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THE CANADIAN GROCER

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

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MONTREAL, TORONTO, WINNIPEG, NOVEMBER 29, 1907.

NO. 48.



More Grocers Than Ever
are handling . . .

Robinsons' Patent Barley

Those who study their customers' necessities
are enthusiastic in pushing this line. It is a
Food pure and simple. It pays a good profit.

Write for sample package and particulars.

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



GROWING IN POPULAR FAVOR DAILY—
The healthful and nourishing qualities of

"Crown" Brand Table Syrup

Made
from
Corn

PUT UP IN TINS
2-lb. tins—cases 2 doz. Also in Brls., $\frac{1}{2}$ Brls
5 " " " 1 " " Kegs and Pails
10 " " " $\frac{1}{2}$ " "
20 " " " $\frac{1}{4}$ " "

Freight paid on 5 cases and over to all railway
stations east of North Bay.

are being appreciated by all families using it.
As a seasonable line, bring it forward NOW.

Ask and get "Crown Brand"
from your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, TORONTO, Ont.

Works, CARDINAL, Ont.

164 St. James St., MONTREAL



We want the retail trade to understand that they can get any lines of Crosse & Blackwell's goods they require by turning in an import order through a wholesale house.

Crosse & Blackwell,
LTD.

"Purveyors to the King"

AGENTS:

C. E. COLSON & SON

MONTREAL

Codou's ¶ The faultless product of a faultless factory—a factory whose seventh time enlargement is due entirely to

The Satisfaction of Unvarying Quality

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

Macaroni

Taylor's

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

Unvarying Quality

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

Peels

"Thistle"

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

Unvarying Quality

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

Haddie

Arthur P. Tippet & Co.

Sole Canadian Agents

8 Place Royale, - Montreal



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

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F. J. FOLEY & CO.
Manufacturers' and General Commission Agents for
ALBERTA and SASKATCHEWAN
Agencies Solicited
Office and Warehouse—
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HALIFAX, N.S.

J. W. GORHAM & CO.
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HALIFAX, N.S.
Manufacturers' Agents and Commission Brokers.
WAREHOUSEMEN
Domestic and Foreign Agencies solicited.
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HAMILTON.

A. R. McFarlane Wm. Field
McFARLANE & FIELD
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Wholesale Grocery Brokers and Commission Merchants.
TEAS, COFFEES, DRIED FRUITS, ETC.
Highest references. Prompt attention

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ROBERT ALLAN & CO.
General Commission Merchants
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Agencies: "Royal Crown" Skinless Codfish.
Canned Salmon—"Lifebuoy," "Otter" and "Salad."
Brands. Morris & Co., Pork, Chicago.

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Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

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G. C. WARREN
REGINA
Direct Importer of Pure Ceylon green and black teas of all grades, and coffees. Will act as manufacturers' agent in other lines of merchandise.

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Toronto
Grocery Brokers and Agents.
Established 1885.

THOS. B. GREENING & CO.
TORONTO
Consignees direct from primary markets, and distributors of
GREEN COFFEE
Our samples will invariably indicate current market value.

MacLAREN IMPERIAL CHEESE CO. Limited
AGENCY DEPARTMENT.
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

ON SPOT
BARBADOES MOLASSES
RAISINS
CURRANTS
W. H. MILLMAN & SONS
Wholesale Grocery Brokers
TORONTO

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and Importers
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TORONTO.

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Medium and Seed Pearl
Spot and for Import
Anderson, Powis & Co.
Agents
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RAY & WINDLE
Manufacturers' Agents and Commission Brokers
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Fruit and Produce Exchange of B.C.
Representing Dry Salters Limited, Montreal.
" R. S. Hudson's Dry Soap, Hull, England

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Correspondence solicited. Established over 12 years
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Wholesale Brokers and Commission Merchants
WINNIPEG, MANITOBA

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Wholesale Commission Merchant and Broker
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Correspondence Solicited Highest References.

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Office and Warehouse: 141 Balentine St.
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MOOSE JAW, SASK.
Manufacturers' Agents and Commission Merchants
Wholesale Fruits and Produce
Large Track Warehouse Accommodation
Correspondence Solicited

(Continued on page 4.)

Only Three Weeks Selling to Xmas—

Our Stock is complete in every particular—We were never in a better position to cater to your requirements—Our prices are right—Our values are not equalled in the Trade—

NEW NUTS IN STOCK—

Our first shipment of—

TARRAGONA ALMONDS
SICILY and BARCELONA FILBERTS

GRENOBLE WALNUTS
WASHED BRAZILS

You should see our line of

FANCY FRENCH FRUITS—

GLACE and CRYSTALIZED CHERRIES
FANCY ASSORTED CRYSTALIZED FRUITS

—Boxes 8¼ lbs. Also fancy 1-lb. Boxes

The World-famous Madame Dumains'

BAR-LE-DUC JELLY RED and WHITE —

In fancy glasses.

A particularly good line are

JACOB'S IRISH BISCUITS—

In fancy Japanese Glove Boxes
" " Handkerchief Boxes
" Tin Biscuit Barrels

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In fancy glass bottles is just the line for Xmas Trade—Lemon Barley Sugar, Assorted Barley Sugar, Satines, Golden Maltex.

We are quoting exceptionally low prices on all kinds of

DATES—FIGS—RAISINS

Letter Orders—Receive Prompt Shipments and Lowest Prices.
Don't delay—Order now

THE EBY, BLAIN CO. LIMITED

The House for
Fancy Groceries

TORONTO

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Correspondence Solicited

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Correspondence is solicited from firms wishing a representative in Winnipeg. Travellers call regularly on the Wholesale and Retail Trade in Western Canada.
Highest references and financial responsibility.

MOOSE JAW
BUNNELL & LINDSAY
MOOSE JAW
(The largest city in Saskatchewan)
General Forwarding and Storage Agents. Large track warehouse accommodation. Goods of all kinds transferred and re-shipped promptly. Moderate charges, correspondence solicited.

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J. J. McLean - - - Prop.
Manufacturer's Agents and Wholesale Commission Merchants
Storage, Forwarding and Transfer Agents
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Tel. 359 Box 793 MOOSE JAW, SASK

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Firms Abroad Open for Canadian Business

JAMES NIETHVEN, SON & CO.
St. George's House
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Large connection amongst best Wholesale Grocers and Bakers in Great Britain. We also ship several British lines to United States and Canada. Correspondence invited.

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Established 1878. 10 North John St.
LIVERPOOL, ENGLAND.
Splendid connections and references. Try us with a shipment of CANNED GOODS.
T. A.—Scottish, Liverpool.

TOOTH'S EXTRACT OF MEAT CO.,
12 Duke Street, London Bridge, S.E.
We have a large and old established connection amongst leading wholesale and retail grocers and druggists throughout the United Kingdom with agencies on the continent of Europe, and are open to represent Canadian houses.

JAMES MARSHALL
ABERDEEN, SCOTLAND,
invites consignments of Canadian Produce, gives personal attention to handling of same, and guarantees prompt returns. Reference—Clydesdale Bank, Aberdeen. Codes—A. B. C. 4th and 5th Eds.

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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.



TRADE WINNERS.
Pop Corn Poppers,
Peanut Roasters and
Combination Machines.
MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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Five hundred neatly printed Business Cards, Bill-heads or Dodgers one dollar. Full line of Price Tickets and Window Cards. Samples and price list on application

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246 Spadina Ave. Telephone Main 6357, Toronto.

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Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

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Keep Yours on the Move

by appointing a

Working Resident Salesman and Advertiser

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Manufacturers' Agent

Good References TORONTO, ONT
Special Attention to Advertising

You can make money as well as oblige your customers if you handle our

BASKETS

**Butcher Baskets,
Clothes Baskets,
Grain and Root Baskets
and Patent Strawboard
Berry Box.**

We can supply all your basket wants and guarantee satisfaction because we guarantee the goods. Orders receive prompt attention.

**The Oakville Basket Co.,
OAKVILLE ONT.**

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**A BOILER, ENGINE
OR MACHINERY?**

If you are a subscriber of CANADIAN GROCER, you can insert a notice free in

CANADIAN MACHINERY

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BOY WANTED

TO START IN BUSINESS FOR HIMSELF.

We will establish YOU in a good-paying business of your own.

Profits right from the start, and Prizes. No money required to begin. We will mail to you FREE 5 copies of our publication.

These can be sold and will provide the capital for the next week's supply.

The work is easy. You be sure to write at once and we will send you 5 copies for next week and everything necessary.

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10 Front Street East, TORONTO, CANADA

**EDUCATE YOUR CUSTOMERS
TO LOOK FOR THIS
SEAL**



It's our guarantee of Quality

CANADIAN CANNERS, LIMITED

**QUAKER
CANNED
GOODS**

Packed by

The Bloomfield Packing Co.

at Bloomfield, Ont.

THE CANADIAN GROCER

"CERTAINTY"

is what we all want in business. But how often are we sure of it? Seldom, 'tis true. The phenomenal success of "SALADA" is based on CERTAINTY. To handle a Tea which SELLS READILY, the SALE of which is ABSOLUTELY GUARANTEED, in which there is NO DEAD STOCK, NO CUTTING IN PRICES, NO SELLING BY PEDLARS, NO LOSS IN INTEREST, NO FREIGHT TO PAY,

MEANS SELLING

"SALADA." We have the Confidence of the Public back of us, for they know that for Unexcelled Quality, Flavor and Purity "SALADA" has no Equal. The proof of its Superiority over all other Teas is in its Enormous and Ever Increasing Sale. Will you let us demonstrate to you that the one Tea that will satisfy all your customers first and last is

"SALADA"

Write — TORONTO — MONTREAL

Camp Counsels.

YOUR CUSTOMERS KNOW
what they want when they ask for

"Camp" COFFEE

They desire a beverage that is quickly and easily made, economical in use, invariably delicious in flavour and fragrance. Such, and such alone, is "CAMP" Coffee. See that they have it!

R. PATERSON & SONS,
COFFEE SPECIALISTS, GLASGOW

Agents: ROSE & LAFLAMME
MONTREAL.



Quality and Purity march
hand in hand in

STERLING BRAND PICKLES

Everything that enters into
them is absolutely pure, and
the most careful methods of
manufacture are used.

The grocer, who handles
Sterling goods, can command
the finest trade of his town.

Buy from your jobber or
order direct from the
manufacturer.

The T. A. LYTLE CO.
Limited

TORONTO . CANADA



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

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

and a complete line of
Hard and Soft Licorice Specialties
Price Lists and Illustrated Catalogue on request.

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Molasses

Extra Choice Porto Rico
Lion
Fancy Trinidad
Fancy Barbados
Open Kettle Circle 6
Open Kettle Circle 7
No. 5 Special
Extra Choice Porto Rico
Beaver

Molasses

Extra Fancy Trinidad
Choice Barbados
No. 7 Choice West India
Molasses
No. 4 Strong Bakers
No. 1 Golden Cane
Syrup
No. 2 Golden Cane
Syrup

The above supplied in puncheons, tierces, barrels
and half barrels. Also

Gingerbread Brand Molasses—

In tins—2's, 3's, 5's, 10's and 20's. Also Pails 1's,
2's, 3's and 5 gallon.

Golden Sling Syrup—

Also supplied in the same style packages as Ginger-
bread Molasses.

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Dominion Molasses Co.,

LIMITED

Hallfax, - Nova Scotia

Shelled Almonds

Valencias and Jordans

Cluster Raisins

From Sunny Spain

You can give your customers
the richest flavor, most tender
skin and finest quality if you
insist on having the pack of

José Segalerva

Malaga, Spain

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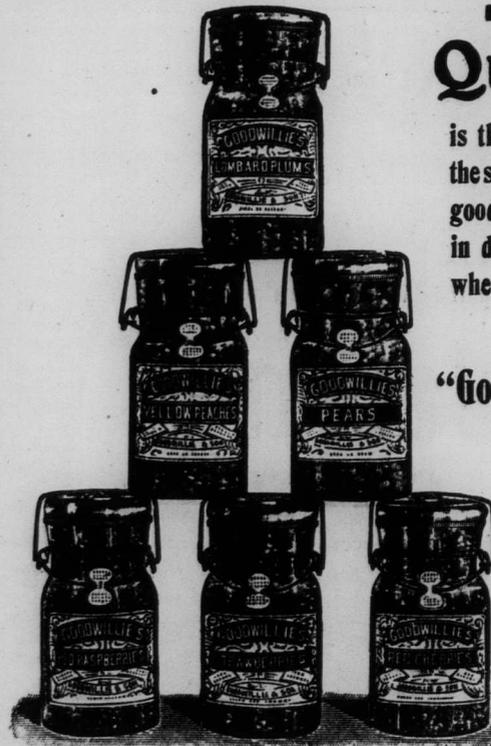
Montreal and Toronto

Quality

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

"Goodwillie's"

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



ROSE & LAFLAMME
AGENTS

Montreal

Toronto

THE TIN AND THE TEA

A writer in the "Canadian Grocer" says: "Don't you know that tea is sensitive to the odors and the conditions surrounding it? It will absorb the smell of onions in less than 24 hours. It loses its flavor when exposed to the air."

Of course we know it. We knew it years ago. Hence our perfect TIN for holding it until the buyer is ready to brew out the delicious liquid of

LIPTON'S TEA

Over 1,000,000 packages sold weekly

THOMAS J. LIPTON

Canadian Office: 75 Front St. East,

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GROCCERS GALORE

have profited and are profiting to-day, by handling our goods. Are you? Have you ever considered it worth your while to inquire about us? Now is the time to do so. Our

Pure Tomato Catsup

Pure Elder Vinegar

and

Pure Apple Juice

for drinking purposes;

are the leaders in the field. They cannot be equalled—much less excelled—for absolute purity and deliciousness of flavor.

We want to hear from you

The Belleville Fruit and Vinegar Co.

LIMITED

BELLEVILLE

ONTARIO

New Grenoble Walnuts
New Shelled Almonds
New Raisins
Currants, Etc.

Shipments now on hand. We guarantee delivery when you require the goods. Our quotations will interest you.

Our Circular FREE

C. A. CHOUILLOU & CO.

14 Place Royale,

MONTREAL

HAYCASTLE

and **PARADISE**

CURRENTS

The choicest growths
from the most favored
Districts in Greece.

We have new selected
Valencias in stock.

W. H. GILLARD & CO.

Wholesale Grocers

HAMILTON

Branch House—Sault Ste. Marie

Redpath

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CANADA'S STANDARD

FOR

REFINED SUGAR

Manufactured by

THE

CANADA SUGAR REFINING CO.

LIMITED

Montreal

Manufacturers!

Do you want your goods

Sold in British Columbia?

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

The Standard Brokerage Co., Limited

ARTHUR NELSON, Manager.

144 Water Street

VANCOUVER, B.C.

Bonded and other Warehouse Facilities.

We Have No Fear

of the pure food inspector. On the contrary, we welcome his advent, because with every visit of an inspector to our factory it is again demonstrated that

Old Homestead Brand Canned Fruits and Vegetables is Peerless for Perfect Purity

Purity and the perfect preservation of natural fruits and vegetables in all their deliciousness, are the corner stones of our outstanding success. When you sell a customer a can of Old Homestead Brand you may rest assured that his satisfaction with his purchase will be complete.

Why not handle the purest and best brand of Canned Goods? It cannot help but pay you. Your jobber is always prepared to ship Old Homestead Brand.

The Old Homestead Canning Co.

Picton, Ontario

E. NICHOLSON
 CODES,
 A.B.C. 4th & 5th Edition
 WESTERN UNION
 ARMSBYS 1901

D.H. BAIN
 CABLE ADDRESS
 NICHOLSON, WINNIPEG,
 CALGARY,
 EDMONTON.

Nicholson & Bain
 WHOLESALE
 COMMISSION MERCHANTS
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 TRANSFER TRACK
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Winnipeg, Man.

Rolled Oats and Oat Feed

We beg to advise the Wholesale Grocers and Flour and Feed Merchants of Canada that we are Selling Agents for The Dow Cereal and Milling Co. of Pilot Mound, Manitoba, manufacturers of the

Buffalo Brand Rolled Oats—Granulated and Standard Oatmeal—Oat Feed—Rolled Wheat—Pot and Pearl Barley

BUFFALO BRAND ROLLED OATS are well-known from the Atlantic to the Pacific. Manufactured from Selected Manitoba White Milling Oats. Free from black specks and Hulls.

PACKAGES We pack in bags of 90, 80, 45, 40, 22½, 20, 10, 8, 7, 6 and 5 pounds.

QUOTATIONS Write or wire us for quotations C. and F. any station in Canada.

QUALITY Remember **Buffalo Brand Rolled Oats** are the finest manufactured in Canada.

NICHOLSON & BAIN

Wholesale Selling Agents

CALGARY

WINNIPEG

EDMONTON

LEA'S

The Pickle with the Home-Made Flavor

We are offering a Sweet Mustard Pickle in bottle and bulk of excellent quality which has been pronounced by connoisseurs to be one of the finest Mustard Pickles ever offered to the Canadian trade.

**Try a small lot, and your sales of Mustard
Pickles will astonish you**

PACKED BY

The Lea Pickling & Preserving Co.

Limited

SIMCOE, - ONTARIO

THE CANADIAN GROCER

Clover Leaf Salmon

1s Tall, 1s Flat, 1/2s Flat. New Goods.

We have a limited quantity unsold

Thomas Kinnear & Co.

Wholesale Grocers **TORONTO** and **PETERBORO**

Windsor Salt

There wasn't a cent's worth of Windsor Salt found in the stock of John Smith, the grocer, who failed last week. Way up on the shelves, though, were no less than six different kinds of salt under various names—every package, box and bag of it was dirty and fly-specked.

Seems as if *every successful* retail grocer in Canada sold Windsor Salt—grocers who are not tempted to buy "just as good" kinds for the saving in price. Poor John Smith was tempted too far! No Windsor Salt for him—rather have dirty salt, salt that cakes, salt that's not all salt, salt sold for its attractive name—than the pure white, dry salt crystals of Windsor Salt.

THE CANADIAN SALT CO., LIMITED
Windsor, - Ontario

E. T. Grocers!

Consider the Money You Can Save

Buy in Montreal, Quebec, Halifax if you like—if you have money to burn.

If you are out to make larger profits—Buy in Sherbrooke from us.

You Save Freight—and as we have a full assortment of grocery lines you get the best prices and the goods are first-class.

Drop us a line and we will explain further.

T. A. Bourque & Co., Reg., Wholesale Grocers, Sherbrooke, Que.



Fact--Incontrovertible Fact--Our Proof!

We indulge in no flight of fancy—overlook no small detail of strict truth—when we declare that

**E. D. S. Brand
JAMS and JELLIES**

are absolutely without a peer for Purity and Flavor. Government documents, obtainable by anyone, prove beyond the shadow of a doubt that this famous brand is the leader of leaders. You are sure of a customer's lasting trade if you sell him E. D. S. Brand.

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

E. D. SMITH'S FRUIT FARMS

WINONA, - ONTARIO

**Most Women
ask for
Bee Brand**

BEE BRAND Jelly Powders have taken hold wonderfully, and wise grocers who have recognized this are selling great quantities and reaping profits.

The flavors chiefly in demand are:

**Strawberry
Lemon
Pineapple**

**Raspberry
Cherry
Nutto**

But we have others if you want them.

SNOWDON, FORBES & CO.,

Makers

449 St. Paul Street, - MONTREAL



**Pure Food is Essential
to Good Health**

**Wagstaffe's Fine Old English
Mince Meat**

Guaranteed absolutely Pure.
The finest made in Canada.

Wagstaffe Limited

**PURE FRUIT PRESERVERS
HAMILTON, CANADA**

ESTABLISHED 1841

Old enough to have the benefit of the experience of a lifetime but strictly up-to-date in every particular.

NELSON'S

Brooms have been offered to the trade in Canada for well over half a century and at no time has their reputation stood higher or their distribution covered as wide an area as at the present time.

"PANSY" BROOM

wears longer and gives better satisfaction than any other broom on the market to-day.

We make some lines that are larger and some others with more expensive handles, but the "Pansy" is the correct size for family use and the material and workmanship are

Absolutely the Best

that can be procured.

If you have not already stocked them a sample order will convince you.

H. W. NELSON & CO., Ltd.

Office and Warehouse
92 Adelaide W.

TORONTO

Factory,
17 to 21 Jarvis St.

COCOANUT

Has Been Scarce of Late

We have however just landed several cars of Prime Jamaica Cocoanuts and our entire Coconut Department staff are busy working day and night to get it ready for your Christmas trade.

SEND IN YOUR ORDERS NOW

THE ROBERT GREIG COMPANY, Limited
TORONTO

The Government Reports "Pride of Canada" Absolutely Genuine

Over forty samples of our "Pride of Canada" Maple Syrup and Maple Sugar were collected by Government Inspectors from grocers all over Canada, and were forwarded to Ottawa for official examination.



The Government analysis proved every one of these samples genuine.

Remember! Samples collected in every part of the Dominion. ALL PURE.

Quality wins out!



Maple Tree Producers' Association,
Waterloo, P.Q.

Mr. Grocer—

Your aim is big profit and satisfied customers. In the Coffee line you get both when you sell

TRADE
KAISER Malted Health COFFEE
MARK

Guaranteed 100 per cent. more healthy and better flavor than any other. In 1 and 2-lb. cans, and 48 and 60 pounds in box.

Order from your jobber.

THE KAISER MANUFACTURING CO.

Profitable Goods

Are the goods that are a little better than the others: goods that will make sales where the others won't. Oso Brand Pickles are good pickles, and show their quality. We have special facilities for turning out the best pickles, and we have made the most of them. For instance, we provide the seed from which the vegetables are grown and so get the best from the start; the cucumbers go straight from the vine to the factory, so that none of the fresh crispness is lost. We make our own vinegar and it cannot be beaten for pickling purposes. It will certainly pay you to specify that you want our goods when ordering pickles.

—
THE OZO CO., LIMITED
MONTREAL

Allison Coupon Books

Eliminate the Non-essentials

Many a business man is so loaded down with details that his really important problems can receive only secondary consideration.

This condition is overcome in any mercantile house by the adoption of the Allison Coupon system. With it, accounts are kept better and more accurately, at about one-tenth the usual cost.



THE PLAN

If a man wants credit for \$10 and you think he is good for it, give him a \$10 Allison coupon book and have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10—no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on till the book is used up. Then he pays the \$10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best. Let us send you a cancelled sample free.

For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON CO.

Indianapolis, Indiana.

The EBY, BLAIN CO., TORONTO

Canadian Agents

SHOE BOILS
Are Hard to Cure,
yet

ABSORBINE

will remove them and leave no blemish. Does not blister or remove the hair. Cures any puff or swelling. Horse can be worked. \$2.00 per bottle, delivered. Book 6-C Free. **ABSORBINE, JR.** for mankind, \$1.00 per bottle. Cures Boils, Bruises, Old Sores, Swellings, Varicose Veins, Varicocele, Hydrocele. Allays Pain

W. F. YOUNG, P.D.F., 204 Monmouth St., Springfield, Mass.
Canadian Agents: EYMAN BROS & CO., Montreal.

**Buy
Herbs
Now**

Do not leave the buying of your herbs until the last minute. See our traveller and his samples.

Sage, Savory, Mint, Thyme, Marjoram, etc.

In ¼-lb. air-tight tins, and in bulk. All guaranteed superior herbs.

S. H. EWING & SONS

96-104 King St., Montreal
Phones Bell Main 65 and 155

20½ Front St. E., Toronto
Phone Main 3171

**Currants
Almonds**

**Raisins
Filberts**

**Walnuts
Figs**

"Maple Leaf" brand Valencia raisins, Standard of Quality.

Fall trade coming on. Anticipate your wants.

Let us know what your requirements are of dried fruits, nuts, etc., and we will give you a cost and freight or duty paid price, as you prefer.

D. RATTRAY & SONS Limited

QUEBEC

Montreal

OTTAWA

JAPAN TEAS

are the best, and cannot be imitated for their distinct character and delicate aroma. Prices remain unchanged with rather a stronger tendency. The season is now closing and mail just received brings advices of shipment to me of a few parcels of desirable teas, being my last for the season.

SHAW T. NISHIMURA, Sole Agent

55 St. Francois Xavier Street, MONTREAL

Japan Consolidated Tea Co.

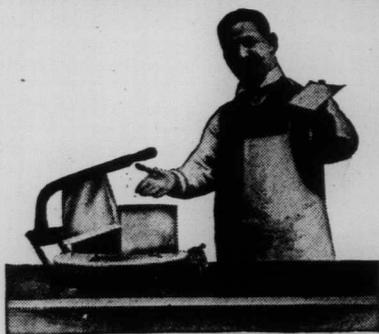
Japan Tea Firing Co.

Ito's Tea Firing Dept.

Nakamura's Tea Firing Dept.

Fuji Company

The PERFECTION CHEESE CUTTER



This Cutter has been giving complete satisfaction for over four years to many thousands of Retail Grocers. Any one of them will tell you "it paid for itself in the first ninety days" in time, accuracy and the saving of scraps. You sell all your Cheese and make an absolute profit of as much as you desire. It attracts and satisfies a new Cheese trade.

Be sure you are getting a Perfection. There is no other as simple, as accurate, or as good.

Shipped f.o.b. Hamilton, Ont. Send all orders to

THE AMERICAN COMPUTING CO., 18 and 20 Mary St.,
OF CANADA HAMILTON, Ont.

A PAYING INVESTMENT

for the grocer who is looking for the best trade is a shipment of

Palace Car Brand

Canned Fruits and Vegetables. All the lusciousness of perfectly sound fruits and vegetables, perfectly packed under scientific sanitary conditions. PALACE CAR BRAND make and keep the best class of customers.

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

"Non-Pareil Oil"

Highly Recommended by

**Leading Bakers and
Confectioners**

**The most Economical
and Satisfactory Oil**

Kentucky Refining Co.,
Incorporated
Louisville, Ky.

J. M. BRAYLEY, Manager Montreal Branch,
322 East Notre Dame Street,
MONTREAL

Samples and prices on application. Phone Main 3938.



BROOMS

The fact that our output has

Doubled in One Year

is convincing proof of the quality of

Keystone Brand Goods

Stevens-Hepner Company
Limited

Port Elgin, Ontario

I Offer

French Shelled Walnuts

Perfect halves and broken. Shipment from December, 1907, to June, 1908.

600 Bags, Specially Fine

Spanish Peanuts

for Prompt Shipment

ANDREW WATSON

Telephone Main 4409 91 Place d'Youville, MONTREAL



**CAPSTAN BRAND
PURE MINCE MEAT**

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

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

Capacity one ton per hour.
Sold by all Sale Dealers

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

**BANISH
"BLUE MONDAY"**

**SELL
SUNNY MONDAY**

to customers and make them **YOUR** customers.

Your stock is not complete
without our new **LAUNDRY SOAP**

SUNNY MONDAY

SUNNY MONDAY is made almost entirely from
vegetable oils with enough ammonia incorporated to
make it cleanse quickly and thoroughly, with less rubbing
than ordinary laundry soaps.

YOUR CUSTOMERS should try it
and avoid the aching backs which
cause "Blue Monday."

**SUNNY MONDAY
SAVES LABOR, TIME, CLOTHES
FUEL, TEMPER, MONEY**

THERE IS PROFIT IN IT FOR YOU

"SUNNY MONDAY BUBBLES WILL WASH AWAY YOUR TROUBLES."

THE N. K. FAIRBANK COMPANY, Montreal

"EDINBURGH'S PRIDE"

EVERY BOTTLE OF



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

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

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

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

**Thos. Symington & Co.
EDINBURGH**

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

"Balmoral"

Reg'd.

Scotch Marmalade

New Season's ready in a few days.

The name "**BALMORAL**" on a jar of
Preserves or Marmalade means **Purity**.
Order a trial lot to-day, you'll find it's the
right line. There's money in it for you.

Prices and particulars that will be of
interest.

**J. W. WINDSOR
Montreal**

THE CANADIAN GROCER
 IN STOCK—FANCY EVAPORATED
APRICOTS

25 lb. BOXES.

THE DAVIDSON & HAY, LIMITED
 Wholesale Grocers, TORONTO

From 25 to 49 Raisins.

Why you should purchase

ROWLEY'S
Finest Selected Valencia Raisins

Count the number of RAISINS in a pound of other brands, then count ROWLEY'S and you will find they run the above number of RAISINS in a pound less than other packers best grades. You might as well purchase S. BODI BRAND Selected Valencias at less money and get the same fruit as other packers use for their finest brands.

Rowley's Valencia Shelled Almonds are the same. We Pack Both
Rowley's Seedless Valencias are Seedless.

UNDERDOWN & CRICHTON

London, Eng.

Valencia, Spain

Denia, Spain

Agents: Wm. C. Christmas, 22 St. Francois Xavier St., Montreal
 Eugene Moore, 402 Spadina Avenue, Toronto
 Grant, Oxley & Co., Halifax, N.S.
 E. T. Sturdee, St. John, N.B.

CHRISTMAS WANTS PROMPTLY FILLED

We have just received a large shipment of

New French Cherries
Olive Oil

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

For decorative purposes

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

SHELLED ALMONDS
CACHEW NUTS from Ceylon
 We are also agents for
DE FORNEL & CO'S famous

SHELLED WALNUTS

The largest NUT firm in the world.

LET US KNOW YOUR WANTS EARLY

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

Burlington Brand Canned Fruits and Vegetables

require little pushing after you have once got a customer to buy a trial can. The goods are so uniformly excellent, that every can is a most effective advertisement for the brand. It is also a most effective advertisement for you, because the customer remembers that you provided him with it; and he will unfailingly recommend the brand—and you as a seller of it—to his friends.

*It is really worth your while to
inquire about Burlington Brand*

THE BURLINGTON CANNING CO., LTD.
BURLINGTON, ONT.



In every walk of life there are men who stand out prominent among their fellows. They possess something which distinguishes them from all the rest.

It is so in things that men produce, as for instance, Laundry Soap; the public are quick to recognize the best from the second best or lower grades.

NAPTHO IS A SOAP that was bound from the first to be successful because it possessed just those qualities which make it stand out above others.

The Welcome Soap Co.
Limited
St. John, N.B.

TODHUNTER'S

THE STANDARD FOR COFFEE DRINKERS

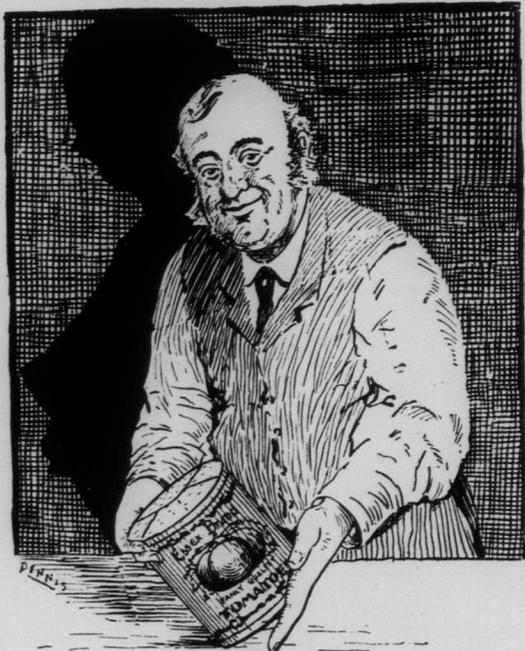
THE BEST TONIC FOR BREAKFAST A LUXURY

EXCELSIOR

OUR FACTORY EQUIPMENT IS THE LATEST IMPROVED. OUR COFFEES ARE DIRECT IMPORTATIONS, SELECTED SPECIALLY FOR THEIR DRINKING MERIT WE GUARANTEE THE HIGHEST EXCELLENCE AND BEST OBTAINABLE VALUE

COFFEE

TODHUNTER, MITCHELL & CO. COFFEE IMPORTERS, TORONTO



Second to None

Essex Tomatoes have a country wide reputation as the best to be had in canned goods. Everybody is asking for them, and we've no more to sell.

Essex Pumpkin is just as fine in its way and will surprise those who think Canned Pumpkins are all alike.

Grocers who want the better class of trade should sell Essex goods.

The Essex Canning and Preserving Co. Ltd.

28 Wellington Street E., TORONTO, Can.

FACTORY AT ESSEX, ONT.

Our Success is Your Success!

2 in 1
SHOE POLISH



is undeniably the most successful shoe polish ever marketed, for several reasons. It is moderate in price; it is convenient in handling; it is thoroughly satisfactory as a shoe shiner; and possesses the unique merit of being a preserver of Shoe Life.

That's why you find 2 in 1 so easy to sell. How is your stock now?

The F. F. Dalley Co.
Limited

HAMILTON, Canada

BUFFALO, U.S.A.

Stock "the Best."

KIT
COFFEE

BEST in Quality
SMARTEST in Finish
KEENEST in Price

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

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

Agents in the Dominion—Montreal City, Mathewson's Sons, 202 McGill St.; Quebec City, Albert H. Dunn, 67 St. Peter St.; Ontario, A. E. Bowron, 18 King William St.; Hamilton; Winnipeg, Mason & Hickey 106 Princess Street.



Tartan BRAND

SIGN OF PURITY

CHRISTMAS SUPPLIES COMPLETE

OUR TRAVELLERS HAVE ALL DETAIL

RAISINS, VALENCIAS—All finest grades, no trash.

NUTS—Shelled Valencia and Jordan Almonds.

CURRENTS—Finest Filiatra Cassalina Patras and Vostizzas.

SULTANAS—Fancy, extra bright and fine qualities.

FIGS—All sizes Pressed and Pulled, finest quality.
Also Mats of Comadra, bags and boxes Naturals.

MINCEMEAT—Wagstaffe's fine old English.

PEELS—Finest Drained Caps and Candied.

PLUM PUDDING—Wagstaffe's cannot be excelled.
Packed in 2-lb. and 3-lb. porcelain
crocks.

DATES—New Hallowees and Fards.

Your Mail Orders will receive spontaneous attention.

PHONE 596. FREE TO BUYERS

BALFOUR, SMYE & CO.

Wholesale Grocers, - - HAMILTON

MATHEWSON'S

RED

VICEROY SALMON

Price \$1.75 dozen

This salmon carries our personal
guarantee to be equal to anything
on the market. Every tin contains

The Choicest Red Salmon Procurable

We solicit a trial of this most excellent brand

Mathewson's Sons

WHOLESALE GROCERS

MONTREAL

"Profit in Everything You Sell"

should be the grocer's motto.

The Profit on Our Matches

is a very large item in your business.
Besides a larger profit we save you
money in freight charges—a large
factor in a year's business.

Write for prices, etc.

The Improved Match Co.,

Limited

Head Office:
BOARD OF TRADE,
MONTREAL.

Factory:
DRUMMONDVILLE,
P.Q.

A SOAP WITHOUT AN EQUAL

At anything like the price, our

Mother's Delight

stands out as a leader which you can confidently recommend and which it will pay you to push.
We also make several other lines at popular prices and profits.

SAVON FRANCAIS,

C. PAGNEULO, Manager,

MONTREAL

Factory: 1653 Notre Dame Street East.



"Imperial Brand" Maple Syrup

is sold by grocers
who are wise in
knowing a good
thing. — Do you?

Put up by
Imperial Syrup Co.
Montreal, Winnipeg, Calgary,
Edmonton, Vancouver



Sell The Best

That's the idea that wins—that will make you
successful—that will bind your customers to you.
Don't offer any substitute, but sell

Mathieu's Nervine Powders

Everywhere they are known as the best and
safest remedy for headaches and all nerve
pains (18 powders in every 25c. package).
Don't let your holding of Mathieu's Syrup
of Tar and Cod Liver Oil run out just be-
cause it is not winter. Many people use
it all the year round.

J. L. MATHIEU CO.
Proprietors, **SHERBROOKE, P.Q.**
L. Chaput, Fils & Cie, Wholesale Depot,
Montreal



BLACK JACK

WILL BRING NEW CUSTOMERS TO YOUR STORE.

TRY IT



SOLD BY ALL
JOBBERs

3/4-lb. tins—8 doz. in case.

TO MANUFACTURERS' AGENTS :

THE CANADIAN GROCER has enquiries from time to
time from manufacturers and others wanting represen-
tatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad
may have their names and addresses placed on a special list
kept for the information of enquirers in our various offices
throughout Canada and in Great Britain without charge.

Address

Business Manager
CANADIAN GROCER
Montreal and Toronto.

You know much depends upon the Coffee you sell. Every pound must be satisfactory.

CHASE & SANBORN'S grades are especially selected to please your customers.

The Importers, CHASE & SANBORN MONTREAL

WARMINTON'S CLUCTH NAILS



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

Samples on request.

J. N. WARMINTON

43 Scott St.,
Toronto.

207 St. James St.,
Montreal.

William Galbraith & Son

Wholesale Grocers

80-82 St. Peter St., - MONTREAL

New Valencias all grades.

New Currants, cleaned, in cases, half-cases and 1 lb. Cartons.

New Japan Teas, bought at last year's prices.

1 car New Red Salmon, just arrived, at \$1.50.

1000 brls. choice No. 1 Herrings, at bottom prices.

WRITE FOR QUOTATIONS

William Galbraith & Son

It Pays Every Grocer to Handle Our TEA

WHY ?

Because it has been so well advertised and its QUALITY is such that it is in constant demand.

"MELAGAMA"

will give you a QUICK Turn-over and show GOOD PROFITS, as per Price List on last page.

Write for samples of our BULK TEAS. One hundred lines to choose from, bought on the cheapest markets and CAREFULLY SELECTED BY EXPERTS.

MINTO BROS., - TORONTO



EXCEPTIONAL VALUES IN CHRISTMAS GOODS

Housekeepers will from now on be asking for Dried Fruits of all kinds, including Raisins and Currants, Peels, etc., etc. Your stock should be complete. If it is not, see our travellers' samples. We have the finest fruits at interesting prices.

"SIGNAL" JAPAN TEAS

New shipment due. Finest cup quality. Prices right. Order early. Also some choice "Signal" Black and Green Ceylon Teas.

"QUICK NAPTHO" SOAP

Since we have been appointed district agents for this first-class cleanser we have booked numerous orders. Have we yours yet?

HUDON & ORSALI

WHOLESALE GROCERS

259 St. Paul Street, MONTREAL



SPICES

When preparing for Christmas trade do not overlook the Spice business, we have the best lines on the market, the

Red Feather and Majestic

Our travellers have full information.

JAMES TURNER & CO., Limited
Hamilton, Ont.

Oyster Facts



Sealshipt Oysters are shipped in sanitary steel, which is sealed at the beds. This case is air-tight, water-proof, dirt proof, germ-proof.

Sealshipt Oysters are never bloated by soaking in water. No ice or water ever touches them. The ice is packed outside of the sealed case.

Sealshipt Oysters are guaranteed to be absolutely free from preservatives—none are needed, as the oysters are never exposed to air or water.

Sealshipt Oysters retain the piquant half-shell flavor, the delicate tang, the smooth firmness, the nourishing quality and the natural color.

For full particulars, address

National Oyster Carrier Co.

KENOSHA, - WISCONSIN.

Sales Manager Wanted

for leading Canadian Wholesale House, one capable of taking charge of the selling, organization and directing the advertising.

***Highest salary will be paid to
the right man.***

Send applications to the

***Canadian Grocer
Toronto***

Keep the Store Bins Closed

Pertinent Ideas as to What the Retail Grocer Ought Not to be—Cleanliness in Every Department and Provision for Modern Methods of Handling Goods Necessary in the Grocery of To-day.

In a recent issue The Grocer reproduced an article from a series in the Woman's Home Companion on "Cleanliness in the Grocery." The paragraphs following are taken from the second of the series. All the conditions spoken of herewith may not exist in Canadian groceries, but it is safe to presume that a good many of them do, though we do not believe that many stores into which this paper goes would for a moment countenance the existence of the disagreeable things which are mentioned. The article will be valuable, however, as conveying ideas of what a Canadian grocery ought not to be, and may give some hints from which a good many of our readers may benefit.

To the Consumer.

"How can we secure clean, sanitary groceries?"

The question was addressed to Bayard C. Fuller, chief of food inspection, Department of Health, city of New York.

"By implanting in the hearts of unclean grocers the fear of God, which, being interpreted, means fear of arrest and punishment," was his prompt reply.

Again the question was addressed to the manager of a model grocery store.

"By educating the housewives of America to visit their groceries in a critical, observing frame of mind, to demand cleanliness in the store, its owner or manager and his assistants, and to make cleanliness a possibility by treating the grocer and his clerks in a businesslike way."

Both replies are correct. Both remedies are practical in either the large or the small city. Every city, every town, every hamlet that is incorporated and has a municipal, a borough or a village government has its department of health. The degree of authority invested in the department of health or the individual health officer varies in different cities and towns.

Generally speaking, however, a health officer can bring about the following reforms: He can condemn and destroy over-ripe, decaying fruit and vegetables, also dried fruits that are wormy and infested with parasites of any sort. He can order a filthy cellar cleared of all decayed matter and then properly white-washed. He can order all bins containing food to be supplied with covers. He can order dirty counters scrubbed. He can insist that proper receptacles be supplied for sputum, and can see that these spittoons are kept clean. He can order the display of green vegetables and fruits to be raised to such a height that no dog can commit a nuisance upon them. And he can see that butter and cheese are kept in refrigerators or coolers that are absolutely free from bacteria.

What the Housewife Can Do.

Every woman is a power for food cleanliness, whether she boards a street

car and hurries down town to attend a grocery sale of a much-advertised department store in a bustling city, or rides across the plains, five, ten or fifteen miles, in a spring wagon or buckboard to do her trading at one of the two general stores of which the county seat may boast.

The health officer cannot force the grocer to provide oiled paper with which to handle butter, cheese, etc., when cutting and weighing it, but the housewife can, by going to a store where oiled paper is used. He cannot force the grocer to supply his clerks with running water, a decent sink or basin and clean towels for wash purposes, but the housewife can, if she insists on clean hands. He cannot force the grocer to equip his store with the proper scoops and forks for ladling out foodstuffs, but the housewife can, by refusing to trade with a man who digs out prunes, pickles and mackerel with his hands, and wipes the accumulation of filth off on his already overworked and discolored waiting apron.

Value of the Inspector.

Call him what you will, health officer or inspector of foods, the man who thrills the heart of the untidy grocer with "the fear of God and imprisonment" is a power for good in every household. He is often the one thing that stands between the household and wholesale poisoning, trichinosis, ptomaine and all the train of evils which follow unsanitary food conditions. He does the work which every individual housewife should do, which thousands of housewives are either afraid to undertake or are too lazy to do—and that is, detective work, whose influence reaches the family kitchen and saves the family health.

Follow one of these food inspectors through a crowded but thrifty section of a great city. In front of a store where groceries and green goods are sold he pauses. His trained glance has caught behind the tray of sound scarlet tomatoes a basket used apparently to prop up the tray. In reality he finds that it is filled with half-rotten tomatoes, which some "thrifty" housewife on bargains bent will purchase to cut up for soup, or, perhaps, after cutting away the best parts, to serve raw to her unsuspecting family. This arouses his suspicion regarding the entire store.

He darts inside and catches the proprietor of the shop by the apron strings. The man is sneaking into a back room with a huge tray of bread, cake and pies which have been uncovered and exposed to dust and dirt on top of a filthy glass case.

Next he makes a quick move in the direction of the tumble-down refrigerator. As he opens the door a most unpleasant odor salutes his nostrils. Cockroaches and water bugs run this way and that. The pipe is clogged up, and the water has settled in a limy pool beneath the rack. He gives orders for

the necessary cleaning—and there his power ceases. He cannot force that grocer to remove his filthy shirt and don something half way clean. He cannot order into confinement a great parrot, which goes everywhere at will, perching now on a pile of bacon, now on a bin of cornmeal, now on the edge of a barrel of bulk pickles. He has forced the grocer to provide covers, but he cannot stand over him and see that the covers are kept in place; nor can he condemn a pet that the customers of the store seem to like, even though it flits at will among the bulk food that later is served on some one's table.

In another store a thrifty grocer has pressed into service his slovenly-looking wife. A customer at the delicatessen counter was debating between sliced corn beef and smoked tongue. While she contemplated the dainties, the wife of the grocer stood with one hand holding the butcher knife ready for action and the other scratching her frowzy head. And when the order was given, the grocer's wife removed her hand from her hair, and without so much as wiping it on her apron, laid it on the huge piece of corned beef. The customer looked like the sort of woman who would have a fern dish on her polished table and hand-embroidered doilies under her plates, but she did not notice, apparently, the slovenly, disgusting actions of the woman who was waiting on her.

"But," you say, "these are scenes in a crowded city with a large foreign population."

The Country Grocer.

That is true. Perhaps your grocer is a man of a different stamp—a self-respecting citizen whom you are glad to know, whose family belongs to your church, whose store, like his home, is sweet and clean and pure. We know such grocers, and we are proud of them. But you may not be so fortunate in all your tradesmen. You may find that your grocer neighbor, after all, is not clean; and then, too, where can you escape the so-called foreign population?

Come with the writer to two stores. One is in a pretty Connecticut village. This is a hot Saturday afternoon, and suburbanites are pouring into the store. The distracted grocer needs every bit of help he can rally. So his wife comes in, wearing a suspiciously clean shirt waist with much cheap lace adornment above a black mohair skirt filthy enough to stand, like the proverbial painter's towel, quite alone. She brings the children with her, because she is too poor to employ a "girl," let alone a nurse maid. One of the children, a little girl whose curly hair is matted beyond recourse to the ordinary brushing and combing, with hands that suggest mud pies and a pinafore that only the most vigorous treatment could restore to freshness, is happily entertained building a fort with block sugar in one bin. A brother, only a year or so older, in

the same need of bathing and clean raiment, is filling an order for bulk crackers from another bin. The littlest one, a babe just able to sit up and play is lying in a wicker carriage whose pillows and fittings are nothing short of sickening. Suddenly the baby sets up a wail, the mother starts to carry it into a rear room, when an urgent customer appears on the scene, and the baby, arrayed in a single garment, is literally dumped into a big bin of rice, where it sits contentedly digging in the pretty white grains! And this is not an imaginary scene.

"But why," argues a critic, "jump always on the small store?"

Well, we won't! Again make a trip to the store of a large grocer, one of a string of stores under the direction of a well-known firm.

The Large Stores.

The shelves, ostentatiously hung with rather dusty-looking mosquito netting, are half hidden by flamboyant announcements of cut sales, reductions in canned goods, "specials" in coffee and tea, "cuts" in butter and eggs and potatoes. Men are scurrying about the store, clad in long coats that were once white. Customers elbow and shove. Small delivery boys dart in and out of doors. The entire place radiates enterprise, push and run of custom dear to the heart of the modern merchant.

But step behind the counter. Papers are strewn thickly all over the floor, which is slimy almost to the point of being dangerous, and yet the papers are not thick enough to hide the telltale marks of the chronic spitter. From a bin of coffee hangs a dirty rag. It was dropped there by a man who had just filled an order for kerosene. Some other man will look at his wife across the breakfast table, and inquire: "I wonder why this coffee tastes of coal oil?" And she will not know—because she never really knows her grocer or looks behind the counter. Nor does she go back to the refrigerator, where she would find open lard pails next to open butter tubs, and some especially high-priced bacon in the slab next to a freshly cut cheese. Nor does she find her way into the back room, where a hard-pushed delivery lad is sniveling over a fall, the result of stumbling over a big piece of bacon thrown to the floor by a busy clerk.

"These are extreme cases," exclaims a housewife. "I never saw such scenes in the store where I trade. The man who takes my order always looks very nice."

Yes—but what of the man who fills your order? Do you ever look behind the counter, into the refrigerator or the back room?

Look at the slice of cream cheese delivered at your door. Is there a dark gray line just below the rind on either side, becoming fainter toward the centre of the slice? If so, you may be sure that the dirt on the knife used in cutting it has gradually been wiped off on the cheese and absorbed into its creamy body. That means dirty knives in the cheese box or cooler, and dirty knives in one place mean dirty scoops in another.

The Model Store.

Now let us move on to the model or sanitary grocery.

Suppose you start with the grocery section of a large department store.

"Ah," exclaims a champion of the untidy grocery, "look at the staff of clerks you have here! Hundreds where the small grocer has a dozen."

Yes; but where the small grocery has two or three hundred customers in the course of the day, this grocery has from five to ten thousand shoppers on the floor at once. Its floor space covers nearly half of a large city block. And all through those broad aisles are men, women and children buying and sampling and dropping crumbs and papers on the floor. And close on the heels of the shoppers come the sweepers, three of them, armed with long-handled brushes who pace the aisles day in and day out preventing the food samples from being ground into the flooring.

In some departments, such as meats, delicatessen, butter, baked stuffs, etc., the clerks wear white coats and aprons supplied and laundered free by the firm. The girls are encouraged to wear white aprons. The motto of this store is. "Cleanliness Regulates the Volume of Trade."

Another model store inspected was that of a firm which handles only staple groceries, branded goods: perfumes and candy, and no fresh or green groceries save oranges, lemons, imported grapes and grapefruit. In this store, of course, package goods predominate—a fact which adds materially to the cleanliness of the store, the convenience of the grocer, the speed of the service to the customers, and lastly, to the safety of the customers' health. There isn't a woman in the land who would not enjoy spending an hour or two in this clean, sweet-smelling store. Here, with a staff of two hundred and fifty men and boys, ten thousand orders are filled in a day. No spittoons are provided for workers, but at every turn of the rooms or floors where orders are filled are signs. "No Spitting Allowed."

In this store the employe who is a chronic spitter is admonished once, warned once and then dismissed.

Instead of advertisements announcing cuts in groceries, at intervals above all bins and in all the storerooms where orders are filled are signs "Keep Bins Closed."

The twelve-year-old lad who suggested the posting of this sign received an award of two dollars for his suggestion. This firm distributes among its employes bulletins or leaflets, advocating tidiness, cleanliness, promptness, courtesy, etc., and offers an award of two dollars for every practical suggestion made by an employe for the betterment of the service or the appearance of its stores.

In this store one boy does nothing but wield the long-handled, soft brush that does not raise dust on the showroom floor. One man does nothing but fill butter orders. He is dressed in white apron and coat, is well supplied with

oiled paper, so that his bare hand never touches the butter. Close at hand is running water and a clean towel. Another man washes bottles in which vinegar and molasses as well as bulk liquors are delivered. He has an enormous fresh towel daily, running water of course, and works in front of a gas jet, before which every washed bottle must be held for inspection. Across the aisle from this man is a scouring table, where a brisk colored youth polishes scoops, spoons, ladles, etc.

A Result of System.

Mr. Gerald Byrne, superintendent of a mammoth grocery department in one of New York's largest stores, said: "The clean grocery store, large or small, is the result of system, organization and management. The manager or proprietor of a grocery who will not tolerate personal untidiness or uncleanly handling of goods will soon have a force of capable clean clerks through force of example and fear of dismissal. He can take a raw boy from a dirty home and make a clean grocery clerk, through sheer force of character and training, but you cannot expect the man whose home is filthy to maintain a sanitary, clean grocery. Pick your grocer, as you would your servant, for cleanliness first, last and always."

And the truth of this statement can be seen in your own town, where you can find the model grocer if you hunt for him. Make a tour of the groceries in your own neighborhood. You will be able to choose between clean groceries and groceries of varying degrees of uncleanness. You will be supplementing the efforts of the health officers, doing your part of the team work, and getting one step nearer to the point where you can say, with truth, "I know my grocer."

TRADE NOTES.

A. H. Mace, manufacturer, Montreal, has returned from an extended business trip to New York.

Jas. S. Keys, who has been conducting a general store at Pinkerton, Ont., has made an assignment.

The general store of J. W. Richardson, Bladworth, Sask., has been taken over by the Bladworth Mercantile Co.

W. J. Bartley, of Bartley & Reid, tea merchants, has just returned to Montreal from a trip to the Canadian West.

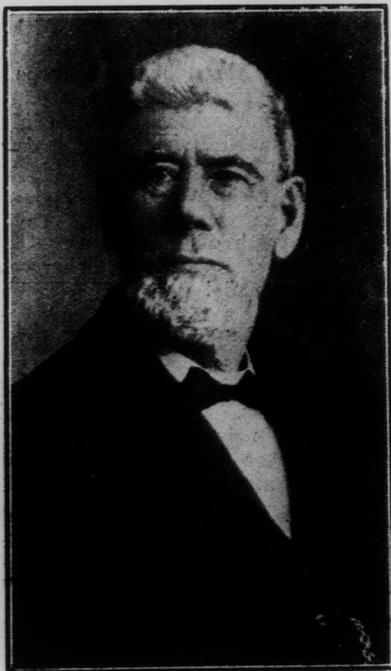
Angrignon & Frere, Montreal, have purchased the pork packing business carried on for years by V. Castonguay.

The road race conducted by the Marathon Athletic Club, of St. John, on Saturday, was won by Holmer, of Halifax, with Geo. A. Stubbs, an employe of Bowman & Cole, wholesale grocers, on Water street, second. Holmer's time was 26.31 1-5, and Stubbs', 37.15. The distance was about seven miles, from Renforth to the Victoria grounds, in this city. Stubbs received an ovation from his friends on his excellent showing.

**BUSINESS MEN IN
PUBLIC LIFE**

**EX-MAYOR PATRICK HENNESSY,
Newcastle, N.B.**

One of the most successful business men of Newcastle, N.B., is ex-Mayor Patrick Hennessy. Born in Wexford County, Ireland, in March, 1837, he came to New Brunswick with his father, Michael Hennessy, in 1853, settling on Beaubair's Island, at the confluence of the South-west and North-west branches of the Miramichi and directly opposite Newcastle. There he became apprenticed to John Harley, ship-builder, with whom he continued till the



**EX-MAYOR HENNESSY,
Newcastle, N.B.**

latter's failure in 1856. The family then removed to Rosebank (now called Nordin) where they lived for many years, engaged in the shipbuilding industry, which was then a leading occupation in this section. At Rosebank Mr. Hennessy was employed with the well-known master builders, R. Hutchinson and John A. Hawes.

In 1873, Mr. Hennessy removed to Newcastle, where in 1875 he engaged in the grocery and provision business. He has gradually extended his operations until at the present day his establishment is one of the largest on the Miramichi and indeed on the North Shore.

In 1883 Mr. Hennessy became a school trustee, a magistrate and Alms House Commissioner. He is still a

Justice of the Peace and chairman of the Alms House Board. He remained on the school board until the town's incorporation in 1899.

He has been an active member of Newcastle Board of Trade for many years, having served as president of that body for about ten years, and still being on its executive.

He was elected to the Town Council in 1900 and was re-elected regularly for several years. In 1906 his fellow townsmen honored him with the highest office in their power, voting him into the position of Mayor. At the close of his term, in 1907, he retired from active civic life, but still takes as keen an interest as ever in the business affairs of his adopted home.

Mr. Hennessy has long been a prominent member of the Ancient Order of Hibernians, and has been highly honored by his brethren of that order.

Mrs. Hennessy who has for many years been her husband's active and capable colleague, was a Miss Bannon, sister of Michael Bannon, another prominent merchant of the same town.

DISSATISFIED WITH NEW LAW.

**Hog Raisers in Kent and Essex County
Complain of Recent Regulations.**

Kent and Essex are just now in the throes of a vigorous agitation against the Dominion Government's new Meat Inspection Act. The trouble is all on account of the otherwise quiet and inoffending hog. The farmers in these two counties have, in consequence of the facilities for raising corn, gone largely into the breeding of hogs. Many hog raisers number their hogs by hundreds. The industry, encouraged by good prices, has grown to large proportions, both live and dressed hogs being shipped from almost every station in the two counties to packers in Hamilton, Toronto, Montreal and other points.

A couple of weeks ago the price of hogs on the local market, live weight, was \$6 per cwt. Last Saturday it had dropped to \$5. The farmers lay the blame upon the new regulations, which, they declare, have placed them at the mercy of the packers and compelled them to sell their hogs live and at the packers' prices.

The outcry against the regulations has political as well as commercial aspects; local Conservatives availing themselves to the utmost of the opportunity to embarrass the Government, and Government candidates. Nevertheless, the antagonism to the regulations embraces farmers on both sides of politics, is, in fact, universal, rather than political.

The chief objection is raised against clause 35 of the new regulations, which provides that dressed hogs must be shipped to the packing houses with the liver, lungs and other organs intact, in order to facilitate the Government inspection at these places. With respect to this clause, Kent and Essex are in an entirely different situation from all the rest of Canada, east of the Rockies. Here, the winters are uncertain. Zero

weather may reign one day and the country be blessed with spring warmth the next. As a result, hog raisers declare that it is impossible to ship carcasses under the new regulations with the certainty of reaching the packers in good condition, the presence of the organs leading, they say, to possible deterioration. Producers have hitherto been accustomed to sell some of their hogs live and others dressed, about half and half being the ratio. Such as were dissatisfied with the live hog prices in November would hold their hogs over till January, slaughter then and sell them dressed. For instance, one farmer last year was offered \$490 live weight for his hogs in November. He fed them till January, at a cost of a little over \$100, and sold them dressed for \$750. Farmers are accustomed simply to turn their hogs into the corn fields, and let them forage for themselves. By the time the field is exhausted, the hogs are ready.

Farmers declare that the new regulations have practically killed the dressed hog trade in these counties; that hogs which could, without the organs, be shipped in perfect safety and with the certainty of reaching the packers in good condition, cannot be shipped now with any such certainty. Hence, hogs cannot be held over with the certainty that when slaughtered and dressed they will not be condemned, even though not diseased. Hence, also, farmers, without the alternative of holding them over to sell dressed, must sell live; and, being compelled to sell live, must sell at the packers' prices. At \$5, the price quoted on Saturday, they declare hogs cannot be profitably raised with corn at the present figure. This, in brief, is the logic of the protest against the new regulations.

On Wednesday week there were more hogs weighed at the local market scales than on any one day during the past four years. They totalled 340, making four cars, most of them going to Hamilton packers. All were good quality, the price then paid being \$5.35 per cwt. At the same time, dressed hogs were little in evidence. Farmers declare that the fall in prices is due to a glut of live hogs, the feeling being that the new regulations have killed the dressed trade.

Last Saturday, in consequence of the strong feeling of opposition, a public meeting was held here, which was addressed by Hon. Sydney Fisher, Dominion Minister of Agriculture, and Dr. Ward, of the veterinary staff. The Minister explained the causes leading to the passage of the new Act, and accompanying regulations.

Discussion and suggestions were invited from those present, and several farmers presented their side of the case. The suggestion was made that for these counties, where the climatic conditions apparently preclude shipment of the organs to the packing houses, the Government inspection take place at the points of shipment. The Minister promised to take the suggestions into consideration.

E. G. Jones, Toronto, has discontinued his grocery business.

John H. Ledger, Toronto, has disposed of his grocery business to F. Gent.

TO PREVENT FROSTY WINDOWS

Proper Construction and Arrangement for Thorough Ventilation Will Obviate This Difficulty in the Winter Season.

During the winter season frosty windows are one of the greatest bugbears with which grocers in Canada have to deal. While many methods have been tried to obviate the difficulty, only one has seemed to be at all effectual. This is to box in the window so as to keep the warm air in the store from coming in contact with the glass, and then to provide adequate ventilation. Various methods of heating the glass have been tried, but do not seem to prove generally satisfactory.

The following article from the Zenith, the house organ of Marshall Neil & Co., Chicago, treats more fully the methods of preventing frost on the boxed-in windows.

"During the course of the season merchants are confronted with great inconvenience whereby the goods are rendered practically invisible, and consequently cease to attract customers.

In nearly every instance a careful examination of the window will show that the construction of the woodwork casing, position of the window panes or the lack of adequate ventilation is to blame.

On putting in the window panes, whether the framing be of wood or iron, a row of ventilating holes should be provided below, extending all across the window front. These holes should be broad and set low down, but not covered with protecting covers on the outside, since these covers only catch dust and help to stop the draft. The idea is to cause a wide current of air to enter the window so that the same may spread over the whole front of the window; and this is more easily realized with wide holes than by round ones or vertical slits. To prevent an inrush of dust raised by the street traffic or blown about in the summer time, a sliding damper may be arranged inside the window so that the holes may be closed when required.

Above the level of the window panes, but still within the casing of the show window, should be provided hinged ventilator to allow the heated air in the window to escape out into the street. For this purpose a row of holes similar to those underneath the window would be insufficient, owing to the increased volume occupied by the heated air, and on this account the upper opening must be of larger area in order that the circulation of air inside the window may be intensified. This hinged ventilator must be mounted right at the top of the shop front, and open inwards and outwards, since otherwise it would oppose an undesirable resistance to the outflow of air or divert it, and thus lead to a deposit of mist on the upper part of the window. Furthermore, inlet holes must not be surmounted by a ledge or beading that can reflect the flow of air and allow ice to form; and it is an equally erroneous practice to extend the flooring of the show casing right up to the window, and bore a number of inlet holes through the flooring.

In order to keep the glass free from frost, the inflowing cold air must ascend close to the window panes and es-

cape at the top without hindrance. When this is possible the window will never be dimmed with either mist or frost, since the moisture that would be deposited on the glass is carried away by the ascending current of air the instant the particles of water are formed.

In some cases it happens that although the ventilation is believed to be satisfactory the glass gets dimmed, but this is due to defective construction of the window frames or of the casing. For instance, if the door leading into the show window from the store does not

ON PRICE CUTTING.

A new man in business nearly always cuts the price or does things that have a bad effect on the trade as a whole. He suffers as much as the others, but doesn't know why until experience teaches him a severe lesson in the art of doing business on business principles.

The salesman who believes that he can sell goods at a wrong price without his action being discovered by competitors was never more mistaken. Not one buyer in a thousand will keep the secret. He is so proud of his achievement that he will tell the first competitor that comes along all about how he "worked" the other salesman down in price.

It is better to lose some business than to lose the profit on all business. A salesman who has the courage to refuse unprofitable business, seldom fails to



Poultry Display—English Provision Shop, Pembroke.

shut quite tight, or there are any cracks or holes in the woodwork the warm moisture-laden air from the store flows into the cooler windows, and a fine dew is deposited on the panes and mirrors. Hence the doors should never be of the sliding type, admitting air and dust, but should open and shut and be beaded and fitted into a rabbeted frame to make them air-tight.

The window lights should be inclosed in glass cases, to isolate them from the actual show space, because in the case of gas the lights would heat the air more rapidly than the ventilator could carry it away, the result being a deposit of moisture on the relatively cold window pane.

get an abundance of business of the right kind in the long run.

Thos. Montgomery, Montreal, was seen in Ottawa a few days ago.

Mr. Hughes, Bailey Broom Mfg. Co., Kingston, was in Montreal during the week.

John Anderson, with Chase & Sanborn, Montreal, has returned from a successful hunting trip north of Mattawa.

S. W. Ewing, chairman Montreal branch of the Canadian Manufacturers' Association, will be in Ottawa for the meeting of that body next week.

THE CANADIAN GROCER

Established 1896

The
MACLEAN PUBLISHING CO.
Limited.

JOHN BAYNE MACLEAN - - - *President*

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Published every Friday.

MAKE COLLECTIONS NOW.

For the past few months the MacLean papers have been advising merchants generally to collect accounts as far as convenient and to get in every cent of cash possible. The prevailing scarcity of money at the present time shows the wisdom of this advice and those who have taken advantage of this, no doubt, find themselves in pretty satisfactory condition financially.

To those who have not yet made a special effort to get their business on a good cash basis we would impress the necessity of doing so at once. Now is the time to make collections. Money is always fairly plentiful around Christmas time, and there is very little to be secured thereafter. A persistent and well-planned campaign should bring very satisfactory results at this time of the year.

Canada seems to be in for a period of more or less dullness in business which may last for a year or longer. With this in view, it is incumbent on business men to retrench in expenses as much as possible. There is no reason, however, with the growth which is bound to steadily continue in this country, why there should be any loss in net income. There are many means of encouraging and carefully extending

EDITORIAL

business so that actual results will be just as satisfactory as in the period of expansion through which we have recently passed.

Now is the time to advantageously get a business on a cash basis. Retailers should only allow monthly credit, and this to customers who have well founded assets or assured incomes.

More attention should be given to the details of business. The little leaks should be hunted up and stopped, better system should be introduced into the different departments, greater care should be exercised in buying, and exact cost systems should be applied with a view to finding out what departments of the business are giving the best returns.

Business may be stimulated by careful, though not extravagant advertising in the local newspapers, by careful window trimming, and more attractive store display. Then again, the best trade papers should be studied for hints which may lead to reduction in expenses or expansion in business.

With Canada's enviable position as regards resources and with the present period of growth, the conditions which are certain to be materially felt elsewhere cannot be very serious or long continued here. It remains, however, for us to take advantage of this by being careful to avoid any contingency and to build up business with all possible activity.

THE COMMERCIAL SIDE.

The Ontario Horticultural Exhibition held recently, should not be regarded merely as an opportunity for the display of the Province's fruit and flowers. It has a far wider purpose, a practical commercial side which is much more important than appears at first thought.

In the first place, the Exhibition and the conventions held in connection with it, attract hundreds of fruit growers from all over the Province. These men come not only to see, but also to learn, and not only in the conventions, but also in impromptu discussions among the fruit displays, under the tutelage of a staff of Government officers, an immense amount of information and interest is picked up. These men are becoming interested in spraying and other forms of culture, and go out among their neighbors emphasizing more and more the importance of growing really good fruit. Again, through the exhibition, growers are beginning to understand how a box or barrel of apples should be packed, a

The Canadian Grocer

feature that materially affects our export trade. The improvement in methods used is quite apparent from year to year. Further, the general public is becoming impressed with the importance of the industry, and this fact reflects with advantage on the fruit grower. The comparison of the varieties and qualities of fruit grown in different counties is invaluable, as demonstrating the varieties which should be grown in certain districts. All these facts are active in pulling up the export side of the fruit growing industry.

Other features encourage the wider use of Canadian fruit, particularly the apple, at home. City people who visit the Exhibition more to be entertained than for purposes of education, carry away favorable ideas of the Province's fruit and are likely to make more regular use of it. The Government, too, has done good work through its Women's Institute representatives, in impressing by demonstration and explanation, the possibilities of much more extensive use of the apple for cooking purposes.

The floral department of the exhibition has also its commercial value in demonstrating the possibilities of floriculture, and again in popularizing the use of flowers among the general public.

Altogether, the exhibition, as it has been conducted in recent years, is doing a very important work, not only for Ontario, but also for Canada, as a whole, and it deserves all possible encouragement.

SOME NEW FEATURES.

As in former years The Grocer is offering a series of cash prizes for competition among its subscribers at Christmas time. This year, however, the offer has been extended, and two distinct competitions have been arranged.

The Christmas Window Dressing Competition is being carried on under slightly different conditions than last year in that competitors will be divided into two classes. Class I. includes grocers and grocery clerks in city stores. Class II. includes the same brethren in the trade in stores in country districts. First and second prizes of \$7 and \$3 respectively are offered in each class. The division was made at the suggestion of one of our subscribers in the belief that it would present a more favorable opportunity to competitors coming under Class II. by reason of the fact that materials and facilities for window dressing are not so convenient in the country as in the cities.

The new competition—for the best advertisement of Christmas groceries in a

The Canadian Grocer

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local newspaper, has been arranged with a view to showing the trade how the best results can be reached in advertising. \$5 is offered in this competition. This should be exceedingly popular as almost every grocer who is at all enterprising runs an advertisement for a short time preceding the Christmas holidays, even if he uses no space during the rest of the year.

Another new feature inaugurated in this issue is "The Travelers' Page." Recognizing the interest being taken in The Grocer by traveling men in the trade all over Canada and with a view to showing our appreciation of this and at the same time providing for a closer relation between salesman and retailer, a condition which will be mutually beneficial, this new department has been instituted. The Travelers' Page will be made up of news concerning men well known and who ought to be known to the grocery trade in Canada with stories about them, brightly put, and while space may not permit of its being run every week, it will be inserted frequently enough to keep up a live interest.

The articles by a member of our staff in the west, on the local situation, which have been running regularly for several weeks, have created considerable interest. They have the true western spirit and are filled with western pride and patriotism. Written from a local standpoint, they give a valuable idea as to the real western outlook.

THE SITUATION IN THE WEST.

It would take a wise man to say whether conditions have actually improved or grown more critical in the past seven days. The banks are apparently still standing shy of the Government offer of aid, and perhaps it was hardly expected that there would be a general announcement that it had been accepted, but on the other hand, there is evidence that some measure of relief has been afforded and some lines of credit extended. The last three days of the week saw trading much more active than the first three. At the same time our wheat has very largely gotten away from an export basis and the season is growing so late that exporters are by no means as keen as they were two or three weeks ago. One cannot help suspecting that having been deprived by the banks (either justly or unjustly) of the opportunity of doing business when profits were good they feel like resting on their oars and buying at their own price when the market slumps after the close of navigation, as it is sure to do. Perhaps because the month is further away and therefore easier to finance, there has been great activity in May wheat and the price has been main-

tained at a very high level, closing Saturday at 11c over Chicago, 4 $\frac{3}{4}$ c over Minneapolis, and 3 $\frac{3}{4}$ c over Duluth, which is completely out of line, especially when it is remembered that American wheat can enter many European ports closed to Canadian wheat on account of discriminating duties. One of the factors in maintaining a high price for May wheat has been the heavy purchases, amounting in all to over a million and a half, made by local brokers for Minneapolis milling concerns. This is a speculative proposition, because the wheat has all been bought Fort William delivery, so there is no question of its going to United States to be ground in bond. The movement for the week has been very heavy, over two and a half millions going into lake terminals, but it is understood that there has been an improvement in outward shipments, also, and though stocks are still abnormally high for the time of the year they have not increased in proportion to the increase of the two preceding weeks.

Boats are offering very freely and the indications now are that there will be a fair clearing out of terminals before winter sets in.

The amount of low grade wheat in store is very high and great uneasiness is felt by railway and elevator companies until this is moved.

There is a tendency on the part of some farmers to hold both low and high grade wheat looking for higher prices, but the majority of them would part with every bushel readily enough if they could find elevators to take it.

Although it is not being much talked about, there is practically a suspension of the Grain Act at some points, to endeavor to enable the railway companies to relieve the congestion occasioned by car shortage.

The basis on which this is arranged is practically to give the farmers what cars they can actually load over platforms and then give the elevator all that they can load and have ready for shipment in a day. There is no doubt that the car distribution clause of the Grain Act has aided materially in the general tie-up of things this season, and if its unworkableness can be really brought home to the farmers and it is shown to them how it is militating against their own pockets, there will likely be a permanent change in the act before long.

In the meantime the effect of these things on trade is of interest. A very thorough inquiry shows that on the whole payments on land are being met with a commendable degree of promptness and regularity. On the other hand, wholesale merchants continue to meet with many excuses from country mer-

chants, and, in some cases, extended credit is asked for. The universal complaint is that payments on land are being met in exclusion of the country storekeeper's account. In some districts very little money has even yet been received on this year's crop, and when it has not been received it cannot be paid over.

There is no doubt that the whole wheat situation will right itself in time, but it is a question whether that time is not some months hence rather than in the immediate future.

The cattle trade is feeling the financial stringency as well as the wheat, and there has been a complaint that a large number of cattle have had to be turned back on the ranches because the promised buyers have not come forward. Like many lies this is also a partial truth. Some cattle have had to be turned back on the ranges, but it is quite safe to say that very few indeed of them were export steers of good quality. The weaker the British market has become the more fastidious it is as to the quality of animal offered, and it is absolutely no use to send the unfinished ones forward, even if dealers had money to finance such shipments, which very evidently they have not.

If any scheme can be devised by which the men with cattle and no feed and the men with feed and no cattle can be got together, there is no question but that both would realize a handsome profit next spring, when demand will be keen and prices high, but at present the solution of this problem has not been reached, though probably it will be before many months are past.

All this talk of financial stringency might create the impression in the east that there is something of a panic in the West, but nothing could be further from the truth of the situation. In fact, to be quite candid, the east is worrying far more about the west than the west is worrying about herself. Matters are moving forward very much in the usual way, there are difficulties, of course, but to westerners that is only something to overcome. The west has been in tight places before and come out all right, and will do it again, it is only a question of a little time and patience. Up to the present labor is well employed, and Christmas shopping is going forward steadily and cheerfully. The weather is fine and open, and this is giving an excellent opportunity for the finishing of building operations which are being pushed forward with all possible despatch.

Markets and Market Notes

QUEBEC MARKETS

POINTERS—

Sugar—Declined 10 cents.
Valencia Raisins—Firmer.
Teas—Firm.
Beans—Decline.
Evaporated Apples—Lower.

Montreal, Nov. 28, 1907.

Not a great deal of attention is being paid by the wholesale trade to their retail customers to-day for the reason that the average grocer is just a little too busy to devote much time to his generally welcome friends. Again, wholesale houses are still receiving fall importations and these goods are arriving in such quantity keep them pretty busy every day. The retailers in turn are receiving Christmas and holiday goods, though several lines are late in arriving this year.

The feature of the market is the decline in sugar. This amounted to ten cents and it took place the end of last week. Canned goods are quiet. Teas continue strong with limited buying. Beans are easier, and prices to-day are more favorable to buyers than they have been for some time past. Peas are also selling at more advantageous prices. Syrups are moving freely with the coming of colder weather. Interesting currant export statistics will be found in the dried fruit market report. Evaporated apples are easier. Lard has declined ½-cent, while pork meat is lower owing to the decline in hog prices. Dairy produce is steady with an easier feeling. Collections are reported good in some cases, but many say they find it difficult to gather in accounts.

SUGAR—Sugar declined ten cents the latter part of last week, but since then there has been no change in the situation. There is not a great deal of buying being done. Grocers are purchasing only for what they require at once.

Granulated, bbls	24 30
" 1/2-bbls	4 45
" bags	4 25
Paris lump, boxes, 100 lbs	5 15
" " 50 lbs	5 25
" " 25 lbs	5 45
Extra ground, bbls	4 70
" " 50-lb. boxes	4 90
" " 25-lb. boxes	5 10
Powdered, bbls	4 50
" 50-lb. boxes	4 70
Phoenix	4 25
Bright coffee	4 20
No. 3 yellow	4 10
No. 2 "	4 00
No. 1 " bbls	3 90
No. 1 " bags	3 85

SYRUPS AND MOLASSES—

With the colder weather coming on, corn syrups are selling more freely than ever. The movement in molasses, from wholesale to retail is reported quite brisk by some houses.

Barbadoes, in puncheons	0 27	0 32
" in barrels	0 31	0 33
" in half-barrels	0 34	0 34
" fancy	0 32	0 33
" extra fancy	0 35	0 35
New Orleans	0 22	0 35
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls	0 03	0 03
" 1/2-bbls	0 02	0 02
" bbls	0 03	0 03
" 3/4 lb pails	1 75	1 75
" 25 lb pails	1 35	1 35

Cases, 2 lb tins, 2 doz per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " 1/2 doz. "	2 65
" 20-lb. " 1/4 doz. "	2 60

TEA—Teas of every description are firm, but there have been no material changes since last writing. Buyers are not eager purchasers at the moment, their orders being of a hand-to-mouth nature, much the same as their general purchases in the grocery line.

Choicest	0 38	0 45
Choice	0 32	0 37
Japan—Fine	0 27	0 32
Medium	0 22	0 25
Good common	0 21	0 22
Common	0 20	0 21
Ceylon—Pook-n Orange Pekoe	0 20	0 38
Pekoes	0 17	0 20
Pekoe Souchongs	0 17	0 20
India—Pekoe Souchongs	0 16	0 18
Ceylon greens—Young Hysons	0 19	0 25
Hysons	0 18	0 20
Gunpowders	0 17	0 25
China greens—Pingsuy gunpowder, low grade	0 12	0 16
" " pea leaf	0 19	0 27
" " pinhead	0 30	0 45

COFFEES—The coffee market locally has not changed since last report. Fair trade is reported.

Jamaica	0 12	0 20
Java	0 18	0 30
Mocha	0 19	0 25
Rio No. 7	0 18	0 09
Santos	0 09	0 11
Maraçaito	0 11	0 13
Roasted and ground 20 per cent. additional.		

FOREIGN DRIED FRUITS AND NUTS—

Transactions in currants are fairly good, and stocks held locally and abroad are not large. Advices from Patras show that shipments from that port have been in excess of what they were a year ago. To the 15th of October, 66,244 tons in all had been exported, against 63,824 tons for the same period last year. Of this amount 1,726 tons came to Canada, against 1,476 tons during the same time in 1906. Raisins do not show much change. Valencias continue firm in feeling. Recent advances in the Old Country amount to 2s. Californias are not a feature in the market at the moment. Malaga reports are of the same tenor as those which have been received during the past couple of weeks. Prunes are firm, as are also peels. All peels are one cent above opening prices, and it is not easy to obtain first-class stock even at the advanced prices. Considerable quantities of "skins" found their way onto the market and these are not being cleared away very rapidly. New shelled walnuts are now on the market, prices running about 24 cents for new cracked and 27 cents for new. Walnuts are late, but they are some two weeks ahead of the supply of last year. Other nuts are unchanged. The cargo of the Bellona, which arrived in port a couple of weeks ago, is rapidly being distributed in the trade. It will be remembered she carried 75,000 boxes of Valencia raisins, and 15,000 boxes of Malagas. The Jacona's cargo is also finding its way into the warehouses of the wholesale and retail trade. Those who have a good memory will recall that she was loaded with 5,000 boxes almonds, 3,500 boxes shelled almonds, 800 boxes more from Denia, and 45,000 packages of currants.

Currants—		
Filiatras, uncleaned, barrels	0 07	0 07
Fine Filiatras, per lb., in cases	0 07	0 07
" " cleaned	0 07	0 07
" " in 1-lb. cartons	0 05	0 09
Finest Vostizza	0 08	0 08
Amalias	0 08	0 08
" 1 lb. packages		
Sultana Raisins—		
Sultana raisins, per lb.	0 10	0 13
" 1-lb cartons	0 15	0 15
Eleme Table Figs—		
Six crown, extra fancy, 40-lb. boxes	0 08	0 09
Four crown, fancy, 10-lb. boxes	0 07	0 08
Three crown	0 06	0 07
Glove boxes, fine quality, per box	0 07	0 08
Fancy washed figs, in baskets, per basket	0 15	0 18
" pulled figs, in boxes, per lb.	0 15	0 20
" stuffed figs, " box	0 25	0 30
Valencia Raisins—		
Fine off-stalk, per lb.	0 07	0 07
Selected, per lb.	0 07	0 07
Layers, "	0 18	0 18
Dates—		
Hallowees, per lb	0 04	0 04
Sairs, per lb.	0 04	0 04
Packages "	0 06	0 06
California Evaporated Fruits—		
Apricots, per lb.	0 30	0 30
Peaches, "	0 18	0 18
Pears, "	0 16	0 16
Malaga Raisins—		
London layers	2 25	3 00
" " " " "	1 00	1 00
" " " " "	1 00	1 00
" " " " "	1 37	1 37
" " " " "	4 50	4 50
" " " " "	5 50	5 50
" " " " "	1 50	1 50
California Raisins—		
Fancy seeded 1-lb pkgs	0 12	0 13
Choice seed-d, 1-lb. pkgs	0 10	0 11
Loose muscatels 3 crown	0 11	0 13
" 4 crown	0 11	0 13
Prunes -		
Oregon prunes 25-lb. boxes, 30-40s	0 11	0 11
" " " " " 40-50s	0 09	0 09
" " " " " 50-60s	0 09	0 09
" " " " " 60-70s	0 08	0 08
" " " " " C. Os.	70 18	70 18
" " " " " 90-100s	0 02	0 02

SPICES—The spice market is featureless. Local men are busy filling orders which have been booked some time.

Peppers, black	0 16	0 20
" white	0 25	0 30
Ginger, whole	0 16	0 10
" Cochin	0 17	0 20
Cloves, whole	0 20	0 30
Cream of tartar	0 25	0 32
Allspice	0 12	0 18
Nutmegs	0 30	0 55

RICE AND TAPIOCA—Rice is subject to satisfactory demand, grocers buying for usual requirements. Tapioca is slightly easier, but the lower prices have not increased sales to any extent.

B rice, in 10 bag lots	3 10	
B rice, less than 10 bags	3 30	
O rice, in 10 bag lots	3 00	
O rice in less than 10 bag lots	3 10	
Tapioca, medium pearl	0 81	0 74

Beans—Beans and peas are both much easier in feeling this week. Reports were circulated that the bean crop was very short, and some good sales were made in a wholesale way at \$1.90 to \$2 on the strength of this information. Now offers are being made at prices which will mean a loss to holders of goods bought at "scarce" prices. Some attribute the decline in a measure to the presence on the market of Austrian beans. These are being offered around \$1.60 in a wholesale way in some instances.

Choice prime beans	1 75	2 00
Soup peas, whole, bag 2 bushel	2 49	2 50

EVAPORATED APPLES—Evaporated apples are easier in tone this week, brokers offering new stock at prices considerably lower than have been

quoted for is still che

Evaporated app

MAPLE

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Pure maple syr

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new in the

Group No. 1 com

"Canada Fin

shoe" and "J

Group No. 2 com

"Lynnvalley,

"Thistle," ar

Group No. 3 com

"Globe," "

Apples, standar

" preserve

" standar

" preserved

Blueberries—

2s, standard.

2s, preserved.

Gals., standar

Grapes—

2s Preserv

Gals. Standar

Cherries—

2s, red, pitted

2s, not pi

Gals., red, pit

" " not

2s, black, pitt

2s, not pi

2s, white, piti

2s, " not

Currants—

Gals., red, soli

Gals., red, stat

2s, red preserv

2s, red, H.S.

2s, black, H.S.

2s, black, pres

Gals., black, st

Gals., solid pa

Lawtonberries—

2s, H.S.

2s, preserved.

Gals. standar

Peaches—

1 1/2s, yellow (fl

2s, yellow

2 1/2s, yellow

3s, yellow

3 1/2s, yellow (wh

2s, white

2 1/2s, white

3s, white

3s, pie peeled.

3s, not peeled.

Gal., pie, peele

Gal., pie, not p

Pears—

2s, Flemish Be

2 1/2s, Flemish Be

3s, Flemish Be

2s, Bartlett...

2 1/2s, Bartlett...

3s, Bartlett...

3s, pie,

Gal., pie, peele

Gal., pie, not pe

2s, light syrup

3s,

Pineapple—

2s, sliced,

2s, grated,

THE CANADIAN GROCER

DRIED FRUITS—The greater part of these goods have already been delivered and what is now passing is more or less fancy lines for the Christmas and late fall trade. There has been no change of prices locally, though the market is stiffening on one or two lines.

Prunes, Santa Clara—			
	Per lb.		Per lb.
100-120s.....	0 06		
90-100s, 50-lb boxes.....	0 06	70-80s.....	0 07
80-90s.....	0 06	60-70s, 50-lb boxes.....	0 08
Note—25 lb. boxes ¼c. higher than 50-lb.			
Candied and Drained Peels—			
Lemon.....	0 11 0 11	Citron.....	0 21 0 22
Orange.....	0 11 0 12		
Peaches.....	0 18 0 20		
Figs—			
Elemes, per lb.....	0 08 0 15		
Tapioca.....	0 03 0 03		
Bag Figs.....	0 04 0 05		
Currants—			
Fine Filiatras.....	0 07 0 07	Vostizzas.....	0 09 0 09
Patras.....	0 08 0 08		
Uncleaned, ¼c. less.			
Raisins—			
Sultana.....	0 12 0 10		
" Fancy.....			
" Extra fancy.....			
Valencias, new.....	0 06 0 07		
Seeded, 1-lb packets, fancy.....	0 12		
" 16 oz. packets, choice.....	0 11		
" 12 oz.	0 09		
Dates—			
Hallowees.....	0 06	Fards choicest.....	0 09
Sairs.....	0 05	choice.....	0 08
Domestic evaporated apples.....	0 09		0 09

NUTS—Large deliveries of Grenoble walnuts have been made to local dealers this week, and these will be distributed very shortly for the Christmas trade. Prices continue the same as last reports as follows :

Almonds, Tarragona, per lb.....	0 15
" Formigetta.....	0 13 0 15
" shelled Valencias.....	0 32 0 35
Walnuts, Grenoble.....	0 12 0 12
" Bordeaux.....	0 10 0 11
" shelled.....	0 27 0 28
Filberts, per lb.....	0 11

SPICES—There has been no material change in prices this week and the market all round continues steady.

Peppers, blk.....	0 16 0 20
" white.....	0 25 0 30
Ginger.....	0 18 0 35
Cinnamon.....	0 33
Nutmeg.....	0 30 0 75
Cloves, whole.....	0 30 0 50
Cream of tartar.....	0 22 0 25
Allspice.....	0 16
" whole.....	0 17 0 20
Mace.....	0 85
Mixed pickling spices, whole.....	15 0 20
Cassia, whole.....	0 20 0 60
" ground.....	0 25 0 5

TEA—The local market is quiet with no change in the continued high prices. Late mail advices from London, however, note a slight decline generally with common to mediums most affected. Quotations for useful common leaf declined to 7½d and a few inferior grades to 7d. In regard to this reduction, Gow, Wilson & Stanton, in circular dated Nov. 15th, say :

"This will probably give some confidence to buyers, and if only the offerings during the next few weeks can be kept on a moderate scale, it seems likely that producers will reap considerable benefit, because not only is home consumption increasing, but the stocks of all tea in the United Kingdom are nearly 6,000,000 below what they were this time last year, whilst there seems no doubt that the Indian tea available for this market will show a heavy reduction upon last season's figures.

"Although re-exports for the first ten months of the season show a falling off as compared with last year, they are well above those of 1905. The chief reduction has been to Russia, where supplies are being now more largely taken direct from countries of production."

In regard to Indians the same firm reports: "There was a dull tone in

the market and large quantities were in consequence withdrawn for higher prices. Where sales were effected, a fall of ¼d per lb. occurred in common and medium teas. For the higher class teas the drop was greater, ranging in some instances up to 1d per lb. Commonest grades, which were selling at 7½d a week ago, can now be purchased at 7d and occasionally even at 7d per lb. Reports from India point to an earlier closing of the season than last year."

Ceylons, too, have shared in the decline. The same report says regarding them: "Although the auction was extremely small, the supply was more than the market could take at last week's rates, and prices generally gave way, especially for common and medium grades, which must be quoted fully ¼d per lb. lower, commonest whole leaf tea being obtainable at 7½d per lb. Better grades sold with an irregular and slightly easier tendency."

In regard to Java, they say: "The small quantity brought to auction met with rather more competition than Indian and Ceylon, but prices were hardly up to last week's rates."

While these declines seem pretty general they are, of course, but a mere bagatelle when compared with the heavy advances made during the year. They seem to have been the result primarily of a dull market and the prevailing financial stringency.

RICE AND TAPIOCA—There is no change in the situation since last report.

Rice, stand. B.....	0 03 0 03	Per lb.	0 03
Bangkok.....	0 03 0 03		
Patna.....	0 35 0 36		
Japa.....	0 05 0 06		
Java.....	0 06 0 07		
Rago.....	0 05 0 06		
Seed tapioca.....	0 07 0 07		
Carolina rice.....	0 10		
Tapioca, medium pearl.....	0 7		

BEANS—The market is somewhat firmer this week and local stocks which have been offered more freely of late are being held somewhat firmly. There has been no change, however, in prices.

Beans, hand picked, per bush.....	1 90 2 00
" prime No. 1.....	1 80 1 91
" Lima, per lb.....	0 07

EVAPORATED APPLES—The lower price noted last week still continues, though stocks are being held more firmly in anticipation of another advance.

Evaporated apples.....	0 08 0 09
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Additional Correspondence
KINGSTON.

Mr. Cockburn, of Comfort Soap, was around shaking hands with his friends, the grocers this week. He is a square fellow, and his soap is all right.

I understand there is a law making it a penal offence for anyone not having a creamery of certain standard, marking creamery on labels. No law is more violated than this one. Some of the most abominable trash is put up by dealers and marked finest creamery. A Kingston dealer got a dose from a western jobbing house, and every box had a different maker's name on it. I suppose each one had four or five cows.

The Kingston dairy school has again opened up under the supervision of Professor Mitchell. It is a hard problem

where sufficient cream can be had to answer demands this winter.

Corn and peas are selling 10c straight and tomatoes 12½c. There is very little price-cutting here. The fact is, we cannot afford to do it and keep up with the times.

The Bijou, Wonderland and the Princess, three 5c theatres, are doing a big business and are crowded night and day. Sunday they put on moving pictures, such as "The Prodigal Son." There are many patrons who might better spend 5c for a loaf of bread, which, by the way, has gone back to 1½ lbs., instead of 1¼ lbs. The bakers got at loggerheads and the people get the benefit.

Kingston merchants are fast falling into the principle of soliciting orders. Too bad. It seems more independent to have people come to the store and buy. Better for both parties. If we all could sell for cash what a lot of worry we would escape, and it's worry that kills.

W. R. Eby, of Eby, Blain & Co., Toronto, called on the best trade last week with the finest grip of fancy grocery samples seen in a long time here. He booked some large orders and we will be glad to see him again. We only knew him before through the columns of The Grocer. I tell you, wholesalers who do not advertise in trade papers are practically unknown out of their own city. Rose & Lafamme's traveler sold a lot of fancy West India molasses. This is just the thing for pancakes, and is away ahead of syrup.

Since the license for selling fresh meat was reduced from \$50 to \$2 a year, fully 50 per cent. of the grocers started in selling it, and it seems quite a drawing card. I wonder, do the meat inspectors ever analyze sausages or ground hog products?

NEWCASTLE, N.B.

Bay du Vin oysters are in greater demand this fall than ever before. Fishermen are getting \$4.50 per barrel for them in bulk, whereas a few years ago they could not get more than \$1 for them. Our oysters here are of superior quality, hence much of the increase in price.

Fishermen are commencing to prepare for smelt fishing, which opens on December 1st. The prospects are good.

Cod has been scarce this season. All kinds of fish are higher in price than last year.

After the end of this month, Campbellton meat market will be run on a strictly cash basis.

Poultry and dressed hogs are being largely imported into this province from P.E.I.

The Sussex Packing Co., with a capital of \$150,000, and head office in

Sussex, with power incorporator merchant; J. J. Mills, son, all of S

In Frederic sold at \$14 50c to \$1 a toes, \$1.30 eggs, 30c; t

Hay in N Few local d

Sackville 1 ton for hay ton, near t held at \$20 not less tha

The potato was very po

James A. Baird & Pet Jones is ter & Peters wi Rundle will forth to lum

A heavy a in groceries, business is b though satisf ceived by w week. Good canned good were high, b trade, on ac limited. Re and some of ventory. Bu cheese is not is still good. selling so w and the mark

Grocers of great interest selling of m pork, fish, v sions outside the last meeti interesting qu sideration an on the second private butel by-law was e pal remarks v says that if b meats in stor able complain visions could investigation, tion of abatt that certain l ing the butch the by-law v than a few c cattle arrived which numbe an adjoining and then sol for private b \$60 to \$100 a

THE CANADIAN GROCER

Sussex, has been incorporated, with power to prepare meats. The incorporators are, Simeon H. White, merchant; Alfred J. Mathews, manufacturer; Geo. W. Hoegg, packer; Walter J. Mills, merchant, and Howard Robinson, all of Sussex.

In Fredericton market last week, hay sold at \$14 and \$15 per ton; chickens, 50c to \$1 a pair; beef, 5c to 6c; potatoes, \$1.30 per barrel; butter, 25c; eggs, 30c; turnips, 50c; carrots, 80c.

Hay in Newcastle is at a premium. Few local dealers have any.

Sackville parties are asking \$19.50 a ton for hay delivered here. In Miller-ton, near this town, the best hay is held at \$20 a ton, the poorest going for not less than \$15.

The potato crop in Victoria county was very poor this fall.

James A. Rundle, wholesaler, has sold out his provision business here to Baird & Peters, of St. John. W. E. O. Jones is temporarily in charge. Baird & Peters will enlarge the business. Mr. Rundle will devote all his energy henceforth to lumbering.

QUEBEC.

A heavy autumn trade is being done in groceries, but with the first snow fall business is becoming a little quieter, although satisfactory orders have been received by wholesalers during the last week. Good sales were registered for canned goods. It is true that prices were high, but this did not affect the trade, on account of the supply being limited. Retailers are well occupied and some of them are making their inventory. Business in fruits, butter and cheese is not so active as last week, but is still good. Flour and grain are not selling so well as during the advance, and the market is not so strong.

Grocers of our city are following with great interest the actual question of the selling of meats, poultry and game, pork, fish, vegetables and other provisions outside of the public markets. At the last meeting of the City Council this interesting question was taken into consideration and quite a discussion arose on the second reading of the by-law for private butchers' stalls. Finally the by-law was carried. One of the principal remarks was made by Ald. Hall, who says that if butchers were allowed to sell meats in store there would be considerable complaints, as meats and other provisions could not be given a thorough investigation, except by the construction of abattoirs in this city. He says that certain Montreal firms intend starting the butchers' business in Quebec if the by-law was adopted, and no later than a few days ago three carloads of cattle arrived here and the dead cattle which numbered five, had been sent to an adjoining parish to be slaughtered, and then sold in Quebec. The license for private butchers' stalls will be from \$60 to \$100 a year.

There has been in this city a bakers' trust, for a couple of weeks, and on account of this consumers were obliged to pay 20c for their bread, instead of 18c. But a division has declared in their association on account of this advance, and from the thirty-nine bakers, who are members, twenty-one have refused to raise their price. The consequence is that grocers encourage bakers not belonging to the trust, and take the bread they need from those that have not raised their prices.

TORONTO.

The grocery trade is none too brisk at present. Both the big and little grocer complains of the state of affairs. While it is no uncommon thing for business to be rather quiet at this season yet there is not the slightest doubt but that the prevailing high prices of many household necessities has injured trade. For instance, the consumption of butter has dwindled down until there are many families here to-day who are denying themselves the use of butter. As one grocer put it, "People simply won't pay the price." It is the same with eggs, honey and cheese. Business in these commodities is very dull. They are not being used as luxuries, but merely as necessities. Advances have been made in many other lines. As a result there is a great deal of wrangling among Toronto citizens.

Out in Parkdale the majority of the grocers are rubbing their hands in a self-satisfied way. Parkdale is essentially a residential section, the home of business people. As such, conditions are somewhat different from other parts of the city. One is at first greatly surprised to learn the extent of the credit system among its merchants. Nearly all the grocers carry accounts of considerable size on their books. Indeed, one of the most progressive grocers in Parkdale admits that over 75 per cent. of his business is conducted on credit. At first thought this seems a startling revelation, but this grocer claims that he knows his clientele thoroughly, has studied conditions and is quite satisfied with his business methods. This statement is interesting. It shows that there are grocers who seem to prefer the credit system to the strictly cash system. As an off-set to this grocer's opinion it may be remarked that the failure recently of a certain Parkdale grocery firm was indirectly attributed to the credit system.

ALEX. W. GRANT IN DIFFICULTY.

On Wednesday of this week Alex. W. Grant, butter and cheese exporter, Montreal, announced that he had temporarily suspended payment, and that a meeting of creditors had been called for next week, probably Tuesday. When seen by The Grocer the firm was not in a position to make a statement as to its assets and liabilities, but this is being prepared to be submitted at the meeting of creditors. The firm is one of the oldest and best in Montreal, having been in existence twenty-seven years. Mr. Grant is known to the butter and cheese men all over Canada.

MORE IMPORTED BUTTER.

One of Montreal's largest butter and cheese dealers, who has just returned from a trip to the coast, in speaking to The Grocer this week, said that 4,500 packages of Australian butter had just been received at Vancouver. Local merchants claim it is better than the Canadian product, and it sells at from 37c to 40c retail. Considerable will likely be brought in during the winter. He said further that Irish butter is coming in at Montreal in some quantity, and with the continued scarcity of Canadian it is estimated that 25,000 packages will be brought in this year. Asked regarding the quality, he said that this Irish butter ranks much better than the Canadian, and can be brought in to sell at 25 cents.

NO CREDIT DISCOUNT.

The Department of Customs has issued an order discontinuing the giving of discounts for certain specified terms. In the past it has been the general rule to give 2½ cents discount at ten days. The new regulation forbids this practice. No discounts will be given on credit transactions. In the future the discount will only be allowed on spot cash transactions.

GALT RETAIL MERCHANTS.

Galt Retail Merchants' Association held a successful annual meeting on Wednesday evening, Nov. 27th, and the following were elected officers for the ensuing year: President, T. A. Rutherford; first vice-president, A. M. Edwards; second vice-president, J. H. Laird; secretary, G. F. Hamilton; treasurer, F. H. Chapple; executive committee, J. Sloan, Alfred Taylor, William Mullet. The association is entering upon the second year of its existence with very favorable prospects.

MAKING STRIDES.

The business of Minto Bros., proprietors of the Melagama Tea Co., has been making noteworthy strides during the last two years. Two years ago F. J. White assumed the management of the company, and since then "Melagama" business has been increasing remarkably until this package tea is becoming favorably known in most of the homes in Canada. Not only that, but latterly the business has been extended across the border, and a profitable trade is being built up. This firm were fortunate enough to buy extensively before the advance in prices and are offering some particular values in black and green teas.

F. D. Cockburn, Montreal manager of the Comfort Soap Co., returns tomorrow from a short trip to Ottawa.

Phone Bell Main 3938.
CHAUSSE & CIE.
Wholesale Manufacturers of
OILS AND ESSENCES
Write for prices and particulars
MONTREAL, QUE. OTTAWA, ONT.
322 Notre Dame St. E. 49 Anglesea Square.

**EFFECTIVE
GROCERY
ADVERTISING**

**The Dodger versus The Newspaper
as a Medium for Grocers.**

**Helpful Criticism and Suggestion
Brightly Put.**

By W. F. Ralph.

There's more to advertising than writing the copy—there's the placing of it. The placing of an ad., indeed, is more important than the copy. Because no matter how attractive the copy may be, if it isn't in the right medium, it might as well be stuck on the ice-clad side of one of Greenland's icy mountains, as far as getting business is concerned.

Properly speaking, there are only three ways by which you can announce your offering to the public, excepting show cards, letter enclosures and other in-the-store forms of advertising. Those three ways are, billboard, circular (commonly known as "dodger") and the newspaper.

As far as retail grocery advertising is concerned the billboard is almost, if not quite, useless. True, it may be of some value if set up on the roads leading into your town, directing the incoming farmer to your place of business. As a general way of keeping your name and address in the public eye, the billboard has a certain value. But in speaking of grocery advertising I am speaking of the live kind, gotten up with the intention of selling specific goods from time to time.

The choice, then, lies between the dodger (very aptly named, though more often dodged than dodging), and the local newspaper. There are advocates of each method, and quite a number of men who advocate both. But let us, for a moment or two, consider each method on its merits.

The dodger, judging by the samples which I have seen from time to time, is usually a piece of the cheapest grade of printing. I have seen some dodgers, however, which have been worded pithily, strikingly set up, well printed, and having prices gaily sprouting all over them. But such dodgers (save in the matter of prices) are the exceptions. The majority of dodgers coming under my notice have been but poor specimens of the printer's or the ad. writer's art. The item of typography, on a dodger, is not of course, one to cause its writer and user much worry, because, if read at all, the dodger is usually quickly crumpled up and cast into the fire. Every dodger user seems to realize that the main thing in dodger construction is to have the prices printed good and big.

The fact that little more than price prominence, no attempt at a quality talk, ever figures in the construction of a dodger, has led me to believe that the dodger is frequently regarded, even by its user, as a sort of "last straw" of publicity. Circumstances under which

I have frequently come across the dodger, have tended to confirm me in the belief that the retailer who regards it as such is within hailing distance of the strict truth.

For instance, the other day I had occasion to visit a number of vacant houses. In the hallway of every house I entered, there was a miscellaneous collection of dodgers ranging from the one sheet grocery announcement to the patent medicine almanac. Now, throwing dodgers into the hallways of unoccupied houses, is casting the bread of advertising upon the waters of uncertainty, with a compound, double-action 'steen horse-power vengeance. Who's going to read them? Of course the sender of

On the other hand, a whole lot of any given batch of dodgers, are bound to dodge the vacant house and other popular depositories known to distributors, and land in the letter box or upon the hall floor of an inhabited place of human abode. What is their fate? Do they induce people to trade at your store?

Judging by what happens to the average dodger which dodges through my letter box, the dodger quite frequently is never read at all, but forms a useful article with which to start the morning fire. With good newspapers so cheap, and so plentifully besprinkled with advertising announcements, it is quite reasonable to assume that few people who are at all busy ever read the ordinary dodger.

As to the question of whether the dodger, even if read, is liable to result in business it is hard to say. If the announcement is properly written, and the prices are right, and the dodger is read at the proper time, there ought to be a chance for business. To sum up the case for the dodger, I am inclined to the opinion that the store which

Family Groceries

That embraces a great many things, and a list would fill a newspaper. So we simply want to impress the fact that our stock embraces all the line needed in a home and usually carried in a Grocery.

Goods Delivered Promptly

We strive to have all Goods delivered promptly.

Telephone orders solicited.

Best Butter and Eggs Always Wanted.

THOMAS HARKER

FAMILY GROCER

OAKVILLE

the dodger doesn't mean it to land in an empty house. And probably the youthful distributor responsible for such a miscarriage of advertising effort would make a close acquaintance with a massive boot-toe, were his dodger-delivering delinquencies to become known to his employer. However, that may be, and however good the intentions of a dodger user may be, the fact remains that a good many dodgers never reach the spot where the possible customer may see them. So there is a good deal of "waste circulation" in dodger advertising.

trusts to dodger advertising would find it much more profitable to use the money in newspaper space instead.

Few people who have tried it, will deny the all round efficiency of the newspaper as an advertising medium. It is relied upon to-day by tens of thousands of successful business men—particularly retailers—as the main bulwark of their advertising plan. Without the assistance of the newspaper, many and many a huge retail establishment must have remained a small and petty affair. The most prosperous retailers in the world to-day are those who realize the

value of the newspaper as the advertising medium par excellence.

There are various natural reasons for the efficacy of the newspaper as an advertising medium. In the first place, a newspaper costs its reader something, and therefore has more value in his eyes as reading matter than has a dodger or pamphlet flung through his letter box. Having a certain cash value, a newspaper is bound to be read.

Then a newspaper contains that which the reader is anxious to read—news. In the case of women it frequently happens that the offerings of regular advertisers form the most attractive news in the whole paper. Thus, advertising is not

pared to mentally absorb the contents thereof. In other words, the reading of a newspaper is a deliberate act, as distinguished from the accidental and cursory scanning which a dodger receives if it is read at all.

The natural consequence of a paper being read when the reader is in the right mood to absorb information, greatly enhances the business—building chances of a well-written and displayed newspaper ad. If you place your ad. in your local paper or papers you will reach practically every person in your locality who is likely to have money to spend. You will reach them at a time when their minds are open to receive

the prices attached might have made a more effective ad. The heading and introductory paragraph is good, and the emphasis laid in promptitude in delivery is a good point. We suggest an alternative ad., with a few priced lines introduced.

LONDON CORRESPONDENCE

The assignment is announced of Chas. J. McCormick, grocer, 261 Wellington Street.

* * *

That the agents of the Heinz Pickle Company, of Pittsburg, Pa., are favorably impressed with the advantages which London offers as the site of the big branch factory they propose to start in Canada is shown by the fact that President Stevely, of the Board of Trade, has received a letter from the company, announcing that the agents would return to this city shortly and go further into the matter. Everything seems to indicate that the company will locate here, in which case a factory will be erected and a plant installed costing altogether in the neighborhood of \$200,000 and giving employment to several hundred persons.

* * *

Poultry promises to be cheaper this Christmas than last. One thing is certain. Turkeys and fowls are more plentiful. The manager of Flavelles Limited states that they are killing from 1,000 to 1,500 chickens daily. Large shipments of poultry have been arriving here of late from all over the province and these have been passed through the factory and stored in greater quantities than has been known for some years.

* * *

Wholesalers report an improvement in the monetary outlook, collections having been much freer during the past couple of weeks.

* * *

The city clerk has received a letter from O. Pressprich & Co., of New York regarding the establishment of a canning factory here. The firm installs canning plants and seeks information regarding the possibility of a company being organized here for the purpose. The Manufacturers' Committee will look into the matter.

* * *

Brokers report trade very fair. Montreal sugars are down ten cents; raws are very dull, with little change in price. Rice is very firm, with an upward tendency. The coffee market is becoming more than ever of a speculative character, as is evidenced by recent rapid fluctuations. Still while the ups and downs have been unusually frequent of late there has been no movement of a pronounced nature either way. Teas are quiet and unchanged. Raisins are advancing and currants also are steadily rising.

* * *

Of the newly elected officers and directors of the Commercial Travelers' Mutual Benefit Society only two are connected with the foods trades, viz., Robt. Tait, the president, with the McCormick Manufacturing Co., and C. Carrie, a director with D. S. Perrin & Co., in the same line.

Family Groceries

That embraces a great many things, and a full list would fill a newspaper. So we simply want to impress the fact that our stock embraces all the lines needed in a home, and usually carried in a grocery.

These few items are interesting:

- Oranges** Sweet Jamaica fruit, fine, large and juicy, per doz..... **30c.**
- Prunes** Choice California prunes, every prune clean and good, per lb..... **12c.**
- Jelly** Blank's celebrated jelly powders, each package making one pint of beautifully flavored sparkling jelly, special price, 4 packages for **25c.**

Goods Always Delivered Promptly
TELEPHONE ORDERS SOLICITED

Best Butter and Eggs Always Wanted

THOMAS HARKER
FAMILY GROCER - OAKVILLE

only looked for, but is read with intent. It is expected. The paper would lose half its interest to half its readers were the retail announcements to be eliminated.

A newspaper is never thrown by a distributor into a place where it will never be read. Only about sufficient to cover the paid circulation—street sales and subscriptions—are run off the press; and the subscriber who doesn't receive his paper when it is due, wants to know the reason why. Thus you don't (as in dodger advertising) pay for copies which never reach a possible customer.

A newspaper is generally read when the reader is in a receptive mood—particularly an evening or a weekly paper. When a person takes up the weekly paper in the evening, he or she is pre-

pared to mentally absorb the contents thereof. In other words, the reading of a newspaper is a deliberate act, as distinguished from the accidental and cursory scanning which a dodger receives if it is read at all.

Prices invariably figure in the ads. of the great retail establishments of big cities; and there seems reason to believe that such should be the case with the ads. of stores in smaller places. Particularly the prices of seasonable goods. About this time of the year, Christmas groceries, tersely described and commended, and having the prices attached, should figure largely in the grocer's newspaper space.

The ad. of Thomas Harker is another case where a few lines mentioned with

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THE
TRAVELERS'
PAGE

News of the Knights of the
Grip, Particularly Those
Who Sell Groceries.

Some Items Worth Reading.

DINNER TO JIM McLEAN.

Most travelers who have covered Eastern Ontario know "Jim" McLean. He has been trotting up and down over that country selling groceries for twenty-seven years, and he has friends in about every store in that territory. For the last seventeen years Mr. McLean has been connected with the firm of T. Kinnear & Co. Recently he bought a livery and hack business in Port Hope, and to show their appreciation and good wishes the firm made him the guest of honor at a house banquet at McConkey's on Thursday evening, November 21st. The gathering included, beside the heads of this sterling old house, the travelers and heads of departments. Around the board were seated the following gentlemen: T. Kinnear and T. Kinnear, jr., Jas. McLean, R. Keys, A. H. Lawson, J. B. McRae, E. G. Bingham, A. G. Fleming, T. Wheeler, W. J. Ramsay, F. Anderson, G. T. Morris, E. J. Peters and J. J. Hardill, travelers; A. E. Cutler, accountant; G. H. Rennie, cashier; C. B. Rennie, and R. W. Telford, salesmen; Jas. McLean, jr., W. B. Campbell and V. Brooke, head and assistant shippers; C. Clarridge, head packer, and The Grocer representative.

The jolly crowd did hearty justice to a generous dinner, and then R. Keys, on behalf of the firm, presented Mr. McLean with a magnificent Morris chair in weathered oak with inlaid front.

And then came the fun. The head of the house, T. Kinnear, inaugurated things by proposing a toast to the King. This was followed by one for the success of the retiring employe, which was drunk with a chorus of "He's a Jolly Good Fellow." Then followed brief speeches by each of the twenty employes around the table in praise of Mr. McLean. Not one was given a chance to sit still and none wanted to. Everybody had a good word to say for "Jim." Some had known him seventeen years, some seven, some only a few months, but each one liked him, and was able to scrape up a mighty good reason for doing so.

"Why," said "Tom," the junior partner, "it always made the day go better when I shook hands with 'Jim' on Saturday mornings. He carried a sunshine factory with him and always kept it grinding."

Some of his fellow-travelers told stories of him—how he had gotten turned round after driving over the big bridge at Hastings and drove back over it again in an hour or so, thinking he was at Campbellford—how he used to mix politics in with raisins and tapioca—how he always had a good joke to tell on himself or somebody else—but they

all told of his popularity among the firm's customers and of his success through honest and straightforward methods. All of them wished him success in his new venture, and several of them promised to patronize his big Port Hope livery. Mrs. McLean was not forgotten, either, and reference was made to the way in which she regularly helped her husband to make up his order sheets.

Following this tribute a toast to the firm was drunk, proposed by "Bob" Keys. In reply, Mr. Kinnear, sr., spoke of the principles of integrity and



JAMES McLEAN.

straightforwardness which had always been present in the business, and attributed to this and to the high quality of goods sold the successful position they had reached. He desired that the employes should look upon themselves as a part of the firm, not as mere wage-earners, and expressed himself as proud of the staff of men he had gathered round him. "Now, Tom," he said, when it came to the junior partner's turn, and T. H. Kinnear responded in similar terms, trusting that kindly relations would continue to exist in the business.

The last toast was to The Canadian Grocer, a compliment which this paper appreciates exceedingly, coming as it does from this old firm, which occupies such a strong position in the trade of Canada.

The gathering broke up with cheers for "Jim" McLean and a host of good

wishes from his fellow travelers and employes.

DEATH OF JOHN BAKER.

When John F. Baker came in from his last trip, a few months ago, and his kind-hearted employer told him to put his grip to one side and take a few weeks' rest, no one thought he would remain there long, for John in his long career on the road never lost many hours through sickness, for he was robust, sober and of a cheerful mind.

He rallied many times and hopes were entertained for his recovery, but death claimed him, and the news has cast a gloom over the city of Kingston.

Instead of the usual post card announcement of his coming, his many friends and customers on his route received a notice of his death in a neat folder with black border, sent out by his late employers, George Robertson & Son, grocers.

The merchants on whom he has been calling for years, will miss the friend that will talk to them no more. No traveler ever lifted a grip who had a warmer place in the hearts of those with whom he did business.

After graduating from the W. H. Coombs academy, Mr. Baker commenced his commercial life by joining the staff of John C. Carruthers & Co., wholesale grocers and exporters, as bookkeeper about the year 1870. After a few years in the office he took up his grip and samples. He also traveled for their successors, A. Gunn & Co., and latterly until his death, for sixteen years past has done faithful and valuable service on the road for Geo. Robertson & Son. He was an ardent supporter of Queen's University, and the students remembered the fact and sent a letter of regret and a beautiful wreath of flowers to be laid on his casket.

LONDON TRAVELERS ACT.

The executives of the London Travelers' Club and the Western Ontario Commercial Travelers' Association held a joint meeting on Saturday night for the purpose of considering what steps should be taken to bring to the attention of the Provincial Government the hardships to which the traveling public are subjected in the matter of obtaining suitable accommodation in municipalities where local option has been adopted. The various speakers agreed that prevailing conditions were intolerable and that something must be done. Lengthy resolutions were adopted in which the belief was expressed that any municipality choosing to do away with the bars should be compelled to maintain the necessary accommodation for the traveling public, even though the maintenance of such hostleries should require the financial support of the municipality. It was also recommended that all lodging and eating houses be placed under special license and a medical certificate for cleanliness and sanitation accompany each application for license. The specific grievances to which government attention is directed are impure water, filthy lavatories, washrooms and bathrooms, bedrooms and sitting rooms. The resolutions will be duly signed and forwarded to the Provincial Secretary.

GROCERY NEWS FROM ATLANTIC TO PACIFIC

IN THESE COLUMNS THE GROCER IS IN TOUCH WITH THE TRADE IN EVERY PART OF CANADA.
CONTRIBUTIONS ARE INVITED FROM MERCHANTS IN SMALL PLACES OR WHERE THERE IS NOT A REGULAR CANADIAN GROCER CORRESPONDENT.

BRANDON.

There is nothing very startling in business circles here just now. A talk with some of the principal business men here well shows that trade is very quiet. The merchants out West won't know how to take this quiet spell, because they are always so busy as a rule. There is one thing sure, we shall have to be very careful with our accounts and especially so with opening up new accounts. However, we will have to make the best of it because we have had four years in succession of the very best kind of business.

Mr. Mason, of Mason & Hickey, Winnipeg, was around calling on the trade to-day. We are always pleased to see his cheerful countenance.

The Cowan Co., of Toronto, are demonstrating their Perfection cocoa in Smith & Burton's this week and report very satisfactory results.

O'Connor & Babe, successors to T. L. Orchard, have opened up a first-class restaurant and ladies' tea-room in connection with their confectionery store. They certainly did not spare any expense in fitting it up and they deserve to do well because their establishment is a credit to our city. They had their opening Saturday night with an orchestra in attendance.

The price of flour has declined 10 cents per sack recently, but wheat is starting to go up again. The bakers here don't seem to hitch together very well. Some sell bread at 5 cents and others for 6 cents.

GALT.

Affairs in Galt are rather quiet as yet. The fruit season is over and trade is rather slow. Everything is high. Butter and eggs are away up, selling at 30 cents each. Flour has advanced and also milk and bread. The advance in the prices of all necessities has furnished material for many jokes in the Canadian press, but it is a matter that should be regarded seriously. There appears to be no reasonable explanation why the price of necessities should be advanced. Granted that there is a reason, is there also not a reason for a corresponding advance in salaries and wages. Undoubtedly the matter will adjust itself, but there is room for action on the part of all parties concerned.

The first annual banquet of the Galt Retail Merchants' Association was held in Galt last week and to say that it was successful would be a mild expression. It was by far the best banquet ever held in Galt. The speeches were full of information and the local association will be much benefitted. A pleasing feature was the number of grocers present, every concern in Galt being represented. Mr. Trowern, Dominion secretary, was the chief speaker.

Are freight rates high? A local man wishing to ship a barrel of apples to

Montreal gives a couple of new ideas which ought to be mighty helpful in the grocery business.

The Edmonton correspondent compares this year's and last year's prices.

High freight rates are troublinging Galt merchants.

Stratford emphasizes the benefits of grocery advertising.

An enterprising grocer's boy in Chatham has a new scheme for delivery which ought to work well.

The Guelph correspondent discusses the value of lady grocery clerks.

An influx of outside capital keeps business good in Vancouver.

Two retired Edmonton grocers are candidates for the mayoralty.

Prospects are not very bright for Christmas turkeys in Galt.

Hamilton urges early Christmas shopping.

Chicago, found that it would cost him over two dollars, or as much as the apples were worth. He didn't ship.

The police of Galt are most efficient regarding the Weights and Measures Act. They have recently weighed the coal supplied by local dealers and found everything all right. The bread was next, and this also measured up to the standard. On Saturday the butter offered by the farmers on the market was weighed, and found to be full weight. It would appear that the Galt merchants are trustworthy.

In his speech at the retailers' banquet, Secretary Trowern bitterly de-

nounced co-operative businesses. He declared them to be trade's worst enemies and declared that in time they would stamp out all beneficial competition.

Trade in general has picked up considerably during the past week. For a short time there was a slight depression, but it proved only temporary, and business is brisk at present.

The merchants are already considering their Christmas windows, and as this town is noted for the excellence of its windows, the public are eagerly awaiting the annual effort.

The membership of the local Retail Merchants' Association is growing very rapidly, and the membership committee will have an excellent report to present at the annual meeting, which will be held shortly.

The Saturday market was largely attended, and prices still continued on the increase. Merchants and public alike claim that Galt prices are too high in comparison with those of surrounding towns. Some of the prices were as follows: Eggs, 35c doz.; butter, 35c pound; apples, \$2 to \$2.50 per bbl.; pears, 60c basket; potatoes, \$1 per bag; chickens, 25c to 65c each; ducks, 60c to 70c each; geese, \$1 to \$1.25; pork sausage, 12½c lb.; beef, 5½c to 7c lb.; pork, 10c to 12c; lamb, 10c to 12½c.

Many of the recently arrived emigrants will probably suffer this winter. A large number have been thrown out of employment by the local industries and in the neighborhood of one hundred are now seeking vainly for work.

The remarks of the Ingersoll correspondent regarding waiting accommodation for customers, might be taken up in Galt to good advantage. The average customer does not relish being jostled about here and there while waiting for attention.

The grocers are already fixing one eye on their supply of Christmas turkeys. If the present high prices continue the lordly gobbler will be absent from many a table which has heretofore been graced by his presence.

Geo. Mutch, who recently opened a store in the southern end of the town, is meeting with deserved success. Although only in business for a few months, he has found it necessary to double the size of his store.

The fruit business, formerly conducted by Joseph Zuccaro, has been purchased by Beni Gerri, who signified his acquisition by repainting the property a brilliant red. Joe has returned to his home in Italy.

EDMONTON.

As Edmonton is a very young, though a very ambitious city, there has never been much of a market. As a consequence we cannot reply to a recent query

from Ottawa regarding market regulations prohibiting buying before certain hours. Now, however, the City Council are awaking to the necessity of establishing a good market and several improvements in the present market square and regulations to govern the market have been proposed. This will be welcomed by everyone, the retail grocers, as well as the consumers.

* * *

The City Grocery, located at the corner of Eighth St. and Jasper Avenue, has changed hands recently and in future will be known as Prentice & Company. The new proprietors are making extensive arrangements for the handling of their already large trade and several additions have already been made to the staff. Their store is completely equipped with a first-class line of groceries and provisions while more stock is constantly arriving. It is the intention of the management to open a bakery in connection with their store in the near future as this district is much in need of a store of this kind.

Grocers in the city report a big increase in the wholesale price of almost every line of goods they carry. This has necessitated a corresponding increase in the retail price so that living is, as a consequence, more expensive in Edmonton. During the past three months there has been an increase of between 30 and 60 per cent. in the price of some of these necessities of life. It is announced that the increase is due to the greater demand and to the scarcity of the article.

Porridge, one of the staple articles for breakfast, particularly among the Scotch, has increased 60 per cent. in price during the past three or four months. Earlier in the year an 80-pound sack of rolled oats cost \$2 wholesale, while now the price is \$3.15 wholesale for the same sized sack. Flour, also, a few months ago could be purchased from the wholesaler for \$1.75 per cwt., while now it costs \$2.60, an increase of 85 cents per hundred pounds. The advance in the price of these two lines has been caused by the shortage in the oat and wheat crop in the country this year and the consequent increase in price.

Speaking of the price of rolled oats, one prominent grocer in the city stated to The Canadian Grocer that he had been in business in Edmonton for fifteen years and had never seen the price higher than it is now. Even when they had to ship it in from Winnipeg before mills were established in the West, the price was no higher than it is at present.

In canned goods, such as tomatoes and corn, there has also been an increase in the price. Tomatoes are now 20 cents per case dearer than formerly and corn costs 10 cents a case more.

A shortage in the fruit crop has caused an advance in the price of canned raspberries, peaches, pears and other fruits.

Perhaps the increase in the price of fruits can be illustrated best by a com-

parison of the price of apricots now with that of former years. At present they cost 40 cents per pound in Edmonton or 30 cents a pound at the Pacific Coast, wholesale price. Last year the wholesale price was 20 to 22 cents per pound while two years ago the price was from 10 to 12 cents per pound. Three or four years ago apricots could be purchased for from 7 to 9 cents per pound by the case.

In butter there is an increase in the price over that of last year. The grade of butter that costs 30 cents per pound to-day could have been purchased last year at this time for 25 cents per pound.

The price of bread, too, has taken an upward bound. A year ago 20 loaves could be purchased for \$1, while at present 14 to 16 loaves for \$1 is the prevailing price.

Milk now costs ten cents a quart or 12 quarts for \$1, a considerable increase over the price of a year ago.

Grocers and provision merchants generally feel that there will be no great improvement in these prices for some time, till next spring, anyway.

It is estimated that there are about 75 grocery stores of various sizes in

A LOVE-TAP FROM GALT.

"The special number of The Grocer was the best example of a trade publication I have ever seen," was the remark made by a prominent grocer, to your correspondent. The whole grocery trade in Galt is immensely proud of its official organ.

the city. Many of these are operated by foreigners who cater to the wants of residents of their particular nationality in Edmonton.

* * *

The excitement which usually attends every municipal contest in Edmonton is on now, as the time draws near for the next municipal election. Already some of the candidates are in the field, filling the newspapers with their platform and election addresses, and speaking at public meetings in all parts of the city. The election this year promises to be as exciting and as closely contested as in former years and will be of especial interest to grocers, as two retired grocery merchants are candidates for the mayoralty. These are John A. McDougall and J. H. Picard. Both men have resided in the city for years and have made successes of their business, and retired, and both are thoroughly conversant with the municipal situation in Edmonton. Opinion in the city is divided and the issue is doubtful. Both candidates are Liberals, so the election will not be fought on political lines. In any event, as there are as yet no other candidates in the field, it seems pretty certain that the mayor of Edmonton for the year 1908 is going to be a grocer. To be mayor of Edmonton may not, at first sight, seem to be much, but in the present condition of affairs it means a

great deal to the city to get a thorough, practical and level-headed business man at the head of affairs during the coming year. Edmonton may properly be called the home of municipal ownership in Canada, for this system is being carried out here more fully, perhaps, than in any other part of Canada. Edmonton owns her own sewerage system, waterworks, electric light and power plant, telephone system, street railway line, incineration and other public utilities. Large sums of money have been spent in improving the city this year, necessitating the issue of approximately \$640,000 worth of debentures in the summer, and about \$850,000, which are now on the market. In view of these facts it will be seen that in the present financial condition in the country it will require a skilled man at the head of city affairs. And to whom are the people turning in their hour of need but to grocers, who have by long and diligent efforts made a success of their own business.

* * *

It has been suggested that Edmonton grocers and others should encourage the farmer in this district to go into dairying more extensively. If a few more good milch cows were kept and butter made and marketed in Edmonton, the farmer would make a good profit, and the grocer would always be able to get a good supply of fresh butter for his customers. One farmer stated recently that he made from \$40 to \$50 per season from one good cow in the sale of butter alone. This is the price of a good cow, so that after the first year it would be clear profit. The farmer will always find a good market for his butter in Edmonton and should embrace this opportunity at once. In addition to the profit on his butter, he would also have the skimmed milk for his calves and pigs, and thus find a good revenue at very little expense and labor. At the present time the supply of butter from the district is not sufficient to meet the demand, and as a consequence butter has to be shipped in from outside points, thus making the price high.

* * *

There is also a scarcity of milk in the city, and hotels are, on occasions, hard put for a supply of the lacteal fluid. Ten cents a quart or twelve quarts for a dollar is the top price now.

* * *

The Prince Arthur cafe, which has been closed for some time, has been opened again this week. Some Chinese have started the restaurant again under the name of the Queen's restaurant.

* * *

The Retail Clerks' Protective Association held a meeting in the Mechanics' hall last week, at which the newly-elected officers were installed and the charter formally presented. The question of the advisability of having an early closing by-law in the city was introduced and discussed. A committee was appointed to confer with the Trades and Labor Council to decide on some united course of action in connection with the introduction of another early closing by-law. The association have decided to hold meetings regularly every two weeks.

New Western Freight Rates

Winnipeg Jobbers Objecting Strenuously to New Freight Tariff—Claim it will Force Them to Give up the Kootenay Trade—Will be Hard on Fruit Dealers.

One of the features of the week has been the publishing of the first draft of the proposed new freight tariff for the west.

New freight tariffs are apt to be disturbing elements at any time, but a freight tariff that increases rates at a time when there is a general tendency to reduction, both of freight and passenger rates on American roads, has practically raised an insurrection.

The railways claim that what they have done has been done at the request of the Tariff Commission, but any stick will do to beat a dog with. The fact of the matter is that when the Railway Commission sat in the west, the Vancouver merchants made a most vigorous kick because the Winnipeg wholesalers had an advantage over them in the famous commodity tariff into the Kootenay. There appeared to be discrimination, and the Railway Commission ordered that discrimination be done away. The railway company has accomplished this by doing away with the commodity rate altogether and putting the tariff on a mileage basis, which not only throws the advantage to Vancouver, but also places the eastern wholesaler in a better position than the Winnipeg jobbers, who, by the way, were the men who had enterprise enough to go in and build up the Kootenay trade, when neither Vancouver or the east were ready or willing to touch it.

In addition to this the rates in Manitoba have been very sharply advanced, and while it is not known just what the through rates will be, the little information that has come to hand indicates that here again the Winnipeg jobbers are at a disadvantage.

The proposed tariff is to come into force on Nov. 25, and in the meantime the council of the Board of Trade have taken the matter up and wired the Railway Commission as follows:

"Winnipeg, Man., Nov. 14, 1907

"Hon. A. C. Killam,
"Chairman, Board of
"Railway Commissioners,
"Ottawa, Ont.

"Joint meeting of Jobbers' and Shippers' Association and council Board of Trade protests emphatically against the proposed tariff of freight rates out of Winnipeg, C. P., C.R.C., W. 746, C. N. C.R.C. 199, and contend that any readjustment of the freight rates out of Winnipeg should be done on the basis of the rates out of St. Paul and Minneapolis to Minnesota and Dakota points and should be no higher than these rates.

"Secondly: They also protest against the proposed tariff of freight rates out of Winnipeg, C. P. C.R.C. W. 746, C. N. C.R.C. 199, so far as Kootenay points are concerned as being absolutely destructive to the trade covered by the present commodity rates which Winnipeg has built up with those points and ask that no such rates shall be put in force, but that they be materially

modified or the old tariff C. P. C.R.C. W. 644 C. N. C.R.C., 154, be allowed to remain in force.

"Both trade bodies request that the proposed tariffs C. P. C.R.C. W. 746, C. N. C.R.C. 199, shall be held and not enforced until they have opportunity of considering them and being heard further, but in any event not before February 15,

"Proposed new tariff, though promised by railway officials, only now submitted, and neither body had time to consider more than outline. This absolutely contrary to agreement made before you. Letter following.

"C. N. BELL,
"Secretary Board of Trade."

There is no question that the blow will fall heaviest on the hardware trade. In fact, one hardware merchant, with a branch at Nelson, stated freely

that the enforcement of this tariff would mean the closing out of his business altogether at that point. For example, the rates on heavy iron have been jumped from 62 cents to \$1.09 per cwt. Another grievance is that the minimum of cars has been increased from 30,000 to 40,000, and mixed cars have been done away with.

The Free Press, which was the first western paper to print the tariff, has made up some very interesting tables, of which the following are copies. These show a comparison of old and new rates and also give the rates that previously have obtained on what are technically known as "commodities" and fruits. In addition to the places named, increases are made amongst others, to Hartney, Boisevain, Deloraine, Holland, Carroll, Morris, Morden, Minnedosa and Crystal City, with reductions to Birtle, Arcola and Broadview.

NEW AND OLD FREIGHT RATES COMPARED.

Below is a representative showing of the new freight rates from Winnipeg to points in Manitoba, and to points west of Manitoba. In each case there ded by the new tariff. The rates are inis also shown the rate which is supercents per 100 lbs.:

Winnipeg to	Class 1	Class 2	Class 3	Class 4	Class 5	Class 6	Class 7	Class 10
Portage la Prairie—								
New rates	30	26	21	17	15	10	9	7
Old rates	20	18	16	14	9	5½	4	3½
Increases	10	8	5	3	6	4½	5	3½
Brandon—								
New rates	48	41	33	26	23	18	14	11
Old rates	37	32	27	22	16	12	8	7½
Increases	11	9	6	4	7	6	6	3½
Souris—								
New rates	52	44	36	28	25	19	15	12
Old rates	39	33	28	23	20	14	9	9
Increases	13	11	8	5	5	5	6	3
Moose Jaw—								
Old rates	1.05	88	72	55	49	40	27	23
New rates	99	83	67	51	45	36	27	21
Reductions	6	5	5	4	4	4		2
Swift Current—								
Old rates	1.23	1.03	84	64	57	48	33	29
New rates	1.18	99	79	61	54	43	32	25
Reductions	5	4	5	3	3	5	1	4
Medicine Hat—								
Old rates	1.43	1.19	97	75	68	58	40	34
New rates	1.40	1.17	94	72	64	52	37	30
Reductions	3	2	3	3	4	6	3	4
Calgary—								
Old rates	1.66	1.39	1.13	86	77	69	48	41
New rates	1.61	1.35	1.08	82	73	60	42	35
Reductions	5	4	5	4	4	9	6	6

Commodity Rates.

	1	2	3	4	5	6	7	10
Present rates merchandise	143	119	97	75	68	58	40	34
Commodity Articles — Implements, churns, binder twine, felt, furniture, glass, iron and steel, paint, paint lead, paint oil, paper, wire, woodenware...	142	118	94	69	63	53	36	..
Commodity Articles—								
Oil	127	106	84	..	56
Fruit	107	90	72	52	48
New Rates	140	117	94	72	64	52	37	30

Next will be arrange consum bulk of must b and it i ance t should years t have th lowered any rel an adva ally enl While willing through they all is absol advance to have discrimi the cou could h come by of adva authorit rates on are actu the C.P There is which h modifia must h pany w The c mileage gard to 15th of impossi Winnipe tion of custom the peop way co camps, ously a privileg been fil tawa. With general wheat o lower th of hand marked Condit trade an the con prevalen fall. In which t mainly cause fo tions of wholesal scrib ed off in season c has been west bus consequ for a tin ning hav hours fr Eleme good in

Next to hardwaremen the fruitmen will be the hardest hit by the new tariff arrangements and also the Western fruit consumer will be made to suffer. The bulk of the fruit used in this country must be brought from long distances, and it is felt to be a very serious grievance that the necessarily high price should be increased in this way. For years the West has been pleading to have the customs duties on fruits either lowered or abolished, and now instead of any relief in that direction there comes an advance in freight which will materially enhance the price to the consumer.

While many of the wholesale men are willing to suspend judgment until the through rates from the East are posted, they all concur in one thing, that there is absolutely no reason for the very heavy advance in local rates. It is all right to have a freight tariff that does not discriminate in favor of one section of the country against another, but that could have quite as readily been overcome by a lowering of the rates instead of advancing. It is stated on very good authority that in many instances the rates on freight proposed by this tariff are actually higher than they were when the C.P.R. opened freight trade in 1886. There is a feeling that the present rates, which have been, with only the slightest modifications in force for many years, must have been profitable or the company would not have maintained them.

The question of a freight tariff on a mileage basis was put into effect in regard to wheat and coarse grain on the 15th of October, and this has made it impossible to ship to any point between Winnipeg and the lakes on the proportion of the through rate, which was the custom for many years. In this section the people most hardly hit are the railway contractors and lumber and tie camps, and these are protesting vigorously against the taking away of this privilege, and already formal protest has been filed with the Government at Ottawa.

With the country suffering from a general shortage of cars for getting the wheat out anything that is calculated to lower the prices and increase the cost of handling is looked upon with very marked disfavor.

VANCOUVER.

Conditions in the wholesale grocery trade are fairly satisfactory considering the condition of unrest which has been prevalent throughout the continent this fall. In immediate local trade, upon which the jobbers of the coast cities mainly depend, there is nothing to give cause for complaint. But in the sections of the Northwest to which B. C. wholesalers reach, business is mildly described as "dull." So dull is it, in fact, that some travelers have been pulled off indefinitely, or at least until next season opens. In the lumber trade there has been an extreme dearth of Northwest business for some weeks, and as a consequence many mills are closing down for a time, while those which are running have cut the time down to eight hours from ten.

Elements which tend to hold business good in B. C. are easily noted by the

observer. There is a steady influx of outside capital for investment in lands and timber. There is also a steady increase in population, notably in the horticultural districts of the coast, Vancouver Island and the interior. The majority of the newcomers are locating on land and thus joining the army of producers, so that the province is receiving double benefit from their accession. The amount of land being brought under cultivation, especially in the way of being set out in orchards, etc., is increasing very rapidly and as this process has been going on for some years the increase in fruit production is now becoming rapid.

The East Kootenay district, watered and served by the two great interior rivers of B.C., and containing valuable farming and timber lands, as well as mineral deposits of high grade, has long lain dormant for the want of transportation facilities. Its wealth is soon to be laid under tribute for the general good of the province, as the road is to be constructed by the C.P.R. next season, all surveys and plans being now practically complete.

A question of vast importance to the coast and to the province in general is the control of the coast fisheries. This matter is likely to be very prominent in the coming season, through the action of the Provincial Government appointing one of the ministers, Hon. W. J. Bowser, as Commissioner of Fisheries. The declared intention is to assume control of the coast fisheries, which have heretofore been administered by the Dominion Government, along with the deep sea fisheries. With these latter the province has no intention to interfere. One lessee of coast fishing privileges has been notified not to exercise the rights granted by the Dominion, under penalty of seizure of gear. A deputation of cannerymen recently waited on the Provincial Government to discuss the situation. It is felt that with local administration something may be done to check the ravages in the salmon industry, which have been so marked of late years.

The new C.P.R. freight tariffs will be issued on Nov. 25th and Dec. 1st. These govern the rates of freight under wholesale and jobbing shipments in the west. They have especial reference to alleged discrimination in favor of Winnipeg as against Vancouver, and have long been under discussion. The order of the Railway Commission has been carried out, eliminating all discrimination. Coast jobbers consider that they have secured distinct advantages in the new rates.

New stock nuts, dried fruits, candied peels, etc., for the coming Christmas trade are making their appearance much more promptly than they did last year, when some goods never reached this market at all for the Christmas business.

STRATFORD.

The city bakers have had quite a time lately boosting prices, reducing weight, etc. A week or so ago five of the city bakers held a caucus and owing to the increased cost of material and delivery they decided to either boost the price

of the loaf or reduce the weight. They came to the conclusion that the citizens would not take well to the idea of having to pay an extra cent or two for their bread, so agreed to reduce the weight. For a whole week the delivery men had a strenuous time of it and were given mighty cool receptions by a large number of the citizens (the housewives). Gradually their trade slackened, for although five bakers had agreed to reduce the weight, another well-known firm still made and sold their bread at the usual figure. Naturally the busy housewives flocked to the stores where they could secure the "staff of life" at the cheapest price and as a result the other quintet of bakers began to lose their custom. The result was that bread came down again or the weight was increased to the former figure and the housewives are happy.

W. J. McCully, one of the hustling young grocery men of this city, is one of the incorporators in the A. F. MacLaren Cheese Cutting Machine Company, which has just obtained Dominion letters patent, with a capital stock of \$60,000, with head offices at Ottawa. The two other incorporators are A. F. MacLaren, M.P., of Stratford, and G. W. Hunt, of Ottawa.

There is talk of the electric trolley line from St. Thomas to London being extended through to Stratford. If such a project materializes as it is expected it will, Stratford merchants, grocers included, will receive untold benefit. The line would not only bring trade in from the towns directly on the line, but would draw a large crowd of farmers to the city. Here's hoping that the scheme will materialize.

"It pays to advertise." The slogan is a chestnut. But does it pay? It is quite evident that the majority of Stratford grocers think different, or at least they do not patronize the local newspapers. They may hang up a number of attractive cards (and this is a good way) but very few of the retailers try to draw trade by means of an ad. in the press. Quite likely they will "take a chance" during the Christmas season, but the man who knows will tell you that it's not the spasmodic advertising that pays. Other merchants in different lines of trade advertise and do so almost continuously year in and year out. Are they losing by their contract? Not much! Just look at their stores. They are the very best in the city. To the non-advertiser we would say, just try a small ad. and see if it does not bring sure results. Ask any merchant who advertises what he thinks of newspaper advertising and he will tell you—well, just interview him and find out. "A word to the wise (or unwise) is sufficient." Some people have an idea that they have no need to advertise as their good and bright store speaks for itself. Not always, friend. That's where you are wrong. The better the store is the more this fact should be advertised.

CHRISTMAS COMPETITIONS

AS noticed elsewhere in this issue, **The Canadian Grocer** is offering prizes to its subscribers for two Christmas Competitions.

I. For Best Trimmed Christmas Window.

II. For Best Advertisement of Christmas Goods in a Local Paper.

IT WILL PAY YOU TO TAKE PART IN THESE COMPETITIONS

BRANSON'S

Concentrated Coffee

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

Good cup results assured.

Unvarying quality.

Large bottles.



Concentrated Coffee

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

Thirty years' reputation

Deserving its title—"the best."

Large bottles.

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

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With the grocery w evidence o ing the pa a few wel on King s of the big though w clean and not atten scientific good displ seasons a might oth

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CORRESPONDENCE

CHATHAM.

With the approach of Christmas, the grocery windows are showing unwonted evidence of decoration and display. During the past week there have been quite a few well decorated windows, not only on King street, but beyond the confines of the big thoroughfare. As a rule, though windows are generally neat, clean and presentable, most grocers do not attempt to specialize in the line of scientific window display. Hence, the good displays in evidence during holiday seasons are more striking than they might otherwise be.

Ald. Wm. Potter is now definitely in the field for mayor. His card appeared in the city papers last week, in pursuance of his already expressed intention to enter the field against all comers. Ald. Potter has five years' service in the council to his credit, two of which were spent in the difficult post of chairman of the property committee. The new city market and the still newer electric light plant have come within the scope of his committee, and in connection with the latter he during the past year fought a hard and successful battle for the maintenance of public ownership. At the Council board and in committee there has been no harder worker. Ald. Austin is also in the field for mayoralty honors, while there is strong probability that Mayor Stone will be a candidate for re-election.

Mahler Bros.' evaporator, at Ridgetown, took fire on the evening of Nov. 20 and was completely destroyed. The building was a two-storey frame and the driers were heated by large coal furnaces, which made it burn like tinder, despite the good work of the fire department. The loss will total about \$6,000, partly covered by insurance. Only one shipment had been made this season, and the building was filled with goods ready for the market, as well as about 20,000 bushels of apples ready for peeling. Only a small portion of the machinery was saved.

Walter Hales, the general storekeeper at Northwood, was last week united in marriage to Caroline, daughter of Mr. and Mrs. J. G. Ousterhout, of the same place. The ceremony took place on November 19 at 6 o'clock, Rev. Mr. Pentland officiating. Mr. and Mrs. Hales will visit London, Peterboro and other eastern points on their wedding trip.

Mrs. C. P. Powell, of Tilbury, has rented the store in the May block, Essex, recently vacated by R. Williams, and will move her grocery and crockery stock there.

Frank Herdman has purchased the grocery business till recently conducted by John Settington, on Talbot street east, Leamington. Mr. Jeffery, an oil man, was the first purchaser, but received a better offer to remain in the field, and accordingly sold to Mr. Herdman. The latter will continue in the livery business also, as heretofore.

Among the artistic windows in Chatham this week, that of H. Malcolmson

was one of the most noteworthy. It was chiefly a meat window, the good things being tastefully arranged in rows. The expert window dressers of the establishment, who were responsible, deserve lots of credit for an attractive display.

Lorne Cummings, the West street grocer, was last week the recipient of something not for retail during the coming Christmas season. It's a girl.

Eggs at 30c a dozen and butter at 30c a pound are becoming the usual things on the local market, and there seems every prospect that the prices will not only stay that high, but even go higher. On the contrary, there is a plentitude of fowl. Prices are now much lower than they have been, and the prophecy is ventured that as the season advances the prices will continue to slacken. In connection with the egg and butter prices, there is plenty of talk of a market vendors' union for the purpose of keeping up prices. However, there is really little doubt that the high prices are merely due to the unfailing law of supply and demand.

Wm. Clifford, the Wallaceburg butcher, has on exhibition a fine bear—not of the Teddy variety, but a genuine specimen, shot by Geo. Crawford up north.

R. I. Weaver, the St. Clair street grocer and butcher, has a delivery boy who possesses a distinctly inventive turn of mind. The lad in question is accustomed to deliver goods by means of an express wagon, for which he himself supplies the motive power. Apparently, however, he wearied of the role of horse and aspired to the higher glory incident on being driver. Necessity being the mother of invention, he proceeded to devise ways and means. The ways and means included an easy-going friend, a long strand of rope, and a bicycle. As a result of the combination, residents of St. Clair street were yesterday treated to the spectacle of a lad on a bicycle slowly towing a big green express wagon due north, the wagon containing a load of groceries and an elated driver. The driver also furnished passenger accommodation for a friend, and seemed immensely tickled at the success of his invention.

E. R. Putnam, Queen street, has improved his butcher shop by installing a new oak front. A large plate glass window in front affords him an excellent opportunity to display his various kinds of meat. The change adds very much to the appearance of Mr. Putnam's place of business. The interior of the shop is also much improved and handsomely grained.

E. R. Wigle, of Ruthven, who has been in the general store business at that place for the past eighteen years, has disposed of his building to his next-door neighbor, T. H. Wigle. T. H. takes possession Dec. 1st, and intends to put in a stock of dry goods and boots and shoes, in addition to the present stock of groceries.

The appeal of the Traders' Bank against the decision of Judge McHugh, of Windsor, in the case of Traders Bank v. White, came up in the Divisional

Court at Toronto, on Nov. 11th, and was dismissed. The suit was to recover on notes given in payment for stock subscriptions in the old Consumers' Tobacco Co., which afterwards became merged into the McAlpin Co. About 100 Essex farmers and growers were interested, the amounts totalling \$10,000. They opposed payment on the ground that the original company had not carried out their agreements, and that there was fraudulent representations made in obtaining subscriptions. There is no further appeal. It is understood the Traders' Bank will not lose by the decision, being secured by endorsers.

The marriage of Bernard C. Watson, the popular young Leamington grocer, to Miss Nettie Wigle, daughter of Leonard Wigle, took place on Nov. 22nd.

Thos. Dillon, formerly a prominent general merchant, of Bothwell, and well known in municipal life as ex-mayor, ex-county councillor and ex-clerk of Bothwell Division Court, passed away at that town last week. He was born in Carlow, Ireland, August 1, 1827, and was in business in Bothwell for upwards of thirty years, retiring in 1890. The funeral last Saturday was one of the largest in the history of the town.

The Bradley Store, which is giving a lot of attention to window dressing, had an exceptionally attractive display last week. It comprised hams, bacon, sausage, cheese, lard, and kindred products, arranged on a series of shelves, or steps, the meat items being interspersed with bottled pickles, catsups, olives, and like comestibles. A noteworthy feature was the liberal use of excelsior as a sort of background, to fill in the interspaces. It is rather a difficult thing to make a meat window attractive, and the fact that all day long passers-by were pausing for a look was ample evidence of the success of the efforts put forth by Mr. McQueen, the local manager, who designed the display.

Ald. Jas. N. Massey has announced that with the close of the present year he will retire from municipal life. "I haven't time to give the office the attention that it should have," he stated on Saturday last to an interviewer. "I like the office very much, but it requires a great deal of time to look after it as it should be looked after. I cannot afford the time, and for this reason I have made up my mind not to be in the field this year."

In the retirement of Ald. Massey, the city loses the services of a good out-and-out business man, who, with a creditable two years' record behind him, would be assured of re-election should he care to run.

Ex-Ald. John Edmondson, the St. Clair street butcher, has stepped into the gap, however, and announced his candidature for the council board. His defeat last year was one of the surprises of the municipal campaign, and his chances this year are considered excellent.

BARRIE.

The fine weather which has been prevailing here for the last week had a tendency to keep the farmer busy at

home, so there was no great market on Saturday. Butter was a little easier; eggs dropped two cents a dozen; chickens remained firm for clean, dry picked birds: geese sold about the same price as last week; ducks the same, while turkeys dropped from one to one and a half cents per pound. Potatoes, apples and other vegetables sold about the same as last week. Butter sold at 26c and 27c; eggs, 24c to 27c; chickens, 8c to 10c; old fowl, 5c; geese, 8c; ducks, 8c; turkeys, 10c to 12c; potatoes, 75c to 80c a bag; apples, a few No. 1 Spys sold at \$2.50, while other varieties sold at from \$1.25 to \$2. Hay sold at from \$19 to \$21, according to the quality.

* * *

Mrs. S. Metcalf, late of St. Thomas, has opened a grocery store on the corner of John and Bradford streets, Allandale road.

* * *

With just a few weeks till Christmas to get the store and windows fixed up, the merchants are very busy. With all the talk of hard times, etc., it does not seem to have affected the grocery business, at least, as the volume of business in fruits and Christmas preparations so far has been larger and better than last year. We also notice quite a lot of price-cutting on Christmas fruits, etc., particularly among the smaller firms.

* * *

Much sympathy is felt here for Thos. Turner, who lost his wife last week, from an illness lasting only two days.

* * *

Bradford merchants are trying to get a cash system working in their village, and held a meeting of the merchants on Friday last to organize a committee to look after the same.

* * *

A Weinert, who for many years has conducted the Elmvale creamery, has sold out and purchased a hotel at Clifford, Ont.

MONTREAL.

Isaie Lalonde, Eastern Townships traveler for Hudon, Hebert & Co., reports business very satisfactory for this time of the year. He said that everywhere he has been the usual holiday preparations are being made, perhaps on a larger scale than ever before.

"These are hard days for the traveler," said Mr. Lalonde, "the roads are almost impassable, indeed. I have been obliged to omit several places on my list, and the country hotels are never prepared for this kind of weather."

* * *

One of the most important towns in the vicinity of Montreal is Valleyfield. It is beautifully situated on Lake St. Francis, and has a population of about 15,000. The chief industry is the cotton mills. Valleyfield has always been a paying town for grocery travelers. This year, however, it is much quieter than usual, so Mr. Boileau, a traveler for the same house reports: "There is much less money in the town this year," said he, "than for a long time past. The results of the recent strike in the cotton mills are now being felt by the grocers." Mr. Boileau covers all the towns

between Montreal and Ottawa and reports more than average business.

* * *

The Grocer called on A. O. Galarneau, grocer, of Point St. Charles. His clean, well-lighted and up-to-date store is more attractive than ever. During the past summer Mr. Galarneau visited the Jamestown exposition, and on his way home visited many of the leading retail groceries in Philadelphia and New York, with a view to getting new ideas. One idea which he has put into practice, and which is giving the most gratifying results, is the arrangement of a centre table. In the middle of the store he has placed a table for the display of grocery novelties, such as fancy bottles of olives, pickles, small canned goods, and all similar lines. On each article is a small clear price card. "The advantage of that table," said Mr. Galarneau, "is that it waits on itself, and often when we are rushed, it keeps customers from getting tired and going away without being served. Since becoming used to it, I could not possibly get along without something of the sort."

* * *

The keeping of accounts is one of the problems which grocers are called upon to solve. Everyone is familiar with the difficulties and endless work attending the usual method of entering up sales. One of the most alert grocers in Montreal showed The Grocer a system which he thought out for himself, and which has been giving highly satisfactory results. Further, it is so simple that the wonder is it has not been universally adopted long ago. For every regular customer running a weekly or monthly account, he has a small sales book, on the back of which is the customer's name. All these books are filed alphabetically, with the backs up in a drawer. That is all there is to it. It works in this way: When Mrs. M. comes in, her purchases are entered in the book with her name on it, she gets her bill, and the carbon duplicate is left in the book. At the end of the week or month, as the case may be, the book is added up. It cannot possibly be wrong, because it is a carbon copy of the bill she got with the goods. Further, no matter when she comes in to pay her bill, any clerk can turn up her account in a moment's time, just as well as the manager himself could. When asked of what value he found the system, this grocer replied: "It is equal to a good man's time to me. I get better results than when I devoted most of my days and all my evenings to keeping the old system books. It has solved one of the hardest problems I have ever been called upon to face."

* * *

"Where do you keep your crackers?" was the question put to a number of Montreal grocers. Many and various were the replies. Some kept them in boxes, some in barrels, and some in places where you would never dream of finding anything to tickle the palate. By far the best arrangement was found adopted in a few very enterprising stores. The goods are displayed in a silent salesman and are held in place by a thin wooden back. Consequently, the drawers always appear full, even when almost empty. And, further, the goods are kept entirely free from dust, and no

broken pieces can be seen. Some of those who have adopted this method are so pleased with the results obtained that they are putting in a similar appliance to display dried fruits.

* * *

A gentleman prominent in the tea trade in Montreal remarked the other day that there had been quite a noticeable improvement in the service of the Customs Department in passing teas imported, since The Canadian Grocer gave prominence to the Government's lax action in omitting to appoint an inspector in Montreal.

VICTORIA.

In your issue of Nov. 1 your London correspondent makes a few remarks on cranberries. As the item is but a short one I will quote it: "The first cranberries of the season have been received by local wholesalers. The price ranges from \$12 to \$15 pr barrel and they sell retail at 15 cents per quart." These quotations happened to catch my eye. The retail price rather astonished me, and set me wondering how London grocers could afford to do business at those prices and expect their balance sheet to come out on the right side. Just let us go briefly into this matter and see what figures will show us: The standard weight of a barrel of cranberries here in the West is 100 pounds, and I judge that it is the same in Eastern Canada. I refer to Cape Cod berries. A quart of cranberries weighs 18 ounces and, therefore, there are almost 89 quarts in a barrel. 89 quarts at 15 cents is \$13.35. This is allowing for a full 100 pounds in a barrel. The berries cost \$12 to \$15 per barrel. Let us strike a happy medium and assume the average cost to be \$13.50. Now where does Mr. Grocer come in? His cost of doing business is, let us say, 15 per cent., so that the barrel of cranberries actually cost him, delivered to his customers, \$15.52½. He has received for them \$13.35, and is thereby a loser of \$2.17½. I have no doubt that London is not the only place where cranberries are being sold at such prices, and many a grocer might do well to either add an extra 5 cents per quart to the retail price, or stop handling cranberries.

* * *

Times are still lively in Victoria and all grocers seem to be very busy. The majority are displaying and advertising "Xmas" fruits, although they are somewhat handicapped on account of the non-arrival of some lines.

* * *

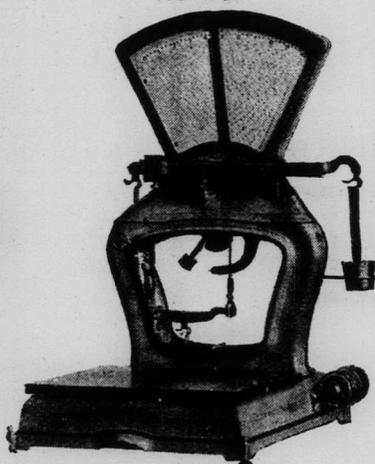
The old grocery business of Fell & Co., which some few weeks ago was assigned to Wilson Bros., has now been re-organized and is running smoothly under the management of Mr. Acton.

* * *

S. J. Heald, president and T. Redding, treasurer of the Victoria Retail Grocers' Exchange, have just returned from Seattle, where they attended a convention of retail grocers.

EXPERIENCED AGENTS WANTED

The only **AUTO SCALE** **100 lbs.** **MATIC MADE** Springless



Scale No. 70.

Our travellers are out now with a full line of samples. A postal card will bring them to you.

STIMPSON COMPUTING SCALE CO.

351 HOMER ST.

332 Garry St.

Calgary

Vancouver

WINNIPEG, MAN.

Edmonton

It pays to have proper connections in

The West

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

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

Charges Reasonable

Satisfaction Guaranteed

R. B. WISEMAN & CO.

Storage, Warehousing and Distributing Agents

23 Bannatyne Avenue East

WINNIPEG, MAN.

In Everything we Manufacture
OUR AIM IS QUALITY.

That is why we make

“Young-Tom” Washing Powder

which is “for PURIFYING and
CLEANSING UNEXCELLED.”

We make the Best High-Grade
Toilet and Tar Soaps.

Our aim is to place the product
of our factory in every Canadian
home.

The
**YOUNG-THOMAS SOAP CO.,
Limited**
REGINA, CANADA



FOR STOVES

SHINO

FOR SHOES

SIMPLEX

UNEQUALLED AND PAYS
YOU A GOOD PROFIT.

Write for Sample and Prices.

Order through your jobber, or direct
if he does not handle it.

Edward Hawes & Co.
109 Front Street East
TORONTO



The Superior Quality
of our
Mild Cured Hams
Boneless Breakfast Bacon
Skinned Smoked Backs

meets the most exacting require-
ments of your customers.

THE PARK, BLACKWELL CO.
PORK AND BEEF PACKERS LIMITED
TORONTO

**COOKED
MEATS**

are just as handy and just as much in demand to-day as during the warm weather. In fact more so, because more of your customers are living in flats and rooms that do not permit of cooking.

We offer you a good line of Cooked Hams, Pork Tongue, Ox Tongue, English Brawn, Head Cheese, Jellied Hocks, Jellied Tenderloins, Bolognas, Frankfurters. Also Fresh Sausage and Pickled Pigs' Feet.

All made under government inspection.

F. W. Fearman Co.
Limited
Hamilton, Ont.

 **CORONA BRAND** 
HAM AND BACON

have that particular tenderness and flavor which is incontrovertible evidence that we have the "know how" of the curing business. Once introduce your customers to Corona Brand and you have provided yourself with a lasting source of profit. People never tire of Corona Brand.

We have no retail stores.

The Montreal Packing Co.
LIMITED
MONTREAL, P.Q.

**The Brand for the Quality
Trade is "Ryan Brand"**

Shouting "Quality" doesn't make quality. We don't do an awful lot of shouting - we spend most of our time producing provisions which have won for us the confidence of a host of grocers all over Canada. Provisions, moreover, which have not only won the confidence of the trade for us, but which have also won the confidence of the consumer for the dealer.

Write to us now about Ryan Brand!

The WM. RYAN CO., Limited
70-72 Front Street East
TORONTO, - ONT.

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fill orders, practically no new-laid arriving.

Selects	0 26	0 27
No. 1	0 23	0 24
Seconds	0 17	0 20

CHEESE—Old cheese is a little firmer this week, as much as 16½c being asked. Twins are cheaper by ¼c. A good local trade is being transacted. Export business is finished, the majority of the ocean liners having left port on their last trip of the season.

Cheese, old	0 15½	0 16½
" new, large	0 13	0 13
" twins	0 13	0 13

HONEY—Little honey is offered, and

demand for what is obtainable is not brisk. Prices remain as before.

White clover comb honey	0 14	0 16
Buckwheat, ext.-acted	0 07½	0 09
Clover, strained, bulk	0 11	0 13

POULTRY—It is yet a little early for active demand on the part of grocers for turkeys, chickens and other fowl. Some business is being done in certain sections. The birds arriving now are not as plump, and show the care of fowl arriving in December. Some say this is due to the high prices asked for grain, and also to the fact that farmers are not paying much attention to poultry at this early date.

Turkey, per lb.	0 12	0 14½
Chickens and fowls, lb.	0 07	0 11½
Geese	0 08	0 10
Ducks	0 10½	0 12

POULTRY—The market is glutted with fowl. Supplies have been coming in freely until now poultry is very plentiful. Prices are quite low and the demand is none too brisk. Some choice milk-fed chickens are being held in storage. Prices have taken another drop.

Live Weight.	
Spring chickens, per lb.	0 04 0 06
Old fowl	0 03 0 05
Ducks	0 06
Geese	0 08
Turkeys	0 10

Dressed weight.	
Spring chickens, per lb.	0 08 0 10
Old fowl	0 05 0 06
Ducks	0 08 0 10
Geese	0 08 0 10
Turkeys	0 10 0 13
Squabs, per doz.	2 50 3 00

WINNIPEG.

BUTTER—There is little change in the situation. Offerings of dairy butter are fairly liberal for this season, owing to the open fall. For choice No. 1 the Winnipeg price to country dealers is 24c per lb.; No. 2, 20c to 22c; No. 3, 17c to 18c. As noted last week, one large house has stopped buying country produce.

The creamery market is still unsettled, but the average price to the trade is about 32c per lb. for fancy bricks.

EGGS—Owing to heavy importations from the south, due to heavy liquidations, caused by the money stringency, the egg market is weaker than it was. Very few country eggs are offering. The average price to the retail trade is 25c to 26c per dozen. Produce dealers are paying about 3c less than these prices for country eggs.

CHEESE—Prices are as follows:

Finest Manitoba, large	0 13½
" Ontario,	0 15
" twins	0 15½

CURED MEATS—

Cured Meats.	
Hams, selected, mild cure, 10 to 14 lb., 100-lb. crates	0 17
Bacon, selected, mild cure, 5 to 7 lb.	0 22
Backs, selected, mild cure, 8 to 10 lb., crates	0 18
Sugar Cured.	
Pi es for 100-lb. sacks; add ¼ for 50-lb. boxes; ½ for 100-lb. boxes	
Hams light, 10 to 14 average	0 16½
" medium, 14 to 16 average	0 16
" heavy, 25 to 30 average	0 15½
" skinned, 20 and 25 average	0 16
Picnic hams, 6 to 10 average	0 12½
Shoulders, 0 to 14 average	0 12½
Breakfast bacon, clear bellies, 8 to 10 lbs.	0 17½
" 10 to 12 lb.	0 17
" wide, 14-15, or strips 6-8 lb.	0 16
Clear backs, bacon, 8 to 10 lb.	0 17½
" 12 to 16 lb.	0 16
Spiced rolls, long	0 14
" short	0 14
Dried beef hams, sets	0 18
English cured bacon, bellies, 14 to 18 average	0 16
Smoked beef tongues, choice	0 18
Smoked hams, boned and rolled, 3c. per lb. additional.	
Dry Salt Meats.	
Prices for 200-lb. sacks; add ¼ for 100-lb. boxes; ½ for 100-lb. boxes.	
Unsmoked Smoked	
Long clear sides, 50 to 75 lb.	0 11½ 0 13
Short clear sides, 45 to 60 lb.	0 12½ 0 13½
Extra sh r clear, 35 to 50 lb.	0 12½ 0 13½
Boneless backs	0 13 0 14
Clear bellies 20 to 25 lbs.	0 13½ 0 15
Clear fat backs, 12 to 14 lbs.	0 11½ 0 12½
Square shoulders, 14 to 16 lbs.	0 12 0 13
Barreled Pork and Beef.	
Mess pork	Bbls 25 00 Hf. Bbls 13 00
Short cut mess, standard	25 00 14 00
Pork, boneless brisket	22 00 12 00
Selkirk bean pork, clear	21 00 11 50
New mess beef	12 00 7 00
New plate beef	11 00 6 50

ON A TRIP TO EUROPE.

Leon Fontanel, Montreal, left Tuesday for Europe, via New York, where he sailed on the French line steamer I. a Savoie. He will visit his several principals in France and will also spend some time in Spain, and possibly Italy. He will be away some months. During his absence G. Suzanne will be in charge of the Montreal office.

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

WINDSOR SALT
Table, Dairy and Cheese Salt,
Fine and Coarse Salt.
Write for Prices.
TORONTO SALT WORKS
Agents for **WINDSOR SALT**

BUTTER, CHEESE, EGGS
If you have Butter, Cheese or Eggs to sell write me. I am always in the market to buy. If you want to buy Eggs, Butter or Cheese, write or wire for prices.
B. H. POWER
218 ARGYLE STREET, HALIFAX, N.S.

BUTTER and EGGS
—WE ARE—
BUYERS and SELLERS
Correspondence solicited from **ONTARIO, MANITOBA and LOWER PROVINCES.**
Rutherford, Marshall & Co.
Wholesale Produce Merchants,
TORONTO.

ORDER NOW
Butter
Tubs
Boxes and Paper
Best Goods, Prompt Shipment
Prices Right
WALTER WOODS & CO.
Hamilton and Winnipeg

TORONTO.

PROVISIONS—There has been no material change in the provision markets. Deliveries are quite satisfactory for the time of the year. Lumber and construction camps are buying up large lots of pork products. Fresh beef remains steady, Lard is slightly stronger, though prices are unchanged. The venison supply has diminished. Dealers are not anxious to stock heavily, owing to the fact that it can no longer be held in storage for consumption after the New Year. No venison can be handled after Dec. 31st.

Long clear bacon, per lb.	0 10½	0 11
Smoked breakfast bacon, per lb.	0 15	0 16½
Roll bacon, per lb.	0 10½	0 11
Small hams, per lb.	0 15	0 15½
Medium hams, per lb.	0 14½	0 15½
Large hams per lb.	0 13½	0 14
Shoulder hams, per lb.	0 10½	0 11
Backs, plain, per lb.	0 17	
" pea meal	0 17½	
Heavy mess pork, per bbl	19 50	20 00
Short cut, per bbl	22 50	23 00
Lard, tierces, per lb.	0 12	
" tubs	0 12½	
" pails	0 12½	
" compounds, per lb.	0 09½	
Plate beef, per 200-lb. bbl.	12 50	13 00
Beef, hind quarters	8 00	9 00
" front quarters	5 00	6 00
" choice carcasses	7 50	8 00
" common	4 50	5 50
Mutton	0 07	0 08½
Lamb	0 08	0 09½
Hogs, street lots	6 50	7 25
Veal	0 09	0 10½
Venison	0 03	0 10

BUTTER—Supplies have greatly improved. Country merchants are sending large shipments in freely, but the market continues very slow. The demand is practically dead. Prices are not much changed. Creamery solids are quoted a shade lower.

	Per lb.
Creamery prints	0 29 0 30
Creamery solids	0 28 0 29
Dairy prints, choice	0 26 0 27
" ordinary	0 22 0 24
" tubs, choice	0 22 0 24
" tubs, ordinary	0 20 0 22
Baker's butter	0 20 0 21

EGGS—The market is still dull. Demand is slow. No important change in prices is reported. If anything, the situation is a little easier.

Eggs, candled	0 22	0 23
" selects	0 25	0 26
" lined	0 23	

CHEESE—Prices have been lowered another point. Dealers report sales as being very slow.

Cheese, large	0 13	0 13½
" twins	0 13½	0 12½

HONEY—The market for honey is dead. Like cheese, it is a luxury, and sells very slowly at present.

Honey, strained, 40 lb tins	0 12	0 13
" 10 lb tins	0 12½	0 13½
" 5 lb tins	0 13	
" in the comb, per doz.	2 50	3 00
Buckwheat honey, per lb.	0 6	0 10
" in comb, per doz	1 25	1 50

Clark's Mince Meat Is Selling Now

Everywhere good Mince Meat is sold you will find **Clark's**.

It is prepared scientifically from the purest and best ingredients, and satisfied customers are gained through selling it.

CLARK'S MINCE MEAT

is sold in hermetically sealed tins, pails, barrels and half barrels.

INVEST ONE CENT IN A POSTAL INQUIRY.

WM. CLARK - MONTREAL
Manufacturer

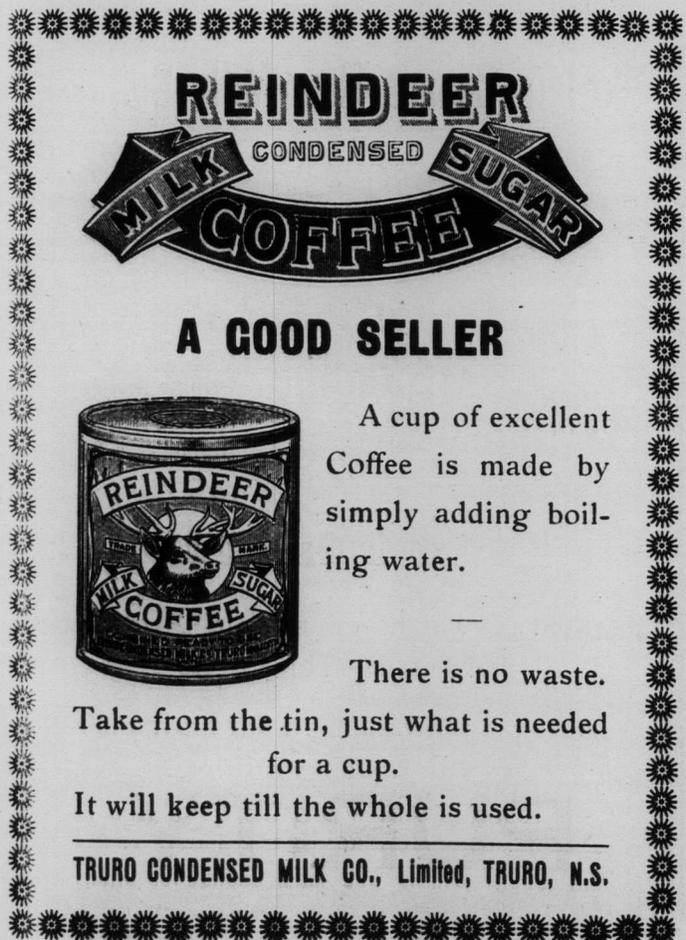
The utmost **Cleanliness**
and Experienced **Care**
is taken to **Cure**

O'MARA'S

Hams and Bacon

Under Government Inspection

JOSEPH O'MARA
Pork Packer, PALMERSTON



A GOOD SELLER



A cup of excellent Coffee is made by simply adding boiling water.

There is no waste.
Take from the tin, just what is needed for a cup.
It will keep till the whole is used.

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

By  To
Royal Warrant H. M. King
Purveyors Edward VII

There is only **one**

BOVRIL

Look to your stocks. The public demand will be brisk very shortly.

Supplies can be obtained from—

BOVRIL LIMITED,	27 St. Peter Street	MONTREAL
W. S. CLAWSON & CO.	11 and 12 South Wharf	ST. JOHN, N.B.
A. B. MITCHELL	Mitchell's Wharf	HALIFAX, N.S.
R. S. McINDOE	120 Church Street	TORONTO
W. L. McKENZIE & CO.	306 Ross Avenue	WINNIPEG
A. G. URQUHART & CO.	336 Hastings Street West	VANCOUVER

and from all wholesale houses throughout Canada

Bode's Buster Brown Gum

To assist the grocer in selling **Buster Brown Gum** we have inaugurated a prize competition, giving each boy or girl saving the eleven letters (one letter to each one-cent package) forming the words **B-U-S-T-E-R B-R-O-W-N**, a handsome watch.

This competition has already created a strong demand for this popular brand, and progressive grocers all over Canada are stocking **Buster Brown Gum** to meet this demand, and at the same time reap the large profits obtainable on this brand.

If you are not yet supplied write us. It will pay you. Your competitor will take advantage of this opportunity if you do not.

THE BODE'S GUM CO., LIMITED
MONTREAL

Trade Winning and Profit Bringing Pernot Biscuits for Christmas

It is well enough to push extra fine and fancy biscuits for the Christmas trade, but it pays still better to sell them if there is good profit in the brand.

That is the beauty of **Pernot's Biscuits**. **Quality** for the consumer; **Profit** for the grocer.

Let us explain further. Better still send us an order. We guarantee satisfaction on your part and on the part of the consumer.

¼ lb., ½ lb., 1 lb., 2 lb., 4 lb. and 9 lb. air tight tins.

Leon Fontanel & Co.

4-6 St. James St., MONTREAL
20 Reaumur St., Paris (France)

Scientists, Bakers and Housewives

all agree that a blended flour is the best. It has been found that a blending of Eastern and Western grown wheat produces a flour absolutely peerless in quality. How much more so when the blending is done by an expert of fifty years' experience. That's how

BUDA

"The Flour of Quality"

is produced. It will pay you to please your customers by selling Buda flour. The margin of profit is 11%; and the sale, once begun, is unceasing.

WRITE FOR LOWEST PRICES

J. B. HARTY

PICTOU, N.S.

Sales Manager for the Maritime Provinces, Province of Quebec, Newfoundland, West Indies.

Car Lots, Assorted or Straight.

Western Canada Flour Mills Co., LIMITED

PURITY FLOUR

Mills at
WINNIPEG
GODERICH
BRANDON



Offices:
St. John, N.B.
Montreal, Que.
Toronto (Head Office)
Goderich
Winnipeg
Brandon

It pays you to pay for quality.

BRANDS: 1st Patent—Purity and Five Stars
2nd Patent—Three Stars

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GOOD PROSPECTS IN NEW BRUNSWICK

Opinions of Wholesale and Retail Grocers—Opening of Winter Port Business
—Fish Scarce—New Cold Storage Warehouse.

(Special Correspondence of The Canadian Grocer)

St. John, Nov. 25.

The manufacturers, jobbers and retailers in St. John unite in saying that 1907 has been a good year with a very large volume of business. They report that collections have been good, which shows that the purchasing power of the people has not been impaired. Practically all agree, however, in expressing the view that there is now some falling off in the demand for goods, due to the financial stringency, and the natural feeling of caution which it has developed. They do not anticipate any marked falling off in business, or more than a temporary check to the great activity of the past few years. In a word, there is no doubt about the general soundness of business conditions apart from the present scarcity of money.

A number of manufacturers, jobbers and retailers were interviewed by The Grocer correspondent and from all encouraging reports were received.

DeB. Carritte, speaking of the volume of trade of the Welcome Soap Co., said that on the whole they had had a very good year, and as far as they can see, business would continue good. The money stringency, up to the present time, has had no effect to speak of, unless it is that the dealers through the country are a little more conservative in placing their orders. Mr. Carritte said one of their travelers, who had just returned from a trip to P. E. Island, reported that both crop and trade conditions there were exceptionally good.

T. S. Simms & Co., manufacturers of brooms and brushes, report that the volume of their business exceeds last year to a considerable extent. There has been no heavy stocking up and the people must have the goods, so he could not see that there would be any serious drop in the trade.

T. Rankine & Sons, biscuit manufacturers, in answer to a query, had nothing to complain of. Their business has been good all along, and the indications are bright as far as they can see.

Thomas F. White, of the White Candy Co., said they haven't had as much business as usual, mainly owing to the scarcity of help. They had had to scratch off about 25 per cent. of their orders on account of lack of help. They can't get girls, like they could a few years ago Mr. White says, and this handicaps them to a large extent.

The condition of the wholesale trade is fairly summed up by the following reports: W. C. Cross, of Hall & Fairweather, reported that his firm had had the biggest year's business in their history, and things were in a fairly healthy condition, but at the same time it was quite necessary to be a little cautious just now. Local wholesalers, he thought, were beginning to feel the effect of the tightness in the money market in their collections, and more people than usual were asking for renewals. The fall business, he added, had been quite up to the average, but the pros-

pects for winter were not as bright as usual. The markets have gone back somewhat lately. Dried fruits are easier, compound lard has slumped half a cent, peanuts are a little lower and pork has eased off somewhat. Flours dropped last week but have come up again to the previous high mark. The natural effect of this has been to frighten the average country storekeeper. The large fall orders are pretty nearly all filled, and from this on it will be sorting-up orders principally that the travelers will get.

C. H. Peters, of Baird & Peters, reported that business has been very good, fully up to last year, and in fact a little better. Collections have been good to date. With a little colder weather lumbermen's supplies will be shipped away. There was a drag on business just now and it was likely to be a little harder from this on, but he did not think there would be any serious slump.

G. E. Barbour, of the Geo. E. Barbour Co., said there was a falling now in business, but it had been good up to the present.

Among the retailers, W. Alex. Porter said business had been very good and he was looking for a continuance of it through the winter. Collections had been about as usual.

C. S. Philips found but slight difference in volume of business from the average. Collections were fair, what might be expected at the approach of the holiday season. Prospects were, on the whole, good, however.

P. Nase & Sons found the amount of business about the average, with the prospects not any too promising. When asked in what way they accounted for the unfavorable outlook, they explained that lumbering operations have every appearance of being on a much smaller scale than usual, much less work being planned for the woods than last year. This was because foodstuffs and feed were very expensive this season, the outlay for fitting out for men and horses in consequence was heavy.

N. C. Scott found the customary quantity of business with a rather bad outlook. He accounted for this by the indications of a poor lumber market.

F. E. Williams & Co., wholesale and retail grocers and pork packers, had a large volume of business, a fair increase over last year.

Slipp & Flewelling, pork packers, found things on the ordinary, the largest amount of their business was between the months of December and May 1st. The bulk of buying, selling and curing were done between these periods.

THE OLDEST MILL IN CANADA

POT AND PEARL BARLEY

CALEDONIA MILLS

John MacKay Limited - - - - - Bowmanville, Ont.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes. Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

EPPS'S GRATEFUL COMFORTING

IN ¼-LB. LABELLED TINS. 14-LB. BOXES

Special Agents for the entire Dominion, C. E. COLSON & SON, Montreal
In Nova Scotia, E. B. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg

THE MOST NUTRITIOUS COCOA

H. CONSTANT

First and sole maker in Canada of all kinds of

MACARONI, VERMICELLI AND PASTES

92 Beaudry Street MONTREAL

NAP G. KIROUAC & CO.,

Receivers and Shippers of Flour and Grain.
Importers of Foreign Products.

125 St. Peter St., QUEBEC.

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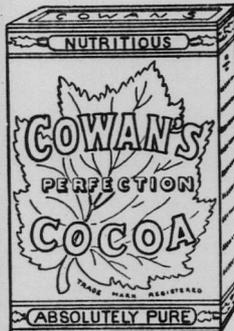
The purity of the Lowney products will never be questioned by Pure Food Officials. There are no preservatives, substitutes, adulterants or dyes in the Lowney goods. Dealers find safety, satisfaction and a fair profit in selling them.

THE WALTER M. LOWNEY CO. of Canada, Limited
165 William St., - - - MONTREAL,

THE NAME AND THE FAME OF

Cowan's Cocoa and Chocolate

IS KNOWN FROM OCEAN TO OCEAN



PURITY

is a characteristic of Cowan's Cocoa and Chocolate; and another characteristic is that flavor which is at once the envy and despair of other manufacturers. These points make Cowan's the name for unfailing

PROFIT

The Cowan Co., Ltd.

CANADA:

No better Country



MOTT'S:

No better Chocolate

Merit is bound to win—

The absolutely indisputable superiority of

Mott's

"Diamond" and "Elite" brands of

Chocolate

has convinced the Canadian housewife that experiments in other brands are unsatisfactory—Every grocer handling it will be of the same opinion.

All Jobbers

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

SELLING AGENTS:

J. A. Taylor
Montreal

R. S. McIndoe
Toronto

Jos. E. Huxley
Winnipeg

Arthur Nelson
Vancouver

COCOANUT IS OUR ONE SPECIALTY



and we make it good, as good as the very best.

Our White Moss

was the pioneer Canadian brand. There have been many imitations since but no equals.

The Canadian Cocoanut Co. 613-619 LaGauchetiere Street West, **Montreal**

J. ALBERT MacLEAN, Proprietor

VANCOUVER, B.C.—J. F. MOWAT & CO. ST. JOHN, N.B.—W. A. SIMONDS.
WINNIPEG—J. M. SCOTT QUEBEC—ALBERT DUNN
KINGSTON, ONT.—W. H. DALBY

Dealers are requested to write for special free deal.



LAMONT, CORLISS & CO., 27 Common St., MONTREAL

Milk is Scarce

FUSSELL'S

BUTTERFLY BRAND

Condensed Milk

Red Butterfly

Evaporated Cream

Silver Butterfly Brand

Unsweetened Milk

White Butterfly Brand

Thick, Rich Cream

Golden Butterfly Brand

Can Be Shipped Prompt from Europe

Prepared in the Highlands of Norway and Austria

TEN GOLD MEDALS AWARDED

Contractors to the British, German and Norwegian Governments

FUSSELL & CO.

LIMITED

LONDON, ENG.

CABLE ADDRESS: "Fussellato," London. A.B.C. 4th and 5th editions.

Or Particulars and Prices of the Agents,

JOHN W. BICKLE & GREENING
HAMILTON

CARMAN, ESCOTT & CO.
WINNIPEG

These expressions of opinion may be taken as a fair criterion of the general situation with all the dealers.

Things were quiet in the local market the last week and no great changes in prevailing prices are reported. Dealers in the produce market say that butter is offering more freely and the outlook is for lower prices. Eggs are also more plentiful, but the market is quite firm. Pork is down from a cent to a cent and a half a pound. Turkeys are quite plentiful and are now quoted at 17 to 18 cents a pound.

The winter port business of 1907-08 was opened Friday with the arrival of the royal mail steamer Empress of Ireland, with a large passenger list and a good general cargo. The season has started out badly, however, as the local ship laborers refused to work for less than 40c an hour, the rate they have been receiving during the summer months, whereas the rate last winter was 30c, and this amount is all the steamship people say they will pay. As a result there is a deadlock, the men refuse to work for less than 40c, and the steamship people will not grant the demand. The work is being done at present by the crew of the steamer, and other steamers are due at once. The steamship people say they will do one of three things; work their own crews, bring men from Montreal, or take the ships elsewhere. It is a serious state of affairs, greatly deplored by the citizens generally. It is hoped that a speedy settlement will be reached, as the business of the port is greatly threatened.

Though several large cargoes of fish arrived here during the past two weeks, local dealers report that the supply is not up to this time last year. On Nov. 17 the schooner Defender arrived with 20,000 pounds of fresh haddock for H. P. Robertson, and during the week the schooner Cora May landed 22,800 pounds of haddock and 1,200 pounds of cod and hake for the same dealer. Mr. Robertson reports that the fish curing business is good, but the trouble is to secure a sufficient quantity of fresh stock to work with. During the past fortnight Mr. Robertson shipped 900 thirty-pound boxes of finan haddies to Winnipeg, and has orders for several carloads of fish for Winnipeg, Calgary and the Pacific coast.

Leonard Bros. received 30,000 pounds of fresh haddock from Westport, N.S., and 20,000 from various places along the Bay of Fundy coast. A thousand pounds of fresh cod arrived from Grand Manon for James Patterson.

The big plant of the New Brunswick Cold Storage Company will be ready for business by December 1, but everything will not be completed before the first of the year. This plant is the second largest in Canada, and there is but one company in the U. S. that has more storage space under one roof. The structure is 150x250, and is six storeys high at the rear and four at the front, which is of grey stone. There are about twenty rooms in the building. The first, second and third floors are divided into four rooms, about 60 to 63 feet, and on the fourth and fifth floors one large room runs the entire length of the building. The company will handle all kinds of perishable goods, and at present they have about six hundred barrels of ap-

ples on hand. Their capacity for apples is 110,000 barrels. In all there is about 810,000 cubic feet of storage space. H. R. Ross is manager, and A. G. Crawford, assistant manager.

It is possible that St. John may lose one of its industries: the White Candy Co. Readers of The Grocer will remember the curious and remarkable advertisement of this concern, which was reproduced in a recent issue. The company stated that owing to scant consideration given to their welfare by the common council in allowing the street railway to lay double tracks on Union street in front of their premises, and for various other grievances, they were willing to sell their factory at cost and remove elsewhere. That they are in earnest in the matter is indicated by the fact that F. A. McAndrews, with full authority from the company, has been looking at possible sites and studying conditions in Moncton and Fredericton, with the view of their removal to either of these places. Mr. McAndrews was very favorably impressed with Moncton as a centre for labor and in other respects, and Manager T. F. White states that it is possible that they may remove there. A number of prominent business men of the railway town are interesting themselves in the project. Mr. White and his legal adviser were heard before the general committee of the common Council here last Tuesday night, but nothing was done, and it is unlikely that any further action will be taken.

The drug and confectionery store of William Hawker & Sons, on Prince William street, was flooded last Wednesday night by an overflow of water from a tap left running in a toilet room, two floors above. Damage to the stock and fixtures amounting to about \$500 was done.

In conversation with a prominent wholesale grocer mention was made of the fact that a number of small retail grocers are complaining of the effect on their business of the moving picture shows. One of the travelers of this house, in going his rounds, had heard frequent complaints of the "Nickel habit." The small dealers point out that many people in moderate circumstances who are in the habit of taking in the picture shows are short of cash when it comes to settling up the week's grocery bill on Saturday night. For instance, a mother or father will take three or four children to the nickel shows, as the price looks small, but in going four or five times a week it amounts to quite an item, and the grocer in many cases has to bear the shortage. There are at the present time eleven of these five-cent shows in the city and two others are about to be launched.

Owing to the fact that the game laws will be rigorously enforced this year, no game will be shown in the local market during the approaching Christmas season, and this class of goods is being displayed at the present time.

The death occurred on Thursday of Mrs. John McMulkin, wife of John McMulkin, factory inspector and ex-alderman. Mr. McMulkin also conducts a grocery on Main street, north end. Mrs. McMulkin is survived by her husband, five sons and one daughter.

The Hunting Season

is a time for all enjoying venison and game to insist upon

Lea & Perrins' Worcestershire Sauce

Game is plentiful but the "original and genuine" Worcestershire Sauce is only to be had under Lea & Perrins' label.

Imitation Sauces spoil the game—
Hand out the genuine.

J. M. DOUGLAS & CO., Montreal

Canadian Agents

ESTABLISHED 1857



A STANDARD OF EXCELLENCE

has been set before the brush and broom trade by

BOECKH'S BRUSHES and BROOMS



The wise grocer rejects anything which falls below that standard. Inferior Brushes and Brooms haven't even the merit of selling quicker! The enormous growth of our great factory from small but honest beginnings, is proof positive that our goods have met with public approval. The name "Boeckh" on any brush or broom is a guarantee of excellence both of material and workmanship.

UNITED FACTORIES, Limited

TORONTO

LONDON

NEWMARKET

MONTREAL

FRUITS, VEGETABLES AND FISH

Demand for Green Fruit Continues Active—Potato Market Brisk—Fish Selling Steadily Under Good Demand.

The fruit markets are steady. Prices have not changed materially. Jamaica oranges are not meeting with a very active demand and consequently the prices are getting easier. Navels are coming in regular shipments. Christmas buying, no doubt, accounts for some of the briskness. Lemons are rather slow. It is reported that the banana crop of Jamaica has been greatly injured by drought, and this fact will, doubtless, have a stiffening effect on the banana market. Cranberries are moving steadily.

Vegetables are rather dull. This, of course, is due in a sense to the nature of the season. Considerable interest is being taken in the potato situation. Prices are firm and the demand is keen for good stock. Imported lettuce and cucumbers are selling well. Business in beets, carrots, cabbage and parsnips is slow.

The approach of Advent is stimulating the demand for fish. Fish dealers report sales as being entirely satisfactory. The demand for oysters is brisk and will continue with the coming of winter. Prices have not changed to any great extent. Smelts are arriving and are of good quality.

MONTREAL.

GREEN FRUITS—Late apples are selling freely at prices which have not materially changed. Demand for oranges is fairly good, grocers and fruit dealers being in the market for holiday supplies. Jamaica oranges are very low. Demand for them is light. Cranberries are moving steadily at old prices. Almeria grapes are in good demand at quotations given below. Lemons are slow. The supply of bananas is not large. It is reported that Jamaica this year lost eighteen million stems through drought. High prices are being asked for choice jumbos, some demanding as much as \$3.50. This price is rather extreme.

Bananas, fine stalk	1 75	2 00
" jumbos	2 00	2 25
Cocoanute, per bag	4 00	4 00
Lemons	3 00	3 75
Porto Rico oranges, box	4 75	4 75
Jamaica oranges bbl	4 00	5 00
Nassau grape fruit, box	4 00	5 00
Florida grape fruit, box	7 00	7 00
Almeria Grapes, keg	4 00	5 50
Cape Cod cranberries, bbl	9 00	11 00
Nova Scotia cranberries, bbl	10 00	10 50
Apples, same size	3 50	4 50
other fall varieties, bbl	3 25	4 50

VEGETABLES—Business in vegetables is limited owing to the season. There have been few market changes since last week. Potatoes, good stock, are scarce, and demand for the best is brisk at prices ranging from 90 cents to \$1. There are several lots of poor potatoes offering around 80 and 85 cents. Beets, carrots and parsnips are in good supply, but demand is not overly good. Spinach in the barrel is quot-

ed this week. Boston lettuce is easier, as is also horse radish. Sweet potatoes, in basket, have advanced.

Parsley, per doz. bunches	0 10	0 15
Sage, per doz.	0 80	0 80
Savory, per doz.	0 80	0 80
Cabbage	0 20	0 35
Turnips, bag	0 65	0 70
Celery, doz	0 25	1 00
Water cress, large bunches, per doz	0 75	0 75
Spinach, per box	0 50	0 50
Spinach, bbl	3 00	3 00
Green peppers, bag	1 00	1 00
Boston house cucumbers, doz.	1 70	1 80
Potatoes, per bag	0 70	1 00
Sweet Potatoes bbl	3 75	4 00
Sweet Potatoes basket	2 40	2 40
Beets bag	0 60	0 65
Carrots, bag	0 60	0 65
Tomatoes, box 30 lbs.	1 25	1 25
Hot house tomato es, per lb.	0 25	0 30
Spanish onions small crates	0 65	0 75
" large crates	2 10	2 25
Canadian onions, lb	0 01	0 15
Boston lettuce per doz	0 75	0 75
Mushrooms, per lb	0 90	1 00
Horse radish, per lb.	0 15	0 15

FISH—With Advent beginning December 1, fish dealers are looking forward to brisk business. Already the nearness of the season is being felt, good sales being reported by various handlers of fish. Grocers are offered a good range in fresh and frozen fish today, and are availing themselves of the opportunity given them to stock up early. Smelts and sea herring are two lines selling freely to-day. Yarmouth and St. John bloaters, and new kippered herring are selling well, speaking of smoked fish, while green cod, late arrivals, salt herring, eels, mackerel and sardines are in request in pickled and salted fish. The oyster fishing season being practically over, dealers are urging their customers to buy for Advent immediately. Nice lots of choice oysters are received daily by the larger houses, and are rapidly being distributed over Canada. The price of shell oysters is easier.

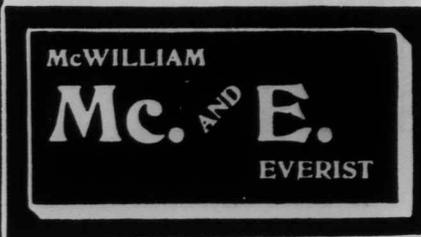
Fresh and Frozen Fish.

Haddock, express, per lb.	0 65
Halibut, express, per lb.	0 10
Mackerel, express, per lb.	0 10
Dore, express, per lb.	0 09
Pike, lb.	0 07
Market cod, lb.	0 14
Steak cod, lb.	0 06
White fish, lb.	0 07
Flounders, per lb.	0 10
Sea trout, lb.	14
B. C. salmon, lb.	0 10
No. 1 Smelt, lb.	0 12
Dressed ulthead, lb.	0 10
Smoked and Salted—	
New haddies, box s. per lb.	0 68
Kipp red Herring, 50 in box	1 10
Smoked herring, per small box	0 16
Yarmouth Bloaters, per box.	1 25
Prepared and dried—	
Skinless cod, 100 lb. cases	5 25
Boneless cod, 20 lb. boxes	0 07
Boneless fish, 20-lb. boxes, bricks	0 05
Boneless fish, 25-lb. boxes, per lb.	0 05
St. John bloaters, box.	1 00
Oysters—	
Standards bulk, per imp. gal.	1 40
Selects bulk gal.	1 60
Malpeques, bbl	10 00
Malpeques, common grades, per bbl.	8 00
Paper pails, 10, pint size	0 80
100, quart size.	1 00
Pickled fish—	
No. 1 Labrador herring, per bbl.	6 00
" " per half bbl.	3 25
No. 1 Salt herring per bbl.	3 00
" " per half-bbl.	2 00
No. 1 Mackerel, pails	6 00
No. 1 s. trout, 100 lb. kegs	0 03
Small Green cod, per lb.	0 03
Meium " " "	0 03
Large " " "	0 04
L. brador Salmon, 1-bbls.	7 00
Salt sardines, bbl	6 00
" " 1/2 bbl	3 50
No. 1 salt eels, lb.	0 07

APPLE EXPORTERS

The fruit merchants of Great Britain would do well to correspond with us regarding

CANADIAN APPLES



25-27 Church St., TORONTO

The Canadian Trade

write for price list. All lines

Imported Fruits, Nuts, Figs and Dates
Domestic Fruits and Canned Goods

SHIP TO US

We pay the highest market price for

DRIED APPLES

and wish to do business with you. We will be pleased to mail you our weekly quotations. Drop us a card if same is desired.

THE W. A. GIBB CO.
Packers and Exporters
7 and 9 Market Street
HAMILTON

Highest price paid for
DRIED APPLES

O. E. ROBINSON & CO.
Established 1886

Ingersoll - Ontario
WOULD YOU LIKE OUR WEEKLY CIRCULAR?

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.

GREEN

remains some fru demand b arriving i ing the very choi at higher selling w demand v apples ar are still late seaso

Oranges, Jam Florida Oranges, Mex nava Lemons, Calif Verd Mes Grape fruit, Apples, No. 1 No. 2 lower Bananas, Jam Bananas, juu Bananas, e ha Bananas, Fir Quinces, per Cranberries p Almeria grape

VEGETABLES

firm. Ve market o sample. inclined the feeli celery is Some goo ket. Can quality. 1 stiffer.

New Brunswi New potatoes Sweet Potato Onions, Span per b Beets, per ba Cabbage, per Carrots, Cani Parsnips, per Cauliflower, Parsley, per d Celery, Cana calitor Lettuce, imp Cucumbers, i

FISH

corded. remain stiffening demand Haddock scarce b caught s sties an in good ciscoes.

Perch, large, Blue pick-re White fi-h, C Haddock, fr Herring, me British Colv Qualla, per l Trout, fresh, Ciscoes, per Labrador he Hallibut, fres Shredded co Shredded co Halifax fish Acadia table Live lobster Bluefish, sm Mackerel, m la Finnian H d Oysters, per Shell oyster Bica-ra m Kipperd m Smelts, fres

W. A. ilton, house fo on the

TORONTO.

GREEN FRUITS—The fruit market remains active. Prices are easier in some fruits. Jamaicas are lower, the demand being rather light. Navals are arriving in fair quantities, notwithstanding the earliness of the season, some very choice grape fruit is on the market at higher prices. Almeria grapes are selling well. Cranberries are in good demand with prices unchanged. Winter apples are rather slow. Some fall apples are still on the market owing to the late season.

Oranges, Jamaicas, per bbl	4 25	4 50
Florida's new	3 51	4 25
Oranges, Mexican, new	2 50	2 75
naval, new	3 75	4 25
Lemons, California, 210, 300, 360, 420	4 75	5 00
Verdillia 300's 3 1/2's		3 00
Messinas, new crop	3 75	4 50
Grape fruit, 04's 00's, 96's	4 50	6 00
Apples, No. 1 wint r fruit	3 75	4 50
No. 2	3 25	3 75
lower grades	2 00	3 00
Bananas, Jamaica firsts, per bunch	1 65	1 75
Bananas, jumbo bunches	2 00	2 25
Bananas, chonos, green	1 25	1 35
Bananas, Firsts	1 65	1 75
Quinces, per basket	0 50	0 60
Cranberries per bbl	11 50	12 00
Almeria grapes, per keg	5 50	6 50

VEGETABLES — Potatoes remain firm. Very few Delawares are on the market owing to their scarcity and poor sample. Trade in other vegetables is inclined to be slow, due dealers say, to the feeling of hard times. California celery is meeting with a good demand. Some good sound cabbage is on the market. Cauliflowers vary a great deal in quality. Imported cucumbers are a little stiffer. Carrots are lower.

New Brunswick Delaware, per bag	0 95
New potatoes, Canadian, per bush	1 00
Sweet Potatoes (Jersey), per bush	3 00
Onions, Spanish, per case	2 40
per bag	0 70
Beets, per box	0 75
Cabbage, per doz	0 40
Carrots, Canadian, per bag	0 60
Parsnips, per bag	0 75
Cauliflower, per doz	0 60
Parsley, per doz	0 25
Celery, Canadian, per doz	0 35
california, per doz	0 75
Lettuce, imported	1 35
Cucumbers, imported, per doz	1 50

FISH—No important changes are recorded. The demand is active. Prices remain about the same. Oysters are stiffening in price owing to the brisk demand caused by the cold weather. Haddock and cod are still reported scarce but improved in quality. Fresh caught smelts are arriving in small quantities and selling sharply. Herring are in good demand as are also bloaters and ciscoes.

Perch, large, per lb	0 07	0 08
Blue pick-rel, per lb	0 06	0 08
White fish, Georgian Bay, per lb		0 12
Whitefish, winter caught, per lb		0 10
Haddock, frozen, per lb	0 07	0 08
Herring, medium, per lb	0 07	0 08
jumbo, per lb		0 10
British Columbia salmon, per lb	0 12	1
Qualla, per lb		0 10
Trou, fresh, per lb		0 11
Ciscoes, per basket	1 00	1 25
Labrador herring, per bbl	5 00	5 50
Halibut, fresh caught		0 10
Shredded cod, per lb		0 08
Shredded cod, per doz		0 95
Halifax fish cakes, case		2 40
Acadia tablets, per case		4 80
Live lobsters	0 20	0 35
Bluefish, small white, per lb		0 07
Mackerel mediums, each		0 12
large		0 25
Finnan Hiddle, per lb		0 08
Oysters, per gal		1 85
Shell oysters, blue pints, per 100		1 50
Bios etc etc		1 50
Kipped Herring		1 75
Smelts, fresh caught		0 10

W. A. Gibb, of W. A. Gibb Co., Hamilton, who has been confined to the house for a week with a severe cold, is on the way to recovery.

“Cranberries”

Fancy Late Howes

We are offering this week a car of very fancy large Dark Berries. Suitable for long keeping and very attractive for Xmas.

Our Xmas pricelist is being mailed this week. As usual we are giving a small box of Holly with each Xmas order. Also a very neat “Ready Reckoner” in leather case one for each customer.

WHITE & CO., Limited

TORONTO and HAMILTON

MEXICAN ORANGES

STAR BRAND BEATS THEM ALL

Never Before
So Sugary Sweet
Highly Colored, Beautifully Textured

W. B. Stringer & Co., Agents, Toronto

Our First Car

FANCY ALMERIA GRAPES

is here

Prime Quality, long-keeping Handsome Fruit

NEW FIGS

Celebrated “CAMEL” brand, A. Hamparzum's Packing, Finest Quality.

3, 5, and 7 Crowns, 10-lb. boxes.

FIRST NEW DATES

Due this week

We would be pleased to have your orders.

HUGH WALKER & SON

Established 1861

Guelph, Ont.

Persons addressing advertisers will kindly mention having seen their advertisement in The Canadian Grocer.

"Bronco"
"Nuff Sed"

Everybody in the Orange Business knows what it means.

**California's
Finest
Production**

Sole Distributors

White & Co.
LIMITED
Toronto and Hamilton

Almeria Grapes

Splendid crop with a dry season is the report for 1907.

Choice Mountain Fruit only

is selected for shipment to your Dominion. C. & F. rates to all points.

For closest market rates apply to

ANDREW WATSON

91 Place d'Youville, - Montreal

STUART WATSON & CO.

P.O. Box 144, - WINNIPEG

Proprietors,

FRED^K. FISHER & SONS

Green Fruit Experts

"St. Magnus" House,
LONDON, - ENGLAND

THREE NEW SENATORS.

Two of the Recent Appointees Interested in Provision Business.

The elevation to a seat in the Senate of Archibald Campbell, M.P., for Centre York and President of the Campbell Milling Co., Toronto Junction, has just been officially announced. No appointment in recent times meets with more hearty approbation than this. As a citizen, politician, business man, and gentleman, "Archie" Campbell, as he is familiarly called, has won the esteem and good-will of everyone with whom he has come into contact.

"Archie" Campbell was born in the Township of Howard, County of Kent, on April 27th, 1845. His parents were Scots, being natives of Argyshire, a circumstance which perhaps helps to explain his success. His education was received at the public and high schools of Kent.

His first taste of public life was obtained in Chatham. Here he served his political apprenticeship in municipal affairs. For several years he was a member of the town council and also represented Chatham in the County Council. He proved to be a valuable member and no doubt this training stood him in good stead on his election to the House of Commons in 1891 and 1896. In the meantime he had removed to Toronto Junction and in 1900 he contested West York, but unsuccessfully. Upon the death of the Hon. W. Clarke Wallace in 1901 he was elected Liberal member for West York. In 1904 he was elected member for Centre York, the redistribution of the county having wiped out West York for Dominion elections. At Ottawa he has always taken a keen and lively interest in national affairs. He has filled numerous positions in a creditable manner, such

as Chairman of the Commission on Banking and Commerce when his intimate knowledge of finance and business proved most helpful.

From the age of fifteen to the present time, Arch. Campbell has been identified with the milling industry. In 1892 he left Chatham and started the Queen City Mills at Toronto Junction. Under careful and skillful management his business made rapid increases until a few years ago it was turned into a joint stock company, the Campbell Milling Co., whose products have made a name for themselves all over the Dominion.

His life has been singularly successful. And now after many years spent in the turbulent arena of politics, he has obtained a fitting reward for his services. No doubt, in the comparatively peaceful atmosphere of the Senate, "Archie" Campbell will still be found a "warrior worthy of his mettle" and will continue to stamp his individuality on Canadian public life.

In addition to Mr. Campbell, two other Senators have been appointed, the Hon. W. A. Belcourt, and D. Derbyshire. President of the Eastern Ontario Dairymen's Association and ex-M.P. for Brockville.

Daniel Derbyshire is a native of Leeds County and was born in 1846. He early came into close touch with the dairy industry and has made his name famous as an authority on butter and cheese. He has served faithfully in the municipal life of Brockville and in 1904 was elected to the House of Commons.

Hon. W. A. Belcourt is a native of Toronto, being born in 1860. He received a university education and later took up the study of law in which he was eminently successful. He afterwards removed to Ottawa where, after holding several municipal offices, he was elected to represent one of its divisions in the Liberal interests.

Jamaica Oranges

Fine goods, \$5.00 per barrel.

Cranberries

Carload fancy stuff just arrived.

The Dawson Commission Co.
Toronto

Consignments of Farm Produce Solicited

FRUITS and VEGETABLES!

We are in touch with the leading shippers and can supply *the best at closest prices.*

J. R. CLOGG & CO., 82 St. Antoine St., MONTREAL

J.V DE YBARRONDO & CO

Successors to James Violett & Co

IMPERIAL PLUMS IN BOTTLES

OF THE OLD & WELL KNOWN BRANDS

R^o ROSE CHOICE
SUPERIOR EXTRA
EXCELSIOR
EXCELSIOR FLOR

WALNUTS IN SHELL & SHELLED

GREEN PEAS OLIVE OIL
MUSHROOMS SARDINES &c

BORDEAUX FRANCE

Shippers Also of

**All Canned
Vegetables,
Pure White Wine
Vinegar,
Clarets, Brandies
and Champagnes.**

No. 1 CHOICE LABRADOR

**NEW
PACK**



HERRING

We offer a few cars of our "DUFF'S" Choice No. 1
LABRADOR HERRING in Barrels, ½ barrels
and 20-lb. Pails For Prompt Shipment.

FULL WEIGHT and QUALITY GUARANTEED

Write or wire our nearest Selling Agents for full particulars.



ATLANTIC FISH COMPANIES, LTD.

NOVA SCOTIA

Selling Agents:
A. H. BRITTAIN & CO.
Montreal.

STUART WATSON & CO.
Winnipeg, Man.

CHAS. MILNE
Vancouver.

BRUNSWICK BRAND



¼ Oil Sardines — ½ Mustard Sardines —
Finnan Haddie — Kippered Herring
Herring in Tomato Sauce —
Clams and Scallops

ALL NEW PACK

Connors Bros., Limited

Black's Harbor, N.B.

DO YOU PUT UP

Meats

Lard

Syrups

Baking Powder

Coffee

Spices

If you are a manufacturer or
packer of these lines we can do
business together.

You require first-class cans of
every size and description; the
kind that will give you
satisfaction. You want them
well made and you want them
when you want them.

We can supply you.

Write Us.

ACME CAN WORKS

Montreal

FISH for ADVENT

Fresh and Frozen Fish of all kinds in season.
Haddies, Bloaters and other Smoked Fish.
Labrador Herring, Salmon and Trout.
Green Cod, Skinless Cod, Boneless Cod.
All grades at Lowest Prices.

WRITE FOR NEW PRICE LIST.
THE LARGEST FISH WAREHOUSE
IN CANADA.

P. O. Box 639.
LONG
DISTANCE
TELEPHONES

LEONARD BROS.

20, 22, 24 and 26 Youville Square,
Near Customs House

MONTREAL

Branches :
ST. JOHN, N.B.
MONTREAL
GRAND RIVER
GASPE, QUE.



SPECIAL

We have been devoting our energies during the past few weeks to figuring out the **Oyster question** to advance the interests of our customers and consequently ourselves, and think we have been highly successful. We have decided to handle 3 grades of oysters at prices that suit all classes of trade, and will sell only Imperial measure.

Ask for our Prices.

It will pay you.

We also have a complete assortment of

Fresh, Frozen, Salt and Smoked FISH

The F. T. JAMES CO., Limited

Wholesale Fish and Oyster Distributors

76 Colborne St. TORONTO

F. T. JAMES,

Manager

LONG ISLAND NATIVE

OYSTERS

Large, Clean, Delicious

Possessing the Size and
Flavor not found
in others.

Fresh Every Day.

Same price as ordinary
Oysters.

**Solid Meats, \$1.85 per Imperial
Gallon.**

White & Co., Ltd.

Toronto and Hamilton
DISTRIBUTORS.



QUEEN QUALITY PICKLES
Sweet—Mixed and Chow
Bulk Pickles

Tomato Catsup
Worcester Sauce

Buy and use the best Pickles

TAYLOR & PRINGLE CO., Limited
OWEN SOUND

NEW FIRM IN VANCOUVER.

**Hudson Bay Co.'s Officer Will Open
Wholesale Brokerage Business.**

Early in the new year Messrs. F. G. Evans & Co. will open in the wholesale brokerage and commission business in Vancouver, with especial attention to the needs of the wholesale grocery trade. At the present moment Fred. G. Evans, head of the new firm, is in the east making an extended visit to the many wholesale centres of eastern Canada and the United States. He will visit all the principal cities of Canada and many of the U.S. cities, going as far south as New Orleans.

For nearly fifteen years Mr. Evans has been a valued officer of the Hudson's Bay Co. at Vancouver, being connected with the wholesale grocery branch of their business, most of the time being head salesman and buyer. On the occasion of his retirement recently, the fellow-members of the Hudson's Bay Co.'s staff honored Mr. Evans by presenting him with a very handsome onyx and bronze clock, with elaborate candelabra to match. The sterling business worth and valuable services of Mr. Evans to the company were expressed by Mr. Lockyer, the manager, while he spoke of his personal regret at the severance of a connection which had been pleasant throughout.

TRADE NOTES.

F. C. Stipe, grocer, Toronto, has sold to Geo. McLaughlin.

The assets of L. Legare & Frere, Roxton Falls, Que., have been sold.

C. W. Varcoe and J. H. Lennon, two Toronto grocers, have sold.

Levitt & Son, grocers, Montreal, have dissolved partnership.

L. Methot, grocer, of Quebec, has made an assignment.

D. M. Grant & Co., Rosseau, have assigned to O. Wade, Toronto.

Toupin Freres, general storekeepers, of St. Justin, Que., have assigned.

S. G. Cline, a fish merchant, of Hamilton, has assigned to C. S. Scott.

W. E. Vanderveer, grocer, of London, Ont., has assigned to E. J. Dawson.

Mrs. L. Seymour, White Fish, Ont., is advertising her general store for sale.

The grocery stock of W. A. McQuestion, North Bay, has been seized at the instance of creditors.

An assignment has been made by F. X. Gadbois, general storekeeper, of Maniwake, Que.

C. E. Authier and W. Brouillet, grocers, of Montreal, have recently made assignments.

The partnership existing between Gervais & Frere, grocers, Montreal, has been dissolved.

Mrs. A. Joubert, who has been conducting a general store at Ripin, Que., has made an assignment.

Millar & Co., and Jas. Connell & Son, two general storekeepers, of Vegreville, Alta., have been forced to assign.

Jos. Lamoureux & Cie., pickle, jam and catsup manufacturers, Montreal, have gone into liquidation. The liabilities are estimated at \$78,000.

**GET IN YOUR WINTER'S
SUPPLY OF**

The Genuine
HOLBROOK'S
WORCESTERSHIRE
SAUCE

Acknowledged
Sauce of

the Premier
the World



Holbrooks Limited

Canadian Branch:
25 FRONT ST. E., TORONTO
Canadian Manager, H. GILBERT NOBBS

Cold Cash May Be Scarce

but that won't prevent the smoker from continuing to hanker after his pipe of

T. & B.

Nothing "dopey" about "T & B"! Just the purest of pure Virginia Leaf, cured and flavored in that particular manner which the discriminating smoker appreciates. It won't clog the pipe or bite the tongue.

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

HAMILTON, CANADA

Why?

Why is the **BUSY MAN'S MAGAZINE** the best publication in the magazine field?

Simply because each issue contains, in addition to its original articles, the Cream and the Choicest and Best articles appearing in all other magazines and periodicals.

Take your favorite magazine, pick out the articles that interest you, then turn to the Busy Man's and you will find that these same articles appear in it.

Not only do the best articles in your favorite magazine appear in Busy Man's, but the live, up-to-date ones appearing in SCORES of publications which do not come your way.

Think of how interesting, entertaining, and instructive this many-in-one magazine must be. Not a dull page in it; every page **SELECT**.

It is so interesting that not one per cent. of our thousands of readers discontinue their subscriptions. A post card giving us your address will bring you the unsolicited testimony of dozens of our readers.

We will send the Magazine till January 1st, 1909 (14 issues) for \$2, the price of one year's subscription. This offer only holds good while the Christmas Number lasts.

Send Us Your Order To-day

The Busy Man's Magazine Toronto

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TRADE PRESS AND THE POST OFFICE

Some Tributes by American P.O. Officials—The Situation in Canada—What The MacLean Newspapers Have Done.

We have several times referred in these columns to the tendency of leading officials in the Canadian Post-office Department to cater to the interests of the big departmental stores and mail order houses. We have pointed out that the present Postmaster-general was not personally to blame for this tendency, but it is a fact that one of his predecessors, Sir William Mulock, was associated with the owners of two of the largest mail order houses in the country in the control of a well-known daily newspaper. A year ago these officials prevailed upon the present Postmaster-general to adopt a C.O.D. system, which, if carried out, would have meant that every postmaster in Canada would have become an agent for a departmental store. The MacLean newspapers drew the attention of the trade to the matter and such a storm of protest arose from manufacturers, wholesale and retail merchants from one end of Canada to the other that he was forced to withdraw it. In doing so he explained and frankly admitted in the House that he was not familiar with the situation, having never been in touch with the trade outside of Montreal.

Quite recently when the new postal rates went into effect between Canada and European countries whereby twice the weight could be sent in a letter for the same rate, a leading post-office official in an interview published in one of the dailies, speaking of the great advantages this regulation would be, referred particularly to the fact "that it would be a great saving to the departmental stores who sent large orders for goods to Europe."

These officials and the mail order houses do not by any means entertain a friendly feeling towards the MacLean newspapers for having defeated the scheme to make postmasters agents for departmental stores. Recently one of the officials at Ottawa announced his intention of trying to induce the Postmaster-general to make it uncomfortable for the Maclean papers by charging a higher postage on trade newspapers than on any other publications. The departmental stores complain that trade newspapers give so much news and information to the business men in the smaller cities and towns that they are in consequence as much up-to-date as the departmental stores themselves; that the trade newspapers are educating them in the value of advertising and to do as good advertising in the local newspapers as the departmental stores are doing in the big cities, that in consequence consumers are getting more confidence in the local merchants and buying more freely from them instead of developing their trade with the big

stores in Montreal, Toronto and Winnipeg.

While some of the higher officials in the Canadian Post-office Department have been showing their antipathy to trade newspapers the very opposite views have recently been expressed by the Postmaster-general of the United States and by his Deputy. when addressing a gathering of trade newspaper publishers in Washington recently. Hon. Von L. Meyer, the Postmaster-general, said:

"First of all, I am delighted to have the honor of extending a cordial greeting and welcome to all you gentlemen who are here this evening, and I am pleased to be here to meet you, because I am aware of the great work which you men are doing, not only in extending trade but also in education, and I desire to take this opportunity to say to you that the policy of the department toward your association and its members is absolutely friendly.

"The problems which come up before the department will be taken up and handled carefully by the Third Assistant Postmaster-general, Mr. Lawshe, who is here this evening, and with whom I am heartily in accord. I want to also assure you that similar treatment, under similar conditions, will be accorded to all publishers. As questions arise, they will not be taken up in a bureaucratic manner. Our desire is to carry out the intent of the law and at the same time do justice to the publisher. In turn we ask that you act in good faith, which I am happy to say is the case with rare exceptions.

Handle

OLD CHUM Cut Plug Smoking Tobacco

It's a Trade Bringer

**CLAY
PIPES**

Those made by
McDOUGALL
are peerless. Insist upon
having them

D. McDOUGALL & CO., Glasgow, Scot.

How Much Do You Spend ?

A merchant will spend, each month, a considerable sum for Leaf, Plug and Package Tobacco, Cigars and Cigarettes, Pipes, Tobacco Pouches, and all Smokers' Sundries, Biscuits and Confectionery. Does he always get the value of his money? It is contestable. To make sure, he should buy from

JOS. COTE

The Largest Wholesale Importer and Tobacconist
in the District.

Office and Sample Room: 186-188 St. Paul St.
Warehouse: 119 St. Andrew St., QUEBEC. Phone 1272

Persons addressing advertisers will kindly mention having seen their advertisement in this paper.

**SWEET
CAPORAL**



CIGARETTES

**STANDARD
OF THE
WORLD**

Handled
by all the
Wholesale Trade

"The work that the department is doing in the way of transporting and distributing second-class mail matter is stupendous, but it is not a money-making concern, and I want to assure you, from the study which I have made of this subject and the object lessons which I have derived, that it will not be my policy to advocate any increase in rates.

"I said to you that the Post-office Department is not a money-making concern, as that is clearly evident from the deficits, which you are all aware of, which have been shown for the last ten years. At the same time we desire to make in return a dividend to our patrons by giving excellent service and by giving such satisfaction as is possible."

Mr. Meyer further said that he had been urged to extend the parcel posts system and he would recommend some changes but he recognized the rights and importance of the country merchants as compared with the mail order houses and any changes made would be in the interests of the smaller dealers.

Mr. Lawshe, the Assistant Postmaster-general, said:

"I am always glad to meet publishers face to face. I was guilty myself once. I began my career as "devil" in a printing office and worked my way up, or down, as you please, to the proud position of editor and publisher of a country newspaper. It was my custom to receive payment from those who desired to enroll their names on the "legitimate list of subscribers" in anything and everything—pumpkins, apple butter, water elm wood, and, on rare and festive occasions, real money. You will, therefore, understand that I have no prejudice against publishers or publishers' interests.

"The attitude of the Post-office Department toward the trade press is in no way different from its attitude toward other publications, and that general attitude may be said to be one of friendly interest. Trade publications, like other periodicals, have certain rights under the law, and it is the declared purpose of the Postmaster-general and myself to accord to every publisher of this class, as well as every publisher of any class, every right to which he may be lawfully entitled. To deprive any

man of a legal right, however insignificant, is to deprive him of his liberty to that extent. The press in general is the one supreme educational factor of our country in disseminating information to the masses, and for that reason Congress in its wisdom saw fit to establish for the press a rate of postage lower than that accorded to any other class of mail matter.

"I recognize that the trade press is peculiarly educational, and that it is a powerful factor in trade and commerce. There is no higher plane of usefulness in journalism than that occupied by some of the great engineering, manufacturing and other technical periodicals of our day, which search the world for things new and useful to place before their readers. The trade press has been fitly designated "the great clearing house and equalizer of technical information." In their true sphere such papers are the legitimate product of business needs and conditions, and if they fail to meet those needs and conditions it is their fate to die the death of the unworthy' In the true sense they are "specialized publicity," invaluable to their respective constituencies. Congress must have taken this view of the matter, and rewarded the trade press with favor, when it gave to it special mention and distinct recognition in the law covering the admission of newspapers and periodicals to the second-class of mail matter.

"After specifying certain conditions upon which a publication shall be admitted to the second-class, such as regularity of issue as often as four times a year from a known office of publication, and that they must be formed of printed paper sheets not having substantial bindings such as distinguished periodicals from printed books for preservation, the law further provides that a publication to be admissible must be originated and published for the dissemination of information of a public character, or be devoted to literature, the sciences or some special industry. I conceive that this language as used by the law makers had no other purpose than to place the trade press—that portion of the press devoted to special industries—on the same footing as the

press devoted to public information, or the arts and sciences. Gentlemen, I believe that in these statements I have established the eminent respectability of the trade press and defended its right to move in good society."

NEW CUSTOM HOUSE.

Montreal to Get \$3,000,000 for New Site and Building.

Owing to the inadequacy of the present custom house, there is to be a new building erected on Lower McGill St. Deeds have been signed transferring from the Grey Nuns to the Dominion Government, an area of 67,800 square feet of land, for the sum of \$402,000. It is reported that the entire cost of the land and building to be erected thereon will amount of \$3,000,000, thus making the new custom house one of the most handsome government buildings in Canada.

At present the custom house fronts on Place Royale, Youville, Common and Callieres Sts., and the examining warehouse is at the corner of Common and McGill Sts. Recently the top storey of the custom house was severely injured by fire. However, this was not the cause of the purchase on McGill St., as the project of a new custom house for Montreal has been under way for some time.

TRADE NOTES.

Jos. Valiquette, grocer, Ottawa, has been succeeded by P. L. Foisy.

The grocery and confectionery business of J. D. Leith, Eganville, is advertised for sale.

W. T. Robinson has taken over the general store business of C. H. Keys, at Maple.

Mrs. M. A. Hicks, Ottawa, who has been conducting a grocery, has retired from business.

C. C. Ross, of Hyde Park Corner, Ont., has disposed of his general store to Wm. Rutledge.

H. Saunders, Arnprior, has taken over the general store business of A. J. Charbonneau & Co.

Ever Try a Royal Sport ?

Mr. Grocer, we have claimed, and do claim, a great deal for our **Royal Sport** and **Hogen Mogen Cigars**. These claims are based upon the conviction that we are making the best cigars in Canada for the money. To appreciate what we say you must know the cigars.

Try one yourself. If you have none to try, drop us a postal saying so.

Sherbrooke Cigar Co.

Sherbrooke, Que.

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SHOULD CONSIDER THE RETAILER

Manufacturers and Wholesalers Cannot Ignore the Man Behind the Counter—
Instances of Disaster Through Negligence of This Principle.

The following article from a recent issue of the New York Journal of Commerce should be read with interest not only by wholesalers and manufacturers to whom it seemed to be originally directed, but also by the man behind the counter, to whom it will give some very valuable information:

Advertisers—that is, advertisers who do any serious thinking along the lines of the psychological effects of advertising—will do well to consider some of the utterances of the Los Angeles Commercial Bulletin regarding the recent collapse of the "Force" and "H. O." concern. It may not all be accepted without debate, but it is worth considering for the thought it contains. Among the statements are these:

"The retail grocers of the United States, nearly 200,000 strong, contributed more than any other one element to the \$2,760,000 failure. The Force and H.O. companies reckoned without the retailer. They regarded him as a necessary though objectionable element in distribution; an element to be used but not respected. And they have failed.

The consumer demanded Force, and the retailer was forced to stock it. He bought at \$4.25 to \$4.50 a three-dozen case, and sold it at two-for-a-quarter, making a margin of profit which would bankrupt him if it represented the margin on all of his grocery sales. For a time he was defenseless. The sales managers for Force depended on just one thing for this success—advertising to the consumer. They concluded that an advertising-made demand for Force represented all that was necessary.

A Pertinent Lesson.

The lesson to be drawn from this by other manufacturers is that the retailer must be reckoned with. He is the biggest single element in the trade.

He can dictate the manufacture and sale of things about as powerfully as any other class. He can buy what and where he pleases, and if he does not like one line he can turn it aside and take up some other more to his liking."

Whether it be just to attribute all the troubles of the "H.O." people to the antagonism of the trade or not in this particular instance is immaterial for the purpose of this argument. But there is back of it a thought which every advertiser ought to consider—must consider eventually—if he is to get results from his advertising. That thought is, that "the man behind the counter is the man who sells the goods," and it is as true of the jobber, perhaps, more so, than of the retailer. In modern advertising the manufacturers appear to have completely forgotten this fact, and have gone mad on this one fad of "advertising to the consumer."

That there is merit in advertising to the consumer there can be no reason-

able doubt. It is equally true that on a new commodity there is an educational effect from advertising to the consumer which is valuable in introducing the new goods. But, alas, the resulting demand is generally one of mere curiosity, which fades away about the time the grocer has stocked up. If there is any effect at all from advertising of that sort, it is as effective for the next new-comer as for the first. And in breakfast foods, which nowadays come trooping down the defile in daily phalanx, the invasion becomes to the average grocer an intolerable nuisance and graveyard for his capital. He is heartily disgusted with advertising-fed artificial demand.

Then there is the manufacturer who feels so confident of his ability to force the grocer to take his goods that he boasts of the fact, takes all the profit and doesn't care a rap for the grocer. He is using the fickle public as a bludgeon with which to bulldoze the trade into submission. He relies on the claim that his goods are "the only genuine," when as a matter of fact, it is quite likely the self-same goods are being sold by some grocer under another label. His tyrannical attitude merely places a premium on substitution by the grocer at the first opportunity. And he has only himself to blame. He has really been a foe to the grocer and a deceiver of the public. And you can't fool all the public all the time.

As against this, contrast for a minute a logical advertising campaign which will become effective because it is natural and sound. If a manufacturer expects his products to take a permanent stand on the market, he must reckon with two elements of trade—the wholesaler and the retailer—as well as the consuming public. The manufacturer who is wise will make his peace and friendship with both alike, and will share with each a reasonable profit in payment for his share in marketing the manufacturer's wares. The wisest students of the art of merchandising to-day have agreed that the true tide of success lies along the logical channel of the jobber and the retailer. Here and there an eddy which cuts out one or both may reach its goal, but the great deep irresistible tide runs smoothly in the recognized channels, and a cargo on such a stream will reach its goal more safely than it will when threatened by rocks of antagonism.

Co-operation Necessary.

The manufacturer who can win the co-operation of the jobber need have no concern about the fate of his goods. The jobber, with his corps of salesmen his economical and co-operative facilities for handling many lines, his knowledge of local conditions, his recognized influence with the retailers, the obligation,

perhaps, which the retailer owes him for past favors, his knowledge of financial circumstances—all these are the possession of the manufacturer who will win to his cause the jobber. It is of far more value than any conceivable demand from the consumer that may last a few hours or days, and then fade away with the advent of a cleverer scheme.

Advertising to the consumer, or even to the retailer, is well enough in its way and may possibly be worth what it costs if applied with intelligence. But the average manufacturer rushes pellmell into a wild furor of billboard and barn door advertising which amuses rather than convinces the public. He stands in front of the grocer's shop and yells in a tone of mingled egotism and defiance without once thinking of going in and talking it over with the grocer seriously. How much more effectively might he spend some of his appropriation if he would appeal directly to the trade, the jobber and retailer alike, select reputable, trustworthy newspapers which actually reach the trade, print in them plain trade arguments, which will appeal to the grocer as a business man, show him where his interests and the manufacturer's may alike be subserved, talk dollars and cents to him. If there is real merit in the goods and the proposition, the intelligent grocer will listen. And once won an outlet of that kind will last a lifetime, many lifetimes. It was advertising of this stamp, backed by real merit in the goods, which placed some of the staples of the grocery trade in positions many years ago from which no end of clap-trap clamor of recent times has been able to shake them. Any grocer can recall a score of them in a minute.

The great mistake made by the average large advertiser is that he spends his resources clamoring at the front door of consumption, totally forgetting that there is a back door which is quite likely to lead directly into the confidential office of the trade. Carrying one's eggs all in one basket is a bad practice. There is more than one way to create a demand, and the perpetual campaign of advertising to the consumer has been very much overdone. Remember that "the man behind the counter is the man who sells the goods," and always will.

ELECTED BY ACCLAMATION.

The Commercial Travelers' Benefit Society of Western Ontario met in the Temple Building, London, on Saturday, November 16th, for the nomination of officers. The peculiar result was reached that all officers were elected by acclamation, as follows: President, Robert Tait; first vice-president, J. M. Ferguson; second vice-president, F. E. Harley; treasurer, A. Anderson, London; secretary, Alfred Robinson, London.

The retiring president, A. Anderson, who presided, delivered a short address, in which he complimented the association on its prosperous condition. A large number of new members, he stated, had been secured, and after paying all death claims, the reserve fund would be increased by almost \$2,500.

QUEEN CITY WATER WHITE OIL

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.
FOR SALE BY ALL DEALERS

"They'll transform your store and transform your business, too."

"WALKER BIN" FIXTURES

A large Western Departmental Store writes :

"THEY (WALKER BINS) ARE SPLENDID SILENT SALESMEN ; OUR GROCERY BUSINESS HAS INCREASED OVER 50 p.c. SINCE WE INSTALLED THEM. WE CONSIDER THE MONEY PUT INTO THEM TO BE A SPLENDID INVESTMENT."

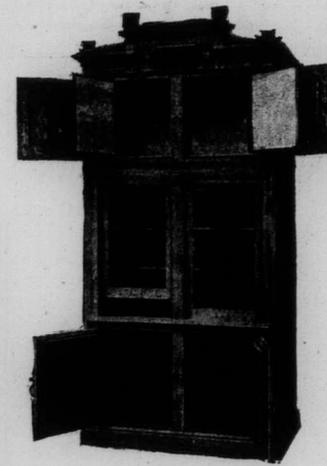
Write for Illustrated Catalogue.

The Walker Bin & Store Fixture Co.
BERLIN ONT. Limited

Representatives :

Manitoba—Stuart Watson & Co., Winnipeg, Man.
Saskatchewan and Alberta—J. C. Stokes, Regina, Sask.

'Immense store improvement for very little expense.'



Still the Best on the Market

Arctic Refrigerator

Serviceable, Dry, Low Temperature and Easy-Price.

John Hillock & Co., Ltd.

Toronto

BAGS

We sell Eddy's Paper Bags.

Write for Prices.

A. M. THORNE & CO.,
77 Front Street East, Toronto

Twine, Paper Bags and Jute Goods.

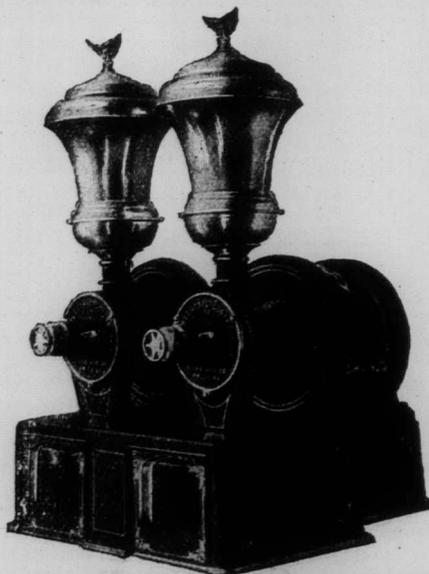
Phone Main 5548

COLES Electrically Driven Coffee Mills

Single and Double Grinder

Pulverizing and Granulating

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



Our Grinders Wear Longest

Grinding Capacity

Granulating 2 lbs. per minute.

COLES MANUFACTURING CO.
Nos. 1615-1635 North 23rd St. PHILADELPHIA, PENN., U.S.A.

Boston Special

Absolutely Automatic



All that is necessary to get the value of a piece of merchandise at any price per pound shown on the chart, and at any weight up to and including the full capacity of the scale is to put the merchandise on the platform of the scale.

Plate glass platform. Full jewelled Siberian agate and ball-bearings.

Plain Figures Show Value

No mistakes or errors are possible. Down weight not possible.

The Dayton

Over 210,000 Scales sold. Are you one of the users?

Pays for itself

The Computing Scale Co. of Canada, Limited
Toronto, Ont.

Crain

Telephone 4763 BELLEVILLE, ONTARIO 190



CRAIN & JOHNSTON
General Merchants

DRY GOODS, GROCERIES, CROCKERY, GLASSWARE, ETC.

DATE	ARTICLES	DEBIT AMOUNT	CREDIT AMOUNT	TOTAL
Oct. 5	To Balance	245		
15	Merchandise	20		
24	Apples	130		
29	By Cash		200	
				195

**The Totals Only of the Accounts
Are Posted in the Ledger**

The old, slow and laborious method of posting every item of an account from the day book to the ledger is agreeably missing in the Crain Monthly Account System.

By the Crain method the accounts are written up in duplicate daily from the counter check books or blotter—always up to date.

At the end the month, or other regular periods of rendering, the originals are torn out and sent to the customers, the duplicates removed and filed on a separate binder, and the *total monthly balance only posted in the ledger.*

Just think of that for economy of time and labor. Glad to mail our folder, "The Retail Dealer's Friend," with complete information.

Monthly Account System

THE ROLLA L. CRAIN CO., Limited, Ottawa
Branch Offices—Toronto, Montreal, Winnipeg

General Stores

All general storekeepers handling hardware should subscribe for the one paper in Canada, published in the interests of the Hardware and Metal, Stove and Tinware trades.

Hardware and Metal

will give you each week full information regarding market changes. It will give you ideas for displaying your goods which enable you to increase the hardware end of your business.

SUBSCRIPTION, \$2.00 PER YEAR

The MacLean Publishing Co., Limited
MONTREAL TORONTO WINNIPEG

The Need Supplied

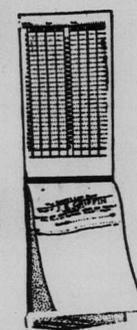
Many grocers have felt the need for a check book that had a white paper and a colored paper—one for originals, the other for duplicates. The

"Duplex" Counter Check Book

is just that kind of book. It is made in various sizes too. You will find the book of much service to you.

Write and secure Sample, Free

The Carter-Crume Company, Limited
Toronto and Montreal



CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 1c. a word each insertion.
Contractions count as one word, but five figures (as \$1,000) are allowed as one word.
Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.
Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

Yearly Contract Rates.

100 words each insertion, 1 year.....	\$30 00
" " " 6 months.....	17 00
" " " 3 months.....	10 00
50 " " 1 year.....	17 00
" " " 6 months.....	10 00
25 " " 1 year.....	10 00

BUSINESS CHANCES.

JOHN NEW, Real Estate and Business Broker
156 Bay Street, Toronto. Established fifteen years. No charge unless sale effected.

GROCERY BUSINESSES—I have several choice grocery businesses for sale in Toronto, good stores and dwellings, rent reasonable, genuine money makers, stocks from seven hundred to twenty-five hundred. John New.

\$4,500—GENERAL country stock for sale, fifty miles from Toronto, splendid farming community, all new goods, satisfactory reasons for selling, eighty cents on invoice. John New.

\$1,800—GROCERY, splendid stand, excellent store and dwelling, trade exceeding three hundred weekly. John New, Toronto.

If you want to buy or sell a business, write, John New, Toronto.

WANTED.

WANTED—Few more good selling lines of grocery specialties; Toronto and Ontario district Apply box 165, CANADIAN GROCER, Toronto. [48]

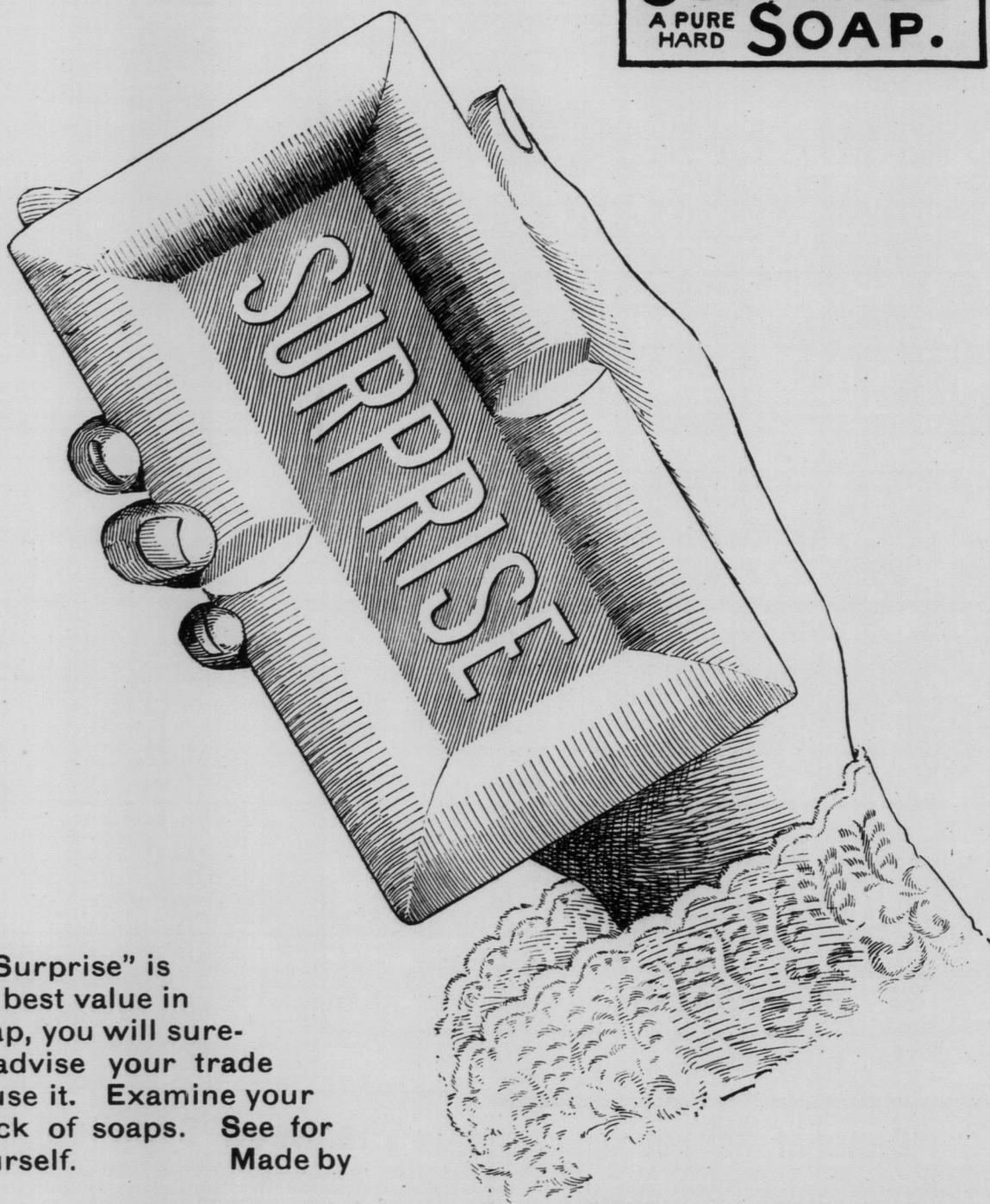
WANTED—A good second-hand, 6-foot silent salesman. Reply with price, etc., to Box 168, CANADIAN GROCER, Toronto. [51]

SALESMAN calling on wholesale and retail trade in Ontario and Quebec desires line on commission. Box 169, CANADIAN GROCER, Toronto.

SITUATION VACANT.

WANTED—Two first-class tea travellers Dec. 1st, or not later than Jan. 1st, 1908, must be hustlers, know teas and have good connections; first-class reputation essential. Box 170, CANADIAN GROCER, Toronto.

SURPRISE
A PURE
HARD SOAP.



If "Surprise" is the best value in Soap, you will surely advise your trade to use it. Examine your stock of soaps. See for yourself. Made by

The St. Croix Soap Mfg. Company

Factory at ST. STEPHEN, N.B.

Branches:—Montreal, Toronto, Winnipeg, Vancouver, West Indies

Quo
The
responsib
Grocer, a

Diamond—
1-lb. tins, 2 do
1-lb. tins, 3
1-lb. tins, 4

IMPE
Cases.
4-doz.....
5-doz.....
1-doz.....
3-doz.....
1-doz.....



ROY
Sizes.
Royal—Dime
" 1 lb. ..
" 6 oz. ..
" 1 lb. ..
" 6 oz. ..
" 1 lb. ..
" 3 lb. ..
" 5 lb. ..

Barrels—Whe
cent. disc

OLEVEL.

(Cleveland's—
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Barrels—Whe
cent. disc

Crown Brand
1 lb. tins, 2 do
1 lb. " 2 "
1 lb. " 4 "

Keen's Orford
in 10-box
Gillett's Mam

JAMES
6a size ..
2a size ..

Wheat OS, 2-1
" 7-1

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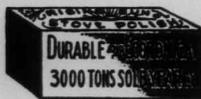
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" 10
" 5-

Condensed coc
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Special quotati

A Guarantee that is Worth Something

**RISING
SUN
STOVE POLISH
IN CAKES**



**SUN
&
PASTE
STOVE POLISH
IN TINS**

is printed and packed in every box of SUN PASTE Stove Polish. Our guarantee stands at par because all you have to do is to notify us if any of our SUN PASTE is found defective in any way and we do the rest. It is no surprise to us, however, that so many thousands of store-keepers are selling our SUN PASTE year in and year out with never a defective tin. We make the goods right. That is the kind of Paste Polish you find it worth while to push.

MORSE BROS., Props. - Canton, Mass., U.S.A.

Lucky Cannerners

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

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

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

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

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

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

Terminal Warehouse and Cartage Co.

12-38 Grey Nun Street, MONTREAL

LIMITED



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.



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"Vita" Pasteuriz
Bottles 1-oz., c
" 2 " "
" 4 " "
" 20 " "
" 20 " "
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30-lb. wood pails...
Home Made Jams
1-lb. glass jars (16
case...
5, 7, 14 and 30-lb.]

THE N. K. FAIRB
LARD



THE A 1 SAUCE

**A Fine Tonic and Digestive.
An Excellent Relish For
"FISH, FLESH or FOWL."**

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Pleases everyone.
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LIMITED



Extract of Beef.

LAPORTE, MARTIN & CIE, LTD.	
Vita' Pasteurized Extract of Beef.	
Bottles 1-oz. case of 2 doz	\$3 20
" 2 " " 1 " "	3 00
" 4 " " 1 " "	4 50
" 20 " " 1 " "	4 75
" 20 " " 1 " "	5 00

THOMAS J. LIPTON
Prices on application.

Infants' Food.

Robinson's patent barley 1-lb. tins	\$1 25
" " " 1-lb. tins	2 25
" " " 1-lb. tins	1 25
" " " 1-lb. tins	2 25

Jams and Jellies.

BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Lafamme, Montreal and Toronto.
1-lb. glass jar, screw top, 4 doz., per doz 2 20

THOMAS J. LIPTON
Prices on application.

Tierces	\$C 10	20-lb. tins	2 08
1-bbls.	0 10	Cases 3-lb.	0 11
Tubs, 60 lbs	0 10	" 5-lb.	0 11
20-lb. Pails	2 18	" 10-lb.	1 11

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
Tar licorice and Tolu wafers, 5-lb. cans	per can 2 00
Licorice lozenges, 5-lb. glass jars	1 75
" " " 20 5-lb. cans	1 50
" Purity " licorice 10 sticks	1 45
" " " 100 sticks	0 78
Dulce large cent sticks, 100 in box

Lime Juice.

BATGER'S LIME JUICE CORDIAL.	
Agents, Rose & Lafamme, Montreal and Toronto	
Quart bottles, 2 doz., per doz	2 90
Pint " 2 " " "	1 85

BATGER'S LEMON SQUASH.	
Agents, Rose & Lafamme, Montreal and Toronto	
Quart bottles, 2 doz., per doz	2 90
Pint " 2 " " "	1 85

THOMAS J. LIPTON Prices on application.	
Lye (Concentrated).	
GILLET'S PERFUMED. Per case.	
1 case of 4 doz.	\$3 50
3 cases of 4 doz.	\$3 50
5 cases or more	3 40

Mince Meat.

Wether'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. 4-lb. tins	per doz. 0 25
" " " 1-lb. tins	1 45

E. D. MARCHEAU, Montreal.	
"Condor" 12-lb. boxes-	
1-lb. tins	per lb. \$0 25
1-lb. tins	0 23
1-lb. tins	0 23
1-lb. tins	0 23
4-lb. jars	per jar 1 20
1-lb. jars	" 0 25

Old Crow, 12-lb. boxes-	
1-lb. tins	per lb. 25
1-lb. tins	0 25
1-lb. tins	0 25
4-lb. jars	per jar 0 70
1-lb. jars	0 25

Olive Oil.

LAPORTE, MARTIN & CIE, LTD	
Minerva Brand-	
Minerva, qts. 12's	\$5 75
" pts. 24's	6 50
" 1-pt. 24's	4 25

Orange Marmalade.

T. UPTON & CO.	
12-oz. glass jars, 2 doz. case	per doz. \$1 00
Home-made, in 1-lb. glass jars	1 40
In 5 and 7-lb. tins and 7-lb. pails, per lb.	0 07
Golden shred marmalade, 2 doz. case,	
per doz	1 75

THOMAS J. LIPTON
Prices on application.

Sauces.

PATERSON'S WOCESTER SAUCE.	
Agents, Rose & Lafamme, Montreal and Toronto.	
1-pint bottles, 3 & 6 doz., per doz.	0 90
Pint " 3 doz.	1 75

THOMAS J. LIPTON
Prices on application.

Soda.

D.WIGHT'S BAKING SODA	
Case of 1-lb. containing 60 packages per box, \$3 00.	
Case of 1-lb. (containing 120 pkgs. per box, \$3 00.	
Case of 1-lb. and 1-lb. (containing 30 1-lb. and 60 1-lb. pkgs.) per box, \$3 00.	
Case of 5c. pkgs. containing 96 pkgs., per box, \$3	

MAGIC BRAND. Per case.	
No. 1, cases, 60 1-lb. packages	\$2 75
No. 2, " 120 1-lb. "	2 75
No. 3, " 30 1-lb. "	2 75
No. 3, " 60 1-lb. "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 85
5 cases	2 75

Soap and Washing Powders.

A. P. TIPPET & CO., Agents.	
Maypole soap, colors	per gross \$10 20
" " black	15 20
Oricle soap	" 10 20
Gloriola soap	" 15 00
Straw hat polish	" 15 20

Starch.

EDWARDSBURG STARCH CO., LIMITED.	
Laundry Starches—	
No. 1 White or blue, 4-lb. carton	per lb. \$0 07
No. 1 " " 2-lb. "	0 07
Canada laundry	0 06
Silver gloss, 6-lb. draw-lid boxes	0 18
Silver gloss, 6-lb. tin canisters	0 18
Edward's silver gloss, 1-lb. pkg.	0 18
Kegs silver gloss, large crystal	0 18
Benson's satin, 1-lb. cartons	0 18
No. 1 white, bbls. and kegs	0 18
Canada White Gloss, 1-lb. pkgs.	0 18
Benson's enamel	per box 1 50 to 3 00

Oullinary Starch—	
Benson & Co.'s Prepared Corn	0 07
Canada Pure Corn	0 06
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
" " " 1 " or blue,	
4-lb. lumps	0 8

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40-lb.	\$0 16
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 6
Finest Quality White Laundry—	
2-lb. Canisters, cases of 48 lb.	0 07
Barrels, 200 lb.	0 06
Kegs, 100 lb.	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 20 lb.	0 18
6-lb. toy tins, 5 in case	0 18
6-lb. enameled tin canisters, 5 in case	0 18
Kegs, ex. crystals, 400 lb.	0 18
Brantford Gloss—	
1-lb. fancy boxes, cases 25 lb.	\$0 08
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 80
Celluloid Starch—	
Boxes of 48 cartons, per case	3 80



BATGER'S

Machine-cut Mixed Peel

In 1/2-lb. and 1-lb. Drums.

Prepared and packed by machinery, thus ensuring cleanliness and uniformity.

Saves time, trouble and loss of weight.

The three kinds of Peel, Lemon, Orange and Citron, properly blended, are all cut ready for immediate use. If you once sell this line to your customers they will always ask for it, because every housewife likes BATGER'S Machine-Cut Peel, once she uses it. Your profit is sure and substantial. Ask your jobber for it. In 1/2 and 1-lb drums.

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MONTREAL AND TORONTO

When Ordering VALENCIA RAISINS

Ask for these Marks—

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Special Fancy Quality

"W. Abel" Standard Quality

4 Cr. Layers

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Fine Off-Stalk

They will please you.

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Agents: Rose & Laflamme

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Kingsy Mfg. Co., Cincinnati.
Money Biscuit & Candy Co., Stratford.
Mott, John P., & Co., Halifax, N.S.
National Licorice Co., Brooklyn, N.Y.

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Stevens-Hepner Co., Port Elgin, Ont.
United Factories Ltd., Toronto.
Woods, Walter, & Co., Hamilton.

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Bloomfield Packing Co., Bloomfield, Ont.
Burlington Canning Co., Burlington, Ont.
Canadian Cannery, Hamilton.
Lea Pickling & Preserving Co., Simcoe.
Old Homestead Canning Co., Picon.
Turner, James & Co., Hamilton, Ont.

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Acme Can Works, Montreal

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Carter-Crume Co., Toronto

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American Tobacco Co., Montreal.
Cote, Joseph, Quebec, Que.
Empire Tobacco Co., Montreal.
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Tuckett, Geo. E., & Son Co., Hamilton.

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ping, Etc.**
Warminton, J. N., Montreal.

Cocoas and Chocolates.
Baker, Walter & Co., Dorchester, Mass.
Cowan Co., Toronto.
Dunn, Wm. H., Montreal.
Epps, James, & Co., London, Eng.
Lowney, Walter M., Co., Boston, Mass.
Mott, John P., & Co., Halifax, N.S.
Nestles Chocolate, Montreal.

Cocoanut.
Canadian Coconut Co., Montreal.

Computing Scales.
American Computing Co., Indianapolis,
Indiana.
Computing Scale Co., Toronto.

Concentrated Lvs.
Gillett, E. W., Co., Toronto.

Condensed Milk and Cream.
Fussell & Co., London, Eng.
Truro Condensed Milk Co., Truro, N.S.

Cotton Seed Products.
Brayley, J. M., Montreal.

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Carter-Crume Co., Toronto

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Campbell's, R. Sons, Hamilton.
Toronto Pottery Co., Toronto.

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Dawson Commission Co., Toronto.
Duff & Son, Hamilton, Ont.
Fearman, F. W., Co., Hamilton.
MacLaren Imperial Cheese Co., Toronto
O'Mara, Joseph, Palmerston.
Park, Blackwell Co., Toronto.
Power, B. I., Halifax, N.S.
Rutherford, Marshall & Co., Toronto.
Ryan, Wm., & Co., Toronto.

Decorations, Table.
Hovell, A. J., & Co., London, W.C.

Financial Institutions & Insurance
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Fish.
Atlantic Fish Co., Halifax, N.S.
Bickle, J. W., & Greening, Hamilton.
Connors Bros., Black's Harbor N.B.
James, F. T., & Co., Toronto
Leonard Bros., Montreal
McWilliam & Everist, Toronto.
Millman, W. H., & Sons, Toronto.
Windsor, J. W., Montreal.

Flavoring Extracts.
Capstan Mfg. Co., Toronto.
Imperial Extract Co., Toronto.

Fluid Beef.
Bovril Limited, Montreal.

Foreign Importers.
Fussell & Co., London, Eng.
Methven, James, London, Eng.
Scott, David, & Co., Liverpool, Eng.
Tooth's Extract of Meat Co., London,
Eng.

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Belleville Fruit & Vinegar Co., Belleville.
Clogg, J. R., & Co., Montreal.
Davidson & Hay, Toronto.
Dawson Commission Co., Toronto.
De Ybarondo, J. V., & Co., Bordeaux,
France.
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Fisher, Frederick, & Sons, London, Eng.
Gillard, W. H., & Co., Hamilton, Ont.
Kinneer, Thos., & Co., Toronto.
Lucas, Steele & Bristol, Hamilton.
Montreal Fruit Exchange, Montreal.
McWilliam & Everist, Toronto.
Rattray, D., & Sons, Ltd., Quebec
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Walker, Hugh, & Son, Guelph.
White & Co., Toronto.

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Nicholson & Brook, Toronto.

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Enterprise Mfg. Co., Philadelphia, Pa.
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Salt.
Canadian Salt Co., Windsor, Ont.
Empire Salt Co., Sarnia, Ont.
Toronto Salt Works, Toronto.
Verret, Stewart & Co., Montreal.

Soap.
La Cie Des Savon Francois, Montreal.
St. Croix Soap Mfg. Co., St. Stephen, N.B.
Welcome Soap Co., St. John, N.B.
Young-Thomas Soap Co., Regina.

Soda—Baking.
Church & Dwight, Montreal.

Starch.
Edwardsburg Starch Co., Cardinal, Ont.
St. Lawrence Starch Co., Port Credit.

Storage and Warehouses.
Terminal Warehouse & Cartage Co.
Montreal.

Sugars, Syrups and Molasses.
Canada Sugar Refining Co., Montreal.
Dominion Molasses Co., Halifax, N.S.
Edwardsburg Starch Co., Cardinal, Ont.
Imperial Syrup Co., Montreal.
Lucas, Steele & Bristol, Hamilton.
"Sugars" Limited, Montreal.
Tippet, A. P., & Co., Montreal.

Teas, Coffees, and Spices.
Balfour, Smye & Co., Hamilton.
Brayley & Co., Montreal.
Ceylon Tea Association, New York.
Ewing, S. H. & Sons, Montreal.
Gillard, W. H., & Co., Hamilton.
Greig, Robt. Co., Toronto.
Kaiser Mfg. Co., Winnipeg.
Kit Coffee Co., Glasgow, Scotland.
Nishimura, Shaw T., Montreal.
Minto Bros., Toronto.
Paterson, E., & Sons, Glasgow, Scot.
Salada Tea Co., Toronto and Montreal.
Symington, T., Edinburgh, Scot.
Truro Condensed Milk Co., Truro, N.S.
Turner, James, & Co., Hamilton.
Warren, G. C., Regina, Sask.
Wood, Thos., & Co., Montreal.

Veterinary Remedies.
Young, W. F., Montreal

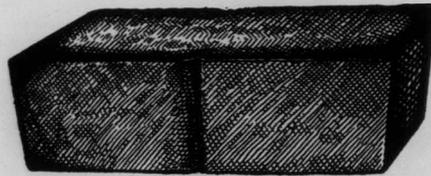
Vinegar and Cider.
Belleville Fruit and Vinegar Co., Belleville

Washing Compound.
Chouillon, C. A., Montreal.
Gillett, E. W. Co., Toronto.
Winn & Holland, Montreal.

Woodenware.
Stevens-Hepner Co., Port Elgin
United Factories Limited, Toronto.

**Wrapping Paper, Paper Bags,
Twine, Wood Dishes, Etc.**
Thorne, A. M. & Co., Toronto

Yeast.
Gillett, E. W., Co., Toronto.



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