grasping a handful of the golden berry of the east, we float south and eastward with the sound of the Moslem's 'Allah-Allah' following in our wake like the echo of a fatal nightmare; away across the Indian Ocean on the wings of a helping trade wind to sea-girt Java and here on the coffee hills of Mynheer Van Stane beneath the shadows of Mount Salak we'll rest a moment.

"Yes, mother, half way round the

globe and still we have not visited all the homes of what we have been privileged to set before us. Rested? Yes. Well, let us change our course a bit and strike north and east towards the Celestial Kingdom and wander through the well kept tea gardens of Tseng-Tsing and picking a bud or two here and a leaf or two there, we'll take our aromatic blend and passing over the pagodas of the Mikado, we're off across the peaceful main to our own Vancouver, and then crossing the Rocky spine of our northern sphere, we'll pick up

'The golden grain from out whose shell is pres't
The manna that to men has aye been blest.'

"And now home again, and here we are cosily sitting round our cheerful board, no one the worse for the long and rapid journey, and everybody I hope with a better knowledge of what seems to us without reflection a matter of course, and all, I hope, truly thankful on this day of grateful remembrances for past favors. Before we leave the table I might add with the poet, that 'Serenely full, the epicure would say, Fate cannot harm us, we have dined to-day.'"

THE REASON WHY.

An experienced detective officer was praising the various cash-registering devices that have come of late years into world-wide use.

"These machines," he said, "have undoubtedly diminished crime. They have saved many weak persons from a daily and hourly temptation hard to withstand. They have also saved employers a great deal of money, for they have driven the dishonest out of a field of work wherein they loved to labor in the past.

"I heard of an assistant in a grocery the other day who was getting \$8 a week. He had to be on duty at 7 in the morning, and he was not through till 7, and sometimes 8, at night. The poor fellow had no time for anything but work and sleep.

"He found time, though, to get married, and the week after the ceremony he asked his employer for a rise.

"'Why, Horace,' the employer said, 'you are getting \$8 a week. What ails you? When I was your age I kept a wife and two children on \$8 a week, and saved money besides.'

"'They didn't have cash registers in those days,' said Horace bitterly.

A SLIGHT ERROR.

"We had lived in a certain American city ten years," confided a prosperous merchant to his partner, "when, after many futile attempts, we at last succeeded in persuading my mother, who

lived on a remote country farm, to visit us.

"One afternoon my mother suggested that we give a party for the children. My wife cheerfully assented, but found that she did not have enough dishes of the kind which she would risk with boisterous children. Being of an economical disposition, she ordered a dozen boxes of a certain brand of breakfast food, each box containing as a prize a cup and saucer.

"On the day of the party my wife was called away from home. She instructed mother and informed her that the dishes would be delivered by the groceryman before dinner.

"That evening mother informed us that the children had had a glorious time. 'And how careful your groceryman is,' she continued. 'Why, each one of those cups and saucers was done up in a separate box, and I almost smothered the fire in the furnace with the stuff they were imbedded in.'"

MORAL—ADVERTISE.

Many years ago, report has it, thirty of the girls who sealed and labeled the cans in a canning factory in the American west got so warmed up drinking fermented juice that they took off all their superfluous clothes, sealed them in and labeled them. They got mixed with several thousand cans of preserves and for months thereafter it was nothing uncommon when you had company to open a raspberry preserve label and turn out a pink hair ribbon and a pair of stockings and many an old apron or a corset cover. Only a short time ago the landlady of a hotel was absent-mindedly looking out of a window while dumping a can of supposed peaches, when out rolled two hip pads. She didn't notice it and a near-sighted boarder ate one for a waffle. The can was bought of a merchant who didn't advertise, and it had been on his shelves for over twenty years.

INNOCENCE.

Mr. Sharp, the provision dealer—who, by the way, is regarded as a smart business man—looked distinctly annoyed. Glaring savagely across at Henry, the new clerk, he said, sternly—

"Come here, sir!"

Henry came.

"That lady who just went out—didn't I hear her ask for fresh-laid eggs?"

"Yes, sir," Henry answered.

"And you said we hadn't any?"

"Y—yes, sir; that is quite true."

"True, you lunkhead, you—didn't you see me lay those eggs myself on the counter ten minutes ago? You untruthful scoundrel! Take a month's notice to quit, and mind you don't look to me

for a reference. We must have no prevarication in this establishment."

A NEW SPECIES.

The grocer dusted a cocoanut and laid it in his window in such a way that a black bruise did not show.

"This cocoanut reminds me," he said, "of a big yellow haired girl named Gretel. Gretel was a Swede, fresh from the Old Country. She worked in old Miss Greene's kitchen, and she came here to do her mistress' marketing.

"One day I had a window display of cocoanuts, and Gretel stood outside and studied them a long time, for she had never seen a cocoanut before. Finally she entered the shop.

"'Please,' she said, 'how much is them big mountain potatoes, with whiskers on them, in the window?'"

FIGGER UP.

If the day seems to carry a burden of woe,

Figger up;

if its moments seem dragging and terribly slow,

Figger up;

For I guess you will find, if you pause to reflect,

That there's 'bout as much sun as you've right to expect;

If you've earned something good, you are bound to collect—

Figger up.

On the great slate of Time there are many accounts—

Figger up—

For various payments of divers amounts—

Figger up,

And we're apt to collect what is coming our way,

Though it's shine of the sun or gloom of the day;

If we dance, you have heard, we the fiddler must pay—

Figger up.

Look back on your life, though you'd much rather not—

Figger up—

And say, if you dare, that the treatment you got—

Figger up—

Is not pretty near to the treatment you earned,

Who was it the candle incessantly burned,

And burned at both ends, until wisdom he learned?

Figger up.

What's the use of a sigh, or the good of a whine—

Figger up—

Take your medicine now, as I must take mine,

Figger up.

And I guess we may find on the big final sheet

There was just as much shine as of gloom for our feet.

Or, if not, that the treatment we had was but meet—

Figger up.

—A. J. Waterhouse.

GOOD ADVERTISING

Holding Trade.

WHEN some grocers feel the first touches of opposition from "bigger" houses, out of town, a lurking desire comes over them, first to sell out, second to show fight. Opposition is the spur of business, and when legitimate and reasonable in potency, should not be feared. Rather it should be welcomed as the incentive to self-examination — pointing the hand of inquiry inside the store and then outside. If farmers drive by your place, or pedestrians walk by, have an eye to your goods. If such continues, have an eye to your policy. Your chief opposition, perhaps, has a nice announcement each Saturday in the local paper, in which he quotes prices that catch trade and retain custom. He perhaps prints a list of "specials" once a week, and distributes them among patrons, prospective and regular. He may also make a feature of giving quick service to those customers who have to drive lengthy distances. Take a peep into this merchant's store. Note his arrangement. If you see no improvement over your own, then know that some other factor—the newspaper—is his talisman of trade. Advertise with an individuality. Let farmers feel that you offer special inducements "just for them." Let townsfolk get to know you for, say, reliable Friday night announcements in the papers. Enlist the systematic help and enthusiasm of your employes by graciousness and appreciation on your part — then work and wait.

Clerks Should Study Advertisements.

Clerks should study the advertisements their employers write and thus keep a grip on newspaper publicity as well as store publicity. This would tend to produce a keener insight into the conditions governing seasonable advertising and prove profitable in the way of "supply and demand" experience. Too often clerks unknowingly misplace their zeal. While one line of goods is being advertised in the papers, they perhaps talk up something else in the store. In other words, they do not work hand in hand with their employer, though they work faithfully. Where a clerk prepares his employer's advertisements he might have conferences with the other clerks and acquaint them with the points he himself has been acquainted with through seeing and knowing "what the manager

wants." Co-operation is the half-brother to success. It should be every clerk's lodestar.

Store Individuality.

There is no limit to what can be accomplished in the way of store individuality. I remember reading of an American merchant who adopted the idea of giving clean money for change. His plan was to express to a nearby bank all his old coin and bills in exchange for which he received the new. This fact was advertised in the papers. In time his place became known as "the clean money store." The merchant admitted, of course, that his desire to be original cost him something in labor, but it paid him. While this and kindred schemes are not always practicable, they show, nevertheless, that the seemingly impossible becomes possible in the hands of an up-to-date, wideawake merchant who believes in advertising his business, and, what is more, does it.

Special Sales.

Opportunities for special sales are not always taken advantage of. Far too many grocers allow business bores and the attitude of other merchants on the question to govern them. True, as compared with, say, the dry goods business, where cloth is always cloth, and the dictates of seasons unmistakable, there is not the field for price campaigns in the grocery business on account of the perishability attached to commodities and their continued subjection to slumps and rises. The special sale plan in the case of dry goods is ordinarily to put on the table, at a marked-down price, goods which the merchant knows are not selling fast, and which as time goes along will sell slower. The clearance makes room for seasonable stock. Such like procedure is impossible with grocers because the bulk of their business is of the same nature the year round. Hence, few special sales. But a grocer can frame a policy of his own with the assistance of the very conditions which seem to frustrate his activities along this line.

For instance, in the Fall there is quite a demand for preserving peaches and the majority of stores are well stocked. Prices range nearly even. Trade is divided up. In the end each grocer loses a few baskets on "spoils" and "fill-ups." Now, suppose one of the grocers, instead of waiting for the peo-

ple to come to him, went after them by announcing through the papers and in his window and store a special peach sale and cut the price one cent per basket on opposition stores. These stores would undoubtedly laugh at such a move when the fruit could be sold at proper margin in due time. But by having a special sale and hinting at low prices the chances are the enterprising grocer would clear out his stock in one-half the time and have a better turn-over than the other grocers besides. The people who read the advertisements and saw the store cards would in all probability buy other fruit. The special sale might be the means of securing a few orders on branded goods, too.

Design Your Ads.

When grocers write copy for the press they usually do it in a hurry, which is unfortunate because the advertisement suffers. The office that sets the matter is also usually in a hurry. Consequently the main points in the advertisement are perhaps not duly emphasized and minor details perhaps displayed prominently. If you cannot apportion a particular time each week for writing newspaper copy, then the next best thing is to write plainly on good paper, and, as regards arrangement, to write the matter as if is to appear when set. Printers can usually dress up in type what is raw on paper—that is, if the advertisement is not too large and time limited. But don't bank too much on this assistance. It is entirely voluntary. Knowing your own goods best, and what you want to say about them, it should be easy enough to underline words here and there with one stroke, two strokes, etc., according to their importance, also to write the salient words in positions by themselves. The "letter" style advertisements are too common in the printing office. That is why some announcements in dailies give one the impression that the compositor got excited over a bad piece of copy and had no time to redress the errors he made in essaying to be tasty.

To sell goods is the first mission of an advertisement, to display ornaments the second, but there is no reason why the second, in moderation, should interfere with the first. It should rather aid, by attracting that requisite—attention.

ADVERTISING CRITICISMS

Faulty Advertisements.

A FEW more grocers advertise in the Fall than in the Summer months, but the number in both cases is made up almost entirely of town stores. This arises, no doubt, from the fact that grocers in the large cities believe their field is local and, therefore, little is to be gained by newspaper advertising.

Scanning Canadian papers the first grocery advertisement that I pitched upon was that of W. E. Pautler, one of those chosen for reproduction. Mr. Pautler has the advertising belief all right, but unfortunately he does not employ his space judiciously.

ment should state facts clearly, but it should never become an a, b, c lesson.

The setting of this announcement, too, could have been improved by "single leading" the details and using the space thus saved to "open up" the name and address.

F. Corey advertises in a general way. He has nothing special to announce. It strikes me that a retailer's tea trade does not warrant an advertisement on it solely as virtually happens in this case. No single line of goods warrants such, in fact, unless as pointed out before, there is a price importance to it.

If Mr. Corey had quantities of bulk

that the advertisement has no balance. In short it is typographically ugly.

In quoting prices, and thus giving the announcement a "particular" savor, "Cash Bargain Grocery" surpasses

The Place to Buy FRUIT JARS

	Per dozen
Imperial ½ Gallons	\$1 20
Wine ½ Gallons	1 00
Imperial Quarts90
Wine Quarts80
Pints70

Now is the time you need the above.

Cash Bargain Grocery
104 Dalhousie St.
Phone 290

others in at least one respect, and would more likely pay for itself.

The three advertisements reproduced demonstrate that the spirit of opportune publicity is spreading among retailers, but there is room for improvement yet in the matter of methods.

PICKLING SEASON

Preserved Ginger, Whole Pickling Spice, Ground Pickling Spice, Whole Cloves, Ground Cloves, Whole Cinnamon, Ground Cinnamon, Root Ginger, Black and White Pepper, Cayenne Pepper, Cayenne Pods, All-spice, Turmeric, Celery Seed, Mustard Seed, Currie Powder, Nutmegs, Vinegars.

W. E. PAUTLER
STAR GROCER, PHONE 42, PRESTON

The advertisement on pickling season is itself apropos, but why the needless enumeration? A few of the incidentals related to pickling might properly have been specified, but space is turned to no account in making such statements as "Whole pickling spice," "Ground pickling spice," when "pickling spices" would have been sufficient. The same thing occurs concerning cinnamon, pepper, etc.

One half of Mr. Pautler's advertisement might have contained some references to fruits, jars, etc., or might even have announced some special prices on other lines of goods. That could have been accomplished by omitting the present superfluous wording. An advertise-

ment to dispose of at a certain figure that would have been different to merely reminding his customers about the guarantee on 25c. and 40c. tea. He might have done the "reminding," and, in the same space, have quoted some figures on goods likely to be in demand. There is a useless "white" between the heading and body matter, and the address, etc., is unduly spread. Dividing "Murray" is bad.

Cash Bargain Grocery is, in substance, the most businesslike advertisement of the trio, though it, too, is unnecessarily scrambled, with a consequent sacrifice of space. Two of the display lines, at least, are disproportionately large, so

OUR TEA TRADE

is increasing every week. It is not a hard problem to solve. Our reason is we guarantee our 25c. and 40c. Tea to be the best. Our Vinegars and Spices are fresh and pure. Call and be convinced.

F. COREY
GROCER

Cor. of Colborne and
Murray Streets. PHONE 425

know that few grocers have the time to give due attention to their advertising and that in many cases it is "rush" work but could it not be supervised at night, or, for that matter, be entrusted to a clerk.

UP - TO - DATE BOOKKEEPING

THE "LOOSE LEAF."

By J. R. M.

This system is the fulcrum on which business is moved successfully.

IN systemizing your business you have in mind one of two objects, either the cutting down of expenses by reducing the number of your employes, or introducing such new ideas as will give you more detail, enable you to know just how each department of your business is doing—and thus place it on a profit paying basis.

That this could not be accomplished by the old and antiquated methods in common use up to within the last 25 years was apparent to every man seeking to improve his business, and forge ahead into the front rank of commercial giants, with the result that brains and brawn have been developed to meet this demand, bringing into existence a system of units or "loose leaves." This principle permits of adaptability to meet to best advantage the changing conditions of business; giving the greatest amount of information in condensed form, in the least time and the most accurate manner.

For these reasons "Loose Leaf" methods are no longer an innovation, but are considered a necessary part of modern business and are fast displacing the cumbersome methods of the past.

There are several reasons for this:

1. The expansion of the loose leaf system is unlimited.
2. Unlimited classification is obtained.
3. The chances for mistakes are greatly reduced.
4. The work can be divided among several clerks so as to accomplish it within a specified time.
5. It permits the removal of all dead and useless matter.

These various points can be readily seen by studying in detail the "Loose Leaf" ledger.

All bookkeepers and accountants know that with any style of bound book certain accounts are bound to require more space than originally allotted to them when opening the book; rendering transfers from one part of the ledger to another absolutely necessary. The "Loose Leaf" Ledger with its unlimited ex-

pansion removes the necessity of re-opening accounts.

The use of one sheet for one account with the opportunity of adding as many sheets as may be found necessary for the continuance of the account without interfering with the other accounts is a desirable feature only obtained by a "Loose Leaf" System.

The one account always retains the same place in the Ledger year after year; sheets as they become filled are balanced and removed to the Transfer Binder where they occupy the same relative position in which they appeared in the Current Binder.

Unlimited classification can be obtained by various methods of indexing. Accounts may be arranged alphabetically, sub-dividing A-Z index into as many divisions as required for the convenience of handling the accounts, taking into consideration the number of Ledgers in use; some business houses derive greater benefit by indexing their Ledgers by Routes, Territories, Towns, Salesmen, numerically, or any other plan suited to the particular needs of the business.

By this elastic method a vast amount of time is saved in the posting; the charge sheets and cash items can be arranged previous to posting in the same order as the indexing of Ledgers, thus rendering posting very rapid and removing practically all possibility of error.

Another great advantage is the reduction in the size of the ledger. It is not necessary to provide a large sheet for a long account as ample space is provided by the addition of extra leaves and by continually weeding out the closed or discontinued accounts, the size and weight of the book is reduced to a minimum.

The security of the system is obtained by a careful examination of the locking devices, the principal features of which are fully explained by the various inventors and manufacturers.

The fact that the most conservative banks, insurance companies, and mercantile houses are adopting "Loose Leaf" Books is conclusive evidence that the principle is perfectly safe.

No merchant or manufacturer doing business to any great volume can afford

to be without "Loose Leaf" Systems.

Those who do not have it do not know what they are missing and those who have it regret they did not have it long before.

It is an absolute necessity and of invaluable assistance in business of moderate volume.

A SYSTEM FOR RETAILERS.

GOOD bookkeeping consists in simply correctly copying, adding and subtracting of figures so placed that any mature person can understand what they mean.

There should be nothing complicated about it, everything should be plain and simple.

The average merchant has ordinary common sense and will readily accept any plan that will assist him in simplifying his business and reduce the amount of work necessary to keep his accounts in a clear and simple manner.

Two of the greatest difficulties experienced by retail merchants is the getting out promptly of his customers' accounts at the end of each week or month, and the time and work required to know at any particular time just how any individual customer's account stands if it should be asked for.

These difficulties can be overcome by installing what is commonly known as the Loose Leaf Monthly Account System.

The Counter Check Book is used when taking an order, a copy of which is sent with the goods, the duplicate is kept and the amounts posted to the Monthly Account which consists of a Loose Leaf Binder, indexed throughout from A-Z, containing account sheets in duplicate, ruled like Form No. 1, duplicate sheet having no ruling or printing.

Your customers' accounts are arranged in the book according to the first letter of their name thus enabling you to find any desired account at once. After taking the order in your Counter Check Book, the goods are got together, and whatever corrections found necessary are made to the order. The original copy of order is sent with the goods to the customer and the duplicate kept for posting. At the close of the day or

at any time that is convenient, the orders are checked off and the amounts posted to their respective accounts in duplicate in the Monthly Account Binder, all cash payments are credited directly to this account and at the end of the week or month accordingly as the accounts are rendered; or if the customer should come in between the regular times of rendering accounts and ask for it, it can be totaled at once and rendered. After the accounts have been rendered the duplicate sheet containing exact copy of account is removed from the Binder and filed on the Day Book Binder from which the total is posted to the Ledger Account in one item.

By keeping your accounts in this manner it saves the work, at the time of making invoice, of picking out from page

labor and at the same time satisfy your customers will be a revenue producing acquisition.

SYSTEMS FOR WHOLESALERS.

It is impossible to lay out any definite plan for a wholesale grocery house, until the details of the business have been studied and modern ideas fitted to suit the particular requirements of the establishment.

Every business has certain details particular to itself, which must be taken care of, but a general plan can be outlined that with a little manipulation can be arranged to suit the majority of houses requiring an up-to-date labor-saving and time-saving system.

In this article we will deal with the sales department, showing a system for

which bear the same number as the main order from which they were drawn, are sent to the various heads in each department.

The goods are laid out for shipment and in case of small goods are sent to the shipping room. As regards heavy goods, the weight and quantities are filled in, a check mark put in the column opposite each line that is ready for shipment and the departmental orders sent to the shippers.

As soon as the various goods are shipped the shipper puts a plain cross mark on the check mark, which now shows that the different lines are actually in the carrier's hands.

Before shipping the departmental orders are compared with the main orders of the same number.

They are then all handed to the invoice clerk. The main orders are filed away and the day book entry made from the departmental orders.

These orders having been priced and extended, the invoice is made out and customers billed by means of a Loose Leaf Invoice System.

By this system the invoice and day book are written at the same time, by means of carbon paper, either by pen, pencil or typewriter.

The invoice is then detached, leaving the duplicate, which becomes a page in your day book, ready to file upon a binder, for which it is already punched. These invoice forms are made in various lengths, the most useful sizes ranging from 14 inches to 17 inches long, this gives you a long invoice if desired and enables you to have various sized invoices having one, two, three or four invoices to a page. This system also enables the ledger keeper to keep his books posted right up to date. The invoice clerk using only the pages of the day book containing that day's entries, there is no delay when other employees want the day book.

The cost column having been filled in on the departmental orders, they are also filed away on the binder.

The amounts on each order or of each entry in the day book are not added, but at the end of the month they are tabulated on total sheets.

The total sheets for the day book will show the total amount charged to customers during that month, divided into city or country amounts if necessary.

The total sheets of the order binder will show the same grand total, but this sum will be divided among, and show

TEL. 163		1754 LAKE ST			
		TRENTVILLE..... 190			
Mr.....					
To McBean & Ray					
General Grocers.					
Date	Articles	F	Cr.	Dr.	Total

after page of charges the various items for each account; this is done daily direct to the account. It also saves the posting to the Ledger Account, each individual sale, which in many cases means 25 or 30 per month; as the total amount of account is posted from the duplicate sheet which becomes your Day Book in one item; thus producing a further saving of time and space and prolonging the life of your Ledger 75 to 100 per cent.

When your customers receive their bills promptly, or can obtain them within a few minutes of the time of asking, it shows them that you are prompt; and they recognize the fact that your system is good and that you are conducting business on an up-to-date principle. The opinion of your customers is a big factor in the life of any business and any method that will save you time and

handling orders, invoicing and shipping which is no longer a theory or an experiment. On the face of it, it may appear somewhat complicated, in reality it is simplicity itself.

The travellers are provided with triplicate order books, one copy being left with the customer, one remaining in the traveler's book and the original being forwarded to the house.

On receipt of either a traveler's order, letter order from a customer, or of an order by telephone, or wire, it is entered in the order register and given the first blank number. (All orders except traveler's are previously entered on similar forms to traveler's order.) The order clerk then makes out departmental shipping orders and sends the main orders to the shipping clerk.

The departmental shipping orders

amount of the sales of the various departments.

This is a check not only on the additions of the day book, but will also go far to prevent the chance of any shipment being made and not duly billed to the customer.

The total sheets of the order binder also show the cost of each sale in each department. The information from these two books, taken in conjunction with expense accounts of each department enables the management from month to month to make accurate comparisons not only of the expense, sales and profits of each department, but also compare the percentage that such expenses, sales and profits bear to one another as well as to those of other departments.

Credits to customers are made only upon the authority of a credit for returns signed by the proper authority. These forms are treated by the invoice clerk in the same manner on the department orders and filed on a binder called "Credit Binder." This book is an exact-

Cheese.	Bought		Sold		In stock	Invoice price.	Selling price.
	Apr. 19	60	Apr. 15	10			
Creamery Co.					50	05	07

ly the same principle as the day book already described.

The ledgers should be loose leaf ledgers and arranged as follows: Accounts collectable, accounts payable, general ledger.

A full description of details is not given, but by means of the Loose Leaf System information may be increased, and added to, sub-divided and elaborated to almost any desired extent, bearing in mind always that System is the watchword of all office work and must be as concise as possible.

SYSTEM IN A RETAIL STORE.

A GREAT deal of time is devoted in these days of advanced business methods to the application of systems to every class of industrial pursuit. Care should be exercised, however, to avoid the introduction of systems which are cumbersome and necessitate a large amount of detail work with practically no better result than could be obtained by the adoption of a simple yet productive method.

It is a question whether the business done by a retail store would warrant the expenditure of time and money necessary to maintain an elaborate system, but the following ideas may suggest some methods which might be adopted to advantage.

Stock.

Cards, alphabetically arranged according to the various lines carried in stock, may be used to keep an up-to-date record of the stock on hand. (Fig. 1.)

This card may be used also for a cash record of all invoices by the addition of other columns for further particulars, such as "List Price," "Net Price," "Advance on Cost," etc. It may seem at first sight that this record would entail a large amount of work, but if the posting is done daily from the sales record, the information which the cards contain will more than offset a few minutes extra work in keeping the cards up-to-date, and besides, the actual stock on hand and cost and selling prices may be obtained at once from the cards instead of counting stock or looking up the purchase invoice, as the case may be.

Orders may be placed in time to restock goods which have run very low, thus avoiding the loss of sales necessitated by not having the goods in stock and a good assortment may be kept constantly on hand. Of course, if the merchant does most of the selling himself and can watch the stock carefully, and order accordingly, no such method would be necessary, but where several clerks are employed and the stock is being handled constantly, some systematic record of the stock should be kept.

Purchase Invoices.

A box file will be found a very convenient receptacle in which to keep the invoices for goods purchased until paid. When the goods are received and have been entered in a receiving book or checked off from the invoice, whichever method is employed, the different lines should be posted to the stock record cards, the invoice then being placed in the box file for payment. These invoices are filed alphabetically, according to the concern from which goods were purchased.

Paying Accounts.

To insure the saving of all cash discounts, if the retailer is in a position to take advantage of discounts allowed for short terms, the creditors should be notified to make drafts when the account becomes due. In this way the dealer is free from any anxiety in this regard.

The statements when received may be checked off from the invoices and then attached, forming a complete record of the settlement, the net amount being charged direct to the "Merchandise Account."

If it is convenient to protect drafts, or if the retailer prefers to pay by cheque, or by other means, and also wishes to take advantage of cash discounts, the statements may be arranged according to due date and settlements made accordingly, although the draft method will be found less cumbersome.

Sales Record.

The method in general use is the duplicate "cash" or "charge" books, a complete record being kept of all sales, whether cash or on credit. Several of the books may be in use at one time, but if the amounts of each sale are recorded carefully on the recapitulation sheet provided for this purpose at the end of the book, the total sales may be obtained.

A column should be provided for "cash sales" and "charge sales," the total of the "cash sales" column agreeing at the end of the day with the amount received by the cashier from the different salesmen. The original of the "cash sales" slip should be handed to the cashier with the cash. The "charge sales" slips are marked or stamped "charge" and the original sent along with the goods to the customer as an invoice, the duplicate remaining in the "sales book" to be charged to the customer direct. The sales slips are numbered, and in this way every slip may be accounted for, either through the original in the hands of the cashier or through the charge direct to the customer.

If the stock cards are kept, the posting of different lines sold may be made right from these sales slips each day, and the balance of stock on hand ascertained at any time without actually taking stock.

SYSTEMATIC METHODS.

Grasp every opportunity, use it.

Your brain is an operative and highly sensitive piece of machinery, not a storeroom.

Record your failures of the past and your duties of the future, thus keeping your brain clear for to-day's battles.

TEA—ITS GROWTH AND MANUFACTURE

CEYLON TEA DEVELOPMENT.

TEA is unquestionably the most important of Ceylon's many and diversified products. Time was, and that less than a generation ago, when coffee held the first place. To the thinking mind grave problems suggest themselves whenever any material changes in established customs, policies or institutions are contemplated. People the world over are more or less conservative, and therefore loth to adopt innovations in any direction; material changes are usually, in fact universally, the result of slow evolutionary growth. The people of Ceylon, however, were not consulted as regarded the substitution of tea in the place of coffee. A power greater than that with which man is endowed proposed and disposed of the whole question in a twinkling, with the result that the leading industry of a great, growing and extraordinarily prosperous community became a closed incident in its agricultural history.

Briefly the story of the failure was this: In 1869 there were in cultivation in Ceylon 176,000 acres of coffee which returned a profit of about 25 per cent. an acre on the invested capital. For the years 1868, 1869 and 1870 the aggregate export from these plantations exceeded 3,000,000 cwts., valued in European markets approximately at £12,000,000.

It was a period of great prosperity in Ceylon. Then an insidious disease appeared in the coffee lands, viz., a minute fungus. With the rapidity of a devastating element it spread in all directions. Every effort to destroy it failed. The pest confined its attention to the leaves, causing them to wither and fall off; year by year the output decreased until eventually coffee planting was ruined as an industry, and planters were constrained to desist from raising it.

Attention was turned to the cultivation of tea and from a total export of only 23 pounds in 1873 it had risen to 144,275,608 pounds in 1901. The area under cultivation at the present time is approximately 400,000 acres.

The tea bushes are planted in regular lines on estates varying in elevation from but little above sea level to upwards of 6,000 feet. At the lower elevations the teas are stronger, and the yield more abundant; on the higher hills the yield is less, but the teas are of a

purer and more delicate flavor, and their greater value compensates for a smaller yield. The yield varies from about 350 to 700 pounds per acre, though sometimes in flat, alluvial lands it exceeds 1,000 pounds.

The rapid progress of the British-grown tea industry during the past thirty years cannot fail to be remarked by all who are in any way interested in the product. This is undoubtedly due in a large measure to the value and purity of the product itself, but the introduction of European supervision and the consequent invention and adoption of machinery which inevitably follow, have contributed not a little to the great success. In the old method almost every detail was done by hand manipulation, but under European supervision this is



Section of Tea Shrub, showing mode of plucking

happily at an end and the whole process from first to last is carried out on strictly sanitary principles, the tea itself scarcely coming into touch with the hands from the time it is picked until the final packing into chests. Thus the extra cleanliness and vastly superior results obtained by scientific machinery, added to the natural advantages of the climate and soil of British tea districts, give the reason why British-grown teas have made such remarkable strides.

The tea plant of Ceylon, of which there are many varieties, is a kind of evergreen shrub. In its wild state it will often reach a height of about 20 feet, but under cultivation it is seldom allowed to reach a greater height than four feet, owing to the regular and constant plucking of the valuable young shoots. It therefore becomes a bushy

stem with numerous and leafy branches. Its leaves are alternate, elliptical and veined, and its flowers white with a slight fragrance.

For the production of good tea the leaves must be fine and of soft texture. The plants therefore chosen by growers are those which "flush" frequently and copiously—that is, produce new and tender shoots—as upon this depends the quality of the yield. The system of "plucking leaf" is very interesting, as it is from this that the usual commercial terms take their origin. Plucking is usually spoken of as either "fine," "medium," or "coarse," and under these terms refers to the order of the leaf. The leaf bud (a) is very soft and tender, as is also the first leaf (b) and the second leaf (c), but the lower leaves are coarser and naturally harder, being of longer growth. In fine "plucking" the leaf bud (a) and the two leaves (b and c) only are plucked. In medium "plucking" the next or third leaf (d) is taken, while in coarse "plucking" the fourth (e) and sometimes the fifth (f) is taken.

The more leaves there are included of the "flush-plucked," the larger of course will be the yield per acre, but the quality of the finished tea will be proportionately poorer. The names distinguishing the commercial varieties of tea have their origin mainly from Chinese terms and in a general way indicate a gradation of qualities from the delicate leaf bud (a) down to the large, hard-grown leaf. Keeping in view the diagram given herewith, the leaves have been named as follows from the character of the tea they are supposed to make:

- (a) Flowery Pekoe.
- (b) Orange Pekoe.
- (c) Pekoe.
- (d) Souchong 1.
- (e) Souchong 2.
- (f) Congou.

The very excellent climate of the tea-growing districts of Ceylon causes new shoots to be produced very rapidly. It is very necessary, therefore, some times to prune severely in order to give the necessary rest to the plant, but so forcing is the climate that in the course of a few months the growth again appears and yields its crop with renewed youth. The object of the maker is to wither, roll, ferment and dry the leaf and to accomplish this varied processes are arranged. Immediately on arrival at the factory from the "plucking" the

leaf is spread out thinly on large wire or canvas shelves to wither, so that the air can pass freely around it. To accomplish this successfully there must be good light, warmth and dry atmosphere, and under ordinary circumstances this will have been accomplished in about twenty hours. The object in "withering" is that the leaf may become soft and limp, and that it may be susceptible of receiving a good twist when put into the rolling machine. In withering the leaf loses about one-third its weight and in the following processes about 40 per cent. The next process, that of "rolling," is accomplished by passing the leaf between two surfaces, the lower one being much larger than the upper one. It usually takes about one hour for this process. The leaf is considered sufficiently rolled when it is well twisted, but being in a mushy state it will often hold together in lumps. It is necessary, therefore, to pass it through another machine called a "roll-breaker," and attached to which is a "sifter" which separates the fine from the coarse leaf. The next process is that of "fermentation," and to accomplish this the rolled leaf is spread out in drawers in a way in which the air can have free access and is left to ferment.

This process is the great distinguishing feature of black tea manufacturing and it is from this time onwards that the natural leaf takes the character of black. Very great care and observation is necessary to know just when the roll is sufficiently fermented, as upon the correct fermentation depends to a great extent the ultimate quality and value of the finished tea. The roll will ferment rapidly or otherwise according to atmospheric conditions, and the experienced man will take all this into consideration. When sufficiently fermented the leaf assumes a bright, coppery aspect and gives off a pleasant but peculiar odor. In this process a great loss of tannin is effected by the conversion of part of the tannic acid into sugar and the expert workman can largely modify the flavor of the tea by careful watching and at just the right moment hastening the tea through for "firing." This is accomplished by passing the tea into highly heated air, the temperature of which is regulated by the rapidity or otherwise with which the fermentation has progressed. The roll is spread upon wire trays which are passed into the heated chamber at a temperature of about 100 degrees Fahrenheit. The proper condition is reached when the tea has assumed a good black color and is so brittle as to break at the least attempt to bend it. At the termination of these processes the weighing of the finished tea has revealed a loss of 75 per cent. of the original green leaf. The

finished tea is now prepared for packing by being passed through a grading-sifting machine by which the tea is sorted into its various grades by means of an arrangement of different sized meshes which separate the tea into the following commercial varieties: Broken Pekoe, Pekoe, Souchong, Congou and Dust.

Great care is given to this stage of the manufacture, as upon judicious sifting depends the proper and regular grading from the commercial standpoint, and any given grade should always maintain its uniformity.

The final bulking of each separate grade with similar grades made at different dates is also of the utmost importance and it is usual to give the bulked tea an additional slight "firing" process to remove any remaining moisture and give uniform character, when it is at once packed, sealed and chested as we know it on the market.

FORMOSA TEA DEVELOPMENT.

THE tea districts of Formosa lie chiefly in the north and northwest of the island, in about the same latitude as those of Foochow and Amoy in China, and Pachar and Sylhet in India, but are several degrees farther north than the tea-growing districts of Ceylon.

The origin of tea growing in Formosa is unknown, but it is supposed to have been introduced from China in the early fifties, at which time two plantations were in existence. About the year 1866 some plants were introduced from China, mainly from the district of Foochow, and an attempt was then made to persuade the Chinese farmers to cultivate these plantations, but without success. It was not until several years afterwards that there was any material increase in the production. About 1880, however, great extensions were carried out. It will be easy to see, therefore, that the age of tea growing in Formosa is of comparative recent growth.

A careful study of the climatic conditions prevailing in Formosa fail to show any particular circumstance likely to be productive of any special flavor. The tea, however, develops a character entirely of its own, and in that way has made a distinct and separate market.

The soil, too, is a peculiar one, being partly of volcanic origin, and consists in part of reddish clay loam of good depth. As a rule a light and free soil is found on the steep slopes of the hills and the heavier soils on the plateaux extending southward, the centre of the tea districts. These are at an elevation of from 300 to 800 feet above sea level, with steep hill slopes reaching to high on 1,000 feet.

There are some eight separate varieties of the tea plant cultivated in Formosa. The favorite and leading variety, however, is the Chishima bush which has a characteristic easily distinguished from other growth. It has a remarkable feature of adapting itself to the peculiar soil of Formosa; there is nothing exactly of the same character in either Ceylon or India. It is from this variety that the finest Oolongs are produced.

In order to preserve this variety in its integrity, a system has been in force of propagation, by means of cuttings or layers, a system which in itself is somewhat expensive but is considered necessary to preserve the purity of the tea plant and thus maintain the true character of the Oolong tea.

The tea gardens of Formosa are mostly small acreages of land, seldom exceeding four acres, owned and cultivated by native farmers, who, like their kinsmen of the mainlands, take particular pains with, and pride in, their gardens and products. Formosa Oolong finds its best and largest market in Canada and the States, but is fast gaining popularity in the English market.

The planting of the bushes is carried out with great care, and they are preserved in rows several feet apart, thus allowing for ploughing and manuring all round the bushes, which is regularly done some four times a year. Pruning is seldom carried out, and when it is done is performed by simply cutting the bush some six inches from the ground. There are usually about 4,000 bushes per acre.

The average yield of tea reported by the Government is from 160 to 200 bushels per acre. Plucking commences when the bushes are three years old. The first or Spring pluckings are performed with great care, and are brought from the field in large baskets twice a day, at forenoon and in the evening. A coolie will seldom pick more than twelve pounds per day.

The houses built in these districts for use as factories are of a very primitive order. The buildings are usually in the form of a quadrangle, one side of which is open, or merely closed with a light fence. The centre part is sometimes used for drying, whilst the wings are utilized for the purpose of tea manufacture. At one side is the firing pan set in a brick stove; wood is usually the fuel in favor. A light bamboo rack is used for carrying the trays when set aside to wither.

In some districts the morning "pickings" are placed in the sun, spread out on bamboo mats during the heat of the day, and occasionally turned. The evening leaf is usually manufactured the same night as gathered, and does not

receive the "sunning" process. Should the pickings be done during showery weather it is the custom to keep them over night and "sun-dry" them the next day. It would appear, however, as though the process of "sunning" is not considered as an absolute necessity for best Oolongs, but it would seem rather to be resorted to for the simple purpose of removing dew or external moisture.

After "sunning," the leaf is placed on the trays and taken into the manufactory for thorough drying, and turned regularly during a period of several hours, according to the condition of weather and atmosphere. During this process the leaf is expected to assume a brownish tint at the tips, and also to curl up slightly. The usual temperature at which the leaf is kept during this process is about 83 degrees F. The leaf is then thrown into large trays to the depth of several inches and repeatedly turned by coolies about every ten minutes, keeping the leaf at a slightly increased temperature. At the end of about two hours, when the leaf has reached a temperature of about 85 degrees, it is thrown into deep baskets and placed close to the furnace before mentioned. During this process the tips of the leaves have become decidedly browner and give off a peculiarly attractive fruity odor.

Panning.

The leaf has now probably lost twenty per cent. of its original weight, and is ready for the process of "panning." The pan is a thin iron bowl, six to seven inches deep, and about two feet three inches to two feet six inches in diameter, fixed two feet six inches above the ground into a brick furnace, and heated with wood. In some houses, two pans are used; in others, the tea is panned twice in the same pan. A large double handful of leaf is taken and thrown into the pan, a coolie rapidly turning it over by drawing his hands towards him down the sides and bottom of the pan, and then throwing the leaf back across the pan and rapidly repeating this for five minutes. The leaf crackles slightly, emitting a burnt flesh odor, some steam being given off, the leaf becoming somewhat sticky and attaining a temperature of 135 deg. F, the heat of the pan being 212 deg. F.

It is now transferred to the second pan, the temperature of which varies from 218 deg. F to 257 deg. F, where the process is continued for another five minutes, when the leaf is rapidly thrown out on to a mat, placed behind the panning coolies, stray leaves being swept out with a damp cloth or bamboo brush. The temperature of the leaf, as it leaves the second pan, is 167

deg. F, but this falls to 95 deg. F during the ten minutes rolling which immediately followed.

After "panning" the heap of leaf is taken up by another coolie, who immediately begins hand-rolling it on the mat, exerting considerable pressure, but without causing much exudation of sap, and continuing this for five minutes. The roll is then handed on to a second coolie, who, seated on a bamboo cross-bar, repeats the rolling for a further five minutes, making ten minutes roll in all, the last operation being performed with the feet.

Drying.

The ball of leaf is then opened onto a bamboo tray, the leaves being carefully separated before drying, which is commenced immediately after the rolling. The baskets employed for this purpose are about 2 ft. 6 in. high, and 2 ft. 3 in. in diameter, open at both ends and slightly constricted at the centre, where the tray or sieve carrying the tea rests. A circular hole in the ground, about 8 in. in diameter and 12 in. deep, is filled with charcoal, ignited and allowed to burn until all inflammable gases have been consumed. The glowing charcoal is then covered with a layer of wood-ashes to equalize and regulate the diffusion of heat, the basket being then placed over the hole. The tea to be dried is placed in the sieve and allowed to remain over the fire for some time, the basket being removed occasionally to allow of the leaf being turned — the whole drying taking about three hours.

This completes the local preparation, and the leaf, which is now crisp but not fully desiccated, is kept in cotton bags, awaiting removal to the centres, where the tea is finally fired and packed for export. The charcoal used in the basket-firing both in the local and final preparation, is made from a tree (the *Acacia richii*) which closely resembles the *Melanoxlyn* in foliage. This tree is found planted throughout the tea districts, but it is not indigenous to Formosa.

In some houses rolling is sometimes commenced with the feet and finished by hand, or rolled by the feet altogether, the latter method being the more general; but very fine quality teas are rolled by hand only.

Firing.

The locally prepared tea, packed loosely in cotton or light jute bags containing about 70 lbs., is purchased by middlemen, and is then carried by coolies to the nearest station to be despatched by rail. On arrival at the hong or tea-firing godown, the bags are opened and the leaves carefully picked over by girls and women, seated in open verandahs, all yellow leaf being remov-

ed before the tea is re-fired. The bulk of the leaf arriving being very coarse, the work of removing the bad leaf is considerable, and provides employment daily throughout the tea season for many thousand hands, several-houses employing over one hundred daily. The firing godowns are large rooms. There is no machinery, but in the floor are several double rows of holes two feet deep and two feet in diameter, with bricked sides, the holes being one foot apart. Between each double row is a passage about three feet wide and a few inches below the level of the top of the holes.

From 25 to 40 lbs. of charcoal is placed in each hole, ignited and allowed to burn until all inflammable gases are consumed, and nothing but pure glowing charcoal remains—this taking about twelve hours. The fire is then covered with a layer of charcoal ash, which is carefully smoothed over, the object being to regulate the amount of air and heat. There is an enormous loss of heat in this process, but it is essential to have the charcoal free from any combustible matter likely to taint the tea.

When the fires are ready, the tea is put in the baskets about four inches thick, spread over a sieve, seven to eight pounds to each basket, and the baskets placed over the holes, similar baskets being used to those described above. The tea is left undisturbed. Before turning, the baskets are lifted off the fire and placed in the passage, the removal being necessary to prevent any leaf in the turning falling through into the charcoal and creating smoke. With occasional turning, the firing lasts altogether from five to twelve hours, the best quality being fired the longest.

The temperature of the tea during firing is maintained at about 212 deg. F. The fires last from twelve to fourteen days, and are capable of drying, working day and night, 224 lbs. of tea without replenishing.

After firing, the tea is packed direct into lead-lined chests. The boxes used for this purpose are of a light flimsy nature, seldom more than $\frac{3}{8}$ in. thick. They are pasted over with paper covering, colored with flowered designs, and afterwards matted and bound with rattan, the matting being procured from Canton.

The teas after refiring have a baked, highly-fired smell, the liquor is improved in color and pungency, but would appear to have lost somewhat in flavor. There is a loss in weight in this final firing varying from 8 to 15 per cent., making an outturn of only 21 to 23 per cent. on the green leaf; but the teas are doubtless more completely desiccated than Indian and Ceylon machine made

teas. There are seven or eight British and American firms, and a large number of Chinese, engaged in refining tea; most of their firing godowns are at Daidotei, near the capital Taipeh. The tea being required chiefly for Canada and the States, is shipped largely via Suez.

Paochongs.

The term is applied to the highly scented packed teas consumed mostly by Chinese in Singapore and Java.

In this manufacture, advantage is taken of the property tea possesses of absorbing and retaining external odors, and consists essentially in mixing certain strongly-scented flowers with inferior quality Oolongs or black teas, and removing the flowers after their aroma has been absorbed.

The usual process is to spread out the tea in a layer six inches to one foot thick, and to cover it with freshly picked flowers moistened with water. The mass is then thoroughly mixed together, piled in a heap, and covered with cloth to retain the moisture and aroma. The tea absorbs the moisture from the flowers, and becomes sufficiently soft to undergo slight fermentation, while a peculiar smell is developed, differing from the original scent of the flowers.

The temperature of the heap rises considerably, owing to oxidation; and the white petals rapidly change to a reddish brown, due to an oxidizing enzyme, which also possibly acts on some of the constituents of the moistened leaves.

The heap remains untouched for several hours, depending on the variety of flower used, and is then spread open and the flowers carefully removed by hand, or, if possible, by sieves.

The tea is now fired in the baskets previously described, for six or seven hours, a somewhat lower temperature of 180 deg. F. being maintained.

The flowers employed in this manufacture are grown in special gardens situated near the town of Daitotei.

Of these the jasmines are the most valuable, and gardenia the least. They are mixed with the tea in varying proportions, and remain in contact for from ten to fourteen hours, or longer, according to the rapidity which which the petals give up their essential oil.

The teas prepared in this manner are too strongly scented for direct consumption, and are mixed with untreated tea in the proportion of ten per cent. to thirty per cent. before being packed in paper packets of about five-eighths of a pound, and these in half-chests.

INDIAN TEA CULTIVATION.

A NOTE on the production of tea in India, by Mr. J. A. Robertson, on special duty in the Department of Commerce and Industry, puts the area under cultivation at the end of 1904 at 524,517 acres, nearly two-thirds being in the Brahmaputra and Surma Valleys.

Since 1885 the area has increased 83 per cent. and the production 211 per cent. The increase in pounds in 1903 was over 20,000,000, and in 1904 over 13,161,000. This is very remarkable, as the area has contracted during the last two years.

The capital invested is Rs.3,42,00,000 by companies registered in India, and Rs.14,81,00,000 by London companies, or over Rs.18,00,00,000 in all.

There are 551,275 persons employed, or 1.05 per acre. Out of 201,719,000 lbs. produced yearly, on the average of the last five years, 196,642,000 lbs. were exported, leaving 5,000,000 lbs. surplus. Adding 1,750,000 lbs. of foreign tea, the gross consumption in India becomes 6,000,000 lbs.

The recent fall in prices has affected all qualities.

The limit of the yield of tea of ordinary quality from the existing area must, it is said, be soon attained, as only 17,500 acres of immature plants remain to come into bearing, and when this limit has been reached production cannot at once spring forward in response to a larger demand, as new plantings would not yield for some years.

TABLOID TEA.

COMPRESSED tea is common enough in Siberia, but, so far as known, is an unknown commodity in this country.

It is an ordinary black tea, which is very widely used by the Buriats of the trans-Baikal region, by whom the herb thus prepared is drunk, flavored with salt and sour cream. Sugar would be preferred, of course, but it is either unattainable or too high priced, costing, as it does, from 75 cents to \$1 a pound.

The compressed tea is of a very good quality. Just now it is of interest because it is used by the Russian officers in Manchuria. The tea is compressed by superb modern machinery, evidence of which is afforded by the splendid specimen of die sinking on the tablet itself. Such has been the pressure employed that the formerly soft and yielding leaves assume the appearance of a hard tile, which can with difficulty be cut with a knife. As a general rule a mallet or hammer is used to break off a piece, very much as if the tablet were of stone.

The tea employed is a straight Sou-chong, which needs no cream because nature has given it a slightly creamy taste, and also one that is feebly saccharine, so that it requires less sugar than other teas. In flavor this compressed tea cannot be compared with the natural herb. It is much flatter in taste, but it possesses the same stimulating properties. A piece the size of a thimble is sufficient for a large, strong cup. No teapot is necessary. Scalding water is poured on the nugget in a cup and in a few minutes the tea is ready.

No cementing agent whatever is used in compressing high grade tea—not even sugared water or artificial heat. The little heat that is generated in compression starts the tannic acid in the leaves, which is all the adhesive required to hold the block together. A tablet thus compressed may be exposed to soaking rains with little danger of injury. As a general rule, however, compressed tea is kept in worsted bags.

PUSHING YOUR TEA TRADE.

Before attempting to push a grade of tea it is very advisable to be absolutely sure on two points, and these are:

1st. To carefully choose the tea, or teas, upon which the effort is to be made, and

2nd. To be absolutely sure that the chosen tea, or teas, can be exactly replaced during the existing season, and matched as closely as possible during succeeding seasons.

THE EMPEROR'S TEA.

The tea used in the immediate household of the Emperor of China is treated with the utmost care. It is raised in a garden surrounded by a wall, so that neither man nor beast can get anywhere near the plants. At the time of the harvest those collecting these leaves must abstain from eating fish or strong foods, that nothing may spoil the aroma of the tea; they must bathe three times a day, and, in addition, must wear gloves while picking the tea for the Chinese court.

A MUCH INTERESTED MAN.

"He's interested in many industries, I believe?"

"He is."

"Is he in the shoe business?"

"Yes, he has quite a foothold there."

"How about the glove business?"

"He recently took a hand in it."

"And the selling of canes?"

"He carries them."

"And hats?"

"He has them on his mind, too."

"What else?"

"He puts up umbrellas and turns out lamps."

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

We Are Away Ahead of 'Em All in Quality

THE pure food inspectors are making it mighty uncomfortable for the manufacturer of impure goods, and also for the "penny-wise" merchant who places them on his shelves. It must be mortifying to a merchant when he is obliged to apologize for the quality of his goods.

We have no apologies to offer for "Gold Standard" goods, and cannot raise their standard of purity, because it is as high now as it possibly can be.

Wherever you see the "Gold Standard" Label on a package, you find **pure goods** inside the package.

We pack and absolutely guarantee the following :

Gold Standard Teas
Gold Standard Baking Powder
Gold Standard Spices
Gold Standard Baking Soda
Gold Standard Cream Tartar
Gold Standard D.S.F. Mustard
Gold Standard Liquid Blue

Gold Standard Coffees
Gold Standard Jelly Powder
Gold Standard Extracts
Gold Standard Herbs
Gold Standard Icings
Gold Standard Icing Sugar

INSIST ON GETTING THE BEST, AND REMEMBER

"GOLD STANDARD GOODS"

—ARE—

"GUARANTEED THE BEST"

—PACKED AND GUARANTEED BY—

CODVILLE & CO.,
Brandon, Man.

CODVILLE & CO.,
WINNIPEG, MAN.

CODVILLE, SMITH & CO.
Calgary, Alberta

THE "BUMPER" CROP AND THE WESTERN TRADE

IN Western Canada during the weeks and months that constitute the critical period in the growth of the wheat crop the weather is by no means a mere commonplace subject of polite conversation. So much depends upon it that it is one of the most important topics and it is discussed in Winnipeg, not casually but seriously—on the street, in the business office, at the club, in the home, and always in its bearing upon the season's wheat crop.

"Our crops get on my nerves," remarked a prominent business man in Winnipeg to a representative of this paper one day in August. "Of course we can't get along without crops in this country but I wish I could forget about that wheat crop for a few hours each day. I can think of nothing else but wheat and rust scares. Every time the sky is cloudy during these days when we want bright sunshine I think of the wheat, and I begin to calculate the dangers of rust and the probable loss expressed in dollars and cents just as in the Spring reporters on the daily papers give full scope to their imaginations in calculating how many million dollars each rainfall was worth to the west." This man is not in the grain business, he is not a speculator in grain. The chances are that in all his life he has never bought or grown a bushel of wheat, but he is a wholesale man with large investments in a big business, with a great amount staked upon the prosperity of the country and he knows the importance to business men in all parts of Canada, east as well as west, of a "bumper" wheat crop in 1905.

Interest was by no means confined to the west. Eastern newspapers devoted almost as much space to "crop stories" as did the Winnipeg papers. Winnipeg newspapermen who act as correspondents for Toronto and Montreal dailies were never at a loss for news to send east during July and August. Crop stories, news and interviews were always acceptable and the papers paid the telegraph tolls without a murmur. And the east had good reason to be interested this year, for the Montreal and Toronto business houses had staked very much upon the success of the crop. Their accounts in the west are large and they are looking for payment from the proceeds of the wheat sales. Moreover, it is in the west that all big Canadian wholesale and manufacturing firms find a field for the expansion of their trade.

A prosperous west means a ready market during the coming year for commodities of all kinds.

Crop estimates differ according to the temperament, optimistic or pessimistic, of the man who estimates, but there is something in the bracing western atmosphere that breeds confidence in the present and future of the country and the optimists have a large majority with many country polling sub-divisions yet to hear from. Probably the optimists have had so much their own way in the discussion that the actual figures will be disappointing, but if so it will be because the over-confident predictions have led the general public to expect too much.



The Smile that Won't Come Off.

It will be remembered that the over-confident estimates of the population of Winnipeg by real estate men in that city led to a general impression that there were at least 100,000 people in Manitoba's capital. Hence there was keen disappointment a few months ago when it was found that the actual population is, in round numbers, 80,000—foolish disappointment when it is remembered that the population has actually doubled in four years.

But whether the crop estimates have or have not been too optimistic it is certain that the 1905 wheat crop is by very much the largest on record. Con-

ditions have been unusually favorable and the area under cultivation is larger than ever before.

In an interview about two months ago Hon. R. P. Roblin, Premier of Manitoba and Minister of Agriculture, stated that he was willing to go on record with an estimate of 100,000,000 bushels. His position at the head of the Department of Agriculture in one of the three prairie wheat-growing Provinces gives Premier Roblin some exceptional opportunities to form an accurate idea of the size of the crop.

The Manitoba Free Press each year sends out during the critical period in the growth of the crop a corps of special staff correspondents and from their reports of conditions in all the wheat-growing districts of the west an estimate of the total crop is made.

If the Free Press correspondents err in the preparation of their reports it is not on the side of over-confidence. Their stories of rust last August were vigorously denied from certain districts which considered themselves maligned and in many instances there would seem to be good ground for the complaints. Certain it is that damage by rust this year has been infinitesimal.

Last year the Free Press estimate of the total crop was probably the closest made by any paper, consequently the estimate of that journal this year is entitled to due respect, and when it places the 1905 wheat crop at 90,000,000 bushels most people are prepared to believe that Premier Roblin's estimate of 100,000,000 bushels may be very nearly correct.

With unpardonable lack of respect for Professor Mavor the Swan River and other districts which in his report he classes as unfit for cultivation have produced large quantities of wheat, in many places the average production being 25 and 30 bushels to the acre.

Now what does this mean to Canada? It means that during the next few weeks and months perhaps \$70,000,000 will be paid to the western farmers for the 1905 wheat crop. The banks have been making every effort to provide the necessary cash and the railways the necessary rolling stock to handle this immense crop as quickly as possible. Thanks to our elastic and fluid branch bank system the banks have had little trouble and from the lack of complaints it would seem that the railways are sat-

isying the exacting demands of the impatient grain grower.

There was a time in the infancy of the C.N.R. and when the C.P.R. in the west was under less efficient management, when the western grain growers were loud in their complaints that the railways could not supply sufficient cars to handle the grain. But since the C.N.R. lines have been extended and the C.P.R. in the west has been under the capable management of Vice-President Whyte, a western man in whom all the west has absolute confidence, these complaints are seldom heard. The task is greater this year than ever before, but complaints are conspicuous mainly by the infrequency with which they are heard.

All Canada is interested to know what proportion of the crop the railways can handle before the close of lake navigation, for all Canada is interested in knowing the approximate amount of money the western farmer will have immediately available. How will he dispose of this ready money? Will he buy more land, pianos or automobiles with his ready cash, or will he pay his debts first and make his investments for profit or pleasure with the balance? This is the question in which all business men are interested and they all agree that the debts must be paid first.

Not in years has so much depended on a single crop. The obligations of the west are heavy; the country storekeeper has been carrying his farmer customers, the wholesalers and manufacturers have been carrying the retailer and they themselves have been supported by the banks. All are interested in seeing debts paid before any further land speculation is indulged in. The crop is large enough to pay off these debts and leave a surplus for investment. The wholesalers and retailers are determined to collect their outstanding accounts and if they can do so there is no doubt that the immediate net result of the 1905 "bumper" crop will be to place the prosperity of Western Canada upon a solid foundation. An effective agency in accomplishing this result is the Retail Merchants' Association of Western Canada, with whose work all readers of *The Canadian Grocer* are familiar.

The 1905 crop is large enough to pay all outstanding store bills and leave a handsome surplus in the pockets of the consuming public of the west. There is, therefore, an excellent market in the new country west of the Great Lakes for manufactured products of all kinds. Canadian, British and foreign manufacturers are well advised in looking to Western Canada for the expansion of their trade. The west wants the best that is made and in a prosperous year it is able to pay cash for what it receives. The encouragement of the spirit of en-

terprise among manufacturers and merchants in the east is greatly to be desired and cannot fail to meet with success and in the very near future reap the richest rewards when the population and buying powers of the west are much greater than they are now. The advantages of "getting in on the ground floor" are obvious and they need not be elaborated upon. He is a rash man who would attempt now to set bounds to the development of the Canadian Northwest.

Probably no man is better qualified to judge of the possibilities of the Northwest than Dr. Saunders, the Director of Experimental Farms. In his well-known pamphlet on "Wheat Growing in Canada," he says, under the heading "Reasonable Prophecy":

"The total imports of wheat and flour into Great Britain in 1902 were equivalent in all to about 200,000,000 bushels of wheat. Were one-fourth of the land said to be suitable for cultivation in Manitoba and the three provisional Territories under crop with wheat annually, and the average production equal to that of Manitoba for the past ten years, the total crop would be over 812,000,000 bushels. This would be ample to supply the home demand for 30,000,000 inhabitants (supposing the population of Canada should by that time reach that figure) and meet the present requirements of Great Britain three times over." This estimate deals only with a portion of the west, and it leaves the large eastern Provinces out of consideration altogether. From this it would seem to be quite possible that Canada may be in a position, within comparatively few years, after supplying all home demands, to furnish Great Britain with all the wheat and flour she requires and leave a surplus for export to other countries.

With a rural population on the western plains in 1902 of about 400,000, over 67,000,000 bushels of wheat were produced. Add to this the wheat grown in Ontario and the other eastern Provinces and we already have a total of over 93,000,000 bushels. These figures are full of promise for the future of Canada as a great wheat-exporting country."

OLD-TIME HUMOR.

THE attention of the antiquary has been attracted to the old-time miller. Apparently he dabbled in the arts, as witness the eccentric Master Oliver, whose tomb upon Highdown Hill, near Worthing, England, was and still is an object visited by the curious. It was prepared by himself with Scripture texts and verses of his own composing. He was carried to the grave in 1793 by folk garbed in white, and a girl in white read a sermon as requiem. This suggests a latent Druidism, faint traces

of which do exist. But it is on record of the Sussex Downs was Master Coombs, whose boast it was that his antique little mill, not far from New haven, had belonged to his ancestors from the days of Henry VIII. He once made a strong asseveration as to a statement he had put forth, that if it were not true he would never enter his mill again. Upon the statement being proved incorrect, he kept his word. He would spend hours every day upon the upper step of the mill stairs, but never to the end of his life did he enter the building."

One of his freaks was the painting of his mill-horse. The hues varied frequently. One week a whole market town would be startled by an animal which was pea green; next month it would be blue, then rose-pink. Perhaps someone had told him tales about the chameleon.

Millers' carts were almost unknown in his day (1780), and the grists were carried home on horseback. Master Coombs as he rode with several bags and observed that his steed was overladen, used instead of dismounting to take one of the bags upon his own shoulders, complacently saying, "The marcifful man is marcifful to his baste." His marriage scarcely came up to his ideal, and in expansive moments he owned that this was in a measure his own fault. "For," he said, "as I was a-gooin across Excete Lane to be married at Denton Church I heerd a voice from Heaven a-saying unto me, 'Will-yam Coombs! Will-yam Coombs! If so be that you marry Mary Briggs you'll always be a miserable man!' And so I've always found it," he added, "and I be a miserable man."

There was a general belief that an honest miller had a tuft—or "tot"—of hair growing in the palm of each hand, and that the only honest miller ever known with such a tot lived at Chelvington, near Lewes. Finding success in business impossible he hanged himself in his own mill. Master Coombs had no such tot, and had no reason for one. This did not impair his length of days, however.

An advertising campaign, says Fame, is like a journey. There is a certain stated distance to be covered. You may not go the whole way without pausing. Perhaps you go a few miles to-day, and a few more to-morrow, but you keep right on toward the goal always adding a little to the sum total of your miles. If you do not complete the distance, the whole is incomplete and a failure, but the rounded out, perfect journey of regulated stages, symbolizes well the well maintained advertising campaign.

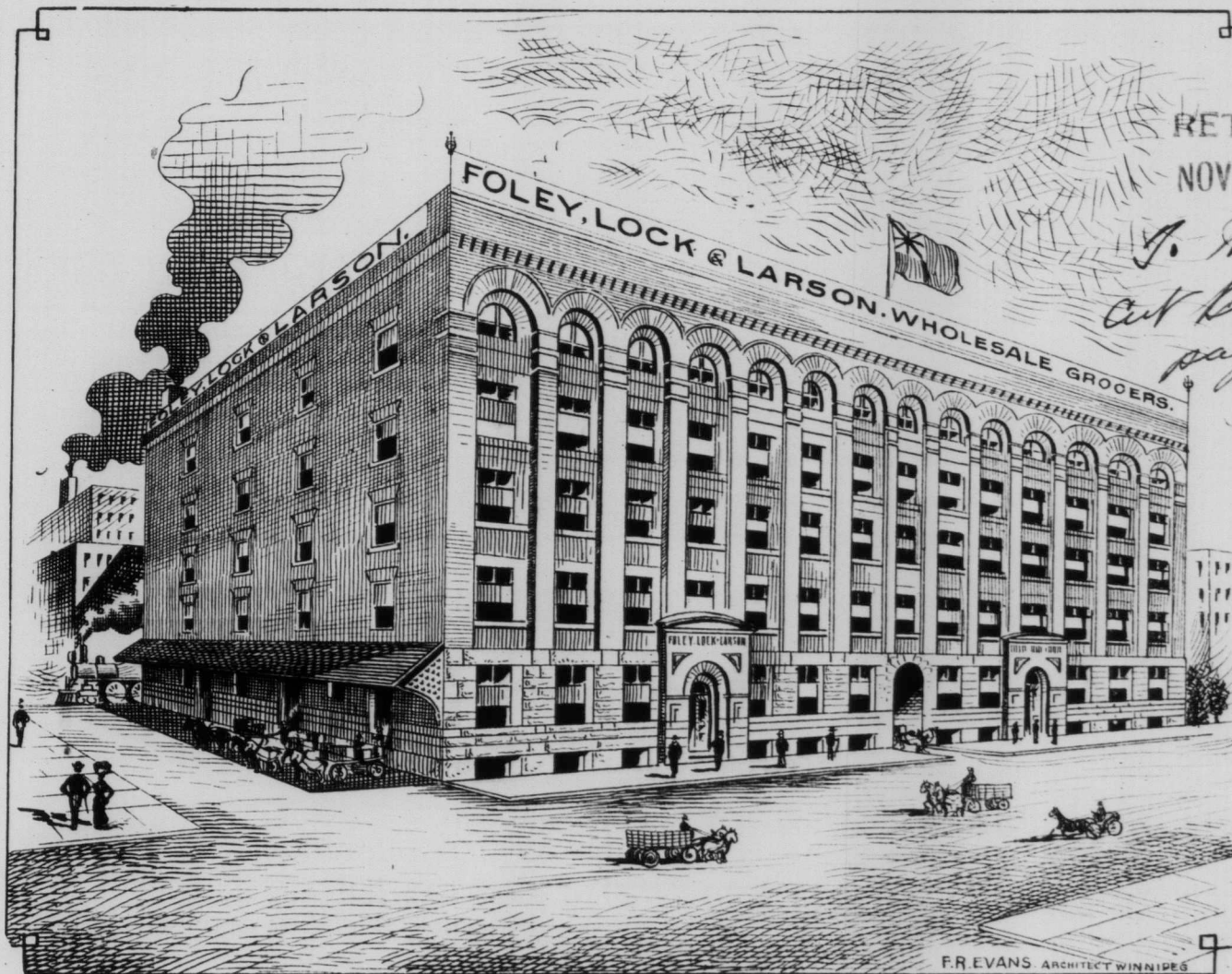
Foley, Lock & Larson

WHOLESALE GROCERS

Biscuit and Confectionery Manufacturers

Winnipeg

Manitoba



RETURNED
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B

NEW ENLARGED BUILDING, MARKET ST. EAST.

This is the home of the new

“Lock Brand”

BISCUITS and CONFECTIONERY

Watch for them—they will be on sale in a few weeks.

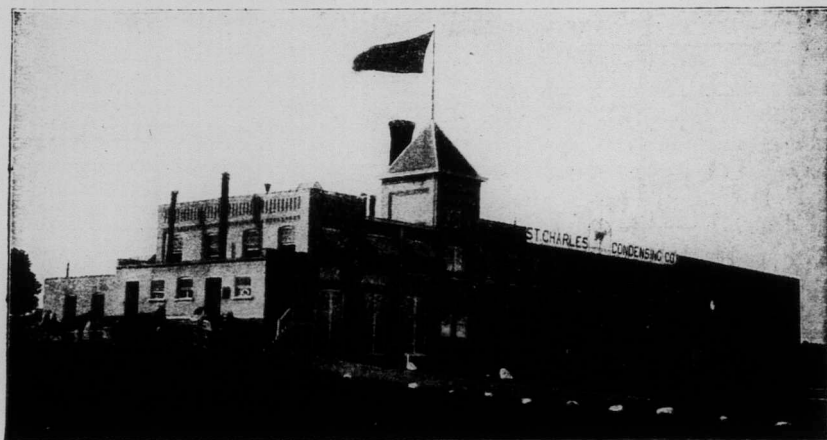
WINNIPEG AND CALGARY

are the distributing centres for the rapidly developing North-West. We have solid brick and stone warehouses at both these points and can take proper care of goods consigned to us. We represent many leading manufacturers and have friendly connections with the wholesale trade.

ESTABLISHED 1882

LOWEST INSURANCE RATES

TEES & PERSSE, Limited, Winnipeg and Calgary



INGERSOLL, CANADA—FACTORY.

AN EASY ONE.

Added to our splendid assortment of
GOLD MEDALS.

ST. CHARLES EVAPORATED CREAM

given Highest Award at World's Fair St. Louis, Mo., 1904. Proven the purest and best. and for many purposes **PREFERABLE TO FRESH MILK.** Can be purchased through any wholesale house.

St. Charles Condensing Co.

P.O. Box 112

Phone 3576

MASON & HICKEY

Manufacturers' Agents

Agents for

E. D. SMITH,

PURE FRUIT JAMS, JELLIES, PRESERVES.

GORMAN, ECKERT & CO., Limited,

COFFEES, SPICES and OLIVES.

BRANTFORD STARCH CO.,

"CHALLENGE" and CELLULOID STARCHES.

WALLACEBURG SUGAR REFINERY,

DIAMOND CRYSTAL SALT,

"THE SALT THAT'S ALL SALT."

INGERSOLL PACKING COMPANY,

MILLER'S PARAGON CHEESE,

All goods carried in stock at

108 Princess St., WINNIPEG, Manitoba

WINDOW AND INTERIOR DISPLAYS

THE WINDOW DISPLAY.

WHEN a dealer has windows in his store he has success within his reach. Elbow grease never comes amiss in window dressing. Never spare it.

Every well-dressed window is a sort of salesman. What is yours?

It ought to be always "No trouble to show goods," and you have a show window.

When the window "pull" is the right one, the dealer won't need a social "pull" or a political "pull." Give us the window "pull" every time.

More and better use of the show window and less ranting against the tactics of competitors would put some desponding dealers on Easy street.

The grocer should always find time to see to the window advertising. Of what profit is it to spend time and money on printing ink and neglect the show window?

While some merchants are thinking out the details of an elaborate design, other dealers are fixing up a display that makes no pretensions, but draws attention and sells goods.

Something different from the ordinary, something novel, is the great want in window displays. Never copy other windows closely; never follow the general custom as to the kinds of goods to be shown. Always try to be different. To be different is to be successful nine times out of ten.

Does your window tell the story you wish it to convey? Does it tell a story of system, of principle and high ideals? Or does it tell a story of slipshod treatment of customers? Or is it a dumb window so far as real impressions are concerned?

If you feature your goods in the window, using all accessories in a subordinate position, your displays ought to sell goods. When some foreign object is made to dominate the window trim, the goods being apologetically thrust into obscure places, the effort is likely to be very small. As "it's results we want," we advise the featuring of the goods.

When the window is dumb, the business suffers. The window must be made to talk, and to talk freely, cogently and interestingly. What does your window say to the public? Does it say: Here is a nice store, with a well-selected stock, a staff of competent clerks, a satisfactory delivery system—does it say

all this and more? If it does not, you should improve its utterance, and make the store, the goods and the service agree with the story of the window.

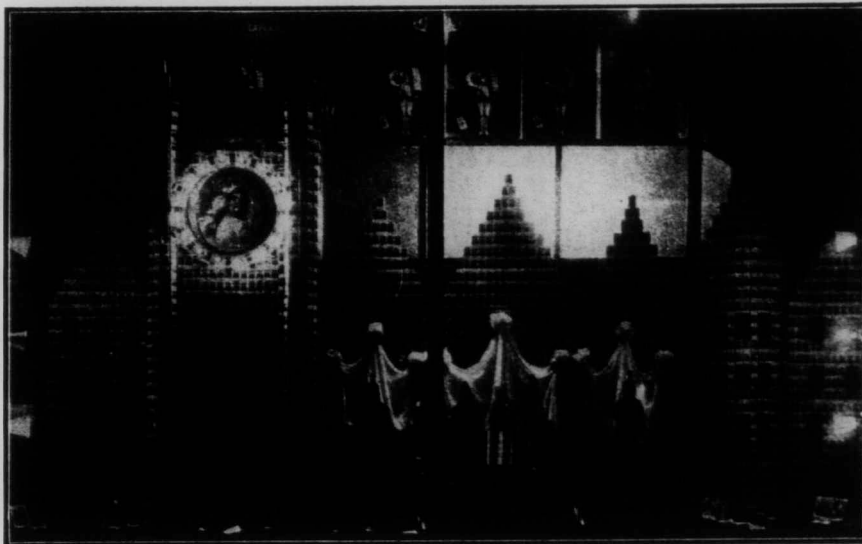
IMPORTANCE OF DISPLAY.

THE slogan of the moment is, and should be, that every department should push its business steadily forward. Business must not stand still. Everything should and must expand. If a department stands still its condition is anxiously and immediately looked into and the remedy applied, because the astute proprietor well knows that any department that comes to a sudden halt will not be long in descending the down grade.

them for a year without at least a few thoughts that have been sprouted or originated by others. For this very reason the decorator and retailer should be on the alert for new ideas that can be revamped and turned to good account.

Don't forget that a hint may often be found in some other lines of business that can be advantageously adopted or slightly altered to ring in a telling and creditable display in your chosen line.

No good trimmer can afford to ignore a single suggestion that can in any way be turned to account. The cleverer you are the more you will appreciate and improve upon what you see. None of us are yet so bright as to know it all, and none of us do our work so perfectly and



Model Window Dressing—The "Illuminated Castle."

Now, the decorating is a department in itself, and the trimmer is just as responsible for the conduct of its affairs as any other department in the building. He should closely scrutinize his expenses and see that the goods entrusted to him for display are not impaired in value while in his possession.

Novelty in Display.

Of all the elements that go to make a good window display, perhaps the most important is novelty. It is the trimmer with brains, originality, thought, and unique ideas who will be most successful in drawing the attention and coin of the realm to his establishment.

There are few trimmers who are blessed with a sufficiency of new ideas to run

thorough that it cannot be bettered. Just when you think that your work is about perfect is the time when you are liable to run across the same work executed just a trifle better. That is exactly what excites emulation and acts as a spur to bring out the best that is in us.

Never rest satisfied with yourself and your best endeavors. Window trimming is like learning, there is so much ahead that we don't know that the little we do know seems so puny, insignificant and small that it ought to keep us humble.

Aim at Results.

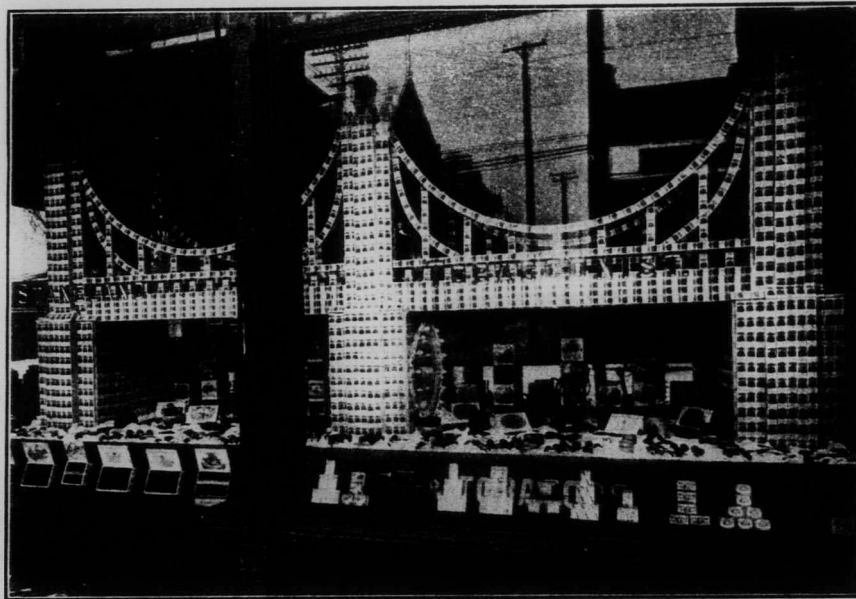
Methods are many, designs differ, ideas vary, windows are architecturally differ-

ent, and stocks never alike. Yet the aim of every trimmer should be the same—to excite in the mind of the public a desire for possession of the goods displayed.

It may not be generally known that the word "advertise" means literally to "turn to." Therefore your displays should be original and attractive enough to cause the passer-by "to turn to" them. In other words, they should be designed primarily to catch the eye of the passer-by.

The next desideratum is that the display be of such a nature as to induce a generous percentage of the gazers to enter the store and become purchasers.

In order to get best results severe extremes must be avoided. For instance, a display that is simply beautiful to look upon without pushing home some salient point or argument to the possible buyer is not apt to accomplish much.



Model Window Dressing—The "Bridge" Idea.

A window may be very beautiful, may even stop people in crowds, and not sell a dollar's worth of merchandise. That may be good window dressing, but it is bad business from a business point of view, and it is business that most people are after, not simply glory.

Give First Attention.

Usually a salesman, the brightest and most inventive of the store's personnel, is selected or commissioned to "dress the windows." But he is so burdened with other duties, expected to sell as many goods, and have as large a book at the day's end as those whose duties are only to handle customers, that he cannot possibly do both satisfactorily. This is manifestly unfair, and we believe

one of the principal reasons why so many windows are neglected and unattractive. He is first of all a clerk in the eyes of his employer, and being a clerk he is expected to give foremost attention to "clerking," as our rural friends and brothers term it. Decorating, if his trimming duties may be dignified by the word, is a side issue with him. Not because of any desire on his part to make it so, but because his employer insists upon regulating his duties in such a manner that he cannot alter them.

It is false economy, impolitic, passe, weak-kneed and limpy to make the decorations the secondary part of the decorator's duties, and the number of stores that are backward and only semi-profitable in consequence thereof are legion.

Interior Correspondence.

We would like to see more of our merchants awake from their lethargic slum-

WINDOW ADVERTISING.

A grocery store that pays a great deal of attention to its ledge trims, fixtures and interior arrangement generally and lets the window stand from one week's end to the other is getting things reversed. If there is any difference the window should be better than the interior of the store. The window is to get people to come inside. A fine trim on the inside is no good for that purpose. If you get customers inside the store once you have progressed far towards getting their trade. Hence the importance of "pulling in" windows.

FORWARD.

Not backward, not backward, not e'en
for a night,
To badly kept windows and oft without
light,
But forward, yea forward, to that glorious
day
When every grocer will have a display
Of goods that at once will attract the
eye
Of all who may chance to be passing by.
Instead of the "cans" that you see on
all sides,
Try fruits, fancy goods—you've plenty
inside.
So forward, yea forward, once more he
it said,
Reverse the old custom, well-displayed
windows instead.

PRICE-CUTTING.

To cut or not to cut, that is the question.
Whether 'tis not better in the end
To let the chap who knows not the worth
Have the work at cut-throat price, or
To take up arms against his competition
And, by opposing cut for cut, end it.
To cut—and by cutting put the other
cutter
Out of business—'tis a consummation
Devoutly to be wish'd. To cut—to
slash—
Perchance myself to get it in the neck—
Ay, there's the rub; for when one starts
To meet the other fellow's price, 'tis
like as not
He's up against it good and hard.
To cut and slash is not to end the confusion
And the many evils the trade is pestered
with;
Nay, nay, Pauline; 'tis but the fore-runner
Of debt and mortgage such course portends.
'Tis well to get the price the work is
worth
And not be bullied into doing it
For what So-and-So will do it for.
Price-cutting doth appear unseemly
And fit only for the man who knows not
What his work is worth, and who, ere
long,
By very stress of making vain comparison
'Twixt bank account and liabilities,
Will make his exit from the business.

**PUREST
AND
BEST**

Windsor Table Salt

**is pure—absolutely so. It is made in the
largest Salt Factory in Canada, where
there is only one Standard—The Best.**

**It pays to sell Windsor Salt, be-
cause it insures satisfied customers.**

**THE CANADIAN SALT CO., LIMITED
WINDSOR, ONT.**

Cable Address "MUSSON"

MUSSON WAINWRIGHT & CO.

62-63 FRONT STREET
HAMILTON, BERMUDA

Importers and Dealers in

Wines and Malt Liquors, Oilmen's Stores,

CANADIAN PRODUCTS A SPECIALTY

Manitoba and Ontario Flour, Oats, Bran, Hay,
Creamery Butter and Cheese

Canned Fruits and Vegetables, Smoked Meats

Open to receive correspondence from Creameries with a view to establishing an agency.

If you want to get into the Bermuda trade, write us.

SANDBACH, PARKER & CO.,

Demerara, British Guiana

Established 1790

CABLE ADDRESS:

"SANDBACH"—DEMERARA

CODES USED:

Scott's Editions, 1880, 1885 and 1896
A, B, C, Fourth and Fifth Editions
Watkin's 1884 and Appendix
Lieber's Standard
Western Union

General Shipping and Commission Merchants

Importers and Exporters

Orders for produce a specialty, and receive prompt attention at all times

Produce Reports will be sent on application. Articles referred to therein: Sugar, 8 qualities; Molasses, 3; Rum, Coloured and White; Molascuit, or Sugar Cane Cattlefood (in great demand in U.K.); Cocoa, Coffee, Kola Nuts, Cocoanuts, Balata (Block and Sheet), Hides (Wet Cured), Timbers (greenheart, letterwood, etc.) Charcoal, Rice (colony grown, brown and white), and Scrap Iron. Also Gold and Diamonds, etc., etc., etc. Market reports about Imports will be sent on application.

Flour, Breadstuffs and Provisions Wanted from Canada

Agents for Canadian Mail Steamers.

Warehouses and Dock at Lots 8 to 11 Werk en Rust, Georgetown.

PROGRESSIVE RETAILING

ARE you a "merchant," or simply a "dealer?" What is the difference? The difference is so great that it cannot be told in a sentence. A "dealer" is a man who runs a store because he can do that better than anything else, or thinks he can, or, perhaps, it is easier than something else.

He jogs along in a come-to-day and go-to-day fashion, eking out a living somehow. He pays his debts as long as he can and ultimately lets the sheriff run things to a finish.

For years, perhaps, he was at the store regularly every morning, and remained until the close of the day's business, but in every other way drifted with the tide. He buys goods and sells some of them after a fashion, and thinks that as long as a certain amount of goods are exchanged for money every year he is making money, whereas the reverse is usually the case.

He goes on the principle that the goods on the shelves and counters are worth so much to him, regardless of whether they were bought this year, last year, or several years ago.

Merchandising an Art.

He finds it necessary to buy goods continually, in order to keep up the sales, and cannot understand why the clerks can not sell what goods they have instead of clamoring for new goods all the time. He has not studied merchandising deeply enough to understand that the intrinsic value of an article cuts no figure if the commercial value is lacking. He believes that because an article cost one dollar, he must get from one twenty-five to one fifty for it, or keep it, and he keeps on keeping his goods until they eat up their value in interest and insurance.

What to Do.

If you belong to this class—and the cap fits too many—wake up to your actual condition! Make up your mind that when you next invoice your stock you will know what you are really worth, truly and honestly. You have been deceiving yourself long enough. Pull out of the drawers and take off shelves all the old stock you have and turn it into money. Get all you can out of it, but get it quickly. Merchandise is only worth what it will bring—not one cent more. If an article will not sell for one dollar, mark it fifty cents; if it still sticks at fifty cents, mark it twenty-five cents. It takes courage; but remember that is what you have lacked, or

the goods would not now be with you.

There are times when it is profitable to make a loss. Sounds odd, doesn't it? But it saves you from making a greater loss later on, and you must be willing to take the medicine that will cure, or else go under with that disease known commercially, and usually diagnosed, as "dry rot."

Few dealers realize the constantly increasing cost of portions of their stock, which is daily growing in amount, because original figures are adhered to as selling prices, regardless of the fact that certain articles have had their day.

Tied Up Capital.

Carrying a stock of dead or unsalable goods locks up so much capital that a dealer so situated finds it impossible to reap the benefits of cash discounts. His reputation for being a close buyer is lost; he pays longer prices for his goods; probably has to renew paper at maturity, and pay 7 per cent. interest, besides missing the plums that a traveler places before his quick-paying customers.

The Advantage of Cash.

A dealer who gets the reputation of "slow pay" is no longer sought by wholesalers when there are special bargains to be offered; for at such times only quick-paying buyers are appreciated. This difference frequently means that the dealer's competitors can sell certain goods and make reasonable profits at prices that represent actual cost to him.

Putting the knife into the prices of unsalable goods and getting rid of them is the only way to conduct a successful business. "The first loss is the best loss," and the smallest; yet, it is important to know the right time to take a loss and take it philosophically.

Solvent or Insolvent.

If your stock was put on the market to-morrow, how many men would pay more than 50c. on the dollar for it? Therefore although you have invoiced it at \$24,000, it will only bring \$12,000, and perhaps you have maturing liabilities of a like amount. Where do you stand? Simply on the sidewalk, perhaps at middle life, with your commercial career ended and life to begin anew.

The Need of Competence.

The fact is, there is an unfilled vacancy in many large stores. There is need of a man who has a good knowledge of merchandise, who should have the authority, and make it his business,

to keep stocks clean and saleable, and who should decide the proper time to take a loss on unsalable goods, also to decide at what price deteriorated lines should be invoiced for inventory.

Fat Paper Balances.

The average proprietor, buyer, or manager, is so eager to make a satisfactory showing that he is tempted, and succumbs to temptation, to knowingly over invoice his stock, thus deceiving himself with wide open eyes. Take down your stock at what it is worth; not at what it is marked. Wake up before it is too late and find out where you stand, and what your true balance is. Have you the necessary backbone to do it? Think it over and decide. If you haven't, get some one who has.

Ordering New Goods.

Goods should not be ordered in and displayed until the season for selling them is near at hand. Don't have goods come into your store months in advance of your requirements, even though a liberal dating is offered on them. You require to, or should, carry increased insurance on them, but the greatest drawback is that your salespeople lose enthusiasm in them before the season for selling arrives. Enthusiasm in the goods you have bought has a great deal to do with sales and profits.

How much more interest is manifested in goods the first day they are in stock than thirty days later; and, apparently, how much easier the merchandise is sold? Besides, your customers dropping in every week have very keen eyes, and quickly become acquainted with the stock. There is food for reflection here. Assimilate it!

Care and Protection.

The broad facts brought out, and to be impressed upon the mind of the merchant, are that he must try and select known, honest help, and give the greatest care to his business system; protect himself and his employes by having that system so strong and reliable that small chance can occur of saddling blame upon the wrong person. The discovery of theft of merchandise or money in a store should be followed by an immediate effort to locate the source of loss. The system, while it may not altogether guard against theft, should at least point in the direction of the thieves.

The Cash Question.

Nothing should be left to chance; carelessness in change-making, or lack of

particular system of keeping strict accounts; and when check books are used, laxity in letting the records pass between hands, when they may be altered through collusion, or in the interest of any of the parties concerned in the transaction—the salespeople, cashier, or office where checking up is performed—should all be guarded carefully, and strict rules and regulations, which are made next to impossible to infringe, should be instituted.

The Delivery Department.

Many parcels in cities are sent out on approval or c.o.d., and should be carefully watched, for frequently the money is paid by the customer and then the goods are credited as having been refused and consequently returned to stock; the proceeds going into the pocket of the salesman. Sometimes the delivery man gets the benefit by saying he put the goods back in stock. This fraud, while common, is sometimes difficult to detect when large stocks are carried and help busily engaged during the best part of the day.

TALKS TO RETAILERS.

STRONG emphasis must be placed upon the necessity of prompt delivery. People who order goods from you, order them because they want them. It is all right for you to complain of your customer who orders at the last minute—but make your complaint under your breath. Don't let the customer hear it. She may take her money elsewhere. You are in business to make money and you must do business just the way your customers desire—not the way you like to do it. We won't argue about the extra cost of delivery; of course it is an extra expense, but it is the custom and custom is stronger than law.

If you have in your neighborhood two or three merchants in non-competing lines it may be possible for you to establish a co-operative delivery, each assuming a share of the expense and thus reducing by a considerable amount the expense to each individual. At a cost of about \$50 per month to each of five merchants an automobile delivery can be established and maintained which will cover your territory much more thoroughly than wagons and horses could do. Better service in the way of delivery is worth while and in addition there is advertising value in a modern way of doing things such as this will be. There is a satisfaction to the purchaser in having an auto stop at the door and a neatly attired, possibly uniformed, attendant step out to make a delivery or take an order.

Too many merchants have allowed their deliveries to be made by careless,

dirty, slovenly and impolite employes. This hurts your business. Perhaps you never noticed it but it does just the same.

Never mind the cost. Get good men to make your deliveries. It will be a good investment. He represents you. Let it be an adequate representation.

We will suppose that you have reformed, if reform was necessary; that your store is neat, your clerks attentive and anxious to please, your prices right, and your deliveries prompt.

What next? Let your customers and your prospective customers hear about it. Talk about it. Guarantee it. Advertise it, personally and by the use of printers' ink. Lose no possible opportunity. Now comes the question; where and how?

Advertising a retail store means simply a statement of facts, made to people who may be influenced by these facts, to buy goods of the advertiser. People of a certain sort or of many sorts ought to trade with you. There are reasons why they should. Hunt up these people and tell them these things. That is advertising.

As to the "where"—that is easy. You naturally draw your trade from a neighborhood, a section, a town or a country. The people in that locality, they are the ones you want to reach. In a small community much may be done by means of personal interviews and this must not be neglected. An occasional visit to your customers, especially to those whose trade you value, will bring its own reward.

ATTRACTIVE STORES.

IT is not necessary for a store to be fitted up with mahogany and marble in order that it should be attractive and up-to-date. Few storekeepers could afford to make a capital outlay of sufficient amount to provide such elaborate fittings. There are of course the necessary equipments for the attractive display of goods which every storekeeper must have for the proper preservation of his goods, and for the securing of economy of working.

The fitting up of a store requires a good deal of thought and care. Perhaps the first consideration is to have the store well lighted and the lights so arranged that the best possible effect can be obtained from the internal arrangements of the store. The modern store has become a place for show and display as well as a market, and a well lighted store is at once a place of attraction.

The arrangement of the store should be the next consideration. It is not sufficient that the stock should be arrayed in so many shelves around the walls of the store, but due consideration should

be given as to the place such articles occupy. There are some goods which are better kept in a dark, cool corner. Other goods are better exposed to the air and light, and again some goods carry with them a strong aroma which is at once objectionable and injurious to other lines.

All these points should be carefully watched and provided for in the arrangement of a store. A well arranged, neat and tidy store is an advertisement within the reach of the simplest storekeeper, inexpensive and effectual.

SUGGESTIONS.

NEVER overcharge old customers one cent because you have their trade. Look after each one of them carefully as you do after a new customer whose trade you are trying to get.

Keep their likes and dislikes in mind. A woman is pleased by a grocer who says, "Mrs. Jones, I have in some fine Florida oranges such as you like," or by a meat man who remembers her partiality for good bacon and keeps a fine brand.

The same methods that hold regular customers will gain new ones.

Little accommodations that cost you nothing go a great way toward making and holding customers. They like a man who sells postage stamps as cheerfully as if he made money on them.

Make your store attractive. Everybody likes a tidy store, with fresh goods tastefully displayed, and neat, wide-awake clerks.

See that every person who enters is waited on promptly and politely. Nothing irritates a customer like waiting unnecessarily. When delay can't be helped, a clerk should say politely, "I will wait on you as quickly as possible, Mrs. Jones."

A clerk should never be permitted to stand chatting or dawdling for an instant when a customer is waiting. Never tolerate that indifferent, half-hearted way which seems to say, "I'm only waiting on customers as a particular favor." Make your clerks understand that every one in the store is expected to have eyes and ears open all the time and be ready to do everything possible to help the business.

Make your customers feel that their children or servants will be treated just as well as themselves in your store.

Encourage good clerks; get rid of bad ones. Don't waste time trying to reform negligent and untidy clerks; but, on the other hand, if any clerk shows he has your interest at heart, show him that you appreciate it.

James H. Lynch & Co.

(Established over half a century)

BARBADOS

General Agents and
Commission Merchants

Consignments of Flour, Oats, Hay, Peas, Butter, Cheese, Lumber, Shingles, and other products of **the Dominion** received and accounted for promptly.

Orders for **Sugar** and **Molasses** executed, and every attention given to the selection and shipment of the same.

REFERENCES :

The Clydesdale Bank, Limited, London
The Agency of the Colonial Bank, London : Wall Street, New York

CODES USED :

A. B. C., 4th and 5th Editions,
Watkins, Liber's, A1, and Private

Leon Agostini & Co.

Trinidad, B.W.I.,

PORT-OF-SPAIN

CABLE ADDRESS :

"KING"

A. B. C. Codes, 4th and 5th Editions Used

Cocoa, Commission and Provision Merchants

**Exporters of Cocoa, Cocoanuts, Sugar,
Molasses, Hides, Balata Gum,
Coffee, Rum, Spices, Lime Juice, Copra,
Cedar, Etc.**

**Importers of Breadstuffs, Provisions
and Fish.**

TRINIDAD, B.W.I.

(Established 1888.)

Rust, Trowbridge & Co.

**General Shipping
and Commission Merchants.**

Codes in use :

LIEBER'S
A. B. C. (1893 ed.)
WESTERN UNION
ANGLO-AMERICAN
and Sundry Private Codes.

OFFICE :

Chacon Street, Port of Spain.

CABLE ADDRESS :

"Randolpd" Trinidad, B.W.I.

Wholesale dealers in

American and Canadian Foodstuffs

Newfoundland and Nova Scotian Fish, Lumber, etc., etc. Shippers of Sugar, Cocoa, Cocoanuts and Molasses and other Colonial Produce.

Agents for :

Armour & Co, Chicago.
Oil Exploration Co. of Canada, Ltd.
Thom & Cameron, Ltd., Glasgow.
George Younger & Son, Ltd., Brewers, Alloa.

Norwich Union Fire Insurance Society.
Barbados Mutual Life Assurance Society.
Hiram Walker & Sons, Ltd., Walkerville, Ont.
Lake of the Woods Milling Co., Montreal.

THE ART OF BUYING.

THAT "goods well bought are half sold" is a saying which is as true as it is expressive. Probably if inquiries were made a great number of failures to secure success by retail merchants could be traced to ignorance of this oft-repeated saying. To be "well bought" does not only mean to secure a parcel of goods at a favorable price, as compared with the intrinsic market value, but really conveys a great deal more than that. It means that they are bought just at the proper moment in the right season to secure good condition and freshness—that they are just the description and quality to suit the buyer's particular trade, and further—that they are bought in quantities suitable to his trade requirements, sufficient to meet all probable demand without at the same time leaving a surplus to be jobbed off, thus slaughtering the advantage gained in buying.

To accomplish this the storekeeper must consider it necessary to acquire all possible knowledge of the conditions surrounding his business. The retail merchant should be the man of information on every point of interest in his district; by this means he is enabled to know when to buy the many luxuries of life which a populace will be inclined to purchase when prospects are animated, or to introduce new articles to take the place of others which are declining or falling into disfavor; to know when and how to stock up the plain necessities of life which the public must purchase even though the district may be in a state of depression.

Thus far as regards his local knowledge; next follows the importance of knowing "where to buy," and a great deal depends upon the buyer's knowledge of this point. Every commercial man who calls upon him will claim to have the best supply of goods in his particular industry but the buyer must necessarily use a good deal of judgment and discrimination in placing his orders. If he has a very large outlet for a certain article he will probably find it to his advantage to go as near as possible to the "fountain head" for his supply, to save the expense of unnecessary handling, whereas if his demand is only a small one it is not unlikely that he could make better terms with a wholesale dealer. A wholesale dealer often by his large aggregate buying secures an advantage from the manufacturer which it would not be possible to give to the retailer. Moreover, the wholesale dealer can frequently supply the retailer on terms which the manufacturer could not for a moment entertain.

It must not be forgotten that whole-

sale buying evolves largely on the question of financial manipulation and does not of necessity mean adding a large amount of profit to the original manufacturer's price. Again, the retailer has a much better variety and assortment from a wholesale house than he could possibly get from the manufacturer, and he will often find it to his advantage to spend a few days once or twice a year visiting the various markets, by that means becoming more individually in touch with the working details of the various market prices and gaining a measure of knowledge difficult to obtain under any other conditions. There are, however, a great number of storekeepers to whom a journey from their local district is practically an impossibility. To these men a very excellent means is provided by the various newspapers and journals who take up the many details peculiar to the storekeeper's needs. By reading regularly those papers which deal with his particular lines he can keep in touch as thoroughly with the market fluctuations, and receive as up-to-date information on all points connected with his business, as if he were really at the various markets. "Where to buy" will thus become a much easier proposition.

Another point of great importance to the retailer is to avoid altogether "speculative buying." This is particularly necessary in the case of small buyers. Speculative buying on the part of small traders is much to be condemned, and in most cases leads to disaster. The great thing a small storekeeper should study is the constant turning over of stock which he carries, as by this means alone can complete freshness of goods be secured. The trader may occasionally lose the advantage of a slight movement in the market by adhering strictly to this rule, but the ultimate advantage of having an absolutely fresh and saleable stock outweighs by a good deal the uncertain profit of buying goods in a speculative way. At the same time, there are times and seasons when a grocer can with advantage buy more freely than usual, and with a certainty of being able to increase his sales by the extra advantage that he can thus offer his customers. This subject, therefore, must be taken up entirely in connection with the individual conditions of the store and the grocer's own capacity for controlling his customers.

A point of primary importance to the storekeeper is the "deterioration" of his stock. A successful merchant must of necessity watch his stock that no particular lines are allowed to fall into the background. Any decline in the sale of any particular article should be at once

noted and efforts made at once to relieve the stock on hand. The public has grown to a large extent to know pretty well its own requirements and in this connection a storekeeper will always find that "the first loss is the best." If it is necessary to job off a given line, do so immediately it becomes necessary, and before the goods become shopworn and out of date.

Another important factor in storekeepers' buying is the question of "seasons." Care should be taken that as the season closes, so its particular stock decreases, so that on its closing that stock has been well nigh sold out, leaving room for the approaching new season. By this means the locking up of capital is diminished and a storekeeper will be able to keep his banking account well ahead instead of having his capital on his shelves. This is an important point for the retailer who wishes to succeed. Wholesalers are keen to discriminate between the "slow" and the "ready" payer and a little care in regulating the stock in the way indicated will go a long way towards keeping a floating capital, bringing profit to the trader, and maintaining good standing with his wholesaler.

A point which is often overlooked is the necessity for the trader doing his own buying. A storekeeper may have a good man in his employ in whom he has implicit confidence, still it is not wise to allow such a man, however good, the power to send orders for goods simply because the stock has run out. A storekeeper is anxious to get the best terms and the closest prices, and he can only secure this by keeping in close touch with his requirements, and letting the wholesaler know that every order he sends is the work of his personal scrutiny, and that invoices are severely criticized by himself. By this means he will secure the best attention from his wholesaler and he in his turn will be careful to place such a buyer on bottom prices.

A point which often crops up in a country district is the question of "combined buying." This is greatly to be desired wherever possible. Local storekeepers by keeping thoroughly in touch with one another develop a friendly feeling born of mutual interests, and a measure of care is then exercised to bring into the district a volume of goods which whilst being sufficient for the purpose will not be an overstock, besides which the combined buying enables the dealers to obtain their goods on such favorable conditions that they can place them on the respective markets at a moderate figure and at the same time secure adequate remuneration to themselves.

WATSON, BOYD & CO.

TRINIDAD, B.W.I.

COCOA, COMMISSION AND GENERAL MERCHANTS
 Dealers in **Canadian, American and Eastern Produce**
 Consignments Promptly Attended to.
 Correspondence Solicited.

CORRESPONDENTS:

LONDON—Frame & Co., 21 Mincing Lane.

NEW YORK—Frame & Co., 132 Front Street.

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CODES USED: Lieber's, A B C, 5th edn. A1—Premier and Standard Shipping

THOM & CAMERON, LIMITED

Head Office: GLASGOW

JONES & SWAN, - - Agents

General Commission Merchants
 and
 Shippers of West India Produce

AGENTS FOR

Prince Line Ltd., Newcastle-on-Tyne
 Atlas Assurance Co., Ltd., London

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TRADE MARK

SYMINGTON'S

High Pressure
 Steam Prepared

PEA FLOUR

EASILY DIGESTED.

For Thickening Soups, Gravies, &c.

Sold in 1 lb. Tins.

SYMINGTON'S PEA SOUP

Prepared from Symington's Pea Flour, Extract of Meat,
 Herbs and other Seasonings.

Only wants the addition of Water.

Sold in 1 lb., ½ lb., and small Tins.

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ESTABLISHED 1872

ST. VINCENT STREET, - PORT-OF-SPAIN, - TRINIDAD,

BRITISH WEST INDIES

MERCHANTS, BANKERS, AND COMMISSION AGENTS.
 EXPORTERS OF TRINIDAD AND VENEZUELAN PRODUCE.

AGENTS AND PROPRIETORS OF

Sugar, Cocoa, Coconut, and Asphalt Properties
 LOCAL INVESTMENTS AND FINANCE A SPECIALTY.

Correspondents: LONDON, NEW YORK, AND PRINCIPAL BUSINESS
 CENTRES IN EUROPE, AMERICA, AND CANADA.

BE CAREFUL! WE ARE

We are so careful in making the

PEBBLE and PHARAOH

Cigars that we want you to be careful and get them. Don't be satisfied with "this-and-that" cigars. There are certain cigars especially suitable for grocery trade. They are the **Pebble** as a five-center, and the **Pharaoh** as a 10-center. My terms are the fairest ever offered to a grocer.

Start Business Going With 1,000 Assorted.

J. BRUCE PAYNE, LIMITED, Mnfrs., Granby, Que.

Read Between the Lines of Smoke

Grocer-Neighbor tells you one morning he is going to give up tobacco-selling. "It's all work and no pay," he says. Advises you not to go in for it, to profit by his experience. If Grocer-Neighbor told you the same story about a make of sauces or a class of breakfast foods you would think at once he was talking nonsense. Why, then, think his "Tobacco Talk" is truth and nothing but the truth? Read between the lines of smoke that Grocer-Neighbor is governed by one or more of three conditions when he makes such "Tobacco Statements." He wants you to buy his good-will. He doesn't want you to compete with him. A manufacturer has offered him special inducements to push **certain goods**, but on condition he drops **certain goods**. Get into the competing business—selling Tobacco. Where there's a will there's a trade. Test T. & B.

THE GEO. E. TUCKETT & SON CO., Limited,
HAMILTON, - ONTARIO.

TOBACCOS, CIGARS AND ACCESSORIES

THE TOBACCO DEPARTMENT.

IS the tobacco department of the grocery store declining? Such a question requires some answering and cannot be explained by monosyllables. It is something like the question which a much harassed witness once asked the illustrious Sir Charles Bradlaugh. The aggressive lawyer was cross-examining a hard-to-handle witness and finally said, "Come, now, brace up and answer me yes or no."

To this the witness replied "Can you answer me 'yes' or 'no' to any question that I may ask you without committing yourself?"

"Certainly," was the curt reply of the lawyer. "Ask me anything you please."

The witness simply asked, "Have you stopped beating your wife?"

Grocers should at least pay more attention to their tobacco department. There are many reasons why, outside of the money-making element which is a powerful factor. Tobacco is a very sensitive plant and even in its manufactured form will impart and attract peculiar odors readily. As a rule what sort of a department does the average grocer make? He has a few boxes of plug tobacco, chewing and smoking, and these are set up on a counter shelf with the lids of the boxes removed and the sides also partially taken off, making it handy to remove the plugs as they are required. Probably in the next department of his shelves there may be candies and all kinds of little grocer's sundries like gum and novelties usually classed in the luxury column of purchases. Butter and cheese are very often not far away and these commodities are also very sensitive, and then bread and flour, also sugar and other of the innumerable eatables that stock a grocery shop.

The stock of cigars is usually very limited and as a rule (not always by any means) are thrown carelessly into an old-time show case that might have been fashionable when Julius Caesar was on earth. The cigars are permitted to get dry and some fine evening when some young man takes an expensive notion, or there may be a function of some kind such as a political or other banquet, the grocer is called upon to serve cigars and he is absolutely unable to cope with the best chance he had for months of making what is called a "hit" in the community.

The moral attached to this is to be up-to-date. Your neighbor, the barber, will outdo you in the tobacco business as sure as fate if you drift the slightest bit. Ask some of the enterprising tobacco manufacturers to make you a gift of a nice zinc lined show case and see that it is used for tobacco purposes only. Numbers of tobacco manufacturers are giving such things to druggists and they would be glad to give them to grocers if they could be assured of some concentrated effort on the part of the grocer to make a push on the lines that should attract. It would be wise also to have cigar cutters in the shop; get some small boxes of matches made with your name on them and give them out to your plug smokers if there are not many cigar men coming along. Now is the time to spurt for Christmas trade. Be alive and get in some novelties in the way of smokers' sets, tobacco jars, pipe racks, nice cigar holders and trays for smokers' tables, etc. Lay out to have some fine rubber pouches and some novel match boxes, all of which will go a long way towards stamping you as a leading grocer and one who looks well after the up-to-date.

An idea is abroad among certain grocers that if they kept a fine cigar place, the average farmer who was running a big account with them would expect them to throw in a box of cigars every time he paid his bill, which might be at the end of every six months. That is certainly all nonsense. The average farmer, perhaps, would not like his thrifty wife to see marked down in his account "two boxes of cigars," etc. She would think they were on the high road to ruin. But the farmer and his sons could easily have the bill rendered to them personally or if necessary he could justify the expenditure and argue it out with his wife and daughters as compared with the perfume, fancy soap and immense quantities of fancy teas which the women usually champion. At any rate the grocer can easily be the architect of his own tobacco department.

Another good point for the general storekeeper to remember is that the antediluvian comforts which usually surround these stores must be crossed off the map. Get rid of that keg of nails on which the past two generations have been loafing on close by that old-fashioned stove all winter long. The old yarn teller of the village would soon feel ill

at ease if some nice, comfortable chairs were placed in the shop and some idea of cosiness added. The tobacco stores of the towns attract young men who have up-to-date ideas because they are up-to-date in equipment and management. A well-known preacher has said that as far as young men in the country are concerned, the general store can be frequently a source of great education to young men. Even taking for granted that he did not mean to apply this to the tobacco department, that is certainly one which has a most diverse variety of forces that would entertain and instruct.

A very strong plan for advertising tobaccos is the ash tray bearing on it your own name. Plenty of big manufacturers will make them for you and you may add to the inscription the line: "Blank's Leading Merchant," and then name the lines in which you are especially interested. All this could be done on a reasonably sized tray and the women at home would thank you a thousand times for supplying a repository for the husband and boy's burnt matches, pipe refuse and ashes. The great wealth distributors are the women and the way to boom up business generally is to please them.

Fine pipe cleaners are good ads, too, and should be kept in stock. They are usually sold at five cents a bunch and are invaluable to any home where the careless smoker usually tears strands out of the best broom in order to take the plugged tobacco out of the stem of the pipe.

There is as much ingenuity about making your tobacco department go as there is about the driving of the most strikingly utilitarian branch of the big grocer's or general merchant's business.

It seems especially discouraging to find manufacturers such as those who have their announcements running regularly in *The Grocer* see the amount of disregard which the grocer pays to his tobacco department. Be fair and make money.

CARE OF CIGARS.

Havana cigars should be kept in the boxes till used, and if possible at a temperature of about 65 degrees above zero. A good Havana cigar is a delicate article. The leaves will take up moisture like a sponge and will absorb any impure air or bad smell. They evaporate

as quickly as they absorb, and if the box is left opened and exposed to extremes of heat or cold, moisture or dryness, the cigars are ruined.

The expert smokes his cigar slowly, pulling away at it to produce a perfect combustion so as not to lose the delicate aroma. The man who would puff furiously at a Havana cigar is as foolish as he who would gulp down a fine old wine or fail to sip slowly the brewing of the choicest teas.

CUBA AND ITS TOBACCO.

UNDOUBTEDLY the origin of tobacco lies in obscurity. The earliest records the civilized world has of its use are connected with Columbus and his notable first voyage across the ocean. Strange to say, however, it is still the districts peculiar to its discovery which are to-day the great leading centres of its cultivation and it would seem as though America and Cuba in particular have nothing to fear from the rest of the world as regards tobacco growing.

There are various parts of the world peculiarly adapted to certain productions. For instance, there is a part of France which yields the best grades of champagne; there is a pocket of soil along the Rhine from which comes wine which sells at \$10 per bottle. These and other places which might be mentioned, notwithstanding other districts producing other lines of a similar character and possibly at much less price, continue to maintain their supremacy and apparently they ever will. Undoubtedly it is by combinations of soil and climate that these results are obtained and that combination is such that man cannot imitate it.

It is the same with tobacco. There is a region in the Province of Pia del Rio in the western district of the Island of Cuba which lies on the sunny side of the mountain range and the soil is such that it cannot be imitated. Samples of this soil have been taken from time to time by agricultural departments but so far they have failed to produce a similar soil anywhere else. The country has been prospected just like a mining region and all the best soil beds are now known and are practically all under cultivation for tobacco.

Havana tobacco costs so much to raise and manufacture into cigars that it cannot be sold more cheaply than it is. It is safe to say that one cannot buy a real Havana cigar anywhere in America for less than fifteen cents, yet all the highest grades, and consequently high-priced cigars find their outlet in the British market where all high-grade goods are readily placed. It is a remarkable feature that out of the 200,000,000 lbs. of high grade tobacco man-

ufactured in Cuba less than one-twentieth part finds its way into the American market.

An interesting feature is that quite a quantity of the crop grown in Cuba is grown under canvas, the reason given for this being that the color may be preserved in its integrity. The soft shade under canvas protects the plants and gives them a beautiful light-colored leaf. The color is caused by the sun; a dark leaf, therefore, simply means one that is sun-burnt. Many suppose that dark-colored cigars are of a stronger flavor than light-colored, but this is not necessarily the case—it is simply an idea originating with fashion. The shade does not change the flavor or of necessity the color of the tobacco. It serves as a protection, however, and the plants are less likely to be injured by insects or winds. The industry is altogether one calling for skill and long experience and if these qualities are lacking it is practically impossible to grow tobacco successfully.

It is further a venture which calls for a large amount of invested capital. A few inquiries into the cost of tobacco farming revealed the remarkable cost of production. It was found that many farmers spent as much as \$500 per acre for manure, fertilizers, and canvas. It will also cost from \$200 to \$300 to roof in an acre with mosquito netting, an absolute necessity for success, and in the neighborhood of Havana it was nothing to find \$200 worth of manure used annually. In the neighborhood of Vuelta Abajo it costs about \$8,000 a year to run a tobacco farm of 33 acres and market the crop. A satisfactory feature, however, as a set-off against this, is the

fact that in the event of a good crop the net profit yielded would be from \$2,000 to \$3,000 and has been known to be considerably beyond that.

A curious circumstance took place at the time when a new railway was being laid through the Cuban tobacco districts. When this was planned it was found almost impossible to obtain right of way. The farmers would not give up the tobacco lands, but one of them agreed to allow the railway to cross his farm on the payment of a good round sum and a stipulation that he should remove the soil to the depth of one foot of the part crossed by the railroad, and this was agreed to, the farmer considering the first soil of great value. The tobacco soil is shallow but its constitution is such that with proper treatment it continues to produce year after year.

**SWEET
CAPORAL**



CIGARETTES

**STANDARD
OF THE
WORLD**

Sold by all Leading Wholesale Houses.


All First-Class Grocers

Handle

OLD CHUM

Cut Plug Smoking Tobacco

It's a Trade Bringer.



We might well crow about the phenomenal sales of


HOGEN-MOGEN and **ROYAL SPORT**
 (5 cents) (10 cents)

cigars, but we're just "sawing wood" and keep "pegging away," making the best values in cigars in Canada. We have an enormous output and are content with small profits. Our Show Case Offer will start you right. Buy 5,000 assorted, not less than 1,000 "Royal Sport." Trial orders earnestly solicited no matter how small. Our cigars sell and bring back generous repeats. We expect your post-card.

The
SHERBROOKE CIGAR CO.
 Sherbrooke, P.Q.

The Only Spice of Life for Horses, Cattle and Poultry

is **Myers'**

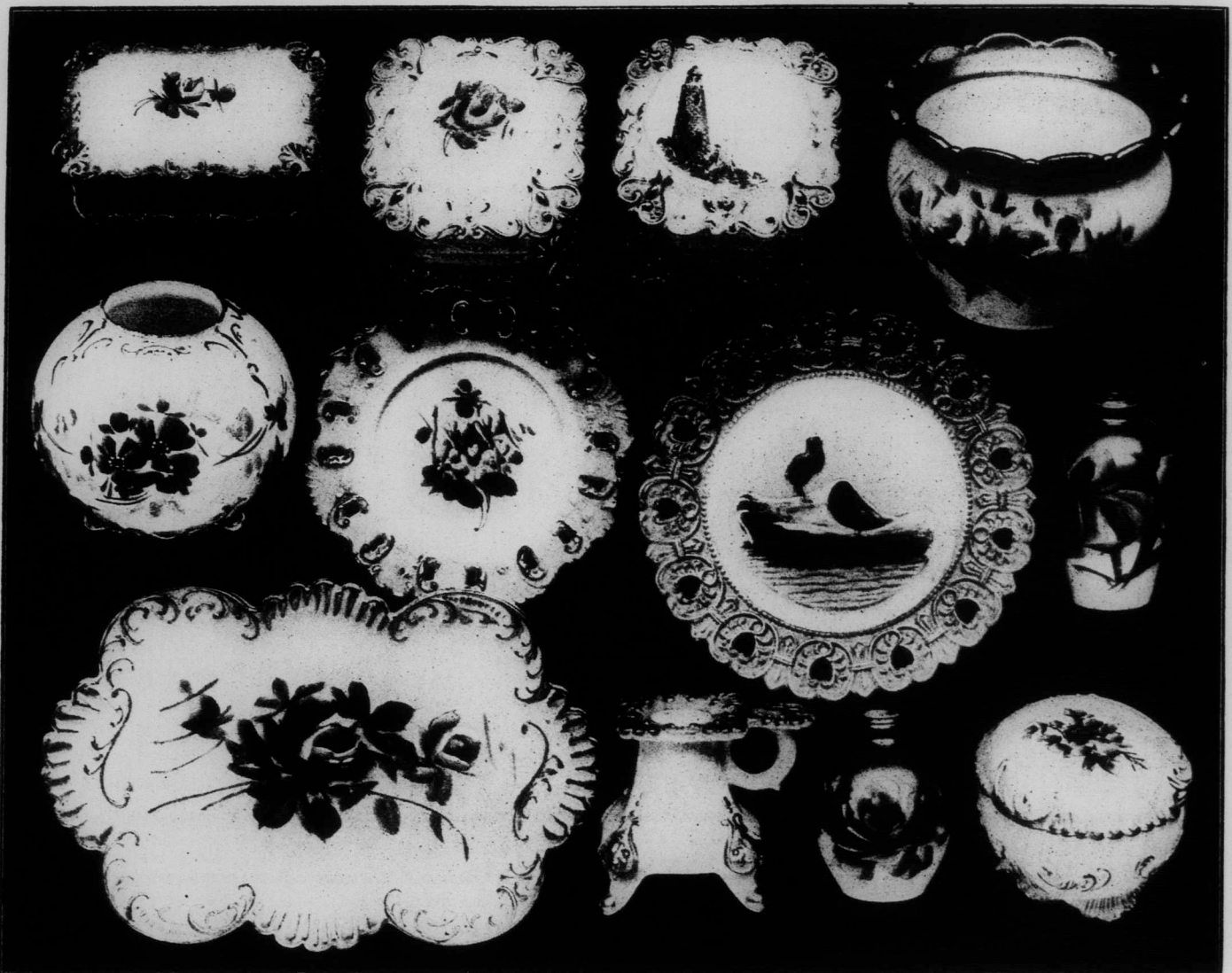


It is not a Stock Food, but a condiment to be used with food, and contains no corn, middlings, etc. Why pay ten cents per pound for what costs only one cent? If you desire bulk for your money take 100 pounds of middlings, or such like, and mix with 100 pounds Myers' Spice, you will then get a much superior article than most advertised Stock Foods, and it will cost you only \$5.50 per 100 pounds. A saving of \$4.50 on 100 pounds is an item not to be lost sight of. Is not this true economy?

The trade is respectfully invited to write the

Myers Royal Spice Co., - Niagara Falls, Ont.

for quotations, as we do only with the trade and do not supply the consumer.



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NOV 4

S. S. S. S.
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"The Canadian Grocer Assortment." Cut shows about 1/3 size.

THIS IS FOR YOU

Our Decorated Opal Business is a big one, because our product is not excelled in the world, but we want to cover a still wider range. To introduce the line to every possible handler we have made up our "Canadian Grocer Assortment," consisting of one dozen each of the twelve articles illustrated above. The goods are of pure white opal glass, brilliantly decorated in hand-painted floral designs. The price (F.O.B. Toronto) for the gross is \$9.00, with an extra charge of 40c. for package. The smallest "cross-roads" grocery store in the country can use this lot, and the largest departmental stores cannot buy cheaper anywhere. There is no discount from this price for one gross or fifty gross. Merchants who have never handled our line should get this sample lot quick; merchants who have bought before will recognize the value and order at once.

SEND A POST CARD TO-DAY AND LET THE GOODS SPEAK FOR THEMSELVES.

GOWANS, KENT & CO.,

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*We sell
Good Goods
Cheap!*

CROCKERY AND GLASSWARE,
CHINA AND LAMPS,

MANUFACTURERS OF LAMPS AND RICH CUT GLASS,
DECORATORS OF EARTHENWARE AND OPAL.

TORONTO — AND — WINNIPEG

MONTREAL SAMPLE ROOMS (GEO. A. MANN, Representative) 54 ST. FRANCOIS XAVIER ST.

CHINA, GLASSWARE AND CROCKERY

A "CUT GLASS" WARNING.

A DEPARTMENT which up to the present time has not received the full attention which it merits and which both its use and utility deserves is that of the "China and Glass" department of the grocery store.

We have often dealt with the process of manufacture of these articles; we need not, therefore, detail to our readers the manufacture, the beauty, or the

with the clear, beautiful "cross-grain"—if it may be so called—and sparkling brilliancy of the genuine article.

A piece of "pressed glass" (which is an every day article of commerce) of the highest finish and in closest imitation possible of cut glass patterns, but making no claim to be anything but what it is, is ALL RIGHT, but a piece of so-called cut glass made from a "pressed moulded blank," and practical-

pressed glassware," really thinking they are obtaining the genuine "cut glass" goods.

USEFUL AND ORNAMENTAL.

THE modern housekeeper's pride and pleasure is her table service. To have a table laid out in an elegant though delicate style is one of the great ambitions of the housewife of to-day. To accomplish this it is nearly safe to say that the real cut glass table ware is the ideal ware for the purpose.

Many housewives, however, are unable to afford this luxury and in order to meet this circumstance makers of glassware have placed on the market from time to time lines of moulded glass which have more or less received public favor. The manufacture of this moulded glass has now reached a great height of perfection and housewives of moderate means can obtain a good line of glassware which will have much of the superior finish, artistic design, and brilliancy of color which is such a familiar feature of the genuine cut glass.

Many owners of expensive cut glass often use it only occasionally for fear of

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\$1.06
AON



Oval Sugar Basin.

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Footed Comport.

selling qualities of cut glass. Nothing has as quickly found its way into the public favor.

Just think a moment. How much cut glass was there in your neighborhood three or four years ago? How much is in use to-day? All this is clear and evident.

At the present, however, it lies in our province as an up-to-date journal to give a warning voice to our readers about the practice which whilst obtaining at present only in the United States is likely at any moment to invade Canada.

An imitation of the genuine article is being made and placed upon the market with the attempt to pass it off as "genuine cut" glass.

The process consists in producing a "pressed blank" in which a pattern has already been moulded and is to a large extent practically finished. By passing this "blank" through the process of finishing similar to that prevailing with "genuine cut" glass a good imitation is obtained. The saving of labor may be readily imagined when bearing in mind that all "real cut" glass is made from "plain blanks," on which the pattern is first "marked" by hand lines and then "cut," "smoothed" and "polished." The two first of these operations are avoided by the use of the "pressed blank," but at the expense of the quality, which is really THE feature of genuine cut glass.

A piece of glass "moulded" into a pattern, no matter how "smoothed" or "polished" afterward, cannot compare

ly half pressed, is ALL WRONG, and no better than a fraud upon the public, who are deceived by its resemblance to the real cut article.

It is all very well to say that the customer cannot distinguish between the two, which unfortunately, on account of the poor quality of the "blanks" used by some manufacturers, is perhaps true in some cases, but customers find out in the end the deception practised upon them, and the RIGHT WAY, the SAFE WAY, the SURE WAY for the grocer is

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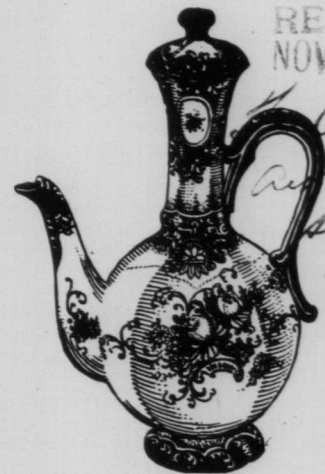
Japanese Marmalade Jar.

to buy only the genuine article, making particular inquiries as to whether the goods he purchases are made from a "pressed blank" or from the usual "plain blank."

By using caution like this alone can he be sure of obtaining the genuine article. This form of imitation in glassware has only just shown signs of invading the Canadian market and our readers would do well to be on the alert so that they will not be deceived into buying "cut

getting it broken or destroyed. Several lines of moulded glass are now on the market under registered names, such as "Pres-cut," "Near-cut," etc., which come in admirably in these cases of need. Besides being nearly equal in appearance to the genuine cut glass it has the additional quality of being much stronger in texture and is just the very line for the grocer to push. It is an attractive, good selling line of table glassware and shows a good margin of

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Japanese Coffee Pot.

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profit. We are showing herewith cuts of several articles made in these styles and which are ready sellers in a general store.

Passing from this we come to the more practical side of novelties and

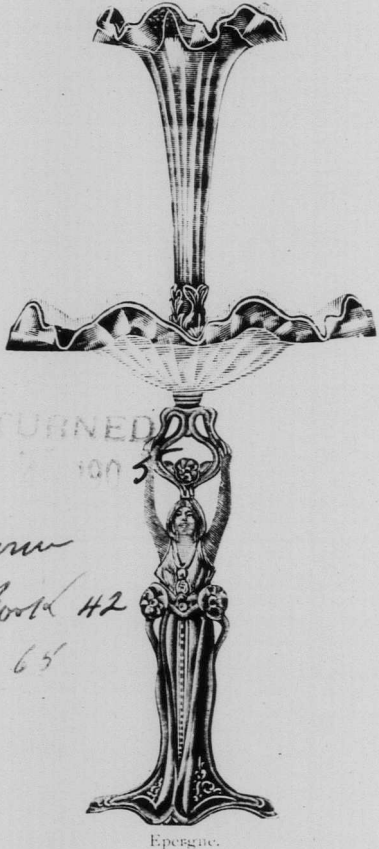
One prominent centrepiece which is fast gaining favor is the old time favorite epergne. They have come into the market in a great variety of attractive forms and naturally vary in price from the simple one-standard to the most elaborate designs and with many branches.

There is also on this season's market a most attractive display of Japanese chinaware of very elegant designs and colors. The Japanese have thrown themselves open for this market and are rapidly becoming keen competitors with German lines. Their work is better and much more daintily finished, bearing comparison with almost any other market. It looks as though in a short space of time the Japanese will rule this market not only as regards price but as regards the quality of their goods. A good line which has just reached the Canadian market from Japan is a sample of "blue willow ware" on much the same

highest point has been reached in their effective elegance. There is no doubt that these goods will secure a vast trade throughout the Dominion, for besides being useful and ornamental they are being placed on the market at prices which bring them within the reach of the general public.

The accompanying cut represents the ruling "Epergne" line which is fast coming into favor as useful and elegant presents for the Christmas trade.

Another article to which we would draw the storekeeper's particular attention is the "Wire Easel and Display Rack." Every grocer has spent a good deal of trouble in devising a simple means for the display of his glassware and often a good deal of expense has been incurred by loss through breakage. By the use of these handy and inexpensive little contrivances, all this trouble, annoyance, and expense can

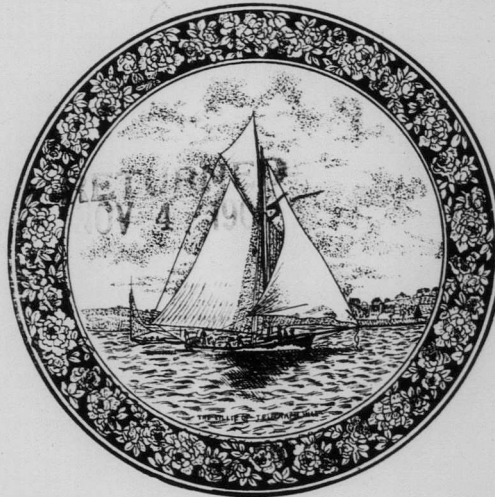


Epergne.

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which whilst offering a special inducement at the present season are also of material interest to the grocer the whole year through.

Never before have we seen such fine display as is being offered of useful and artistic china and glass novelties, which



Wedgewood Plate.



Wire Easel, Cup, etc.

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lines as the old-fashioned "willow goods" so familiar a decade ago.

SOME NEW PIECES.

WHAT could possibly be better for the coming Christmas trade than a bright sparkling assortment of glassware similar to those shown in the following cuts? The grocer would do well to order up an assortment of these "pres-cut" lines.

A very fine trade is being done in "Wedgewood Rail Plates" and these are making great headway for presentation purposes. They form a select decoration giving a daintiness and elegance peculiar to this class of decoration, a select line for a grocer to cultivate for his staple trade. In "Japanware" some very fine effects are being produced. The colors are perfection, and the

be avoided. We give herewith a cut showing a cup, saucer, and plate standing in one of these neat little folders. The utility of this invention will be readily seen. Not only does it greatly facilitate the display of the goods, but they can be dusted and shown with little fear of breakage.

"CHANGE."

The window's best display
Is one of constant change.
Drive the "old pans" away
When next you do arrange
Your window, neat and trim,
To catch the good Fall trade
That's near, be in the swim
And profits will not fade.

We are indebted to the courtesy of Messrs. Gowans, Kent & Co. and Messrs. Nerlich & Co. for the cuts of this department.



Japanese Chocolate Pot.

can be had at prices which should prove attractive to even the smallest country store.



"CHAMPION"



"GLOBE," with Percolator

ESTABLISHED 1852

R. CAMPBELL'S SONS HAMILTON POTTERY

HAMILTON, ONT.

MANUFACTURERS OF

ROCKINGHAM, YELLOW and YELLOW-WHITE
LINED WARE

STOVE FIRE BRICK, Etc.

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 inquiries carefully attended to.

To delight Housewives and Children

VLEENA FIGS

in
Fancy Baskets

BELLEVILLE POTTERY CO.

(SUCCESSORS TO HART BROS. & LAZIER)
C. A. HART, Proprietor

MFRS.
OF
STONE-WARE

from
Jersey Clay



FIRE CLAY
FIRE BRICKS
WATERS FILTERS
CHEMICAL WARE
ROCKINGHAM WARE
SEWER PIPE
FLOWER POTS
ETC.

To Dunner cut book 43 Page 65 C.A.W.

Orders by Mail Given Prompt Attention.

Belleville, Ont.

Just Spare a Minute

To Think This Over

Then Act

Apples are particularly scarce this year. As a grocer, what steps are you taking to supply the demand for something to take the place of apples?

Allow Us to Make a Suggestion:

Wethey's Packaged Mince Meat is just what you require. It is delicious, appetizing. Selling at 10c., it is economical. Every package makes two large or three small pies.

ORDER EARLY.

PUSH IT.

THERE IS MONEY IN THIS.

J. H. WETHEY, LIMITED
ST. CATHARINES, ONT.

SOME DO—OTHERS DON'T.



SOME MERCHANTS LIKE TO BUY THEIR GOODS DIRECT FROM THE FACTORY AND PAY THEIR OWN DUTIES AND CHARGES.

OTHERS PREFER TO BUY AT A CURRENCY PRICE, DELIVERED, ALL CHARGES PAID.

I AM ABLE TO SUPPLY YOU WITH

CROCKERY, GLASSWARE and ENAMELEDWARE

EITHER WAY!

H. A. BARNARD (TREASURER BARNARD & HOLLAND CO.)

401-402 Coristine Bldg.,

MONTREAL

BARNARD & HOLLAND CO., MONTREAL
ROBT. SLIMMON & CO., NEW YORK
GEO. F. BASSETT & CO., NEW YORK
IMPERIAL GLASS CO., BELLAIRE
EDWARD JOHNS & CO., RUGELEY
HENRY RICHARDS TILE CO., TUNSTALL
WUPPERMAN & CO., HASELNUHL
S. W. DEAN, BURSLEM

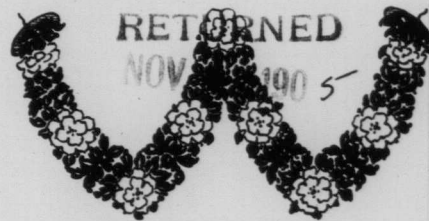
CHRISTMAS GOODS AND NOVELTIES

CULTIVATE CHRISTMAS NOVELTIES.

PROBABLY at no time of the year is such an attractive opportunity offered to the enterprising and up-to-date storekeeper as is now offered him by the season which is dawning upon us.

Every one looks forward to the approach of Christmas in a free and open manner. It is a time when friend meets friend not merely with a handshake but with an open heart and free hand. They are longing to express their goodwill in the form of a suitable presentation. The storekeeper welcomes this with a smiling face as he sees in it not only the joyful good nature portrayed on every

best out of it. The dealer must, therefore, see to it that he disappoint them not, but that he has the wherewith to satisfy them.



Paper Festooning.

A present for the children which is at once not only attractive but a good source of general entertainment is the

musical arrangement which we also give herewith is a musical stand for the Christmas tree, fitted with several well-known tunes which break in with happy

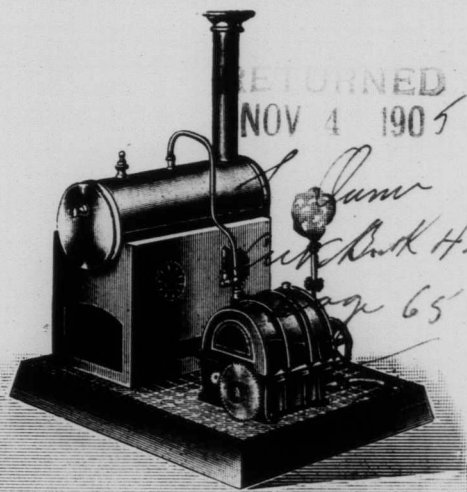


Parrot—Tissue Paper Ornament.

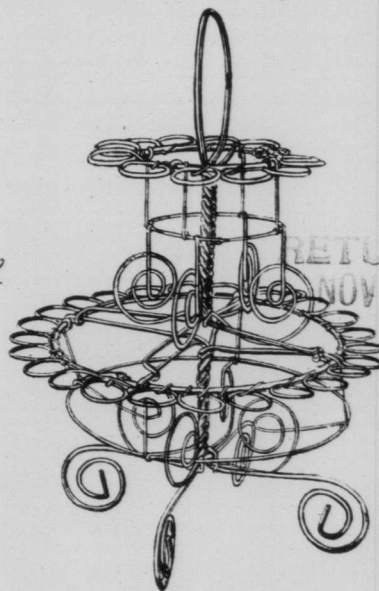
sweetness as the children play around. This stand will play its tunes for several hours, and would be an excellent advertisement in the store if used for display.

Many are the novelties which are being offered by the leading houses in this way, which should be a source of attraction to the enterprising grocer, but we can only enumerate a very few by way of introduction. A favorite toy this season is the fire brigade got up with every description of display. Then there is the new game of "Togo," the idea of which is the outcome of the Russo-Japanese War. There is also the mechanical engine, a perfect model of a real portable engine, and which is made to work many devices which are in themselves imitations of many real things in everyday life, such as an elevator, a mill, a pump, a fountain, etc.

Passing from this there is another line of peculiar interest to the grocer, and that is the multiplicity of presents adapted to the smoker's interests, and which come at a specially advantageous figure. There is the old-time "Large Cherry House Pipe," ever a favorite for the Winter fireside, and the leather case "Pipe Companion," an ever-ready present. "Tobacco pouches" of a variety



Model Turbine Engine.



Pipe Rack.

countenance, but underneath that far more important interests which are likely to spell dollars and cents to his banking account.

"Now" is the moment for the storekeeper to look ahead to the eventful time—indeed it is a duty which he owes to his many customers—to have provided for them, ready to hand, as indescribable an array of useful, artistic entertaining presentations and gifts, as is made possible by the ingenuity of the inventor, and skill of the manufacturer.

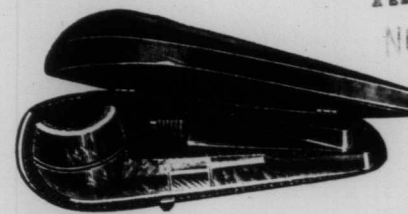
Probably the first thing that presents itself to the dealer is the claim of the "Little Folks." Children are critics and critics of no mean order. They are keen to note anything novel or attractive, and the way to get the

musical toy, a sketch of which we give herewith. This can be had in many forms, the favorite one being in the



Red Bell—Tissue Paper Ornament.

form of a little doll acrobat who performs her evolutions to the musical strains of the instrument. Another



Presentation Pipe.

of descriptions, and these goods not only as Christmas novelties but as all-the-year trade, can be made specially

attractive features for the coming season.

A further strikingly useful present which is very much in evidence is the "Typewriter" toy, which is, in addition, also an article of utility, and not only

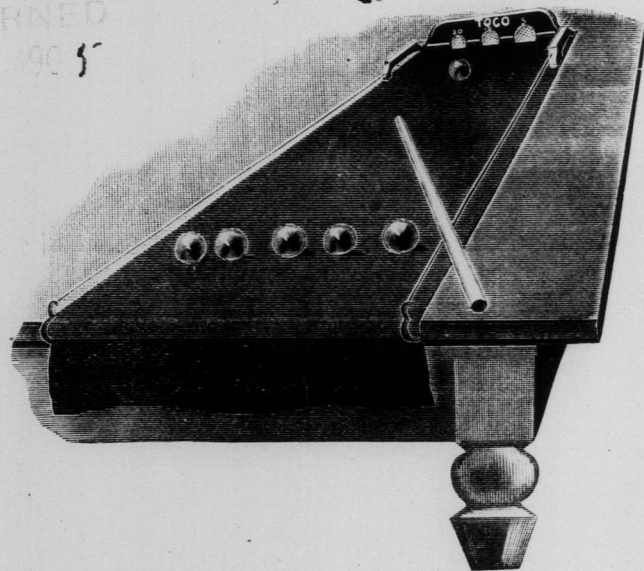
DECORATION AND DISPLAY.

A FEATURE which we would like to press upon the grocer in view of the coming season of Christmas is the importance of giving great attention to the decoration, and

future use. The effect of this festooning is remarkably good, and is really an economical method of decorating the store, as it can be used many times over.

There are also fancy hangings of any and every description and color. The grocer would also do well to lay in a stock of these goods for sale. If he

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"Togo"—The Great New Game for 1905.

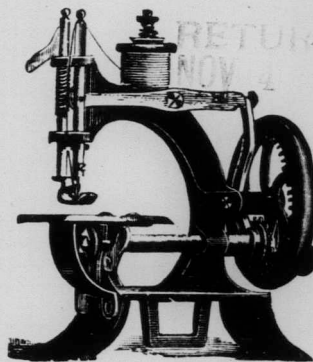
will it provide entertainment for the "youngsters," but can be used profitably for actual letter writing.

Then there is the toy "Sewing Machine," which this year has reached such developments as to become an article for the "little miss" whereby she can take an active part in helping mother.

Neither time nor space will allow for the many new, attractive and useful novelties which have arrived this season, but we feel we cannot press too strongly the great interest there is to the grocer in this subject of Christmas novelties. He should by no means leave these many lines out of his calculations, but should endeavor to make his store

the display of Christmas novelties and effects.

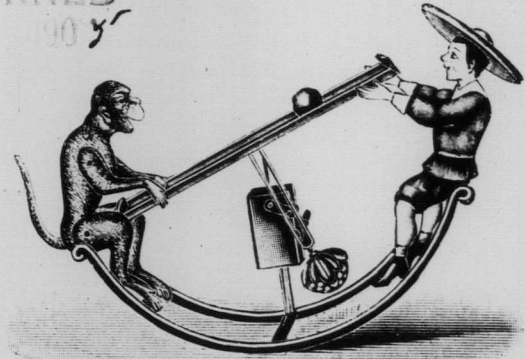
The grocer is far too apt to place too little importance on these features of



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his store, whereas in reality the tasty and attractive decoration of his store would be in a large measure conducive to the sale of his general stock. The grocer should by no means look upon the novelty trade as a side line, for as a matter of fact many of the common articles in use to-day were originally introduced as novelties and have since become regular articles of commerce.

In this connection we would draw attention to the remarkable perfection to which the fancy paper decorations have been brought. We give herewith two or three cuts of what can be produced in these very cheap decorations. The festooning is so arranged as to be capable of being folded up into a very small space, and after having been used can be taken down and put away again for



Rocker Teeter.

were to decorate his store at a very early date in view of Christmas there is no doubt that he would find plenty of room for the sale of these decorations. His own store would be a demonstration of their beauty and effect, and a fine advertisement for the sale of them. There are many other details which will, of course, present themselves to the active mind, but this is one which would not only make the store attractive but would at once become a profitable investment.

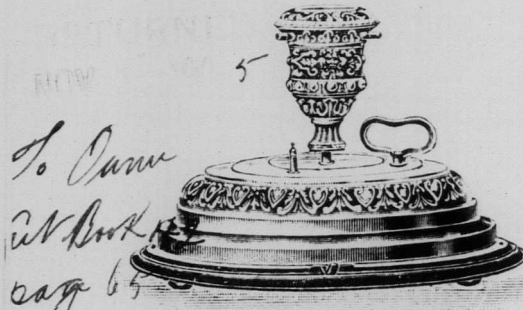
The cut of the pipe rack given here

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Air Ship Merry-go-Round.

with is a very fine means for store show. It is inexpensive and when filled with an assorted variety of pipes forms a great attraction and a great incentive to trade.



Revolving Xmas Tree Tree Holder, with Musical Box.

attractive to every claim his customers are likely to make. In this way he will not only be a means of serving his customers but also will have an opportunity to substantially add to his own gain.

To come
at book
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October 27, 1905

THE CANADIAN GROCER

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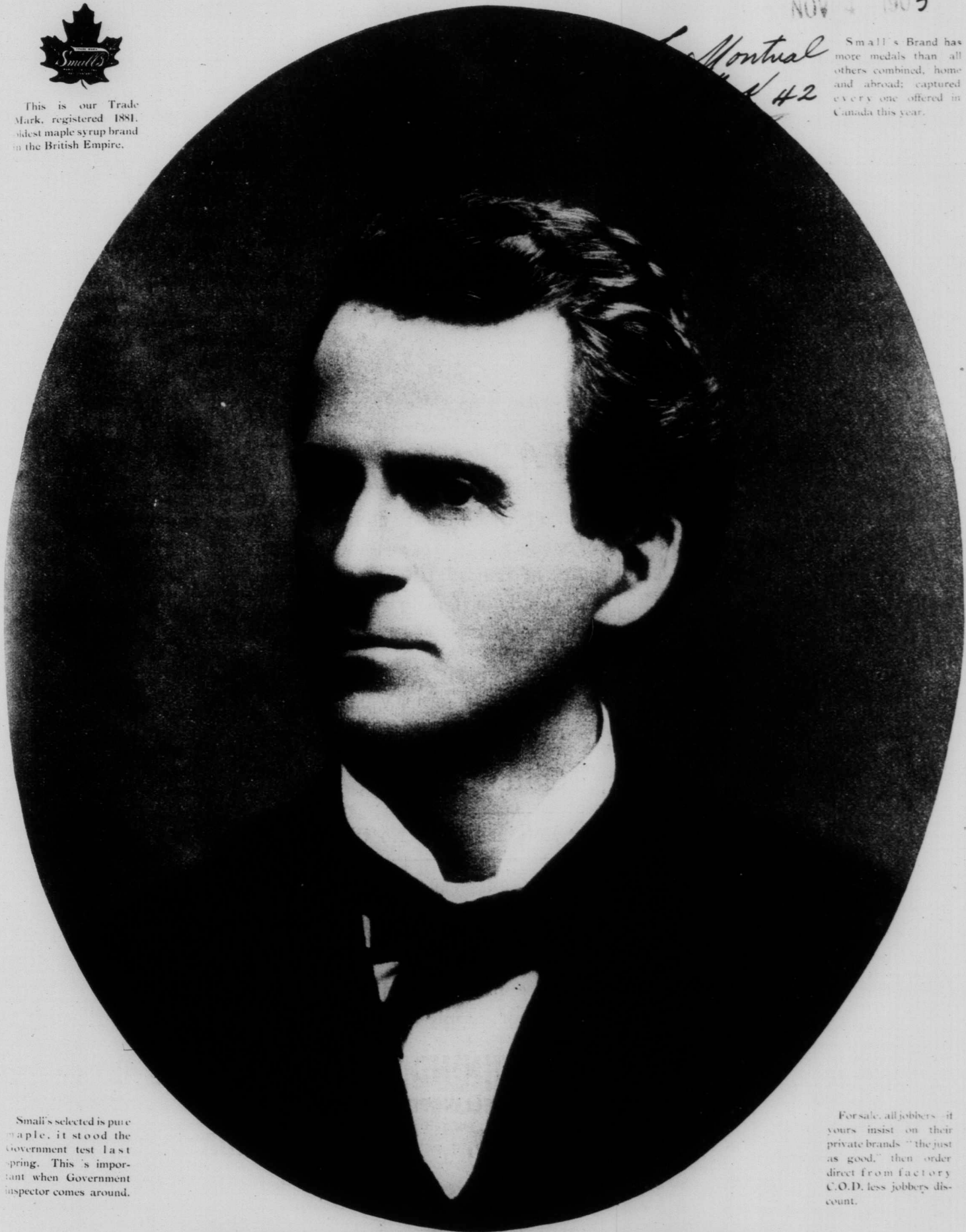
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This is our Trade Mark, registered 1881. Oldest maple syrup brand in the British Empire.

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

Montreal #2



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

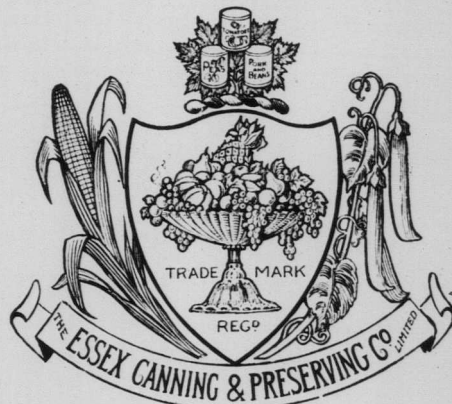
For sale, all jobbers - if yours insist on their private brands "the just as good," then order direct from factory C.O.D. less jobbers discount.

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

Put up by THE CANADA MAPLE EXCHANGE, MONTREAL, the only firm in Canada exclusively devoted to maple products. Agents: London, New York, and all large cities. If you are not now handling Small's, the following may interest you. Telfer Bros., Winnipeg (wholesale), in month of JANUARY, 1903, took twenty-two cases. In month of JANUARY, 1904, took 1,072 cases. W. H. Scroggie, Ltd., Montreal (departmental), in year 1903, 1,100 packages. In year 1904, 1,434 packages. W. Maitland & Co., Montreal, (Retailer), in 1903 took 1,428 packages. In 1904, took 2,614 packages. All lines are hygienically and scientifically packed. Results: Satisfaction to consumer and fair profits to dealer. Write for List.

"Another County Heard From."

— ESSEX —



CANNED VEGETABLES, FRUITS, ETC.

We beg to advise our friends of the trade that we have equipped a factory, second to none in Canada in the way of modern appliances and appointments, and are packing only the choicest grades of fruits and vegetables grown in Essex County, whose reputation as a producer of fine garden produce is too well known to need any advertisement from us.

The following lines are being put up under probably the most attractive label on the market to-day, of which the above trade mark forms a part :

Tomatoes, Corn, Peas, Beans, Pumpkins, Apples,
Pears, Catsup, etc., etc.

The Natural Flavor Retained. No Chemicals Used.

We will add other lines as opportunity offers, of which notice will be given our friends through this medium in later issues.

Agents

Toronto :
Anderson, Powis & Co.
Hamilton and Winnipeg :
Alfred Powis.
Vancouver :
C. E. Jarvis & Co.
Edmonton :
Bedlington & Fisher.
St. John, N.B. :
J. T. Logan.

Insist on getting the "Essex Brand." If your dealer cannot supply you write to us.

THE ESSEX CANNING AND PRESERVING CO.,
8 WELLINGTON STREET EAST LIMITED
TORONTO, - - CANADA

Factories at ESSEX, ONT.

THE ART OF CANNING AND PRESERVING

At no very distant date it was the custom of every housewife to consider canning and preserving as forming part of the regular duties of the household. Since those days quite an evolution has taken place in these matters. "Preserving time" is now no longer an epoch in domestic history. Instead of making her own pickles, jams, etc., the twentieth century housewife buys them at her store. The industrious housewife will of course put up a small stock on her own account in order to have some real home-made for special and select occasions, but with modern methods and scientific knowledge the manufacture of these goods has been brought to such a state of perfection that it is no longer considered necessary to place preserving and canning among the many household duties.]

Science now-a-days has a way of doing things much better than by the old style methods, and machinery is so much cheaper than the old hand processes that it can be considered scarcely worth while to toil hour after hour, when the same goods can be bought ready to hand and perfectly manufactured. The enormous strides that the canning industry has made during recent years is most remarkable; for instance, take the United States as an illustration. In 1890 it was estimated that there were less than 1,000 factories engaged in this industry. At the present time it is considered that there must be at least some three thousand establishments with an estimated output of not less than \$100,000,000 per annum.

Like many other modern day conveniences the art of canning was started on its present road to perfection, more by emergency and need than by distinct set purpose, and can probably be traced in its development to any large extent to the Napoleonic Wars, when the need for preserving fruits for a long sea voyage became a distinct necessity, and the absence of any such method caused considerable inconvenience. Previous experiments by scientists having established the fact that the decomposition of

fruit was caused by a living organism, the French military authorities offered a reward to any one who could introduce a method whereby food of any description could be preserved for use at a future date. This brought forth a treatise by one Nicholas Appert, discussing a means of killing this organism or otherwise precluding its presence. His method was simply to enclose fruit in a glass jar which was then corked and subjected to the action of boiling water.

The principle of Appert's method has been proved by time and experience to be correct, and is that on which all canning and preserving has since been done. It is interesting therefore to read his own words on the subject. He wrote as follows: "It is obvious that this new method of preserving animal and vegetable substances proceeds from the simple principle of applying heat in a due degree to the several substances after having deprived them as much as possible of all contact with the external air. It might, on a first view of the subject, be thought that a substance, either raw or previously acted upon by fire, and afterward put into hot bottles, might if a vacuum were made in those bottles and they were completely corked, be preserved equally well with the application of heat in the water bath. This would be an error, for all trials I have made convince me that the absolute privation of the external air (the internal air being rendered of no effect by the action of the heat), and the application of heat by the water bath, are both indispensable to the complete preservation of the alimentary substances.

For a long time glass jars were used for preserving fruits and vegetables of every description, but they have been gradually abandoned in favor of cans, as it was found that they did not resist effectually the extremes of temperature, and further, they were found costly compared with the cans, and much more expensive in transport. Crockery and glass, however, are still much in favor

for the preservation of certain kinds of fruits and vegetables and especially among the choicest grades of preserved goods. The objections which are sometimes urged against the use of tin are based on the supposition that the natural acid of the fruit or vegetable itself acts upon it producing a form of metallic salt or compound, injurious to health. This has been found after careful investigation to be groundless, especially when a good quality article was used. In order to more effectually obliterate the possibility of such a chemical process, an ingenious contrivance has been introduced in the form of a parchment lining or some such similar material, which is impervious to any of the liquid which exudes from the preserved comestible. This prevents the article in the can from coming into contact with the tin at any time. The use of linings of this kind has long been recognized as a solution of the problem of the prevention of ptomaine poisoning.

The early manufacture of tin cans for preserving purposes was very crude, the bodies of the tins being simply cut with shears, and the side seam made with a plumb joint and then soldered together, the heads being soldered on in a very primitive manner. Now, tin cans are made by labor-saving devices by which the cost has been enormously reduced and all the parts made are put together by mechanical contrivances.

With regard to output, each establishment has its own distinctive quality, and the maintaining of a uniform character of goods requires a strict adherence to recipes for ingredients, and to rules for packing. All bottles of mixed pickles, for instance, the product of any particular factory, are uniform in number, arrangement and color of contents.

Pickles and whole fruits are usually put in the bottles by hand, but catsups, baked beans, peas, etc., are handled by machinery. A catsup bottling machine is quite a perfect piece of mechanism. A silver lined pipe leads the prepared mixture from a large reservoir above

and allows it to run into the bottles in a continuous stream as they pass beneath its mouth. From fifteen to twenty are filled at a time. As the bottles are filled they are corked by machinery, and then placed by an operator in a conveyor, which passes them along to a "capper" who dips them in melted wax, and places a tinfoil cap on each. The conveyor then carries them through a sheet iron tunnel, where they are washed by jets of water which shower them on every side. They are then ready for labelling.

Cans for baked beans are filled in a similar manner, the proper amount of tomato sauce being put in by machines through silver lined tubes while the cans are on the conveyor. Caps are placed on each can by hand, and the train bearing the filled cans then passes

obtained and the heat regulated to meet requirements. Formerly the method of cooking was in open kettles, and the highest temperature obtainable was 212 degrees F., the temperature of boiling water. A little later a higher degree of temperature was secured by the addition of common salt to the water, and this was followed by the use of chloride of calcium, by which a possible temperature of 240 degrees was obtained. Under this process, however, the cans became discolored, involving considerable expense in cleaning them. A closed process kettle to cook the goods by superheating water with steam was shortly afterwards invented, and next came the present style of kettle and dry steam.

* * *

The canning of corn is so extensive an industry that it deserves description

If allowed to grow beyond its point of greatest succulence, it becomes tough and dry.

The work of canning corn is done almost wholly by machinery, in which many improvements have been introduced within the past two years. Formerly the corn was cut from the cob by hand, the grains then being placed in the can in a raw condition. After cooking for some time in the can, the latter was punctured to permit the escape of the steam, and after resealing was given another boiling. Now the corn is partly cooked first and then is put into the can while hot, the final cooking being given in a retort or steam bath.

A MODERN FRUIT FARM.

THESE are few prospects more pleasing than that off the mountain between Hamilton and Grimsby, with the blue waters of Lake Ontario in the distance, the north shore just visible on a clear day, while beneath you stretching down to the lake side in long battalions lie the famous orchards of the Niagara peninsula.

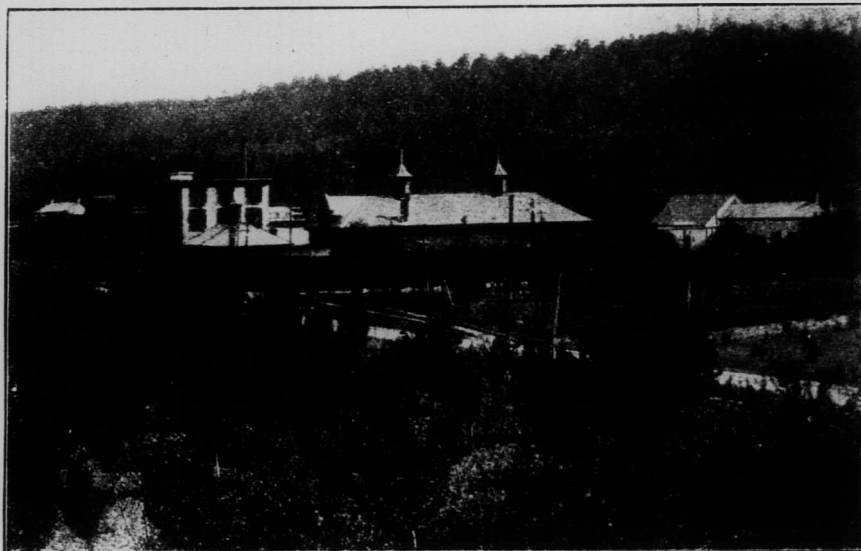
In the midst of this "Garden of the Lord" are situated the Helderleich Fruit Farms and Nurseries of E. D. Smith. In the midst of this model farm Mr. Smith has placed his preserving factory, a view of which is given in the accompanying cut.

The factory is of brick, built on a cement foundation 100 feet by 40 feet, with three storeys and a basement. There is also a wing 40 feet by 50 feet in which is located the boiler. The H. G. & B. Electric Railway runs right by the door and serves the factory with the fruit of the district almost as soon as it is picked.

Mr. Smith started in with a determination to put up nothing but absolutely pure and unadulterated goods, and has put on the market a very handsome line of goods in glass, as well as in seven, fourteen and twenty-eight pound pails.

A WELL LIGHTED STORE.

The poorly lighted store is beginning to be the exception. Merchants are evidently realizing more than ever before the improvement which is made in the store's appearance by the installation of an up-to-date lighting system. The improvements in this line which have been made during recent years, make an up-to-date lighting system a good investment for any merchant who has been using old-fashioned methods to light his store.



Where E. D. Smith's Jams, Jellies and Preserved Fruits are Grown and Made.

through a sealing machine, where they are heated by small gas fires underneath. There they are soldered, twelve at a time. Then they are conveyed to a washing machine, where they are washed and cooled, and afterward stacked in iron baskets. The latter are then lifted by pneumatic cranes and placed in large retorts. After being hermetically sealed, they are subjected for a considerable length of time to live steam under great pressure, by the action of which they are thoroughly sterilized.

* * *

The cooking of fruits for canning is now done in large copper kettles, having a steam jacket surrounding the lower half, which insures an even degree of heat. Any desired temperature can be

by itself, apart from that of other vegetables. System has now been introduced to such an extent that the canning companies make annual contracts with large farmers for their yearly yield of marketable corn. These contracts are signed at the expiration of one season's business for the next year's growth. Then, as soon as the corn crop commences to mature the canners send representatives, known as field men, to make an inspection. Each field man watches the crop within a given area, and offers personal advice to each farmer in his territory as to when it should be gathered. Strange as it may seem, a lapse of even three days in the harvesting of this yield may make an important difference in the quality of the corn.

A String of Winners

The grocer who starts into the Fall trade with his shelves and storehouse well supplied with first quality canned goods will win out before Spring against his competitor who has been content with ordinary goods.

The housewife soon finds what brands she can depend on and tells her neighbors, and trade grows apace, not alone in canned goods, but in general lines as well.

That is **The Secret of Our Success**

We appreciated the rights of the consumer, and in our **OLD HOMESTEAD BRAND** have put on the market positively the finest canned goods ever offered the trade in Canada. The consumer did the rest. Here are a few leaders:

OLD HOMESTEAD CORN
OLD HOMESTEAD PEAS
OLD HOMESTEAD TOMATOES
OLD HOMESTEAD BEANS
OLD HOMESTEAD STRAWBERRIES
OLD HOMESTEAD RASPBERRIES

They're spic and span in every particular. Even the labels are enough to persuade a customer to try them. A trial always means a repeat order.

You should certainly put in stock the **OLD HOMESTEAD BRAND**. Ask your wholesaler to send you a few cases as a starter. If he can't supply you, write us direct.

The Old Homestead Canning Co.

Cable Address :
"HOMESTEAD"
 Codes, A.B.C., 4th edition

Picton, Ontario.

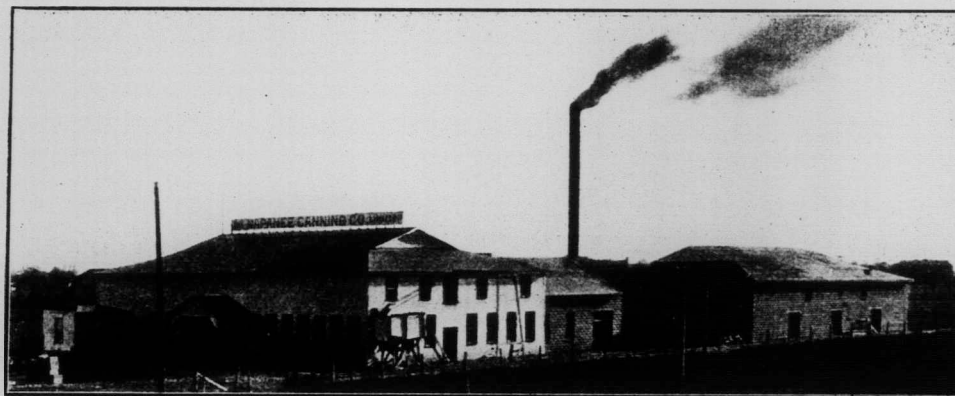
THE PROOF OF THE PUDDING IS THE EATING

That's The Test We Want Applied to

Canada's Pride

Brand of **Corn** and **Tomatoes**. We know there is nothing better in canned goods produced in Canada for these reasons :—

1. We have a factory that is second to none in structure and equipment. Here it is :—



2. That factory is located in the centre of a district that has long been famous for its fruit and vegetables.
3. We use only the pick of the crop and every part of the process is carried out with scrupulous regard for cleanliness.

There is No Speculation in Handling

Canada's Pride

brand. It will bring you new customers and hold those you have. Ask your jobber for it. If he can't supply you write us direct.

NAPANEE CANNING CO., Limited
NAPANEE, ONT.

W. A. CARSON, Manager

ADVICE FOR THE PROGRESSIVE CLERK

HINTS FOR THE YOUNG CLERKS.

THERE is a kind of notion abroad which unfortunately to some extent has laid hold of the grocery trades, that anyone can run a store, that neither education, nor technical training, is necessary to effect sales.

There is little question but that this lack of knowledge is the primary cause of the failures of so many storekeepers. The ordinary mechanic is expected to serve some time at least in the educational process. The bookkeeper, the accountant, and the lawyer are all expected to go through a course of training before being considered qualified to follow their respective callings, but the storekeeper is considered as outside such categories and the idea has grown of late that ignorance is no barrier to his success.

It would be well for the young store-clerk to at once dispel from his mind any such thought. Although the day for a lengthy apprenticeship to the grocery trade has no doubt passed, the many methods of having to deal with staple goods in their natural state having fallen into disuse, owing to the introduction of advanced and scientific methods still the fact is, that one class of knowledge has only given place to another. The time is fast approaching when it will be necessary for the grocery clerk to be intimately acquainted with the goods which he handles, not merely as to commercial knowledge, but as to their technical and scientific character.

The storekeeper occupies the position of the true "Middleman," the public have little knowledge beyond him, and the storekeeper who sets himself to become completely master of the position which he occupies, is the one who will ultimately gain the confidence of his clients, and the supreme place in his business.

To the young clerk just starting in his business there is one characteristic that should be invariably present and that is "neatness" in his personal appearance. Nothing strikes a customer on entering a store like the personal appearance of the attendants in it, and the customer naturally, at once expects the store to take character from the attendant who approaches them. A neat and

tidy clerk invariably means a neat and tidy store. To cultivate neatness in his person soon develops a character of tidiness which follows every act.

The next point of importance for the young clerk to study is his "manner" of handling the goods. He should cultivate a graceful, almost fastidious manner of touching and handling the goods with his customers. A careful gentlemanly manner in this regard goes a considerable way towards impressing the purchaser with the importance of the particular article he is selling to them. He should never attempt to touch any of the loose produce with his fingers, but carefully avoid doing so. The proper tools should be used on such occasions. Customers to the store would soon be impressed by a little care of this sort and would themselves abstain from the practice which, alas, is so common, of taking up and examining in a careless way any loose staples which may be about.

Another important feature and one which cannot be too strenuously insisted upon, is that of "order." "A place for everything and everything in its place." Nothing is more annoying to a customer than to have to stand by while a search is being made for the article required. Everything should be kept in regular order. This, no doubt, causes a good deal of regular supervision and necessitates constant care, but its importance cannot be over-estimated, not only with regard to importance to the customer, but also, from a point of economy and saving of expense. An instance of this came recently to light in a certain store in which an article commanding only a very small sale was relegated to an unimportant place in the rear of the store. It, however, sometime afterwards became a ready seller and a great amount of time was lost by the salesman having to travel backwards and forwards whenever it was wanted. A new clerk who had just entered the store, noticed this inconvenience and suggested placing sufficient stock for immediate requirements in a handy position. The amount of time thus saved meant a good deal of momentary value to his employer.

Another feature of no less importance

is that of "promptitude." Few customers really come to purchase until they are actually in need of the goods themselves. Promptitude, therefore, in dealing with his business is of the first importance and the young grocery clerk should cultivate from the outset to be prompt in all his actions. "Do it now" is the motto which is being adopted by the up-to-date business men. Nothing should be adjourned till to-morrow which could possibly be finished to-day, even though it may mean remaining at one's post a few additional hours occasionally. By this means a spirit of promptitude is cultivated in every act of the clerk which will ultimately tell in minimizing the amount of work which he has to accomplish. If from the moment of rising in the morning he sets himself to be at his post immediately on time to commence his routine according to a given order, and to complete each duty before taking on his next, he will soon find that his duties are performed with an ease and regularity which will make business a pleasure instead of a drudgery. This principle of promptitude should be in evidence when dealing with customer's orders. Never promise delivery of goods unless the certainty of carrying out that promise is assured. Nothing is more annoying to a customer, or more detrimental to the reputation of a store, than for a customer to be disappointed in the delivery of an order. Once this occurs reputation is affected in such a way as to be very difficult of amendment.

"SUCCESS."

EVERYONE is anxious to succeed. One man expects to reach it one way, another man another way. Each has his particular ideal, but how few can really be classed as successful men. The kinds of men in the world to-day may probably be classed under two heads. The man who sails, and the man who drifts. The one selects the port for which he intends to make and boldly sets his sails for that haven. He is not discouraged by either contrary wind or tide. He will use both to reach his destination and make both wind and tide servants to his will. He ultimately

reaches his goal. The other man travels along drifting with the tide. He may travel a much greater distance and have much greater hardships and perils, but he is never sure at what port he will arrive. It may be "any port in a storm" and he will tell you that luck has been against him, or that he did not get a good start. The man who sails trusts to neither luck, fortune nor circumstances, he depends on himself and has his eye on his own special goal.

Some of the most prominent men before the world to-day have started life in a simple country store. Our own Premier, Sir Wilfrid Laurier, once said that he began life behind the counter of a modest store, and that he learnt there an insight into human nature, and the methods of adapting himself to meet the requirements of other people's temperaments, which had paved the way for the ultimate prominence of a public career. He had worked side by side with a conscientious Presbyterian and had learnt to respect the susceptibilities and points of conscience of his fellow men. His years of education in that simple country store life he would not be without under any consideration.

Mr. H. H. Rogers, known as the "King" of Standard oil, began life as a boy in a grocery store in his native town at the modest salary of one dollar per week and all found, and thus paved the way by his early experience in this country store for becoming one of the greatest "Merchant Princes" the world has ever known. Mr. Rogers once said that a man's success depended upon his similarity to the postage stamp. "Consider the postage stamp. Its success lies in its ability to stick to one thing until it gets there," and as a proof of the measure in which this principle governed him, his early conduct is significant. When as a grocer's boy he lost the top button of his coat, he would not allow his mother to sew a new one on until he had saved up a stated sum of money. Later on, when he had decided that his wages were not high enough, he made a vow that he would not get his hair cut until he had made himself of more value to his employer. He kept that vow until his hair reached his coat collar. His ability for "stick-to-itiveness" has proved itself in that he has become from a poor boy entering life at the veriest bottom rung of the ladder, a Wall street magnate worth \$50,000,000, rising each morning \$20,000 richer than when he went to bed.

It is well to remember that success of the real kind always springs from the man himself, and not from the condition of things around him. No man really becomes great by accident or chance. The successful man has really earned his success by hard work and energy.

The boy beginning life would do well to remember that what he sets his mind on, he will ultimately get. The mind is really the index of the man and the youth must abandon at once from his mind any idea of "luck" if he means to accomplish anything. There are few things he cannot get if he is willing to pay the price, and that price must be definiteness of purpose, and continued and unflinching perseverance. In this and this alone lies the secret of the marking out of fortune. Success or failure are not chosen for us, we choose them for ourselves.

THE NECESSITY OF KNOWLEDGE.

It has been said that the greatest fault of the clerk is lack of consideration. From the viewpoint of the customer this may be a just criticism, though years of experience as a professional shopper have not shown that clerks are so different from other human beings in matters of politeness, consideration, attention, and kindred traits.

Gather a thousand people of any class together and you will find about nine hundred who have little consideration for other people under any circumstances. Placing the thousand people behind the counter of a great department store cannot change these figures. Often it is the fault of the customer if she receives rude treatment at the hands of a clerk, for even customers are trying sometimes.

There is another side to this question of the deficiencies of clerks which even he fails to realize in many cases.

The average clerk knows little about the goods he sells over the counter. It is this lack of knowledge of the goods he handles and the stock carried in the department which most frequently allows trade to slip through his fingers.

The sale of a bit of merchandise seems on its face a simple thing. It is summed up in a request from the customer, the filling out of a check by the clerk, wrapping and delivery of the parcel. Instead, however, of this being a complete transaction in itself, it is really the consummation of a transaction which has been pending

for months and for which much time and many dollars have been spent.

These are days of large business and keen competition. The first thing which has to be considered is the buying of the stock of merchandise, and this means heavy expense, not only on account of the money invested but because competent buyers are scarce and demand good salaries. The goods must be well bought.

We will assume that each has done his work thoroughly up to this point—the merchandise has been carefully chosen, bought at a figure to insure good profit to the merchant and reasonable price to the customer; it has been advertised in a strong, interest-holding style, and displayed in a manner to support the advertisement. At this critical point the clerk steps in and meets the customer to finish the transaction. If he is competent, knows his business, and, above all, knows his stock everything will work out as planned; but let an incompetent clerk come in at this moment, and he will destroy every possibility of a sale that has been worked up by weeks of preparation. In five minutes he can do more harm to his employer's interests than can be remedied in as many years.

The clerk who wants to succeed—who wants to make himself conspicuously indispensable to his department—and who is ambitious to become a buyer—should train himself to know by sight and touch each grade of goods he handles.

He should look everywhere for information in regard to this line, not only in the advertising columns of his and other firms, but also in whatever printed matter comes to hand.

It is more often ignorance of the goods he handles than any other one thing that spoils the trade at this point. Get knowledge therefore.

DON'TS FROM EXPERIENCE.

Don't expect large things from a little minded man. Some folk are built on the penny scale and weigh that much only.

Don't laugh over others' mistakes. You may stumble soon.

Don't think you know it all, for you don't. One head can't hold a hog's head.

Don't look for oak trees out of acorns in a day or a year. It takes time to ripen both crop and character.

Don't judge a sermon by your ears.

OF INTEREST TO EVERY GROCER

Before you place your order for **Canned Goods** remember that the

"Queen Brand"

represents the acme of quality. All fruit and vegetables used are grown in the celebrated Bay of Quinte District, and therein lies half the secret of the superior quality of **"Queen Brand"** goods. Careful selection and skill in processing does the rest. These are some of our lines :

Corn
Sweet Wrinkle Peas
Sifted June Peas

All guaranteed first-class quality. Our peas are our special pride. Their flavour is exquisite.

Pork and Beans (3 lb.)

Plain and in Tomato Sauce. Last year our supply fell short of the demand. This year we will double the pack, but send in your order early.

Tomato Catsup

A great delicacy and a great favourite. Packed in 12-oz. bottles, each case containing 1 dozen. Once used, always used.

OTHER LINES

Gallon Raspberry Pulp

6 tins to the case, at close prices ; also a few barrels.

Heavy Tomato Pulp

Packed in good sound barrels. If you are interested drop us a postal.

Tomatoes

Refugee and Golden Wax Beans

Pumpkin

These are not excelled by any other packer on the continent.

QUEEN BRAND stands for quality

BELLEVILLE CANNING CO.

Belleville, Ont.

There is a vast difference between a tickle and a truth.

Don't trust your feeling as proof of piety. The "cash register" is far more trustworthy and reliable.

Don't lie. For two good reasons: First, it makes you a liar; and second, it doesn't pay, long run or short.

Don't worry over the criticism of brainless people. Braying, whether by biped or quadruped, is only noise.

Don't lose faith in humanity because there are some black spots. Look at the sun, and then at the looking glass.

Don't quarrel over circumstances, nor fret over impossibilities. It's far better to climb mountains than curse them.

Don't be stingy because some of your charity went wrong. Think how much wasted mercy has been poured out on you.

Don't read these "Don'ts" and then do them, for you will suffer. I know it, for I have tried it. Some before conversion, some after.

KEEP BUSY.

A busy appearance about the store is a good method of impressing customers that your store is the place to trade.

Everybody likes to be with the majority, and if your clerks and yourself are always busy it creates the impression that you are doing a large business.

The habit of gossiping with people who enter is to be strongly condemned, as it makes your place a loafer's resort.

Give your customers to understand that you have enough business to attend to to keep you busy and must reserve your time for that. It is unnecessary to insult anyone to make this plan a success, as all persons are in the habit of giving credit to a busy man of being a successful man.

BE POLITE TO CUSTOMERS.

A REPUTATION for intelligence and truthfulness is indispensable to a permanent and satisfying success in the grocery business, and politeness is also among the few weapons that the small dealer has at his command to meet the competition of larger dealers who buy their goods more cheaply. But the larger the business the greater the number of hands required, and consequently the less chance of the customers being treated with difference. That these advantages are not fully realized and utilized by the average retailer is well known to all who come in contact with them. One important

point in particular to be impressed upon your assistants is the necessity of careful and polite attention to the smallest customers. There is an old and trite adage which says, "When you buy keep one eye on the goods and the other on the seller, but when you sell keep both eyes on the buyer." Customers are drawn to the dealer who greets them cordially, treats them with civility, shows them little courtesies, manifests an interest in their wants and seeks to gain their confidence. Do not imagine that customers consider cheap goods and "cut prices" are the equivalent for such treatment, for if you do you will soon have to discontinue business for lack of brains or to be sold out altogether, although you may charge your misfortune to other causes.

HOLD YOUR TRADE.

While going out after new business, don't overlook the importance of holding your old customers. If old friends cease trading with you, try to find out what is wrong, and make it right. Try not to have any cause of dissatisfaction. If a customer makes a complaint, arrange the matter satisfactorily, even though it costs you something to do so.

UNITY.

Take your clerks into your confidence. If you have a line that is moving slowly whisper it confidentially to them and see them hustle to get it out of stock.

SUCCESS.

It is not stopping when the fight is won,

It is not resting when the march is made,

But it is pressing ever on and on.

It is not ceasing when the game is played

Nor folding hands when one task has an end—

The laurel withers, and the bay will fade

When the last hill is climbed, the last song penned,

The last nail driven, the last girder laid.

One prize achieved? Ahead then glows the next:

He who would win must make the further quest.

Success is his who, wearied and perplexed,

Still ever onward to new goals has pressed,

Who sees each day more misty heights to climb,

Who feels each day new thrills in his breast,

Who does not count the loss of thought or time

That brings him step by step up to his best.

GOOD SERVICE.

A cheap clerk will cost more money in the long run and make half as much profit for a merchant as a higher priced clerk.

A well paid man loves his employer and watches his employer's interests and saves his employer's profits.

A cheap clerk does neither and because of his enforced poverty, he sometimes becomes dishonest. "The laborer is worthy of his hire," and the "higher" it is the more worthy he is.

VALUABLE POINTERS.

The man who delays one day must wait two.

* * *

The folly of an hour may undo a lifetime of fair fame.

* * *

The man who does the very best he can need fear no shame.

* * *

Each man must live his own life and bear his own burdens or miss all true development.

* * *

Do not worry. The cloud that hangs darkly over you may burst its fury many miles away.

* * *

They who keep straight on doing their best work each day will reach the mountain top of success.

* * *

Never go anywhere expecting others to make you happy. Carry your happiness with you, and you will be sure to have it wherever you go.

* * *

There is so much bad in the best of us, There is so much good in the worst of us, That it scarcely behooves any of us To talk about the rest of us.

* * *

When a "pointer" points there is game ahead, and you will get it if your head is clear. You couldn't hunt small game successfully without a "pointer," The grocer of to-day is after small game, and The Canadian Grocer is a valuable pointer for him.

* * *

"Why did you quit your job?"

"There was a fellow in the office I couldn't get along with at all, and rather than have any trouble with him I got out."

"Who was he?"

"He was the—er—boss. Seems to me you're mighty inquisitive."

Autumn Leaf Brand Canned Goods

WE have at present unsold a few thousand cases of canned CORN, PEAS, TOMATOES, BALDWIN APPLES, RED RASPBERRIES, etc., and owing to the lack of storage we wish to move some of the stock. We have everything up to date for the manufacture of canned goods. No expense has been spared to produce the best goods possible. Now, at the low prices no one can help making money on canned goods. It is easy to guess who will make the money. It is a long time before next pack. Now, Mr. Grocer, specify AUTUMN LEAF BRAND CORN and TOMATOES, and if your jobber does not carry them write us or order direct. We guarantee to suit you as to QUALITY and Price. We are out to sell now. Do not let this lot of AUTUMN LEAF CANNED GOODS GO BY—IT MEANS SOMETHING TO YOU. We are out for the Trade and have got some and are going to have more.

THE FRANKFORD CANNING AND PACKING CO.,

Independent Packers

FRANKFORD, ONT.

LIMITED
A. H. ALLEN,
Manager

Quaker Canned Goods

We finished packing Corn on the 6th this month and Tomatoes on the 13th. Taking the season altogether it has been the most favorable for quality we have ever experienced, the weather being about perfect all through the season for maturing vegetables in splendid condition. This applies to all lines, commencing with Peas and running right along into Beans, Corn and Tomatoes. With the fine quality of canned goods this season and the moderate prices there should be an enormous increase in the sales over previous years. While the pack has been large it does not exceed in our estimation the pack of two years ago in any line. Of course, we cannot speak for the whole country, but we know this applies to our pack. Judging from this we believe every case of Corn, Tomatoes, Peas and Beans packed will go into consumption before new goods come on the market next year. The fine quality of the goods alone this year over previous years should make an enormous increase in consumption, to say nothing of the much lower price the consumer can buy goods compared to the last two years. We packed thirteen thousand cases of Sugar and Cream Corn. This is a new line for us and is as fine in quality as the name denotes. We expect with this 13,000 cases sprinkled between the two oceans to lay the foundation for a trade in this line that will take the entire capacity of one of our factories next year to cater to.

THE PACKERS OF QUAKER CANNED GOODS

CANADA'S ANCIENT LANDMARKS

BONSECOURS MARKET, MONTREAL

By M. Romes Tasse.

THERE is in Montreal a place known for miles around and famous all through the country, where can be seen people from distant towns and where can be bought the products of the Province; that is Bonsecours Market!

Its immense building and central location make it the main gathering place of country producers belonging to neighboring districts of Montreal. It is open all the year round and all the days in the week, especially on Tuesdays and Fridays, when an enormous and busy crowd of farmers and city people move in the wide alleys of the building and between the numberless carts standing in rows all around the market.



Habitant in Bonsecours Market.

An early riser who could get down there long enough before dawn would witness the most original and peculiar scenes to be described. Near five o'clock in the morning on market days farmers begin to arrive, few at a time, perched on muddy, shaking wagons, pulled by patient and tired-looking horses. The cart is pushed against the sidewalk with its back to the market building, the man jumps down, unrigs the horse and takes it to a near boarding stable while the wife and boy proceed to display the goods and turn the wagon into a little shop of its own. Generally after this preliminary work has been done the women go up in the large halls of

the market with baskets of eggs, butter in small, shapely pieces, hand-made sausages, cheese and other articles of farm industry.

The great majority of the farmers who come to Bonsecours Market are French-Canadians. They are a very picturesque and interesting sort of people. The men are mostly tall and strong, and very polite and obliging. Their summer attire differs little from that of the city man, only that it is a little old in fashion. Winter, however, brings out something more striking in their dress and the farmers are to be seen walking up and down the market in the well-known typical "habitant" costume—a long coat of fur or of some thick cloth in light and bright shades, a wool belt, mostly red, a wool "tuque" and long shin boots.

Women generally are short and stout, and very talkative. It would be very daring, however, to attempt a description of their manner of dress, for, as in the cities, country women are sometimes "coquettes," and avoid adopting a uniform style of dress. They adore bright and striking colors, such as red, blue, yellow, and pay little or no attention whether it suits their complexion or not. Then cold weather comes, slightly dresses give way to more suitable clothing. Fur caps and coats and black skirts with large and warm wool mits form the winter apparel.

During business hours the farmers sit at the back of their wagons and smoke their old clay pipes. They often address the passer-by to see their goods, handling them with great gestures and loud praises. They carry attractive stocks of the country's products, such as fruits, vegetables, maple syrup and sugar, baskets, straw hats, wool mits, stockings and "toques," fowls, butter and cheese according to the season.

The north side of the market is occupied by retail merchants of butter, cheese, poultry and such, while on the river front wholesale fruit and vegetable merchants carry on a large business.

The first floor is divided into large butchers' shops and fine refrigerators, full of the best meats. There an army of clerks move in every direction, carrying quarters of beef, pork and mutton, and behind the counters, hurrying to serve a crowd of customers.

From the main entrance on St. Paul street stairs of easy access lead to the

upper floor and land the visitor right under the dome and into the centre of the building. From that point to both ends extend two vast halls. On two rows of tables disposed lengthwise to the halls are displayed stocks of eggs, little pieces of the finest butter and a number of other articles made by the industrious farmers. Those halls are very bright and wide, and can contain an enormous number of people.

The windows offer a very pretty sight. The harbor of Montreal with its large ocean vessels and pretty white steamboats; in the distance St. Helen's Island, a popular summer resort, and at the back the fine blue mountains of Beloeil and St. Bruno. Sights are also



Returning from Market. Sketched from Life on River Road in Winter.

very fine in winter, when the river St. Lawrence is white with ice. Farmers cross over on the numerous crossings from the south shore and skaters enjoy themselves and indulge in their favorite sport near the deserted and quiet wharves.

Bonsecours Market derives its name from a historic church nearby called Notre Dame de Bonsecours (Our Lady of Good Help), built in 1657, only 15 years after the foundation of Montreal.

It is near at hand to ferry boats and railway stations and affords all facilities for the farmers to sell their products. On market days it is crowded

with city merchants and people who come there to make their purchases, and it is seldom that farmers have to remain at the market after noon time, for they usually find buyers and ample

SEASONABLE HINTS.

DON'T limit yourself to ten minutes when talking to a prospective customer, but talk as long as you think there is a chance to do

your customer's business that he does himself, for you can't make him believe it.

Don't "put on" a civility or formal manner which is not natural to you, and never try to flatter a man; sincerity is as commendable in business as it is in religion.

Don't beg a man to look over your line, as that makes it appear that you are short on argument, but rather explain to him that you have something in your line that he will find to be a bargain.

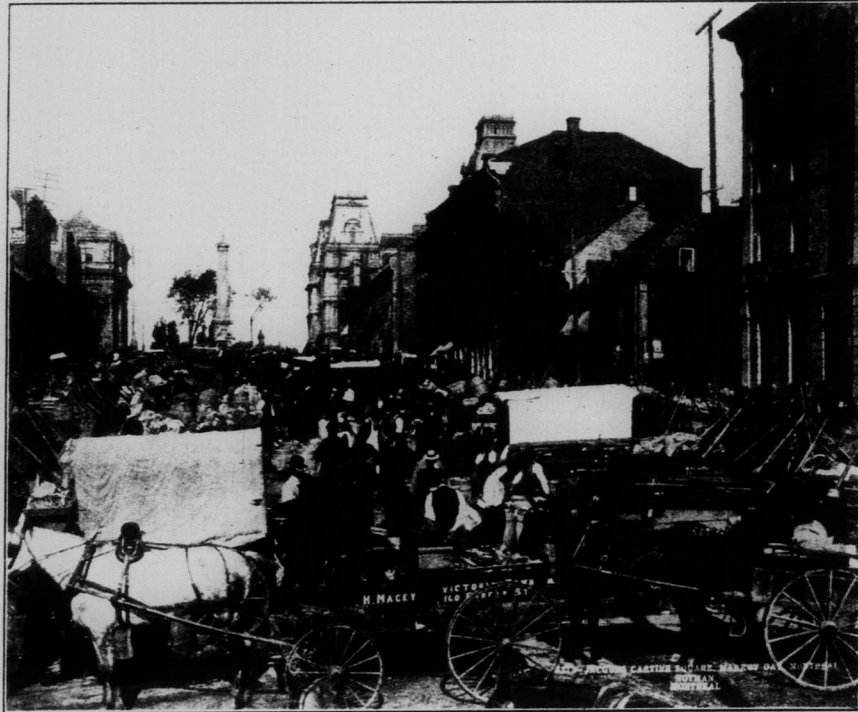
Don't underestimate your difficulties, nor overestimate them.

Don't fail to let your customer talk if he is inclined to do so, as by listening to what he has to say you learn what his ideas are, and also show the respect that is due him.

Don't dodge a question, but answer it fairly and squarely.

Don't forget that every man has his own peculiarities which should be met in different ways.

The twentieth century method is to advertise—advertise your business by honest, fair and courteous treatment of your customers, through the medium of your stationery, your booklets, your store windows, the interior arrangement



Market Day in Montreal. Jacques Cartier Square.

chances to dispose of their whole stock before that hour.

The patrons had increased to such a number that some three years ago the city of Montreal had to provide the farmers with extra space.

After much debating, Jacques Cartier Square and a few square feet of land adjoining were made suitable for the purpose. Jacques Cartier's place is a very broad hill only a few minutes' walk from Bonsecours Market. It runs from Notre Dame street to the river front and from top to bottom in the middle of it runs a wide sidewalk where the farmers leave their carts. Right at the top of that hill stands gallant Nelson's monument, which was many years ago a cause of ill-feeling to all French-Canadians. However, this has disappeared, and the fact that a French-Canadian has no feeling of anger (or such) about this commemorative stone is another proof of the better and progressive "entente" between the two races.

Jacques Cartier Square when crowded with farmers' carts and thronged with crowds of purchasers affords one of the queerest and most interesting sights in Montreal; in fact, it has become famous.

There is no doubt that further improvements will have to be made, as buyers and sellers are constantly increasing in number.



Montreal Market and Harbour.

good, but be dead sure that you don't talk too much.

Don't assume to know more about

of your store, your treatment of your clerks, and your own countenance. Look pleasant and keep sweet.

Have you ordered your season's supply of
CANNED FRUITS?

If you haven't, don't you think you should ?

You know that all fruits are scarce this season.

The bumper crops in the West, together with the immense railway and other building operations, mean prosperity.

Consumers this season will not be content to eat dried fruit. They will want the best, i.e., **Canned Fruit**, packed by

THE
CANADIAN CANNERS, LIMITED

It is just a question if the supply will equal the demand, therefore,

BUY NOW

Remember. The Canadian Canners' heavy syrup fruits are preserved with pure cane granulated sugar, in extra heavy syrup.

No imperfect or inferior fruit is allowed to be used.

The Canadian Canners' fruits are equal to the best homemade fruits.

INSIST upon getting the following brands :

- | | |
|----------------------------------|--------------------------------|
| "Canada First" (Aylmer) | "Horseshoe" (Bowlby) |
| "Lynnvalley" (Simcoe) | "Maple Leaf" (Delhi) |
| "Auto" (Canadian Cannery) | "Little Chief" (Picton) |
| "Log Cabin" (Trenton) | "Kent" (Chatham) |
| "Lion" (Boulter) | "Thistle" (Brighton) |
| "Grand River" (Lalor) | Etc. |

Every can guaranteed.

FOR THE WINTER SEASON

RECOMMEND TO YOUR CUSTOMERS



Matthews Pork Sausages

For 37 years (1868) the standard sausage of Canada, having in that time established a reputation for absolute honesty and reliability in preparation.

Possibly a little higher in price than some brands, but your profit is greater—your sales are larger, and your customers better pleased when served with a good sausage.

Special price for regular weekly orders.

The Geo. Matthews Company

ESTABLISHED 1868

LIMITED

PETERBORO,

HULL,

BRANTFORD.

PRODUCE AND PROVISIONS

THE PACKING INDUSTRY.

A FEW years ago the Canadian farmer got the idea that immense sums of money were being made at his expense by the packers, and that the only way to get their proper worth for his hogs was to pack them himself. As a result of this idea we had an epidemic of co-operative pork factories. The supply of hogs was not materially increased and competition did indeed put up the price the farmer received for the product of his pen, but in short order put out of business the packing enterprises in which he had invested his money.

In competition with concerns of established connection and experienced management the small co-operative factory did not prove a success and has largely passed away.

Of late the movement has taken another turn in the direction of consolidation and growth of the older and better established firms. As might have been expected a number of the factories which sprang up in the packing boom have fallen into stronger hands and are now being operated as branch factories. Instances of this are the factory at Brantford taken over by the Geo. Matthews Co., the Harriston factory which was secured a few months ago by the William Davies Co., and the Fergus factory which has but recently been purchased by the William Ryan Co.

The older firms have not been content with merely picking up the stragglers that fall by the way, but there has been a progressive movement noticeable in other lines. The Park, Blackwell Co. announced early in the year their intention of installing a plant for the putting up of tinned meats of all kinds and have completed this addition to their organization and are now about to place their canned goods on the market. The William Ryan Co. in the spring began the erection of a branch in Aylmer and later purchased the plant of the Fergus Co. This they are enlarging and will

do their building there, utilizing their depot at Aylmer for produce.

Gunn, Limited, have in course of erection at Toronto Junction a large factory for general abattoir and packing purposes. In Montreal the William Davies Co. are erecting a plant of large proportions, though not equal in size to the one at Toronto. The packing interests of Montreal have also a new concern in the Montreal Packing Co. who have a fine and well laid out factory in the stock yards district at Point St. Charles. A rumor has also been current for some time to the effect that one of the large Chicago packers has been negotiating to secure an opening in the Northwest. This has not as yet been confirmed.

As it stands the industry is at present in pretty fairly strong hands and inquiry elicits the information that most of the Canadian factories have had a fair year's business. Complaint, however, is still made of a scarcity of hogs owing to the scarcity and high price of feed the past season. In view, however, of the heavy crops that have just been taken care of the farmers will have plenty of rough feed suitable for hogs and it is expected that supplies will be forthcoming in greater abundance in the next few months. Otherwise the outlook would be not over encouraging as the area in which the bacon hog is raised has not been materially enlarged and the new factories which have recently been erected or are in the course of being built, will constitute an additional source of demand.

In some quarters it is contended that the export trade has not been encouragingly profitable, and some packers even claim that the past season has been without profit.

A theory has been advanced in explanation of this fact that owing to the continued scarcity of hogs for some time past packers have lowered their standards and are accepting hogs in order to keep the factories going which they would not have touched a few years ago. It is further alleged that by a system recently adopted, buyers of

some of the large companies are given a maximum average price and must not allow their costs to exceed this. As a result there has been a demand for poorer class hogs to bring down the average, and a most demoralizing rebuff given the improvement of the Ontario hog, which was so encouraging when stricter standards were maintained.

A further feature of the provision trade that demands attention is the development of the "packer's retail store." For years the "factory store" has not been unknown, but it was local and solitary. The plan was carried to its most successful development in Toronto where a large packing house now has stores. From Toronto this house reached out and planted its branches in the other cities and towns of Ontario and has recently entered the Montreal field, where it has begun a war with a rival concern located in the metropolis which had been working along the same lines, but not to the same degree. In a number of other cities also the factory store is in evidence. Beginning with fresh and cured meats and produce these stores have added line after line in a grocery way, such as tea, canned vegetables, etc., until they have become in many places serious rivals of the regular grocer.

With competition of this nature to face the only alternative the grocer has is, as has been repeatedly advised by The Canadian Grocer, the addition of a fresh and cured meat department to his store. The grocer of the future must carry "everything to eat."

THE QUALITY OF BACON HOGS.

THE high prices for hogs which have been ruling for some time are having a somewhat serious effect on the Canadian market for the dressed product.

Farmers themselves are aware that prices cannot maintain the present high parity, these prices being attained to attract to the market well conditioned hogs, the farmers being inclined to hold back supplies. Farmers, however, in order to secure the advantage of pres-

ent prices, have been hastening hogs to the packers before they were in proper condition, having the effect of materially reducing the grading, and consequently lowering the output of the best grades of bacon and ham for the export trade.

The export market is of the first importance—it has been gained upon superiority—and only by keeping a high standard can it be held. The Danish and English market prices have been maintained against those of the American production by force of quality alone.

The condition of the three centres of European trade (Liverpool, London, and Southampton) is at present anything but satisfactory. The cold storage warehouses are filled with low grade American products, and their holders are ready to rush the market at the first signs of an advance so that the hope of the Canadian exporter is in his ability to maintain quality, and so keep his price on a paying basis.

The U. S. packers to a large extent are the makers of the farmers' prices, the farmer consequently markets his hogs as soon as it reaches their limit, without regard to the high standard of condition ruling in Canadian markets, the result being that the American export products cannot be compared with the Canadian, which has been able to lead the market by from three to four shillings per cwt.

PACKING CHICKENS FOR SHIPMENT.

SOME very useful data with reference to the latest methods of packing poultry for shipment in small lots has recently appeared in the Butcher's Advocate. It will be instructive reading for any of our readers who are connected with this line of farm produce, and tends to prove that tight packing is the secret of successful shipments.

There are two systems of packing cases in general use in the United States. One system packs in a case holding one layer of chickens and exposes the chickens' backs when the cover is removed. The other system uses a deep, square case sufficiently large to contain two layers of six chickens. The feet, legs and sides of the chickens are presented on lifting the cover. Each system has from 3 to 5 sizes of boxes and chickens of a special weight are packed in each box. Large chickens are not

packed with small chickens and vice versa.

The one layer box is preferable for the following reasons: When the cover is removed every chicken can be examined at once. With the two layer case the six top chickens require to be removed from the box before the lower chickens can be inspected. It is almost impossible to separate chickens that are hard frozen, so that the two layer case is not suitable for storage chickens.

The backs of the chickens in the one layer case are most presentable, and show correctly the relative amount of flesh elsewhere on the carcass. The chickens in the two layer case impress the buyer unfavorably, on account of viewing the different feet and legs, wings and sides of the chickens.

The one layer cases are lined with parchment paper and lend attractiveness to the chickens. When made of basswood, poplar, or spruce, they are odorless and can be stored with butter, etc., without imparting a taint. They cost from \$10 to \$15 per 100.

The five sized cases are as follows:

	Weight, Lbs.	Inside Measurements, Inches.
No. 1.	.6	19 13-16 by 15 5-16 by 4.
No. 2.	.7	21 1-2 by 16 by 4 3-16.
No. 3.	.8	23 3-16 by 16 5-8 by 4 5-16.
No. 4.	.9	24 13-16 by 17 5-16 by 4 5-8.
No. 5.	1.0	26 1-2 by 18 by 5 1-4.

Case 1 holds 12 chickens weighing (plucked) from 2 1-2 to 3 lbs. each.

Case 2 holds 12 chickens weighing (plucked) from 3 to 3 1-2 lbs. each.

Case 3 holds 12 chickens weighing (plucked) from 3 1-2 to 4 lbs. each.

Case 4 holds 12 chickens weighing (plucked) from 4 to 4 3-4 lbs. each.

Case 5 holds 12 chickens weighing (plucked) from 4 3-4 to 5 1-2 lbs. each.

Parchment paper: Six sheets of light weight parchment or butter paper are required for each case; two sheets, 18 by 26 inches; two sheets, 10 by 26 inches, and two sheets, 10 by 18 inches. Parchment is preferable to manila paper, because there is no danger of its sticking to the chickens if the cases become damp. The small additional cost is returned in the more clean and attractive appearance of the parchment lined case. Cases for cold storage should always be lined with parchment paper.

The chickens are packed with their breasts up: The case when opened shows the chickens' backs. The heads of the first row (6) of chickens are placed straight out on the bottom of the box, and the backs of the row of chickens packed last are placed against them. The heads of the row of chickens packed last are arranged in the centre of the case. The parchment paper should be neatly tucked around the case and before the cover is nailed down the upper (18 by 26 inch) sheet of parchment paper should be placed in a 25 per cent solution of formalin. This will prevent the development of mold.

Mold is caused by warmth and dampness in the cases. As the cases are almost air-tight, it is imperative that the chickens are free from animal heat and dry on the skins before they are packed. When cases of other dimensions are made use of for packing, it is necessary to bear in mind that the chickens must be packed absolutely tight. Loose packing means bruised chickens, even on short shipments.

BUTTER HISTORY.

MARTIN SCHOOKIUS, a learned Dutchman, has traced the history of butter in such a precise manner that there is no reason to doubt the accuracy of his statements. Beginning with citing all the different names that butter bears in ancient and in modern languages, he investigates their etymology with great care.

The mode of making butter in ancient times must have differed very much from that in vogue at the present time, and there is no room for doubt that the substance was really a rougher and coarser form of what we call butter to-day. Butter did not, however, among modern nations play the important part that it now does until three centuries or so ago, when it greatly increased in use.

The earliest traces of the extensive use of butter in France date from 1491, when the Sovereign Pontiff, Innocent VIII., permitted the Queen Anne and the inhabitants of the Duchy of Brittany, to use butter in their Lenten cookery, provided that they gave certain alms to the church. The alms so gained were devoted to the building principally of the great towers of the churches and cathedrals. This was so much the case

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and Half-Pails
(Extra Quality)

Canned Corned Beef

Canned Jellied Hocks

Canned Jellied Tongue

Boiled Hams

Dressed Beef, Etc.

that, until within recent years, the towers of Notre Dame de Paris and of the cathedrals of Rouen and Bourges were known as the "butter towers" among the populace.

Nevertheless, despite the Papal permission the inhabitants of certain Provinces of France showed considerable dislike to the use of butter, especially in the south of France. At the present day butter is an article of universal use, and this being so it is natural that it should often be the cause of fraud and deceit.

Ever since butter has been in general use there have always been frauds and artifices, and it seems almost impossible for the law to put a stop to them. We

HOGS FOR PORK PRODUCTION.

SOME time ago some interesting experiments were made in fattening hogs for pork production which are of particular interest at the present time, when so much complaint is being made of the imperfection of the ordinary farm hog sent to market.

Thirty-two pigs ranging in weight from 43 to 80 lbs. were divided into eight groups of four pigs each, and for the next 90 days fed experimentally. In each case the individuals in a group were nearly uniform in size. The groups, however, showed considerable difference in their total weight, the heaviest group weighing 300 lbs., or 75 lbs. per pig, while the lightest group weighed 180 lbs., or 45 lbs. per pig. It was not

ture, had the effect of raising the cost of production. Skim milk, on the contrary, lowered the cost very materially, and pasture had a similar effect in a lesser degree. The meal used was a mixture of half shorts and half mixed grains, oats, peas and barley.

In estimating the cost of production, the meal ration is valued at \$1.00 per 100 lbs., the skim milk at 15c. per 100 lbs., and the supplementary foods or stock foods at the cost of the same on the Ottawa market. viz: "Anglo-Saxon Stock Food," 10c. per lb.; "International Stock Food," 15c. per lb.; "Herbageum," 12 1-2c. per lb.; and sugar and flax, 2 1-2c. per lb. Pasture is not valued, but its value may be adduced from the data given.

	1	2	3	4	5	6	7	8
	Meal, Inside.	Meal, Anglo-Saxon Stock Food.	Meal, International Stock Food.	Meal, Skim Milk.	Meal, Herbageum.	Meal, Sugar and Flax.	Meal, Outside.	Meal, Pasture and Rape.
Number of pigs.....	4	4	4	4	4	4	4	4
Number of days on feed.....	90	90	90	90	90	90	90	90
Total weight to start.....	300	206	208	180	220	240	204	250
Average weight to start.....	75	51½	52	45	55	60	51	62½
Total weight at end of experiment.....	725	565	541	612	673	711	657	653
Average weight at end of experiment.....	181¼	141¼	135¼	153	168	178	164	163
Amount meal eaten.....	1,860	1,551	1,456	1,275	1,781	1,880	1,942	1,741
Amount other food.....		80	42	1,335	45	322		pasture
Total gain of lot in 90 days.....	425	359	333	432	453	471	453	413
Amount meal required for 100 lbs. gain.....	439	432	437	295	393	399	431	421
Amount other food for 100 lbs. gain.....		22	12	309	10	68		pasture
Daily rate of gain per pig.....	1.17	1	.925	1.20	1.25	1.31	1.25	1.15
Total gain per pig in 90 days.....	106¼	89¼	83¼	108	113¼	117¼	113¼	103¼
Cost of 100 lbs. gain.....	\$4.38	\$6.52	\$6.17	\$3.42	\$5.15	\$5.69	\$4.31	\$4.21

have decrees of the reign of Louis XV of France relating to the adulterations that butter is the cause of in many instances, and from them it appears that that evil was fully as widespread as it is to-day. The King in one decree says:

"Since We learn from our royal procurator that the sale and distribution of milk and butter is attended with considerable fraud and deceit and the unlawful practice of substituting a substance inferior to the substance demanded, We urge the person charged with the due administration of the law in the Provinces of our kingdom to see that the greatest possible efforts are made to stop this abominable practice."

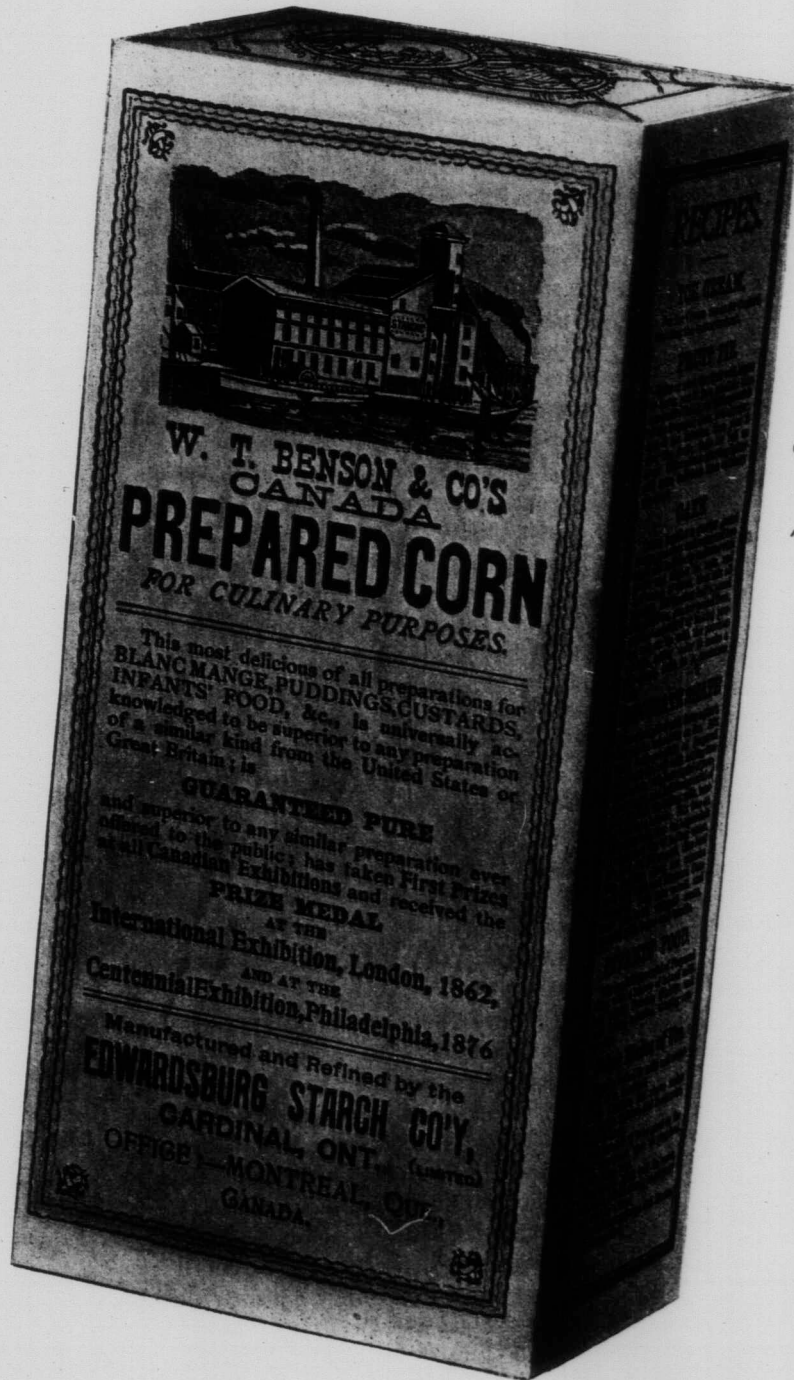
possible to secure a more uniform lot at the time and it was considered better to have some considerable difference in the total weights of the lots rather than to have some large and some small pigs in each lot.

The experiment lasted 90 days. During that time the pigs were confined in pens with small, floored yards attached. Lots 7 and 8, however, were outside, lot 7 having a small, unfloored yard and a cabin wherein to sleep, while lot 8 had a clover pasture of about one-eighth of an acre area and a cabin wherein to sleep.

The results speak for themselves, but it will be noticed that all supplementary foods fed, other than skim milk and pas-

RESIGNATION OF MR. PROUT.

MR. GEO. W. PROUT, who for nearly a year has been in charge of the produce department of J. Y. Griffin & Co., Winnipeg, resigned last week in order to go into the manufacture of creamery butter and a general wholesale grocery business. Associated with Mr. Prout will be several well-known Winnipeg business men, and in all probability a joint stock company will be formed. Mr. Prout has managed produce departments of wholesale produce houses in Montreal, Toronto and Ottawa, before removing to Winnipeg, and his long experience should stand him in good stead in his independent business venture. Further announcements will be made in this paper when the new company commence business.



RETURNED
OCT 28 1905

*To Montreal
Cut Book #2
page 91
D*

LONDON PRODUCE LETTER

By Our London, Eng., Correspondent.

It is a real satisfaction to be able to report that the butter market here has assumed a brisker tone this week and good business is being transacted.

There is decidedly more doing in Canadian butter, and stocks are being cleared out as rapidly as possible. This is not, however, due to any improvement of price or better demand, but rather to the fact that holders are anxious to sell out. Even those holders who did not expect to obtain any very great profit out of Canadian butter, express disappointment at having to clear at such a small profit to themselves. But the position of the market does not seem to justify their hanging on any longer. Prices for Canadian range from 103s. to 108s., which of course is not at all compatible with prices now required. Some very choice saltless made 111s. a day or two back, but it is getting rather late for this, owing to the arrival of Australian "Saltless." In fact, the advent of this Australian butter is responsible for the increased activity in Canadian, for, as is always the case, Australian butter, being a new feature, commands a good deal of attention, and placed Canadian for the time more or less in the background. Hence, the desire of holders to clear, even at a low figure. Moreover, Australian butter, just arrived, is of excellent quality, and is making good prices—112s. a price which is almost 14s. higher than at this period last year.

According to Board of Trade returns, the imports of Canadian butter during the month of September were 55,613 cwts. for this year, as against 59,937 during September, 1904, and 39,152 cwts. 1903. The most noticeable feature about the butter imports for the past month is the enormous increase in imports from New South Wales when compared to previous years: 11,751 cwts. for September, 1905, as against only 1,636 cwts. in the same month 1904, and about 800 cwts. in 1903. Queensland also showed very material increases in this direction, but Victoria figures show that the 2,300 odd cwts. sent over were about the same as for September, 1904. New Zealand showed a slight decrease.

Perhaps it would not be amiss to mention just here that within the last few days some rather sharp criticism was passed upon the uncleanness of some Canadian butter, which recently arrived

on this market. Let it be understood that the complaint was made in a very friendly spirit; nor must it be supposed that the fault is imputed to Canadian butter generally. Far from that. But at the same time it must be admitted that this is not the first time British importing houses have had to remonstrate at the dirty condition in which some Canadian butter is found upon inspection. The matter might be passed over in silence, since this unfortunate state of affairs is certainly not the rule, were it not for the fact that the carelessness of one or two Canadian creameries is liable to affect the reputation of the whole. In merchandise of every description, it invariably happens that the bad qualities have a more lasting effect than the goods ones, and the result of one or two parcels of Canadian butter in dirty condition arriving on this market may prove farther reaching in its evil consequences and more deleterious to future business than might at first be imagined. The impression is apt to get amongst importers that sufficient attention is not given to the cleanliness of Canadian creameries and of Canadian butter-making utensils. If Canadian creameries could secure as good a reputation all round—mark that "all round"—as Danish for cleanliness, and as high a reputation for uniformity of quality as New Zealand butter, they would be very, very near the acme of perfection.

Cheese—There is not much to report in this direction. The general outlook is satisfactory, although at the present moment trade is inclined to be dull. The reason for this, it appears, is that retailers are pursuing a very cautious policy in their buying—a policy which might be termed "hand to mouth." They are keeping very little on hand, because they do not believe that the September cheese has yet come along. Prices are at 56s. to 57s. for white, and 57s. to 58s. for colored. Colored cheese, it is reported, is running short and will not last out another week.

Board of Trade figures show that the imports of cheese from Canada during the month of September are smaller this year than for 1904 by about 5,000 cwts. and by about 73,000 cwts. as compared with 1903. General stocks show a proportionate decrease. In some senses this is satisfactory, for it must not be

forgotten that but a few years ago, when imports of cheese were so heavy, it was quite impossible to find consumers, and prices went down in consequence. In fact, it was a time of over-production. This, however, has been followed by two seasons of short supplies, the result being that prices are standing at about ten shillings higher now than then.

It is difficult, however, to judge the real position of the market and to account for fluctuations in the market by merely quoting figures, for the simple reason that it is quite impossible to secure any accurate idea of the domestic production. This, it is known, is heavier than any imports, but it would be interesting in the extreme to know whether the British cheese industry is increasing or decreasing. Considering the high rents and the unsatisfactory state of agriculture, which has been attracting attention of recent years, it would not altogether be a matter of surprise to find that the British cheese industry is decreasing. The true state of affairs cannot be accurately gauged, but there is no doubt that in some of the old British cheese making centres, notably Leicestershire, farmers are not doing nearly so well as formerly.

Bacon—There is not much change to report in the position of affairs this week. Supplies continue in very moderate compass, and although the consumptive demand is not very good, it is sufficient to absorb what is coming.

Prices of secondary Danish were advanced yesterday (Oct. 13) which has had a hardening effect upon prices of Canadian, best brands of boxes and bales having moved freely at 59s.

CHEESE AND BUTTER BULLETIN.

Montreal, Oct. 26, 1905.

THE retrospective and prospective, this year is not of a very profitable nature, and many of those engaged in this large business no doubt wish they had done less business on a different basis.

First, we must admit a shortage of supplies in the great consuming markets of the United Kingdom at the beginning of this season. In spite of this undoubted shortage there was a certain "bear" element trying to depress prices on the argument of fine weather and a large make. This went well for a time but when the contracts made for future delivery had to be filled, it was found that prices had not gone low enough to

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leave a profit, then the buying commenced in earnest and some houses who had not sold ahead were fortunate enough to get a good profit on their holdings.

Taking the season right through, the business has been a "gamble" with the odds always against the players, cheese being different to grain or provisions. When a sale for future delivery is made, the seller is obliged to discount the market; in other words, he has to sell at a lower price than what he could obtain for prompt shipment. This is the side of those selling "short." Now we come to those who buy goods hoping for an advancing market. Unless the advance is quick and decisive it means putting the goods into cold storage, and this is expensive in many ways. It means cost of storage, insurance, interest on money and shrinkage in weight. Now, if the market advances after carrying the goods for some time, this advance is on fresh made cheese and the goods in cold storage can only be sold as "seconds" at a reduced price, of course. If the advance in the market price is large enough the goods carried will show a profit even if they are sold below the ruling market value for finest quality, but, once more, it is a "gamble" with the odds against the players.

Grain and provisions can always be sold ahead at a higher price than market value, for prompt delivery; in other words, sufficient to pay for carrying charges. Not so with cheese; and yet, merchants engaged in this business, risking their capital, will continue to do what no other class of merchants would think of doing.

The result of all this is that it is a safe assertion that the enormous turnover of cheese in a year on this side of the Atlantic has left no profit for the trade. If profit and losses could be placed opposite each other this year, it would be found that the business had been done at no profit at all.

Now, why should this be thus? Surely every business man should expect to buy goods at less than the price he can sell them at. Business is generally not to be expected a matter of charity; nobody engages in business for the benefit of his health. A business man puts his capital and labor into his business, as a rule, to earn more than ordinary interest on his money invested, yet the great cheese trade of this country seems to be done "pro bono publico."

To put it mildly, our cheese merchants

are trying to do business on the plan of buying at the highest possible price and, after they have bought their goods, they are underselling each other. The consequence is, first, the farmers are getting big prices for their milk and the British importers are getting cheap goods, the farmers always thinking they are not getting all that is due them, and the British importers thinking they are paying too much for the goods. Between them stands the merchant here, getting nothing for his capital and labor.

The dairy business or the business in dairy products may safely be called the "back bone" of the Dominion of Canada. Many millions of dollars are annually distributed in the country and all this vast business is done at hardly any profit to the merchants. This does not seem fair or right, but, after all, the merchants are to blame themselves. As long as they are willing to pay their good money to the farmers and supply the British importers with cheap goods, they will be gladly welcomed by both parties to continue their good work.

There is but little change to report in the situation on cheese. The recent markets in the country have been somewhat irregular and on the whole a shade lower, but this is more on account of an agreement among the buyers who are holding a lot of high priced goods and who naturally desire to reduce the average cost of goods on hand now. Ex-

port prices remain unchanged and as stocks here are not too heavy it is but fair to expect advancing prices during the winter months of non-production. Our season is very nearly ended. Many factories are already closed and others are only making a very limited quantity; the weather is getting cold and the pastures are dried up; cattle have to be housed during the nights and fed, and the flow of milk is small now.

To sum up, the cheese situation is healthy enough and prices cannot decline, unless something at present unforeseen happens, but in all probability we may expect considerably higher prices before the commencement of the new season next year.

Butter shows a decline which is perfectly natural in British markets, but it will not affect us very much here. The surplus has already been shipped out and what we have on hand now is none too much for our own requirements during the winter months. There is not much butter made during the winter and the quantity of winter made butter is not very desirable for best hotel and family trade, and we may now safely consider ourselves independent of the export trade, and prices will probably advance steadily in future, irrespective of the state of the markets in the U. K. which draw their supplies during the winter months principally from Australia and other countries.

PROVISION AND DAIRY MARKETS.

TORONTO.

THE local demand for provisions continues to show great activity. Supplies, however, are coming to hand very slowly and are found scarcely equal to the demand manifest.

Bacon and lard are particularly short in supply, and prices are consequently ruling firm, though no quotable change is manifest.

Fresh meats are ruling firm with fairly active demand.

Hogs in street lots are a little easier in price and show a drop equal to about 50c. Dressed hogs are added to our list this week at a quotation of \$7.25 to \$7.50 for western earlots.

Meat—We quote:

Long clear bacon, per lb.	0 11½	0 12
Smoked breakfast bacon, per lb.	0 14½	0 15
Roll bacon, per lb.	0 12	
Small hams, per lb.	0 14	
Medium hams, per lb.	0 14	
Large hams, per lb.	0 13½	
Shoulder hams, per lb.	0 11	
Backs, per lb.	0 15	0 16
Heavy mess pork, per bbl.	22 50	18 00
Short cut, per bbl.	22 50	
Shoulder mess pork, per bbl.	4 50	15 00

Lard, tierces, per lb.	0 10½
" tubs "	0 10½
" pails "	0 11
" compounds, per lb.	0 07½
Plate beef, per 200-lb. bbl.	12 00
Beef, hind quarters	7 75
" front quarters	5 00
" choice carcasses	5 50
" common	4 50
Mutton	0 08
Spring lamb	0 09
Veal	0 07
Hogs, street lots	8 00

Butter—Arrivals of butter continue to be short and scarcely equal to demand. Creamery butter shows a slight decline in value of about half a cent, whilst dairy butter is very little in evidence at the present moment. The probable closing in the near future of the cheese factories is now looked for as a preliminary to the opening up of the butter market and a consequent improvement in the market.

	Per lb.
Creamery prints	0 24
" solids, fresh	0 23
Dairy prints	0 20
" in tubs	0 17

Eggs—There have been practically no arrivals of new laid eggs since our last report. Those that have arrived are of scarcely sufficient quantity to take ac-

Butchers, Merchants and Hide Buyers

Should write to CARROLL S. PAGE, Hyde Park, Vt., U.S.A., who wishes to purchase their Hides, Calfskins, Sheep Pelts, Tallow and Bones. He pays spot cash. He pays the freights. He pays full market values. He wishes to arrange with some one in every village, where he has no agent, to sell Poultry Supplies and to pick up for him Hides, Calfskins, Sheep Pelts, and Bones. He furnishes money with which to buy and he keeps his agents thoroughly posted at all times as to market values; write him for full particulars.

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We sell cost, freight and insurance. Western Union Code.
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There is Money in it.**

Coming early in November:

- 1,000 boxes Fine off-stalk Raisins
- 1,000 boxes 4 Crs. Layer Raisins
- 1,000 " " " " 7-lb. boxes

Ask for quotations—it will surprise you.

— JUST IN —

Choice Labrador Herring

One barrel	=	=	\$ 5.75
Five " and over	=	=	5.65
One keg	=	=	3.10
Five " and over	=	=	3.00

Agent for the **BEAUPORT ALE AND PORTER**. Quality the highest as imported; price, the lowest obtainable. Write before weather prevents safe shipping.

JOSEPH GRANT, OTTAWA, ONT.

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unless you ally your-
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Douglas & Ratcliff
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and their high-grade,
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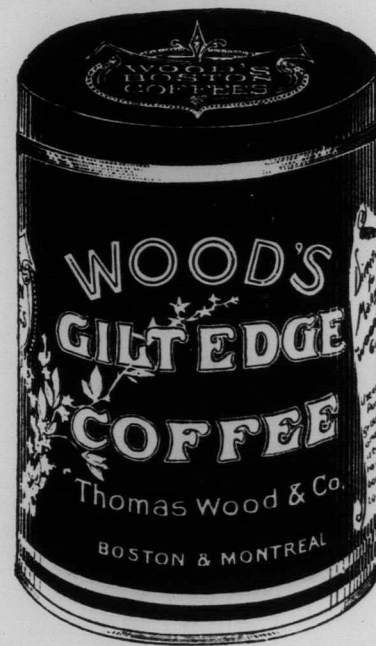
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CANADIAN FACTORY and SALESROOM
No. 428 ST. PAUL ST., - - MONTREAL.

October 27, 1905

EDITORIAL

The Canadian Grocer

THE CANADIAN GROCER

President:

JOHN BAYNE MACLEAN,
Montreal.

The MacLean Publishing Co. Limited

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

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THE PASSING OF WILLIAM INCE.

NO figure has of recent years passed from the stage of commercial activity that caused more regret that the passing of the late William Ince.

For half a century he was an active factor in the wholesale grocery trade of Canada, and the reputation he earned during that long period is registered in plain figures on the credit side of the ledger.

His face was kindly, his greeting genial, and although he was an octogenarian his death is none the less regretted.

With his departure we lose another of what we commonly call the old type of business men; the type that is becoming altogether too scarce. The old type took time to live and time to think of something besides the everyday grind of business. And it made better men out of them.

To-day the life of business is too

strenuous for anything but business. Business men have not time for public affairs and the country is all the poorer thereby.

A BLIND MINISTER.

HON. MR. EMMERSON, the Minister of Railways, proposes to make an effort to put the Intercolonial Railway on a paying basis. He is to be commended. No one has yet succeeded in this task. The net excess of expenditure since Confederation is about \$9,500,000.

The road when it was constructed was chiefly designed for military and not commercial purposes. This was a drawback, but it is not the only one. There is another, and one which militates more against the financial welfare of the railway than any other, and that is political influence. The Minister of Railways does not appear to recognize this, at any rate he does not acknowledge it. On the contrary he lays the onus for the unsatisfactory financial condition of the railway upon the business men of the country: The boards of trade because of their organized influence, and the shippers because they do not pay high enough freight rates. He has not a word to say about the political incubus.

In his plan of reform the business men, being the chief sinners, are to bear the greater punishment. In fact they are to bear it all. The freight rates, he tells us, are to be raised to a point that will make the railway profitable.

If the shippers using the Intercolonial Railway are not paying adequate rates for the service they enjoy, an effort should certainly be made to compel them to do so. But before this is done steps should be taken to destroy the graft of the politician. It is he who is sucking the life-blood out of the Intercolonial, not the business man. And it is well known to everyone in and out of Parliament except the Minister of Railways. It is no worse under the present Government than under its predecessors. Under Conservative, as well as Liberal, administrations the iniquitous and unbusiness-like system has obtained.

Before the railway can be made a fi-

ancial success it must be put upon a business-like basis.

Instead of being managed by politicians it should be managed by experienced railway men free from political interference. In other words it should be managed by a commission. And if Mr. Emmerson has any doubts about this let him appoint competent men to make a thorough investigation and report ways and means of bringing about a state of affairs in the management of the Intercolonial which even Mr. Emmerson himself admits is so necessary. Mr. Emmerson means well, no doubt, but he is blind to the real necessities of the case.

Mr. Emmerson proposes to begin at the wrong end. Not until he begins right will the business men of the country or anyone else have confidence in his efforts to put the Intercolonial on a more satisfactory financial basis.

THE WEST INDIES.

THE oft discussed question of the confederation between Canada and the West Indies appears still to command great interest, especially in the Maritime Provinces. The feeling in the Islands themselves appears to be distinctly in favor of a closer relationship with Canada. This feeling has grown in intensity since the advantages accruing from the preferential tariff have been realized.

At the same time, however, there is a hesitancy lest any further mutual approachment of the two countries should result in putting distance between the West Indies and the United States, the latter being by far their largest purchaser of tropical fruits, and the magnitude of this trade being too important for the West Indies to run the risk of retaliation at the present moment. All the articles, however, which are imported by the West Indies have already a large consumption in Canada, and with a closer relationship between the two countries, which would be brought about by federation, there is no doubt that Canada would play as equally an important part in West Indian trade as the United States does now.

First and foremost, however, appears to be the immediate need of inaugurating a fast and continuous line of steamers, not only to meet the already sub-

stantial trade, but in order to cope and compete with the rates of freight now ruling at United States ports. The feeling in the Maritime Provinces is distinctly in favor of such a movement and it is considered that such a service would have no difficulty in obtaining full cargoes both ways.

The imports at the present time of the British West Indies amount to some \$30,000,000, comprising principally fish, provisions, lumber and flour. For years much of this has been drawn from Canada, but by far the bulk from the United States. There is no excuse for this. Canada could supply all these imports if necessary, as cheaply and of as good quality as the United States. With the establishment of competing freight services the ability of Canada would soon become evident and the way opened up for the direct shipment to Canada of West Indian goods.

The chief obstacle would thus be removed to the approachment of the two countries, and confederation would be a simple and natural proposition.

No doubt one of the advantages which would accrue to the West Indies themselves would be distinctly cheaper administration as well as the establishment of a substantial commercial status.

The question of the twelve hundred miles of distance is really no obstacle in this age of ready communication, a fact which has been demonstrated again and again in like circumstances with other countries. The eighteen hundred miles of distance has proved no obstacle to the federal union of New Zealand and Australia, and distance need not be taken into account in this instance either.

A LITTLE SELF EXAMINATION.

IN no season in her history have the farms of Canada yielded the wealth that they did this year.

Every Province has been blessed with abundant crops of grain and fruits, while the prices at which they have sold and are being sold are good. In live stock there is a ready market at good prices for all that the farmer can produce.

The railways are prosperous and the bank returns and clearings are gratifying.

If Canada, therefore, cannot rejoice and be glad what country in the world can?

But, while Providence or Nature, or by whatever name we may call the power which has brought us the good crops is so generous, are we, as Canadians, doing our best? Are our business methods right?

Are we putting our very best efforts into the goods we make?

Are we giving honest measure and weight in the merchandise we sell? And when we fill orders are they up to sample? If we are not it is time we did.

When Nature is doing so much for us we ought at least to do the best we can for ourselves. We ought to be thorough. Self respect demands it.

CHILDISH TAXATION

TAXES imposed by one Province against the commercial travelers of other Provinces is national childishness. Canada is old enough and is certainly big enough to discard the swaddling clothes of provincialism in such matters.

The British constitution in which the British North American Provinces were wrapped at Confederation specifically declared that it was ultra vires for the Provinces to levy customs duties against each other's products.

In the strict letter of the law none of the Provinces have essayed to do this, but in spirit some of them are grievous transgressors.

We do not want provincialism in this country. We want nationalism. The Civil War killed provincialism in the United States. And we now want some powerful force to kill it in Canada. The Federal Government has the power but it lacks the inclination.

MANUFACTURERS VS. JOBBERS

A STRONG delegation of jobbers and wholesalers from Western Canada appeared before the transportation committee of the Canadian Manufacturers' Association in Toronto on Wednesday, and protested against the action of that body in seeking to have the present regulations with regard to mixed carloads altered.

Prior to 1903 the rule was that any-

one could make up a car, putting in as many different articles as he wished, but having to pay freight on the whole carload at the rate of the highest article in it. For instance, if a manufacturer were to fill a car with a mixed load of buggies, dry goods and hardware, he would pay freight on the whole car at the rate on buggies, because the freight rate on buggies is higher than that on dry goods or hardware.

In 1903 this rule was changed. Since then the possible grouping of merchandise to make up a car lot is confined to the class of articles which any one dealer would handle. For instance, general hardware, paints, oils, etc., could be shipped in one car. Similarly the various things which enter into a grocer's stock could be mixed to make up a car.

This arrangement, of course, militates against certain manufacturers. If a manufacturer makes one article which is sold in a hardware store and another which is sold in a carriage shop, even if they are made under the same roof, he cannot put them in a car together without paying freight on them at broken car lot rates. This, of course, much exceeds the rate when the car is taken complete.

Ever since the last change, in 1903, the Canadian Manufacturers' Association have been moving for a restoration of the old regulation or a betterment of the present rates. They demand that a manufacturer be allowed to use everything which he manufactures in making up a car lot. In spite of the protest of the westerners, supported by a number of eastern manufacturers, the association will persist in its present contention.

In British Columbia Province it is said that the present move on the part of the eastern manufacturers is in consequence of the commercial travelers' tax put upon their representatives coming into the Province of British Columbia to do business. If they succeed in restoring rule two it is said the B. C. wholesale dealers will undoubtedly press for a still further tax upon these eastern travelers in order to hold their own against the manufacturers of the east.

HAPPENINGS AT OTTAWA

AT THE GRAND UNION ROTUNDA.

THE GROCER representative was in Ottawa last week. His customary domicile when in the Capital City is the Grand Union Hotel, and it is a good sign of the popularity of this hostelry to find at all times so many "Knights of the Road and the Grip" under its shingles, for "the boys" generally like to be comfortable and well fed. So much for "Jim" Paisley's.

The veteran John Everett, he who has made Christie, Brown's biscuits known throughout Ontario for over 20 years, was there, reminiscent of the good times he had in lovely Devon during his Summer vacation. John never tires of telling the truth about Christie's biscuits, but some of his English experiences need a lot of salt. However, "the boys," with whom he is deservedly popular, are all willing to "smile" with him.

Jack Gregg, representing Surprise Soap, was on hand as large and energetic as ever—full of those new "balloon" stories and the great drawing power of the new ad gotten up by his company. For a convincing talker and persistent and consistent worker, Jack Gregg is hard to beat. That's what he says his soap is. There is only one complaint that Jack Gregg ever has when he strikes Ottawa, and that is to find genial Bert. Geen still selling shoes instead of soap. Jack thinks Bert. would do well in soap.

From the city of the straits, lovely Detroit, was met Mr. A. L. Hay, who has been for many years introducing to the trade of the Dominion what is now found on almost every table, salad dressing—the particular brand being decidedly appropriate for a country with monarchial leanings, though how such democratic people as the Horton-Cato Mfg. Co. came to select "Royal" as a brand is a puzzler. Mr. Hay was most pleased with his business in the east, and says "Royal" dressing suits him and his trade.

Mr. B. L. Nowell, Montreal, agent for Lamont, Corliss & Co., New York, was met, pleasantly satisfied with his business. Representing, as he does, such well-known lines as Peter's Chocolate, Mackintosh's Toffee, and X-Ray Stove Polish, he says he was kept busy. Mr. Nowell reported that the newly in-

augurated campaign of introducing Kneipp Malt Coffee was going along finely. One doesn't have to walk around barefooted in the dewy grass like poor John D. Rockefeller to enjoy the benefits of this Kneipp cure. Mr. Nowell was working west as far as Windsor.

A much-traveled and experienced salesman was met in the person of Mr. J. T. Cuddy, who represents the Montreal Packing Co., Limited, in Eastern Ontario. Mr. Cuddy knows something of the packing business, having for over fifteen years been employed in the Swift Packing Co.'s establishment; also represented that concern on the road, covering the Southwestern States as far as the Rio Grande. A constantly increasing sale is the report made by Mr. Cuddy.

Geo. D. MacAllister, who sells twine, rope, etc., for Shurly & Derrett, Davenport Twine Mills, Toronto, dropped in on Friday from Montreal and Quebec. To The Grocer's inquiries "No complaint as to business" was his reply.

Mr. Nash, of Lockerby Bros., Montreal, with Mr. R. Dallas, representing Carter, Macy & Co., New York and Yokohama, were met in the rotunda, and The Grocer renewed old acquaintanceship with the latter. Mr. Nash is a veteran tea salesman, grounded in that great tea school, London, Eng., Mincing Lane, the great tea district of the city. No better recommendation than an English tea training such as Mr. Nash has had need be desired.

Mr. Wm. Galbraith, of Carter, Galbraith & Co., Montreal, granted The Grocer a few minutes' time. To Montrealers, and particularly residents of aristocratic Westmount, Mr. Galbraith is known as the guardian of the people's interests in that interesting section. Though adjudged a "stormy petrel" by certain members of the Westmount Council, Mr. Galbraith sees only one thing—the interests of the people. It may be mentioned that his strenuous fight in the council on one important matter last year is said to have saved the suburb some \$20,000. Mr. Galbraith was running in from a special trip along the line.

Teddy Sterling, he of Lytle's, dropped in from a nearby hostelry—as full of business and as pleasant as ever. Teddy has strong views on the pickle

question, some of which would be a benefit to the Tariff Commission. Of course he believes in Canadian products and adequate protection, and is a strong advocate of high quality of goods.

New Commission Firm in Ottawa.

Mr. J. A. MacKenzie and Mr. Montague Bate have formed a new commission and brokerage firm in Ottawa, under the name of MacKenzie & Bate, with offices at 268 Sparks street. The young firm starts out with a goodly number of fine agencies, among which are the Dominion Concrete Co., Kempville, Ont.; Walkerville Match Co.; Shaw T. Nishimura, (Japan Central Tea Traders' Association); Pass Packing Co., (evaporated fruits); A. W. Banks & Co., Cleveland, (dried fruits), etc. Though only started a few weeks ago a most satisfactory business is reported.

Canners Off on a Hunting Trip.

While in Ottawa last week The Grocer met a party of gentlemen whose interests are closely identified with the grocery trade, and who were on the way to the hunting grounds of Quebec for a ten days' outing.

The party consisted of Mr. Jas. B. Campbell, of the Acme Can Co., Limited, Montreal, and Messrs. F. C. Hayner, W. B. Hayner, and Dr. Spence, of Lebanon, Ohio. The three last named gentlemen are packers of Old Colony and Lion brands of corn, which enjoy a good reputation in the central and middle States of the Union. They own 1,500 acres devoted exclusively to the cultivation of corn, and last season packed 2,500,000 cans. Mr. Campbell, who is well known to the canning trade of Canada and the United States, invited his fellow canners to a week's sport in the wilds of Canada, and so off to Thurso, Quebec, they were heading themselves.

That the outing will be thoroughly enjoyed goes without saying, as all arrangements had been made by Mr. Campbell for guides, supplies, etc. The outing will benefit Mr. Campbell extremely, as he has for some weeks been under the weather with nervous prostration, and the rest and relief from the heavy business strain of such a concern as the Acme Can Co. will do Mr. Campbell good.

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

The Largest Stock The Greatest Variety

OUR POLICY

**Low Prices Quick Turnover
Big Business**

A few trial orders will convince you of

OUR RELIABILITY

**Best Equipment Competent Staff
Perfect Organization**

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Importing Wholesale Grocers and Wine Merchants

MONTREAL

The Most Liberally Managed Firm in Canada

Jams, Jellies, Marmalades

ALEX. CAIRNS & SONS, - Paisley, Scotland

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

JAMS

1-lb Patent Glass Jars
Cases, 2 doz.

Plum - - -	\$1 80
Blackberry - - -	1 90
Damson - - -	1 90
Gooseberry - - -	1 90
Apricot - - -	2 10
Assorted - - -	2 10
Red Currant - - -	2 10
Strawberry - - -	2 10
Greengage - - -	2 20
Raspberry and Red Currant	2 20
Black Currant - - -	2 30
Raspberry - - -	2 30

JELLIES

1-lb Porcelain Pots
Cases, 4 doz.

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

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

Black Currants - - -	2 80
Red Currants - - -	2 80

F.O.B. MONTREAL

Net 30 days or 1% off 10 days.

MARMALADES

1-lb Patent Glass Jars
Cases, 2 doz.

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

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

HUDON, HEBERT & CIE.

AGENTS

MONTREAL

THE MOST LIBERALLY MANAGED FIRM IN CANADA

Table Delicacies

TALBOT FRERES

Alimentary Pastes, 3,000 Boxes

MACARONI, VERMICELLI, SPAGHETTI, ALPHABETS, LETTERS AND FIGURES, ASSORTED SMALL PASTES, NOUILLES, COUDES.

1-lb. packages—25-lb. boxes,		7½c.
Loose, - 25-lb. boxes,		6½c.

VEGETABLES, Cases 100 Tins

GREEN PEAS—

Sur Extra Fins	- - -	\$16.00	per case
Extra Fins	- - -	14.00	"
Fins	- - -	12.00	"
Mi-Fins	- - -	10.00	"

MUSHROOMS—

Entires	- - -	19.50	"
First Choice	- - -	18.00	"
Choice	- - -	15.50	"
Hotel	- - -	13.50	"

STRING BEANS—

Extra Fins	- - -	15.00	"
Fins	- - -	13.50	"
Moyens	- - -	12.00	"

ASPARAGUS TIPS— \$20.00 per case

ARTICHOKES, BOTTOMS 25 00 "

LIMA BEANS—
(Flageolets Fins) - 14 00 "

BRUSSELS SPROUTS 15 00 "

MIXED VEGETABLES—
(Macedoines) - 11.50 "

SPINACH (natural) - 11.00 "

TRIPES, A LA MODE DE CAEN—
\$25.00 per case

CHOICE QUEEN OLIVES

64-oz. bottles, cases ½ doz.	- - -	\$9.00	per doz.
36-oz. bottles, cases 1 doz.	- - -	5.00	"
20-oz. bottles, cases 1 doz.	- - -	3.40	"
10-oz. bottles, cases 2 doz.	- - -	2.10	"

AGENTS IN CANADA

HUDON, HEBERT & CIE

WHOLESALE GROCERS AND WINE MERCHANTS

MONTREAL

—THE MOST LIBERALLY MANAGED FIRM IN CANADA—

From Top to Bottom

of this list, each and every article is benefited by a liberal use of BON AMI, the cleaner and polisher at one operation.

These articles are to be found in every home, which shows the wide field of utility of BON AMI.

Therefore you run no risk in ordering BON AMI. It is bound to sell because every one wants it.

Agents in Canada

HUDON, HEBERT & CIE.
Montreal.

The most liberally managed firm in Canada.



RETURNED
2 1905

GLASS and PORCELAIN

- Windows
- Mirrors
- Show Cases
- Lamp Shades
- Chimneys

METALS

- Brass
- Nickel
- Copper
- Tin
- Silver
- Gold

- CELLULOID
- MARBLE
- WORK
- WOOD
- WORK
- OILCLOTH
- PAINTED
- SURFACES



RETURNED
2 1905

Montreal
Book #2
Page 56

QUEBEC BRONZE METAL

WE reproduce this week a photo of the certificate of the bronze medal which the firm has been awarded for their "Chaser" soap at the last Provincial Exhibition at Quebec in last September. It is a high testimon-

plain figures under a double magnifying lense which so enlarges the figures that they can be distinguished a number of feet away. The scale computes in figures and not in dots and dashes, and so a great advantage in making impossible the reading of wrong values. The scales

J. Y. GRIFFIN EXTENDING.

A block of stock in the packing house business of J. Y. Griffin & Co., Limited, of Winnipeg, has been sold to some American capitalists, or perhaps it would be more correct to say that the capital of this company has been largely increased and that American capitalists are now interested in the company. A story to the effect that Swift & Co., of Chicago, had bought a controlling interest in the firm is given emphatic denial by Mr. Griffin, who stated some time ago to The Canadian Grocer that the rumor had perhaps gained currency by the circumstance that a Swift man is now in the employ of the company.

The addition of a considerable amount of capital to the business means that business is to be prosecuted even more vigorously than before. Extensive additions are contemplated to the Winnipeg plant and new branches of the business will be established.

It is said that some canners are already making contracts for next year's supplies of tomatoes at 30 cents a bushel. This year they paid only 25 cents, and the growers did not raise as many tomatoes as usual.

A CLEVER AD.

A clever ad in the shape of an amateur photograph was taken recently by one of E. W. Gillett Co.'s advertis-



RETURNED
NOV 2 1905
J. A. ...
Cart Cont 42
Page 10

... in favor of the qualities of this soap since the firm has obtained the highest award in competition with the manufacturers of the whole world. The firm has a full assortment of premiums at their premium office in Montreal at 410 Notre Dame street west, as well as in Quebec, 254 King street, where Mr. A. F. Simons represents them. Visitors are always greeted at these two offices.

are adjusted in the range of prices from 4 to 60c. per pound, with 1/2c. graduation in the lower prices.

A NEW AUTOMATIC SCALE.

THE Computing Scale Co., of Canada, manufacturers of Dayton Computing Scales, are putting on the market a new automatic scale of similar design to their computing scale for butchers, which has proved such a success with the butchers and provision men of America.

The scale is handsomely finished in light blue enamel with gold trimmings. All the brass parts are triply nickel plated, and the platform is of heavy plate glass, with bevelled edges. The scale is fitted with a ball bearing swivel base which enables merchants to weigh from either side of the counter, and also to place the scale in a suitable light.

A grill or bag rest is fitted on the glass platform so as to prevent bags from upsetting. The scale is very sensitive and the computations are 16 to the pound, every computation showing in

These scales have received a splendid reception by merchants, and the company claims meet all the requirements of the grocer. A cut of this scale may be seen in the company's advertisement in another part of The Grocer.

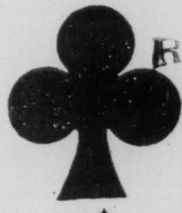


One Way of "Raising" Young Bears.

ing men, and the title of this picture we understand is "They know a good thing." The snapshot was taken in front of what is called a "shack" in the Rocky Mountains and certainly makes a novel advertisement.

RECEIVED
NOV 2 1905

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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.

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.

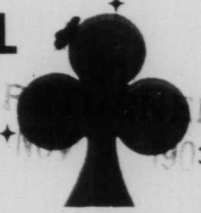
SOLD EVERYWHERE

AT ALL GROCERS

AT ALL DRUGGISTS

AT ALL BARS

L. CHAPUT, FILS & CIE., WHOLESALE GROCERS **MONTREAL**
SOLE AGENTS FOR CANADA



RECEIVED
NOV 9 1905

To Montreal
City Book #2

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C. A. PARADIS

WHOLESALE DEALER AND
COMMISSION MERCHANT OF

FLOUR, GRAIN, SEEDS AND PROVISIONS

AND GENERAL PRODUCE

81 Dalhousie Street, QUEBEC

I have always on hand the best quality of Flour of every grade from Ontario and Manitoba Millers. Also Canadian and American Corn ; Quebec, Ontario and Manitoba Oats ; White Beans, Peas, Seed Grains of all kinds, etc.

**Canadian and American Pork in Barrels,
Pure and Compound Lard, Salt Fish of All Kinds,
Pressed Hay to Suit Every Buyer.**

I work on small profits, quick returns.

Orders Promptly Attended to.

Satisfaction Guaranteed.

Bell Telephone, Quebec, No. 1324.

Bellechasse, Levis, No. 100B.

THE DOMINION FAIR AT WESTMINSTER, B.C.

NOT even in "Old Ontario," as the many former residents of that Province refer to it affectionately, could the display of fruit seen at the Dominion Fair at New Westminster be rivalled. It is no discredit to the display of fruit at the Toronto Exhibition this past summer to say that it by no means compared with the aggregation of fruit perfection seen at New Westminster last week. In fact it is doubtful if a World's Fair could out-class the exhibit. Certainly no collection of fruits grown in northern latitudes could be finer, and no collection has ever yet been made that would discount this.

The leading feature of the whole fruit exhibit was of course the "Commercial" displays. Of these there were five, two of which were from the Okanagan district, one from the upper Fraser Valley, one from the coast district and one from Vancouver Island. The exhibitors were T. W. Stirling, of Kelowna; R. M. Palmer & Son, Victoria; Thos. Earl, of Lytton; Wm. Middleton, of Vernon, and J. de C. Wetherell, of East Burnaby, near Westminster. The Royal Agricultural & Industrial Association offered five prizes and they were awarded in the order in which the exhibitors are named.

The first prize was \$200 and in addition the British Columbia Fruit Growers' Association gave a handsome silver cup valued at \$75. This prize went to Mr. T. W. Stirling of Kelowna.

Apples formed a large part of each of the exhibits, and the form and coloring were perfect. No less than 45 boxes of the choicest specimens from Mr. Stirling's orchards were in his exhibit. The packing of all the exhibits left little to be desired. Indeed, as to that it is a marvel how the judge could make a selection, at least, as between the first three prize winners, all of whose displays were about the same quantity and each showed the greatest care in packing. Grapes, prunes, plums, crab apples and pears completed the selection of varieties included in the displays, it being of course too late in the season for peaches, as well as for many varieties of plums, while the famous

B. C. cherries which beat those of California are entirely out of season.

Each of the five exhibits was sold in bulk to some merchant and the 85 boxes in the first prize exhibit of Mr. Stirling brought an average of over \$1.50, though some were half-boxes of Lady apples, and there were eight baskets of grapes as well as the same number of crates of plums and prunes. The apples averaged \$1.80 per box at the price realized. The other exhibits sold well also.

For the first time at a Dominion Exhibition were the wholesale manufacturing industries of British Columbia even fairly well represented. Naturally the holding of this event in the Province

of Victoria. The Victoria Chemical Co., manufacturers of fertilizers, etc. The Westminster Packing Co. Chas. Milne, manufacturer's agent Vancouver. The Brunette Saw Mills box factory, New Westminster. Columbia Flour Mills Co., Limited, Enderby. Galloway & Parnell, manufacturers' agents, Vancouver.

Ramsay Bros. & Co., Limited.

Choice Empire cream sodas, manufactured by Ramsay Bros. & Co., Limited, of Vancouver, were served to all visitors to their exhibit, which faced the main entrance of the Industrial Building. It is but two years since this firm enlarged its scope by adding biscuit manufactur-



Dominion Exhibition—T. W. Stirling's, Kelowna, B. C. Exhibit.

gave the best opportunity that has yet been afforded. Many very worthy displays were made both by manufacturers and wholesale men. Eastern manufacturers, too, were in some instances well represented. Of local enterprise may be mentioned Ramsay Bros. & Co., Limited, of Vancouver, and M. R. Smith & Co., Limited, of Victoria. Two biscuit and confectionery houses, Kelly, Douglas & Co., with Nabob tea and coffee. The B. C. Soap Works and the British America Paint Co., Victoria concerns controlled by Mr. W. J. Pendray. The Brackman & Ker Milling Co., Limited, of Victoria, Vancouver and New Westminster; Price Preserving Co.,

ing to its large confectionery business. But success has attended the efforts of the enterprising brothers, and in soda biscuits as well as in all varieties of sweet biscuits and in choice fancy confectionery and chocolates, which latter they have been making for many years in Vancouver. About three years ago the firm bought out the Imperial Syrup Co., and added that line to their confectionery business. They refine none but pure cane molasses of all varieties, some of their branded goods in neat packages being Empire syrup, Manila Drops, Royal Honey Drops, etc. Maple syrup in tins and bottles is another specialty in the syrup line. The latest

The Oldest Crockery House in Canada

UNDER UP-TO-DATE MANAGEMENT

It is your trade in good goods that pays you It is your success in cultivating the higher class business that establishes your reputation. It is well to be in a position to supply whatever you are asked for. If you are a leader customers will come to you for, rather than with suggestions. Your customers should not supply all the ideas—let them come to you for these. Then you have a trade worth having.

The JOHN L. CASSIDY CO.
LIMITED

MONTREAL, QUE.,

carry a complete stock of the latest and best styles, shapes and decorations in all lines of

**Fine China, Cut Glass, Silver-
ware, Cutlery,**

*Vases, Lamps, Jardinières
Dinnerware, Teaware, Toiletware,*

and ALL THE STAPLES.

7, 1905

RETURNED

October 27, 1905

NOV 28 1905

THE CANADIAN GROCER

to owners.

*cut book off
no. 2
page ago*

CODES:
ABC 4th Edition
Western Union
Armsby's 1901

CABLE ADDRESS:
Nicholson Winnipeg



Bannatyne St., East, Transfer Track

NICHOLSON & BAIN

Wholesale

Commission Merchants and Brokers

It Is Your Business

Mr. Canadian and United States Manufacturer to be on the alert for a share of the business offering from Manitoba and the Great North West. We offer our services in Winnipeg, also the services of our branch house in Calgary, Alberta, Nicholson, Bain & Johnson. We sell the wholesale trade exclusively, and handle all lines sold by the Wholesale Grocery Trade. We have Track Warehouses in Winnipeg and Calgary and can take care of all shipments and consignments. 60% off F.O.B. value and freight paid against consignments.

Write or Wire us Your Offerings

NICHOLSON & BAIN

WINNIPEG, Manitoba

NICHOLSON, BAIN & JOHNSON

CALGARY, Alberta

WHOLESALE COMMISSION MERCHANTS AND BROKERS

N.B.—We are prepared to quote car lots Manitoba Rolled Oats or Oatmeal delivered any point in Canada, Great Britain, Europe, Australia or South Africa.

advance the firm has made is in the manufacture of macaroni, vermicelli, spaghetti and noodles. But two months ago they began putting their manufacture of these goods on the market and already they have been very successful.

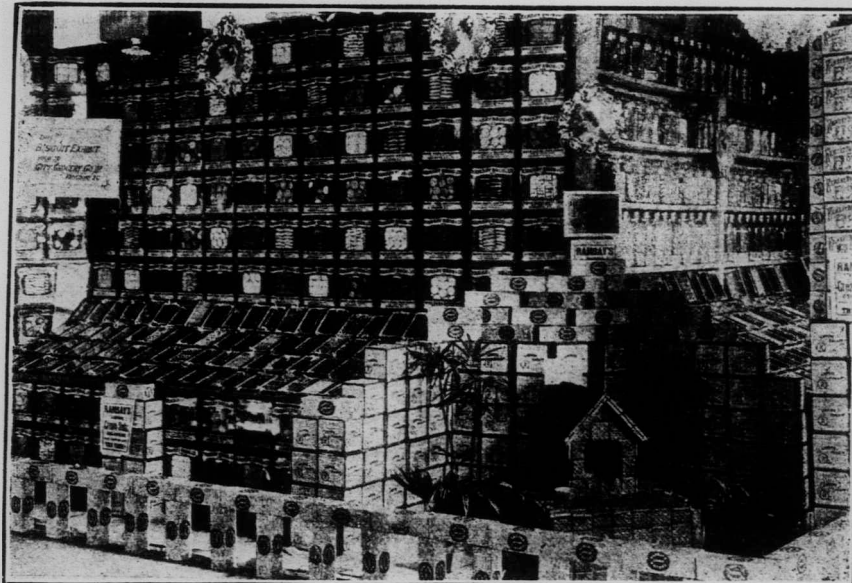
play of confectionery, russet and sable chocolate creams, and the paler goods styled "Victory" by the makers. Bonbons, gross candy, in bulk, English bottled sweets, hard boiled mixtures, and the pretty gloss goods, were all taste-

closed off the demonstration booth, where ladies were welcome to sit and taste the choice quality of these western manufactures.

R. M. Smith & Co., Limited, have been in the manufacturing business for many years, and have a trade as wide as the west. They seek business east to Edmonton and other Alberta points, and maintain distributing stations for their goods at Vancouver, Nelson and Calgary as well as carrying heavy stock at their factory in Victoria. Mr. Garrett Smith, of the firm, had charge of the exhibit and gave away many souvenirs.

White Swan Soap.

Enclosed by wire netting and roped off with a red white and blue cable was a miniature lake to the left of the main entrance of the Industrial Building, and swimming contentedly on the lake were two magnificent white swans which through the whole ten days of the Fair showed no signs of being weary of their comfortable quarters, for they had a neat house on a bank of fresh green sod in which they could retire from the public gaze whenever they wished. Most of the time, however, they spent lazily and gracefully wheeling back and forth on the waters of their pond. A more telling or effective trade mark could not be found, and many were the people who stopped to look at White Swan soap, because they saw the white



Dominion Exhibition—Ramsay Bros. & Company's Exhibit.

That such lines can be made here is a satisfaction in view of the condition formerly existing when all the consumption was met with imported goods.

Ramsay Bros & Co.'s fine exhibit is well illustrated by the accompanying photograph. A splendid display of their biscuits made a front, all varieties of choice chocolates and pure candy another side, a display of syrups in packages another, while the macaroni, spaghetti, and vermicelli formed the fourth side. A neat panelled railing enclosed the display and the rails and supports of this were formed by the attractive tin boxes of graham wafers made by the firm. A tiny dog stood sentinel at one corner in a yard tiled with Ramsay's dog biscuit and retreated into a kennel of the same material.

M. R. Smith & Co., Limited.

Daintily arranged in the manner of an English booth, the exhibit of M. R. Smith & Co., Limited, of Victoria, attracted many visitors to that part of the building. Occupying a space with 50 feet front, the exhibit had been made in four distinct parts. The first was a hall room tiled with Smith's Ideal dog biscuit, and a fireplace of the same biscuits completed the picture which was furnished and decorated suitably. In the next compartment was a fine dis-

fully arranged in original packages, with a show case containing fancy chocolates fronting the display. The biscuit branch of the firm's trade was well portrayed in the next booth, in which 20 pound tins with glass fronts, just as the goods are packed and sold, gave



Dominion Exhibition—M. R. Smith & Company's Exhibit.

visitors a good idea of the way the firm puts up its fine biscuits. These varieties were arranged in a series of pyramids and tiers, with potted plants and flowers for decoration. The firm's splendid Swiss Cream Sodas flanked the fancy varieties and made the division which

swans. Home Rule soap, and a complete line of blueing, ammonia and other laundry accessories as made by the B. C. Soap Works, of Victoria, were also displayed. Mr. H. H. Welsh was in charge of the display and he extended to each and all the ladies the privilege

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ESTABLISHED 1840

H. W. NELSON & CO., LIMITED

MANUFACTURERS OF

CORN BROOMS AND WHISKS



Wire-bound Factory

RETURNED
NOV 4 1905



Fine Carpet

RETURNED
NOV 4 1905

S. Durr
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page 67



Bamboo Handle Parlour

RETURNED
NOV 4 1905



Nickel Shoulder

RETURNED
NOV 4 1905



Wired Handle

RETURNED
NOV 4 1905



Enamelled Wood Handle

RETURNED
NOV 4 1905



Fancy Nickel Handle

RETURNED
NOV 4 1905

Factories and Warehouse: **TORONTO, Canada**

Representative in Scotland: Smith, Clatworthy & CO.,
13 St. Vincent Place, GLASGOW

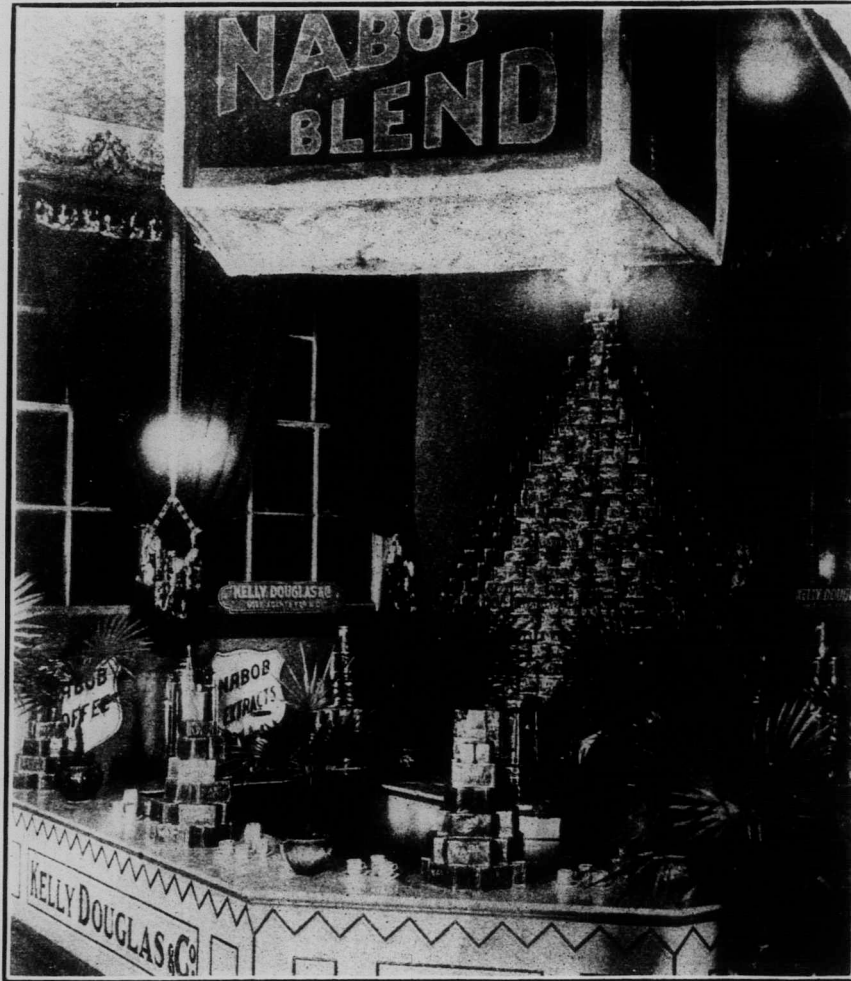
Representative in England: ELLIS, PHILLIPS & CO.,
3 Savage Gds., Tower Hill, LONDON, E.C.

Representative in Australia: F. H. FOTHERINGHAM, MELBOURNE, Aus., and SYDNEY, N.S.W.

of guessing how many cakes of soap were in the entire exhibit, the prize being a sewing machine. Another attraction was

Westminster Packing Co. British Columbia cherries, plums, strawberries, and other fruits neatly

promising field. Premises on the river front have been equipped and with the whole Fraser valley to draw from there is a bright prospect for the new concern to put up immense quantities of choice fruit. The samples displayed left nothing to be desired in the way of well sealed tins, attractive brands on labels, etc., while the quality so far as could be judged from the transparent glass packages, would seem to be up to the rest of the details. Prominent citizens of New Westminster are endorsing the new industry and practical men are engaged in carrying on the work.



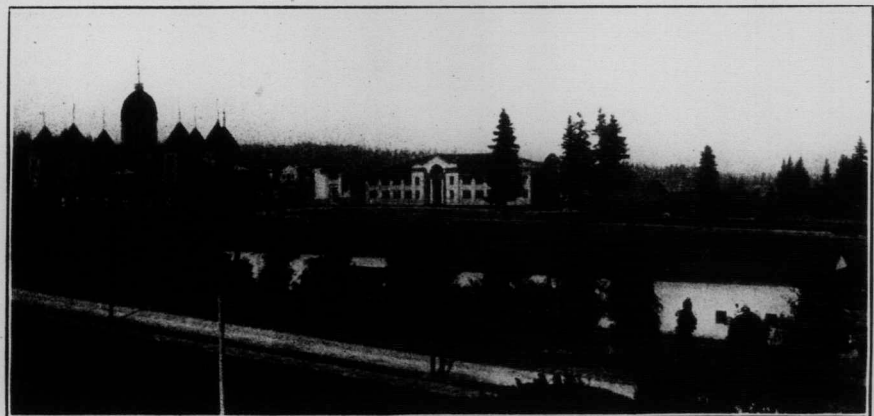
Dominion Exhibition—Kelly, Douglas & Company's Exhibit.

a Berliner graphophone which was "loaded" with some amusing wash day short-cuts in which White Swan Soap figured prominently.

Nabob Tea and Coffee.

In the northeast corner of the Industrial Building, Messrs. Kelly, Douglas & Co., the Vancouver wholesale grocers, had a splendid exhibit of their Nabob tea, a packet tea put up in Ceylon specially for them. Natives, in native costume brewed and served fragrant cups of this beverage, giving practical demonstration of its quality. The Nabob blend of coffee, also owned and packed by Kelly, Douglas & Co., was served to visitors all through the fair. The artistic setting and arrangement of the exhibit, of which the accompanying photograph gives a fair idea, is due to the skill and artistic taste of Mr. Arkell, of the firm's staff.

packed in tins and in glass packages, as well as packages of dried fruits, formed the display of this New Westminster



Dominion Exhibition—General View of Grounds.

Packing Co. It has been in operation but a short time, but has managed so far to make a very good start in this

Heinz's Pickles.

A very attractive booth, next that of Nabob tea, drew the attention of all to the "57 varieties" of pickles and relishes put up by Heinz. All the varieties were displayed in a great pyramid against the wall, while round a wide counter were samples for free practical observation of their quality. Attendants drew attention to a special offer of a collection of 24 of the different varieties at a nominal exhibition price, orders being taken freely for delivery through local grocers. Messrs. Kelly, Douglas & Co., of Vancouver, are agents for British Columbia for Heinz's goods. Mr. J. J. Sloan, coast representative for the manufacturer, who makes his home in Vancouver, was in charge of the exhibit.

Brackman & Ker Milling Co., Limited.

Breakfast foods in great variety and of excellent quality formed the central feature of the splendid cereal exhibit of the Brackman & Ker Milling Co.

Nemo, the new breakfast food, cooked ready to eat, was served daintily by neat-handed lady attendants, to demon-

Canada's Greatest Yeast Cake

Jersey Cream

Hamilton Yeast Co.

LUMSDEN BROS., - - Proprietors

Old Church Peas

Old Church Corn

Old Church Tomatoes

Old Church Strawberries

Old Church Raspberries

Old Church Peaches

Old Church Pumpkins

Old Church Pork and Beans

Old Church Ketchups

Standard Canning Co.

LUMSDEN BROS., - - Proprietors

Boy X Brooms

Boy XX Brooms

Boy XXX Brooms

Canadian Belle X Brooms

Canadian Belle XX Brooms

Canadian Belle XXX Brooms

Standard Broom Factory

LUMSDEN BROS., Proprietors

Canada's Greatest Baking Powder

Jersey Cream

Standard Spice Mills

LUMSDEN BROS., - - Proprietors

Standard Shredded Cocoanut

Feather Strip Cocoanut

Jersey Cream Cocoanut

(In Packages Only)

Standard Cocoanut Co.

LUMSDEN BROS., Proprietors

Social Teas

Social Coffees

Social Cocoas

Social Baking Powders

Social Breakfast Foods

Social Tea Co.

LUMSDEN BROS., - - Proprietors

Ross Celebrated 5c. Packet Tea

Ross Celebrated 10c. Packet Tea

Ross Celebrated 22c. Packet Tea

Ross Tea Co.

LUMSDEN BROS., - - Proprietors

LUMSDEN BROS.

Importers of Teas and Coffees

WHOLESALE GROCERS

HAMILTON, ONTARIO, = = CANADA

strate that the quality of British Columbia manufacturers even in this line is unsurpassed. Great pyramids of the famous B. & K. brand rolled oats flanked the space set apart for the exhibit, and many a comment was passed by the eastern visitors as they looked on the opened samples in all their unrivalled excellence. For it is known to some of the occasional visitors that not another



Dominion Exhibition—Fruit Exhibit.

brand of rolled oats compares with the B. & K. for whiteness and freedom from hulls and the black flecks so common to rolled oats. In rolled wheat, graham flour and many other lines, a most attractive exhibit was made, all manufactured at the company's mills at Victoria and New Westminster. But the leading feature remained with the breakfast cereals and the new breakfast food, which went so long un-named that it finally was given the title it now goes by—"Nemo"—"no name."

The Brackman & Ker Milling Co. also displayed many samples of the horse, cattle and chicken food and condition powders they handle wholesale. Their trade in this line is very large their connection covering the entire Province of British Columbia and extending into Alberta, where they have a mill and elevator at Edmonton. The company is the largest in this Province engaged in handling grains and feed. They are the only manufacturers of cereals in the Province and have built a fine reputation, which had its beginning in this line with the B. & K. rolled oats, for the making of which the white oats of the lower Fraser delta lands seem to be peculiarly adapted. They are kept perfectly pure in seed and the growing of them is almost as much a specialty as the making of the breakfast cereal afterwards.

Carr's Biscuits.

These famous English goods were tastefully and prominently displayed in a booth presided over by Chas. Milne, a leading representative of reputable Old Country firms. Mr. Milne himself is well known to the trade in British Columbia and the Yukon as well as the Northwest. His display of Carr & Co.'s

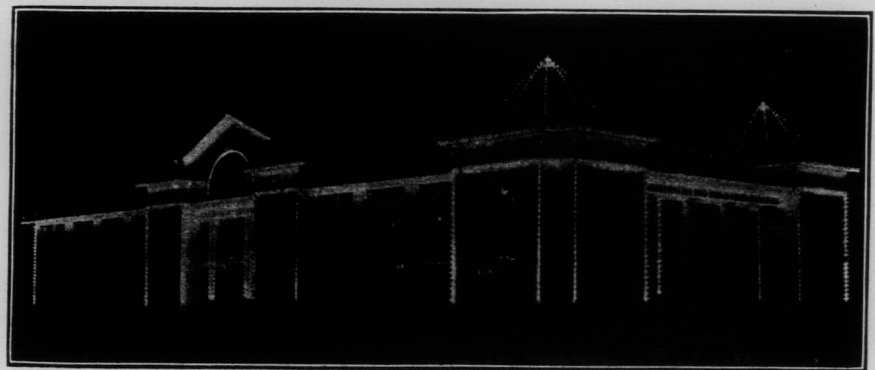
saucers with genuine British Columbia cream and sugar. The Peterborough Cereal Co. put up this breakfast food and Galloway & Parnell have secured the western agency, which they are pushing hard. They also had an exhibit of the Economy glass jar, designed to take the place of the old-fashioned screw-top sealer. A cover of English tin, heavily coated with pure gold lacquer, seals the can by vacuum, the fruit being either cooked in the jar or put in hot after cooking. The tin pressing down drives out all air. A rubber and wax rim touches the top edge of the glass and a clip spring holds the cover on. To renew tops is as cheap as rubber rings.

Columbia Flour Mills.

That good flour is made in British Columbia was what Mr. F. V. Moffett, of Enderby, a thriving town in the Okanagan, undertook to show the people with the display from the Columbia Flouring Mills of that town. A great dome of sacks rose high above the floor and from the interior a sample sack of two pounds weight of flour were freely distributed to all and sundry, that they might take the goods home and try for themselves.

Moffett's Best, Three Star, and Drifted Snow, the latter a pastry flour, are some of the brands put up at the Enderby mill. Mr. Moffett is a very enterprising business man and has built

English biscuits was so well arranged as to receive recognition in the way of a diploma from the Exhibition Association. The possibilities of artistic display are not great with rectangular tin boxes, for all the display was in the "original packages," but by arranging them in pyramids, draping the booth with green and yellow bunting, and giv-



Dominion Exhibition—Industrial Building Illuminated.

ing a finishing touch with maple leaves already tinted in gorgeous autumn green, gold and reds, a charming effect was produced and Mr. Milne deserved his diploma.

Canada Flakes.

Galloway & Parnell, manufacturers' agents, Vancouver, held levee day after day at the Exhibition, serving dainty crisp mouthfuls of Canada Flakes in

up a large trade. His mills are in the centre of the fine wheat growing district of the Okanagan Valley, and in addition to using the local crop, large quantities of the choicest No. 1 hard wheat from Manitoba and the Northwest are imported, for so great is the demand for this flour that there is not enough wheat grown in the district to fill the orders.

"It's Never too Late to Learn"

If your Tea trade has not been profitable.

Grains of Wisdom

Mr. Grocer, it is because of the **want** of wisdom in not handling

Blue Ribbon Ceylon Tea

Join the **Blue Ribbon** ranks **now** and become **thoroughly drilled** in the art of **Tea Saleability**—then your trade will be **profitable**. **Blue Ribbon Tea** draws well—**custom to you, satisfaction to your patrons**. The **40c. Red Label Line** is a general favorite and **wins** new customers everywhere.

JOIN THE RANKS NOW.

"Every delay gives opportunity for disaster."

Woodenware! Woodenware!!

WHY NOT HANDLE THE BEST?

We are manufacturing **Pails, Tubs,** and **Woodenware** of every description, unsurpassed in **handsome finish** and durability; they will **cost you no more** than other makes; they sell on their own merits; this means **customers satisfied** and trade **increa**

Order a sample shipment from your wholesaler and be convinced.

Insist on being supplied with

"KEENAN BRAND"

KEENAN WOODENWARE MFG. CO.,
LIMITED

Pails and Tubs of all kinds
Woodenware
Peach and Grape Baskets
Pork Packers' Baskets
Berry Baskets and Grates

Owen Sound, Ont.



FINE DELIVERY WAGONS

ARE OUR SPECIALTY

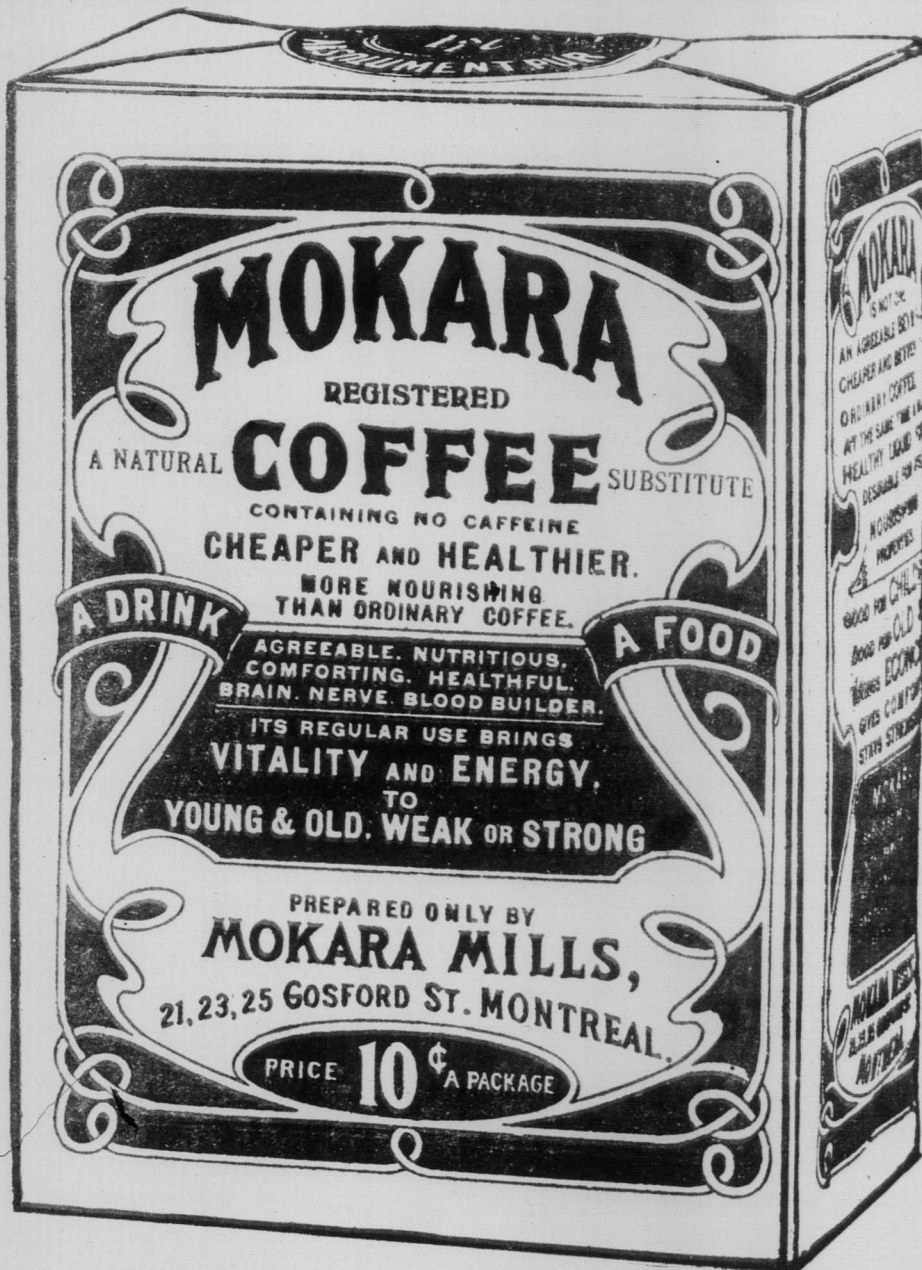
We turn out a wagon that for appearance, convenience, workmanship, and price is just what you want.

Write for our terms. Let us show you what we can do.

H. G. ABBOTT CO., Carriage Factory

308-316 Dundas St., - LONDON, ONT.

*J. Montreal
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MOKARA

a home drink for everybody

PREPARED AND USED THE SAME AS ORDINARY COFFEE

DOCTORS endorse MOKARA

Dr. T. J. Donald, official analyst, says: "Mokara contains no alkaloid caffeine. It is pleasant to the taste, soothing, and nutritious."

SOLD BY ALL GROCERS

Prepared solely by MOKARA MILLS, 21, 23, 25 Gosford St., Montreal.

NATURAL, ABSOLUTELY PURE, HARMLESS
REPLACES ORDINARY TEA OR COFFEE

Contains none of their OVEREXCITING AND ENERVATING PROPERTIES. MOKARA, is not only an agreeable, soothing and toning BEVERAGE, cheaper and healthier than tea or coffee, it is also a COMPLETE FOOD, a powerful brain, nerve and blood BUILDER, as valuable as BREAD.

MOKARA agrees with everyone at any stage of growth or health.

ANALYSTS approve MOKARA

Mr. Milton L. Hersey, City and Provincial analyst, says: "Mokara is very satisfactory. It is nourishing, palatable, and contains no caffeine."

10c. per package, sufficient for 100 cups.

THEODORE LEFEBVRE & CO.

Coffees, Spices, Grocers' Sundries, Etc.,

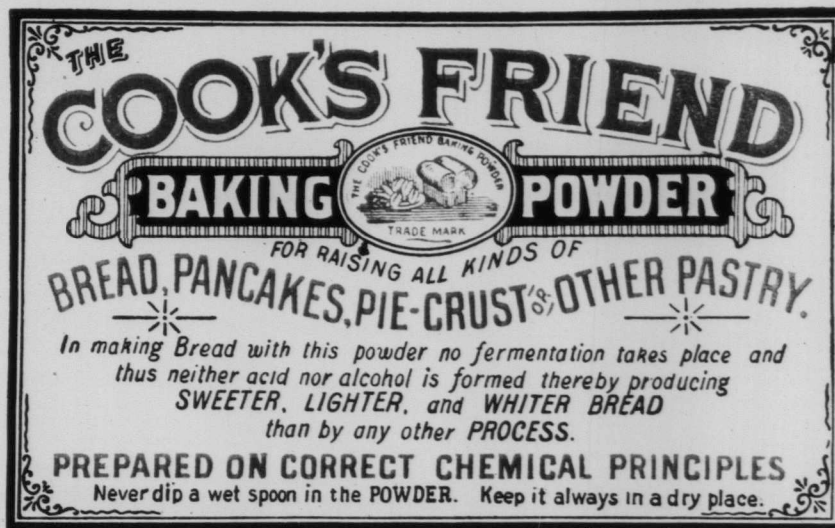
MONTREAL

Nos. 21, 23, 25 Gosford Street
Opposite the City Hall

READ WHAT CANADA'S LEADING
RETAIL GROCERY HOUSE SAYS

OF

"Cook's Friend Baking Powder"



RETURNED
OCT 20 1905
St. Le Print Courant
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D

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

BRITISH COLUMBIA NEWS

Vancouver, Oct. 19, 1905.

CONCURRENT with the announcement of the rushing of work on the extension of the V. V. & E. Railway eastward from Cloverdale, in the valley of the Fraser River, to meet the section being built west into the Similkameen, comes a very well supported rumor that the C.P.R. is taking steps to build that section of the Crow's Nest Railway, in West Kootenay, never yet undertaken, and giving direct rail connection with Nelson, instead of the long trip by steamer on the Kootenay Lake. In connection with this projected extension is the extension of the line across from Midway to the Nicola-Spence's Bridge branch, which would give a direct alternate line through to the coast via the Crow's Nest Pass, Nelson, and the Boundary district, only using that portion of the main line from Spence's Bridge to the coast, which is in the Fraser Valley. The Spence's Bridge-Nicola branch is now under construction. The building of this short line would make the trip to Nelson from the coast nearly twelve hours shorter than it is now.

Coming from Montreal, and with the addition of eastern newspaper comment of favorable nature, the news that through freight rates from Montreal to Edmonton had been materially reduced, is accepted by the wholesale trade in British Columbia as little short of a notice to quit. It is considered as the greatest blow to the trade being built up from this coast that has ever been sustained since there was any wholesale trade here. The rate is practically giving Edmonton the same rates through from the east as Calgary. For a long time wholesalers in B. C. struggled with the C.P.R. to receive an equalized rate with Winnipeg, taking Calgary as a point of division. The new rates announced are sweeping enough to make trade on the Edmonton line out of the question for B. C. coast jobbers in competition with eastern houses. If, as foreshadowed in the despatches, which are all that the trade or officials have as yet to guide them, the subject of extending these through rates to Mission Junction is being seriously discussed, there will be something doing in the transportation sections of the various coast boards of trade.

Potatoes of the Ashcroft variety will be distinctly a luxury this Winter. Despite the fact that a coast district ex-

hibit won the potato prize at the Dominion Fair, Ashrofts have the reputation, and the quality to back up the reputation as a first-class all round tuber. The crop this year is limited, and nearly the whole quantity has been taken into a few hands. It is stated that one broker alone cleared up \$5,000 profit in turning over the stocks he had bought. The price is already quoted as high as \$26 per ton, while lower mainland potatoes are going at \$15, and quantity is liable to great reduction when sorting is done, as the quality is varying greatly this year. Island potatoes, as those grown on Vancouver Island, are all absorbed in Victoria as a rule, though there may be some lots shipped over to Vancouver this year. Of course the shipments to Dawson and other northern points are over for the year.

In fruit, B. C. apples are at present the leading feature of the market, not only to the entire exclusion of apples from any other part of the world, but to the overshadowing of other fruits. In the jobbing houses large stocks are being handled, and a look at the shop windows of the retail district shows how fine is the quality of the local apple. The coloring as seen in box after box is simply gorgeous, and the quality and texture when practical test is made quite equals the color, which can only be compared in richness to the glorious Autumn tints of the western foliage. Prices for apples are: Coldstreams, and other Okanagan stock, \$1.75 per box; locals, 75c. to \$1.50 per box. Pears, Winter varieties, 75c. to \$1.25 per box. Grapes, British Columbia, \$1.50; California, \$1.50 to \$1.75 per box. Pineapples (a small stock having arrived on the Australian steamer) \$3 to \$3.25 per dozen.

A trade which is capable of great expansion, and one which has had some attention from time to time by various people interested in the fishing industry, is that of shipping mild-cured and frozen salmon to Germany. A number of years ago, when the Columbia Cold Storage Co. first began operations, shipments of fresh frozen salmon were begun, and have since been continued from time to time. In cured salmon but little has been done to date. A recent visitor to Vancouver is the senior member of Klevenhausen & Co., of Bremen, Germany. Mr. Klevenhausen has been arranging for the shipment of a hundred tons of specially cured sockeye salmon and Spring salmon, to his house, and he expresses the opinion

that this trade will certainly be a large one in the near future.

Several hundred cases of frozen halibut from Messrs. Wallace Bros.' plant on Skeena River arrived from the north this week for shipment in cold storage to England. The shipment of halibut by the carload in ice, to the eastern States and Eastern Canada, has been extensively carried on for years, principally by the New England Fish Co., but the shipping of the prime halibut of northern B. C. coast waters has not previously been exploited to any great extent.

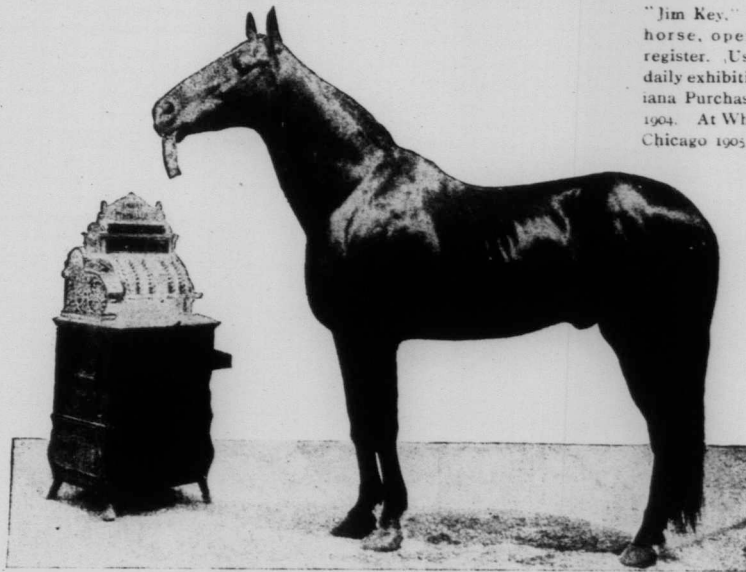
The final returns from the canneries have not yet been made public, only the retort count, as the salmon pack was being put up, having been given as the sockeye run closed, but indications are as the great packs are being handled and cased up for shipment, that very few "leaks" proportionately are showing up. The percentage of leaks is sometimes large, and the leaky tins are necessarily thrown into lower grades, but the system of packing is now so perfect that the loss is small.

On the Miowera, which sailed a week ago for Australia, a large consignment of canned salmon went forward, and the steamer Jason, of the China Mutual Line, will take a large shipment to Liverpool when she sails, which will be in a few days. By rail a considerable portion of the pack has been sent to Eastern Canada.

Cohoes are now running very well on the Fraser River, and two or three of the canneries are at work packing these fish. The unprecedentedly late run of sockeye salmon has closed now.

The Board of Trade of New Westminster is opposing very strongly the suggested stopping of fishing on the Fraser River above the bridge. In former times fishing with nets, the same as used on the gulf at the mouth of the river, was permitted as far up the river as Mission Bridge, some 35 miles, but the desire to protect those fish which escape being caught at the mouth of the river and permit them to reach the spawning grounds at the head waters of the Fraser and its tributaries has led to the proposal that the fishing of salmon be prevented above the Westminster bridge.

Over 41,500,000 eggs of the sockeye salmon have been collected and are now in the Provincial hatchery at Seton Lake, according to Inspector Babcock. This is ten times as many as secured last year.



"Jim Key," the educated horse, operating cash register. Used by him in daily exhibitions at Louisiana Purchase Exposition 1904. At White City Park Chicago 1905

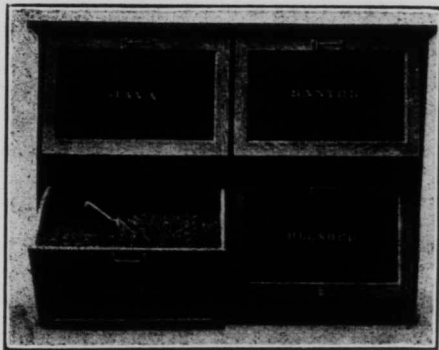
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SPECIAL "WALKER BIN" COFFEE CASE

5 feet long, 37 inches high, 18 inches deep, with 4 bins (lettered with names of coffees) having a capacity of 50 lbs. of roasted coffee each.

SPECIAL OFFER :

To enable the Grocers of Canada to become better acquainted with WALKER BIN FIXTURES we offer this handsome case, made up in either oak or American chestnut (light or dark finish), at the following prices delivered :—

Table with 2 columns: Location and Price. Locations include Ontario and Quebec points, Manitoba, Northwest Territory, and British Columbia points.

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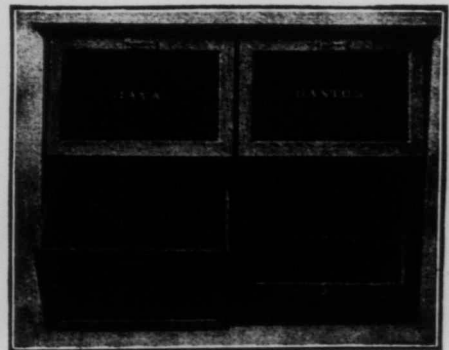
In ordering state whether oak or chestnut—light or dark finish.

Write for booklet on complete line "Modern Grocery Fixtures."

The Walker Pivoted Bin & Store Fixture Co.

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You are Risking Money And Reputation If you stock New Wheat Flour

Your trade depend on YOU to look after the quality of everything they buy at your store. If the flour is not good, they don't blame the miller—they blame YOU. They expect you to know that it is all right. It is best to make sure that the flour you stock is milled of OLD WHEAT. "ROYAL HOUSEHOLD" IS.

If wheat is not allowed to "sweat," or age, before it is ground, the sweating will be done in the flour. You know the kind of bread such flour will make.

When new wheat is ground as it comes to the mill, the flour is "soft," and will not take up water or stand up in the oven.

You will have a mighty hard time trying to explain all this to some woman who bought new wheat flour in place of "ROYAL HOUSEHOLD" at your store.

Months ago, we saw there was going to be a shortage in old wheat. We started right in to protect YOU and thousands of other grocers who depend on "ROYAL HOUSEHOLD" to please all their customers. We bought all the old wheat we needed and stored it in OUR OWN ELEVATORS, AND WE HAVE THE WHEAT.

Are you going to take chances on ruining your good trade by handling flour that may or may not prove satisfactory—or are you going to stock "ROYAL HOUSEHOLD" that you KNOW is milled of the finest old crop wheat?

Your money and your reputation are safe with "ROYAL HOUSEHOLD."

RETURNED
NOV 2 1905



The Ogilvie Flour Mills Co., Limited
Montreal Winnipeg



RETURNED
NOV 2 1905

FLOUR AND CEREAL FOODS

THE STORAGE OF FLOUR.

IT would be superfluous to dwell at any length upon the important role played by cereals generally, as a means of sustenance. Their place is too well known and accepted to need of further introduction. The present day consumption of cereals probably eclipses that of any other period. It is in the natural order of things that the more the salient properties of any particular commodity are realized and studied the greater will be the demand for that article, thus it has been with the principal cereals.

Of all the cereals it will be agreed that wheat occupies the pre-eminent position and is undoubtedly the most highly esteemed of all cereals, and has, therefore, made remarkable progress in popularity and cultivation.

It was not until comparatively recent times that wheaten bread formed the staple food of the laboring classes. At the end of the 17th century it was considered in a large measure an article of luxury, and quite beyond the means of those in a humble position in life, and therefore was practically the food of the wealthy. In some parts of the North of England and Scotland wheaten bread was considered a luxury as late as the 18th century.

The origin of wheat dates back to the remote ages. It is found referred to as in cultivation in China at a period of three thousand years B.C. Samples of common wheat were found in sealed vessels in the tombs of the Egyptian kings at the time when the French army entered Egypt, and it was thought that this wheat must have been buried for several thousand years, clearly proving that it was known in cultivation in Egypt at an extremely early period.

There is no doubt that in cultivation wheat has attained a high standard of perfection, nevertheless it is generally conceded that the distribution of wheat over the globe has been by the distinct agency of man alone, as it is not found to flourish in a wild state. Other seeds may be dispersed by wind currents, and in various other ways, but wheat plants

follow the course of man alone. In later ages it has been noted how that the cultivation of wheat followed the march of the Romans in much similar way to that in which the vine followed the trail of the Greeks.

With the realization of its importance as a food for man, meeting as it does, the whole requirements of his nature; its cultivation quickly became the great leading industry of the world and its extensive cultivation has marked considerable progress in agriculture and wealth of many countries. It is a scientifically proved fact that well made wheat bread and plain water is sufficient to preserve a man in a good state of health and strength. Extensive wheat growing has placed it at the present day within the reach of the humblest citizen and has made it the greatest staple food of the human race.

The conversion of wheat into flour, as we know it at the present day has been the natural outcome of the increased use of wheat and makes it easily adaptable for the general purposes of the household. It, nevertheless, is a remarkable fact how little is known of the care required in handling the flour of to-day. Machinery has been brought to a high state of perfection for the express purpose of both cleansing and purifying wheat and flour. Yet, it is a noticeable fact that not alone merchants, but millers themselves, are considerably lax in their handling of this cereal. Attention, however, is now being aroused in this very important subject and the modern miller is having his premises arranged in view of the necessary conditions for the proper preservation and **maturing of his flour.**

It is the "storing" of flour which is of prime importance, as it will quickly deteriorate under unsuitable conditions. To the grocer this care is of the first importance, as if **improperly stored**, not only will it become unfit for sale and in that way be his **immediate loss**, but if stored in unfavorable surroundings becomes seriously affected; and though its contamination should not apparently be sufficient to warrant its condemnation it will be clearly noticeable

after being baked and the article produced will carry the contamination to an extent to become positively objectionable. The storekeeper can have little wonder, therefore, at receiving complaints from his customers, but unfortunately in such a circumstance it is too often the flour itself which is condemned, the importance of proper storing not having been appreciated; especially in these days when flour is often handled by a grocer already put up in package form, for immediate sale.

First and foremost it should be noted that flour should never be stored in a tight, close place or closely packed on shelves, where neither light nor air can gain access. Flour needs plenty of fresh, pure air and should therefore be placed in a position where it is well ventilated, it should also be in a position where daylight can easily gain entrance, but at the same time beyond the reach of the sun. The main object of this is the preservation of perfect dryness and absolute sweetness.

Many store rooms are quite unfit for the storage of flour, the conditions being such as to convey contamination rather than to exclude it. Flour will easily absorb any strong odor such as oil, onions, or the aroma of provisions, and when once affected it is a most difficult, if not impossible, thing to again cleanse it. Further, flour should never be stored in piles, one on the other, but should be so stored that the earliest arrivals will be the first ready for sale. Not only so, but if stored in this way, a heating process is started which has a most injurious effect on the flour itself and with certain grades of flour would possibly lead to germination, a most objectionable occurrence. Age in itself does not cause flour to deteriorate as long as it is kept in a dry, well ventilated and light atmosphere, it will preserve its freshness and sweetness under those conditions a great while.

Another point of equal importance, and which is considerably overlooked, is the question of temperature. Flour should never be allowed to be subject to extremes of temperature. On a cold day, therefore, the ventilation should be

checked, and possibly, in extreme cold, artificial heat used, whereas in hot weather all the ventilation possible should be given to the store room, and if necessary, a current of air created by the use of a fan.

The foregoing remarks must not by any means be construed as being on the lines of "faddism." They are directions which have been absolutely proved in experience as positively necessary for the storage of so important an article of diet. All important millers are adopting schemes on these lines, and even go so far as to have air passages created right from the foundations of their walls, so as to secure perfect ventilation and the exclusion of any possibility of damp.

By following such lines as these, in a moderate way, the local storekeeper will be able to carry a good line of flour constantly in stock and so regulate his buying to suit the market fluctuations, and obtain the benefits arising from buying sufficient stock on low prices to often carry him over the high markets. In addition to which his stock will improve in condition, and he will be giving to his customer an improved quality of flour, the very best advertisement he could cultivate.

CEREAL DECORATIONS.

IF the grocer would only give himself more time for thinking over the details of his business, and how he could best improve his opportunities of increasing trade, he would find the time thus given up to thought and consideration to be time well spent, and a real investment, instead of time wasted, as it is so often supposed to be.

It is only too true that the small grocer and storekeeper very often has his hands fully occupied from morning till night, but if he were really to think for a moment he would find that he is spending possibly hours, per day, of his time in labor which a boy could be got to do equally well for a few dollars per week.

The fact that very little attention is given by the grocer to the display of his flour and cereal stocks is well worth noting. Yet, what can be done more easily and what can be more attractive than a well-displayed corner in a window of packet cereals and flour?

By the use of a little cardboard and wire these packets could be arranged to form almost any device. Bridges, mills, houses, towers, and almost any structure can be imitated for window display, and if so arranged as to utilize a

row of gas jets or electric lights, forms a most striking and marvellous effect, and could not fail to be a means of attracting crowds of onlookers to the store. It goes without saying that the greater the attraction of the store the greater the success of the individual storekeeper.

THE VALUE OF WILD RICE.

THE introduction of rice as an article of diet has been known for many centuries, indeed it has been used in its wild state as the food of the Indians from time immemorial.

Probably its maturity to-day as a cultivated article is to a large extent owing to the objection to manual labor of the early Indians, for they found the wild rice ready to hand as a convenient and nutritious article of diet.

Its growth in a semi-wild state extends over vast tracts of land in South America, the conditions of soil being particularly adapted to its promulgation. It grows best in a soft, muddy, fresh water soil, where the running water is not too swift, and yet not absolutely stagnant. It will even grow and flourish, it is said, when it is submerged in a depth of water.

The harvesting of the wild rice is done almost exclusively by the Indians in the locality in which it grows, and necessitates quite an arduous labor. Yet they have grown accustomed to the work and accomplish it very successfully. It is almost impossible to utilize modern machinery for the harvesting of wild rice, owing to the perfection of its growth only being attained in watery regions, the harvesting often having to be done by two men in a boat, the one seated in the stern who pulls the plant over by the aid of a stick and gently beats the rice seed out.

As soon as the seed is gathered it is spread out in the sun for drying, this being necessary to prevent fermentation, as if stocked in any bulk while fresh it would quickly start a system of fermentation. At one time it was a custom to parch the seed in a crude open kettle, but that system is considered too primitive for present use.

The process of "Hulling" is still carried on in a large measure according to the early methods, by being beaten and exposed to the wind.

The food value of wild rice is very high and quite on a level with ordinary grain cereals. In parched whole grains of wild rice there is 11.2 per cent. of water; 14.6 per cent. of protein; 7 per cent. of fat; 72.3 per cent. of carbohydrates; 1.2 per cent. of ash. That the wild rice grain is nutritious is proved by the extensive use the Indians make of it as a food.

It is used in many ways according to the customs of the various Indians, but it has first to be subjected to a good deal of washing in water to remove the earthy and somewhat disagreeable natural flavor.

Wild rice is not only valuable food to man, but is also a most useful natural food for the innumerable water fowl that exist in those localities, and which besides being a commercial commodity is also valued for sport and pleasure. These water fowl are the best fattened and most highly appreciated of birds for domestic purposes. The importance of maintaining good feeding grounds for this fowl is therefore self-evident, and so it is only natural that the propagation of wild rice which constitutes such nutritious and cheap food should receive great attention.

The attempt to transport wild rice has not been altogether successful, but this, however, has been mainly due to the faulty way of shipping it for seedling purposes. Investigations have proved since that wild rice which has been thoroughly dried will not germinate, and that only seed which has been kept moist in a most careful way possible can be favorably planted. Lack of carefulness on this point is what has led to the failure in this respect.

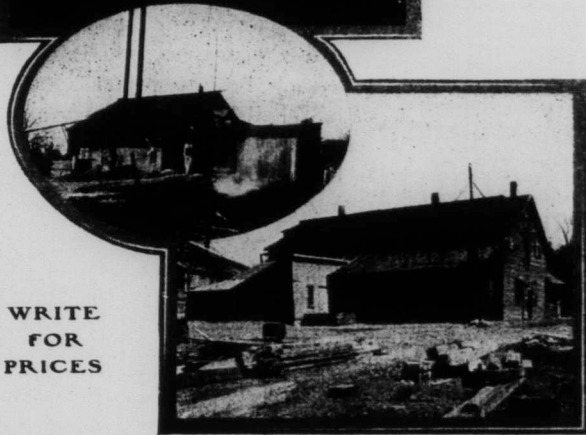
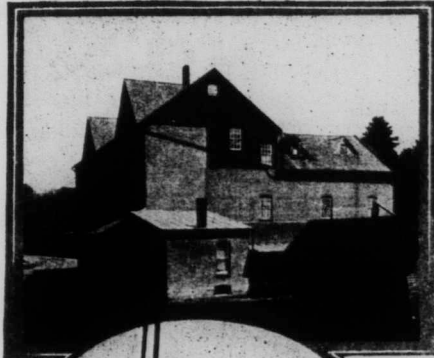
SERIOUS DELAY IN TRANSPORT.

MONTREAL grain men express fears that they will not be able to fill contracts for Canadian wheat abroad, owing to the slow arrival of the cereal from the west. At the present time the arrivals in the port of Montreal might be roughly calculated at a million bushels per week, the larger part of which is coming in on the vessels of the Montreal Transportation Co., and like craft.

On the floor of the board of trade it was stated recently by grain men that five steamers were lying off Depot Harbor yesterday awaiting an opportunity to unload. This they were unable to do owing to the elevator there being choked up with grain for which there was not sufficient cars to move out quickly.

From now on until the close of navigation the grain men state that their bookings for shipment abroad are very heavy indeed, far greater than last year, though at the same time the shipments of wheat through the port have not as yet reached last year's figures. The total shipment of wheat from the port, from the opening of navigation to the end of the first week of October, amounts to 5,100,000 bushels, as compared with 6,500,000 for the same period of 1904. In total grain ship-

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BLENDED FLOUR

"Maydew"

"Ladies' Favorite"

"White Swan"

MANITOBA FLOUR

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CHOICE FAMILY and BAKERS' FLOUR from choice Ontario and Manitoba Wheat. Also **PATENT PROCESSBUCKWHEAT FLOUR** and **RYE FLOUR.**

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Rolled Oats Pot Barley
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Split Peas All Cereals
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Domestic and Export.

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Special brands will be given to dealers upon application. Increase your trade by selling our flour.

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Look Which Way You Will

It all comes out the same:

"GROGERS MAKE MONEY SELLING

ORANGE MEAT"

Some grocers do so well with this, the greatest of breakfast foods, that they drop other lines entirely. If you do not carry **Orange Meat** let us tell you that no purer product is on the market, because no cleaner cereal plant is in the country. Add to these truths and all-important facts, the inviting prices of **Orange Meat**, the stimulus of our newspaper publicity, and the drawing power of the coupons—why! you can do a trade, a profitable trade.

SAY YOU ORDER A TRIAL CASE.

Agents in Montreal: R. B. Hall & Sons.
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THE

Frontenac Cereal Co.

LIMITED

KINGSTON, ONT.

ments, however, the port is now far ahead of last year, owing chiefly to the large shipments of corn via Montreal, the amount being more than double what it was a year ago.

GRAIN IN SOUTH AFRICA.

WITH a population, white and colored, of over 6,000,000, South Africa's consumption of cereal foodstuffs probably exceeds 9,000,000 pounds sterling yearly, of which only about two-thirds, or something like 7,000,000 pounds, are produced in a normal year in the sub-continent. In an abnormal year, like that of 1903, one-third of the consumption or, say, 3,000,000 pounds' worth of corn and grain, require to be imported. The output of South Africa's milling industries fluctuates in sympathy with the causes affecting its agricultural productivity, for although flour and meal in normal years are largely ground from imported corn, the oversea articles, despite duties, are in greater evidence in those years when the failure of colonial crops makes necessary the import in quantity of grain and corn. To a large extent, therefore, South Africa's productivity, agricultural and industrial, in any given year, is the barometer of the demand which may be expected, not alone for all lines of grainstuffs, but for those completed articles which are the manufactures of oversea milling.

Commenting further along the same line, the British South African Gazette says that twenty milling establishments in the Transvaal are occupied principally in grinding imported corn, as the people of that country usually eat what they raise without other preparation than pounding it in a mortar.

On a rough estimate, South African mills may be assumed to be equal in a normal year to an output of 3,250,000 pounds, as an average consumption of 4,100,000 pounds, the balance having to be supplied from over sea. While South Africa is, therefore, dependent on oversea mills to the extent, in normal years, of about three-quarters of a million sterling for flour meal, the catering for its requirements is shared by a greater number of countries than is the case with the supply of corn and grain.

BREAD IN THE RETAIL STORE.

A QUESTION it would be well for the grocer to ask himself is: What is my interest in the bread trade? Sales of bread could be materially increased with a little care and cultivation on the part of the grocer.

The housewife is fast losing her interest in bread baking, indeed few housewives would confess to knowing the best method for baking it. They would tell you that they relied altogether upon outside purchase for their household supply.

We cannot press too strongly on the grocer the necessity for him to seize every opportunity for adding to the number of goods he handles, and to see that every line of goods is given equal consideration in his store. Nothing could possibly appeal more to the grocer than the handling of bread in his store. The manufacture of bread has become a real question of the adaptation of scientific principles, and the machinery necessary for its perfect manufacture calls for the making of it on a large scale. The wholesale baker, therefore, is naturally on the lookout for a good retail store who will handle the distribution of his bread and he finds in the retail grocer an avenue ready to hand for placing his bread before the public. The grocer would do well, therefore, to see that he has a nicely arranged place in his store upon which to show a good line of bread.

It would be well for him to note that bread must be kept in a dry, cool place and as far as possible air tight. Under these conditions properly baked bread will keep good for several days. It is the careless handling of bread which makes it become dry and unpalatable.

If loaves of bread are wrapped in wax paper soon after baking and then placed in a cool, dry place, they can be opened up for use and will retain a good deal of their original moisture and flavor several days after baking. The bread customer is a daily one, and it would be a good thing for the grocer to have for his customer a good palatable loaf which would bring him in touch with his store each day, thus adding another means of keeping a continual hold over his customer.

NOTES.

The Under Colonial Secretary says Cape Colony's milling industry is second only to the diamond mines in its importance, and the machinery and plant equipment has increased enormously in the past fourteen years, a feature being the displacement of water, wind and animal power by the use of gas and steam engines, the value of the machinery and plant in its 190 mills being several million dollars.

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190 mills be-

**Good
Name
and
Good
Goods**



We are in a position to offer the trade the finest

FLOUR, GRAIN,

AND . . .

MILL OFFALS

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*Our Brands can be relied upon by the
dealer who wants the best values*

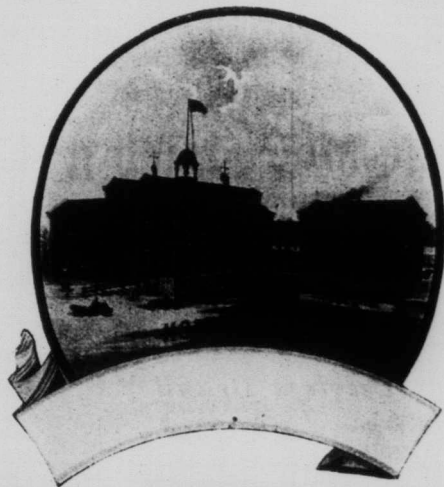
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Send for quotations on a trial order.

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KLEINBURG, ONT.**

Capacity of Mill 200 bbls. per day.

NORVAL MILLS



**ROBT. NOBLE
MERCHANT MILLER
NORVAL, ONT.**

**Choice Winter Wheat
and Manitoba Blended Flours
a Specialty.**

**MOORE'S
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have a reputation for first-class flour equalled
by few Canadian mills.

Our Special Brands are :

- Snow Flake**—Manitoba Patent.
- Lily White**—Manitoba Strong Bakers.
- Ontario**—Manitoba Blend.
- Pastry**—Pure Winter Wheat.

We are also General Grain Dealers. A trial
solicited. **Satisfaction** guaranteed.

OUR BAKERY DEPARTMENT, operated in con-
nection with our mills, offers the trade a complete
assortment of cakes, biscuits and tarts.

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MEAFORD, ONT. - CANADA

Alfred T. Tanguay & Co.,
Commission Merchants
FLOUR, GRAIN, ETC.
QUEBEC, CANADA.
Correspondence Solicited.

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Miller and Grain Merchant
Bolton, Ontario, Canada,
Write for Samples and Prices

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Flour, Grain and Provisions
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The largest exporters of
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GRAIN and BEANS
Chatham, - Ontario.
Elevators on
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Owen Sound, Ont., Canada
Wholesale Dealers in
BUTTER, EGGS, CHEESE, FRUIT, POULTRY, FISH,
OYSTERS, VEGETABLES, RAW FURS,
HIDES, SHEEPSKINS, WOOL, ETC.
We are Direct Importers. Cold Storage on Premises
We solicit your trade, believing we can serve your best interests, as we
carry a large stock at all times. We fill orders promptly,
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Manufacturers of Flour
BRANDS { For Biscuits "WHITE WINGS"
Family Blend "GOOD LUCK"
Bakers "MANITOBA PATENT"
GLENCAIRN, - Ontario

ASK YOUR GROCER FOR
Hunt's "Diamond" Flour
Cabot Manitoba Patent
King Pastry Flour
Mixed Cans Our Specialty
Buckwheat Flour Bran Wheat Germ
Oatmeal Middlings Whole Wheat Flour
Corn Flour Feed Wheat Graham Flour
Pot Barley Cornmeal Rolled Wheat
Split Peas Cracked Wheat
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"GOLD CROWN"
FLOUR
is made from the best hard wheat in the
best wheat-growing country in the world.
Don't take our word for it—ask for a
sample.
Sutcliffe-Muir Milling Co.
Moosomin, Sask.

Choicest Canadian Cereals
Always on top for quality and flavor—the Peerless Brand
We are Manufacturers and Exporters of high-
quality Cereals made from Canada's best grain.
Flaked Oats Flaked Wheat
Rolled Oats Corn Meal All Kinds of Feed, Etc.
Ours is the most modern IMPROVED PROCESS, and our millers are thoroughly experienced,
picked men. Everything contributes to make our brands A No. 1, and we guarantee satisfaction.
CORRESPONDENCE SOLICITED.
Parkinson Cereal Co., :: Thornbury, Ontario, Canada.

A Grocer's Bank Account

HOW TO SWELL IT.

INCREASE your business by selling a better quality of flour.

INCREASE your PROFITS by handling our celebrated FIVE STARS and THREE STARS flours.

They give MORE and BETTER bread than any other.

The loaf will have the genuine MANITOBA FLAVOR.

We have the most MODERN MILL in CANADA and practical and experienced HARD WHEAT MILLERS.

Selected, Government-inspected Manitoba Wheat.

Capacity 1,200 bbls. per day.

Delivered prices on application.

Lake Huron and Manitoba Milling Co.

LIMITED

GODERICH, ONTARIO.

BRAMPTON MILLING COMPANY

Millers of No. 1 Hard Manitoba Wheat.

We have a perfect plant and we mill only the finest quality wheat

OUR BRANDS

VICTORIA

Hungarian

ROYAL

Patent

MAJESTIC

and

ELECTRIC

are guaranteed to give satisfaction to you as a dealer, to your customers as consumers. Write for quotations and let us send you a trial order and you will want more.

The Brampton Milling Co., - Brampton, Ont.

Capacity 200 Bbls. per Day.

A TRADE-BRINGING TRIO

"Great West"

Manitoba Patent

"Pride of Canada"

Blended (Family) Flour

"Upper Ten"

Winter Patent

These are three brands of flour that every grocer should have.

We are situated in a splendid winter wheat growing district and enjoy a large trade in the above brands of Flour, Chopped Feed and other Mill Products.

Dealers in all kinds of Grain

JOSEPH KNOX & CO.
STAYNER, ONT.

All who eat bread or sell flour

kindly take notice that

THE McLEOD MILLING CO., Limited
of STRATFORD, ONT.

are desirous of introducing a new brand of flour, viz.:

"McLeod's Special"

on which we are building up our reputation.

A brand that will please your customers and build up your flour trade.

Packed in eight hoop bbls., and cotton bags.

Write or wire for quotations.

The McLeod Milling Co., Limited

STRATFORD, ONT.

Nap. G. Kirouac & Co.
 Receivers and Shippers
 FLOUR, GRAIN, MILL FEED, Etc.
 119 St. Peter St., QUEBEC, Can.
 23 Years Experience in Car Lot Business.

CLAY PIPES
 Those made by **McDOUGALL** are peerless. Insist upon having them.
D. McDOUGALL & CO., Glasgow, Scot.

Oakey's The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters
'WELLINGTON' KNIFE POLISH
JOHN Oakey & Sons, Limited
 Manufacturers of
 Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
 Wellington Mills, London, England
 Agent:
JOHN FORMAN, - 644 Craig Street MONTREAL.


Order To-day



Receive To-morrow

Here we are again with the best **FLOWER POTS, FERN PANS, SAUCERS, ETC.**, equipped for your trade. No. 1 assortment. Pots and saucers: 50-4 inch, 50-5 inch, 50-6 inch, 20-7 inch. Special price, including crate, \$5.60 net. Special orders filled.

THE FOSTER POTTERY CO., HAMILTON, LIMITED.



REFRIGERATORS FOR BUTCHERS AND GROCERS. BUREKA REFRIGERATOR CO. TORONTO, CAN.

GELATINE FACTS.

GELATINE—what is it?—is the question often raised by the purchaser of this very useful article. The housewife uses it, the clerk sells it, the grocer buys it, and the commercial man handles it, but few can answer the question when asked, "what is it?" Well gelatine is really an animal glutin, pure and simple, and when properly prepared becomes a very useful article of diet. It forms a convenient base for such things as jellies and a multitude of dainty and attractive confections, and has the advantage of being a valuable nutrient, and is extremely easy of assimilation and therefore an indispensable adjunct to household economy.

Pure gelatine is transparent, usually in thin plates, of a yellowish white color, it has neither taste nor smell and is neutral to vegetable color. In contact with cold water it swells up, but does not dissolve, and will absorb from five to ten times its weight in water, according to circumstances and length of immersion.

It contains about 50 per cent. carbon, 6.6 per cent. hydrogen, 18.4 per cent. nitrogen and in pure state no sulphur. In hot water it is easily soluble, but quickly "sets" again when cooled.

Gelatine, although an animal product does not exist in the form known to the commercial world, but is obtained by treating certain animal substances, such as bones, skins, tendons, etc., with dilute hydrochloric acid, but chiefly the bones of oxen, calves and sheep. The hydrochloric acid dissolves the mineral constituents and leaves the bone cartilage; this, when boiled for a long time with water, dissolves and forms gelatine which can be purified by dissolving in hot water and precipitating by alcohol. A very pure variety is obtained from the swimming bladder of the sturgeon and similar species of fish. Most gelatine, exposed to the air, rapidly putrefies, the liquid becoming first acid, but afterwards giving off ammonia. Dry gelatine is unaltered by contact with the air.

Impure gelatine—called glue—is prepared by a simple process of boiling down hides, horns, hoofs, and cartilage, with water under pressure, and subjecting it to heat. This product, however, is employed only as an adhesive medium for such things as wood, leather, paper, etc. and is in no wise fit for food.



Sixty Years of Popularity

COX'S INSTANT POWDERED GELATINE

It dissolves instantly in hot water. No trouble Recipes in every box.

Canadian Agents: **J. & G. COX, Ltd.**
 C. E. Colson & Son, Montreal
 D. Masson & Co., " **Gorgie Mills, EDINBURGH**
 A. P. Tippet & Co., "

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.

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, 88 St. Peter St., Montreal, Can.

IT'S GOOD;

that's the reason for the satisfaction given in the use of

JAMES' DOME BLACK LEAD

Good for you because it pays well; good for your customer because it does its work well. All Jobbers handle it. Every Grocer should have it.

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

MINTO BROS.,

Telephone Main 353

F. J. WHITE,
Manager

Direct Tea Importers and Blenders, 55 FRONT ST. E., TORONTO

*They say he drank too much, That's so,
And yet all must agree
What made a poet out of Poe
Was just a little t.*

It only takes a little of **MOTHER'S FAVORITE**

"MELAGAMA" **CEYLON TEA** to convince the most skeptical that this blend is unequalled for **purity, flavor and strength.**

SEND FOR SAMPLES AND PRICES OF NEW TEAS DAILY ARRIVING

Pickling Season

Why is Purnell's English Pure Malt Vinegar superior to all others? BECAUSE it is brewed from the finest selected malt and absolutely free from any added acids or admixtures, which are so injurious to the human system. ORDER TO-DAY.

Purnell's English Pure Malt Vinegar makes delicious pickles and delightful salads.

Purnell's Sauces and Pickles are on top for quality.

PURNELL, WEBB & CO., Limited, - Bristol, England.

Established 1750.

Write to our Agents for Prices and Samples.

Charlottetown, P.E.I.—Horace Haszard, S. Side Queen Square
St. John, N B.—Robert Jardine.
Montreal, P Q.—A. J. Hughes, 1483 Notre Dame Street
Vancouver, B.C.—C. E. Jarvis & Co., Holland Block

Halifax, N S.—E. St. G. Tucker, 1 Bedford Row
Toronto, Ont.—J. Westren, 630 Ontario Street
Winnipeg, Man.—Ashley & Thompson, 159 Portage Ave. E.
Hamilton, Ont.—Bickle & Greening

A Special in Candies

It cost us money to send our travellers around to see you.
Send us your order direct for those and save money.

CARAMELS—In Drums—Maple, Chocolate, Assorted, Trilby, Swiss or Cream Caramels, per lb... **11c**

CREAMS—In Pails—Choice Mixed Creams and Jellies, regular 12c..... **10c**

Creams in boxes—about 35 lbs.—(a nice mixed Cream) Assorted Colors and flavors..... **7½c**

CHOCOLATE DROPS in 5 Pail Lots, assorted or Vanilla Flavors, as desired, per lb..... **10c**

Freight paid in Ontario on 5 Pail Lots 3 per cent. off.

We have anything you want in the Candy or Biscuit Line and will quote you close figures. Let us send you a trial order.

IMPERIAL BISCUIT CO.
GUELPH, ONT. LIMITED

NOW IS THE WINTER
OF OUR DISCONTENT MADE
GLORIOUS BY—WHAT?—

"K KOVAH" PLUM PUDDINGS

In 1-lb., 2-lb. and 3-lb. Bowls

AND

"K KOVAH" MINCE MEAT

In 2-lb. Jars

Prices on Application

SUTCLIFFE & BINGHAM, Limited
17 St. John Street,
MONTREAL.
Works : Manchester, England.

SHORT BREAD AND OATMEAL BISCUIT

Seasonable Lines

Write for a trial order.

CHRISTIE, BROWN & CO.

TORONTO and MONTREAL.

Limited

BISCUITS AND CONFECTIONERY

CONFECTIONERY ENTERPRISE.

VERY few storekeepers really appreciate the value of cultivating the "children's" trade. If they only stopped to consider for a moment they would see at once that to attract around themselves all the little folks of their community really means securing as a valuable asset the custom of the coming generation. How few ever pause to consider the consequences to their business of cultivating the good-will of the rising generation.

Every one of us can recall some circumstance or other in connection with our childhood in which a storekeeper is engraven on our minds either for better or worse and our estimate of the individual to-day is really our experience of him in our earliest days. An instance is recalled in which a little girl running her mother's errands was greatly mortified by the rudeness of a certain storekeeper to her, before several other persons. In after years, as she grew up she could never tolerate that man, and when she arrived at womanhood and still lived in the same neighborhood she could not be persuaded that the storekeeper was not the same insulting and inconsiderate man as he had been to her. At one time in her history that storekeeper lost an opportunity of securing an order for over one thousand dollars' worth because this grown up woman could not abide him.

The grocer of to-day has an opportunity within his reach in his "confectionery" department of securing the good-will of the young people of his neighborhood. It is time that the grocer really waked to the importance of this department.

Many are the avenues which might be opened up to his advantage and which he is letting slip through his fingers. It is not sufficient just to purchase a few lines of confectionery and put them on the shelves and await developments.

"You can't get trade

If you sit in the shade,

And wait for business to grow."

The thing to do is to departmentalize your confectionery. Give it a special place in your store. Let it have a well

defined display that will attract the youngsters, and whenever occasion arises, suggestively draw your customer's attention to that department. It need not be large, the real question is to locate it in a certain part of the store. Let it be in perfect keeping with the symmetry of the store generally, and the storekeeper will soon find that out of this little care, forethought, and investment a profit of no mean order will accrue.

When once your confectionery department is located add a few 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, cocoa—you have the cake and biscuits—why not use it as an additional attraction 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 refreshments, 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 every afternoon, the very time he was usually quiet in general trade, and a good revenue to boot.

His sales of sweets and confections increased as well.

A GOOD SUGGESTION.

THE retail confectioner can put up a stunning line of box goods if he so chooses, prepared exclusively from ready made candies. The idea is to buy candies in twenty-five pound boxes, or in pails, using judgment as to the quality of goods and price. Blend the different candies and find out just how much per pound a nice mixture costs you; then buy some beautiful candy boxes—such as are advertised incessantly in the Journal—pack the candy artistically in the fancy boxes, put tongs in if you like, then encase each one in a neat wrapper which bears your own business card. Tie them with handsome cords or advertising tape. The storekeeper with a sharp pencil can fig-

ure out some money-making deals from this proposition. Take it on the whole, the small confectioners know not what they can do in the way of putting up nobby goods until they really make trials at it; then they become enthusiastic and the scheme takes root and thrives. See what you can do for 19 cents, 29 cents or 39 cents in pound box stunts; or 12 cents, 14 cents or 19 cents in half-pound parcels. For pound boxes make a mixture something like this: One pound of fine bon-bons, called 60 cent goods; two pounds of 40 cent goods; three pounds of 20 cent goods—total, six pounds. Average cost of this mixture at wholesale rates about 18 cents per pound, then pound boxes, wrappers, etc. It would make a good 39 cent special. Don't you think so? This mixture is given to show what we mean about putting up box goods; there is no limit to combinations, however. Besides the box goods racket many clever things can be packed in transparent bags, such as blanched and salted peanuts, salted almonds, brittle coated popcorn, golden grain crispies, and what not. Come now, ye candy store runners, if you have decided not to make an ounce of the candy you sell, do the next best thing; establish a fancy package department and a transparent baggery. In order to make any special or semi-special business thrive it becomes necessary to blow your publicity horn with compressed air from the interior of Elysium."—Confections Journal.

LONG LOAVES.

In France and Italy are found the largest loaves of bread baked in the world. The "pipe" bread of Italy is baked in loaves two feet and three feet long, while in France the loaves are made in the shape of very long rolls four feet or five feet in length, and in many cases even six feet.

The bread of Paris is distributed almost exclusively by women, who go to the various bake-houses at half-past five in the morning and spend about an hour polishing up the loaves. After they are thoroughly cleaned of dust and grit the "bread porter" proceeds on the rounds of her customers.

CANADA, A HAVEN FOR THE TOURIST

FOR some years it has been a source of wonder why the business men of Canada have not been more interested in the "tourist" question, and that they have not seen more keenly the benefit to be derived by fostering such travel.

At the meeting of the Maritime Board of Trade at Yarmouth, N.S., in August last, the subject of "Tourist Travel" was introduced by Mr. A. W. Eakins. No one present but must have been greatly improved with the large possibilities and value of cultivating this "Tourist Travel," but all could see a

respective districts in better shape, this would be a starting point.

As a rule the tourist class are not hard to please, but they seek for good hotels and, above all, they ask for clean and cheerful surroundings.

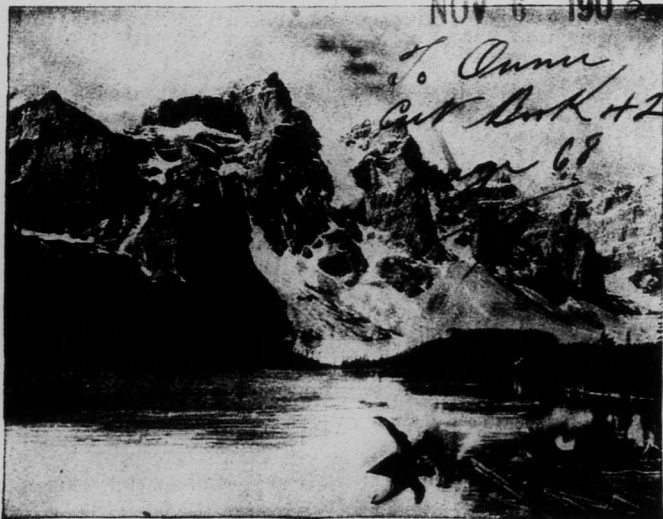
Many towns fail to attract simply because of lack of care in stores, streets, civic government and courtesy of the residents. The business men of Maine have, after years of persistent work, got the tourist travel of that State in such shape that the cash revenue runs into the millions each year.

Some sections of Nova Scotia, where

and much cash that is now diverted to other countries will be circulated in the district that has made the greatest improvements.

One thing that has come under notice is how few business men express their views on this subject through the medium of the journals.

It would be a subject of great interest as well as a possible means of solving the question of how best to attract "tourists and sportsmen to Canada," if the commercial population were not only to make this matter the subject of thought and conversation, but also if



C. P. R.

Moraine Lake, near Laggan, Alta.



C. P. R.

Selkirk Glacier and Glacier House.

need of interesting the business men of each section of the country, and the importance of making a bold push to advertise the many beauty and health spots of our fair Dominion.

There is no doubt our local Government could be influenced to keep on the good work, once they saw that business men were fully awake to the importance of securing the largest "Tourist Travel" possible.

It is too evident that a great many of our business men think that anything they can do will not add to the increase in "Tourist Travel," but this is a great mistake. There is much to be done and if business men would improve their surroundings and get their

the business men have taken hold and seen that needed reforms were made, and have aided in many ways the natural attractions, are now reaping a rich reward and instead of a dull season in mid-summer they find a direct flow of cash into their tills left by the stranger within their gates.

As to the Maritime Provinces, they should be the rest and play ground of many thousands of our upper Province people.

Much as The Canadian Grocer has done to make known our many advantages, still there is much more yet to be done, and once we have our business men interested along these lines then we will be on the fair road to success,

they were to give candid expression to their views through the columns of the leading papers.

It is indeed a question which, if properly dealt with might lead to a development of revenue of a character that would benefit vast areas which at present are to a large extent only partially developed.

The railway systems are doing their share by the issue of interesting pamphlets, magnificently illustrated, and these in a limited way are doing their work.

There is a danger, however, that the business men of Canada, whose progress has been more by the evolution of their surrounding circumstances, overlooking the immense amount of revenue of an

No loss in weight, prepared entirely by machinery, never touched by hand. Are asked for by the housewife, being ready for use as soon as opened. Are always fresh and tasty. THEY WILL SHOW YOU A GOOD PROFIT and give satisfaction.

BATGER'S

CUT MIXED PEELS

1/2-lb. and 1-lb. DRUMS

PEELS

BE SURE

to include this in your

NEXT ORDER FOR PEEL

from your jobber.

AGENTS: ROSE & LAFLAMME MONTREAL and Toronto

ABOUT HALF THE MAPLE SYRUP SOLD

has the words "Imperial Brand Maple Syrup" on the label—all the trouble comes of the other half.

Which "half" are you selling?



1/2

ROSE & LAFLAMME, Agents, Montreal

SUGARS, Limited.
IMPORTERS, EXPORTERS, MANUFACTURERS.

CANE, BEET AND MAPLE PRODUCTS.

RETURNED OCT 2 1905

To Montreal
Book 42
page 16

HEAD OFFICE: MONTREAL, CANADA

Also Cannery of **FRUITS AND VEGETABLES**

Pure Maple Syrup

- That's the only kind we sell.
- Every gallon guaranteed **ABSOLUTELY PURE.**
- Try a Sample Lot.

LET US HEAR FROM YOU. Absolutely and Always Pure.

THE GRIMM MFG. CO., Manufacturers of Champion Maple Sugar Evaporator and Maple Sugar Makers' Supplies **Montreal**

almost lavish nature which could be secured by each district making known the advantages of its locality and its sources of attraction to the tourist and sportsman.

A PROMINENT INDUSTRY.

AN industry that bulks largely in the industrial activity of Niagara Falls is the Myers Royal Spice Company. The head of this concern, Mr. Thomas Myers, is a gentleman whose name has been familiar to stock

international exhibitions, winning many medals and diplomas, among which may be mentioned the only medal awarded at St. Louis World's Fair for stock foods for horses. It is not really a stock food but a condiment to be used with food, and contains no corn, middlings, etc. Their argument is, why pay ten cents per pound for what costs only one cent? If you desire bulk for your money, take 100 pounds of middlings, or such like, and mix with 100 pounds of Myers' Spice, you will then get a much super-

A NEW APPOINTMENT.

THE Grocer presents in this issue the portrait of Mr. Thomas Williamson, assistant to Mr. F. W. Thompson, vice-president and managing director of the Ogilvie Flour Mills Co., Limited. Mr. Williamson is a native of Sanquhar, Dumfriesshire, Scotland. He commenced his business career with the Royal Bank of Scotland, remaining four years with that institution. Coming to Canada in 1886 he entered the employ of the Bank of British North America in Montreal, which he left in 1893, enter-

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T. Owen
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C. P. R.

Mount Stephen, Field, B.C.



C. P. R.

Banff Hot Springs Hotel, B. C.

raisers both in Britain and the American continent for the last half century.

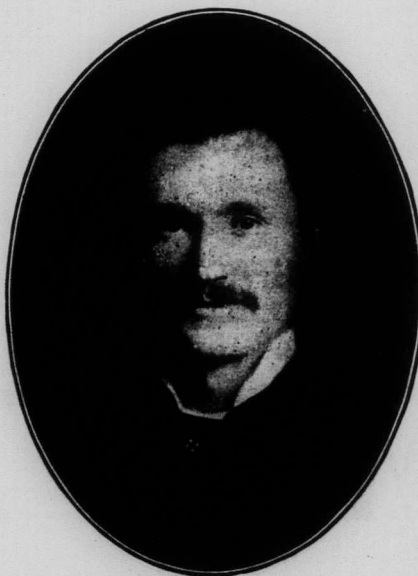
He was born in Otley, England, and at an early age became interested in the study of live stock, but more especially of horses, cattle and poultry. This interest was not merely that of a "fancier," but took a very practical shape, for before long he became known to stock raisers in England as the inventor of a special condiment—now well known as Myers' Royal Spice—which he claimed to be superior to anything heretofore known as a tonic for horses, cattle and poultry.

Having implicit faith in the efficacy of his preparation he resolved to make it his life work. His first move was to open an unpretentious shop in York, where he manufactured and retailed his Royal Spice. Meeting with remarkable success he soon established a large mill and this was shortly afterwards duplicated by another at Hull.

About this time Canada was attracting much attention in Great Britain as a cattle raising country and with commendable foresight Mr. Myers decided to establish a branch on this great continent. Since then the history of the Myers Royal Spice Co. in this country has been one of steady, continuous progress and expansion. The firm have met with remarkable success at national and

for article than most advertised stock foods.

Their Royal Cattle Spice is used for preparing cattle for prize competitions



Mr. Thomas Williamson,
Assistant to Vice-President, Managing Director of the
Ogilvie Flour Milling Company, Montreal.

as well as for keeping them in good ordinary condition. It is not a cheap food made simply to sell but is a condiment for improving ordinary feed, equally beneficial for horses, cattle and pigs.

ing the office of the late Mr. W. W. Ogilvie as bookkeeper. On the death of Mr. Ogilvie in 1901 a reconstruction of the business followed and Mr. Williamson was appointed secretary of the new W. W. Ogilvie Milling Co. This position he retained until the business was acquired by Mr. Chas. R. Hosmer and Mr. F. W. Thompson, when he was sent to Winnipeg as local manager, and until a few weeks ago when he was removed to the company's head office at Montreal, and appointed assistant to the vice-president and managing-director, Mr. F. W. Thompson. Mr. Williamson's long connection with the Ogilvie Milling interests and his thorough knowledge of the details of this vast business and his long years of banking experience and financial matters were the reasons for his selection as assistant to Vice-President Thompson. The great development and growth of the Ogilvie Flour Mills Co., Limited, during the past few years have been such that even Vice-President Thompson with his well-known and characteristic capacity for work, found it necessary to secure relief from the strain, and in the appointment of Mr. Williamson the directors have chosen one who has proved himself a well-tried, hard-working, experienced and capable administrator of large and wide-reaching interests.

OUR "ADS"

Are now in all the leading papers reaching all the Canadian people who will want

STEWART'S

DELICIOUS

Chocolates and Bon-Bons

ARE YOU STOCKED?

We have some exquisite designs in fancy boxes. Highest quality. Be sure and get prices.

THE
STEWART COMPANY
TORONTO LIMITED



Everybody Eats MARMALADE

Everybody would eat more if they bought

LIPTON'S

Wouldn't it pay you to try LIPTON'S?

The reputation of the largest purveyor in the world is behind this Marmalade.

SOLD BY ALL JOBBERS

J. S. CREED, CANADIAN SALES AGENT
53 Upper Water Street Board of Trade Building
HALIFAX, N.S. MONTREAL

COWAN'S COCOA

Maple Leaf Label Our Trade Mark

Cowan's Chocolate,

Cake Icings,

Cream Bars, and

Cowan's famous Milk
Chocolate

are absolutely pure goods

THE COWAN CO., LIMITED
TORONTO

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

Mott's Chocolate

"MADE IN CANADA"

is the standard of all Canadian brands

"Diamond" and "Elite"

are money makers, and their sale
will hold your trade

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

SELLING AGENTS:
J. A. TAYLOR MONTREAL R. S. McINDOE TORONTO JOS. E. HUXLEY WINNIPEG.

To Enjoy to the Full These Beautiful Fall Days

EVERY GROCER SHOULD DRINK

VAN HOUTEN'S COCOA

and recommend it to his customers. It will soothe the nerves of them and him, and their relations will be so much pleasanter.

Dominion Agents { J. L. WATT & SCOTT, TORONTO
WATT, SCOTT & GOODACRE, MONTREAL

IRRESISTIBLY DELICIOUS




A QUICK, STEADY AND PROFITABLE ACCOUNT FOR ANY DEALER. ADVERTISED EVERYWHERE.

SPECIAL WHOLESALE AGENTS:—Howe McIntyre & Co., Montreal, Que.; D. H. Rennoldson, Montreal, Que.; Thos. Davidson & Co., Quebec, P.Q.; The F. J. Castle Co., Ottawa, Ont.; The Davidson & Hay, Limited, Toronto, Ont.; Balfour & Co., Hamilton, Ont.; Edward Adams & Co., London, Ont.; W. S. Clawson, St. John, N.B.; Jason S. Creed, Halifax, N.S.; The Paulin Chambers Co., Winnipeg, Man.; Kelly, Douglas & Co., Vancouver, B.C. SEND FOR A SAMPLE

LAMONT, CORLISS & CO., Agents, 27 Common St., MONTREAL

"Strike While Their Hot"



are packed piping hot, and, in many cases they are warm when they start for your store. If your zeal to get the best goods was as hot as the biscuits and our zeal for grade—we'd soon be sold out. The reason perhaps is that you haven't given biscuits the attention we have given them. We will let that part of it stand. Our advice is worth something. Fall is here. Orders will increase. If your biscuit trade is small try making a nice display of

PERFECTION CREAM SODAS

and advertising them in your local paper.

THE Mooney Biscuit & Candy Company, LIMITED, Stratford, Canada.

Machinery for the preparation of

TEA, COFFEE, COCOA, CHICORY, PATENT FOODS, FRUIT, ETC.



PATENT GAS-HEATED ROASTERS, INTERNAL OR EXTERNAL FLAME. IMPROVED ROASTER. FOR USE WHERE GAS IS NOT AVAILABLE, FOR COKE, WOOD, STRAW, ETC., FUEL. COOLERS. FANS.

PATENT AUTOMATIC TEA MILLING, BLENDING, SIFTING AND PACKING MACHINERY.

QUICK MIXERS FOR BAKING POWDER, COFFEE AND CHICORY, SPICES, ETC. STEEL AND STONE MILLS. FRUIT CLEANING AND DRESSING MACHINERY.

AUTOMATIC CENTRAL DELIVERY TEA AND COFFEE BLENDER

THE GROCERS' ENGINEERING CO.
(Late WAYWOOD-TUPHOLME LTD.)
Cole Street, Swan Street LONDON, S.E., ENGLAND

Illustrated Catalogue Mailed (Post) Free.

**A TRADE WINNER
FOR GROCERS.**



The full flavor the delicious quality, and the absolute purity of Lowney's Cocoa distinguish it from all others. It is a natural product; no "treatment" with alkalies or other chemicals; no flour, starch, ground cocoa shells or coloring matter; nothing but the nutritive and digestible product of the choicest Cocoa Beans. A quick seller and a profit maker for dealers.

THE WALTER M. LOWNEY COMPANY,

No. 447 Commercial Street, BOSTON, MASS.

CANADIAN BRANCH: 530 St. Paul St., Montreal

"MADE IN CANADA"

*The Best Cereal Food to Eat, and
the Best Cereal Food to Sell is*

**Shredded
Whole Wheat**

It is made in two forms, Shredded Wheat **BISCUIT** and **TRISCUIT**.

TRISCUIT is a **CRACKER**, not a "breakfast food." It is used as toast in place of ordinary bread toast, and for all purposes for which the common white cracker of commerce is used.

Shredded Wheat **BISCUIT** is the standard wheat food of the world, delicious for breakfast, or for every meal for every day in the year. It contains all the nutriment in the whole wheat in digestible form. A good seller all the year round.

The Canadian Shredded Wheat Co.,
NIAGARA FALLS CENTRE, ONT. Limited

**WE SPECIALIZE IN LINES FOR
YOUR FANCY TRADE**

WRITE FOR OUR CATALOGUE AND PRICES ON

French Peas, Mushrooms, Cherries, in Maraschino
Capers, Olive Oils, Sardines, from France, Portugal,
Norway, and Japan.
English Plum Pudding, Indian Chutnies,
French Fruits, Glace and Crystalized, etc., etc.

W. G. PATRICK & CO.

IMPORTERS AND MERCHANTS

TORONTO ——— AND ——— MONTREAL

Deal With the Fountain Head

Toronto's Representative Fruit House

Direct Importers and Marketing Agents for the Largest and Most Influential Fruit Accounts on the American Continent

SOME OF OUR AGENCIES

California Fruit Distributors Deciduous Fruits

Our output for this company this summer, 47 cars.

Earl Fruit Co. California Oranges and Lemons

Geo. R. Hand & Co., Riverside, Cal., Navel Oranges and Cal. Lemons.

This firm alone will market 1000 cars of Oranges this year.

We also are exclusive agents of "Bronco" and Golden Flower Navels.

Fruit Dispatch Co. The largest **banana** company in the world, owning most of the banana fields in Jamaica, Cuba and Central America, and operating their own fleet of 37 banana-carrying steamers.

You can depend on us, therefore, for a steady **supply**.

Growers' Cranberry Co., marketers of 75% of the entire Cape Cod and Jersey Cranberry Crop.

Long Island Native Oysters. The most widely-known Oyster of the present day. Scientifically cultivated and grown by H. C. Rowe & Co., the largest Oyster growers in the world.

We Control Ontario for this Celebrated and Profitable Brand.

Syda & Cousins' Haddies, Scotch cured, the most perfect Finnan Haddie curers known.

The above are a few. There are many others. Our Warehouse is most modern throughout; cold storage capacity and other up-to-date necessities especially adapted for the fruit business.

PRODUCE DEPARTMENT

Managed by experienced men. We conduct a large business in Butter, Eggs, Poultry, Cheese, etc., consignments of which are handled and marketed.

FISH DEPARTMENT

Fresh and Frozen Fish carried the year round. It will pay you to get our prices on these goods.

HAMILTON BRANCH

A branch has been recently opened to facilitate the handling of business in that city and Western Ontario. Phone 1115.

Our travellers are out for business. If they don't turn up write us your wants. **We will appreciate your orders.**

WHITE & CO., LIMITED

Wholesale Importers Fruits, Produce and Fish, and
EXPORTERS OF APPLES

TORONTO
64 FRONT ST. EAST
PHONE MAIN 4108

HAMILTON
32 and 34 YORK ST.
PHONE 1115

Our Price List to any responsible dealer for the asking. Issued weekly.

A FEW CARS No. 1 WINTER APPLES FOR SALE

GREEN FRUITS AND VEGETABLES

FRUIT CROP REPORT.

Department of Agriculture, Ottawa.

WITH the exception of very high winds over Western Ontario from the 21st to 24th, and locally elsewhere, the weather for the month of September has been very favorable for the ripening and harvesting of fruit crops. As the result of favorable weather conditions every kind of fruit has yielded to the full extent of the indications of the last two months. The aggregate of first-class Winter apples will be seriously cut down by the effects of the windstorms. Much of the fruit blown off will appear in barrels graded No. 2.

The reports of correspondents show a

Quebec. District V.—New Brunswick with Northeastern Quebec. District VI.—Hants, Kings, Annapolis and Digby counties, Nova Scotia. District VII. Nova Scotia not included in district 6. District VIII.—Prince Edward Island. District IX.—Lower mainland and islands, British Columbia. District X.—Inland valleys, British Columbia.

"F." "L." "M." and "F-C." which appear below, are abbreviations of "Failure," "Light," "Medium," and "Full Crop," respectively, as used by our correspondents in their monthly crop reports. A combination such as M.-F.C., means that about an equal number of correspondents reported "Medium" and "Full Crop."

Grapes.

The good indications for grapes throughout the season have been maintained; they are being packed and shipped very rapidly. Prices and conditions have been very satisfactory, though a few earloads suffered in Winnipeg from the unseasonably warm weather of the last week in September.

Pears.

The prices for pears correspond to the condition of the crop as reported by our correspondents. Very few have been exported and the local markets have not been well supplied.

Peaches.

The situation in peaches is thus de-

District.	1	2	3	4	5	6	7	8	9	10
Early Apples.....	F.L.	L.	M.	F.C.	L.	L.	M.	M.	M.	F.C.
Transparent.....	F.L.	M.	L.	M.-F.C.	L.-M.	L.	M.-F.C.	M.	F.C.	F.C.
Astrachan.....	L.	M.	L.-M.	F.C.	L.	M.	M.-F.C.	M.	M.	M.
Fall Apples.....	L.	L.	M.	M.	L.	L.	L.	L.	M.	F.C.
Alexander.....	L.	L.-M.	L.-M.	M.	M.	L.-M.	L.	M.	F.C.	F.C.
Colvert.....	L.	M.	M.-F.C.	M.	—	L.	L.	L.	M.	M.
Gravenstein.....	L.	L.	L.	M.	L.	L.	L.	L.	F.C.	M.
Fameuse.....	L.	M.	M.	M.-F.C.	L.-M.	L.	L.	L.-M.	M.	M.
Bellflower.....	L.	L.	L.-M.	M.	M.	L.	M.	L.	F.C.	F.C.
Ribston.....	L.	M.	L.-M.	M.	L.	M.-F.C.	M.	L.	M.	M.-F.C.
Winter Apples.....	L.	L.	M.	L.-M.	L.	L.-M.	L.	L.	M.	F.C.
Baldwin.....	L.-M.	L.	M.	L.	L.	L.	M.	L.	F.C.	F.C.
Greening.....	L.	L.-M.	M.	M.	L.	L.-M.	L.	L.	L.-M.	M.
Spy.....	L.-M.	M.	M.	M.	L.	L.-M.	L.	L.	F.C.	F.C.
Ben Davis.....	L.-M.	L.-M.	M.-F.C.	L.-M.	L.-M.	M.	L.-M.	L.	F.C.	F.C.
Russet.....	L.-M.	M.	M.-F.C.	M.	L.	M.	M.	L.-M.	M.	M.
King.....	L.	L.	L.-M.	L.	L.	M.	L.	L.	M.	M.
Early Pears.....	L.	L.-M.	L.	L.	L.	M.-F.C.	M.	L.	F.C.	F.C.
Late Pears.....	L.	L.	M.	L.	L.	M.	M.	L.	F.C.	F.C.
Duchess.....	L.	L.	M.	—	—	M.	—	—	F.C.	F.C.
Anjou.....	L.	L.-M.	L.	—	—	M.	—	—	M.	M.
Bosc.....	L.	L.	L.	—	—	M.	—	—	M.	F.C.
Keiffer.....	M.	M.	M.-F.C.	—	—	M.-F.C.	—	—	F.C.	F.C.
Plums.....	M.-F.C.	M.-F.C.	M.-F.C.	L.	L.M.	M.	M.	M.-F.C.	F.C.	F.C.
Peaches.....	M.-F.C.	F.L.	L.	—	—	L.	—	F.	M.	M.-F.C.
Grapes.....	M.-F.C.	M.-F.C.	M.	M.	—	L.	L.	M.	L.-M.	M.

great diversity, as is to be expected. In the following tabulated synopsis the averages only are given. The correspondents are distributed with reference to the magnitude of the fruit interests in each district, so that the results will very fairly indicate the marketable crop.

To assist in estimating the marketable crop the fruit districts of the Dominion are divided as follows: District I.—Counties north of Lake Erie. District II.—Counties on Lake Huron and inland to York county. District III.—Lake Ontario counties north to Sharbot Lake and Georgian Bay. District IV.—Ottawa and St. Lawrence Valleys to Lake St. Peter and Southwestern

Apples

Apples will be freer from scab but with more wormy specimens than last year. Early varieties have been marketed at good prices and few losses. Winter fruit is in excellent condition. It cannot be too strongly impressed upon shippers that the fruit should be packed as cold as possible and never allowed to touch the ground or remain unprotected in the open air.

Plums.

The weather conditions have materially favored the plum crop. In all large plum-producing sections a medium to full crop is reported. Italian prunes in British Columbia promise to be a favorite orchard fruit.

scribed by one of the largest wholesale dealers in Canadian fruit:

"A newspaper report emanating from Toronto at the beginning of the peach season asserted that there was an enormous crop of peaches, and, notwithstanding the official reports, this view of the crop conditions was accepted by the general public. The result has been that the public have been waiting for the cheap peaches. Sales have been much smaller than in previous years, and many people, who would have been willing to pay the not exorbitant price now asked for peaches, have waited so long that it is doubtful whether they will be supplied at all. Such reports are detrimental alike to the producer

and consumer. Only a few designing dealers can gain anything by them."

The quantity of No. 2 peaches is much larger in proportion to the whole crop than usual.

A well informed correspondent in district 5 estimates the value of blueberries in that district at \$60,000.

Prices.

A very wide range of prices is noticeable. As low as 75c. per barrel for apples on the trees is reported and as high as \$2 per barrel. The average price was about \$1.25 on the trees at the first of the month and rising until later prices are reported at \$1.50 per barrel.

Growers are offered for barrelled apples in Nova Scotia \$2.50 to \$2.75 for Gravensteins and \$3 for Ribstons, Blenheims and Kings.

Marketing.

The need of a better system of marketing fruit is shown by the fact that, notwithstanding the short supply, gluts have been reported with a shortage in other markets equally accessible. A number of correspondents report a surplus of early fruit for which, however, there was an ample market, unless for want of better distributive methods.

A correspondent from district 3, where there are many large well kept orchards, gives the following as a sample of selling orchards by the "lump:"

"The fruit grower sold the apples on the trees for \$1,950 to the shipper, who packed 190 barrels of early apples and then sold the remainder on the trees for \$4,000 to another dealer, who is now reported to have an offer of \$4,500 for the orchard from a third dealer."

The co-operative selling associations in Western Ontario report good sales and a great increase in the economy and ease of harvesting and selling. The Forest Association has sold its entire pack (aggregating some 7,000 barrels) to a single buyer, representing an English firm.

Glasgow, Liverpool and London continue to be the favorite shipping points for Canadian fruit. Mr. W. A. MacKinnon, Canadian commercial agent at Bristol, calls attention to the advantages of shipping direct to Bristol. He concludes: "I believe that if good sound fruit is sent regularly to Bristol, for local use, the prices realized should prove entirely satisfactory, as compared with those ruling in London or Liverpool."

Spraying.

There are a few reports of apples being somewhat "russeted" as the result of spraying. Fortunately this is not considered a serious defect by buyers, who appear to look upon "russetting"

as an indication of good keeping qualities.

A correspondent, writing from Chatham, Ontario, after having examined the orchards of the Chatham Fruit Growers' Association, says: "It is evident that persistent spraying, along with proper pruning, cultivation and fertilization, goes a long way towards insuring an annual crop, as the orchards of this association prove."

"The orchards that are sprayed, manured and worked have all the fruit" is the substance of many comments by correspondents.

Insects and Fungous Diseases.

The apple scab is quite prevalent, but growers are getting more confidence in spraying, and where this operation is properly performed it is no unusual thing to get 80 or 90 per cent. of the fruit clean.

Over fifteen different species of insects have been reported damaging the orchards more or less seriously. The Codlin moth is much more prevalent than last year, and with the usual winter conditions it may be expected that next year its depredations will be still more marked. It should be borne in mind that no apple having a worm hole can be graded No. 1 or XXX under the Fruit Marks' Act. Every precaution should be taken, therefore, in the way of clearing up rubbish and keeping the rough bark off the trees and otherwise destroying the winter protection of the larvae of this insect.

It is worthy of note that four sprayings of bordeaux mixture and paris green would have been an effective remedy for the fungous diseases and insects that commit nine-tenths of the ravages in the orchard.

Report of Dominion Fruit Inspectors at Montreal.

During the month of September a very large quantity of immature fruit was exported, the trade in this class of apples being stimulated no doubt by the high prices prevailing in England. This was nearly all marked XX, but a few lots were marked XXX or No. 1, and as a consequence shippers so marking their barrels were prosecuted under the Fruit Marks' Act; seven convictions for this crime have been reported to date.

Closely allied to this is the shipping of winter varieties months before they should be placed in the hands of the consumers. Large quantities of Ben Davis, Stark, Baldwins and Northern Spies are already going forward.

Eight-hoop barrels are coming into common use. The quality of the staves and the finish of the make is better than in former years.

Early in the month many shipments were carefully tested and showed a temperature in the interior of the barrels from five to twenty degrees above the outside air. Even when shipped in cold storage such consignments could not be expected to reach the British markets in good order.

The shipments from Montreal aggregate to the end of September 105,000 barrels and 3,126 boxes.

Foreign Crops and Markets.

The foreign reports continue to indicate a shortage in apples in France, Belgium and Germany, as well as in Great Britain. The latest reports of the United States Department of Agriculture show no improvement in the apple crop. Everywhere it is reported light. There is likely to be heavy movement of apples from the Western and Southwestern States to the large eastern markets, there not being enough in the vicinity of these to supply the home demand.

Peaches and pears are everywhere plentiful; plums and grapes are at least an average crop, so that the lack of Fall apples is not so serious a matter. It is a fair inference that when the market is clear of Fall fruit there will be an increased demand for apples.

A large quantity of cider apples is going forward from Halifax to French firms, for which a very small price is paid.

Wind Storms.

A reference was made in the August fruit crop report to the probability of September wind storms. These wind storms occurred again this year with unusual severity, and will account probably for a loss of from 10 to 20 per cent of No. 1 apples. Some correspondents report a loss of 50 per cent, of their crop, but this is probably overestimated. The loss, however, is so serious that the question of protection from wind storms becomes a very pressing one. This protection may be given partly in the form of wind-breaks of evergreen or other suitable trees, and partly in the manner of training and pruning the trees so that the wind has the least possible effect upon the trees.

A. McNEIL,
Chief, Fruit Division.

SHORT APPLE CROP.

The Georgian Bay Fruit Growers, Limited, Thornbury, Ont., in their report of the 11th October, state that the apple crop for this season is very light, and that they are unable to fill more than a tenth part of the domestic demand, the export orders being all passed by.

EVERYTHING FOR FALL TRADE

It has taken weeks of hard work placing our orders for **FALL IMPORTATIONS**—but the result is gratifying—Our stocks were never larger or better assorted than at the present, and with the arrival of orders now in transit we will have the greatest values and finest assortment in all lines required for **FALL TRADE**.

RAISINS—

California Seeded.

Valencia Seeded.

1-lb. Cartons.

Malaga.—Complete assortment, boxes, qr.-flats and fancy cartons.

Valencia.—Fancy Selects. All well known brands. Get our quotations for present and December shipment.

Sultana.—Choice Fruit. For both bakers' use and fine grocery trade.

FIGS—

Commadre.—For immediate shipment.

Naturals.—Fine—in bags. Fancy—in boxes. Very low quotations.

Eleme.—10, 20, 30 and 40-lb. boxes, also glove boxes and fancy baskets.

Erbeyly.—Fancy Washed. Also stuffed with nuts and cherries.

Handsomely packed in glass jars.

NUTS—

We can fill your orders for Hallowe'en.

ALMONDS.

BRAZILS.

FILBERTS.

PEANUTS.

PECANS.

WALNUTS.

Get our quotations for New Crop—to arrive.

REMEMBER

that though some lines are quoted cheaper—none are so good as

“ANCHOR” brand

FRUITS, VEGETABLES, SALMON—

CURRENTS—

We are headquarters for Currants and make a specialty of cleaned fruit.

We guarantee satisfaction in using our brands:

“KALAMOS,” “MOREA,” “VONITSA” and “BLUE PEARLS,” fancy fruit.

PEELS—

Not saying much, but selling lots.

“ANCHOR.”—nothing finer.

Fancy dripped caps.

“STERLING.”—Fine candied.

“EXCELSIOR.”—Cannot be beaten either in quality or price.—

CALIFORNIA APRICOTS—PEACHES—PRUNES

APRICOTS and PEACHES are higher in price. Our quotations are below the market.

PRUNES.—All sizes, 30/40, - 90/100, boxes 25 and 50 lbs.

Send us your orders.

You'll be pleased with

the quality of our shipments.

the low prices we quote.

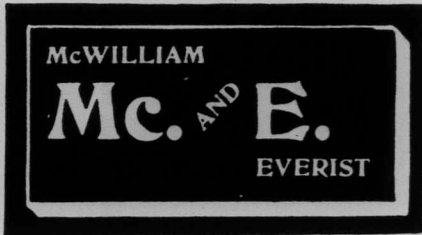
the prompt shipment of all orders.

THE EBY, BLAIN CO., LIMITED, TORONTO

THE LARGEST EXCLUSIVELY WHOLESALE GROCERS IN CANADA

**WILL ARRIVE
EARLY NEXT
WEEK**

600 BOXES NEW MESSINA LEMONS
300 BOXES FLORIDA ORANGES



TORONTO, ONT.

Have also in this week first lot
500 kegs extra fancy Almeria grapes,
all tinted stock. Prices Right.

Have 1,500 more to arrive.

Get sample keg and price from
us before placing order.

DRIED APPLES

BRIGHT, DRY STOCK
WANTED.

O. E. ROBINSON & CO.

INGERSOLL

Established - - 1886

Please your customers by
selling

**SHIRRIFF'S
FLAVORING
ESSENCES**

The quality never varies.
You know that.

Manufactured by

Imperial Extract Co.

TORONTO

ONTARIO MARKETS.

TORONTO.

Green Fruits.

LOCAL markets are revealing good activity for all lines of fruit at the present time. The arrival of the date fixed for Thanksgiving is having a healthy effect upon all fruit lines, and dealers are finding all they can do to satisfy the increasing demands.

New Messina lemons are added to our list at \$3.75 to \$4.50.

Jamaica oranges have weakened about 50c. on our previous quotations.

Bananas are in active demand and prices continue their gradual upward tendency.

Plums are firming up materially, being now quoted at \$1.75.

Apples are steadily firming, and any good fruit is ruling firm at an advance of 25c. a barrel.

Cranberries are ruling very firm at \$1 per barrel advance on last week's quotations.

We quote :

Oranges, Jamaica, per barrel	4 50
Oranges, Florida, per box	3 75
Lemons, new Messinas	3 75 4 50
Bananas, large bunches, crated	1 50 2 00
Bananas, 8's, per bunch, crated	1 10 1 35
Bananas, 7-hand bunches	0 80 0 90
Peaches, domestic, per basket	0 30 0 75
Plums, Idaho, 4-basket carrier	1 75
Tokay grapes	3 00
Almeria grapes, per barrel	6 00 7 50
Apples, new, per basket	0 30
barrels	2 25 3 00
Cranberries, early bbls, per bbl	11 00
crates	3 75

Vegetables.

The local vegetable market is showing a fair degree of activity but reports are somewhat behind what is usual at the present season. There is nothing of interest to note at the present moment. Prices, however, are ruling firm at previous quotations.

We quote :

Jersey sweet potatoes	2 75	3 25
New potatoes per bush	0 50	0 75
Onions, per bushel	1 00	1 00
Spanish onions, per small crate	2 75	2 75
large cases	0 40	0 40
Cabbage, per doz.	0 75	1 25
Cauliflowers, domestic, per doz.	0 25	0 35
Tomatoes, domestic, per basket	0 50	0 50
Beets, per bushel	0 40	0 40
Carrots, per bushel	0 20	0 20
Outdoor lettuce, per doz. bunches	0 25	0 25
Water Cress, per doz.	0 20	0 20
Parsley, "	0 20	0 20
Mint, per doz bunches	0 50	0 50
Green peppers, per basket	0 35	0 50
Celery, per dozen	0 75	0 75
Vegetable marrows, per dozen	0 50	0 60
Parasnips, per bushel	0 75	1 00
Squash, " doz	1 00	1 00
Artichokes, per bushel	0 30	0 30
Salsify, per dozen bundles	0 25	0 25
Leeks, " bunch	0 25	0 25

QUEBEC MARKETS.

Green Fruits.

Fruit market is getting stronger all around, and more business reported by the McGill street jobbers.

Bananas advanced to \$1.85 to \$2.25.

A car of California Tokays sold on Wednesday brought on the average \$2.75 to \$3.

Tomatoes still arriving in plentiful supply, the demand is good and prices range from 30c. to 40c.

We quote :

Finest Almeria grapes	4 25	6 75
Dates, per lb.	0 04	0 04
Bananas	1 85	2 25
Cocoanuts, per bag of 100	3 75	3 75
Pineapples	4 00	4 50
Jamaica grape fruit, per box	2 25	5 50
Apples	2 85	4 00
Sweet potatoes, per bbl	2 60	3 75
Lemons, per box	4 75	5 00
Jamaica oranges, per bbl	4 00	4 00
Grapes, 10-lb. basket	0 18	0 25

Vegetables.

Business is fairly good around the markets. Jobbers say demand for onions and cauliflower is good. Owing to the onion crop this year maturing too fast they are very small, and it will take double the quantity to the bushel. Farmers are not offering them too freely and are asking \$2.50 for red per bbl. Yellow are bringing \$1.10 to \$1.50 per 80-lb. sack. Potatoes are easier selling at 50c. per bag on track.

We quote :

Canadian celery, per doz.	0 25	0 40
Green and wax beans, per bag	0 20	0 40
Bunch lettuce, per doz. bunches	0 50	0 50
Canadian radishes, per doz. bunches	0 20	0 20
Mint, per doz. bunches	0 15	0 15
Parsley, "	0 25	0 35
Sage, per doz.	1 00	1 00
Savory, per doz.	1 00	1 00
Beets, new, per doz.	0 12	0 15
Egg plant, per dozen	2 00	2 00
Green onions, per bbl.	2 00	2 00
Green house water cress, per doz.	0 55	0 55
Cauliflowers, home grown, per doz.	1 50	1 50
Green peppers, per basket	0 70	0 70
Cranberries, per bbl.	10 00	10 00
New potatoes, bag	0 50	0 50
Cucumbers, doz.	0 15	0 15
Home grown cabbage, pe. doz.	0 40	0 40
Spanish Onions, cases	2 00	2 00
Red onions, bbl.	2 25	2 50
Turnips, bag.	0 75	0 75
Sweet potatoes.	2 25	2 50

MANITOBA.

Green Fruits.

The last Valencia oranges of the season are now on the market and nearly all disposed of. We quote :

Ontario fall apples, per bbl.	3 50
" snow apples, "	4 75
Quebec Fameuse "	5 00

Oranges and Lemons.

Late Valencia oranges, 150s to 250s, per case	6 50
" 126s, 238s, 324s "	6 00
Jamaica oranges, per case	5 50
California lemons, per case	8 50

Vegetables.

Spanish onions, per case	1 25
Sweet potatoes, per bbl	5 50
Tomatoes, per basket	0 50
Cape Cod cranberries, per bbl.	10 00
Parsley	0 40
Mint	0 04
Native onions, per lb.	0 40
Carrots, per bush	0 40
Beets, "	0 80
Turnips "	0 40
Potatoes "	0 65
Celery, per doz.	0 40
Lettuce, per doz.	0 50
Radishes "	0 50
Cucumbers "	0 40
Green onions, "	0 25
Egyptian onions, per lb.	0 03
New California cabbage, per lb.	0 02
Australian onions, per lb.	0 05
Bermuda onions, per case	2 00
New Potatoes, per lb.	0 02

THE POTATO MARKET.

Cooler weather will increase the demand for potatoes. This market has had a lot of very poor Ontario stock come to hand during the past two weeks. In consequence dealers have been neglecting the Ontario grown tubers and have been paying more attention to the New Brunswick grown stock.

It is remarkable, says Mr. R. W. Hannah, of the Board of Trade Building, Toronto, that the New Brunswick growers can pay the freight charges on an 800-mile haul and still compete successfully with the Ontario growers. Of course it is all a matter of quality.

The Ontario growers will not keep their different varieties separate, but persist in shipping mixed stock, and in a year like this, when potatoes are affected with "rot," they will not sort out the rotten stock. The result is that it has to be sorted here, and the labor costs considerably more than at the loading point, besides freight has been paid on the wastrels.

EVAPORATED APPLES

Chops, etc.
Quality Guaranteed
Correspondence Solicited
COLLIER BROS., NAPANEE, ONT.

POTATOES

Let me quote a price on a car of my celebrated **Selected Delaware Potatoes** delivered at your station.
R. W. HANNAH
300 Board of Trade Building, - TORONTO

Telegrams: "SEGURO," GLASGOW.

APPLES A SPECIALTY

THOMSON & MATHIESON

Green and Dried Fruit Salesmen, GLASGOW, SCOTLAND.

REFERENCES: The Bank of British North America, Montreal. The Canadian Government Agency, 52 St. Enoch Square, Glasgow. Traders' Bank, Burlington, Ont. A B C Code. 4th Edition used.

COMMON SENSE

KILLS {Roaches and Bed-Bugs
Rats and Mice

All Dealers and 381 Queen St. W.
TORONTO, ONT.

Dealers find Common Sense a very good seller for the reason that it gives general satisfaction and each customer tells others about same.
Write for prices.

**Grocers!
Be Wise
Get the Business**



Did you ever reflect that when the green fruit has gone sealed fruit takes its place, and so comes into the front ranks of saleable goods? I know by the way certain dealers are sending me their orders now that they realize this fact, and are out in full force for trade. You could try the Made-in-Canada goods—**E.D.S. Brand** Jams, Jellies and Sealed Fruits in Glass—and get a share of the business. Will you do it?

The Eby, Blain Co., Limited, are Toronto agents for these goods; Wm. H. Dunn, agent for Montreal and Province of Quebec; Mason & Hickey, 108 Princess St., Winnipeg, agents for Winnipeg and the Northwest; Lucas, Steele & Bristol, agents for Hamilton.

E. D. Smith's Fruit Farms, Winona, Ont.

"SQUIRREL" BRAND.

New Crop CALIFORNIA LEMONS, 300s and 360s
Juicy and Practically Seedless.
"GOLDEN ORANGE" Brand California Late Valencia Oranges,
Best Orange Grown.
Also All Kinds Domestic Fruits.
HUGH WALKER & SON, - - GUELPH, ONT.

CURRENTS!!

Do you want to sell **Currents**
that will give you

Handsome Profit
Satisfied Customers
Increased Business?

Then buy **only** our
Celebrated Brand

"Superbos"

Choicest Fruit Moderate Price
Always Reliable

Warren Bros. & Co.

35-37 Front St. East
Toronto

WANTED!

BRIGHT, QUARTERED
Dried Apples

Highest Prices Paid

The W. A. GIBB CO.

Packers and Exporters

5 & 7 Market St. HAMILTON, ONT.

LAKE OF THE WOODS MILLING CO., LIMITED

"A Remarkable Progress."

THE claim that Canada is the granary of the Empire is no vain or boastful one, and these words emblazoned in sheafs of golden grain on the Canadian arch in London during the coronation festivities of Edward VII are being verified more strongly year after year. The inexhaustible wheat fields of Manitoba and the greater Northwest Provinces are already heralded throughout the world as fields of gold, and the thousands of in-pouring emigrants from Great Britain and Northern and Eastern Europe are all accentuating by their profitable tilling of the fruitful prairie lands the value of the Great West, the land of gold and promise.

The great wheat crops of Manitoba in the early '80's already gave promise of a greater future, and to the keen and farsighted business men whose interests in the east in the milling and grain line

ing Co. was incorporated on May 21st, 1887, and opened its offices on Customs House square, Montreal, and it is interesting to note how this mammoth company has, from small beginnings, grown and expanded, until it is to-day one of the largest milling concerns in the world and possesses the largest mill in the British Empire.

When first organized the capital of the company was \$500,000, in 5,000 shares of \$100 each. Its offices were situated at Keewatin, Winnipeg, and Montreal, the mills being at Keewatin and having a capacity of about a thousand barrels a day. It owned no elevators of its own, a striking contrast to the enormous number it now maintains throughout the Northwest and Manitoba.

In 1889, about two years after its formation, the company was entirely re-organized, with Mr. Robert Meighen as president, Mr. Wm. A. Hastings as

their uniformity, soon obtained a steady and increasing number of users.

In the Fall of 1899 the Montreal offices and warehouse were moved to the



Mr. Robert Meighen,
President Lake of the Woods Milling Co., Limited.



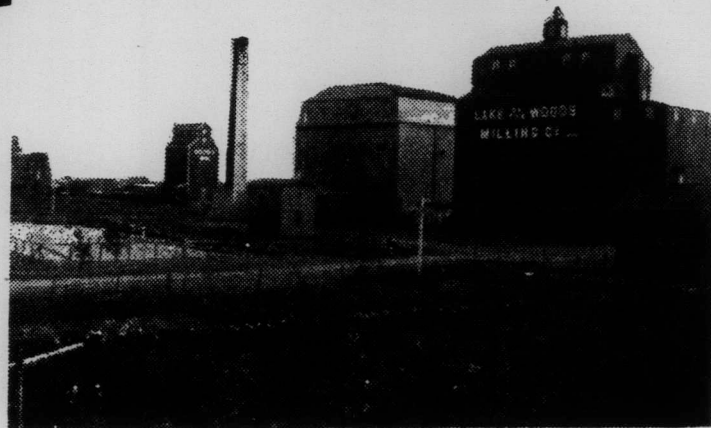
corner of Port and Common streets, and after remaining there three or four years another move was made to the Board of Trade Building.

About 1892 the mill at Portage la Prairie, then owned by the Portage Milling Co., was acquired, and this added about three hundred barrels a day to the output of the company. Both the Portage and Keewatin mills were added to from time to time as the demand for

induced them to go and grind the grain where grown is due a measure of credit for the advancement in the Prairie Province not fully realized by the general public. Among the companies which have so largely aided in making valuable the crops and fields of Manitoba and the west, and which stood in the foremost rank of the milling industries not only of Canada but of the world, is the "Lake of the Woods Milling Co., Limited," Keewatin and Portage la Prairie, Man., and whose head offices are in Montreal.

The Grocer in its present Fall issue presents to its readers a brief but interesting sketch of the commencement, growth and present advanced position of this great Canadian company, presenting also views of the two mills, and portrait of Mr. Robert Meighen, president.

The original Lake of the Woods Mill



Montreal manager, and Mr. G. V. Hastings as general superintendent at Winnipeg, and active steps were at once taken to develop business throughout the Dominion. Elevators were acquired or built throughout the west, and it was not long before the output of the mills was unable to supply the demand for the firm's brands which, on account of

the brands milled by the company increased, and at the present time the company owns two mills, one at Portage la Prairie and the other at Keewatin. The Portage mill now has a capacity of 1,500 barrels a day, whilst that at Keewatin produces 4,000 barrels. A barrel factory is attached to the Keewatin mill, and although it has

a capacity of 1,200 barrels a day it is generally taxed to its utmost to supply the constantly increasing demand of the mills, which comes principally from the Lower Provinces and Newfoundland, the trade in that section of the Dominion requiring that the flour be packed in barrels instead of bags, as is the case in the more western districts.

The offices of the company form one continuous chain from Pacific to Atlantic, being established in Vancouver, Winnipeg, Portage la Prairie, Keewatin, Toronto, Ottawa, Montreal, Quebec, and St. John, N.B., and warehouses are maintained at Montreal, Toronto, Ottawa, and Winnipeg, besides which large stocks are always held in reserve at both the mills.

The directors of the company are: Mr. Robert Meighen, president; the Hon. Robert McKay, vice-president; Mr. Robert Reford, Mr. James Crathern, Mr. F. H. Mathewson, Mr. J. W. Pyke, Mr. R. M. Ballantyne, Mr. Abner Kingman, and Mr. W. W. Hutchison.

The officials of the company are: Mr. Robert Meighen, president; the Hon. Robert McKay, vice-president; Mr. G. V. Hastings, general manager; Mr. W. W. Hutchison, eastern manager; Mr. F. E. Bray, secretary, Mr. Robert Neilson, assistant secretary, and Major F. S. Meighen, treasurer.

The head office of the company is at Montreal.

The company has a very large and constantly growing export trade, and at the present time is making large shipments every week to the United Kingdom, Newfoundland, the Continent of Europe, South Africa, Australia, and Japan. The well-known brand of "Five Roses" flour is to be seen in the grocery stores of Canada from one end to the other, and the merits of this particular grade of flour are being persistently and judiciously advertised in all the leading newspapers in the country.

The following incident illustrates the utter dependence of Canada on the consular system of Great Britain in securing justice or straightening out entanglements with foreign Governments in regard to her shipping. Some time ago the Government of Uruguay seized the Nova Scotia sealing vessel *Aenes Donohue* for infringement of the fishery laws. The captain and crew were held in prison for nearly a year and were at length released on representations by the British Government.

Had Sir Wilfrid Laurier been compelled to settle with Uruguay it would have been a costly and ticklish business for Canada.



This design a guarantee of quality.

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Strong, Stiff.

SAMPLES AND PRICES GLADLY SENT.

FOR GROCERY WRAPPING

Will not Break or Crack.

CANADA PAPER CO.

TORONTO LIMITED MONTREAL

Cultivate your Biscuit trade by ordering
McLAUCHLAN'S
Cream Soda Biscuits
 McLAUCHLAN & SONS CO. Limited, Manufacturers, OWEN SOUND, Canada.

Keep Posted on Sugar

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

SMITH & SCHIPPER, No. 138 Front Street, NEW YORK.

<p>W. B. STRINGER</p> <p style="font-size: small;">They're the</p> <div style="border: 1px solid black; padding: 2px; margin: 5px auto; width: 80%; font-size: x-small;"> EXTRA FANCY HEAVY WEIGHING </div>	<p style="font-size: small;">"ST. NICHOLAS"</p> <p style="font-weight: bold; font-size: small;">LEMONS</p> <p style="font-size: small;">Be sure and ask your Dealer for "St. Nicholas."</p>	<p>J. J. McCABE</p> <p style="font-size: small;">They're the</p> <div style="border: 1px solid black; padding: 2px; margin: 5px auto; width: 80%; font-size: x-small;"> BEST GARDENS' FIRST SELECTION </div>
<p>W. B. STRINGER & CO., Fruit Brokers, TORONTO, Sole Agents</p>		

The F. T. JAMES CO., Limited, 76-78 Colborne St. TORONTO

The Leading House for Oysters, Finnan Haddie, Bloaters and all kinds of Sea and Lake Fish. Also all lines of foreign and domestic fruits.

NEW FIGS

Jamaica Oranges, \$5.00 per bbl.

THE DAWSON COMMISSION COMPANY, LIMITED, TORONTO.

Consignments of Poultry, Butter, Eggs, Apples, Solicited.

THE DISTRIBUTORS COMPANY, Ltd.

H. M. MULHOLLAND, Manager.

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SUCCESSORS TO

Husband Bros. Co., Toronto; S. M. Culp, Beamsville; C. P. Carpenter & Son, Winona; Griffith & Woolverton, Grimsby; Titterington Bros., St. Catharines; Thos. Oliphant, Clarkson; C. Lowrey, Queenston.

Fresh Figs,

Florida Oranges

IT'S DELICIOUS AND
IT'S WHOLESOME—

WHAT MORE DOES THE CONSUMER NEED
TO RECOMMEND "**ACADIA**" **PREPARED
CODFISH?**

IT'S A RAPID AND
PROFITABLE SELLER—

WHAT MORE COULD THE STOREKEEPER
REQUIRE OF IT AS AN ARTICLE TO
CARRY IN STOCK ?

AGENTS :

*A. H. Brittain & Co., Board of Trade Building, Montreal.
Reginald Lawson, Winnipeg; Chas. Milne, Vancouver, B.C.*


**The British Columbia Packers' Association
Vancouver, B.C.**

Packers and Exporters of

CANNED SALMON

Fresh, Frozen and Salted Salmon, and other Pacific Coast Fish

SOLE PROPRIETORS of the following well-known brands :

- | | | | |
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| "Maple Leaf" | "Lion" | "Flagship" | "Imperial" |
| "Cutlet" | "Our Best" | "B-C-P" | "Lowe Inlet" |
| "Nimpkish" | "Rex" | "Pine Tree" | "Griffin" |
| "  Red Poppy" | "Eagle" | "Unicorn" | "Golden Net" |
| | "Cascade" | and many others | |

We guarantee our goods to be prime quality of their respective grades, and are in position thus to supply every year the full demand for all our brands. We handle our own packs exclusively, and are prepared to stand by any salmon shipped from a "B C P A" cannery.

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ROBERT HENRY, Windsor Ont.
ROSE & LAFLAMME, Montreal.
SCOTT, BATHGATE & CO., Winnipeg.

British West Indies

T. GEDDES GRANT, Pt. of Spain, Trinidad.

Australian

J. T. BROWN, Sydney.
BROWN & DUREAU, Melbourne.
" " Fremantle.

New Zealand

GOLLIN & CO., Proph'y, Ltd. Wellington

FRESH AND CURED FISH

CARE OF FISH IN RETAIL STORE.

PERHAPS no department in a general store needs such careful handling as the fish department, and yet when properly handled it is a means of creating a strong hold on the clientele of the store.

There are few housewives who do not calculate upon using fish more or less largely among their household necessities and nothing speaks more strongly as to the care and storage perfection of the store as the means of preserving in good condition the stock of fish. The storekeeper should, therefore, give this his greatest care and attention.

In many of the well ordered stores it has been found absolutely necessary to give the fish department a position entirely detached from the other goods, as otherwise it means serious deterioration to many of the lines carried in stock. The readiness with which most natural products will absorb strong aromas is well known; this being the case, the careful storekeeper should see that his fish department is given a distinct place of isolation.

The fresh fish season is one which can be used by the storekeeper as a means of maintaining a strong, and continual hold upon his customers by not only seeing that all the latest arrivals reach his store as soon as they come in season, but that he also sets himself to preserve them sweet and fresh.

It is not necessary to have a very elaborate arrangement of mirrors and marble, in fact many of the most successful fish departments are really of the simplest arrangement. In conversation with a grocer who has made his fish department a very marked success, it was learned that ordinary "slate" reservoirs were far preferable for preserving purposes than the most expensive marble, on account of the fact that the "slate" would not absorb the liquid and aroma in the manner in which marble does.

Fish packed in a slate reservoir with an abundance of ice will be preserved in a more natural condition than if stored under the same conditions in marble. Besides this, when the tank is

emptied and cleared it will be found that whilst the marble tank will still have a very strong and objectionable fishy smell the slate reservoir will be considerably sweeter. This will also apply to the marble slabs so largely used in expensive fish stores' outfits. Whilst the slate does not perhaps look quite so elegant from an observer's point of view, as the marble, the former will be found far preferable in actual use. In addition to this feature it is generally conceded that a store can be more economically fitted up with slate than with marble.

The next feature which the up-to-date storekeeper would do well to make a note of is that the department should be given at least one small window to itself which can be opened from the outside, and also a good sized slanting slab should be provided, upon which can be laid samples of the fish which he has stored in his ice reservoir inside. Nothing will tend to the creating and maintaining of a good fish department like the dainty arrangement of good fresh fish for the customer's attention, it is at once suggestive, and its attractive appearance will immediately bring certain dishes to the mind of the housewife.

The salesman who understands his business knows full well the great satisfaction which a fish customer will manifest when well supplied. On the other hand nothing makes a more lastingly bad impression upon the user than having once purchased fish which did not show well in the cooking. A little care and the grocer can easily score a good one with his customer.

U. S. SALMON PRICES ADVANCE.

THE somewhat unsatisfactory state of the American salmon market since the season opened appears to be approaching an interesting stage. There appears to be no doubt from reports that have reached us that there has been a half-hearted attempt to play havoc with the market by breaking prices, particularly among eastern jobbers. It would appear, however, that with the exception of creating a feeling

of distrust at buying points, and a temporary falling in value, nothing substantial has accrued from the movement.

Already prices on the U. S. markets are advancing for all good class salmon, and sellers are insisting that buyers agree to include a percentage of tails in their orders. The following is extracted from a report of prominent fishing men at Chicago, as to the real state of the situation.

The advance referred to was announced in a communication received from the Deming & Gould Co., of Chicago, who stated that they had been instructed by the Pacific American Fisheries Co. to raise prices on sockeye salmon to \$1.40 for tails, \$1.60 for flats and \$1.05 for half-pounds, the advance to take effect immediately. In announcing this action, it is stated:

"The shortage of high grade Columbia River chinooks, coupled with the comparatively short pack of sockeyes, has greatly stimulated the demand for the latter. Fully two-thirds of the sockeye pack has already been sold; or, in other words, out of a pack of about 760,000 cases, not to exceed 250,000 remain in the hands of packers. There is sure to be a short pack next year, and prices for 1906 will be on a higher basis; we therefore confidently predict that present prices will not only be maintained, but that there will be a still further advance before prices are named on next year's pack.

"Our sales of cohoes are the largest in the history of our business. The distribution of red Alaska has been on a large scale. Spots have been practically all sold, and few, if any, futures will remain in the hands of packers. This applies to all packers, both large and small. The canneries we represent will not have a surplus to exceed 2,000 cases. There will not be enough medium reds packed to cause even a ripple.

"The total pack of Alaska chums and pinks will not exceed 150,000 cases. The pack of humpbacks on Puget Sound was about 80,000 cases. No canneryman on Puget Sound will be foolish enough to pack chums this season unless there is

a material advance on low grade fish, for even at 70c. a dozen there is no profit in the business. Salmon prices have hit bottom and an advancing market is now assured."

The Pacific American Fisheries Co., according to a report current here, controls about 50,000 to 75,000 of the 350,000 cases of sockeyes said to remain out of this season's Puget Sound pack, and its action in advancing prices, therefore, is expected to have a pronounced influence upon the general market, especially in view of reports that it stands ready to buy up any weak holdings at full prices.

BRITISH COLUMBIA SALMON.

The salmon harvest of British Columbia is of sufficient importance to warrant every reasonable effort that can be put forth to secure a perpetual supply. The fact that these fish spawn but once and die on their spawning beds in the shallow streams increases the danger of depletion through destructive fishing methods. If during any "run" there is not a sufficient supply of ova deposited in the shallow rapids there must be a lean season four years later,

when the fish of that year return to complete their life history. Just now there is a regular succession of three comparatively lean years and one abundant year. Such conditions tend naturally to perpetuate themselves, for the abundant year is marked by the escape of a large number of salmon to the spawning beds. The great shoals of fry make their way to the sea, and return matured four years later, continuing the succession of the abundant year. But injudicious or destructive fishing during any one year might institute a quadrennial failure of the run. We may find at any time a recognized year of failure instead of the year of abundance. The first essential of a good run is a supply of ova on the spawning beds or in the artificial hatcheries. The next essential is the safe journey of the fry to salt water.

The use of trap nets militates against the natural spawning of the salmon. Under the old methods of fishing a sufficient number escaped to perpetuate an abundant supply. But in proportion as the traps are destructive they lessen the quantity of spawn deposited. Such restrictions as are necessary in this re-

spect must be secured by international co-operation. It is unreasonable to expect Canadians to adhere exclusively to difficult methods of fishing while the Americans on their side of the straits are depleting the waters with traps. The same difficulty encountered on the great lakes is present in Juan de Fuca Straits, and all reasonable efforts should be made to secure the co-operation of the American authorities. With the escape of a supply of fish up the rivers and a protection of the shallow streams from dams and other obstructions the supply from year to year will be reasonably assured.

It is quite possible to supplement nature's efforts by the work of the hatcheries.

NOTES.

The net fishermen in the neighborhood of Charlottetown, P.E.I., are getting a good share of the herrings which are still plentiful. The fishermen are busier now than at any other time in the season.

* * *

It is estimated the sum of \$14,000,000 will be received for the salmon pack on the Pacific coast this year—\$2,000,000 more than last year.

We are looking for active up-to-date grocery brokers to represent

Japanese Starch

in Halifax, St. John, Toronto, Winnipeg, Vancouver, and other large business centres. We will pay satisfactory commission and follow up the goods with advertising.

Write for particulars.

American Pure Food Co.
Montreal

Season 1905

HORSE SHOE SALMON

Now in Store



ALSO

SPRING SALMON—"Columbia" Brand.

COHOES—"Tiger" Brand.

PINKS—"Sunflower" Brand.

"Jacques Cartier" Brand.

PACKED BY

J. H. Todd & Sons
Victoria, B.C.

Wholesale buyers can obtain quotations from
Geo. Stanway & Co., Toronto, for Ontario. C. F. Thompson, Winnipeg, Manitoba.
W. S. Goodhugh & Co., Montreal, Quebec. J. Hunter White, St. John, Lower Provinces.

FISH AND OYSTERS

Fresh fish arriving daily by express.

Bulk and shell oysters.

All kinds salted and prepared Fish, Haddies, Bloaters, Kippered and Smoked Herring.

Labrador Salt Herring in bbls. and half-bbls.

Price lists mailed on application

Correspondence solicited

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20, 22, 24 and 26 Youville Square

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P.O. Box 639



KING OSCAR SARDINES

THE NEW PACK

is now arriving with the wholesale trade.
Ask for them. They are the leaders.

JOHN W. BICKLE & GREENING

Canadian Agents

HAMILTON, - ONTARIO

Extracts from *The Business Magazine*

OCTOBER NUMBER

Pigs is Pigs.

BY ELLIS PARKER BUTLER IN AMERICAN ILLUSTRATED MAGAZINE.

Every month the publishers of *THE BUSINESS MAGAZINE* will print what they consider the best short story dealing with the commercial world which has appeared in the current magazines. This month's selection is a rare good yarn, a care-reliever, a laugh-inducer, a genuine old-time funny story of the Irish persuasion. It will cheer you up, so don't omit reading it.

MIKE FLANNERY, the Westcote agent of the Interurban Express Company, leaned over the counter of the express office and shook his fist. Mr. Morehouse, angry and red, stood on the other side of the counter, trembling with rage. The argument had been long and heated, and at last Mr. Morehouse had talked himself speechless. The cause of the trouble stood on the counter between the two men. It was a soap box across the top of which were nailed a number of srips, forming a rough but serviceable cage. In it two spotted guinea-pigs were greedily eating lettuce leaves.

"Do as you loike, then!" shouted Flannery, "pay for thim an' take thim, or don't pay for thim and leave thim be. Rules is rules, Misther Morehouse, an' Mike Flannery's not goin' to be called down fer breakin' of thim."

"But, you everlastingly stupid idiot!" shouted Mr. Morehouse, madly shaking a flimsy printed book beneath the agent's nose, "can't you read it here—in your own plain printed rates? Pets, domestic, Franklin to Westcote, if properly boxed, twenty-five cents each." He threw the book on the counter in disgust. "What more do you want? Aren't they pets? Aren't they domestic? Aren't they properly boxed? What?"

For the balance of his amusing story see the October number of *The Business Magazine*

\$2.00 per year

Fortunes in Advertising.

BY HENRY HARRISON LEWIS IN SUCCESS.

It is almost as good as a romance to read the true story of how Gerhard Mennen, the poor German emigrant, became a mighty force in the commercial world through the force of advertising. There are also stories of how Unecda Biscuits came to the front, besides many other interesting tales of success through advertising.

SOME day a clever artist, wise beyond his generation, will draw a new allegorical conception of Success. It will not be a scantily-clad figure of a woman with golden hair floating in space and distributing favors from a clumsy-looking cornucopia, but a gray-bearded man with spectacles and a bulging forehead scattering an infinitude of microbes shaped something like dollar marks. This will typify the inoculation of fortune by the germ theory, and will be scientific, if not pretty.

There is apparently no other way of explaining the marvellous results achieved by some men under the most ordinary circumstances. In the year 1871, for instance, a great many immigrants reached this country from Europe. Among those who worked their way across the ocean on sailing vessels was a German lad of fourteen, who was promptly swallowed in the human vortex that even then represented the metropolis of the country. The manner in which he shed the habits of his former home and began to climb the gently sloping ladder of prosperity offered him by America need not be described in detail.

Six years after his arrival, during which time he had served an apprenticeship to a druggist, and studied the profession himself, he

For the remainder of this entertaining article see the October number of *The Business Magazine*

20c. per copy

The **MacLean Publishing Co., Limited**

TORONTO

MONTREAL

WINNIPEG

The Commercial Traveller—Grave Yet Gay

A MAN OF MANY PARTS.

A GENTLEMAN OF COMMERCE.

THE commercial traveler is truly a man of many parts. Who has not looked with envy on the man of seeming leisure? Dropping in upon the country storekeeper with a careless unconcerned mein, his beaming smile at once expelling all monotony and gloom.

A veritable benefactor come to dispense his gifts, and yet, withal, not too familiar.

A man of magnetic personality, his manner attraction itself, he has learned that there must be as much merit in the man himself, as in the goods he sells.

The really successful traveler is he who has friends wherever he goes, the warm and hearty handshake he gives being



"Welcome."

eagerly anticipated and always welcomed. Such is the man whom we are pleased to designate a "drummer."

He has not attained this position, however, without much previous training, and at the cost probably of years of application, in which he has proved his ability to the full and has earned the respect and confidence of his employers.

The ideal traveler is not always the man who brings back a bag full of orders on his maiden trip. The dealers may have given those first orders to get rid of him, and so end persistent interruption. The wise traveler on his first trip will strive to leave behind him an impression which will serve as a standing introduction and to create that impression he need not necessarily talk

"shop." Indeed the probability is that he will discover some point of affinity between the man he is talking to and himself, and were he followed in to many of his stores we should find him indeed "a man of many parts."

The ideal traveler looks every word he speaks, his face as often as not carries the conviction of his word and his customers like dealing with him because he looks honest. He is acquainted with his goods from first to last and can explain away a seeming fault or objection so that a practised buyer is obliged to at once admit its possibility. Generally he has graduated from the lowest rung of the business ladder, a fact which accounts for his many characteristics. The knowledge which he radiates when talking of his goods indicates in itself that he has a practical inside experience and knowledge of them.

The perfect traveler is withal a true gentleman, his countenance stamps him at once as one of nature's noblemen and this fact comes in and prevents his enthusiasm over his business developing in such a manner as to be obnoxious to his customer. Whereas, there is a danger of a merely "jovial" man becoming a positive bore, such a man could never be a traveler.

The traveling man always has the interest of his customers at heart. He has worked hard to establish confidence in himself and he wisely does not intend to permit this confidence to be shaken and in this connection a good traveler will be careful not to allow his customer to overbuy himself. This is a point of vital importance not only to the customer but to the firm themselves. A retailer who is a good business man soon learns to appreciate to the full the commercial man who will advise him in his buying for his own good as well as for his employers' advantage. Such a traveler is valued by his clients at his true worth and he will often find his orders awaiting him on return journeys.

QUICK TRIP TO BOSTON.

TRAVELERS who have the privilege of calling upon the merchants of that active little railway centre in Quebec known as Farnham will recall the peculiar names of the rooms at one of the leading commercial hotels. The rooms unlike those of other Canadian hotels instead of being numbered are named after the various large cities of Canada and the United States;

Some four years ago I was selling shoe blacking extracts and other grocers' sundries for a Hamilton specialty house and Farnham was one of the towns on my list. I had never traveled through Quebec and naturally had many novel experiences and found many things different from Ontario, but this hotel was the strangest I ever came across.



Just Arrived.

After registering the clerk called a boy and said: "Show this gentleman to 'Montreal!'" Now I had just come from Montreal and didn't want to go back there again so soon, as my business there hadn't panned out as well as I had hoped it would. I therefore looked at the clerk and said: "Say, I don't want to go to 'Montreal.'"

"Why not?" I am asked. "Don't you like 'Montreal?'"

"Not particularly stuck on it," I replied.

"Well, suppose you go to 'Halifax'; will that suit you?—it's all right," the clerk answered.

"Don't know anything about Halifax, never was there, though. I understand it's pretty breezy."

"You're hard to please, mister," I was curtly informed. "If 'Montreal' and 'Halifax' don't suit you the next

best thing I can do is to send you to 'Boston.' Go on Jack. show the gentleman to 'Boston.'"

With that the boy took my grip and I followed him upstairs, where the conversational puzzle was solved. As we walked along the corridor I noticed in large blue and white letters the names of different cities painted on the various rooms passed. We went past 'Montreal,' 'Toronto' and 'Detroit' and turning the corner I suddenly found myself in the vicinity of "Halifax" and "St. John," and next door to the latter place was "Boston." The name just suited me and I said to myself if this is in keeping with the reputation of the Hub, where I had spent some six years of pleasant labor, I'll be satisfied. It certainly was the cheapest and quickest trip I ever made to Boston.

The room was all right and that night though in Canada I slept peacefully in "Boston." Before retiring, however, I noticed that the call bells in "Chicago" and "New York" were kept ringing pretty freely, and I came to the conclusion that there was something doing in those large United States trade centres.

If you ever visit Farnham stop at the large hotel on the corner of the two main streets, the service is good and the pleasant clerk will annihilate space quicker than Edison or Marconi ever dreamt of. You can make a very cheap trip to all the large centres of Canada and the United States imaginable.

THE TYPICAL COMMERCIAL.

BALZAC, no doubt the closest student and portrayer of French life and character in all its phases, in his "Scenes from Provincial Life" speaking of Gaudissart, the great commercial traveler of the time of Louis Phillippe, 1830, says:

"The commercial traveler—a personage unknown to antiquity—is one of the striking figures created by the manners and customs of our present epoch. * * * The commercial traveler—is he not to the realm of ideas what our stage coaches are to men and things? He is their vehicle, he sets them going, carries them along, rubs them up with one another. Curious being! he has seen everything, knows everything and is up in all the ways of the world. * * * Jester and jolly fellow, he keeps on good terms with all political opinions and is patriotic to the bottom of his soul. A capital mimic, he knows how to put on turn and turn about, the smiles and per-

suation, the satisfaction and good nature, or drop them for the normal expression of his natural man. * * * He must probe men with a glance and guess their habits, wants, and above all their solvency.

"Activity is not the least surprising quality of this human machine. Not the hawk swooping upon its prey, not the stag doubling before the huntsman and the hounds, nor the hounds themselves catching scent of the game, can be compared with him for the rapidity of his dart when he spies a commission, for the agility with which he trips up a rival and gets ahead of him, for the keenness of his scent as he noses a customer and discovers the spot where he can get off his wares."

You know the "species"—let us now



Mr. D. W. Douglas

look at the individual. The Grocer takes the liberty of filling in here the portrait and sketch of a member of the traveling fraternity whose physiognomy will be as readily recognized by its subscribers in Eastern Ontario, Eastern Townships and the Province of Quebec as far as the Gaspé Coast, as his hearty handshake is welcome and his cheery voice is pleasant to the hundreds of merchants the subject has had the privilege of calling upon during the years the road has known Mr. D. W. Douglas.

D. W. Douglas, or as he is better known, "Walter Douglas," is a native of Lacolle, P.Q., and spent his early years in that town. After leaving school he entered the employ of J. A. McPherson, grocer, St. Johns, with whom he remained four years acquiring a thor-

ough training and at the same time a love for the grocery trade, despite its long hours and hard work. In 1874 he entered into the grocery business with his father, Robert Douglas, remaining until 1889. From 1889 to 1892 Mr. Douglas was engaged in the canning business in St. Johns, P. Q. Finding that the canning business was unprofitable he sold out and accepted the position of eastern representative of E. W. Gillett Co., Limited, and from 1901 to January, 1905, he strenuously advocated the merits of Royal Yeast and Gillett's lye. After representing the well known spice, coffee and tea house of S. H. Ewing & Sons, Montreal, until September of this year, he severed his connection with that firm and is now back to his old love the out and out straight grocery trade. Mr. Douglas' territory is part of the Eastern Townships and as he knows every foot of the territory and can call almost every merchant by his first name, he will no doubt secure a share of the trade of the Townships.

Among the traveling fraternity Walter Douglas enjoys a good reputation, untainted by jealousy. His genial smile, hearty grip, the inexhaustible fund of anecdotes, particularly his tales of the "habitant," his readiness in either French or English, make him particularly welcome in this bi-lingual section. The Grocer quotes in conclusion with apologies to the shade of Balzac for the slight change in quotation:

"All things to all men he knows how to accost a banker like a capitalist, a magistrate like a functionary, a royalist with busy and monarchial sentiments, a 'bourgeois' as one of themselves. In short, wherever he is, he is just what he ought to be," and that is a typical commercial traveler and capital salesman, and withal a good friend in need and deed.

THE HARDEST PROPOSITION.

HAVING been asked by The Canadian Grocer to discuss some of my experiences as a canvasser, I have graciously consented to furnish that well known family journal with a few extracts from my "Personal Memoirs," which will be published after my decease.

It seems to me that I have always been up against hard propositions. In early boyhood I sold stamps to make spending money. My fine collection delighted the youthful mind and I had many offers of marbles, neanuts, tops and other treas-

PARADISE AND HAYCASTLE CURRANTS

Greece's finest productions. Grown in a specially favored district. Imitations and the "just as good" kind are legion.

You don't need an imitation when you can get the genuine. Your customers are pleased, your trade and profits increased, by handling Paradise and Haycastle Currants.

SOLE AND ONLY AGENTS FOR CANADA

W. H. GILLARD & CO., HAMILTON,

Wholesale Grocers, Tea and Coffee Importers.

CURRANTS

In Store, Three Cars New Currants.

QUALITY EXTRA.

Ask Travellers to show samples, or write us direct.

EMPIRE

IDEAL

SAPPHO

MARATHON

LUCAS, STEELE & BRISTOL, - Hamilton

Flax Mills at Hensall
and Seaforth, Ont.

GEORGE McEWEN

HENSALL, ONT.

Manufacturer of

Flax, Staves and Heading

Also Dealer in Grain

Flax Seed a specialty.

Correspondence invited

100
CANDLE
POWER



1/2¢
PER
HOUR

AUER GASOLENE LAMP

Gives more light than

10 COAL OIL LAMPS, 6 ELECTRIC OR 5 ACETYLENE LIGHTS, AT A LOWER COST THAN COAL OIL.

Each lamp makes and burns its own gas. No wick, no dirt, no grease, no smoke, no odor.

Catalog and discounts on request.

AUER LIGHT CO., 1691 Notre-Dame Street, MONTREAL

MATCHES

We have pleasure in offering to the trade the following excellent values in Matches. The prices are worthy of your consideration, and we would be pleased to receive a sample order from you.

"Diamond Jubilee" Matches

1/4 gross Cartons, 10 gross Cases, single case at \$3.40, f.o.b. or 5-case lots, one shipment, at \$3 1/4 per case, freight paid to any Ontario R. R. Station.

Diamond Jubilee Matches are carefully made, nicely packed, full count, and a sure light. The quality is not inferior to any sulphur match made in Canada. The low cost will enable you to obtain a handsome profit.

W. G. CRAIG & CO.,
Wholesale Grocers - - KINGSTON

CAPSTAN BRAND

HIGH-GRADE TOMATO CATSUP

Put up in 10-oz. and 20-oz. bottles of a new design, and is very attractive.

This Catsup is far superior to many others and is giving perfect satisfaction.

Ask your wholesale grocer for it or see our travellers' samples.



THE CAPSTAN MFG. CO., Toronto, Ont., Can.

PULLED FIGS

30 lb. boxes. Now in Store.

THOMAS KINNEAR & CO.

WHOLESALE
GROCERS

Toronto and Peterboro

BEAUCE SYRUP

PUT UP IN WINE
MEASURE TINS

	Per Case
Callons, 6 to case - -	\$4.50
½ Callons, 12 to case, - -	4.80
Quarts, 24 to case, - -	4.80
Pints, 24 to case, - -	2.50

IMPERIAL MEASURE
TINS

	Per Case
5 Gallon Tins, 1 to case, -	\$3.90
2 Gallon Tins, 2 to case, -	3.40

WARRANTED TO KEEP IN ANY CLIMATE

A. F. MacLAREN IMPERIAL CHEESE CO.,

LIMITED

SOLE AGENTS
TORONTO.

ures, in exchange. But money was tight. It was very seldom that my companions appeared to be in funds, and my harvests were few and far between. I thought I had a hard row to hoe.

As time went by I obtained the local agency for a book about the world, or something like that, on which I could make "\$3.00 a day sure." But I met with constant discouragement and found it a hard job to dispose of my stock. Then I went to college. Hearing that it was easy to make a year's expenses by selling "views" in the summer vacation, I heroically donned an outfit, boarded my four year old bicycle and started out to exploit the rural districts. As I pumped along the rough and dusty roads, or laboriously repaired punctures under a blazing sun, while pondering about the habit people had of setting dogs on me, I came to the conclusion that it was the worst yet. After graduating I began canvassing on behalf of a half-dead association, trying to enlist as members some of the most influential business men in the country. Say, they used me up in no time. The magic of my B. A. which I proudly flaunted on my clearly engraved visiting card was as nothing to these hard-headed merchant princes, and I don't mind confessing that I was a dismal failure.

Then a bright spot appeared on the horizon. I was offered a position as traveling salesman for a firm which was the biggest of its kind in the British Empire. This is easy, said I as I signed the contract, and I went out confident that this firm's name would command respect, even if my degree didn't. But, when I presented my card, and announced that I was representing the H— Co., I was invariably greeted with the exclamation: "O yes! You are the brewers aren't you?" Even among the

travelers whom I met, my firm was unknown to more than half the number! And that, too, in spite of the fact that it was the greatest in the Empire. What was the reason? Well, I found out when I went in to headquarters for my first Saturday. I learned that the firm had never found it necessary to advertise. They got the business without it, they said, so why spend money foolishly? I told them they should advertise in Canadian Grocer, in which case I would guarantee to increase my sales by at least a half. But they didn't see their way clear, so I began to look out for something else to do. Just between ourselves I may remark that the moment in which I received an offer from another concern was the happiest of my life.

I had been up against the hardest proposition yet. My stuff was all right, my prices were fair. I knew myself that my firm was the greatest of its kind under the Union Jack. But my customers laughed at me when I told them so. I tried my best to convince them, but they couldn't believe that a firm of such magnitude would not speak to them every week, through the pages of The Grocer.

As I quietly dropped out of the X— Co. I vowed that I would never again travel for a firm that wouldn't advertise. What's the use?

THE DREARY DRUMMER.

DEVELOPING POWER.

Wm. Moore & Son, millers, Meaford, Ontario, are developing an additional water power of about ten times the quantity they are using at the present time. The works will be completed by the 1st of July next, when the firm will be in a position to sell or rent power at a moderate price. The development plant is situated on their own property.

Too busy shipping orders to write up any fancy "ad" this week.

If requiring anything in groceries, write us.

THE DAVIDSON & HAY, LIMITED
WHOLESALE GROCERS, TORONTO

A PROMINENT COFFEE MAN.

VERY few grocers ever think of the experience and training required by those engaged in the blending, roasting and preparation of the coffee they sell. Every grocer is more or less familiar with blended teas, and in a general sense has a fair idea of the various grades of teas required to produce a saleable article for his customers, because the selling of teas is more generally accompanied by suggestions from the tea salesman or the result of the grocer's own experience. Grocers



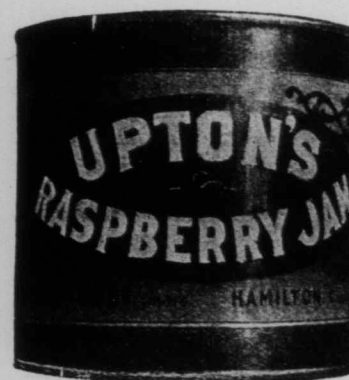
Mr. J. W. Maybee.

can, by buying the various grades of teas, in a measure, produce a good blend, but there are very few who have the knowledge to buy their coffees green, and roast and blend them satisfactorily, so the coffee blending and preparing becomes a specialty which requires years of careful study of the various grades grown, their distinctive qualities, and their blending capabilities, and the amount of roasting each particular grade requires in order to bring out their virtues.

That the consumption of coffee in Canada is on the increase is evidenced by statistics, and the expansion of the

trade is due to the closer attention that is being paid to this branch of the grocery trade by importers, roasters and blenders of coffees, and particularly by certain wholesale grocers who have engaged the services of men who have made a study of the coffee business. The Grocer publishes in this issue the portrait of a gentleman who has for many years paid close attention to coffee, Mr. J. W. Maybee, present manager of the Eby, Blain & Co.'s, Limited, coffee department, Toronto. Mr. Maybee was born in Belleville, about fifty years ago. At the age of 19 he took a fancy to the life of a sailor, and for a number of years spent his time on the Great Lakes. In 1876 he joined the house of W. F. McLaughlin & Co., Chicago, one of the largest coffee houses in the west. During the nine years he was with this firm he acquired a close and intimate knowledge of coffee blending and roasting. Those who know to what an extent the citizens of the United States consume coffee will readily understand that a vast amount of work and study must have fallen to Mr. Maybee's lot while with such a large firm as McLaughlin & Co., and it was while with this firm that he gained what knowledge he modestly claims to possess.

In 1885 he returned to Canada, joining the Snow Drift Co., Limited, of Brantford, Ont., and making the coffee question a feature of his engagement. He built up a fine trade with this company during the years he was with them. Some few years ago he engaged with the Eby, Blain Co., Limited, Toronto, and has made the coffee trade of that enterprising firm a specialty, with what success those who are intimate with the facts are best able to judge. Certain it undoubtedly is that Mr. Maybee's name in connection with the growing coffee trade of Canada is a factor, and the confidence he places in the great development of the coffee trade of the future in Canada shows his enthusiasm for his particular specialty as well as stamping him a thorough optimist.



UPTON'S

HOME-MADE

Jams, Jellies

and

Orange

Marmalade

have the true fruit flavor.

They are sold by the
 leading grocers all
 over Canada.



14,000,000
Packets
Annual Sale



Black

Green

The Tea for you to become interested in is the Tea the public call for. You can substitute, no doubt, but "Mark Our Words," 'twill be to your peril in the long run. People are getting keenly sensitive of such practices nowadays.

Don't try and get too much for too little.

That isn't making money—that's losing trade—and trade is money to you.

The success of "SALADA" has been brought about by giving the dealer and the people the best possible value for their money.

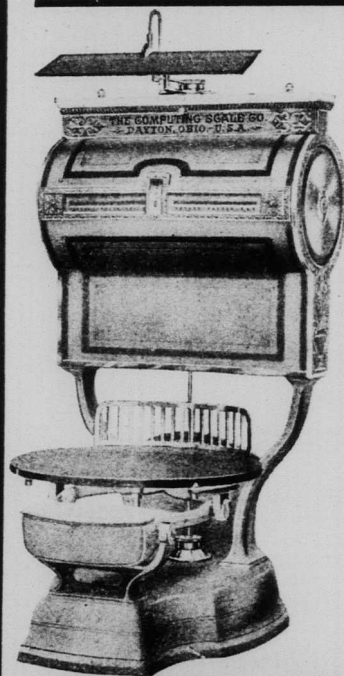
In the face of the enormous sale of "SALADA" Ceylon Tea, the wisdom of this policy is past debate.

Wholesale terms on application

"SALADA" Toronto or Montreal

Highest Award St. Louis, 1904

Automatic Grocer



MERCHANTS have been for years in quest of an Automatic Computing Scale for their grocery departments, and have been experimenting with all kinds of new ideas, but without success.

OUR AUTOMATIC BUTCHER COMPUTING SCALE was an **OVERWHELMING TRIUMPH**, and we have adopted the same principle of construction in a Computing Scale for grocers' use which is bound to give the same degree of satisfaction to the grocer.

A **SWIVEL BASE** allows the scale to be turned to any desired position, so as to be as easily used from one side of the counter as from the other.

THE COMPUTING SCALE CO.
OF CANADA, LIMITED
164 King Street West, TORONTO

BRANTFORD PREPARED CORN STARCH

is a staple Starch product that has fulfilled its promises.

Wise dealers know that they must carry **BRANTFORD STARCH** sooner or later—the sooner the decision the wiser the dealer.

Cooks are delighted with the practical, common-sense recipes on the packages, and consumers realize that there is a "bouquet" and flavor to food made with **BRANTFORD PREPARED CORN STARCH** that is deliciously different.

Don't resist the inevitable but put in a supply of **BRANTFORD** and do it **NOW**.

BRANTFORD STARCH WORKS, LIMITED
BRANTFORD, - CANADA

last report, and quotations are well maintained with inclination to advance. We quote:

Table listing various types of beans (handpicked, prime, ungraded, Lima) and their prices per bush.

Fresh Fish—The market has been extraordinarily good during the current week. All lines have been in active demand and are expected to continue to be. We quote:

Table listing various types of fresh fish (halibut, haddock, trout, cod steak, lobsters, B.C. salmon, shrimps, whitefish, herring, pickers, oysters, finnan haddies, ciscoes, kippers, bloaters) and their prices per lb or per gal.

Dried and Cured Fish—This market has not yet assumed any different aspect, and quotations remain nominal. We quote:

Table listing various types of dried and cured fish (boneless fish, cod fish, boneless cod, quail-on-toast, pitched cod fish) and their prices per lb or per 100 lbs.

Grain—The grain market has shown only a steady demand. There has been no great activity to report. Arrivals from outside points have been very slow and scarcely sufficient to meet the current demand. Prices are revised up to the last moment and show great strength at from a half to one cent advance all through. We quote:

Table listing various types of grain (Manitoba wheat, Red and white, Barley, Oats, Peas, Buckwheat, Rye) and their prices per bushel.

Flour—The local flour market shows activity and appears to be settling down to a steadily advancing trade. Quotations have made a still further drop consequent upon the arrival of new flours on the market. The export trade has been very good and a good deal of activity has been manifested and some substantial contracts have been closed. We quote:

Table listing various types of flour (Manitoba wheat patents, Strong bakers, Ontario wheat patents, Straight roller) and their prices per bbl.

Breakfast Foods—The market in these lines continues active with no new feature to report. Previous quotations remain unchanged. We quote:

Table listing various types of breakfast foods (rolled wheat, Rolled oats, Rolled wheat, Cornmeal, Split peas, Pot barley) and their prices per bbl or per 100-lb.

Hides, Tallow, Skins and Wool—The market in these lines has made no material change since our last report. Demand continues very active with supplies coming in about equal. Expectations are general that a change in the situation is imminent which will bring

the market to a more stable basis. We quote:

Table listing various types of hides, tallow, skins, and wool (Country hides, Calf skins, Lamb skins, Horse hides, Rendered tallow, Unwashed wool, Rejections, Priced wools) and their prices per lb.

Quebec Markets.

Montreal, Oct. 25, 1905. GROCERIES.

AMONG the grocery jobbing trade business is, on the whole, satisfactory. Some houses which have an especially good river and coast trade have been very busy getting out their orders and preparing for last shipments before close of navigation. Orders from nearby and the general Province trade is fair. Collections are not not quite as satisfactory as might be wished.

The decline of 10c. per 100 lbs. in sugar seems to have been expected as the tendency of the New York and European markets has been downward during the past week. Scotch granulated is a factor and a few of the jobbers find it hard to resist the difference between \$4.10 and \$4.50 and some buying is being done. The shipment, however, is not large enough to materially effect refiners' prices.

Teas are generally firm and business fair. London and Colombo are both firm and offers through brokers are being turned down oftener than accepted. The trade from country markets shows little activity.

Molasses quiet and unchanged while corn syrups show an improved demand.

Canned goods are featureless and unchanged. Deliveries of late pack fruits and vegetables are being made by the canners.

Coffees are steady with an easier tone in some lines.

Spices unchanged and uncertain.

Fish trade shows an improvement, the colder weather being responsible for this. The demand for bulk and shell oysters is heavy. Fresh and smoked fish are selling well.

The dried fruit market is featureless and the trade are busy getting in their supplies. In the provision line trade is generally satisfactory, supplies being obtainable more readily by packers now that farmers are through harvesting and disposing of their live stock.

The demand for poultry is good on account of Thanksgiving Day this week. Some little shading is noted in butter. Eggs are slightly firmer under strong foreign demand.

Cheese is easier, particularly for October makes.

Flour market steady and unchanged. Feed is plentiful and prices easier. Green fruits trade is satisfactory for

the time of year. Peaches are off the market. California Tokays are arriving in good supply and selling well.

Canned Goods—Market shows no change. New canned vegetables and fruits are arriving freely with the jobbing trade. Some good sales outside of canner's combine are reported, the shading being 5c. per dozen. New pack salmon are well in store and jobbers are in a position to complete their orders. New Canadian sardines are meeting with good demand and sale and the improved style of packing is doing much to popularize Canadian pack sardines. We quote:

Large table listing various types of canned goods (beans, currants, gooseberries, lawsonberries, raspberries, sugar beets, corn, tomatoes, strawberries, cherries, rhubarb, asparagus, peas, spinach, peaches, pears, pumpkins, squash, pineapple, plums) and their prices per lb, per doz, or per gal.

commenced threshing. Quotations as under are ruling figures this week. We quote:

Choice prime beans..... 1 50 1 65
Lower grades..... 1 40 1 50

Evaporated Apples—Business is restricted on account of the high prices asked by evaporators and shippers in the west. It was reported by one large buyer this week that he had been offered apples at less than last week's quotation. Winter varieties are held at 7 3-4c. to 8c. From advices of one of the largest dealers here his instructions were to hold firm at 8c. and even at that figure it was doubtful whether he could secure any quantity. In small lots 8c. to 8 1-2c. appears to be the market.

Fish—Business reported improved this week. Fresh fish of all kinds are in good demand and supplies coming in more freely. Both dry and green cod are scarce and prices held firm. New salt herring are in fair demand, as also are smoked fish. Finnan haddies are selling well. Bulk oysters in good demand. Malpaeque shell oysters are easier under good inquiry. The superior quality of Canadian shell oysters is being appreciated by lovers of this luscious sea fruit. We quote:

Fresh bulk oysters, standards..... 1 40
selects, per imp. gal..... 1 60
Finnan haddies, 15-lb. boxes, per lb..... 0 07
Kipperd herring, per box..... 1 00
Smoked herring, in small boxes, per box..... 0 10
Fresh haddock, per lb..... 0 04 1/2
Market cod, fresh, per lb..... 0 04
Steak cod, fresh (heads off), per lb..... 0 06
Lake trout, fresh, per lb..... 0 08
Pike, fresh, per lb..... 0 06 1/2
Sea trout, fresh, per lb..... 0 10
Dore, fresh, choice, per lb..... 0 08
Smelt, fresh, per lb..... 0 10
B.C. salmon, fresh, per lb..... 0 14
Gaspe Salmon, per lb., frozen..... 0 15
Halibut, frozen, per lb..... 0 14
Boneless cod, 1 and 2-lb. bricks, "Favorite" brand, 2-lb. boxes, per lb..... 0 06
Boneless fish, 2-lb. bricks, "Gem of the Sea" brand, 2-lb. boxes, per lb..... 0 06 1/2
Skinless cod, 100-lb. cases, per case..... 6 00
Dry codfish, 100-lb. bundles, per bundle..... 5 50
New Labrador salt herring, per bbl..... 2 75
New B.C. salt salmon, per bbl..... 12 50
New B.C. salt salmon, per half bbl..... 7 00
New Labrador salt salmon, in tierces, per tierce..... 18 50
New B.C. salt salmon, in bbls., per bbl..... 13 50
New B.C. salt salmon, in 1/2 bbls., per 1/2 bbl..... 7 50
Salt mackerel, 20-lb. pails, per pail..... 2 00
Pickled lake trout, in 100-lb. kegs, per keg..... 4 50

Flour—There has been a better feeling this week in the flour market and the demand both locally and from outside points as well as export is much improved. The approach of the close of navigation has had a good deal to do with stimulating trade. Prices, however, are unchanged. Receipts in comparison with same last year are 24,000 barrels in excess. We quote:

Winter wheat patents..... 4 90 5 00
Straight rollers..... 4 60 4 70
Extra..... 4 30 4 40
Straight rollers, bags, 90 per cent..... 2 10 2 30
Royal Household..... 5 00
Glenora..... 4 70
Manitoba spring wheat patents..... 5 00
" strong bakers..... 4 70
" bakers..... 4 10

Rollod Oats—More activity is reported in the rolled oats trade, though prices remain unchanged. Receipts are heavier and the export demand improved. Dealers look for a better trade in the near future when winter stocks are being looked after by the trade. We quote:

Fine oatmeal, bags..... 2 50 2 60
Standard oatmeal, bags..... 2 55 2 60
Granulated..... 2 55 2 60

Rollod oats, "..... 2 10 2 20
" bbls. on track..... 4 85
" 90-lb. bags..... 2 40 2 45
" 80-lb. bags..... 2 10 2 20

Hay—There is a very heavy stock of hay stored in the city at present. No 1 and good No. 2 is, however, very scarce and the local demand for same good. Of the poorer qualities there is an over supply and prices are nominal. Complaints are still common of shortage of ocean freight space and many shippers are using the American ports. We quote:

No. 1..... 8 50 9 00
No. 2..... 7 50 8 50
Clover mixed..... 6 00 6 50
Clover, pink..... 6 00

Feed—There is a good supply of bran available, Ontario being particularly plentiful. Several cars of Ontario were sold on track at \$15 in bulk, equal to \$16.50 in bags. Some cars of Manitoba bran brought \$15 per ton, two small lots, \$16.50 to \$17.

Manitoba bran..... 16 00 17 00
Ontario bran..... 15 00 16 50
Mouillie..... 20 00 21 00
" milled..... 21 00 24 00
" grained..... 25 00 27 00

N. B. Markets.

St. John, N.B., Oct. 24, 1905.

THIS has been a somewhat broken week, with the visit of the Prince and the Thanksgiving holiday. Business, however, is good, as, of course, it must be at this season unless something is radically wrong. There are not, however, the same reasons for Thanksgiving as last year, not but that there are abundant reasons for the observance of the day. Such reasons, in fact, as should make it better observed than is usual. It means little besides a holiday to very many. In grocery lines last year the trade, indeed, felt there were exceedingly good reason for Thanksgiving; seldom had there been such a year. Just now it is very different. The sugar situation does not improve. In flour, canned goods and other lines business has been very unsatisfactory.

Oil—In burning oil there is an increased demand; prices continue low though market keeps quite firm at the slight advance. In lubricating oil demand is quite good for the season, but this is a rather quiet time. In paint oils linseed is low, though it is doubtful if the extreme low price of last year is again quoted. In turpentine prices are extreme. It is doubtful if as high prices were ever quoted. The price of cod oil is rather higher. This line has surprised the trade, prices being much higher than was expected and very little to be obtained. It is said it is being bought for the American market.

Salt — A large cargo of Liverpool coarse salt was landed this week. It is thought there will not be another shipment received till the first Winter port steamer arrives in about three weeks. Demand is now somewhat over, and it is said the Winter imports will not be large. Price is firmly held.

Canned Goods—The situation in vegetables does not improve. It is difficult to quote a price. There is little doubt some goods are being sold less than

cost. The idea seems to be to unsettle the market. Some houses simply will not meet prices quoted. They will make a small profit or remain out. While they find but a light business they are able to turn over some goods. In fruits the situation is somewhat better. Salmon is held at the regular figure and is the most satisfactory line.

Green Fruits—In apples it difficult to get really good fruit. While some Gravensteins are offered they are of but fair quality and are higher. There has been quite a quantity of Ontario apples bought for this market. There is quite a little cheap fruit offered. In oranges there is little outside of Jamaicas, and demand is slow. Lemons keep high. Bananas are not so freely sold. Ontario grapes are quite plenty, though shipments are about over.

Dried Fruit—New Valencia and Malaga loose raisins are to hand, also Malaga layers. Prices are low, particularly when compared with California raisins, of which the quantity sold has been small and chiefly confined to seeded. There have been some seeded Malagas sold, but buyers were late placing orders and very few could be obtained. New prunes, apricots and peaches are here. Prices show considerable advance since these goods were bought. Currants quite high; the high price resulting in quite a quantity of old fruit being imported. New figs are quoted low. Peels about as usual. Evaporated apples quite firm. Onions unchanged; market well supplied.

Sugar—The situation is unsatisfactory. In barrel sugar there is no change, but market is weak. In bag sugar it is rather difficult to quote a figure. The guild are fighting the imported sugars; they are bound those outside shall not reap the advantage of their figures.

Molasses — Trade is somewhat quiet, prices unchanged. While stock of Porto Rico is large there is little else here.

Fish—Prices are high. There is little in fresh fish except cod and haddock. Dry cod and pickled herring very firm. New smoked herring, while bringing rather better price than did the cod, will likely be lower.

Flour Feed and Meal— Flour unchanged; a fair business. Feed has some demand at even figures. Oats, while higher than new were quoted earlier, are still quite low. Oatmeal is high; much higher than oats. Cornmeal easier. Beans unsettled, the market tending higher. Barley is quoted at quite full figures.

Provisions—There is a fair sale for barrel pork; prices are a shade easier. It is very difficult to get domestic stuff. In beef only a fair business; American chiefly sold. There continues to be a large quantity of American pure lard imported; Canadian very high and difficult to get. Refined lard has improved in demand. In fresh meats beef is somewhat dull and rather easier. Veal is but little seen. Mutton is firmer but still low. Lamb keeps high. Pork more freely received and holds firm. We quote:

Mess pork, per bbl..... \$15 00 \$20 50
Clear pork, "..... 18 00 20 00
Plate beef, "..... 14 00 15 00
Domestic beef, per lb..... 0 05 0 07
Western "..... 0 08 0 09
Mutton "..... 0 05 0 06
Veal "..... 0 07 0 08

BUSINESS PERSONALS.

CLIENTS and customers of G. F. & J. Galt, Winnipeg, Man., will learn with regret that Mr. A. L. McGregor, traveler for the above firm, passed away at his residence, 296 Gertrude avenue, from an attack of typhoid fever. His sterling and honorable methods of doing business and his many mainly qualities had endeared him to both his firm and their staff, and also to his many customers.

W. G. Stark has succeeded Geo. W. Prout as manager of the produce department of J. Y. Griffin & Co., Limited, Winnipeg.

Mr. Charles H. Lumsden has just returned from a pleasant and profitable trip through Manitoba and British Columbia. He reports Jersey Cream Yeast Cakes as booming in the Northwest. It is his intention to look after Lumsden Bros.' interests in the future in Eastern Ontario.

A grocery business has been opened in Port Arthur with R. T. Shields as proprietor and manager. The store, which is in the Walsh block, Arthur street, is one of the most attractive in town. The fixtures and counters are all quartered cut oak and the stock is displayed with unusual neatness.

The liquidator of the Atlantic Soap and Oil Co. has submitted his final accounts to Mr. J. A. McAndrew, who has passed them and declared a dividend of thirty-six and a half cents in the dollar, being fully ten cents more than anticipated.

Mr. Frank L. Hart, of the firm of Messrs. Hart & Tuckwell, the well-known wholesale fruit dealers, Montreal, was married on Wednesday, the 25th inst., to Miss Chaffee, of Minneapolis. Before departing Mr. Hart was tendered a farewell dinner by a number of his friends. Mr. Hart is very well known among Montreal business men and enjoys a deserved popularity. A tour of the Southern and Western States will follow the ceremony before Mr. and Mrs. Hart return to Montreal.

The Dominion Packing Co.'s plant at Charlottetown, closed for the past year, is to be reopened this Fall, and buying will probably be commenced next month. The work of reorganizing the company is now being perfected and it is said that many of the old shareholders are interested. This will be gratifying news

Why Clark's Sliced Smoked Beef Sells so Well.

Because it is wholesome, fine in color, flavor and texture, and sells at a price within everybody's reach.

It Stands Unequaled! The Best Goods at the Best Price.

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.

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

FISH

Smoked Herring a Specialty.
In car load lots only. No middlemen's profits.
Buy from Producer.
G. P. NEWTON
Grand Harbor, Grand Manan, N.B.

Fresh and Frozen

Lake and Sea Fish Oysters and Poultry

Try us with a hurry order. We ship quick.
Wholesale only.
THE W. J. GUEST FISH CO.,
WINNIPEG, MAN.



Any quantity of fish shipped. ADDRESS—Mall P. O., Box 791 WINNIPEG,

EXPERIENCED ADVERTISEMENT WRITERS

who are open for a situation are requested to register their names with the MacLean Publishing Co., at any of their offices. Inquiries are occasionally made by manufacturers and wholesale houses who contemplate establishing their own advertising department.

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 "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax.

DON'T HESITATE

IN ORDERING

SYRUP OF MALT EXTRACT OF MALT

for fear of no sales. I'll see that you get a start.

Sample for the asking

GEO. SLEEMAN, Guelph, Ont.

for the farmers of the Island, who will look forward to the commencement of operations with pleasure.

A very pleasant event took place in the offices of Messrs. L. Chaput, Fils &

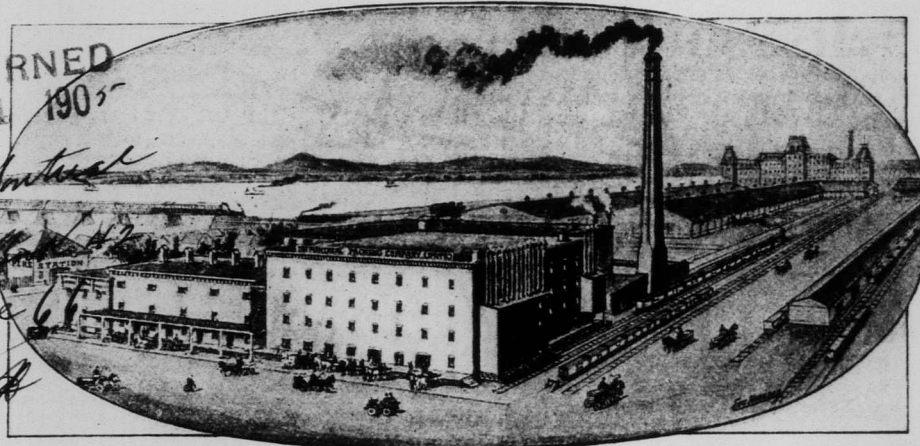
ly acquainted with its requirements. In launching a business of his own there is every reason to believe that he will meet with marked success and his future in the trade will be watched with interest.

oped to \$22,270,984, and to-day it is nearly three times greater.

There are in Canada no less than fifty-seven establishments engaged in the meat packing and curing business, that is taking in all establishments of more than five employes. That the expansion of the meat packing and curing industry of Canada is of great value to the country, particularly to the farming community, goes without saying, and millions of dollars are annually paid out to farmers and ranchers for stock.

There are quite a number of pork and beef packing establishments in the city of Montreal, some of which have been established a number of years and are doing a very large local as well as export trade. The subsidizing of a line of steamers by the Canadian Government to South Africa, with bi-monthly sailings, has stimulated this particular branch of the packing industry very materially.

Last Spring a new company was formed and entitled the Montreal Packing Co., Limited, and a complete packing plant established at Mill street, Point St. Charles, contiguous to the abattoirs and stock yards. A representative of The Grocer paid a visit last week to the plant and was shown over the premises by Mr. C. E. Allen, sales manager. We publish in this issue a view of the



The Montreal Pork Packing Co., Limited.

Cie., wholesale grocers, Montreal, last Saturday afternoon, when Mr. Jos. W. Deziel, assistant accountant, was presented with a cabinet of cutlery. The occasion was the approaching marriage of Mr. Deziel to Miss Cartier, daughter of Dr. Cartier, of St. Madeline, Que., on Wednesday of this week. The presentation was made by Messrs. Major and Leveiller, on behalf of the employes and Mr. Deziel's fellow workers. Mr. Deziel entered the employ of L. Chaput, Fils & Cie. September 1st, 1888, as invoice clerk, and by his ability and close and conscientious attention to his duties attained to the position of assistant accountant. Mr. Deziel is deservedly popular with his employers and fellow workers and The Grocer joins Messrs. L. Chaput, Fils & Cie. in wishing Mr. and Mrs. Deziel a pleasant journey through life.

Quebec city has no more worthy exponent in the flour and grain trade than the firm of C. A. Paradis, which bids fair to increase its present enviable position in the trade. Their aim is to keep in constant touch with the various sources of supply and their buying facilities cannot be excelled. Large warehouses of the most convenient type, in Dalhousie street, the centre of the trade, facilitate ready distribution. Mr. C. A. Paradis, though comparatively a young man, has by persistent steady effort together with marked business ability and keen judgment attained a prominent position among the leading merchants of his city. He has had a wide and varied experience in the trade and is thorough-

MONTREAL PORK PACKING CO., LIMITED.

THE meat curing and packing industry of Canada during the past decade has made enormous strides and curing and packing establishments are springing up in different parts of the country. The reputation the Canadian

RETURNED



General Office—The Montreal Pork Packing Co., Limited.

bacon and ham, as well as beef products, have obtained on the English market, as well as through Australia and South Africa, has led to the creation of establishments to cater to the expanding and rapidly developing trade. In 1891 the value of the output was \$5,264,143, while in 1901 it had devel-

packing house and several interior views. From Mr. Allen it was learned that the capacity of the plant is 3,000 hogs per week. A staff of 150 is employed in the various offices and departments, which in view of the fact that the company has only been in operation for seven months, speaks volumes for

the enterprise and push of the officials. The main building is 150 feet square, with five stories. A complete up-to-date lard room, storage room, beef room, cutting room, and refrigerating plant has been installed. The system of refrigeration employed is the Linde-British Refrigerator System, an improvement on the old time direct expansion.

The Montreal Packing Co. sell their products direct to the trade only, and in the city of Montreal have a thorough system of delivery wagons, twelve of these having already been required, and with the expansion of the company's business at its present rate, five times this number will be required in a short time. The brand for the home market is "Corona," while for the export trade "M. P." is used and this mark is already known in South Africa and throughout the United Kingdom.

The officials of the company are: President, R. M. Ballantyne; vice-president, P. L. McLagan; general manager, C. W. Bowman; sales manager, C. E. Allen; superintendent, R. E. Lunham.

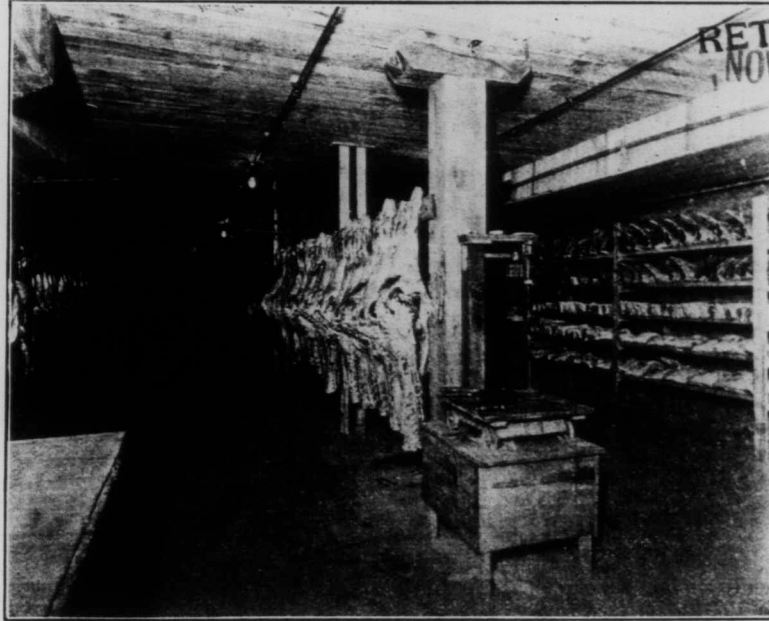
Mr. Bowman, before taking hold of the Montreal Packing Co., was for 18 years assistant superintendent of the Ingersoll Packing Co., Ingersoll, Ont., and is one of the most efficient and best posted men connected with the packing industry, and has surrounded himself with a most efficient staff of assistants. Mr. C. E. Allen, sales manager, was for many years in the employ of the Ar-

gies of the staff, and the thorough equipment of the plant, there is not a question of doubt but what an enormous business both locally and export will be obtained by the Montreal Packing Co.

has assigned to W. A. Cole, a meeting of creditors is to be held shortly.

Maitais & Co., Murray Bay, Que., have compromised.

Estate of W. P. Murphy general store.



Beef Room—The Montreal Pork Packing Co., Limited.

BUSINESS CHANGES.

NESS & SHANNON, grocers, Allandale, have assigned to N. L. Martin, Toronto. The business was a medium sized one, and the cause of the failure is attributed to lack of suffi-

Rainy River, Ont., the stock of this business has been sold.

E. Duffy, Morrisburg, Ont., is offering compromise.

I. Cohen, baker, Montreal, Que., Israel Cohen registered.

V. Kipla, grocer, Coleman, N.W.T., has assigned to John Volus.

Alexander Gray, confectioner, Austin, Man., has sold his business.

Read Burns, grocer, Toronto, Ont., has assigned to C. H. Newton.

E. Hartman, general store, Winnipegosis, Man., is giving up business.

C. Simonette, confectioner, St. Boniface, has retired from business.

The Japan Tea Trust Co., Montreal, Que., Georgia Simard registered.

W. Gratton, grocer, Ottawa, Ont., has sold his business to A. Corcoran.

Jas. R. Palmer, baker and confectioner, Tilbury, Ont., has sold his business.

A. Ramsay & Co., general store, Birnie, Man., are succeeded by R. Watson.

W. L. Long, grocer, etc., Elora, Ont., has sold his business to D. McBeth.

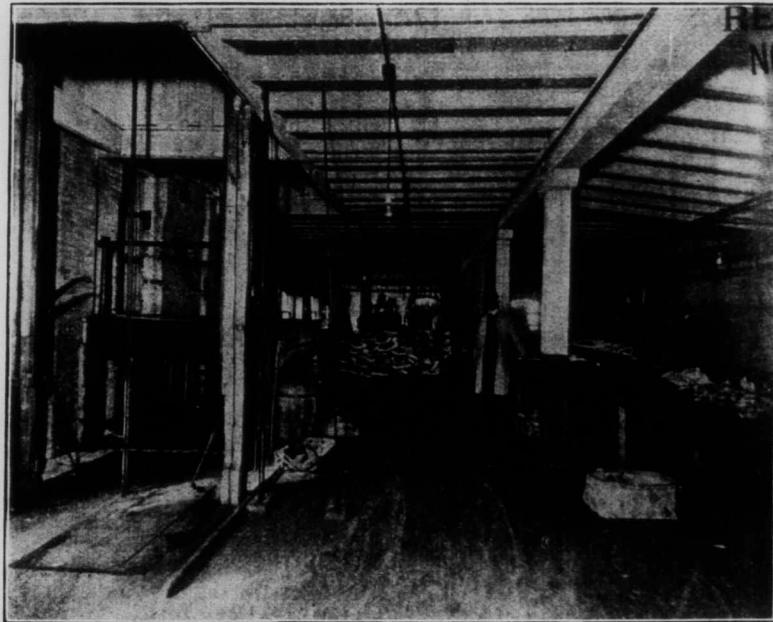
Wm. Clark, grocer, Winnipeg, Man., has sold his business to L. Tellier.

J. G. Cuillierier, general store, Cedars, Que., has assigned to A. Lamarche.

Alfred Gauthier, general store, Labelle, Que., is offering compromise.

H. Belisle, grocer, etc., Montreal, Que., the assets of this trader have been sold.

Louis Monette & Co., butchers, Montreal, Que., have dissolved partnership.



Cutting Room—The Montreal Pork Packing Co., Limited.

mour Company, and Mr. Lunham superintendent, has had long experience in packing houses in England, Ireland and Canada.

With the undoubted abilities and ener-

cient capital. The liabilities and assets are as yet unascertained.

J. W. Springer, grocer, Hamilton, Ont., has assigned.

J. G. Kertcher, grocer, Ottawa, Ont.,

IN MEMORIAM.

It is with a feeling of profound regret that The Grocer fulfills the painful duty of acquainting its readers with the decease of one of the oldest merchants in the city of Toronto, and certainly the oldest member of the wholesale grocery trade, the late Mr. W. Ince.

Mr. Ince was a well known figure on Front street right up to the very last, and quite recently it was remarked by those who saw him cross the street that he had more of the agility of youth than the marks of age. His end came somewhat suddenly; it is but two weeks since his last illness overtook him, as the result of which he passed away at midnight at his home at 94 Prince Arthur avenue. Mr. Ince had been a resident of Toronto for some seventy years and was senior member of the well-known wholesale grocery firm of Perkins, Ince & Co.

He bore no small share in the growth of this city and by perseverance, integrity, and natural ability raised himself to a high position as one of Toronto's most respected citizens and business men. He was of a most genial and kindly disposition, and his tales of early Toronto were well worth hearing. Mr. Ince was present as a boy at the distribution of weapons at the City Hall when the rebellion broke out, and remembered all the incidents of that stormy time with the greatest distinctness. He was also a spectator of the execution of Lount and Matthews.

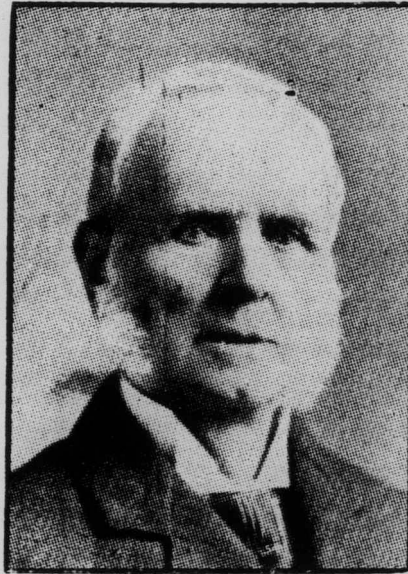
Mr. Ince was born in Queen's county, Ireland, in 1826. When he was only four years old his parents emigrated to Canada and first settled at Coteau, but in 1835 they moved to Toronto, where Mr. Ince received his education. In 1838 a commercial career was determined upon, and he entered the business house of Mr. George Moore, which was situated on King street. He early showed a great aptitude and an indefatigable industry, and stood high in his employer's confidence. Here he remained until the death of Mr. Moore, in 1842, necessitated the winding up of the estate, which was done by Mr. Ince though only sixteen years of age. As soon as his work with regard to Mr. Moore's estate was finished he took the management of a wholesale grocery business conducted by Mr. Cameron in the St. Lawrence Market, and remained with him till 1845.

He next entered the firm of Perkins & Company, whose premises were situated at the corner of King and Jordan streets, but who were at the time building the present warehouse which was the first building to be erected on the south side of Front street.

In 1856 Mr. Ince became a partner, and in 1874 Mr. F. Perkins retired, the

business being subsequently conducted by Mr. G. Perkins, Mr. Ince, and Mr. J. W. Young, Mr. Perkins' brother-in-law, the firm assuming the title of Perkins, Ince & Company.

The funeral took place on Monday last, the 23rd inst., with a full choral service at Holy Trinity Church, Toronto. Every wholesale grocery house of Front street was represented at the funeral as well as all the leading brokerage houses. There were also many representatives from outside points, prominent amongst whom were Mr. G. E. Bristol, of Lucas, Steele & Bristol, Hamilton, and Mr. A. Turner, of J. Turner & Co., Hamilton. There were also some forty members of the Board of Trade, who came in a body as a mark of respect from that association.



The late Mr. William Ince.

FROST ON SHOW WINDOWS.

DURING Winter weather many shopkeepers experience more or less difficulty in keeping their show windows free from the ice that in low temperature tends to defeat the object of the display.

No doubt all of the devices for keeping glass clear of ice, published from time to time in the journals, have received a fair test, with varying satisfaction. A writer in one of the foreign journals, who has experienced the rigors of high latitudes, insists that none of the ordinary schemes are of much use, and that the only certain remedy for the opaque deposit of solid water is a double layer of glass with a sufficient air-space between.

He states that applications of glycerine, alcohol, and other solutions are of no avail in extreme weather and that, in any case, they must be so frequently renewed that they become extremely troublesome.

In the northern portions of Russia

where zero weather is sufficiently common, experience has taught the owners of show windows that the only effective protection is a three-inch air space between two panes of glass. The outer sash is rendered as nearly tight as possible by calking the chinks and pasting strips of paper over the crevices. The glass is then carefully cleaned and dried on a clear, mild day, and a second sash, fitted with the same care to prevent all circulation of air, is inserted about three inches within the first.

The double panes are said to obstruct the view very little. The physical cause of the deposit of moisture and ice upon windows is the difference in temperature between the surface of the glass and the air bearing a relatively high proportion of moisture, which comes in contact with it.

EUCHRE PARTY.

On Thursday, October 12th, the members of the Ottawa Retail Grocers' Association held a progressive euchre party in Booth's Hall on Somerset street. Mr. Fred W. Forde, in the absence of the chairman, presided and made an efficient officer. During the course of the evening's entertainment Mr. Ab. Driscoll, of H. H. Brennan's staff, was presented with a handsome traveling bag prior to his departure for the west. Mr. Driscoll has been a faithful worker in and for the association and his friends took this occasion to show their appreciation of his services.

The result of the euchre party was as follows: First prize, Geo. Atkinson, silver syrup jug; second prize, D. K. McIntosh, silver bonbon dish; trophy prize, Chas. Provost, bag of marbles. Mr. Provost, who by the way is the popular treasurer of the association, thoroughly enjoyed his prize, and though he is rather old to play marbles for keeps, the practice will relieve him of some of his hard work.

Among the invited guests The Grocer noticed Mr. Geo. Shouldis, president Bakers' Association; Mr. Mark Sutherland, representing Canada Sugar Refinery, and Mr. J. Fitzgerald, city traveler for the F. J. Castle Co., Limited.

Refreshments were served and done justice to by all.

Mr. Sauber, general manager of the Marine City Sugar Co., Marine City, Mich., states that if they cannot get the sugar beet on the same tariff as other vegetables coming from Canada they will be compelled to establish their factory in Canada. The sugar cannot be made without the beets but the factory cannot afford to pay the present duty. The Michigan farmers in the district will not go to the trouble of cultivating beets for the sugar industry.

Woodstock Cereal Co.

LIMITED

D. R. ROSS, President

Manufacturers of

Rolled Oats Split Peas
Oatmeal Pot Barley

We ship small orders for Canadian points the same day as received. Special attention given to British and Continental trade.

Write us for samples.

Codes:

A. B. C. and Riverside

WOODSTOCK, ONTARIO, CANADA

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,043,678.59.

LOSSES PAID SINCE ORGANIZATION, \$25,868,544.80.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

HON. GEO. A. COX, President. J. J. KENNY, Vice-President
P. H. SIMS, Secretary. and Managing Director.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE
AND
MARINE**

Head Office	Capital	-	\$1,500,000.00
Toronto,	Assets, over	-	3,300,000.00
Ont.	Annual Income	-	3,890,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

GUAVA JELLIES INDIAN CHUTNEYS

Genuine
East
Indian
Goods

Shelled Almonds

Best selected stocks and prices right

WRITE FOR PRICES

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

CAPITAL PAID UP, - - \$1,000,000.
RESERVE FUND, - - 1,000,000.

THE METROPOLITAN BANK.

DIRECTORS

R. H. WARDEN, D.D., President S. J. MOORE, Esq., Vice-President
D. E. THOMSON, Esq., K.C. His Honor W. MORTIMER CLARK, K.C.
THOS. BRADSHAW, Esq. JOHN FIRSTBROOK, Esq.,

HEAD OFFICE, - TORONTO.
W. D. ROSS, GENERAL MANAGER.

**GENERAL
BANKING
BUSINESS
TRANSACTION**

SAVINGS DEPARTMENT
at all Branches.

ACCOUNTS SOLICITED

Drafts Bought and Sold.
Letters of Credit Issued.

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

**YOU CAN ONLY SECURE
SUCH A POLICY WHILE YOU
ARE IN GOOD HEALTH.**

Pamphlets and Full Particulars regarding the
New Accumulation Endowment Policy
sent on application.

Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, J. K. MACDONALD,
ACTUARY. MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

NOTES WORTH NOTING.

WHAT is the matter with American cheese in foreign markets? Exports for the first eight months of 1905 were only 5,613,498 pounds, against 15,179,911 pounds in 1904.

Out of 180 samples of Canadian butter found in the retail market and intended for home consumption, which were analyzed by the chemists of the Inland Revenue Department, only one contained borax and boracic acid. The maker is unknown.

The Canadian Customs will be considerably enriched as the result of a large consignment of gin, which arrived at Montreal recently from Rotterdam on the steamship Malinhead. The consignment consisted of 68,000 packages, and the duty will amount to \$250,000.

The London Morning Post uses the Nelson Centenary as an opportunity for drawing attention to the failure of the Admiralty to recognize the value of the North American fisheries as a school for seamanship. Canada has a seafaring population second only in numerical strength and seamanlike qualities to that of the Newfoundland and Nova Scotia fisheries, which are notable recruiting grounds. Good men are also to be found in the Quebec ports.

Charles M. Kitson, Canadian Commercial Agent for South Africa, writes in respect to the demand for cattle that different localities have different demands for cattle. Cape Town is a likely point for good quality milch cows of any mixed breed, the Holstein variety being a strong favorite with the Dutch community. Port Elizabeth and East London on the other hand have a leaning towards the Ayrshire and Short-horn breeds. There is a demand at present for well-matched carriage horses of good action and appearance, not necessarily thoroughbred, and pairs with these qualifications would probably fetch from \$750 to \$1,000.

With regard to the advertisement published on another page for Messrs. Laporte, Martin & Co., Limited, the document guaranteeing the excellence of their famous Mitchell Scotch Whisky is interesting. This document is the Imperial Government analyst's report, at Glasgow, 1904, viz:

"Analyst's report on Mitchell's Old Scotch Whisky. The exhaustive chemical analysis to which Mitchell's 'Heather Dew' Old Scotch Whisky has been submitted in this laboratory, enables me to form a highly favorable opinion as to the care and technical skill that have

been brought to bear in its distillation.

"I consider it to be a perfectly sound and well-matured product, and being free from contamination with fusel oil and other injurious matters, it is well suited for ordinary and regular use. The 'Heather Dew' is a mixture of carefully-selected products, forming a blend of choice and delicate flavor, and I can recommend it for its high quality and purity of composition.

"Granville H. Sharpe,
"F.C.S., Analyst.
"Glasgow, 1904."

"The Canadian shippers who are complaining of the shortage of equipment on the Canadian railroads," said a G. T.R. official recently, "may not be aware that a similar condition prevails on every road in the United States. The Wall Street Summary of last week states that all the railroads operating eastbound from Chicago and St. Louis report further traffic congestions and car blockades. The situation is daily assuming a more serious aspect, and the problem of moving freight when the cold weather sets in is causing more anxiety among transportation officials than ever before at this season.

"There is not a road which is not short anywhere from 10 to 35 per cent. of the cars and power necessary to fill the orders from shippers, and if such conditions exist now with ideal weather prevailing, it can readily be seen what hardship will come when storms and cold weather must be dealt with.

"Traffic is of a most diversified character, perhaps more so than ever before, when the vast aggregate of business moving is taken into consideration. Steel, iron, merchandise, grain, supplies

of all kinds, and coal are being rushed forward in a volume that is amazing. Officials see no relief in sight and have set their office forces to work on plans which are hoped to at least modify the inevitable—the Winter car blockades."

From present indications the C.P.R. will have carried to Fort William before navigation closes, about December 5, almost twenty million bushels of wheat. The largest amount carried to that point during any former corresponding time was in 1902, when 15,550,000 bushels reached the head of the great lakes. Considering the large increase in the total crop this year, the C.P.R. should be able to greatly increase the movement, because they have almost three thousand more cars and 116 more engines than they had last Fall. A better idea of the present equipment may be formed when it is compared with the equipment of 1902, the record crop year prior to 1905. It exceeds that year by 10,341 cars and 305 engines. The equipment, therefore, has increased more rapidly than the crop.

*We self RETURNED
Good Goods 4 1905
Good of Own
Cheap's Book 641
Page 64*

This motto needs no introduction to our readers. It is well known from coast to coast, as that used by a leading Canadian crockery house.

S. LLOYD

M. SCULLY

Lloyd & Scully

Wholesale, Retail and Export Dealers in

Butter, Eggs and Cheese

OWEN SOUND, Canada.

BRANCHES

Meaford, Flesherton and Sault St. Marie, Ont.

TEA HINTS FOR RETAILERS

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.
HOW TO ESTABLISH A TEA TRADE.
TEA BLENDING, ETC., ETC.

275 pages; Cloth.

Price, postpaid, - \$2.00

BOOK DEPT.

THE CANADIAN GROCER
10 Front Street East, - - Toronto

BASKETS

We make them in all shapes and sizes. We have

Patent Strawboard Berry Box
Grain and Root Baskets,
Clothes Baskets,
Butcher Baskets,

In fact, all kinds; besides being very neat in appearance, they are strong and durable. Send your orders to

THE...

Oakville Basket Co.
Oakville, Ont.

You are Interested in Something

Why not get the best items that are printed on the subject.

We read and clip thousands of newspapers every week—therefore we can equip you speedily and economically for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100 Clippings, \$ 5.00
250 " 12.00
500 " 22.00
1,000 " 40.00

Send for our Booklet which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

CANADIAN PRESS CLIPPING BUREAU

232 McGill Street, MONTREAL, QUE.
Telephone Main 1255.

10 Front St. E., Toronto. Telephone Main 2701.

Is Honest Goods and just the Thing on Which to Make or Extend a Business.



The Best Grocers make a point of keeping it always in Stock.

Table listing Confections: Cream bars, large boxes \$2.25; small 1.35; Chocolate ginger, lbs. 3.75; German sweet, 6-lb. boxes 0.47; Fry's 'Diamond', 14-lb. boxes 0.24.

Table listing Cocoa: Concentrated, 1/2 lb. in box 2.40; Homoeopathic, 1/2 lb. boxes 0.35; Epps's Cocoa, case of 14 lb., per lb. 0.37.

BENSENDORF'S COCOA
A. F. MacLaren, Imperial Cheese Co., Limited, Agents, Toronto.



Table listing Elite, Prepared cocoa, Mott's breakfast cocoa, No. 1 chocolate, Navy, Vanilla sticks, Diamond chocolate, Confectionery chocolate, Sweet chocolate liquors.

Table listing Walter Baker & Co. products: Premium No. 1 chocolate, Annila chocolate, German sweet, Breakfast cocoa, Cracked cocoa, Caracas sweet chocolate, Caracas tablets, Soluble chocolate, Vanilla chocolate wafers.

Table listing Walter M. Lowney Co. products: Canadian Branch 530 St. Paul St. Montreal, Breakfast cocoa, Sweet chocolate powder.

Table listing Premium chocolate: 6-lb. boxes, 12 boxes in case, 1-lb. tins.

Table listing Medallion sweet chocolate: 3-lb. boxes, 24 boxes in case, 1-lb. pkgs.

Table listing Milk chocolate: 3-lb. boxes, 24 boxes in case, 1-lb. pkgs.

Table listing Vanilla sweet chocolate: 3-lb. boxes, 24 boxes in case, 1-lb. pkgs.

Table listing Tid-Bit chocolate: 6-lb. boxes, 12 boxes in case, 1-lb. pkgs.

Table listing Diamond sweet chocolate: 6-lb. boxes, 12 boxes in case, 1-lb. pkgs.

Table listing Tid-Bit chocolate (continued): 12-lb. boxes, 6 boxes in case, 1-lb. pkgs.

Table listing Condensed Milk: Anchor brand, cases 4 doz., per case \$5.00; Borden's Condensed Milk Co. Eagle brand, Gold Seal brand, Peerless brand.



TRURO CONDENSED MILK & CANNING CO., LIMITED. Jersey brand evaporated cream, Reindeer brand per case (4 doz.).



Table listing Coffee: Bee brand, 1 lb. tins, cases, 30 tins 9.00; Beaver coffee, 24-1 lb. pkgs. 4.80; Sun brand, 25 and 50 lb. tins.

Table listing The Eby, Blain Co., Limited products: Club House, Royal Java, Royal Java and Mocha, Nectar, Empress, Duches, Ambrosia, Fancy Bourbon, High Grade package goods.

Table listing James Turner & Co. products: Mecca, Damascus, Cairo, Sirdar, Old Dutch Rio.

Table listing E. D. Marokau, Montreal products: Old Crow Java, Mocha, Condor Java, Mocha, 15-year-old Mandhelling Java, hand-picked Mocha, 1-lb. fancy tins choice pure coffee, 48 tins per case.

Table listing S. H. & A. S. Ewing's products: Mocha and Java coffee, in 1-lb tins, 30-lb cases; Mocha and Java coffee, in 2-lb tins, 30-lb cases.

Table listing Cheese: Imperial—Large size jars, per doz. \$8.25; Medium size jars, Small size jars, Individual size jars, Imperial holder—Large size, Medium size, Small size, Roquefort—Large size, Small size.

RECKITT'S BLUE and ZEBRA PASTE

Always give your Customers Satisfaction



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



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 Coupons numbered	4c.	44c.
100 to 500 books		34c.	4c.
100 to 1,000 books		3c.	34c.
Allison's Coupon Pass Book.			
\$1 00 to \$3 00 books		3	cents each
5 00 books		4	"
10 00 "		5	"
15 00 "		6	"
20 00 "		7	"
25 00 "		8	"
50 00 "		12	"

Brunswick's EASYBRIGHT
INSTANTANEOUS CLEANER
CLEANS EVERYTHING.

Per doz.
4-oz. cans \$ 0.90
6-oz. " 1.35
10-oz. " 1.85
Quart 3.75
Gallon 10.00

Wholesale Agents
The Davidson & Hay, Limited, Toronto

Wilson's FLY PAD POISON

Wilson's Fly Pads, in boxes of fifty 10 cent 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	
" "	groats	1-lb. tins	2 25
" "	1-lb. tins	2 25	

Jams and Jellies.
SOUTHWELL'S GOODS. Per doz
Frank Magor & Co., Agents.

Orange marmalade	\$1 50
Clear jelly marmalade	1 85
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

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	3 50
Tar licorice and Tolu wafers, 5-lb. cans	per can 2 00
Licorice lozenges, 5-lb. glass jars	1 75
" " 30 5-lb. cans	1 50
" Purity " licorice 10 sticks	1 45
" " 100 sticks	0 75
Dulce large cent sticks, 100 in box	

Lye (Concentrated).
GILLETT'S PERFUMED. Per case.

1 case of 4 doz.	\$3 50
3 cases of 4 doz.	\$3 50
5 cases or more	\$ 40

Mince Meat.
Wetthey'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 32 1/2
4-lb. jars	per jar 1 30
1-lb. jars	0 35

Old Crow," 12-lb. boxes—

1-lb. tins	per lb. 0 25
1-lb. tins	0 25
1-lb. tins	0 22 1/2
4-lb. jars	per jar 0 70
1-lb. jars	0 25

Orange Meat.

Cases, 36 15c. packages... \$4.50
5 case lots... 4.40 (Freight paid.)
Cases, 20 25c. packages... 4.10
5 case lots... 4.10 (Freight paid.)

Orange Marmalade.
THE EBY, BLAIN CO., LIMITED.

"Anchor" brand 1-lb. glass	\$1 50
" " quart gem jars	2 40

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

Pickles.
STEPHENS'.
A. P. Tippet & Co., Agents.

Cement stoppers (pints)	per doz. \$2 30
Corked "	1 90

Salt.

Cerebos salt, per doz. pkgs. (4 doz. in case)	\$1 45
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DWIGHT'S BAKING SODA

Case of 1-lb. containing 60 pkgs., per box, \$3 00.
Case of 1/2-lb. (containing 120 pkgs.) per box, \$3 00.
Case of 1-lb. and 1/2-lb. (containing 30 1-lb. and 60 1/2-lb. pkgs.) per box, \$3 00.
Case of 5c. pkgs. containing 96 pkgs., per box, \$3 00.

MAGIC BRAND.

No. 1, cases, 60 1-lb. packages	\$2 75
No. 2, " 120 1/2-lb. "	2 75
No. 3, " (30 1-lb. ")	2 75
No. 3, " (60 1/2-lb. ")	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 85
5 cases	2 75

"BEE" BRAND.

"Bee" brand, 8-oz. cases, 120 pkgs.	\$3 00
" " 10 oz., cases, 96 pkgs.	3 00
" " 15 oz., cases, 80 pkgs.	3 00

Per lb
0 32
0 31
0 31
0 30
0 28
0 26
0 25
0 20
0 30
0 31
0 30
0 12
Per lb
30 33
0 28
0 28
0 17
0 12 1/2
Per lb
30 25
0 25
0 30
0 30
d 0 50
15 0 20
0 31
0 60
ec. 0 15
45c.
45c.
37c.
35c.
Per
0 32
0 29
\$8 25
4 50
2 40
1 00
18 00
17 00
19 00
1 40
2 40

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Gorham J. W., & Co. Halifax N.S.
Hazard, Horace, Charlottetown, P. E. I.
Hughes, A. J., Montreal.
Kye, C. E., Toronto.

Pass Books, Etc.
Allison Coupon Co., Indianapolis, Ind.
Patent Medicines
Mathieu, J. L., Co., Sherbrooke, Que.

Starch.
American Pure Food Co., Montreal.
Brantford Starch Works, Brantford.
Colman's—Frank Magor & Co., Montreal.

Marceau, E. D., Montreal.
Minto Bros., Toronto.
Mokara Mills Montreal.
Pure Gold Mfg. Co., Toronto.

Mince Meat
Lyle, T. A., Co., Toronto.
Wetley J. H., St. Catharines.
Oils.
Queen City Oil Co., Toronto.

Refined Cider.
Wilson, W. H., Co. Tillsonburg, Ont.
Refrigerators.
Eureka Refrigerator Co., Toronto.
Salt.
Canadian Salt Co., Windsor, Ont.

Teas, Coffees, and Spices.
Balfour & Co., Hamilton.
Blue Ribbon Tea Co., Toronto.
Braid, Wm., & Co., Vancouver, B.C.

Washing Compound.
Fairbank, N. K. Co., Montreal.
Gillett, E. W. Co., Toronto.
Reckitt's Blue—Frank Magor & Co., Montreal.

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Crosse & Blackwell, Limited

Soho Square, London, England.

By Special Warrant Purveyors to His Majesty King Edward VII.

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

Arrowroot.

Huntley & Palmers' Biscuits.

PEELS: Candied Orange,
 " Citron,
 " Lemon,
 " Mixed.

CAPERS.

Cayenne Pepper.

CHUTNEYS: Bengal Club.
 Mango.
 Tirhoot.
 Bombay.

Van Houten's Cocoa.

Crystallized Fruits.

CURRY POWDER.

Curry Paste.

ESSENCES: Coffee.
 Rennet.
 Rennet Tablets.

DRIED HERBS.

JAMS AND JELLIES.

Lemon Squash.

MARMALADES: Orange.
 Lemon.
 Royal Table.
 Quince.

Maille's French Mustard.

SPANISH OLIVES.

FRENCH "

PICKLES: Cauliflower.
 Chow.
 Girkins.
 Mixed.
 Piccalilli.
 Walnuts.
 Onions.
 Red Cabbage.
 Capt. White's Oriental.

Col. Skinner's Mango Relish.

Pickled Mushrooms.

POTTED MEATS: Game.
 Ham.
 Chicken, Etc., Etc.

POTTED FISH: Anchovy.
 Bloater, Etc., Etc.

GINGER: Preserved China.
 Crystallized.
 Ginger Chips.
 Sweet Stem.
 Preserved West India.

LUCCA OIL.

Huile de Provence.
 Florence Creams for Salads.

Mayonnaise Sauce.

Prince of Wales' Salad Sauce.

SAUCES: Mushroom Catsup.
 ESS. OF ANCHOVIES.
 WALNUT CATSUP, Etc., Etc.
 LEA & PERRINS' SAUCE.
 LAZENBY'S HARVEY SAUCE.

French Truffles.

Persian Sherbet.

GODDARD'S PLATE POWDER.

SPICES.

Table Jellies.
 Jelly Tablets.
 Jelly Powder.
 Blancmange Powders.

VINEGARS: Distilled Crystal.
 Raspberry.
 Chili.
 Tarragon.
 Maille's White Wine Vinegar, Etc., Etc.

Wiltshire Bacon.

Beef.

RUSSIAN CAVIARE.

CROSSE & BLACKWELL'S EXTRACT OF MEAT.

LIEBIG MEAT CO.'S "Lemco."

PHILIPPE & CANAUD'S FRENCH PROVISIONS.
 Game.

York Hams.

HERRINGS: Dried Red.
 Fresh.
 Herring Roes.
 Herring in Tomato Sauce.
 Kippered.
 Scotch Kippered.
 Real Yarmouth Bloaters.

Curries, in Tins.

MINCEMEAT.

PATES: Game.
 Ham and Chicken.

Pilchards in Oil.
 Duck and Green Peas, Etc.
 Truffled Chicken.

CHRISTMAS PLUM PUDDING.

PHILIPPE & CANAUD'S SARDINES.

SOUPS: Turtle.
 Turtle Meat.
 Cressy, Etc., Etc.

SOUP TABLETS: Mulligatawny.
 Julienne, Etc., Etc.

Veal.

Black Leicestershire Mushrooms.
 French Mushrooms. (Champignons.)

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Mother, our grocer is taking in another large stock of Clark's Pork and Beans.