

# CANADIAN GROCER

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

**Montreal:** 701-712 Eastern Townships Bank Bldg.

**London, Eng.:** 25 Fleet St. E.C.

**Toronto:** 14-19 University Ave.

**New York:** Rooms 120-122, 140 Broadway.

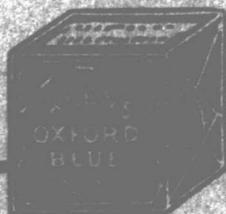
**Winnipeg:** 211 Union Bank Building

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, NOVEMBER 11, 1910

NO 45.

## KEEN'S OXFORD BLUE



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

For Sale by all the Canadian Jobbing Trade.

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

Agents for the Dominion of Canada

**Benson's**  
"Prepared" Corn Starch

**Edwardsburg**  
"Silver Gloss" Starch

The leading Laundry and Cooking Starches in Canada.

They are noted for their purity and ease in handling and leave a good profit to the dealer.

SEE TO YOUR STOCKS.

**EDWARDSBURG STARCH CO., LIMITED**

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

## The Best Proposition!



Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

## UPTON'S Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world—Canadian Fruits—selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the "Upton" line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling "Upton's" specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring "Upton's"?  
If not, fall in line with the "wise" ones.

ORDER TO-DAY THROUGH YOUR JOBBER

---

The T. Upton Co., Limited  
Hamilton, Ont.

# Macaroni Vermicelli Spaghetti

The peculiarly desirable qualities of Taganrog (Russia) wheat impart to the Macaroni, Vermicelli, Spaghetti and fancy pastes

made by Codou of France, a delicacy of flavor unlike any others—the quality is superb.

Added to that is the dependency of expert workmanship furthered by the aid of a model factory. With the definite purpose of securing the **"BEST,"** insist upon having "Codou's"

## Look for the Name **"CODOU"**

on the package—it assures and guarantees satisfaction. It is the stamp of reliability—the seal of goodness—the real and genuine. With it in your stock you are certain to avoid complaints. "Codou"— **that** is the name to think of.

**Arthur P. Tippet  
& Co., Agts.**

8 Place Royale, Montreal  
84 Victoria St., Toronto

# Made in France

Order Now



Montreal Office

# Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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

**R. B. Colwell**  
BROKER HALIFAX, N.S.  
REPRESENTING LEADING  
MANUFACTURERS, SUCH AS  
**E. D. Smith Lowneys Toblers**

**J. W. GORHAM & CO.**  
JERUSALEM WAREHOUSE, HALIFAX, N.S.  
Manufacturers' Agents and Grocery  
Brokers  
WAREHOUSEMEN  
can give close attention to few more first-class  
agencies. Highest references.

**FOR SALE**

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

**J. T. ADAMSON & CO.**  
Customs Brokers  
and Warehousemen

27 St. Sacramento Street, Montreal  
TEL. MAIN 778 BOND 28

**ROBERT ALLAN & CO.**  
MONTREAL  
General Commission Merchants  
Green Cod, Skinless Cod, Herrings, Seal  
and Cod Oils, White Beans, Peas, etc.

**WESTERN DISTRIBUTORS LIMITED**

Wholesale Commission Merchants, Customs  
Brokers and Manufacturers' Agents. Cars Dis-  
tributed, Warehoused and Forwarded. Warehouse  
on Transfer Track. Business solicited. Our posi-  
tion is your opportunity.

SASKATOON, - WESTERN CANADA

**BUCHANAN & AHERN**  
Wholesale Commission Merchants and Importers  
QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried  
Fruit and Nuts, Grain, Mill Feed,  
Flour, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

**M. Allan Deans**  
GROCERY BROKER AND  
MANUFACTURERS' AGENT  
Bank of Hamilton Chambers, 34 Yonge St., Toronto  
Domestic and Foreign Agencies Solicited.

**W. S. CLAWSON & CO.**  
Manufacturers' Agents and Grocery  
Brokers.  
Warehousemen  
ST. JOHN, - - - N.B.  
Open for a few more first-class lines.

When you want a right  
price on Good Currants  
for import, wire or  
write us.

**W. H. Millman & Sons**  
Wholesale Grocery Brokers  
TORONTO

NEWFOUNDLAND  
**T. A. MACNAB & CO.**  
ST. JOHN'S, NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS  
Importers and exporters. Prompt and careful at-  
tention to all business. Highest Canadian and foreign  
references. Cable address: "Macnab," St. John's.  
Codes: A.B.C. 5th edition, and private.

**G. C. WARREN**  
Box 1036, Regina  
IMPORTER, WHOLESALE  
BROKER, and MANUFACTURERS'  
AGENT  
Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

**W. G. A. LAMBE & CO.**  
TORONTO  
Grocery Brokers and Agents.  
Established 1885

If you are looking for trade with Irish merchants  
there is one paper that can put you in touch with  
buyers, and that is

**The Irish Grocer, Drug, Provi-  
sion and General Trades'  
Journal.**  
10, Garfield Chambers, Belfast, Ireland

**W. G. PATRICK & CO.**  
Manufacturers' Agents  
and  
Importers  
77 York Street, Toronto

**MacLaren Imperial Cheese Co.**  
Limited  
AGENCY DEPARTMENT  
Agents for Grocers' Specialties and Wholesale  
Grocery Brokers  
TORONTO, Ont. DETROIT, Mich.

We have on hand 3,000 cases Gallon  
Apples, quality No. 1, which we are  
offering, subject to not being sold.  
Prices on application.

**Lind Brokerage Company**  
73 Front St. E., Toronto

**NOTICE TO MANUFACTURERS**

We WILL SELL your goods to your satisfaction—write us.

**The HARRY HORNE CO.**  
Grocery Brokers, Manufacturers' Agents  
and Importers  
309-311 King St. West. - - - Toronto

**WATSON & TRUESDALE**  
(Successors to Stuart, Watson & Co.)  
Wholesale Commission Brokers and  
Manufacturers' Agents.  
WINNIPEG, - MAN.  
Domestic and Foreign Agencies Solicited.

**—WINNIPEG—**  
**H. G. SPURGEON**  
Wholesale Broker and Manufacturers' Agent  
United Kingdom and Foreign Agencies Solicited.  
230 Chambers of Commerce. P.O. Box 1812

**DISTRIBUTORS, LIMITED**  
P. O. Drawer 99  
EDMONTON, ALBERTA  
Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.  
We sell direct from the Manufacturer to the Retail  
Track connection with all Railroads.

**90,000 People**

Think of the amount of PORK  
and LARD there is consumed  
in this centre. Are *you* repre-  
sented here, Mr. Packer?  
I am open to consider a first class  
American or Canadian agency.

**A. FRANCOIS TURCOTTE**  
Room 16, Morin Block  
QUEBEC, CANADA

**In Quebec City**

The world's breakfast  
**"MEAT OF WHEAT"**

Do your customers  
a good turn by in-  
troducing to them

**"MEAT OF WHEAT"**

It's a money maker for you

**The Western Milling Co.**  
TORONTO

Are you interested in

**RICE**

CAROLINA

JAVA

JAPAN

PATNA

RANGOON

SIAM

Send us your orders---

**EBY-BLAIN, LIMITED**

Wholesale Grocers, TORONTO

**For over fifty years**

we have been making a special  
study of selecting and blending  
*Teas to suit the majority*, and we  
have certainly succeeded with

**Blue Ribbon Tea**

**Blue Ribbon Tea Co., Limited, Montreal**

Winnipeg Office

Cheese Co.

AGENT  
and Wholesale

TOIT, Mich.

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Company

FACTURERS

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P.O. Box 1812

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# DO YOU BREAK EGGS?

Over 200,000 Dealers in Canada and the United States

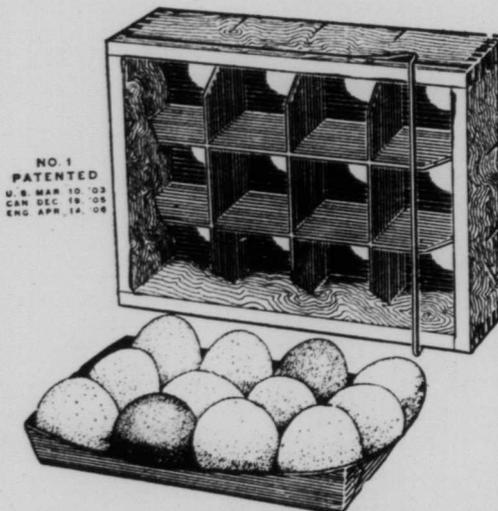
## Have Stopped Breakage and Miscounts

by Using

# Star Egg Carriers and Trays

### For Safe Egg Delivery

### The Cheapest Method Of EGG Delivery Known.



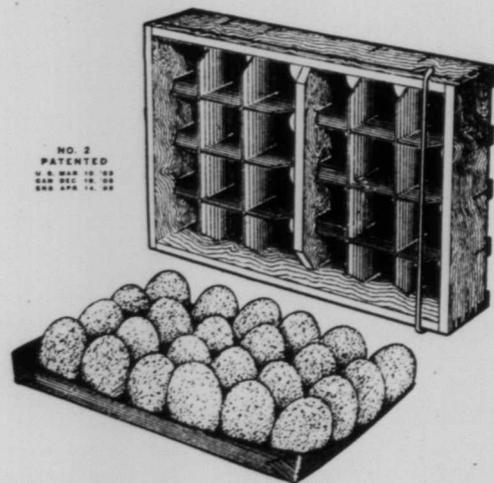
1 DOZ. SIZE

(1) The "STAR" system pays for itself and then shows you a profit on your EGGS—Actually saves 1c. on every dozen eggs delivered—because it positively stops breakage—stops miscounts—saves time—and makes satisfied customers.

(2) The first cost of STAR EGG CARRIERS and TRAYS is actually less than paper boxes.

(3) The STAR EGG CARRIERS are indestructible, permanent store fixtures.

(4) Your advertisement upon STAR TRAYS (at a slight expense) will get you more business.



2-DOZ. SIZE

### Join the 200,000 class

It will pay you to look into this system now—to-day. Ask your jobber and write us for our booklet "NO BROKEN EGGS"—it explains the system fully and tells what the satisfied 200,000 say.

# Star Egg Carrier & Tray Mfg. Co.

1550 JAY STREET

ROCHESTER, N.Y., U.S.A.

# All the Quality Without the Chemicals

A lot of progressive Canadian Grocers are now selling more high-grade peas than they ever did before.

## **Canadian Peas, Too!**

These grocers have found it to be very profitable policy to push hard on our higher-grade lines because these goods are as high in quality as the best peas ever imported.

And Dominion Cannery's Peas are free from chemicals; while you have often noticed a certain vivid green color on some imported peas, a color that indicates Sulphate of Copper, an unhealthy chemical coloring.

These are the Lines to Push:—

**Extra Fine Sifted (Petit Pois)  
Sweet Wrinkle Extra Sifted  
Early June Sifted**

**Dominion Cannery, Limited**  
Hamilton, - - - - Canada





# ROWAT'S PICKLES AND OLIVES

## Paterson's Worcestershire Sauce

Every grocer wishes to give his customers something which will make them come back for more. You make no mistake in stocking these lines and featuring them in your advertising.



Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal,  
Quebec, Ontario, Manitoba and the Northwest; F. K.

Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



## Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz.:

- Fairbank's Gold Dust Washing Powder
- " Fairy Soap (for Toilet and Bath)
- " Glycerine Tar Soap
- " Sunny Monday Laundry Soap (contains no rosin)
- " Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

**THE N. K. FAIRBANK COMPANY**  
MONTREAL, CANADA

Did you ever figure out your **LOSS** in parcelling up sugar?—Bags, twine, labor and overweight.  
Why not save this loss by handling

## ST. LAWRENCE EXTRA STANDARD GRANULATED

in 20-lb. cotton bags

and give your customers just the right weight and perfect satisfaction?

The St. Lawrence Sugar Refining Co., Limited, Montreal

### Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on **QUAKER BRAND**.

### Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

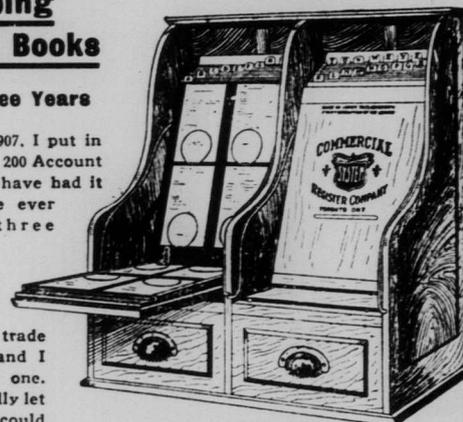
### Commercial Account Register

Bookkeeping  
Without Books

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?



Sheets lift out and fit any safe.

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,

G. E. COON, Groceries, Flour and Feed.  
Eglinton, Ont., Oct. 1st, 1910.

INDISPENSABLE TO ANY MERCHANT  
DOING CREDIT BUSINESS.

Send us postal for Catalogue and full information.

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



### SHIRRIFF'S JELLY POWDERS

Produce delicious jelly.  
Retain the natural fruit flavor.  
Are easy to handle.  
Pure and palatable.  
Refreshing and reliable.

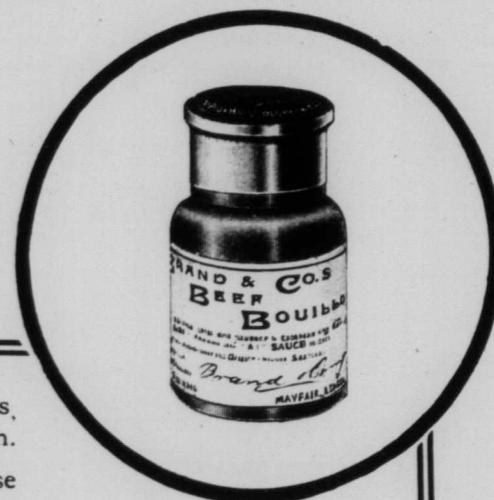
Recommend them  
for your customers'  
holiday festivities!

Are You Stocking Them?

They are sure and profitable sellers.  
Order from your Jobber, or write us direct.

Imperial Extract Co., 8, 10, 12 Matilda St., Toronto

# BRAND'S BEEF BOUILLON



All the year round there's a steady demand for Meat Extracts, but it's in the colder weather you get the most call for them.

BRAND'S BEEF BOUILLON never fails to please because of its flavor and purity, it being manufactured solely from the primest beef. Being in a highly concentrated form, it is economical to use, and goes further than any other meat extract. Invaluable in sickness and convalescence. We were the original manufacturers of meat extract.

GIVES YOU BETTER PROFIT THAN ANY OTHER EXTRACT!

HERE'S A SPLENDID CHRISTMAS SELLER!

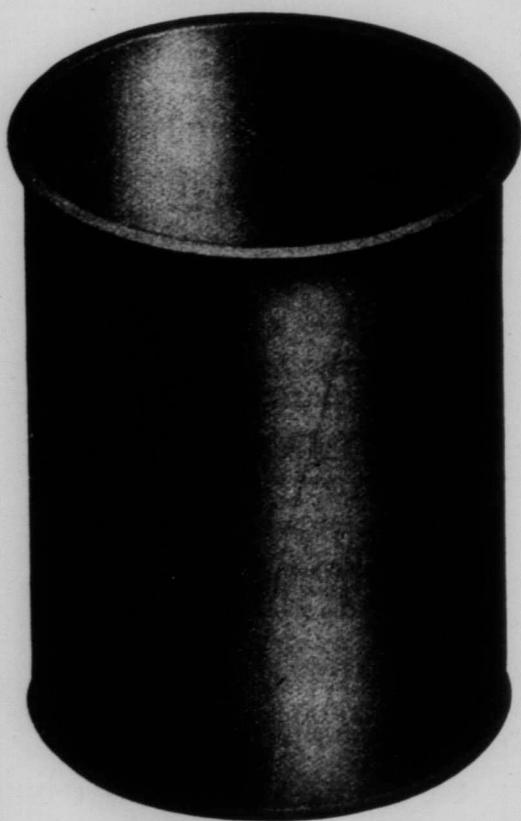
**OX TONGUES IN GLASS**

A large shipment just to hand. Prices right.

**BRAND & CO., Limited, - Mayfair, London, Eng.**

T. O. BAXTER, 25 Front St. East, Toronto.

H. HUBBARD, 27 Common St., Montreal.



## Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

Adapt the **Opening** to the size of the **Tomato**, not the **Tomato** to the size of the **Opening**.

Pack **Whole Tomatoes**, not Crushed Fruit.

**Sanitary Can Co., Ltd.,**

Niagara Falls, Ont.

Max Amé Patent

The symbol of consistent good quality.  
A strong aid to effective salesmanship.

# Tartan

## BRAND

"Tartan" Brand is worthy of your best efforts in the way of salesmanship. For goods bearing this well-known mark you can make the strongest assertions of good quality with the absolute assurance that the goods will back you up every time.

### "Tartan" Brand Service

It is our constant endeavor to give you a service in the way of prompt delivery and careful filling of orders that will aid you in making the greatest possible success of your business.

- |                 |                   |               |
|-----------------|-------------------|---------------|
|                 | Canned Vegetables |               |
|                 | Canned Fruits     | Canned Salmon |
| Package Teas    |                   | Baking Powder |
| Soaps           | Baking Soda       | Syrups        |
| Spices          | Extracts          | Jelly Powders |
| Cream of Tartar | Mustard           | Borax         |
| Peels           | Coffee            | Currants      |

*Every Package and Tin  
Fully Guaranteed*

PHONE 3597—FREE TO BUYERS

Phone your Orders at our Expense

# Balfour, Smye & Co.

Importers, Packers and Wholesale Grocers

HAMILTON

ONTARIO

Just you taste——

A LINE FOR PROFIT!

Feature our fine grade  
of

**MINCEMEAT**

IN GLASS JARS AND  
PAILS

**"KOOTENAY" BRAND  
Jams and Jellies**

(In individual size in glass, as well as regular 16-oz.)

and then tell your customers how good they are! They are made solely from the ripest, luscious British Columbia Fruits and the purest cane sugar, and are handled in an up-to-date, sanitary factory.

The profit on "Kootenay" Brand  
will interest you, too.

FEATURE OUR 5-lb. TINS—THEY SELL!

**Donnelly, Watson & Brown, Limited**

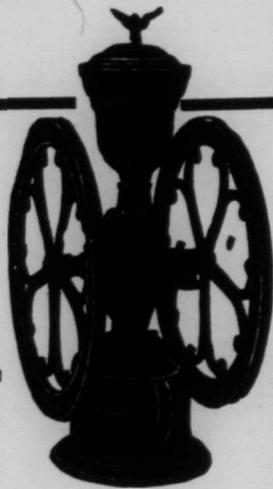
Agents,

CALGARY and VANCOUVER

**The Finishing Touch**

to the appearance of your  
store is given by the  
installation of an

**ELGIN  
National  
Coffee Mill**



The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running.

Made in 40 different styles, they sell at a very moderate price. Ask any of the following jobbers for our Catalogue:

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

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

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Here's a new line, tasty and delicately flavored, that cannot help finding favor with your particular customer.

It is put up by Chr. Bjelland & Co., of Stavanger, Norway, the packers of the famous "King Oscar" Sardines, in itself a sufficient guarantee of quality.

"The small herring packed sardine-style in spiced bouillon."

Retails profitably at 10 cents. Ask your wholesaler.

**John W. Bickle & Greening**

(J. A. HENDERSON)

HAMILTON, ONTARIO

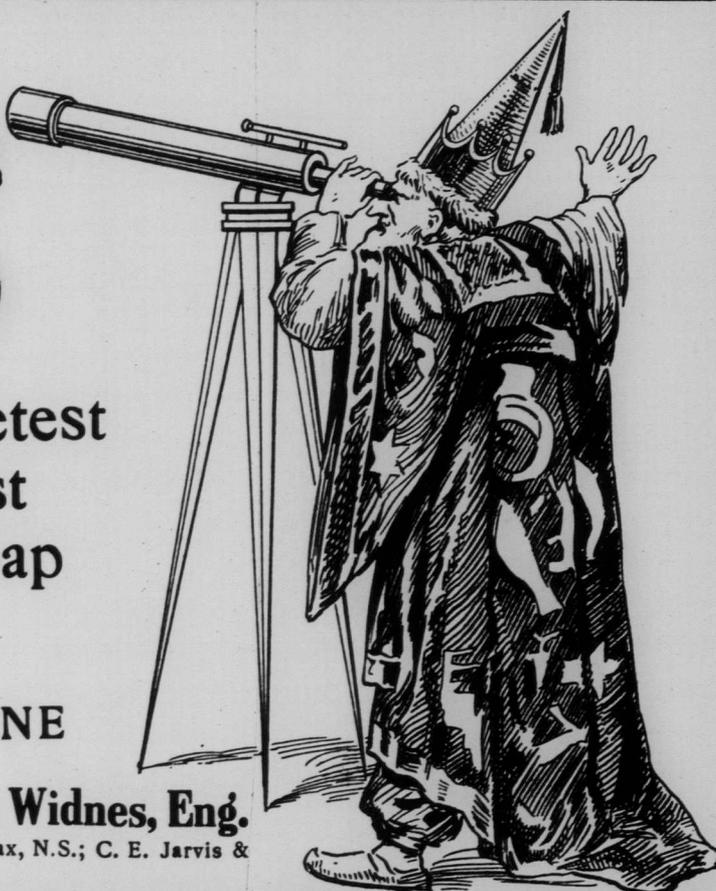
# Gossages' Magical Soap

The Best, The Sweetest  
and The Cheapest  
Free Lathering Soap  
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



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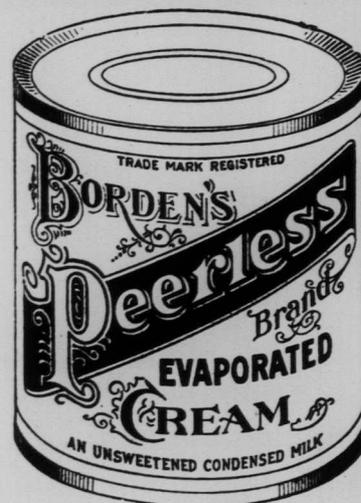
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Put these lines out  
where everyone who  
goes into your store  
will see them. It will  
help your trade.



Borden's Eagle Brand Condensed Milk  
and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.

Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary

## THE WASHDAY WONDER

Help your customers make their work easier, and they will help you increase your sales by always asking for

## Canada's Best Soap

Show this soap to your customers. Tell them what it will do, and you will find the demand increasing beyond your biggest expectations. Canada's Best is a white laundry soap that softens woolen goods and brightens colored clothes.

It is firm and hard. Send us your order to-day—you will not regret it.

Our Big Advertising Campaign is now in full swing.

**United Soap Company**  
Montreal

## Avoid Deception



Some manufacturers, who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which it is not. There is ONE REAL CREAM on the market, and that is—

## FUSSELL'S CREAM

**(GOLDEN BUTTERFLY BRAND)**  
Evaporated Milks contain about 8 per cent. of butterfat. Fussell's CREAM contains more than three times as much.

*Samples and particulars of :*

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.

C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.

The Harry Horne Co., 309 King St. West, Toronto, for Ontario.

W. H. Escott, 141 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.

J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.

W. A. Simonds, St. John, for New Brunswick, or

**FUSSELL & CO., LTD., 4 Monument St., London, Eng.**



## Balaklava Brand Baked Beans

are recognized as standard. By stocking these you will pave the way for increased future trade. Write NOW for prices and information regarding them.

Satisfied customers are our biggest asset.

**THE EASTERN CANNING CO., Port Canada, N.B.**

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO.,

Ltd., London, Winnipeg

## BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

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

GOOD, SOUND  
VEGETABLES  
and  
PURE VINEGAR

Low Price  
High Quality

JOHNSTON, BAIRD & CO.  
GLASGOW, SCOTLAND

Agents:—MacLure & Langley, Ltd., 12 Front E., Toronto. 604  
Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

## SOAP SENSE

is a sense that comes to every grocer after a while, and which tells him his best interests are served by selling an honest soap—a soap of absolute purity, retailing at a moderate price. Such a soap is

## ASEPTO SOAP POWDER

"The enemy of dirt"

It is invaluable for every purpose in the house, and will be found more economical than any other soap. It is a sure seller and makes repeat orders a certainty.

Order from your jobber.

ASEPTO MFG. CO.  
ST. JOHN, N.B.

Agents  
Rose & Laflamme, Limited, Montreal and Toronto.

## Grocers of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this  
Unnecessary  
Expense



Our customers  
are doing so,

**Why not you?**

The Young Company  
LIMITED  
North Bay and Sudbury

# NAPLES MACARONI

If you are on the market for the finest goods coming into Canada, get prices on our "Alfonso Garafolo" Brand. This brand is selling steadily and increasingly. It has no equal. Order quickly. We have sold

27,000 boxes in 4 weeks.

Inquiries:---

From Ontario to  
our Toronto office.



Inquiries:---

Rest of Canada to  
our Montreal office.



## Cameron & Heap, Limited

### Importers and Wholesale Grocers

REGINA,  
Sask.

FORT WILLIAM,  
Ont.

KENORA,  
Ont.

PRINCE ALBERT,  
Sask.

Prompt Attention to all Orders at Best Prices

## Trián Brand Goods

Purity Guaranteed

# The makers of Oxo are the originators of Concentrated Beef Foods

ESTABLISHED 1865

**FLUID**  
(IN  
BOTTLES)

# OXO

**CUBES**  
(IN TINS)

These articles will be pushed this winter by a strong original advertising campaign. Get your share of the trade. Our organization is at your disposal. Let us hear from you.

**CORNEILLE DAVID & CO.**

26 Lombard Street, TORONTO  
52 Nicholas Street, OTTAWA

334 Clarence Street, LONDON, ONT.  
41 Common Street, : MONTREAL



**"ENTERPRISE"**

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

## **"ENTERPRISE"** Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents—you're never "out of molasses." And the pump is positively accurate—"Enterprise" make—4 revolutions of the crank and you have a pint—no more—no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

**The Enterprise Mfg. Co. of Pa.**

PATENTED HARDWARE SPECIALTIES  
Philadelphia, Pa., U.S.A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

*Extended tube can be furnished connecting Pump in store to barrel in cellar.*

**Is Your Coffee Trade  
Large and Profitable?**

IF NOT

**You Can Make it So**

BY SERVING YOUR  
CUSTOMERS WITH

**WHITE SWAN COFFEE**

Try it and Watch Your Trade  
Grow Quickly

IT IS

**THE COFFEE OF QUALITY!**

**Packed in Handsome 1-lb Tins**

**Best for Cooking Purposes**

No brand of molasses you can handle  
will give such all 'round satis-  
faction as

**KITCHEN BRAND  
MOLASSES**

They are Canada's Standard Mol-  
asses, and are the best for Baked  
Beans and Gingerbread. The  
up-to-date dealer will see the advan-  
tage in pushing "Kitchen" Brand--  
no more waiting for jars to be filled,  
no waste, no leaks from old barrels,  
good profit.

*Write for Prices.*

**Imperial Syrup Company**  
Montreal, Que.

**GIVE YOUR GOODS A CHANCE!**

It is quite useless to spend time and money  
in perfecting your product if it reaches its  
destination in a battered and damaged condi-  
tion.

PACK YOUR WARES IN

**"H and D"**

**Corrugated Fibre Board Boxes**

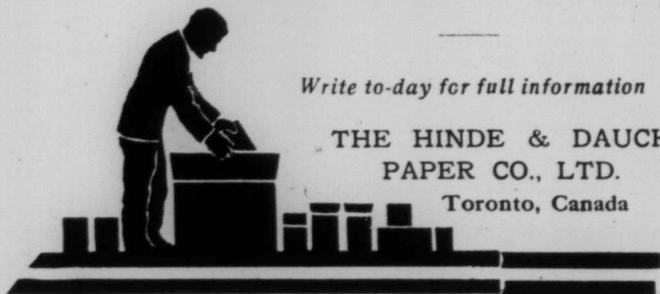
—the modern package that protects from  
water, damp and damage.

We have an "H. and D" Box to suit exactly  
the article you have to ship; the package is  
neat, attractive and strong, and being much  
lighter than wood, saves you a big amount in  
freight.

Ask for our booklet  
"HOW TO PACK IT"

*Write to-day for full information*

**THE HINDE & DAUCH  
PAPER CO., LTD.**  
Toronto, Canada



**A Strong Combination :**

UTILITY CLEANLINESS  
ATTRACTIVENESS

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

Write for Illustrated Catalogue  
"Modern Grocery Fixtures."

**Walker Bin Store Fixture Co.**  
LIMITED

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

# MILLAR'S PURE JAM

will appeal to your customers on account of its absolute purity.

In Millar's Jam no artificial coloring or chemical preservative is used. It is packed same day fruit is picked, in stone jars, and will always retain its natural flavor and color.

If you have not placed an order, do so now.

**Warren Bros. & Co., Limited**  
Wholesale Grocers, - Toronto



She wouldn't take as a gift any other salt but

## WINDSOR SALT

For Table or Dairy

She knows that "Windsor" Salt is pure—that no adulteration is added to keep it from caking—and that it gives a delightful savour to the food, the butter and the cheese.

She knows, too, that no other salt is "just as good."

**The Canadian Salt Co., Limited**  
WINDSOR, ONTARIO

### Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.  
Accurate in Weight. Pleasing to the Eye.

It pays to buy a Perfection Cutter.  
It is built to last; made substantial and strong.  
It prevents overcuts, scraps and waste.  
It saves its cost in time, labor and money in less than twelvemonths.

Patented and Manufactured by  
**The American Computing Co. of Canada**  
Hamilton, - Ontario

SOLD BY THE WHOLESALE GROCERS.

## Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers.

### TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.

**Telfer Bros., Ltd.** Collingwood, Ont.



BRANCHES:

Toronto Winnipeg Hamilton Fort William



## Tell this to the WOMEN

By using Minute Tapioca a first-class, delicious dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

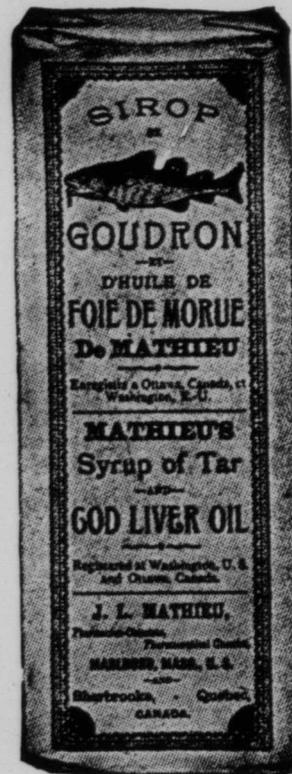
### MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance. MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

Ask your jobber for MINUTE TAPIOCA

**Minute Tapioca Co., Orange, Mass.**

Canadian Representatives: Canadian Specialty Co., Toronto  
R. B. Hall & Son, Montreal W. S. Clawson & Co., St. John, N.B.



## MATHIEU'S SYRUP

of Tar and Cod Liver Oil has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities. Its sales have increased wonderfully everywhere. It is a sure seller.

## MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

**J. L. MATHIEU CO., Props.**

**SHERBROOKE, P.Q.**

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,  
Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

## THE MILK WITH A REPUTATION!

You can rely on a steady sale for any article that combines purity and quality!

## "Canada First" Evaporated Cream

is made only from the purest tested cow's milk, and every can comes to you guaranteed and fully sterilized. It is canned in air-tight, sanitary cans—most attractive package. A splendid selling line. Order from your jobber.

**The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario**

Head Offices: Hamilton, Ontario



What's the use of your tongue, Mr. Grocer?

# AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

# COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

## Pure Goods Bring Increased Custom

Give Your Customers

# Redpath

## Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

PARIS LUMPS  
in 100, 50 and 25 lb. boxes  
and in "Red Seal"  
dust proof cartons.

The Canada Sugar Refining Co.,  
Limited

Montreal, Can.

Established in 1854 by John Redpath

Are you handling the original magic hand cleaner?

For the effective chasing of all

# SNAP

dirt, grease, tar or paint from the hands "SNAP" is unrivalled. Sells at sight. Order from your jobber



SOAP  
Co.,  
Limited

MONTREAL  
CANADA

## Sauerkraut



## Sauerkraut

"The Early Bird Catches the Worm"

That's the reason you should look a little ahead, and be ready for business when it is ready for you.

Time NOW to place your orders for

## "Sterling" Sauerkraut

There's none better, and no article which will influence so much new business your way.

GET OUR PRICES

THE T. A. LYTTLE CO., LIMITED

STERLING ROAD, TORONTO, ONT.

**PROFIT  
PROMOTERS**  
For Every Grocer!



You can get and retain the trade that every grocer wants—the best class family trade—by featuring the full range of

## RICHARDS PURE SOAPS

They are genuine business-getters, satisfaction-givers and money-makers!

Here's the full line:—

Richards Pure Soap, Quick Naptha Soap, Snowflake Soap Chips, Ammonia Powder, 100% Pure Lye, Toilet Soaps.

**Richards Pure Soap Co., Ltd., Woodstock, Ont.**

A. HUTCHINSON, Agent

OMAND MFG. CO., 76 Colborne St., Toronto

EVERY  
CAN



GUARANTEED

St. Charles

### Evaporated Cream

BETTER PROFITS  
MORE SALES  
SATISFIED CUSTOMERS

With a Good  
Stock of  
St. Charles



**St. Charles Condensing Co.**

INGERSOLL, ONT., CANADA

# OK

ENGLAND'S  
LEADING  
FRUIT SAUCE

25 years' reputation, and the only  
sauce backed up by a purity guar-  
antee of

1000 GUINEAS

Sells at 15 cents and 25 cents  
BE WARY OF IMITATIONS

# SAUCE

George Mason & Co., Limited

Sole Manufacturers

LONDON, ENG

Sole Canadian Agents

S. T. NISHIMURA & CO.

MONTREAL

SUB-AGENTS:—

Toronto, Ont.—Geo. Stanway & Co.  
Hamilton, Ont.—James Somerville  
Ottawa, Ont.—H. D. Marshall  
London, Ont.—Wm. G. Coles & Co.  
Quebec, Que.—A. Francois Turcotte  
Kingston, Ont.—James Craig



## Business Insurance

A grocer is known by the goods he sells. If he makes sure that each line stocked is the best in its class he is buying business insurance as well as merchandise. These goods are not excelled for quality, attractive packing, and price. For sale by most wholesalers.



### GOODWILLIE'S FRUITS IN GLASS

Put up in a modern factory, situate in the heart of the fruit growing district, they easily lead all other brands. No detail tending to make the line most perfect has been overlooked. A trade builder and a trade holder.

### JOSÉ SEGALERVA

Malaga, Spain

### TABLE RAISINS

of the right type. His Malaga Table Raisins, or "Blue Fruit," must be always select quality and packed neatly. Specify Segalerva's when you order, and secure such fruit.

### MEATS IN GLASS



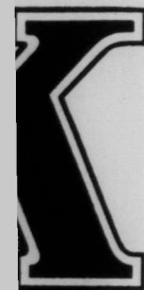
Have you remarked the growing demand for these goods? Rolled Ox Tongues, Galantines, Chicken, and a variety of other meats, may be secured in various packages. They're specialties which yield a profit above the average, and require little attention.



**Rose & Laflamme**  
Limited  
Montreal - Toronto



it.



only  
ir-



imited  
DON, ENG

Stanway & Co.  
nes Somerville  
Marshall  
G. Coles & Co.  
ancols Turcotbe  
nes Craig



**Take no Chances!**

The "quality" of the goods you handle is the all-important factor in influencing the best-class trade your way! Sell

**"CREST" BRAND OLIVES!**

They are bottled safely from the finest selected fruit, and prepared with the greatest skill and care.

Stock and feature this satisfaction-giving line! Write us direct if your jobber can't supply you,

**Canada Spice  
and  
Grocery Co., Ltd.**

London,  
Ont.



GERMAN  
**SAUER-KRAUT**

**Pickles in Brine  
Vinegar**

For Lumber Camps

The largest Sauer-Kraut  
Manufacturers in Canada.

**Taylor & Pringle Co., Ltd.**  
 Owen Sound, Ontario

**"KITCHENER" BRAND**  
 OF  
**CANNED GOODS**

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

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

*Write us before placing your order.*

**The Oshawa Canning Co., Limited**

OSHAWA : : ONTARIO

**LET YOUR CUSTOMERS KNOW**

that you keep the purest and most delightful sauce made--tell them about

**Mason's** Worces-  
 tershire **Sauce**

It is made from the finest and purest ingredients, in a factory noted for its cleanliness. Has a flavor that is unequalled for piquancy.

Try it yourself. You're a good judge.  
 Write us for samples.

**MASONS LIMITED**

25 Melinda Street  
 TORONTO



**WHITE DOVE  
COCOANUT**

IT IS SOLD BY  
EVERY GROCER  
WHO WANTS TO  
SUPPLY HIS CUS-  
TOMERS WITH A  
COCOANUT THAT  
HAS BEEN  
PROVED THE  
BEST.

HOW'S YOUR STOCK?

**W. P. DOWNEY  
MONTREAL**

**Are Your Credit  
Customers Safe?**

No! They'll run you into bankruptcy in a jiffy if you let them. And still you can't afford to get "independent" with this class of trade--it is good money when it does come.

**Allison Coupon  
Books**

point the way to safety. They guard against loss; they hold the credit customer in check; save time, money and trouble.

**HOW THEY WORK**



A man wants credit. You think he is good. Give him a \$10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with \$10. — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the \$10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

**PICKLING  
SPICES**

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

**Prince of  
Wales Brand**

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

- MINT
- THYME
- SAVORY
- SAGE
- MARJORAM

All herbs in ¼ lb. open face cartons.

Send us a trial order.

**S. H. EWING & SONS**  
Montreal and Toronto

**CARTER'S**  
EXTRA CONCENTRATED  
**LEMON SYRUP**  
"BIG WHEEL"  
**LEMONADE.**  
CRYSTALS OR POWDER.

H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

**WARMINTON'S**

Shipping Specialties.

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

**J. N. WARMINTON**

207 St. James St., - MONTREAL

**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



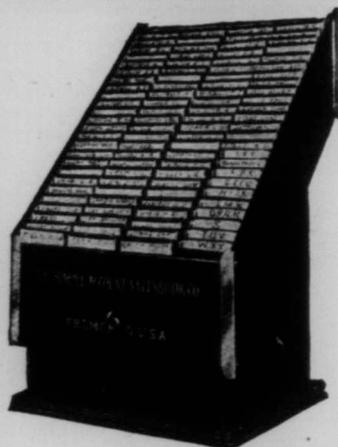
**CHINESE  
STARCH**

Quick Sales.  
Satisfaction.  
Large Profit.  
No Dead Stock

Get Prices

**OCEAN MILLS  
MONTREAL**

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



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

## Don't Blame Your Clerks But \_\_\_\_\_ Correct Your System of Accounting

Did you ever cuss your delivery boy for delivering the wrong goods to the customer, or for delivering goods to the wrong customer, and then afterwards realize that the trouble was due to careless instructions given?

Do you ever blame your clerks for losing good customers over disputed accounts when you ought to correct your method of keeping accounts which is at the seat of the trouble?



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

Do you ever blame your clerks for bringing forward wrong past balances, or otherwise mixing accounts and settling with customers at discounts when all this loss and trouble could be avoided with the proper system?

Do you ever wrack your brain over forgotten charges and yet not realize that your clerks forget to charge as much, if not more, than you do? They are not wholly to blame--the proper system would overcome this loss.

Mr. Merchant, the Keith System is the healing balm for all these troubles. Don't take our word for it, ask anyone who is using one, or write for full information.

ACT NOW AND SAVE MONEY.

## THE SIMPLE ACCOUNT SALESBOOK COMPANY

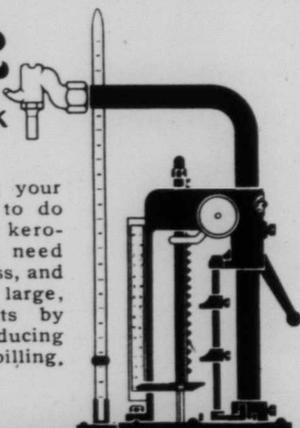
Sole Manufacturers  
also Manufacturers of Counter Pads for Store Use

1926 Depot Street. FREMONT, OHIO  
and HARTFORD, CONN., U.S.A.

## A BOWSER

Self-measuring Oil Tank

is probably the one thing lacking in your store which you can least afford to do without. Because, if your sales of kerosene and gasoline are small, you need it to build a bigger, better business, and whether your business is small or large, you need it to clinch your profits by saving time in measuring and reducing losses caused by evaporation, spilling, leakage and overmeasure.



### Thousands of Grocers Agree

that the "Bowser" is by far their most profitable store fixture. Think of the convenience of merely having to hang the can on the nozzle and turn the crank to obtain accurate gallons, quarts, pints--no measures, no funnels, no smell, no oily hands, no contamination of other goods, no oil-soaked floors. Clean, space-saving and fire-proof. We have a variety of Outfits to fill all requirements. Send for description. **Just ask for Booklet No. 5.**

S. F. BOWSER & CO., Ltd.  
66-68 Fraser Ave.    --:--    Toronto

ESTABLISHED 1849

## BRADSTREET'S

Offices Throughout the Civilized World

### OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER  
WESTERN CANADA  
TORONTO

The GRAY, YOUNG & SPARLING CO., Limited

### SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871



It dries them up **Common Sense**

**KILLS** { Roaches and Bed-Bugs  
Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

**GROCERY**

**WE SELL PURITY SALT**

**A Sign of Success**

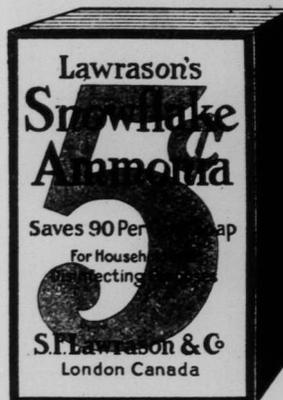
It's a sure sign that you are pleasing your customers when you sell

**PURITY SALT**

It is pure---that's why the women think so highly of it. Purity Salt is never a "sticker" but always a seller.

THE  
**WESTERN SALT CO., Limited**  
Mooretown - Ontario

**The Only 5 Cent Package of Powdered Ammonia**



We are telling your customers, in a vigorous advertising campaign, about the saving they can effect by using Snowflake Ammonia.

**Are You Selling It?**

The people WILL HAVE Snowflake Powdered Ammonia. NONE of the various substitutes for Snowflake are equal to it in cleansing properties—but they

ALL COST MORE. Your customers WILL BUY IT where they know they can get it. Protect your trade by ordering Snowflake NOW. The profit is good.

**S. F. Lawrason & Co.**  
London, Ontario.

**BUY THE BEST!**

To attract trade is one thing---to hold it another.

You will do both if you feature

**Wonderful Soap**

It's a rapid and profitable seller, neatly and attractively packed

The housewife will use no other, once she has tried WONDERFUL SOAP.

It whitens the clothes. and saves time and labor.

Send for details to-day.

**The Guelph Soap Co.**

GUELPH, - ONTARIO

Toronto Agents—MacGregor Specialty Co.



WHEN IN THE MARKET FOR

**Brooms**

write us for prices. You will always find our goods reliable and prices right.

All Brooms made of this season's crops.

**Stevens-Hepner Co., Limited**  
PORT ELGIN - ONTARIO

You Can Sell Purnell's  
Sauces, Vinegar and Pickles

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

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

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



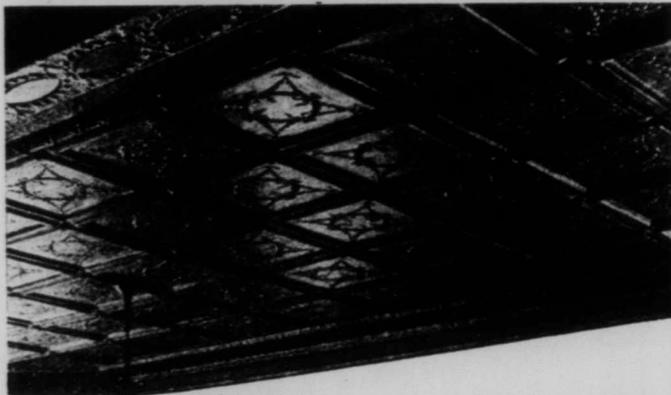
SEE TO YOUR STOCKS

All Good Jobbers handle

**Purnell's  
Pure  
Products**

**Canadian Agents:**

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



**Read how a "Classik"  
ceiling in your store  
will sell goods**

It brightens up the whole interior, gives your displays a chance, and makes the work of the sales-people easier. Then, too, it stamps you as a man with some regard for the beauty and sanitation of your surroundings and for your customers' taste.

Every one who is a patron of yours, and many more that ought to be, will visit your store during the next few weeks. Moral—Prepare to make them "stick," by making your store attractive.

A post card brings Catalog "A-23" and full particulars of cost. Write now. You haven't a day to waste.

**The Galt Art Metal Co., Limited**

Galt, - - Ontario

Cut this out for Reference

**BRITISH COLUMBIA  
COMPANIES ACT  
1910**

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

**Shallcross, Macaulay & Co., Ltd.**

Branches at Victoria, Vancouver, and Nelson, B. C.,  
Edmonton and Calgary, Alta., and Winnipeg, Man.

**GINGERBREAD  
— BRAND —  
MOLASSES**

A Molasses that increases your sales.

THREE reasons for it:

- No. 1—A Strong Baker
- No. 2—Body
- No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's;  
pails—1's, 2's, 3's, 5's gals. and in barrels  
and halves.

A trial order from your wholesaler will  
convince you that Gingerbread Brand is

**THE BEST THERE IS**

Be convinced now.

**The Dominion Molasses  
Co., Limited**

HALIFAX - NOVA SCOTIA

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**MBIA**  
**ACT**

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**Co., Ltd.**  
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**3808**

**COTIA**

THE CANADIAN GROCER

**YOU RUN NO RISK IN ORDERING**  
**“MELAGAMA”**  
**TEA and COFFEE**

We guarantee the **QUALITY** and **FLAVOR** to be of the very highest standard and **WE ALSO GUARANTEE THE SALE.**

Place a trial order. - - - Your customers will appreciate their goodness.  
**MINTO BROS.** - - - **TORONTO**

**McLean's**  
**COCOANUT**

You have particular customers  
 Satisfy them and yourself and  
 sell them this brand.

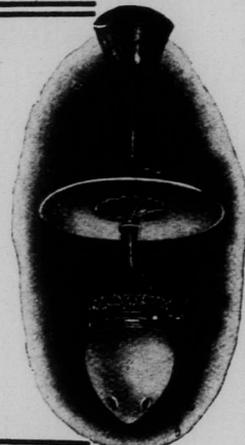
The Canadian Coconut Co.  
 Sole Makers  
**MONTREAL**



**MORE LIGHT MEANS  
 MORE BUSINESS**

If you are looking for a steady, brilliant, white light in your home, store, hotel or church, get in touch with us. Our apparatus is absolutely safe, is better than electricity and city gas, and safer than coal oil or candles. Write for circular and special price to merchant direct.

**MacLAREN & CO.**  
 Gasoline Lighting Systems  
**MERRICKVILLE, - ONTARIO**  
 AGENTS WANTED.



—BUY—

**Star Brand**  
 Cotton Clothes Lines

—AND—

**Cotton Twine**

Cotton Lines are as cheap as Sisal or Manila and much better  
 For Sale by All Wholesale Dealers.  
**SEE THAT YOU GET THEM.**

**BLACK JACK**

**QUICK  
 CLEAN  
 HANDY**

**TRY IT**

**SOLD BY  
 ALL  
 JOBBERS**

FINEST IN THE WORLD  
 FOR PARLOR STOVES, PIPES AND RANGES  
 APPLY EVENLY WITH A  
 DAMP WOOLEN CLOTH  
 X X X X

**BLACK JACK**  
 PASTE  
 STOVE POLISH  
 THE NICKEL PLATE STOVE POLISH COMPANY  
 WINDSOR, ONTARIO

1/4-lb. tins—  
 3 doz. in case

**HOW IS STOCK?**

**Royal Polishes**

are used all the year through. Before winter sets in see that your stock is large enough to carry you over the frost months.

Look into this to-day.

**Royal Polishes Company**  
**MONTREAL**

**NATION'S CUSTARD POWDER**

Noted  
 for its Flavor and Purity.

Attractively Packed  
 in Large 5c. Packets, and in half-  
 pound and one-pound Tins.

Send for Free Sample.

**GREEN AND Co TORONTO**

# Alimentary Pastes



## Gazelle Brand

Packages, 6½c.

## A. Courtine & Cie.'s

Packages, 8c.      Loose, 7½c.

## Talbot Freres'

Packages, 8c.      Loose, 7½c.

Our assortment includes Macaroni, Vermicelli, Spaghetti, Noodles, Coquillettes, Alphabets, Coudes, Assorted Pastes.

Loose Pastes in 25-lb. boxes.



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

## Hudon, Hebert & Co., Limited

*Wholesale Grocers and Wine Merchants*

### MONTREAL

ESTABLISHED A.D. 1839.

Change in Price of  
**SUNLIGHT**  
 AND  
**LIFEBUOY SOAPS**

Owing to the continued rise in the prices of Raw Materials we have found it necessary to revise our prices and are taking this opportunity to fall in with the suggestion of the Manufacturers' Committee of the Wholesale and Retail Grocers' Association and put Sunlight and Lifebuoy Soaps on such a basis that they would be sold universally at 5c. straight.

The new prices are as follows:

**ONTARIO AND QUEBEC ONLY**

5 Cases	-	-	-	\$4.15	Freight Prepaid
10 "	-	-	-	\$4.05	" "

It is to be hoped that the grocery trade will put the selling price of 5c. straight into operation at once, and so realize the additional profit on present stocks.

---

**Lever Brothers, Limited**

Toronto, : : : Ontario

Buy "The Powder with a Pedigree"

THE LEADER FOR 50 YEARS  
AND STILL THE BEST.



NO ALUM  
IN IT.

FROM ALL JOBBERS.  
OR

W. D. McLaren, Ltd.  
Montreal

COOK'S  
FRIEND  
BAKING  
POWDER

SETTLE your customers' coffee problem by recommending Chase & Sanborn's brands and you will make yourself popular---a popularity you can reckon in dollars and cents. Chase & Sanborn's High Grade Coffees are guaranteed to satisfy.

CHASE & SANBORN  
MONTREAL

Heavy stocks don't earn money for YOU—the wholesaler or manufacturer who loaded you up, gains. : : : : : : : :

The average grocer carries bulk tea in stock—representing an investment of about \$100.00.

Just \$75.00 too much.

This is why.

A full line of "SALADA" Black, Mixed and Green, pound and half-pound packages costs you about \$25.00.

You buy as you require it, in small quantities—your stock is always fresh.

You buy often and make quick profits. You buy tea of **known** quality—it satisfies your customers.

You sell it quickly—conveniently—economically.

Your purchase is sold before you next invoice is due.

The freight is prepaid—the sale is guaranteed—you can return it any time if you're not satisfied.

Your money is not tied up in an unproductive bulk tea stock.

Your money is hustling and earning other dollars for **you** when you sell "SALADA" Tea.



Yearly sales over 21,000,000 packages.

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# Grocer Should Study Insurance Policy

**The Example of the General Merchant Who Did not Furnish Proofs of Loss—An Inventory of Goods is Important in Adjusting for Losses—Provisions of the Policy Must be Obeyed to the Letter—Money can be Saved if Allowance is Made for Depreciation.**

Business men, in general, appreciate the protection afforded by fire insurance. As a rule, the grocer's establishment may be considered pretty safe, but reports are fairly numerous of buildings being wholly or partially destroyed by fires, some of which originate in and are confined to a particular store, while others are the result of proximity to a fire zone.

Fire is an uncertain element, and often, in spite of precautions, it finds a berth where least expected. A grocer who has all his money invested in his business must realize that there is more or less precariousness to his stock and store if for no other reason than because it is inflammable. It is a desire to safeguard his possessions that determines the grocer to secure an insurance policy. But it frequently happens that, after a fire, when a settlement is being made, he discovers to his sorrow that he is not to receive as much as he expected.

A fire insurance adjuster recently expressed his opinion upon this point, and mentioned some of the precautions that should be observed in regard to insurance.

"A number of recent cases," he said, "where retail merchants have suffered a total loss by fire and, though fully insured, failed to realize a cent on their policies, were due to the fact that the policyholder was either not familiar with the various clauses in his insurance contract, or else failed to carry out some necessary provisions of his policies.

## Lost Entire Insurance.

"One case in particular was that of a general merchant whose stock, worth



Discovers to his sorrow he is not to receive as much as he expected.

several thousand dollars, was completely destroyed. The stock was covered in five companies for \$5,000. Each policy provided that within 60 days after the fire, he should serve proofs of loss. This

was not a difficult task because everything was burned, but for some reason he neglected to carry out the provision. Consequently, after the expiration of 60 days, the companies refused to pay. He sued all five and lost every case.

## Convention Over Waiver Clause.

"He contended, of course, that the companies had waived the proof of loss requirement, and the court held that there had been no legal waiver. The courts are agreed that an insurance company by waiver can relieve the insured from the obligation to furnish proofs of loss, but that it must be very clear that the company actually did waive the requirement.

"The reason for the clause is obvious enough to anyone with even a slight knowledge of the moral hazard involved in fire insurance. The prompt submission of proofs of loss gives the company an opportunity to ascertain the actual value of the property burned and to prevent numberless forms of fraud.

"The principal difficulty in honest fire insurance claim, so far as the small merchant is concerned, is that he does not read his policies. It is as necessary to read and digest a fire insurance policy as it is a bill of sale for a store.

"The standard form prescribed by law is the best and the insured should carefully ascertain whether his policies are of that class, otherwise he may be paying premiums for nothing. The terms embraced in the standard form are the result of legislation and have been interpreted numberless times by the courts. The law allows insurance companies to vary policies issued by them, but these variations must be properly displayed and in ink of a different color from that in which the policy is printed and therefore should be carefully read.

## Importance of Inventory.

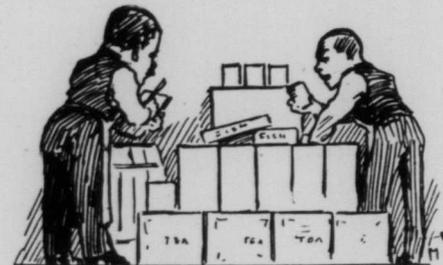
"Another important thing for the merchant to heed is the annual inventory of stock and fixtures. In my experience I have run into numbers of merchants who have carried fire insurance for years and yet have never taken an inventory. It may not be necessary now, but how can a fire insurance company adjust fire losses properly without one? It is not only impossible to adjust a loss satisfactorily without the inventory, but it is also impossible to intelligently insure against fire.

"If the merchant knows the value each year of his insurable property he is bound to save money in the expenditure of fire insurance premiums, and if he is unfortunate enough to have a fire, he will

save himself considerable delay and no small amount of suspicion if he is able to present to the adjusters a list of the property he had upon the premises at the time of the fire, together with evidence in the shape of receipts and invoices.

## Depreciation of Values.

"Often merchants in taking out fire insurance year after year fail to make allowance for depreciation in value. If the fixtures cost \$3,000 and are insured



The annual inventory of stocks and fixtures.

for that amount, the owner annually loses money in premiums without securing indemnity. The fire insurance policy expressly provides that no more than the actual cash value on the day of the fire of the property burned can be recovered, and that there must be proper allowance for depreciation.

## Handling Coal Oil, etc.

"In small manufacturing establishments, groceries, drug stores and printing shops the proprietors should be sure that the policies contain provisions for the proper storage and handling of benzine, gasoline, coal oil, and other inflammable substances. The provisions of the fire insurance policy in this regard are frequently disregarded. If the policy permits the handling of a gallon of gasoline, benzine or coal oil on the premises at one time, it does not mean that two, three or five gallons may be handled and this fact is likely to make trouble in case of a loss.

"In short, if the small merchant will go further than taking the word of his agent regarding his insurance, and study the question himself, not only with a view of making certain that he is complying with the provisions of his policy, and that he can collect in case of loss, but that he is not paying too much money for the indemnity, to which he will be entitled, he will be giving an important part of his business adequate attention.

"In other words the time to see that the policy of fire insurance is in order is **before**, rather than **after** a fire."

## Beware of Advertising Your Weaknesses

So Warns Writer Who Calls Attention to Disorderly Windows and Dirty Store Interiors—How Such Conditions Diminish Selling Power—Why Every Dealer is a Believer in Advertising—The Question is 'How to Make It Advantageous.'

By Henry Johnson, Jr.

Whether you like it or not; whether you "believe in it," or not; whether you know it or not, you are advertising every day you keep your doors open. Which being the case it behooves you to study advertising and study it well. And, in view of the primary importance of the subject, it is deplorable that it receives so little intelligent, unbiased consideration. For mind you, I said you advertise, but I did not say you advertise to your advantage. Many advertise their own weaknesses, bringing their faults into prominence with very unfortunate, very costly emphasis.

### Brush Those Cobwebs Away.

Now why should you have the assurance, the "nerve," so to say, to pass up the subject of advertising with a careless word or two, as you so often do, clearing the decks with the one pet, sweeping assertion to which frequent repetition may have leant a meretricious authenticity? Why, bless your heart! you would not consider the installation of an elevator in such a spirit, putting your inexperienced, half-tried, haphazard judgment against that of those who have studied elevators for a lifetime. No: nor would you undertake the purchase of a single barrel truck in such a frame of mind. So, therefore, let us brush the cobwebs away and approach this weightiest business problem with something akin to the careful consideration and suspended judgment to which it is entitled.

Since, then, you advertise whether you want to advertise or not, let us seek to discover how you may advertise to your advantage. And let us begin with the beginning, fixing firmly in our minds the cardinal principles that, as we must advertise, we will (1) advertise honestly; and we will (2) advertise to our own advantage. This means that we must KNOW our goods thoroughly—not superficially—and that we must see to it that conditions in and about our stores are such that we can tell the naked and unvarnished truth to our OWN ADVANTAGE. This is somewhat of an undertaking when you come to consider it.

### Covers a Wide Area.

To begin with, let us understand each other. Advertising is not the use of printers' ink, though printers' ink is a wonderful agent for the dissemination of knowledge, advertising and other. Advertising is vastly broader than this. Advertising embraces all business promotion. Notice that: ALL business promotion. This means that everything done about your store is advertising,

positive or negative: for you or against you. That is my interpretation of advertising.

So we better begin with your windows, since the windows are your introduction to your trade. I do not think there is any single advertising medium that equals the power of your window to do or undo. To realize what this amounts to, suppose you step outside and look inwards through your windows to-day, just after you have read this column; trying to picture to yourself what would be your own impression of yourself as a merchant if you were a stranger going into your store and "sizing up" the store through that single medium. The experiment may open your eyes. For, as in things spiritual, most troubles are hidden within where they are not readily seen; so also in the grocery store most difficulties, handicaps to success and various drawbacks may be found in blindness to our surroundings; carelessness of those familiar details attention to which would spell SUCCESS.

### Excuses Now Obsolete.

Let your reform in advertising begin at your windows. Clean up! Better a clean empty window than a display allowed to become dusty and fly specked therein. Continue the process clear back to the rear door and then up and down stairs, searching into every nook and cranny. The time is forever gone when any excuse will cover a dirty, disorderly store; for too many grocers have clearly demonstrated that not only is order and cleanliness possible and practicable; not only does it pay "indirectly" as advertising; but it also pays directly in dollars and cents. In a certain city is the home of a large food company. It is not a rhetorical twist to say that you might invert your dinner plate on any portion of the floor of that factory and then eat the food with less liability to get dirt or disease into your system than in the average cheap restaurant; that is simply a statement of solid fact.

One accustomed to old-style methods would question whether such exceeding cleanliness could pay. The fact is well established, however, that the business of this company is highly profitable, and that a great proportion of the profit is directly traceable to its exemplary cleanliness. Disorder and dirt mean waste and waste is expensive. Order is conservation of time and goods; hence order is true economy and adds to the profit account.

### Get First Hand Knowledge.

As you proceed with your investigation of "inside conditions" in your

store, you will be surprised to find odds and ends of stock piled away, or thrown into odd places—that is, if you go about this yourself with a view to knowing about it first hand. If you leave it to others to do, without careful supervision, you will not learn so much, nor will you know about all that is found. At best, stock left around loosely is idle stock; idle capital; wasted energy. At worst, it is spoilage and therefore indubitable loss.

All this is so obvious and elementary that I should not think of writing it were it not for the fact that grocers are blind to just such conditions to an astonishing degree. You, of course, being somewhat more advanced in ideas than the average grocer, will understand what I mean, and will readily agree with all I have said. Maybe you have already done part, or even all, of the work I have suggested. You will therefore say: "Why, certainly; I understand all that and work my own business on that basis. I know customers are attracted by cleanliness and repelled by disorder."

### Value of a Pleased Customer.

Admitting this much then, have I proved my contention—at least so far as I have gone? You admit that customers are influenced by your tidy store. Then is a tidy store good advertising? You will admit that one pleased customer is a good advertisement for you—the best advertisement, we will say. Why? Is it not because she tells her friends that you keep a tidy, attractive store? If you sell her something new, something she has not yet tried, which pleases her, have you not advertised to her and to her neighbors that you are up-to-date? Is it a good thing to have her feel that way about your business and store? To ask the question is to answer it. Very well, then: If it is good for you to influence her and thus influence her neighbors how can you say that you do not believe in advertising? What is advertising, as it is commonly understood, in its more restricted sense? Is it not simply your own indirect telling of these things about your goods and your store to a large circle of readers in much the same way that your pleased customer tells her friends?

And if this is so, is it not then good for you to tell your story broadcast through the medium of printers' ink?

Think it over. I shall have more to say next week.

W. H. Dunn, of Montreal, has returned from a New York business trip.

A. H. Brittain, of the Maritime Fish Corporation, is now on a trip to Western Ontario.

The Goose Lake Supply Co., general merchants, Laura, Sask., are succeeded by A. G. Todd.

W. J. Brigden, grocer and butcher, Calgary, Alta., has sold his grocery business to F. P. Switzer.

T. A. Hicks, general merchant, Langdon, Alta., has sold his grocery stock to the Langdon Trading Co.

## Manufacturers Advance Prices of Soap

**Laundry Soaps Now Quoted at a Figure That Will Practically Render Prohibitive the Retail Price of Six Bars for a Quarter—One of the Old Evils of the Trade Should Now Disappear—High Cost of Raw Materials Responsible for the New Prices—A Comparison of the Profits.**

Toronto, Nov. 10.—As the result of an increase in the price of soap, the "six-for-a-quarter" price on the ordinary laundry soaps will in all probability soon be a thing of the past. The new schedule of prices for Ontario and Quebec is as follows:—for one box, and less than five, \$4.15; for five boxes \$4.15 with freight paid; for ten boxes and upwards, \$4.65 with freight paid. As the great majority of grocers generally buy in five or ten box lots, or more, the new basis of prices is \$4.05 and \$4.15.

All of the laundry soaps are now on the same basis. Formerly the prices for most lines were as follows: Ten boxes and upward, \$3.75 with freight paid; five boxes and up to ten, \$3.85 with freight paid. Several lines were sold lower than this, but all have been brought up to the same level.

### Causes of the Advance.

One has not to look far for the reasons for these higher prices. Raw materials used in the manufacture of soap have gradually increased in price until those who followed the market considered it but a matter of time until an advance would be made by manufacturers. A world shortage of animal fats, besides a scarcity of oils used in soap manufacture, such as cocoanut, cotton seed, palm and others, have greatly increased the cost of soap production, and rendered necessary an advance in prices. Market reports show that the price per lb. of ordinary soap stock, grease and tallow in 1901 was 5½ cents and has gradually increased to 7¼ cents at the present time. The price of rosin in New York, 280 lbs. gross, was \$4.10 in 1901. It is now quoted at \$7.50, an advance of almost 100 per cent. Cocoanut oil per pound in New York ten years ago was 6½ cents, and the October price this year was from 9½-10 cents. In 1904 cotton seed oil was quoted at 4 cents in the United States, and is now at from 8½ to 9 cents, in addition to which there is a duty of 20 per cent. coming into Canada.

Reference might be made to various New York manufacturers who some time ago advanced their prices on account of increased cost of production. In some cases the increase amounted to 60 cents a box.

### Effect of New Prices.

The new schedule will practically enforce the removal of the "six-for-a-quarter" price. Grocers who formerly bought in five case lots and sold at six bars for twenty-five cents made 32 cents profit on each box. He will just make two cents a box under the new schedule if he sells six bars for twenty-five cents. In other words, taking into consider-

ation the cost of doing business, he will be losing money.

Retailing at five cents straight he will make 85 cents a box, without taking into account the cost of doing business. Under the old price he would have had a splendid profit at five cents a bar, but the demand was almost entirely for the "six." Demands for single bars were few and far between.

When it was rumored some time ago that some change would have to be made either in the price of soap or in the size of the bar, due to higher cost of raw materials, both wholesalers and retailers made strong representations to the manufacturers in favor of increase in the price to such an extent that the practice of selling "six-for-a-quarter" would be done away with. This practice originated with price-cutters, and had been forced upon the trade generally, with the result that retail profits had become very unsatisfactory.

The new schedule went into effect November 5.

### MOVE TO CURTAIL CREDITS.

**Montreal Provision Dealers Issue Letter to Retail Trade Announcing Shorter Credit Terms.**

Montreal, Nov. 11.—The following letter was recently sent out by 12 wholesale provision houses to the retail trade:

Dear Sir,—All connected with the Produce Trade are familiar with the very limited margin of profit that those engaged in the business have been able to realize, and that the terms of credit which the wholesale trade have been extending to their customers are entirely out of proportion to the small margin of profit under which we are forced to do business.

The wholesale trade are of the opinion that shorter credits will really be of material advantage to the retailer. It will supply a reason for insisting on prompt payment of his accounts, and place the trade generally on a healthier and more substantial basis.

With a view of bringing about an improvement over present conditions, all accounts for goods purchased during the month will become due (and statement rendered) on the 1st of the following month. Failure to settle the account by the 15th of same month will result in no further goods being entered, except upon a c.o.d. basis. This to take effect commencing October 1st.

Our object is not only to collect accounts within a period of time more commensurate with the heavy expenses under which we labor, but also to give our clients an opportunity and a reason for shortening their terms of credit to the consumer, and to insist upon their

accounts being paid promptly by their customers.

The effect of this change will result in the retail business being placed on a sounder and more profitable basis.

Hoping we may receive your hearty co-operation in the matter.

### DELIVERIES DELAYED.

**Express Employees' Strike in New York Affects Certain Shipments of Oysters to this Side of The Line.**

The express employees' strike in New York is affecting the delivery of goods from New England cities to Ontario towns and some of the dealers in oysters particularly experience a delay of 24 hours in the shipment of their goods. Attention is called to the matter in order that grocers who notice a delay in any deliveries will understand the situation which will be relieved when the strike is concluded. Shipments originating at New England points are expressed irregularly owing to a strike among the express companies' employees in New York. A great deal of express matter getting into New York is subjected to "cross-town" transfer which necessitates the labor of drivers who are not in the strike. Perishable goods are given a preference but in spite of that, a delay of twenty-four hours is being experienced. It is possible to route some shipments by way of Boston instead of New York but in the majority of instances it increases the through rate 40 to 60 cents a hundred.

### FRUITMEN TO BOWL.

Toronto, Nov. 9.—Local wholesale fruitmen have formed a bowling league comprising six teams, which should afford considerable sport during the long winter evenings. The officers elected are: Hon. Pres., Chas. Kimpton; President, D. Spence; Sec.-Treas., J. J. McCabe. Matches will be played every Monday, Wednesday and Saturday evenings, and the schedule will not be concluded until April 8th. Each team plays twenty matches and by the time the finals are in sight there will likely be niches in the bowling hall of fame for some of the local fruitmen. The six captains, who by the way are themselves some bowlers, are Geo. Everist, Jas. Egan, T. Vance, W. B. Stringer, A. McBride and Geo. Olcott. The curtain has already been rung up on the season's fun. Suitable prizes and a trophy are being offered.

### INFORMATION FOR BUYERS.

**Supplied to the Trade by Sellers.**

Messrs. Gunn, Langlois & Co., Montreal, Que., announce an interesting competition. Their idea is to give an incentive to farmers to produce a standard of poultry that will tend to enable Canada to establish a position as one of the foremost producers and exporters of eggs and dressed poultry. They have decided to offer \$100 in prizes for the finest shipments in poultry—shipments to consist of either 12 turkeys, 24 chickens, 12 ducks or 12 geese.

**The Canadian Grocer**

Established . . . 1886

**THE MACLEAN PUBLISHING CO., LIMITED**  
**JOHN BAYNE MACLEAN . . . . . PRESIDENT**

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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<b>TORONTO</b>	143-149 University Ave. Telephone, 7324 Main
<b>WINNIPEG</b>	511 Union Bank Building Telephone 3726
<b>VANCOUVER, B.C.</b>	H. Hodgson, 11 Hartney Chambers
<b>ST. JOHN, N.B.</b>	W. E. Hopper
<b>UNITED STATES—</b>	
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**NEW SOAP PRICES.**

Manufacturers of laundry soaps have announced new schedules for Ontario and Quebec, entailing an advance that will make it necessary for retailers to sell at five cents straight instead of six bars for a quarter. As this means a better profit to the dealer, the change will cause general satisfaction throughout the trade.

The new prices are due to the advanced cost of all materials entering into the manufacture of soap. It has been felt for some time that the price would have to go up or the size of the bar would have to come down. The wholesalers and retailers strongly favored raising the price, and, when the time came, the manufacturers acted accordingly.

Some grocers, expecting higher prices, purchased rather heavily. They will likely put the new price into force at once, and thus get the benefit of the extra profit. This should be done by all retailers without delay.

**SUGAR SITUATION.**

Easier prices are likely to hold for some time in the sugar market. The total cane crop of the world including Hawaii, Java, Cuba and Louisiana will be 200,000 tons more than last year. The beet sugar production will be about one and one-half millions greater. The total increase will be 10 per cent. as compared with last year, while the normal increase in the consumption is only 4 1/2

per cent. Raw sugar has already broken almost a cent a pound from the highest point. A year ago it was 4.45 cents as against about 3.87 at present.

Granulated sugar, following raw, has gradually come down until it is now at \$4.70 for standard granulated, on Montreal basis. Cuba is expecting so much more sugar than last year that she is offering her new raws at about 2 1/2 cents against 2 3/4 cents last year. United States authorities expect sugar to drop to at least 4 1/2 cents. On the basis of 2 1/2 cents for raw sugar they say granulated should sell there at 4 1/2 cents.

Just how low it will go in Canada is merely conjectural. Another decline is looked for by jobbers but none of them have expressed an opinion that it will reach a 4 1/2 cent basis.

**GOOD CROP OF BEANS.**

The bean crop in Western Ontario is now estimated at between 900,000 and 1,000,000 bushels. In 1909 the crop amounted to 850,000 bushels so it looks as if bean prices ought to be easier than a year ago providing the increase in consumption does not more than balance the better crop.

Some growers are threshing as high as 25 bushels to the acre. Buyers have been paying \$1.50 for good quality beans or on a strictly hand-picked basis \$1.60 per bushel, delivered at the elevators.

**POOR SALESMANSHIP.**

What a lot of salesmen there are who seem to think that price is the only thing a customer thinks of. When they present an article for inspection, their first words are "That is \$1.80; here is a better one for \$2.40."

In a country general store last week a customer asked for a half pint of floor stain to touch up a small space.

The clerk offered a line selling at 15 cents, but it was not put up attractively and the customer asked:

"Haven't you so-and-so's?" naming the manufacturer of one of the best advertised paints.

"No, we only carry their paints," was the clerk's reply, "but, anyway, their stain would cost you 25 cents."

Here was a customer ready to pay for quality and the clerk, instead of encouraging the desire, offered the inducement of cheapness in order to make his sale.

Most people buy things, not so much because they need them as because they want them and, that being the case, they are more interested in getting just what they want than in a few cents difference in the price. Tell them about the style, quality, desirability of the article—make them want it, and steer clear of the price until they ask for it.

If you follow this rule, you will find the total of your sales increasing surprisingly.

**CHECK UP BEFORE RECEIPTING.**

Our attention has been called to a practice which must be classed among the careless details incident to lax methods of conducting business, namely, the neglect or failure on receipt of a bill of goods from a truckman or expressman to receipt the bill without first checking it up. This is one of the most careless practices entering into the details of mercantile business. Of course, under the law a truckman or a common carrier is supposed to be legally responsible.

The theory is that he can be held responsible through process of the law for any damage to goods or loss of goods, but after having signed a receipt to the effect that so many packages or bundles or boxes or cases have been received it is a pretty difficult matter to re-open the case and charge the carrier with having delivered less than the receipt called for. There is nothing much more conclusive than a receipted bill, and the way to avoid carelessness, mistakes and misunderstandings is to see that the thing is right in the first place.

In other words, do not receipt for goods without first checking them up and do not sign anything without having first carefully read it and making sure that you understand it. Many a man has signed a document without reading it, or, at least, after having read it only very casually, and afterwards found that he had signed an order for goods or a promissory note. Never be in too great a hurry to give proper care to your business.

**HOME TRADING.**

One publisher, who has adopted the plan of addressing a letter each week to some section of his readers, is pressing home the importance of organization. Of the women he asks: "Will the women of this town take part in a campaign to encourage home trading? If they will join in the fight, organize, and use their powerful influence in this good cause they will do more good for suffering humanity than the W.C.T.U., missionary societies, ladies' aids, etc., have or can accomplish."

Now that the newspapers are taking up this matter, the merchants can give significance to the movement by supplying actual instances as to the merit of home values, facilitating comparisons where possible, and otherwise demonstrating the justice of their position. All appearance of coercion must, of course, be avoided, or the adoption of any policy which would give to people the impression that they were being herded or hounded. It must be done by wide-open co-operation which will bring the best interests of the community home to every person capable of conviction.

## Invoice and Actual Costs Compared

Profits on Sugar When Weight of Sack and Paper is Considered—Shrinkage on Cheese and Biscuits—Shortages Observed in Weight of Meats—Actual Weights Below Those of Invoice—A Believer in Maintenance of Prices on Staple Articles.

By H. R. Daniels.

How many merchants in determining the selling price of an article, figure on the actual cost? Possibly not one in ten. Either carelessness or timidity or a presentiment that somehow or other the profits will take care of themselves, seems to be the only explanation of this paradoxical attitude. And paradoxical it certainly is. For it is inconceivable that any dealer would be satisfied with a gross profit of 10 per cent. upon an article that constitutes about one tenth of his annual sales—this being a fair estimate of the average gross profit on sugar.

I have spoken of actual cost; for there is an appreciable difference between the invoice price of a certain article and the actual cost of that article laid down in the store. I am aware that this matter has been touched upon in a casual way at various times, but few seem to realize the gravity of the situation without a close and searching introspective look at their own business.

### Figuring Profits on Sugar.

Take yellow sugars for example. Suppose the market quotations to be \$5 in hundred weight bags. Further, assume that 18 lbs. are retailed for \$1.00. What is your profit? At first glance it would appear that you are making 55c or about 10 per cent. on sales. This, however, is more apparent than real. First, because allowance must be made for the sack which will weigh about 14 ounces; secondly, (and this will be a surprise to many grocers) the paper lining will, with moisture absorbed from contents, weigh about 14 oz. more. This means that 98 lbs. of sugar will be a liberal estimate of what the grocer is able to retail over his counter. This, with 5c added for freight and cartage, will give our profit percentages quite a different value and turn a 10 per cent. margin—too small under the most favorable conditions—into a total gross profit of 41c or about 8 per cent.

### Cheese and Biscuit Shrinkage.

There are other lines upon which the experiment may be tried with equally startling results. Cheese is invariably short 1 to 1½ lbs. for the reason that the wholesales charge the grocer with the weights marked on the package which were originally placed there by the maker when the cheese was new. The same may be said of fancy biscuits which are usually packed and weighed while still warm and containing a maximum quantity of moisture. All fruits, raisins, currants, apricots, prunes, etc., come in the same category. Shrinkage must necessarily take place in these

goods though this loss may be reduced by storing in cellar or basement.

In the case of goods coming in glass containers, it is impossible to estimate the cost beforehand. In a four dozen package of jams or jellies the breakage may vary from one to four or five jars. All glass goods such as lamp chimneys, lantern globes, fruit jars, etc., are subject to heavy breakage. With fruit jars, 5 per cent. would be a conservative estimate of the loss sustained by breakage.

### Leakage to Guard Against.

In the majority of the instances cited above, the shrinkage in values, while very real, is not always readily discernible, and, as is the case with canned goods, where an odd package spoils from time to time, little consideration is given to the aggregate. Of course, some leakages are entirely unnecessary and can be guarded against by a little attention to incoming goods. In this connection may be mentioned meats. All invoices for this class of goods should be carefully checked and any shortages in weight charged against same. Today, the writer has checked an invoice for 36 lbs. of smoked roll, 10 ounces short; 37 lbs. bacon, 10 ozs. short; a barrel of smoked roll, invoiced at 220 lbs. was discovered to be 5½ lbs. short.

Enough has been advanced here to indicate the necessity of closer attention to selling prices. The cause of so many small margins in the grocery business to-day, is chiefly owing to the efforts of men, new at the game, whose ideas of getting trade are limited to cutting the price on some staple article. If leaders must be given, by all means give them, but let them be from special lines which come rather under the heading of luxuries.

### Plea for Individualism.

Finally, get away from the idea that it is necessary for you to meet every price which some ill-advised competitor may be pleased to make. Let the element of individualism predominate in your business, and make your store so attractive, and your service so perfect that the public simply can't help patronizing you. You will thereby succeed, yourself, and discourage others from attempting to gain trade by such unbusinesslike methods. Selling goods that are not profitable is something that shouldn't be.

A. W. Brumwell, general merchant, Kinley, Sask., has been succeeded by Chas. Fowler.

## INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The St. Lawrence Sugar Refining Co., are putting up Extra Standard Granulated sugar in 20-lb. cotton bags. This makes a very attractive package, saves labor in weighing and parcelling, and loss which sometimes occurs in the giving of over-weight. Then the sugar of the St. Lawrence Sugar Refining Co., is made only of pure cane sugar and is 100 per cent. pure.

Last week one of the display windows of Bain & Adams, retail grocers, Hamilton, Ont., contained a beautiful display of products of Wagstaffe, Ltd. Fruits in glass were handsomely shown in a show case, the color effect being really beautiful. Grouped around the show case were other products of this firm. It goes without saying that the window attracted a good deal of attention.

The E. D. Marceau Co., Montreal, have installed a Lambert peanut roasting machine of the latest pattern. Peanuts are roasted uniformly, and, owing to the careful manner in which they are automatically handled, they are very little damaged in the process.

Wm. Clark, of Montreal, manufacturer of food specialties, has begun to push vigorously his Chateau Brand of Concentrated Soups. Tinned soups usually retail at two for a quarter, but Mr. Clark is making a price which permits the dealer to retail the soups at only 10 cents a tin, and make a good profit. Advertising to the public is being placed in newspapers and street cars. The copy is attractive and persuasive, and should stimulate an excellent demand for Clark's Chateau Brand Concentrated Soups.

Walter Baker & Co., chocolate and cocoa manufacturers Dorchester, Mass., have purchased the factory in St. Henry, Montreal, which was formerly occupied by R. E. T. Pringle, and will alter the four story building in such a way as will best adapt the 55,000 square feet of space to the needs of their business. It is unlikely that any manufacturing will be done in Canada for at least six months. For several years this company has had an office in Montreal, and their business has developed to the extent of making it necessary for them to have a factory here which will enable them to sell their goods at a more attractive price, in view of the fact that they will not have to pay the heavy duty at present demanded on these lines when brought into Canada in a manufactured state.

The Gloucester, Mass., fishermen say that the mackerel this year were a dismal failure. The total catch of salt mackerel off the coast is estimated at about 3,200 barrels, compared with 16,206 barrels in 1909, and 20,426 in 1908. The catch of fresh mackerel is claimed to be almost as disappointing.

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# The Markets—Some Spices Advance

Cloves are Decidedly Firm and Cream of Tartar is Quoted at an Advance With Higher Prices to be Expected — Hallowee Dates to Drop  $\frac{1}{2}$  Cent Upon Arrival of Second Steamer About the 18th—Cables Announced Further Advances in Some Lines of Nuts—Sugar is Weaker and a Drop is Not Unlikely.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

## QUEBEC MARKETS

### POINTERS—

Sugar—Prices equalized.  
Evaporated Apples.—Firm at advance.  
Coffees—Higher.

Montreal, Nov. 10.

After rather an unlooked for wait the Canada sugar prices have been reduced to meet the lower prices quoted by others. There is a very weak condition all through the sugar market, and particularly in the raw. It has only been partially supported by the fact that the sugars being melted by the refiners were very high priced, and naturally had to be supported as much as possible. Declining market is looked for any day, as the raw market is weaker by three shillings than at this time last year, and yet the refined is higher than last year.

Canned goods are going with a rush, even at the high level prevailing. It is evident that dealers are taking no chances of a further advance, being pretty well assured that if any additional movement takes place it will be upward.

Taking the markets as a whole they are high and firm, and seem to be booked to continue that way.

Trade is good and promises to offer one of the best for years at this season.

Sugar.—At the end of last week the Canada Refinery reduced their prices 5c to meet the current quotations. This became necessary on account of the large arrivals of foreign sugars in this market. Not only does the market continue weak, but it does not seem possible that prices can long maintain even the present low levels. How soon any change will take place is hard to say. It all depends on the way the raw market shapes and how keen the foreign competition is. At any rate the refiners are hoping against hope that there will be a stronger raw market in the near future.

Granulated, bags	4 70
30-lb. bags	4 80
Imperial	4 55
Beaver	4 55
Paris lump, boxes, 100 lbs.	5 50
50 lbs.	5 60
25 lbs.	5 80
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 40
100 lb. boxes	5 50
50 lb.	5 60
25 lb.	5 80
5 lb. cartons, each	0 37 $\frac{1}{2}$
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 $\frac{1}{2}$
Extra ground, bbls.	5 15
50-lb. boxes	5 35
25-lb. boxes	5 55
Powdered, bbls.	4 95
50-lb. boxes	5 15
Phoenix	5 15
Bright coffee	4 65
No. 3 yellow	4 55
No. 2	4 45
No. 1 " bags	4 30
Bbls. granulated and yellow may be had at 5c above bag prices.	

Syrups and Molasses.—Country buyers are evidently beginning to lay in their winter supplies of syrups, as the trade in this line is picking up fast. City buying has been fairly brisk also. No changes in price.

Molasses trade has been disappointing to both importers and jobbers this

season, and they are unable to account for it entirely. The only explanation seems to be the increased demand for syrups. The market is dull and weak.

Fancy Barbadoes molasses, puncheons	0 26	0 26
" " barrels	0 28	0 29
" " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " barrels	0 34	0 36
" " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03	0 03
" " "	0 03	0 03
" " "	1 30	1 30
" " "	1 30	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50	2 50
" 5-lb. " 1 doz. "	2 85	2 85
" 10-lb. " 1 doz. "	2 75	2 75
" 20-lb. " 1 doz. "	2 70	2 70

Tea.—There is a good demand for the cheaper grades of blacks and China greens. Also there is a good demand for the better grades of Japans. Other lines are somewhat dull, and trade as a whole is about the same as last week.

From now on it is expected to remain steady.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 22
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunnowers	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " tinhead	0 30	0 50

Coffee.—Coffees are firm and high throughout, and there is a distinct shortage in Santos. Dealers here say that the market is too high to be reasonable, but still it continues firm, and even on an advancing basis. As pointed out recently in these columns, the visible supply is more than sufficient to supply the world for a year if the coming crop was an entire failure. Therefore it seems to be a pretty certain conclusion that speculation and the Brazilian government are responsible for the whole situation.

Mocha	0 22	0 30	Santos	0 16	0 19
Rio, No. 7	0 19	0 15	Maraonibo	0 18	0 20
Mexican	0 22	0 30			

Spices.—There is a high and advancing market in spices of all lines, but more particularly in cloves, which are now up to 30. Shortage of supplies is the explanation given. Also there has been a heavy and continuous demand all summer for spices, and this has materially strengthened the market.

Flaxseed is high at an advance of 3c over former quotations. Cream of tartar is scarce, and confirmation of the early reports of a short French production has sent up prices.

Business in all lines is booming, and it looks as if the year would be a banner one for the manufacturer.

Allspice	Per lb.	0 15	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 15	0 18	" ground	0 17	0 20	
Cloves, whole	0 20	0 30	Mace	0 30	0 40	
Cloves, ground	0 22	0 30	Nutmegs	0 30	0 40	
Cream of tartar	0 25	0 32	Peppers, black	0 14	0 18	
			" white	0 20	0 25	

Dried Fruits.—The arrival of the Jacona, the second Mediterranean fruit

boat, relieved the dried fruit market, coming as she did on a bare market. Her cargo was considerably smaller than last year, and as a result was snapped up almost immediately. The market hardly felt them. As a result there seems a certainty of higher levels all winter than last year.

The only fault found with the new arrivals is in their size. They are slightly smaller in average size than before. Still the quality is good, and beggars cannot afford to be choosers.

Reports from New York state that the same applies to their market, except that California lines are more plentiful.

Currants, fine filiatras, per lb., not cleaned	0 06	0 07
" " cleaned	0 07	0 08
" Patras, per lb.	0 08	0 09
" Vostizna, per lb.	0 09	0 10
Dates	0 05	0 05
Figs, 4 crown	0 09	0 11
" 5 crown	0 10	0 11
" 6 crown	0 11	0 12
" 9 crown	0 13	0 14

Prunes—		
40-50	0 09	0 09
60-70	0 07	0 07
70-80	0 07	0 07
80-90	0 05	0 05
90-100	0 05	0 05

Raisins—		
Australian, per lb., (to arrive)	0 08	0 09
Old seeded raisins	0 09	0 09
" fancy seeded, 1-lb. pkgs.	0 07	0 08
" loose muscatels, 3-crown, per lb.	0 07	0 08
" " 4-crown, per lb.	0 08	0 09
" sultana, per lb.	0 07	0 10
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.	0 08	0 08
" select, per lb.	0 08	0 08
" 4-crown layers, per lb.	0 07	0 07

Nuts.—So far very few new crop nuts are in, but shelled almonds have arrived. They are quoted high in the primary market, and are firm to the retailer.

The approach of cold weather has made a good increase in demand for all lines, owing perhaps to the increase in the making of home made candies. At this time of year it is astonishing, the amount consumed in this way.

Stocks are pretty low here, and all lines promise to be high through the winter.

In shell—		
Brazil	0 13	0 14
Filberts, Sicily, per lb.	0 11	0 13
" Barcelona, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 16	0 16
Walnuts, Grenoble, per lb.	0 13	0 14
" Marbots, per lb.	0 16	0 16
" Cornes, per lb.	0 11	0 11

Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown "	0 32	0 35
" 2-crown "	0 31	0 31
" (in bags), standard, per lb.	0 27	0 28

Cashews	0 16	0 17
Peanuts—		
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 15	0 15
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 75	0 75

Walnuts—		
Bordeaux halves	0 38	0 40
Broken	0 30	0 32

Evaporated Apples.—The quality of goods arriving is good, but as far as quantity goes there is but little. In spite of the high price there is a good trade being done, and dealers are sanguine as to the future.

The recent destruction by fire of a large lot of apples in Belleville is only an added influence in shaping the market, which is already high.

Evaporated apples, prime	0 11
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The largest packers and shippers of first-  
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on page 200

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Can give strict attention to a few first-class Gro-  
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Are you interested in any of the  
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A Post Card will bring you price  
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Don't forget to mention this  
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The finest STOVE POLISH on the market. Gives a  
quick, lasting, brilliant shine. Creates no dirt or  
dust, all polish.

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

## Habit vs. Business

It is just habit that keeps most grocers selling 30c. tea, and it is sheer business recklessness to sell the 25c. stuff. You will be surprised to see how readily your customers will buy the better grades when you ask them. In the first nine months of this year the sales of the 40c. grade of Red Rose Tea increased in Ontario alone 30.85 per cent. Most of your customers will gladly buy the 40c. grade when they know how good it is. Why not persuade them to try a package? When you do you can settle down to the business enjoyment of larger profit and more satisfied customers.

T. H. Estabrooks

Try recommending

# RED ROSE TEA

"It's good tea"

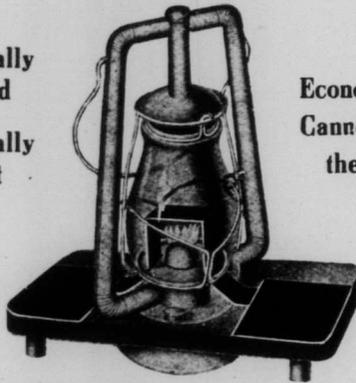
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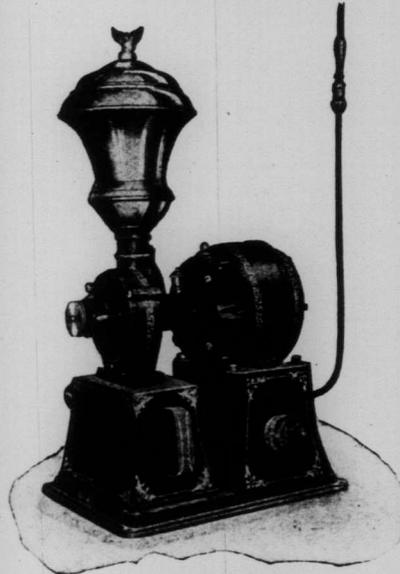
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Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price.

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

No. 40—D.C.—\$65.00  
No. 45—A.C.—\$75.00

**COLES MANUFACTURING CO.**  
1625 North 23rd St., Philadelphia, Pa.

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

## THE CANADIAN GROCER

Currants uncleaned, loose pack, per lb.....	0 07½
" dry, cleaned, Filiatras, per lb.....	0 0 ½
" wet, cleaned, per lb.....	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb.....	0 08½
Pears, per lb.....	0 13½
Peaches, stand-ard, per lb.....	0 09
Peaches, choice.....	0 10
Apricots, stand-ard, per lb.....	0 15½
Apricots, choice per lb.....	0 16
Plums, pitted, lb.....	0 12

Syrup—A large quantity is going out at the following prices, and no lower prices are in sight. It is reported here that within a few weeks the price of syrup will be advanced, since the demand the world over is very heavy. This is based upon the fact that in other years when there was a large production much higher prices prevailed.

Syrups—	
24 2-lb. tins, per case.....	2 08
12 5-lb. tins, per case.....	2 48
6 10-lb. tins, per case.....	2 37
3 20-lb. tins, per case.....	2 37
Half bbls., per lb.....	0 03½
Barbadoes molasses, ½ bbls., per gal.....	0 50
New Orleans molasses, ½ bbls., per gal.....	0 36

Nuts—It is believed that walnuts will not arrive on time for the Christmas trade, and the price is stiff, nothing below 36c being quoted. Other nuts will be plentiful, and the demand is already heavy in all portions of the west. Filberts are reported very strong, and a 13c market may prevail shortly.

Shelled Walnuts, in boxes, per lb.....	6 50
" small lots, per lb.....	0 38
" Almonds, in boxes, per lb.....	0 35
" small lots, per lb.....	0 36
Peanuts, Virginia, per lb.....	0 11
Filberts, per lb.....	0 12½

Tapioca and Sago — Reports from Singapore are that there is a small production of both these commodities, and consequently the market here has taken

on a brisk tone. The world's demand is already heavy, and sago is stiff at 5c.

Pearl tapioca, per lb.....	0 06	0 06½
Sago, per lb.....	0 05	0 05

Beans.—Owing to the large production and the good quantity that has been secured for the western trade, the bean market is weak. Further declines are not expected, however, as the supply will be readily taken up.

3-lb. picker, per bushel.....	2 15
Hand picked, per bushel.....	2 25

Evaporated Apples. — New winter stock has arrived, and at a firm price. The quality is good, and notwithstanding the large fresh apple distribution throughout the west, the evaporated product is being readily taken up. As winter comes on, higher prices will no doubt be quoted.

25-lb. box, per lb.....	0 11½
50-lb. box, per lb.....	0 10½

### BRITISH COLUMBIA MARKETS.

Vancouver, Nov. 9.—Two prominent and unusual features mark the trade in Vancouver this week. One is the big drop in sugar, from \$5.80 to \$5.45. More than one grocer not expecting this got caught even on the morning of the reduction, having ordered without asking the price.

The other feature is the absence of premium bacon. There is none to be had in the city, except in one or two instances of dealers having an odd piece or two on hand. Wholesalers are out and have been for three or four days, and many dealers have not been able

to meet the demand. This is the first time this has happened. It gives a fine opportunity for all other kinds of bacon, and advantage is being taken to get rid of various brands. The price for premium has been hovering around 31 and 31½ cents. It has not advanced with the scarcity, because it cannot be had at any price. It is expected that the market will be relieved in a day or two.

There is no change in butter, Chilliwack and Edenbank creamery jobbing at 40 cents. The quality in instances, however, is not up to the usual high standard.

## THE PEOPLE OF JAMAICA

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

## KINGSTON

## "GLEANER"

might bring inquiries. Better write for rates to

**I. C. STEWART, Halifax**



No substitute or imitation of

**BOVRIL** has ever been successful

BECAUSE

**BOVRIL** has never been equalled.

Our staff includes analytical chemists of the highest scientific attainments and our board of directors includes Sir James Crichton Browne, M. D., one of the leading authorities of the day on diet.

The BOVRIL ESTATES cover more than nine million acres. The whole province of Manitoba would only cut up into five portions equal in size to those estates.

We shall continue to make the merits of BOVRIL known to the public and at the same time Maintain an Excellent Profit for the Dealer.



# We Build Up a Trade in the Hustling, Booming West for You

The stream of immigration westward is still on the increase, and the majority are making for the three huge Prairie Provinces. They must have food, clothing, household effects and farming utensils. Are you a manufacturer or shipper engaged in supplying these needs? There's plenty of room for more goods, and if your quality and prices are right a successful market awaits you. The west wants the best only!

May we handle your products on a reasonable commission basis? We have excellent warehousing and track facilities at all the strategic business points, and we know our west intimately. Get in touch with us.

## NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG    REGINA    CALGARY    SASKATOON    EDMONTON    FORT WILLIAM

Storage for all classes of merchandise

Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William

# A Pointer for Every Grocer

There is one royal road to profit in the handling of foodstuffs, and that is the highway named "PURITY."

## "E.D.S." BRAND Jams, Jellies & Catsup

will bring satisfaction to your customers and profit and repeat orders to yourself because of their absolute purity---100% pure, as certified by the government Analyst. Satisfy yourself before pushing "E.D.S." Brand that our claims are true.

Write the Department of Inland Revenue for Bulletin 194. This will set aside any doubts you may have had as to the absolute purity of "E.D.S." Goods. Keep your shelves well supplied with "E.D.S." Brand.

**Made by E. D. SMITH, at his fruit farms, Winona, Ont.**

AGENTS—N. A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.



## Reward—One Hundred Dollars

### Poultry Producers

We will pay top market price at time of delivery, and a prize of

**\$100.00 in Gold**

divided First, Second and Third, for the best 24 Turkeys and 24 other Barn-Yard Fowls delivered between 10th and 15th December.

Judge, Professor Fred. C. Elford, of the MacDonald Agricultural College.

*Write for Particulars and Entry Blanks.*

**Gunn, Langlols & Co., Limited**

Montreal, - Que.

Canada's Leading Produce and Poultry House



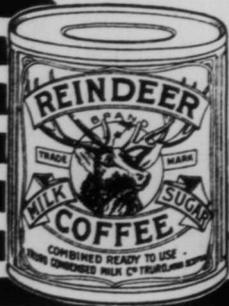
ARE YOU STOCKED



with these four well-advertised, "Made in Canada" Brands, which constitute

## THE TRURO LINE

If not, place your order NOW. Otherwise, you're not in a position to take advantage of the demand we are creating through our advertising. Get the goods on your shelves and let us help you sell them.



TRURO-CONDENSED MILK CO. LIMITED  
FACTORIES  
TRURO-N.S.  
HUNTINGDON, P.Q.



# Mince Meat

Owing to the high prices which we have to pay for good apples, as well as for good currants and raisins, this year, we cannot make good mince meat at the same prices as charged you last year, but we are making good mince meat and can quote you good prices.

**F.W. Fearman Co.**

LIMITED

Hamilton

# THE WM. RYAN

LIMITED

PORK PACKERS AND WHOLESALE PRODUCE MERCHANTS

Dealers in

BUTTER, EGGS, CHEESE, POULTRY and all kinds of Farm Produce, HAMS, BACON, LARD, LONG CLEAR MESS PORK, SHORT CUT, SAUSAGE, BOLOGNA and all Pork Products.

Correspondence Solicited

70 Front St. East, Toronto

Ne

There is provision prices are week. At been quot ing in this easier tha pretty libe lines has f The prie laids are fifty cents in some pl ed in at cities. Ov fresh varie mostly fro continue f months. would be v ing the wir The chee operations formly goo exports of cheese and surpassing factory re and the fig a splendid firmer and is not dista be reached. ed at a big to the pres Poultry se plies have demand is, heavy. Mar factory.

Provisions. the provision is a generall mand for all quite freely,

Pure Lard—

Boxes, 50 lbs., p  
Cases, tins, each  
" " " "  
" " " "  
Pails, wood, 30 l  
Pails, tin, 30 lbs  
Tubs, 50 lbs. ne  
Tercos, 375 lbs.,

Compound Lard—

Boxes, 50 lbs. ne  
Cases, 10-lb. tins  
" " " "  
" " " "  
Pails, wood, 30 lb  
Pails, tin, 30 lbs.  
Tubs, 50 lbs. net  
Tercos, 375 lbs.,

Pork—

Heavy Canada short  
Bean pork.....  
Canada short cut bac  
Clear fat backs.....  
Heavy flank pork, bb  
Plate beef, 100 lb bbl  
" " 300  
" " 500

Dry Salt Meats—

Green bacon, flanks, l  
Long clear bacon, h  
Long clear bacon, lig  
Hams—  
Extra large sizes, 25 lb  
Large sizes, 18 to 25 lb  
Medium sizes, 13 to 18  
Extra small sizes, 10 lb  
Bone out, rolled, larg  
" " small  
Breakfast bacon, sing

## New Laid Eggs Bringing High Prices

Fifty Cents a Dozen is a Fairly Common Figure, and in Some Places as High as Seventy Has Been Quoted — Hams and Bacon at Another Reduction in Toronto, and Market is Still Weak—Cheese Factories Are Being Closed, and in Some Places Slightly Higher Quotations Rule — Poultry Prices are Easier and Supplies are Liberal.

There is still an easy feeling in the provision market and in some places prices are even lower than those of last week. At country points live hogs have been quoted as low as \$6 and the feeling in this market seems to be a little easier than a week ago. Receipts are pretty liberal and the demand in some lines has fallen off to some extent.

The price of eggs soars steadily. New laid are exceedingly scarce and while fifty cents a dozen is a common price, in some places seventy cents is demanded in at least one or two Canadian cities. Owing to the scarcity of the fresh variety, demand has been supplied mostly from storage stocks and will continue from that source for some months. An all-the-year-round hen would be welcomed by the masses during the winter months.

The cheese factories are suspending operations after a long and almost uniformly good year. In spite of the large exports of cream, the manufacture of cheese and butter has been a big item, surpassing even that of last year. The factory reports will be soon compiled and the figures should give evidence of a splendid year. Butter is a little firmer and it is expected that the time is not distant when higher prices will be reached. The production has remained at a big figure practically right up to the present.

Poultry seems a little easier. Supplies have been very liberal, but the demand is, if anything, not quite so heavy. Markets on the whole are satisfactory.

### MONTREAL.

Provisions.—There is little change in the provision trade, except that there is a generally good increase in the demand for all lines. Hogs are coming in quite freely, at last week's prices.

<b>Pure Lard—</b>	
Boxes, 50 lbs., per lb.	0 15
Cases, tins, each 10 lbs., per lb.	0 15
" " " " " " " "	0 15
" " " " " " " "	0 15
Pails, wood, 20 lbs. net, per lb.	0 15
Pails, tin, 20 lbs. gross, per lb.	0 14
Tubs, 50 lbs. net, per lb.	0 15
Tierces, 375 lbs., per lb.	0 15

<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 13
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 13
" " " " " " " "	0 13
" " " " " " " "	0 13
Pails, wood, 20 lbs. net, per lb.	0 13
Pails, tin, 20 lbs. gross, per lb.	0 12
Tubs, 50 lbs. net, per lb.	0 13
Tierces, 375 lbs., per lb.	0 13

<b>Pork—</b>	
Heavy Canada short out mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short out back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" " " " " "	18 00
" " " " " "	26 50

<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 13 1/2
Long clear bacon, heavy, lb.	0 14
Long clear bacon, light, lb.	0 15 1/2
<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 16
Large sizes, 15 to 25 lbs., per lb.	0 17 1/2
Medium sizes, 10 to 15 lbs., per lb.	0 18 1/2
Extra small sizes, 10 to 15 lbs., per lb.	0 18 1/2
Bone out, rolled, large, 16 to 20 lbs., per lb.	0 18 1/2
" " " " " " small, 9 to 12 lbs., per lb.	0 19 1/2
Breakfast bacon, English, boneless, per lb.	0 18 1/2

Windsor bacon, skinned, backs, per lb.	0 18 1/2
Spiced roll bacon, boneless, short, per lb.	0 17
Hogs, live, per cwt.	7 70
dressed, per cwt.	11 25

Butter.—New York buyers are in Montreal picking up odd lots, and this influence has had much to do with firming the market. Though no change has taken place in prices here, in the country they are higher.

A recent meeting at Cowansville was held with a view to forwarding the interests of Canadians as regards the exportation of cream. A resolution was passed which was to be forwarded to the government, making the suggestion that reciprocity, or rather equality in the butter and cream rates be made. What effect this will have is as yet rather problematical.

Receipts for the week are 5,199 packages as against 6,538 same week last year. For the season they are 390,077 packages as against 346,306 same season last year.

New milk creamery	0 25	0 25 1/2
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 22	0 23

Cheese.—Factories are closing in all parts of the country, and as a result supplies are dropping off. Prices are firmer by 1/2c here, and there is a distinct probability of their being even higher.

Receipts for the week are 44,597 boxes as against 54,448 same week last year. For the season they are 1,860,929 boxes as against 1,850,728 same season last year.

Quebec, large	0 12 1/2
Western, large	0 12 1/2
" " " " " " " "	0 12 1/2
" " " " " " " "	0 12 1/2
Old cheese, large	0 15

Eggs.—Eggs are already from 3c to 5c higher than last week, and if the present demand continues there will undoubtedly be a shortage weeks before the same time last year. New laid are now bringing 45c a dozen, and the others in proportion. Evidently people are deciding that they must have eggs at any price.

Receipts for the week are light, only 1,659 cases, as against 1,548 same week last year. For the season they are 177,236 cases as against 182,137 same season last year.

New laid	0 45
Selects	0 52
No. 1	0 27

Honey.—There is no change in the honey situation. Sales are light but steady, and at last week's quotations.

White clover comb honey	0 15	0 16
Buckwheat, extracted	0 08 1/2	
Clover, strained, bulk, 30 lb. tins	0 10	
Buckwheat comb	0 12 1/2	

Poultry.—Although country prices are at present high, there is a prevailing impression that they will be lower before long.

Arrivals are at present good, in fact better than has been expected, and if the supplies come in as they are now doing it is bound to weaken the market

to a certain extent until the Christmas trade begins.

Chickens	0 16	0 18 1/2	Ducks	0 18	0 19
Fowl	0 14	0 15	Turkeys	0 18	0 19
Geese	0 13				

### TORONTO

Provisions—Another decline of one cent per pound is in effect this week on hams and bacon. The market has been easy and regained none of the ground lost recently. At country points a wide variance in prices for live hogs obtains. In some places they are down as low as \$6.00, but these places are few. Demand is keeping up fairly well for this season. If the market continues in this direction those who have been decrying against high meat prices will find themselves without reason to grumble.

Long clear bacon, per lb.	0 14	
Smoked breakfast bacon, per lb.	0 15	
Pickled shoulder	0 11 1/2	
Roll bacon, per lb.	0 13	
Light hams, per lb.	0 17	
Medium hams, per lb.	0 17	
Large hams, per lb.	0 16	
Cooked hams	0 24	
Fresh shoulder hams	0 13	
Shoulder butts	0 17	0 18
Backs, plain, per lb.	0 19	
" " " " " "	0 19 1/2	
Heavy mess pork, per bbl.	25 00	24 00
Short out, per bbl.	27 50	26 00
Lard, tierces, per lb.	0 14 1/2	0 15
" " " " " "	0 15	0 15 1/2
" " " " " "	0 15 1/2	0 15 1/2
" " " " " "	0 13	0 13 1/2
Live hogs, at country points	6 90	
Live hogs, local	7 20	7 35
Dressed hogs	11 00	

Butter.—The market is steady and but little changed since a week ago. The production has kept up well and receipts have been liberal. The changing weather conditions are likely to have an effect on butter prices and a firmer tone is expected in the future.

<b>Fresh creamery print</b>		
Creamery solids	0 26	0 27
Farmers separator butter	0 25	0 25 1/2
Dairy prints, choice	0 24	0 25
Fresh large rolls	0 22	0 23
No. 1 tubs or boxes	0 21 1/2	0 22
No. 2 tubs or boxes	0 20	0 21
" " " " " "	0 19	0 20

Cheese—A good steady trade is passing in cheese. Factories still in operation are few and the season is practically over. Prices are steady before a moderate demand.

<b>New cheese—</b>		<b>New twins</b>	
Large	0 12	0 12 1/2	0 12 1/2
Old cheese	0 14	0 15	0 14

Eggs—Prices continue to soar with remarkable consistency. In some cities last Saturday, Toronto included, guaranteed fresh eggs brought 50 cents a dozen on the farmer's market. That indicates the strength of the market as far as new laid eggs are concerned. Wholesalers find shipments scarce now and are depending for the most part on storage stocks.

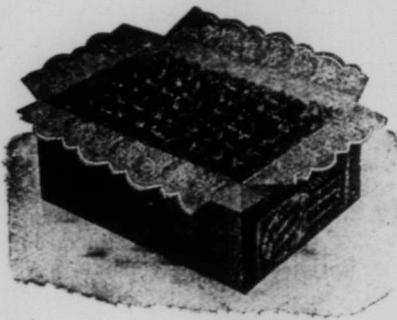
New laid eggs	0 40	0 45
Selects, storage	0 30	0 31
Fresh eggs, doz., storage	0 27	0 28
Pickled eggs	0 26	0 26 1/2

Poultry—Receipts of poultry have been increasing, particularly chickens and geese. The demand has declined slightly of late, and with heavy offerings have been responsible for an easier situation in prices.

Spring chickens, live	0 10	0 11
Hens, per lb. live	0 09	
Turkeys, per lb., large, dressed	0 10	0 18
Spring duck, lb., live	0 10	
Geese, live	0 08	0 08 1/2

Note.—Dressed prices from 1 1/2 to 2 cents above live.

Continued on Page 50.



## “BORDO” CHOCOLATES

From the very start have had the warm support of the merchants. This, of course, is due simply to the fact that the retailer who saw and tasted “BORDO” recognized their exceptional worth, and the ready market they would create for themselves.

We want the merchants who do not handle “BORDO” to consider this—Is it better to stock a variety of brands which are all very similar, both as to composition and flavor, or to stock a brand of proven worth, the ever increasing popularity of which means a big profit to the retailer,—an article customers will ask for by name, and recommend their friends to ask for?

A customer who asks for “BORDO” will not be content with some unknown brand which he is told is “just as good.” He wants “BORDO,” and if he asks for them in a store where they are not sold, he will go where they are sold.

It is just this way that customers are lost or gained. The merchant who is not selling “BORDO” is missing profitable custom.

If you have not seen or tasted “BORDO” Chocolate we will gladly send you a sample and free particulars, if you will write.

**The Montreal Biscuit Co.**

“THE ORIGINATORS”

MONTREAL

A House Old Enough to have a reputation; Young Enough to be abreast of the times.

An  
all-the-year-round  
Success!

## Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.  
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. ‘Breakfast Biscuits’ will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.  
Reading  
Eng.

**A**NCHOR Brand Flour is made in the belief that there are enough discriminating people, who want something extra good, to warrant special efforts in manufacturing it.

This belief has been justified by increased demand from those who like good Bread.

Manfd. by

**Leitch Brothers Flour Mills**

Oak Lake, Man.



**Anchor  
Brand  
Flour**

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THE CANADIAN GROCER



## A Good Storekeeper

studies his stock and sells only those goods he knows will please his customers, leaving the inexperienced dealer to experiment with the various "just as good" brands and imitations of standard articles.

## MAGIC BAKING POWDER

*Is the kind that pleases the people.*



ESTABLISHED 1852.

☞ Merchants should recommend food-products that are produced in **clean** factories.

## Enlarging Again

Our business has grown so wonderfully fast that we find it difficult to accommodate our facilities to its growth. We have twice moved to larger locations, enlarged our present premises three times this year and are now compelled to move to another location, where we have ample room to grow.

Our new location is

**90-98 Ontario Street, Toronto**

The cause of this marvellous growth lies in the fact that merchants in every part of the Dominion are awake to the time, money and labor saving possibilities of

## The McCaskey Gravity Account Register System

which, with ONE WRITING, will take care of every detail of business from the time goods are purchased until the money for them is in the bank.

Will you write for information to-day? It is free.

**DOMINION REGISTER COMPANY**

New Location,

90-98 Ontario Street, Toronto

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties.

## Don't Let the Butcher

get all the soup trade when you  
can so easily sell

## Clark's Concentrated Soups (Chateau Brand)

Several varieties in neat tins, with good labels. Whereas such goods usually sell at two tins for a quarter, Clark's Soups retail at only 10 cents a tin, and give you a good profit.

Jobbers who are not supplied should hasten to secure a stock. We are advertising these Soups in newspapers and street-cars throughout Canada.

**Wm. Clark - Montreal**



Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags  
Acme Pellets, 5-lb. tins | Lozenges

and a full range of  
LICORICE SPECIALTIES

for Grocers, Confectioners  
and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY  
MONTREAL, CANADA

# BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

## M<sup>c</sup>VITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **M<sup>c</sup>VITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:  
**RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG**

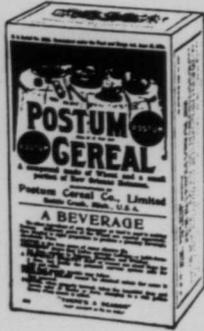
The Steady,

Increasing Demand

FOR

# POSTUM

since it was put upon the market, 15 years ago, is the natural result of the vast benefit it has done thousands, yes, millions of persons in all parts of the world.



Continuous, truthful advertising has pointed out the injury coffee does to many; and an easy, pleasant way to dismiss coffee ills.

People buy postum and become steady users because they recognize its beneficial effects; and the grocer who supplies the demand enjoys the excellent profit—generally better than on coffee—and the sale of Postum is guaranteed.

**“There’s a Reason”**

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan.

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## Some Mills Quote Flour at Reduction

State That Price of First Patents is Down to \$5.60, But Eastern Millers Declare That They are Not in Sympathy With The Movement—Market is Steady and Quiet, and Next Move is Obscure—Shipments From Canada and United States Show an Increase for Last Week—Nothing Eventful in Cereal Market.

Information regarding the flour market during the early part of this week was somewhat conflicting. A difference of ten cents existed between the price quoted by eastern and western mills, with the lower figure representing the latter. Last week it was stated that from the condition of the wheat market, with prices weakening, it seemed that if those quotations were maintained or still further reduced, that flour would in all probability follow. In the meantime the wheat market regained a certain amount of strength, but is apparently back to its former position. While some report that the flour market is steady, and is even inclining upward, others claim that it is weaker, and support their statements by announcing a decline of ten cents for top patents. Just what way the general movement will be, if there is any, is known only to the fates that guide this peculiar market. If this decline is taken as any criterion, then a general reduction may be looked for, but there is no surface evidence that would indicate that movement, whatever tendencies there may be deeper at work. The Winnipeg market has lent considerable strength to the wheat market, and has been largely responsible for the recent reaction. World's exports have been less than those of a week ago by less than over a million bushels. Indications still point to a big crop in Argentina, and the harvest is expected to be under way in a week or so.

This week stocks of grain in store at Fort William and Port Arthur have increased by one and a half million bushels over last week, and by two million bushels over last year, when the stocks amounted to a little over seven million bushels. Last week the shipments exceeded two and a half million bushels. It is well known that much grain of late has been shipped to Buffalo.

To-day's increase in the Canadian visible supply was little short of a million bushels, and United States grain men were unable to understand the advance on the Canadian mart, where the December option finished strong at 90½c, as against Saturday's closing price, recorded at 89½c, a figure which, at the end of last week, was thought to be pretty high. Trading at Winnipeg was not of record proportions and fluctuations were only small, a very small gap separating the highest and lowest quotations of the day.

The ground gained on Monday was practically lost on Tuesday.

Canadian visible wheat supply this week was estimated at 11,969,000 bushels, an advance of almost a million bush-

els over last week, when the figures were 11,031,000 bushels. Last year the wheat visible was calculated to be 12,099,000 bushels. Canadian oats visible this week was 8,392,000 bushels, as compared with 8,508,000 bushels last week, and 2,630,000 bushels last year.

With the exception of the preceding week, the exports of wheat and flour last week from the United States and Canada were the largest on record during the present season. Canadian holders of wheat wish for the early inauguration of an export demand and offers within reach. In absence of such a demand, accurate statistics are interesting.

Complaints are still heard of the gap between Old Country offers and Canadian quotations.

### MONTREAL.

Flour—With wheat advancing and on a firmer basis, the effect on the flour market has been very beneficial, stopping temporarily at least the declining tendency the market has shown for some time past. Millers are hoping that the conditions will not tend to weaken flours more than they are at present, but as yet are somewhat uncertain as to the effect being more than temporary.

Winter wheat patents, bbl.....	5 45
Straight rollers, bb.....	5 25
Extra, bbl.....	5 25
Manitoba 1st spring wheat patents, bbl.....	5 80
"    straight patents bbl.....	5 30
"    strong bakers.....	5 10
"    second.....	4 60

Rolled oats.—Spot stocks of oats are decreasing, and although no change is evident in prices as yet, there is undoubtedly a slightly firmer feeling in the market for rolled oats. Also export demand has been very good lately, and that has caused a better feeling.

Local business done has been about the same as last week, just fair.

Fine oatmeal, bags.....	2 25
Standard oatmeal, bags.....	2 25
Granulated.....	2 25
Bolts cornmeal, 100-bags.....	1 70
Rolled oats, bags, 90 lb.....	2 00
"    barrels.....	4 45

### TORONTO.

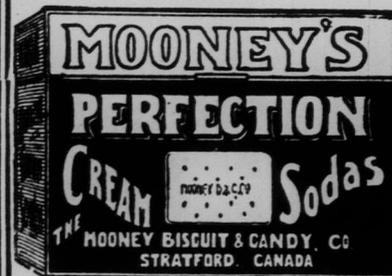
Flour—Receipts of grain locally are said to have improved, although they are still not as heavy as they should be. Millers do not look for lower prices in any direction. They claim that even now some of the work is being carried on at a loss. There is no general news here of a decline in first patents, although there is authority for the statement that some western mills are quoting at the reduction.

Manitoba Wheat.	
1st Patent, in car lots.....	5 60 5 70
2nd Patent, in car lots.....	5 20
Strong bakers, in car lots.....	5 00
Feed flour, in car lots.....	3 10 3 30

## Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell exclusively--



This is the kind that always reaches you in the same crisp and fresh condition as it leaves our oven.

Your cracker business will boom if you are selling

## MOONEY'S

Order to-day.

The

**MOONEY BISCUIT & CANDY CO., LTD.**

Stratford and Winnipeg

## MAPLEINE

(Maple Flavor)



This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

**Frederick E. Robson & Co.**

26 Front St. E., Toronto

Winter Wheat.	
Straight roller.....	4 25 5 25
Patents.....	4 80 5 35
Blended.....	5 00 5 20

Cereals—The market is steady and inclined to be quiet. Millers are busy



# CHRISTIE

## A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset*.

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

## CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are "The Purest of all Pure Foods."

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's*.

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"Christie Biscuits sell more than Biscuits."

CHRISTIE, BROWN & CO., LIMITED

# BISCUITS

MAKING MORE MONEY!

THE GROCER who is  
handling a full line of  
"White Lily" Brand  
Biscuits



is on the road to greater profit in his business.

HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.

'Sogginess' is unknown with 'WHITE LILY' BRAND BISCUITS. They reach you in as crisp and fresh condition as they leave our ovens.

We also recommend WHITE LILY Cream Sodas — Marshmallow Jam Jams and People's Fancy Mixed.

Write for prices

J. A. Marven, Limited  
MONCTON, N.B.

Becoming the Housekeeper's Choice

LYNCH'S  
Quality Biscuits

prove [the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas	Seed Sugar
Family Pilot	Fig Bars
Graham Wafers	Crimp Sugar
Ginger Snaps	Lemon Creams

LYNCH'S LTD.  
Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

and at  
Stellarton                      Halifax  
Fred. A. Milligan, Manager      Frank A. Gillis, Manager

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

All the year round  
Mott's  
"Diamond" and "Elite"  
brands of  
Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

J. A. Taylor	R. S. Melndoe	Joe. E. Huxley	Arthur Nelson
Montreal	Toronto	Winnipeg	Vancouver
Arthur M. Loucks	R. G. Beddington		
Ottawa	Calgary		

By Royal



Letters Patent

NELSON'S  
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S  
Gelatine and Liquorice  
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.  
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.  
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.  
J. L. Watt & Scott, 27 Wellington Street East, Toronto.  
W. E. Ashley, Winnipeg.  
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

# CAN YOU IMAGINE IT

## 10,500

### BARRELS A DAY

Just think of all the pleased users it must take to make possible this enormous capacity.

A big output is a mighty useful consideration—if the flour is a sure pleaser.

Because the heavier your output the more cooks and bakers will use your stuff; the more people you have decrying your quality in case of failure.

So that 10,500 barrels a day simply *must* mean a vast army of *satisfied* users buying and re-buying FIVE ROSES over the retail counter every weekday in the year.

Because, don't you see, if it were unsatisfactory, we would have to make less and less as consumers "got wise" to big claims and small performance.

But, Brother Grocer, for twenty-one years now we are making *more and more*.

Yours are not merely satisfied, but *pleased* patrons.

Making it easy to hold old custom.

10,500 barrels make 21,000 bags of 98 lbs.; or 42,000 bags of 49 lbs.; or 84,000 twenty-fours; or 147,000 fourteens; or 294,000 sevens; or 2,067,000 pounds of good flour.

Are YOU getting your share of these sales, these pleased patrons, these permanent profits?

Are you, Brother Grocer?

LAKE OF THE WOODS MILLING  
COMPANY, LTD., MONTREAL

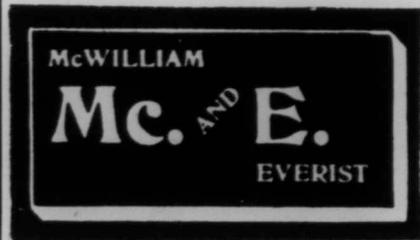


# FIVE ROSES FLOUR

**NEW GOODS**

**DATES**—Hallowi, Fard  
BOXES and PACKAGES  
**FLORIDA ORANGES,**  
**GRAPE FRUIT,**  
**LAYER RAISINS,**  
**FIGS, NUTS,**  
**CRANBERRIES,**  
**SWEET POTATOES,**  
**ALMERIA GRAPES, Etc.**

Shall be pleased to quote apples in car lots or less.



25-27 CHURCH ST. TORONTO  
are Largest Receivers

**St. Nicholas Home Guard**

PACKER:  
FRANC TRACUZZI

**Nothing Better**

AGENT:  
**J. J. McCABE, Toronto**

**Puck**

**Navel Oranges and New Lemons Offered**

**Fruit Dealers Quote Prices on New Sicilian Lemons — First Navel Oranges Expected This Week — Grapes are Becoming less Plentiful and Show an Increase in Price — Apples are Still Scarce, Particularly Fancy Stocks—Potatoes are in About the Same Position as Last Week — Tomatoes and Pears are Passing.**

From all the markets in eastern Canada reports are coming in to the effect that apples are scarce and are demanding a high price. It is also stated that good fruit is difficult to obtain, but that supplies of an inferior grade are fairly plentiful. This seems to cover the general situation. Not only has the apple crop been almost a dismal failure, but growers in far too many places neglected the ordinary precautions which safeguard the quality of the ripened fruit. In those districts where attention was paid to spraying, a good quality of fruit was obtained, but it is easy to find an explanation for the inferiority that is characteristic of the most of the fruit now sold.

Trade in general while good for this season is suffering a sort of relapse resulting from the rush and bustle of the summer months. New oranges from California and lemons from Sicily are expected by wholesalers this week. Florida and Jamaica oranges have been meeting the demand, but the new navels will be welcomed. Tomatoes are becoming scarcer as are also pears. Grapes are quoted at an advance and are really becoming scarcer. Demand for Malaga and Almeria varieties is fair and promises well for the future.

**MONTREAL.**

**Green Fruits.**—Plums and peaches are off the market, except for a few scattering lots. The market has been a fairly average one for deciduous fruits, this season, and toward the end showed a marked improvement.

Apples are scarce, that is good ones are. Those appearing are at best only seconds, and the average are not even up to that grade.

Trade in general is rather quiet, though fair business has been reported from some dealers. The quantity of fruit appearing is said to be too large.

Apples, bbl. .... 5 00 6 00	Oranges—
Bananas crated, bunch ..... 2 00 2 25	California, late
Cranberries, bbl. 7 50 8 00	Valencias..... 4 00 5 00
Cocconuts, bags. .... 4 25	Pineapples—
Wild grapes, lb. . 0 03 8 05	Florida, case..... 5 00
Limes, per box..... 1 25	Plums, crate..... 2 00 2 25
Call. Malagas..... 2 00	Peaches, American, basket..... 2 00
Lemons..... 4 25 5 00	Pears, bbl..... 7 00 10 00

**Vegetables.**—Large arrivals of garlic lately have weakened the price 50c. Not only that, but selling has dropped in this line to a considerable extent, thus weakening matters still more.

Tomatoes are scarce, and higher by 50c. Hot house are beginning to come in at 20c.

Corn is exhausted, or so nearly so that the quantity is negligible.

Spinach is slightly higher in the country, and somewhat scarce locally.

Trade has not been anything out of

the ordinary this week. Just a medium demand for standard lines.

Beans, American basket..... 3 00	Boston..... 1 00 1 25
Beets, bag..... 0 75 0 90	Onions—
Carrots, bag..... 0 75 0 90	Spanish, cases.. 2 50 3 00
Cabbage, new, dz 0 40 0 50	Potatoes, bag 0 90 1 00
Celery, doz..... 0 75 0 90	Sweet potatoes, basket..... 1 50
Cauliflowers—	" " bbl..... 4 00
Montreal..... 1 00 1 50	Parsley, dozen... 0 15 0 20
Cucumbers, doz. .... 2 00	Parsnips, new, bag 0 75 0 90
Garlic, 2 bunches .... 0 15	Radiishes, dozen bunches..... 0 25 0 30
Green Peppers, basket..... 0 75	Spinach, bbl.... 3 00 3 50
Hubbard squash, dozen..... 3 00	Tomatoes, box. .... 3 00
Leeks, doz..... 1 50	Turnips, new, bag..... 0 75 0 90
Lettuce—	Vegetable marrow, dozen..... 2 00
Montreal, doz.... 0 40 0 60	

**TORONTO.**

**Green Fruits.**—New lemons are expected to arrive this week on the first steamer from Messina and will be quoted at about four dollars a case. They are coming on a market that is practically stripped bare, especially as far as lemons of quality are concerned. It is likely that the new stocks will show good condition. Owing to the scarcity of fruit, lemon prices were beginning to soar all over the country, and high prices were ruling in some places. The new arrivals will relieve the situation.

There seems to be a good demand for oranges. Valencias are practically done. There is possibly a small quantity left, but they are bringing high prices. Florida and Jamaica fruit are being most freely offered and fancy stocks are in most demand. The first navels of the season are expected this week and will be close on the first shipments to the eastern cities in the United States. Much is expected of the new California fruit, particularly for the holiday demand, and there is every prospect of a heavy demand being felt. Apples are holding firmly, but seem to be offered more liberally this week. Prices are about the same, but are a little easier on those that are sold in basket lots. Grapes are quoted at a higher price, and are still offered pretty freely, though of course the decline in quantity is noticeable. There is considerable demand for Almeria and Malaga grapes. There are still a few pears on the market, but otherwise the home grown fruits of that kind are practically done.

Apples, bbl. .... 3 50 5 25	Almeria, bbl.... 4 50 6 00
Apples, Canadian, basket.. 0 30 0 35	Grape Fruit—
Apples, St. Lawrence, basket. 0 50 0 65	Florida, per case 4 50 5 00
Bananas..... 1 50 2 00	Lemons—
Citrons doz..... 0 60 0 75	Messina..... 3 00 4 00
Cocconuts, sack 4 00 4 50	Limes, box..... 1 25
Cranberries, bbl 6 00 8 00	Oranges—
Cranberries, case ... 3 00	Florida..... 3 75
Grapes, case..... 2 25	Pomegranates, doz.. 0 75
" Canadian, basket..... 0 22 0 30	Pears, Canadian
Malaga bbl. .... 5 50 6 50	basket..... 0 30 0 75
	Pineapples, crate 4 00 5 00
	Quince, basket.. 0 35 0 50

**Vegetables.**—There is a steady and easy demand for general lines of vegetables. Potatoes are not changing much although reports of damaged crops are more frequent. Tomatoes are still offered, but are becoming less and less plentiful. The vegetable market just

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Beans, wax,  
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Beans, wax,  
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Cauliflower,  
Celery, doz  
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Onions—  
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Spanish, 1/2-ca

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Apples—  
B C McIntos  
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Ontario, No.  
Northern Spy  
Bananas, .....

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Cabbage, new,  
Celery, doz...  
Cucumbers, d  
Lettuce, doz...  
Mint, doz...  
Onions, gro  
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now is inclined to be quiet and as home supplies are becoming exhausted preparations will have to be made for importing supplies for the winter demand. This is still distant but it points to a change that is bound to be felt before long.

Canadian beet, bag.....	0 60	0 75	Yellow, per bag....	1 25
Beans, wax, per 11-qt. basket...	0 15	0 25	Ontario, per bag....	1 00
Beans, wax, per hamper.....	2 00	2 25	Domestic.....	0 40
Cabbage, case—Canadian.....	0 75	1 50	Persimmon, case....	2 25
Cabbage, per 100....	3 50		Potatoes, Ontario, new, bag....	0 65
Carrots, Canadian, bag.....	0 50		Sweet, bbl.....	3 25
Cauliflower, dz.....	0 75		Hamper.....	1 25
Celery, dozen.....	0 40		Parsley, per doz bunches.....	0 25
Lettuce, Canadian, head.....	0 30		Parasips, bag....	0 60
Onions—Spanish, large....	2 25	2 50	Red pepper.....	0 50
Spanish, 4-cases....	1 50		Green peppers, 11-qt. basket....	0 30
			Tomatoes, Can., basket 11 qt....	0 30
			New turnips, p r 11-qt. basket....	0 50

**WINNIPEG.**

Fresh Fruits.—Apples are the big leaders on the market here just now, a few pears are moving still, and the trade in cranberries, oranges and bananas is excellent. A heavy season has just closed on the grape market. Prices are normal and consumers seem to be satisfied this year with both quality and prices.

Apples—B C McIntosh red..	2 40	Cocoanuts, doz....	0 90
Ontario, No. 1, bri..	5 50	Cranberries, Jersey, per bbl.....	10 00
Ontario, No. 2, bri..	4 50	Lemons, Cal.....	8 00
Northern Spy.....	6 00	Pears, case.....	4 60
Bananas.....	2 50	Oranges, Navel....	5 50

Vegetables.—Prices are getting higher as the supply diminishes. Potatoes, lettuce, mint, parsley and tomatoes, have all been advanced. A rush business is going on in all lines.

Cabbage, new, lb....	0 01 1/2	Onions, imported.....	0 02 1/2
Celery, doz.....	0 60	Potatoes, new, lb....	0 50
Cucumbers, doz....	2 00	Parsley, per doz....	0 50
Lettuce, doz.....	0 40	Radish, dozen....	0 25
Mint, doz.....	0 40	Tomatoes, Cal, case.....	4 00
Onions, green, per dozen.....	0 20		

**A BLOOD GRAPE FRUIT.**

Among the grape fruit offerings in New York recently was a decided novelty in the shape of a Cuban hybrid called a "Ruby Blood." It was a grape fruit crossed with a blood orange. The conformation, size, etc., were true grape fruit, but the flesh had a pinkish tinge and blended with the grape fruit flavor could be discerned without difficulty the true orange taste.

A. MacDonald & Co., wholesale grocers, Winnipeg, have increased capital stock to \$2,000,000.

**Royal Crest Brand NAVEL ORANGES**

**THE ARISTOCRAT OF CALIFORNIA**

Fifteen cars of these high-class oranges are coming to us for Xmas trade. First car arrived Tuesday last.

**FULL RIPE BEAUTIFUL COLOR SMOOTH TEXTURE**

If you get ROYAL CREST Navels you will have the best.

**WHITE & CO., Limited**

Fancy Fruit Dealers

**TORONTO - and - HAMILTON**

**SEASONABLE GOODS**

Fancy Almeria Grapes

Ripe Bananas

Oranges and Lemons

Cranberries

Nuts, Figs, etc.

**NEW CROP DATES DUE EARLY NEXT WEEK.**

Send us your orders.

**HUGH WALKER & SON**

(Established 1860)

GUELPH, ONTARIO

**BANNER BRAND PARSON BROWN**

W. B. STRINGER  
District Manager, TORONTO

**Florida Oranges**

If you receive Florida Oranges from the Wholesale that are not Banner Brand, you have not received the best. Banner Brand Oranges are fully matured, sweet, juicy and full flavored. They are delicious. Eat one—eat more. Order Banner only.

**FLORIDA CITRUS EXCHANGE**



# Fish - Oysters



## Supplies of Fish Arriving More Freely

**Situation Relieved to a Certain Extent by More Favorable Weather Permitting Larger Catches—Toronto Prices Show an Advance in Some Lines—It is Not Expected That the Recent Improvement Will Have Any Effect on Prices Which Are Likely to Hold Firmly—Fishermen Preparing for Smelt Harvest**

Although there are many conflicting reports there is no doubt that fish is arriving pretty freely, and no fear of a famine is now felt. Halibut is plentiful, both fresh and frozen, and already some frozen codfish have arrived. Haddock and haddies have been short for a while, but now the output is near normal, and inside of a few days it will be forgotten that there ever was a scarcity.

Conditions in the green cod market are far from being satisfactory as regards supply. A heavy shortage is looked for. Luckily, however, the demand is very slow.

Bulk and shell oysters are in good demand, and are bringing good prices. On account of the express company employes being on strike in New York city, the bulk oyster business has been demoralized for the last few days. It is now improving, though the margin of profit is less.

A prominent dealer in fish said recently: "The last returns show that for twelve months the industry produced in value over twenty-five million dollars, probably thirteen millions of which was exported, leaving about twelve million dollars' worth to be consumed at home. Of this twenty-five million dollars, over sixteen million is credited to the Atlantic, made up mostly of codfish, haddock, mackerel, lobsters, salmon and herring.

"The increased consumption of fish is largely due to the development of transportation facilities, enabling the product to reach the consumer in a fresh state. From 1869 to 1908 the five principal sea fisheries have yielded in value: Codfish, \$146,500,980; salmon, \$106,618,615; lobsters, \$91,575,954, and mackerel, \$49,735,288.

"The industry employs over 85,000 persons and has grown in value from \$10,754,997 in 1875, to \$25,451,000 in 1908, the date of the latest published Blue Book."

### NOVA SCOTIA.

Halifax, Nov. 9.

The receipt of fresh fish on the local market during the past week were small. Boisterous weather on the banks has greatly hampered fishing operations, and all the vessels returning report small catches. Halibut is very scarce and the few fish landed here this week were quickly bought up. The fish sold at 17 cents per pound retail, the highest price paid for halibut in these parts

for some years. There has been no change in the price of cod and haddock. A few mackerel of fair size have been taken, but the quantity was only sufficient for the local demand. The wholesale price of the fish was from 10 to 15 cents each according to the size. The mackerel fishery is about closed for this year.

Smelts are now coming on the market in small quantities and they are in good demand. The first run is small, but the quality will improve later on. On the local market these fish are sold by the bunch, there being about one dozen in a string, and the wholesale price ranges from 10 to 12 cents per bunch.

The salt fish prices continue to rule firmly. About 1,200 quintal of cod arrived here yesterday from shore ports.

Oyster fishing in Prince Edward Island has been greatly retarded by unfavorable weather. Good prices are ruling. Curtain Island oysters are selling on the shore from \$9 to \$10 per barrel, and rough Malpeques at \$8.

### ONTARIO.

Toronto, Nov. 10.—With the exception of a few Lake Erie whitefish that are still coming in supplies are becoming more of frozen fish. It will not be long now until practically all fresh fish arrive frozen. Higher prices prevail on Acadia tablets, shredded cod, and the crates of 1 lb., 2 lb., and 3 lb. boxes. Altogether it is a marked advance and is somewhat of a general indication of the fish market. The demand for these goods has not struck its rapid stride yet. Locally demand clings largely to fresh fish yet, but the other varieties are beginning to come under the demand. Trade in oysters is brisk.

#### FRESH CAUGHT FISH

White fish	0 12	0 13	Steak cod	0 04
Herring	0 04	Perch	0 07	
Yellow pickerel	0 11	Haddock	0 08	0 07

#### FROZEN LAKE FISH

Gold eyes	0 06	Salmon trout	0 12
Halibut	0 09	White fish, pan	0 10
Pike	0 07	frozen	0 10

#### OCEAN FISH (FROZEN)

Herring, per 100	2 00
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#### SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod steak, per lb.	0 07	
Acadia 1-lb. box	3 60	Cod, Imperial, per lb.	0 05	
per crate	3 60	Filets, per lb.	0 12	
Acadia, 2-lb. boxes, per crate	2 80	Herring (Labs.)	3 25	
Acadia 3-lb. box	5 40	half-barrels	0 09	
per crate	5 40	Haddie, Finnian	0 08	0 09
Shredded cod	2 25	Oysters, extra	2 25	
Boneless Digby's, box	1 00	selects, gal.	1 85	
Codfish, Bluenose	1 40	Oysters, standard, gal	1 65	
		Quail on toast, per lb.	0 06	

### NEW BRUNSWICK.

St. John, Nov. 9.—Better catches of cod and haddock relieved the local fish situation somewhat last week. The improvement was the result of finer weather, the fishermen making the most of their opportunity. A few chicken halibut are coming in, as well as a small quantity of mackerel, smelt and pickerel. The former are very scarce again and the dealers are depending nearly altogether on frozen stock. Some small herring have been on the market. Frozen halibut and salmon are about the only other fish now offered, except, of course, the usual variety of smoked and pickled goods.

Salt cod are quoted at \$3 to \$4.60, according to size; pickled herring, \$2.75 per half barrel and \$5.25 per barrel; pickled shad, \$8 to \$11 per barrel.

News from Chatham says: "The smelt fishermen are already making preparations and plans for the expected harvest of the little fish. It is stated by those directly interested that there will be more nets set this year than ever before on the Miramichi.

"Smelts are plentiful in the river just now, several line fishermen having made good hauls during the past week. If such a condition continues to exist until after the ice makes, the fishermen expect to reap bountiful returns.

"Speaking of prices, a dealer said to-day that it was impossible to make any forecast, though the trade in fresh fish in New York, Boston, Chicago and other points where large sales are made is in a flourishing condition. Conditions change so quickly, however, that it is impossible to make any estimate of what conditions may be by the time local people have smelts to ship."

### QUEBEC.

Montreal, Nov. 9.—Although the fish market is now receiving somewhat better supplies than during the past few weeks, still there is sure to be a fairly high market at the best this winter. High prices are the order of the day in practically all lines.

Among those recently advanced are the lines of boneless cod, which are materially higher, differing in the different lines.

Halibut and haddock are coming in more freely, but not as yet in sufficient quantity to cause any weakening in the market.

Lake fish are arriving in quantity.

#### FRESH

Pike	0 08	Smelts	0 12	
Perch	0 10	Whitefish	0 11	
Steak cod	0 06	Mullet	0 08	
B. C. salmon	0 16	Haddock	0 06	0 06
Flounders	0 10	Halibut	0 10	
Market cod	0 04	Bullheads	0 08	
Sturgeon	0 12	Carp	0 08	
Lake trout	0 10	Dore	0 10	
Blue fish	0 15	Mackerel, lb.	0 12	
Sea trout	0 12	Swordfish	0 11	
Sea bass	0 15			

#### FROZEN

Codfish	0 04	Pike	0 07
Dore, winter caught, per lb.	0 09	Salmon, B.C., red,	0 13
Haddock, per lb.	0 04	Gaspesalmon	0 20
Halibut, per 100	0 09	per lb.	0 10
Herring, per 100	1 70	Smelts, 10 lb. boxes	0 10
Market cod	0 04	Whitefish, large,	0 09
Steak cod	0 06	lb.	0 09
Mackerel	0 12	Whitefish, small	0 07

OCEAN  
BRAND  
FISH

KIPPERS  
BLOATERS  
HADDIES

Your customers, once they give them a trial, will insist on having OCEAN BRAND fish. The trade mark stamps it as the highest grade that is being put up to-day.

We have the most sanitary and up-to-date fish-curing plant on the Atlantic Coast.

We use only the primest of fresh fish. These are not idle boasts. Send to your jobber for a trial order or write direct to

**The Halifax Cold Storage Co., Ltd.**  
45 WILLIAM STREET (Selling Branch) MONTREAL

# “COAST-SEALED” OYSTERS

Firm and full-flavored—All over four years old—Refrigerated at a low temperature—Grown on our own grounds—Every container sealed at the coast—Shipped to you in the sanitary “Coast-Sealed” carriers, properly refrigerated all the way.

Selling “Coast-Sealed” Oysters is the surest  
way to boost your Oyster sales. Send us  
a trial order, or write us for particulars.

**Connecticut Oyster Company,**  
88 Colborne Street, Toronto, Ont.

FATTENING GROUNDS AT:

Greenport, L.I.; Peconic Bay, N.Y.; Rockaway,  
N.Y.; Sakonnet River, R.I.; Narragansett Bay, R.I.;  
Warwick's Point, R.I.



# Let us Give You a Pointer

Your fish trade is worth looking after, isn't it? Don't let your stock get so low that people become suspicious of the remaining few.

## BEACON BRAND HADDIE

is the most delicious and tasty fish in the world. They are caught in the Bay of Fundy, and cured by Scotch experts, under the best sanitary conditions.

We are attaching to every fish a metal tag—your safeguard against fraud or substitution, for the genuine Beacon Brand.

This line will add greatly to your profit. LOOK FOR THE TAG.

The F. T. James Company, Limited  
Church Street Phone M. 7454 Toronto



### Especial Emphasis

should be laid on the fact that

## BRUNSWICK BRAND SEA FOODS

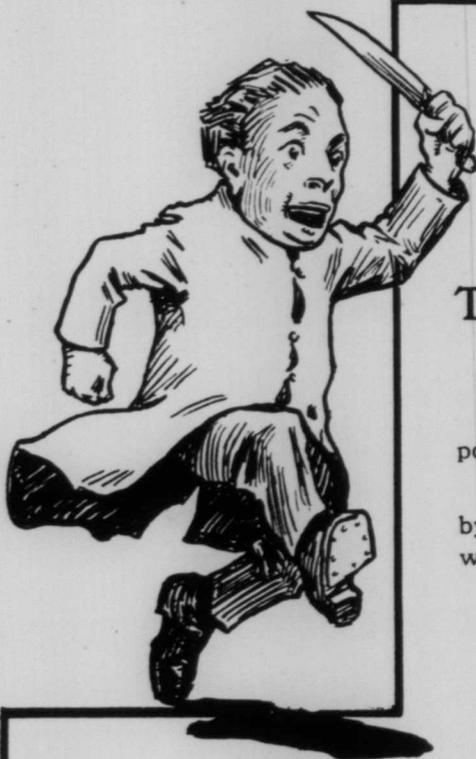
are "quality" goods, and you had better be out of business rather than handle canned goods of doubtful quality.

In "Brunswick" Brand our scientific system of canning preserves the delicious natural flavor of the fish--A great selling point.

See that you have a full range on your shelves.

**CONNORS BROS., Limited**  
Black's Harbor, N.B.

AGENTS—Grant, Ozley & Co., Halifax, N.S.; C. H. B. Hilloot, Sydney, C. B.; J. L. Lovitt, Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carterot, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shalloway, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



# Poultry Wanted!

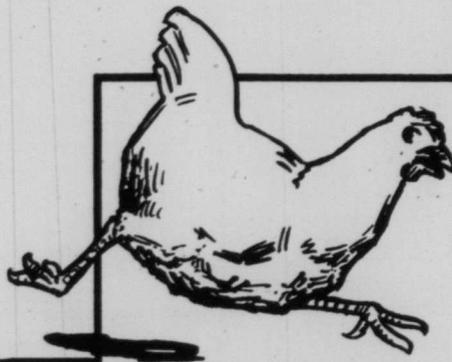
Highest CASH price paid for all shipments you send us.

**TURKEYS, GEESE, DUCKS,  
CHICKENS, FOWLS**

Send us all you have, AT ONCE. Remittance same day as your poultry is received.

You can make considerable extra profit in the next few weeks by having your farmer customers bring you their poultry. Note what we offer:

**CASH PAYMENT  
QUICK RETURNS  
NO TROUBLE**



**P. POULIN & CO.**  
BONSECOURS MARKET - MONTREAL

## Sardines That Sell

are those that have a guarantee on each tin!

### Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened.

The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree. Order from any wholesale grocer, and don't forget the name CONCORD.



**LIST OF AGENTS:**

R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janson, Vancouver and Victoria, B.C.

## CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

**W. D. MIDMER & CO., "Canada," LIMITED**  
New Glasgow, N.S., and London, Eng.



The kind that will give satisfaction

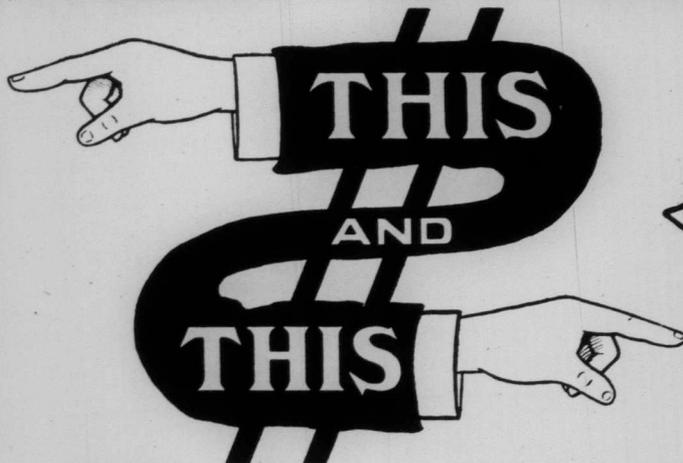
FROM BEST  
FIRE CLAY

CROCKS,  
CHURNS  
FLOWER POTS,  
FIRE BRICK, Etc.

WRITE US FOR PRICES

**Belleville Pottery**  
COMPANY  
BELLEVILLE, ONT. C. A. Hart, Prop.

*Your Customers are looking for*



**Mr. Grocer**

## Why Our Magazine Advertising Makes The Genuine Sealshipt Oysters Sell

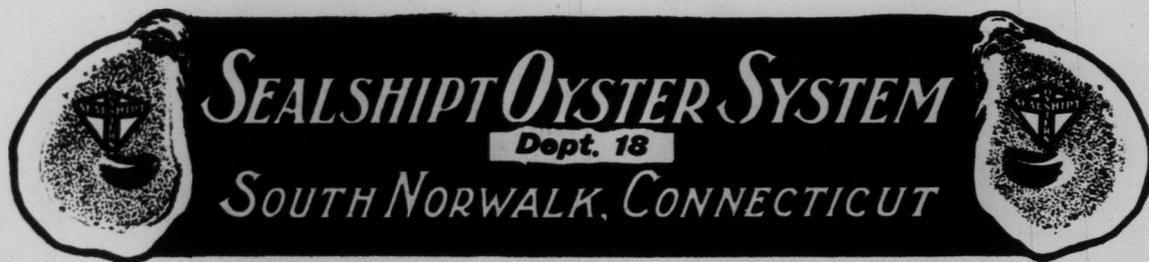
Our extensive magazine advertising features the **SEALSHIPTCASE**, the blue and white porcelain fixture for the storage and display of **SEALSHIPT OYSTERS**, and teaches people to hunt for it to identify the **SEALSHIPT AGENT**. We also feature **SEALSHIPT PAPER PAILS**, telling how they insure full measure, and that they are used only by **SEALSHIPT AGENTS**. Lots of your customers read our advertising in their favorite magazines, and will come to your store looking for **SEALSHIPT OYSTERS**: they want genuine **SEALSHIPT OYSTERS**, the ones with the real sea "tang," and they'll hunt until they find a dealer who handles them. People will leave the store where no oysters, or only ordinary oysters are sold, and go to the store where **SEALSHIPT OYSTERS** are sold and the **SEALSHIPT AGENT** may secure their entire patronage.

## You Can't Make Less Than 25 per Cent. Profit Handling Sealshipt Oysters

Write at once for our catalogue, and proposition to dealers, because **SEALSHIPT OYSTERS** will bring you increased oyster business, and your profit is **PROTECTED**. No **SEALSHIPT AGENT** can cut prices.

## We Help You Sell Sealshipt Oysters

Besides our extensive magazine advertising which makes **SEALSHIPT OYSTERS** easy to sell, we help you draw trade into your store. We give you attractive signs for store front and door, and a supply of interesting recipe books. We'll gladly explain our system and proposition if you'll write us. Do so at once and secure this extra business.



THE CANADIAN GROCER

TRADE CHANGES.

Many Businesses in New Hands and Grocers Launching Out.

Ontario. — A. J. Coniam, 169 Wilton Ave., Toronto, after 6 years of business, sold to H. VanKoughnet, who will succeed him.

Louis Miller, grocer, Toronto, has assigned.

W. A. Madden, grocer, Toronto, Ont., has assigned.

Henry Cox, grocer, Mimico, Ont., has sold to M. A. Collett.

F. H. Secord, grocer, Hamilton, Ont., has sold to C. Craven.

Mary E. Elliott, grocer, Toronto, Ont., has sold to E. J. Cuff.

D. Scott has opened a general store at Fort Frances, Ont.

Olive Elmes, grocer, Toronto, is succeeded by Wm. Naylor.

Frank Britton, grocer, Toronto, Ont., has sold to E. D. Earle.

David Simpson, grocer, Toronto, is succeeded by W. H. Hood.

Chas. W. Summers, grocer, London, Ont., has sold to W. A. Dailey.

H. O. Saunders, grocer, Hamilton, Ont., has sold to Wm. Hamilton.

The North Trading Co., general merchants, Port Arthur, Ont., have assigned.

M. J. Mayberry, general merchant, Newry, Ont., recently moved to Carthage.

The assets of J. F. Burrows, grocer, Ottawa, were sold at 50 cents on the dollar.

Jas. Carter, grocer, London, Ont., deceased. Business taken over by C. H. Joliffe.

T. A. Kennedy & Sons, grocers, Fort William, have been succeeded by Russell Bros.

The Junction Trading Co., general merchants, Lake Superior Junction, Ont., have assigned.

George D. Ellis, Hamilton, Ont., has opened a grocery business in the store formerly occupied by D. Lavrock.

Nelson & Co., 317 Parliament St., Toronto, sold to Wilson & Cline, who have been in the same store before and are now renewing relations with their old customers.

Mr. Gould, of Ottawa, formerly of Pembroke, is the new manager of the grocery dept. in Mackay Bros.' store, Renfrew, Ont. He has as assistant, J. P. McGuire, of Almonte.

Josepa Seguin, grocer, Vankleek Hill, Ont., has moved to St. Eugenie, Ont., where he proposes carrying on the business of general merchant in the premises formerly occupied by Wm. Brown.

Quebec. — John A. Brotherton, general merchant, Gascons, Que., offers to compromise.

C. Salvas, grocer, Montreal, has assigned.

L. J. Bonin, grocer, Montreal, Que., has registered.

Chartrand & Turgeon are curators for Viau & Co., grocers, Montreal.

W. R. Simpson has opened a new grocery store in St. Johns, P. Q.

The assets of J. F. Ross, general merchant, St. George, Que., have been sold. Cote & Leduc, general merchants, St. Cyrille de Wendover, Que., have registered.

The stock of Leclerc & Letellier, wholesale grocers, Quebec, P.Q., is advertised for sale by auction, Nov. 3rd.

Western Canada.—The Horse Shoe Trading Co., general merchants, Wetaskiwin, Alta., have sold to G. F. Sealund.

A. H. Pye has opened a grocery store in Winnipeg, Man.

E. Otto has opened a grocery and meat business in Winnipeg.

A. D. Rosenfeld, grocer, Winnipeg, is discontinuing business.

J. J. Christie, grocer, Winnipeg, has sustained loss by fire.

John Dickson & Son have opened a general store at Strome.

J. M. Phillips has opened a general store at Ridpath, Sask.

C. Buckman has opened a general store at Clarkleigh, Man.

E. J. Schagel has opened a grocery business at Fernie, B. C.

Sergeant & Co., have opened a general store at Box Springs, Alta.

M. E. Walsh has opened a grocery store at Fort Steele, B. C.

H. McDonald, grocer, Vancouver, B. C., has sold to J. G. Brooke.

D. Palmer and W. J. Shaw have opened grocery stores in Winnipeg.

T. Rutledge, grocer, New Westminster, B. C., has sold to R. B. Curran.

Stady & Pringle, grocers, Vancouver, B. C., have assigned to F. J. Carter.

Wm. Stett & Co. have opened a wholesale grocery business in Winnipeg.

H. J. Rawson, general merchant, Oak Lake, Man., has sold to J. B. Wilson.

E. F. Cassidy, grocer, Moose Jaw, Sask., has opened a branch store there.

A. Yokom, general merchant, Pasqua, Sask., has been succeeded by S. L. Miller.

R. & A. Newman, general merchants,

Desford, Man., have sold to A. A. Howard.

J. De La Riviere, general merchant, Leeville, Sask., has sold to J. P. Beauregard.

C. W. Baker, general merchant, Kindersley, Sask., has opened a branch at Alsask.

H. J. Rawson, general merchant, Oak Lake, Man., has sold to Symington & Wilson.

Betts & Co., grocers, Wainwright, Alta., have enlarged and improved their business.

Maritime Provinces—Morris & Fyfe, general merchants, Stanley Bridge, P. E. I., dissolved and succeeded by Weir & Fyfe.

**Tell Your Customers That**

**SHAMROCK**

**BIG PLUG**

**SMOKING TOBACCO**

*When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist*

**McDOUGALL**

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

**CLAY PIPES**

**SPRAGUE**

**GANNING MACHINERY CO.,**

CHICAGO, ILL., U.S.A.

**Black Watch**

**The Big Black Plug Chewing Tobacco**

**"A Trade Bringer"**

**Sold by all the Wholesale Trade**



**\$100.00 worth of Sugar or  
—\$10.00 worth of WONDER-SHINE**

Mr. Grocer—which would you rather sell?

Figure your profit on the sugar, then compare it with the 50% profit on **WONDER-SHINE**.

And only one-tenth of the money invested.

It's the well-advertised specialties that make money for you—less capital is tied up, the cost of handling much less, and the profits ten times greater than the heavy staple lines.

Your customers can buy staples in any store, but they will go a long way to get a high-grade specialty.



**WONDER-SHINE** will bring and hold the high-class trade.

**WONDER-SHINE** is the new silver cleaner—cleans **without rubbing**.

We are spending \$10,000 in advertising, telling the Canadian housewife of the "Wonder-Shine way."

Be ready for the first customer—do not send her to your competitor.

Let us send you a 25c. package free and our new "selling plan." Just a post-card with your name and address—write to-day sure.

**Household Convenience Co., Limited, Toronto, Ont.**

A 21

**Tuckett's  
Orinoco  
Tobacco**

NO BETTER  
JUST  
A LITTLE Milder  
THAN



**Tuckett's Myrtle Cut Tobacco**

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

Hamilton,

Ont.

**Classified Advertising**

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractuals 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 postage, etc.

**A CHRISTMAS GIFT.**

**H**ANDSOME pair silver Pepper and Salts would delight your customers. Send 15 cents for sample pair. **ELGIN SPECIALTY CO.**, St. Thomas, Ont. (45p)

**BUSINESS CHANCES.**

**F**OR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, **CANADIAN GROCER**, Toronto. (48p)

**REPRESENTATIVES WANTED.**

**A**N old established English house wishes to meet with a firm of wholesale grocers to act as Sole Agents in Canada for the sale of Extract of Meat Fluid Beef and Consomme Cakes. Apply Box 40, **CANADIAN GROCER**, 83 Fleet St., London, Eng. (46)

**MISCELLANEOUS.**

**A**DDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

**A**CCURATE COST KEEPING IS EASY if you have a Day Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

**C**OPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

**G**ROCERS EVERYWHERE find it most convenient and economical to remit money by **DOMINION EXPRESS MONEY ORDERS**, or Foreign Draft. Absolutely safe—payable anywhere—no loss or delay—lowest rates. Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

**C**OUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

**F**OR FILING PAPERS, LETTERS and vouchers, fastening bulky envelopes or backing statements the **ACME No. 2 Binder** is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. **A. R. MacDougall & Co.**, Canadian Agents, Toronto.

**C**OUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. **Dominion Register Co.**, Ltd., Toronto.

**D**DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

**MISCELLANEOUS.**

**E**GRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

**E**LIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the **Kahn System of Fireproof Construction**. Used in many of the largest business premises on this continent. Write for catalogue. **Trussed Concrete Steel Company of Canada, Limited**, Walker Rd., Walkerville, Ont.

**E**RRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. **Autographic Register Co.**, 191-193-195 Dorchester St., Montreal. (tf)

**F**IRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

**G**ET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. **American Multigraph Sales Co., Ltd.**, 129 Bay St., Toronto. (tf)

**I**F YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a **Moore Non-Leakable Fountain Pen** and you will be happy. Consult your stationer. **W. J. Gage & Co.**, Toronto, sole agents for Canada.

**K**AY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. **John Kay Company, Limited**, 36 King St. West, Toronto.

**M**ODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. **Leach Concrete Co., Limited**, 100 King St. West, Toronto.

**O**UR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. **The Ontario Office Specialties Co.**, Toronto.

**S**COTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. **The Copp, Clark Co., Ltd.**, Toronto. (tf)

**T**HE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. **Warwick Bros. & Rutter, Ltd.**, King and Spadina, Toronto. (tf)

**T**HE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. **Expanded Metal and Fireproofing Co., Ltd.**, Fraser Ave., Toronto. (tf)

**W**ITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt Typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. **THE MONARCH TYPEWRITER CO.**, Limited, No. 98 King Street West, Toronto.

**W**AREHOUSE AND FACTORY HEATING SYSTEMS. **Taylor-Forbes Company, Limited**. Supplied by the trade throughout Canada. (tf)

**MISCELLANEOUS.**

**W**HEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. **Canada Furniture Manufacturers, Ltd.** General offices, Woodstock, Ont. (tf)

**725,000** LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. **National Cash Register Co.**, 285 Yonge St., Toronto.

**PERIODICAL DEPT.**

**T**HE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. **The Busy Man's Magazine**, Toronto.

**TECHNICAL BOOKS.**

**S**ALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. **MacLean Publishing Co.**, Technical Book Dept., 143-149 University Ave., Toronto.

**C**ANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the **GROCER**. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. **CANADIAN MACHINERY**, 143-149 University Ave., Toronto.

**Coffee, Its History, Classification and Description**

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

**\$2.00**

IT WILL PAY YOU TO SEND AT ONCE.

**MacLean Publishing Co.**

Technical Book Department

143-149 University Avenue, Toronto

Diamond  
1-lb. tin, 3 doz  
1-lb. tin, 2  
1-lb. tin 4

IMPER

Cases.  
4-dozen.....  
3-dozen.....  
1-dozen.....  
3-dozen.....  
1-dozen.....  
4-dozen.....



Special discount cases or more o



DOMINION  
Aylmer Jan

Strawberry.....  
Raspberry.....  
Black currant.....  
Red currant.....  
Raspberry & red currant.....  
Raspberry and gooseberry.....  
Plum jam.....  
Greengage plum, stoneless.....  
Gooseberry.....

Pure

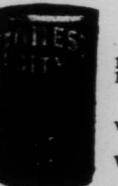
5 lb  
Strawberry .. 0  
Black currant. 0  
Raspberry .. 0

Freight allowed

WHITE SWAN  
White Swan B  
doz. in case, \$2  
1-lb. tins, 80c doz



Cartoons—Per  
No. 1, 1-lb., 4 doz  
No. 1, 1-lb., 2 doz  
No. 2, 5-oz., 6 doz  
No. 2, 5-oz., 3 doz  
No. 3, 2 1/2-oz., 4 dz  
No. 10, 12-oz., 4 dz  
No. 10, 12-oz., 2 dz







**ALWAYS RIGHT.** SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

**MORSE BROS., Props. - Canton, Mass., U.S.A.**

**SHINE ?**

The dealer who is going to shine in his customer's opinion is the one who is handling

**BLACK KNIGHT STOVE POLISH**



Black Knight has "made good" with all who have used it. Gives a brilliant, silky polish with little labor, and will not soil the hands. It is economical, and a little goes a long way.

Packed in attractive boxes.  
Order from Your Jobber

**The F. F. Dalley Co., Ltd.**  
Hamilton, Ont. - - Buffalo, N.Y.

BRANDS

**"BANNER" & "PRINCESS"**

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

**St. George Evaporated Cream**  
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

**J. MALCOLM & SON**

ST. GEORGE,  
ONT.

**Tea Lead,**

*Best Incorrodible*

**"Pride of the Island"**

Manufactured by BRAND

**ISLAND LEAD MILLS LIMITED,**

Tel. Address: "Laminated," London. LIMEHOUSE, LONDON, E., ENG.  
A.B.C. Codes used 4th and 5th Editions.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO  
J. HUNTER WHITE, ST. JOHN, N.B.  
CECIL T. GORDON, MONTREAL

**MOLASSINE DOG and PUPPY CAKES**

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

**ANDREW WATSON**  
51 YOVILLE SQUARE, MONTREAL

# BROOMS are DOWN

We Make Brooms of Quality  
Be Sure You Get Them

Walter Woods & Co.

Hamilton and Winnipeg

## The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

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



Ocean corn starch, 48 1-lb. \$3.60  
30-lb. wood pails..... 0 06  
Pure ass- ted jam, 1-lb. glass jars, two dozen n case..... 1 75

OCEAN MILLS  
Montreal  
Chinese starch, 48 1-lb., per case \$4.00;  
Ocean Baking Powder, 48 5-oz., \$1.40;  
48 4-oz., \$1.80; 60 3-oz., \$4.50; 36 1-lb., \$3.75; 48 1-lb. pkg., \$4; 10 1-lb. tins, \$5; loose 25 lbs., \$1.75;  
Ocean blancmange, 48 8-oz., \$4; Ocean borax, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-ounce, \$7.20;



List price.  
"Shirriff's" (all flavors), per doz ....  
Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD  
White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard  
H. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces.... \$0 12  
1-bbls. .... 0 12  
Tubs, 60 lbs. 0 12  
20-lb. Pails. 2 55  
20-lb. tins.. 2 45  
Cases 3-lb. 0 13  
" 5-lb. 0 13  
" 10-lb. 0 13  
F.O.B. Montreal.



GUNNS  
"EASIFIRST"  
LARD  
COMPOUND.

Tierces.... 0 12  
Tubs..... 0 12  
20-lb. pails. 0 12  
20-lb. tins.. 0 12  
10-lb. " 0 12  
5-lb. " 0 13  
3-lb. " 0 13  
1-lb. cartons 13

Licorice  
NATIONAL LICORICE CO.  
5-lb. boxes, wood or paper, per lb. .... \$0 40  
Fancy boxes (88 or 50 sticks), per box... 1 25  
"Binged" 5-lb. boxes, per lb. .... 0 40  
"Acme" pellets, 5-lb. cans, per can... 2 00  
" " (fancy box, 40) per box 1 00  
Tar licorice and tolu wafers, 5-lb. cans, per can..... 2 00  
Licorice lozenges, -lb. glass jars..... 1 75  
" " 10 5-lb. cans..... 1 00

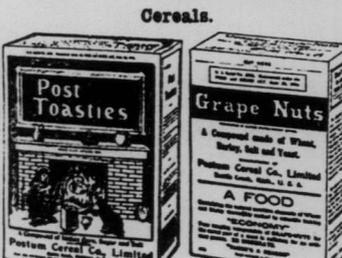
"Purity" licorice, 10 sticks..... 1 45  
" " 100 sticks..... 0 73  
Dulc, large cent sticks, 100 in box.....  
Lye (Concentrated)



GILLETT'S  
PERFUMED LYE  
Per case  
1 case of 4 doz \$3 50  
3 cases of 4 doz 3 40  
5 cases or more 3 35

Marmalade.  
T. UPTON & CO.  
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars, 2 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

SHIRRIFF BRAND  
"Imperial Scotch"  
1-lb. glass, doz... 1 55  
2-lb. " " .. 2 80  
4-lb. tins, " .. 4 65  
7-lb. " " .. 7 25  
"Shredded"  
1-lb. glass, doz.... 1 00  
2-lb. " " .. 2 10  
7-lb. tins, " .... 8 25



Grape Nuts—No. 22, \$2.00; No. 23, \$4.50.  
Post Toasties—No. 17, \$2.50.



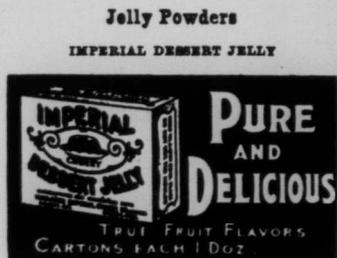
ST. CHARLES CONDENSED MILK  
PRICES:  
St. Charles Cream family size, per case ..... \$3.50  
Baby size, per case..... 2.00  
Ditto, hotel, 3.70  
Silver Cow Milk 4.55  
Purity Milk.... 4.25  
Good Luck.... 4.00

Mustard  
COOLMAN'S OR KEEN'S  
Per doz  
D.S.F., 1-lb. tins 1 40  
" 1-lb. tins 2 50  
" 1-lb. tins 5 00  
F.D., 1-lb. tins. 0 85  
IMPERIAL PREPARED MUSTARD  
Small, cases 4 dozen..... 0 45 dozen  
Medium, cases 2 dozen..... 0 90  
Large, cases 1 dozen..... 1 35

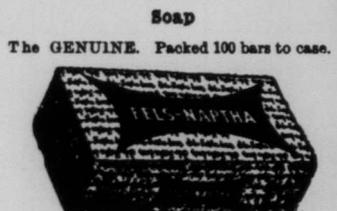
Sauces  
H.P. Sauce, packed in cases of 3 doz. \$1 90  
H.P. Pickle, packed in cases 2 doz. pts. 3 35  
H.P. Pickle, packed in cases 3 doz 1/2 pts 2 25  
PATERSON'S WORCESTER SAUCE  
1-pint bottles, 3 and 6 dozen cases, doz 0 80  
Pint bottles, 5 dozen cases, dos. .... 1 25

Soda  
COW BRAND  
Case of 1-lb. containing 60 packages, per box \$3.00  
Case of 1/2-lb. containing 120 packages per box \$3.00  
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. packages per box \$3.00  
Case of 5c. packages, containing 96 packages, per box \$3.00.

MAGIC BRAND  
Per case  
No. 1, cases 60 1-lb. packages..... \$2 60  
No. 2, " 120 1/2-lb. " ..... 2 60  
No. 3, " 30 1-lb. " ..... 2 60  
No. 4, " 60 1/2-lb. " ..... 2 60  
No. 5 Magic soda—cases 100—10-oz. pkg. 1 case..... 2 00  
6 cases..... 2 00



Jelly Powders  
IMPERIAL DESSERT JELLY  
PURE AND DELICIOUS  
TRU FRUIT FLAVORS  
CARTONS EACH 1 DOZ  
Assorted flavors—gross 10.75.



Soap  
The GENUINE. Packed 100 bars to case.  
FELS-NAPPA  
Prices—Ontario and Quebec:  
Less than 5 cases..... \$5 00  
Five cases or more..... 4 95



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General Commission Merchants

KINGSTON.

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

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**WE WANT** to interest you in paper, and especially the brands which we manufacture.

Superfine Linen Record

Earncliffe Linen Bond

Standard Pure Linen

Empire Linen Bond

Crown Linen

Colonial Bond

ENVELOPES TO MATCH—SAMPLES SENT ON REQUEST

**The Rolland Paper Co., Ltd.**

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General Offices:  
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Mills at  
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## WARNING!

Crescent



Brand

### SODA-CRYSTALS (WASHING SODA)

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

**BRUNNER, MOND & CO., LIMITED**

**WINN & HOLLAND, Agents  
MONTREAL**

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Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

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## OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 5d. and 1s. Containers.

**'WELLINGTON'**

**KNIFE POLISH**

**JOHN OAKEY & SONS, Limited**

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

## Queen City Water

**White Oil**

**GIVES PERFECT LIGHT**

The most economical high-grade oil ever sold in Canada.

**FOR SALE EVERYWHERE**

**"Line's Busy"**

But your order  
will be handled  
promptly.

Everything in

**SALT**

**Verret, Stewart & Co.**

Limited  
Montreal

THERE IS MORE

**WETHEY'S  
Condensed Mince Meat**

(IN CARTONS)

per capita, used in St. Catharines,  
where the goods are manufac-  
tured, than any other point in  
Canada.

**The Reason is plain**

Our locally well-known sanitary  
methods, together with the equally  
well-known quality of our ingre-  
dients, cannot help but invite the  
patronage of the good people of  
St. Catharines.

**What About Your Trade?**

3 doz. to a case. All jobbers.

**J. H. Wethey, Limited**  
ST. CATHARINES, - ONTARIO

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to buying, both through its advertisements and  
its market quotations." : : : : :**

"I have been a reader for some 20 years and  
value the paper in many ways."

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The secretary-treasurer of one of the best  
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keen interest in reading The Canadian Grocer,  
and we have more than once profited by both  
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vance, we made a very profitable purchase on  
rolled oats, which saved us many dollars.

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The value of any paper as an advertising med-  
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good merchants from one end of Canada to the  
other. And that's what makes the investment of  
manufacturers and wholesalers in our advertising  
space so profitable.

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