

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.
London, Eng.: 25 Fleet St., E.C.4.

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New York: Rooms 1169-1171, 140 Broadway.

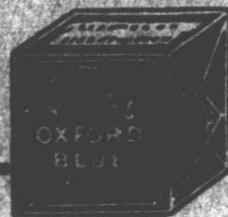
Winnipeg: 211 Union Bank Building

VOL. XXIV.

PUBLICATION OFFICE: TORONTO, OCTOBER 7, 1910

NO 40.

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

Canada's
Leading
Starches

Edwardsburg

"Silver Gloss" Starch
(for laundry purposes has no equal.)

Benson's "Prepared" Corn
Most perfect for cooking, puddings, desserts, etc.

These brands are found in every up-to-date grocery store. They make satisfied trade.

Demand them of your jobber

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

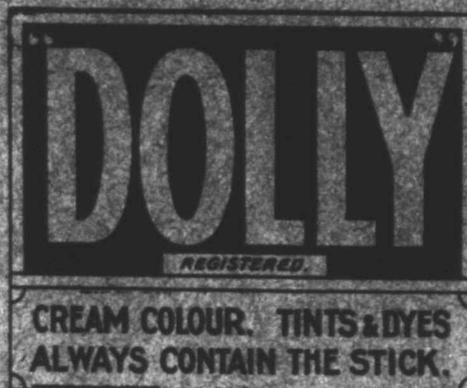
Works, Cardinal, Ont.

164 St. James St., Montreal

BREEZES
FROM OVER
THE SEA



THREE
OLD COUNTRY FAVORITES



BLUE - TINTS - DYES

SOLE CANADIAN AGENTS

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

Manufacturers and Importers Grocers' Specialties

TORONTO

CANADA

WHY SELL METAL POLISHES ?

WHEN

Cleaning and Polishing Cloth

Will Clean and Polish

Brass

Copper

Nickel

Plate

Tin and

Other Metals

REDIO

No Liquid

No Paste

No Mess

No Waste

TWO GRADES

Redio Yellow Cloth

(Regular)

Redio Green Cloth

(Extra Strong)

Packed in boxes containing three dozen Cloths

For samples and quotations write

SOLE CANADIAN AGENTS

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

Manufacturers and Importers Grocers' Specialties

TORONTO

CANADA

ARTHUR P. TIPPET & CO.

Agents

Montreal

Toronto

For
Prompt
Delivery

Coco-Fruitine

Made in France

For all cooking purposes where butter or pure lard is used, this is unequalled.

It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.

It is peculiarly nourishing, being superior to any other similar product.

It is extremely easily digested and assimilated by the most sensitive stomachs.

In Tins of 1 lb., 2 lb., 11 lb., 25 lb. each.

Olsen & Kleppe Sardines

The English trade in Olsen & Kleppe's Sardines is enormous and grows steadily from year to year. The product has a national reputation for quality. The two special brands ("Albatross" and "Ambrosia") signify small and medium sized fish respectively—each the best of its kind.

Packed in Olive Oil whose purity can not be questioned. Selected with the skill and care that long experience dictates. Sardines that reach the top-notch of perfection.

**Packed
in Norway**



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. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Representing Morris Packing Co.
Pork and Lard—Finest Quality

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchants, Customs
Brokers and Manufacturers' Agents. Cars Dis-
tributed, Warehouse 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,
Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers - 34 Yonge Street

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.

**Headquarters
for
"CURRANTS"**

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 1886

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For sample copy of the
**Irish Grocer, Drug, Provision,
and General Trades' Journal**
If you are interested in Irish Trade.

When writing advertisers kindly men-
tion having seen the advertisement in
this paper.

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.

ON SPOT
Fresh Cracked Bordeaux Whole, Halves
and Broken Shelled Walnuts
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

TRY A
CONDENSED AD.
IN THE
CANADIAN GROCER.
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.

J. F. Eby,
President.

Hugh Blain,
Vice-Pres.

WE HAVE IN STORE—

New Valencia Raisins

New Eleme Figs

“Anchor” brand fancy selected.

“Camel” brand 10-lb. boxes.

Send us your orders for immediate shipment

We have
an interesting proposition on

A money-maker for you
is our line of

Pork and Beans

Talcum Powder

1s and 3s in Chili Sauce

in 10c. and 25c. Shaker top tins

Drop a card, or see our travellers for particulars.

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

SELL THE TEA THAT GIVES
BEST RESULTS

“Blue Ribbon Tea”

Pleases the drinker and thereby creates

large sales for the dealer.

BLUE RIBBON TEA COMPANY, Limited

MONTREAL, CAN.

Winnipeg Office

K & CO.

Agents

Toronto

Cheese Co.

MENT

and Wholesale

TROIT, Mich.

T

Whole, Halves
Walnuts

Company

oronto

FACTURERS

satisfaction—write us.

ORNE CO.

cturers' Agents

Toronto

UESDALE

atson & Co.)

Brokers and
gents.

MAN.

oles Solicited.

PEG—

GEON

ufacturers' Agent

Agencies Solicited.

P.O. Box 1812

AD.

ROOER.

LIMITED

BERTA

Commission Mer-
usemen.

ufacturer to the Retail
all Railroads.



Make new
friends
through

PURITY FLOUR

Only
One
Flour
To
Sell

Every customer of yours who buys PURITY FLOUR will consider you a good friend. For this is the flour that makes good—always—for ALL baking. Yet your profit is the same as it would be on flours you wouldn't care to have the rest of your stock judged by.



This flour you can GUARANTEE to satisfy the buyer is made from the world's best hard wheat—and from only the nourishing part of that wheat. So you can sell it with absolute confidence that it will build trade for you.

“More
bread
and
better
bread.”

Order from

WESTERN CANADA FLOUR MILLS CO., LIMITED

TORONTO MONTREAL GODERICH ST. JOHN BRANDON WINNIPEG

You make better profits on the better grade peas



INSTEAD of selling imported French Peas to supply the demand for better grade peas, sell our Extra Fine Sifted (Petits Pois) Sweet Wrinkle Extra Sifted and Early June Sifted.

Not from sentimental or patriotic reasons, but because they will yield you a better profit, give your customers much greater satisfaction and help to increase the demand for the more profitable higher grade peas.

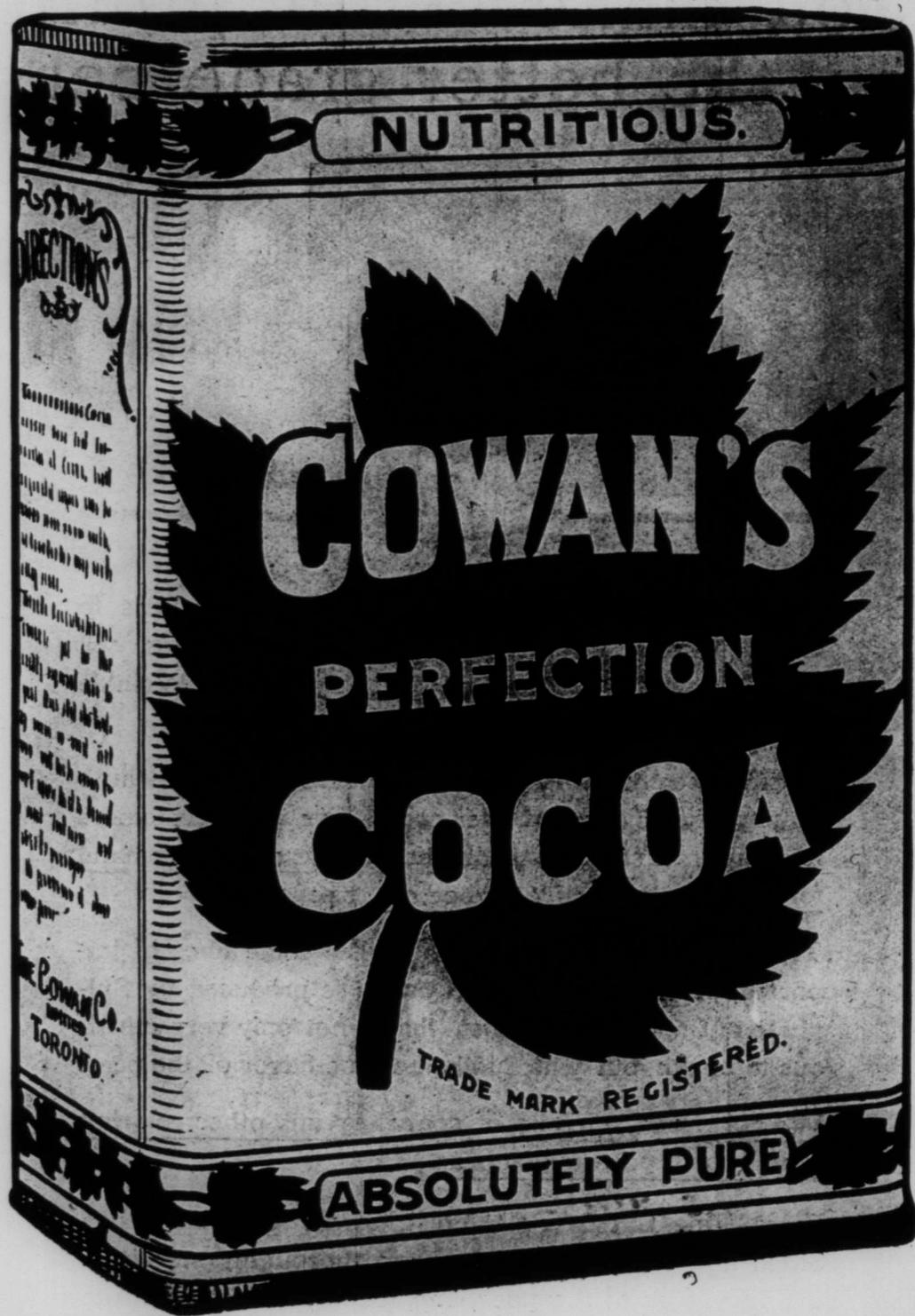
That vivid green color which makes some lines of imported French Peas look so pretty is produced by Sulphate of Copper—a chemical that is not only very injurious to health, but which kills the true flavor of the peas.

We never use sulphate of copper or any other coloring chemicals in our canned peas.

Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted and Early June Sifted are thoroughly sterilized, the very pick of the pack, fine, tender, and of exquisite flavor.

You can materially increase your profits and your reputation by pushing these lines. Try it.

Dominion Canners, Limited
Hamilton, - - - Canada



When you induce a customer to try a brand of Cocoa or Chocolate—that is better than the kind she has been using, you are taking a long step towards winning her confidence and her steady trade. You'll find it pays to recommend COWAN'S Cocoa and Chocolate to those who are using ordinary brands.

THE COWAN CO., LTD., TORONTO, ONT.

THE CANADIAN GROCER

TO THE TRADE:

ST. LAWRENCE GRANULATED SUGAR

When sold in bags is now packed only in

TWO SEPARATE BAGS

*the sugar being contained in a FINE
COTTON BAG, which is again protected
by an extra heavy outside Jute Bag. The
outside bag can be taken off separately.
Both bags can be used or disposed of as*

TWO SEPARATE BAGS

The St. Lawrence Sugar Refining Co'y, Limited

MONTREAL

FLUID
(IN
BOTTLES)

OXO

CUBES
(IN TINS)



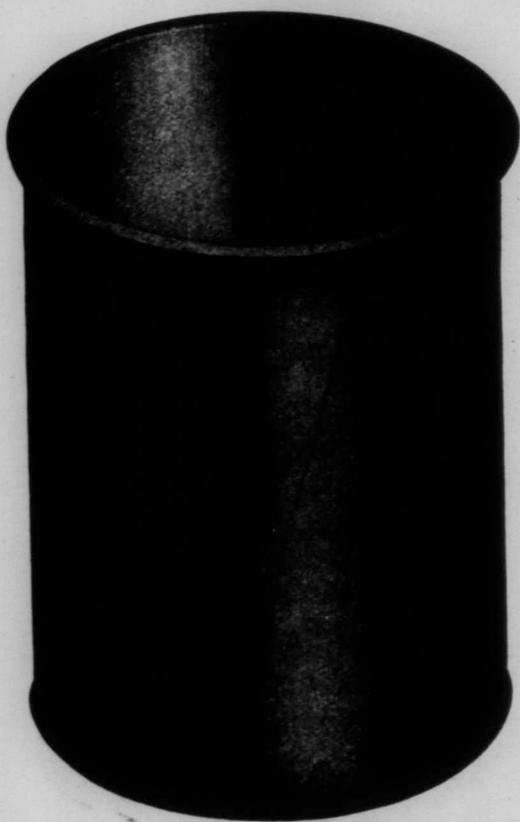
We are telling the public in our newspaper advertisements **OXO** is so economical and handy it saves dollars and cents. We would impress on the trade that there are many extra dollars to be made out of the **OXO** trade. Let us hear from you and help you to get your share,



CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO
52 Nicholas Street, OTTAWA

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

ONE OF OUR SPECIALTIES

96 other different kinds

SAMPLE CASES, BAGS, ETC.



X-Ray View of No. 1, 10 Tray Bag, Closed

Trays in this No. 1. Bag quickly extended, and as instantly covered up, one at a time or all together. Wearing apparel or large samples can be carried in the top, independent compartment, and samples in the bottom, thus combining a Travelling Grip and Sample. Case.

Our line is so extensive, and of such a character that it would be impracticable for a traveler to carry samples, therefore we issue a very complete and comprehensive catalog with full detailed information, and will gladly mail same, together with prices, if requested.

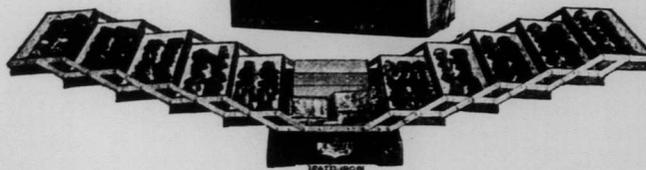
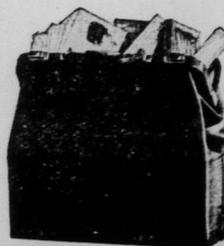
We either have in stock, or can make to order, anything required for salesmen or travelers.

Knickerbocker Case Co.

Specialists and Original Designers

Knickerbocker Bldg., Fulton & Clinton Sts.

CHICAGO, U.S.A.



No. 1 Bag, Open

To the Jobbing Trade of Canada:

Owing to the increasing demand for STAR EGG CARRIERS & TRAYS in the Dominion of Canada, and the lack of storage capacity of our former selling agents, MacLaren Imperial Cheese Co., Ltd., we are obliged to install our own manufacturing plant in Canada, and all sales will be handled from our Home Office, Rochester. All shipments will in future be made from Canada.

Star Egg Carrier & Tray Mfg. Co

ROCHESTER, NEW YORK



Don't take our word for it!

Just YOU taste

"KOOTENAY" BRAND

Jams and Jellies in Bottles and Tins

and then you will be able to give a candid recommendation of them to your customers. They are the product **solely** of luscious, ripe KOOTENAY FRUITS and pure cane sugar, and are prepared by experts in a sanitary and up-to-date factory. Our process ensures the fruit remaining whole after boiling, and retains to a remarkable degree the natural flavor of the fruit. There's a good profit, moreover, in selling "Kootenay" Goods.

Are you handling our 5-lb. tins? They are great favorites.

DONNELLY, WATSON & BROWN, Ltd.

AGENTS

CALGARY AND VANCOUVER



Poulton & Noel's

Meats in glass are obtainable in great variety and are of particular quality and attractiveness.



A little attention to these goods will prove this.

Rose & Laflamme, Ltd., Montreal and Toronto

Canadian Selling Agents



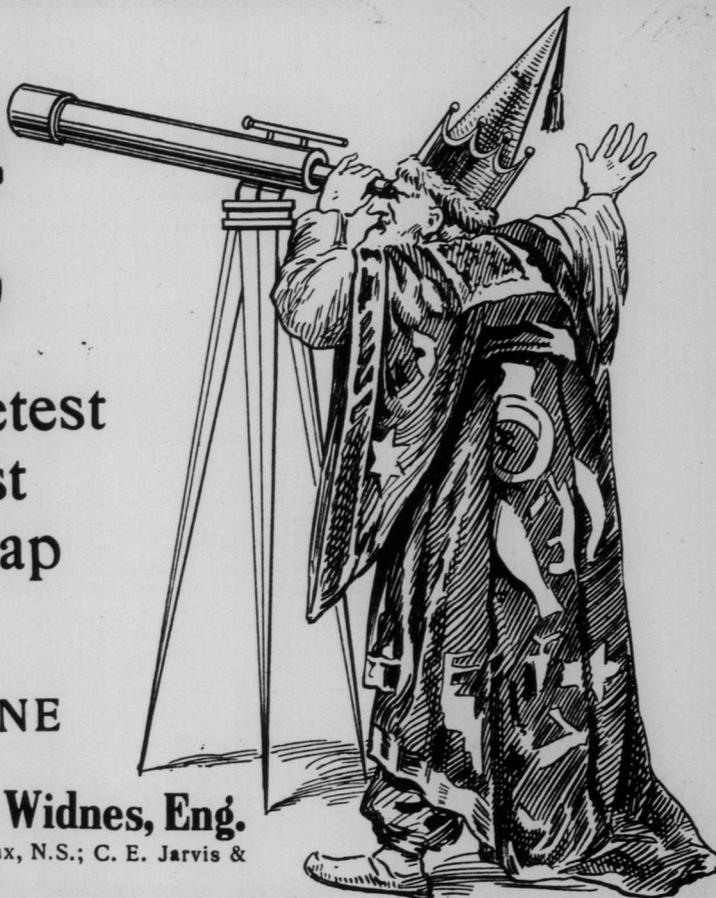
Gossages' Magical Soap

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.



It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the **best** and **most perfect**. To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

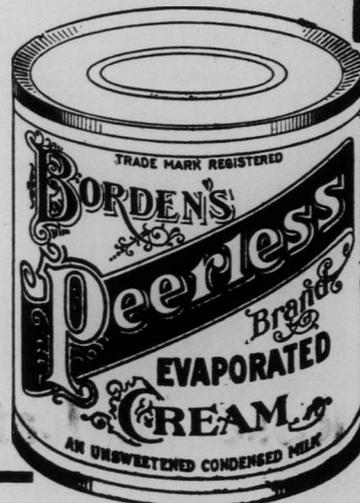
"Eagle Brand" Condensed Milk
and **"Peerless Brand" Evaporated Cream.**

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver,
Victoria, Nelson and Calgary.





On Reception
Day serve

Frou-Frou

The Dutch Wafer of
Indescribable Delicacy

There's a great treat coming to your
guests when you serve Frou-Frou. ■
For true, lasting mouth-watering deliciousness
nothing equals this dainty Dutch delicacy. You
try some!

SAMPLES FREE

We want every lady in Canada to taste the taste of
Frou Frou at our expense. So please write us, giving
the name of your grocer and we will send you a gen-
erous sample by return mail.

MacGREGOR SPECIALTY COMPANY
Canadian Distributors, - TORONTO, ONT.



ABOVE IS A REPRODUCTION OF ONE OF THE

Magazine Advertisements

FOR

FROU-FROU

THE WORLD'S GREATEST WAFER.

MR. GROCER:—

Frou-Frou is now being nationally advertised. Are you
participating in the profits through this campaign of publicity?
If not, it will pay you to investigate.

Samples, price, etc., gladly sent on application.

FROU-FROU IS THE RESULT OF DUTCH INGENUITY
and THE DESPAIR OF IMITATORS.

TASTE THE TASTE OF FROU-FROU
The Dutch Wafer of Indescribable Charm.

MacGREGOR SPECIALTY CO.

Canadian Distributors, - TORONTO, ONT.



THE CANADIAN GROCER.

SOAPS
THAT

SATISFY!



Soap Quality

has the biggest say in successful Soap Selling and

RICHARDS PURE SOAPS

sell better than any others because their quality never fails to satisfy. See to your stocks. Here's the complete line:—

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

RICHARDS PURE SOAP CO., LTD.
WOODSTOCK, ONT.

Agent for Toronto and Hamilton :—A. Hutchinson, Omand Mfg. Co., 76 Colborne Street, Toronto.

Buy the
Powder with
a Pedigree

Cook's

Friend

For known
quality with-
out the fancy
price, COOK'S
F R I E N D

Baking

Powder

BAKING POWDER has been the leader for 50 years. It not only contains NO ALUM but is manufactured from pure fruit acid and is the only Cream of Tartar powder made that sells at a moderate price. The only powders that approach it in quality are sold at double the price.

W. D. McLAREN, Ltd., MONTREAL



THE CANADIAN GROCER

PERRIN'S BISCUITS

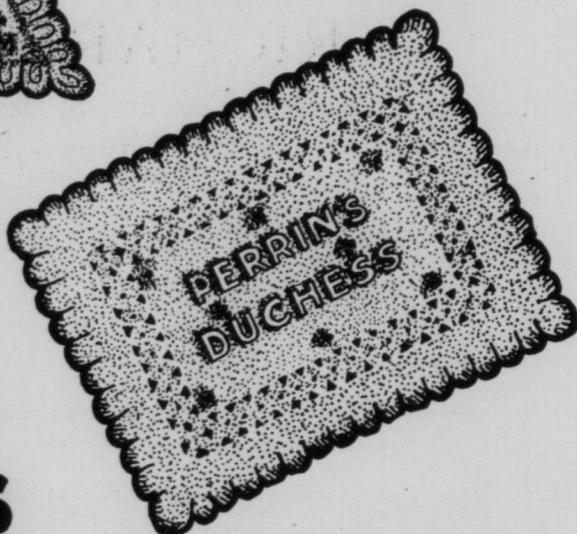
THREE



SELLERS



**AND
ALL
TRADE
KEEPERS**



Do you want increased business in Baked Beans ?

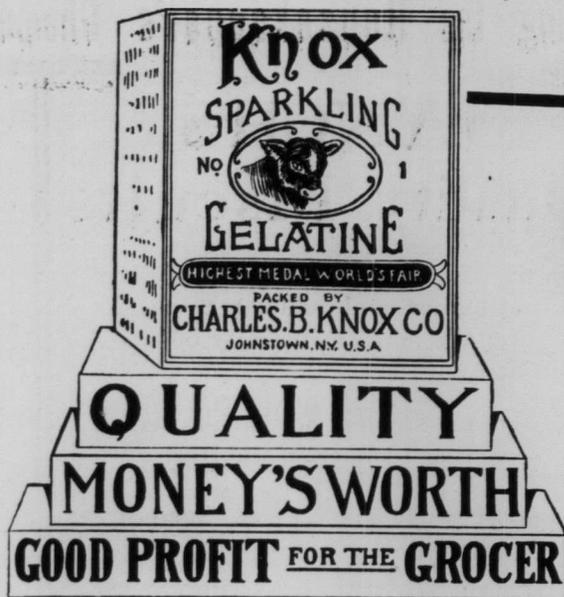
If so, write us for prices and information
regarding

Balaklava Brand Baked Beans

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.



A Good Foundation

For Big Sales

The big sale of KNOX GELATINE has been built up on sound principles, —Quality and Money's Worth (a package makes a pint to a quart more gelatine

than other kinds); Extensive Advertising, so that it is easy to sell because well known; Good Profit for you out of the retail price of 15c. Grocers everywhere PUSH KNOX GELATINE because it Pleases and Pays. Have you been selling as much of it as you CAN SELL?

CHARLES B. KNOX COMPANY, : : JOHNSTOWN, N.Y.

GOODWILLIE'S

PURE FRUITS IN GLASS



- ☞ Possess that exquisite delicacy of flavour which arouses a desire for more which must be satiated.
- ☞ If you make yourself the original vendor of GOODWILLIE'S it is to you the customer will return and with her request for "more GOODWILLIE'S," she will leave her order for other groceries.
- ☞ Have your customers coming back for GOODWILLIE'S. You should and can.

Ask your wholesaler for GOODWILLIE'S.

SOLE AGENTS

Rose & Laflamme, Limited - Montreal and Toronto



We know of no trade-mark that covers a product that is nearer perfection, or that is more universally used in Canada, than the

Windsor Salt

trade-mark shown on this bag.

Windsor Salt is the only satisfactory salt for a good grocer to sell.

The Canadian Salt Co., Limited
WINDSOR, ONTARIO

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

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



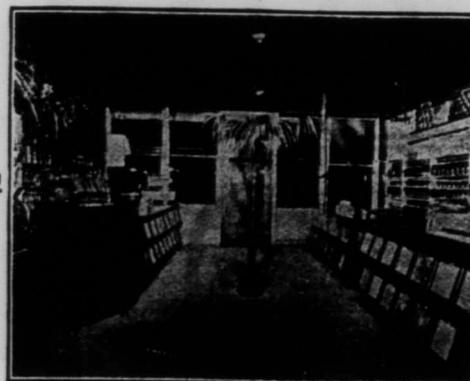
WHEN IN THE MARKET FOR

Brooms

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

All Brooms made of this season's crop.

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



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

THE CANADIAN GROCER

MELAGAMA

TEA and COFFEE

are well and favorably known among householders everywhere for their delectable flavor and exquisite aroma.

Mr. Grocer! it will pay you to handle these lines. Our **BULK TEAS** and **COFFEES** are business getters and holders. We shall be pleased to send you samples and prices.

MINTO BROS.

TORONTO

Wake Up!!! and Sell Baird's Sauce



"The Best of All Sauce"

Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto—604
Lindsay Building, Montreal: W. L. McKenzie & Co., Winnipeg:
R Robertson & Co., Vancouver and Victoria.

ASEPTO

SOAP POWDER

"The enemy of dirt."

Housecleaning of every kind is done in half the time and with half the labor if "Asepto" has been called in to the housewife's aid.

It is very economical to use, and its effective cleansing properties are a guarantee of 'repeats.'

See to your own profits by featuring "Asepto."

ASEPTO MFG. CO.

ST. JOHN, N. B.

Agents— ROSE & LAFLAMME, Ltd. Montreal

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

SYMINGTON'S

COFFEE ESSENCE

UNQUESTIONABLY THE VERY BEST
THOMAS SYMINGTON & CO. EDINBURGH

ALWAYS READY!
ALWAYS PURE!
ONE STANDARD
QUALITY!

NO BEHAD OF ALL
WHOLESALEERS

Tartan
BRAND

IN STORE:

New Malaga Raisins, Clusters and Loose Muscatels.
New Shelled Almonds, Valencias and Jordans.
New Table Figs.
New Valencia Raisins.
New California Peaches, Apricots and Nectarines.
New Peels, Drained and Candied.
New Labradors and Holland Herrings.
Codfish, all lines.

Ask for Phone 3595—connects you with all our lines.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

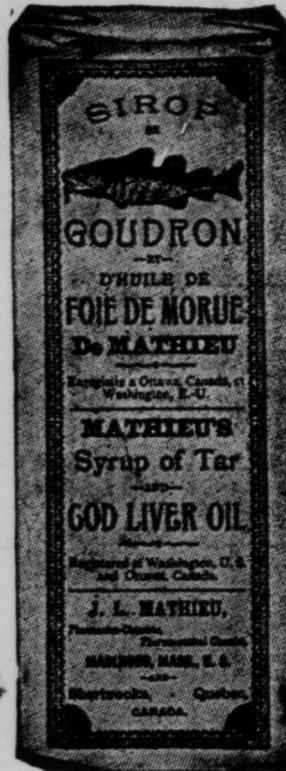
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them:—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

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



MATHIEU'S SYRUP

of Tar and Cod Liver Oil
MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

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.



CHILDREN THRIVE ON IT

That's one of the best recommendations to you to stock and feature

"Canada First" Evaporated Cream

It is the purest and most healthful substitute for Fresh Cow's Milk obtainable and every can comes to you guaranteed and fully sterilized. There's a certainty of repeat orders ahead for every grocer who is selling "CANADA FIRST" Brand. Order from your Jobber.

THE AYLMEY CONDENSED MILK CO., Limited

AYLMER, ONTARIO.

Head Offices, Hamilton, Ontario



The gum that is
good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES &
CANADA

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IEU'S
RUP
Cod Liver Oil
IEU'S
POWDERS

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**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

"Pansy" and "Daphne"
(FANCY) (CHOICE)

**SEEDED RAISINS and
EVAPORATED FRUITS**



are put up in California, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.
California

Agents:—Rose & Lafamme, Ltd., Montreal; E. D. Adams, Halifax, N.S.; W. S. Clawson & Co., St. John, N.B.; H. D. Marshall, Ottawa, Ont.; C. L. Marshall, Toronto, Ont.; Geo. H. Gillespie, London, Ont.; G. B. Thompson, Winnipeg, Man.; Shalcross, Macaulay & Co., Calgary, Alberta; Dominion Brokerage Co., Edmonton, Alta.; H. Donkin & Co., Vancouver, B.C.; H. Donkin & Co., Victoria, B.C.

You are the man we want

—that is, if we haven't yet had the pleasure of putting an

**ELGIN
National Coffee Mill**

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish.

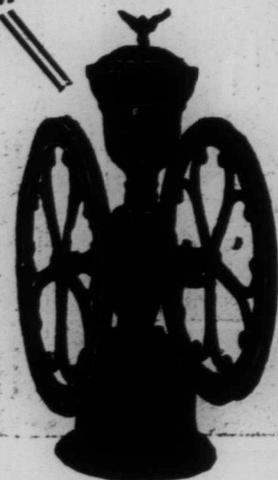
Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated 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. Braid & Co.
HAMILTON—James 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).

**Woodruff & Edwards
CO.**

ELGIN, ILL., U.S.A.



"KING OSCAR"

BRAND

**NORWEGIAN
SARDINES**

It's the quality, good packing and attractive get-up of KING OSCAR BRAND Sardines that give them first call with the discriminating buyer.

No other brand is quite so uniformly pure, tasty, sweet, wholesome and well packed as the "KING OSCAR," and the profit margin for the retailer is a well-worth-while one.

ASK YOUR WHOLESALER

JOHN W. BICKLE & GREENING

(J. A. HENDERSON)

Hamilton

Ontario



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

When you buy

Redpath

Extra Granulated Sugar, you secure the results of the latest process, of modern machinery and of years of experience.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

THE AVERAGE PERSON

Is not a good judge of groceries and knows it.

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced toward the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help to keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products.

JAPAN TEAS

FANNINGS and SIFTINGS

JOBBER'S CAN SECURE THE BEST VALUE AT

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN



ROWAT & CO.

GLASGOW, SCOTLAND

offer the dealer two lines than which there are no better in the grocery field to-day.

Rowat's Pickles & Olives and Paterson's Worcestershire Sauce

are specialties which will yield fine returns to the grocer who realizes the value he can give to his customers by featuring these goods.

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.



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

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511

Phone Uptown 5962

**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.

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

The Harry Horne Co., 399 King St. West, Toronto, for Ontario.

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.

TEA good enough for Monarchs is none too good for your customers!

Sell

TWINING'S TEA

the most reliable of package teas.

We have Bona Fide Warrants from the Crowned Heads of Europe which only emphasize the fact that for Palace, Mansion, Home, or Cottage, **TWINING'S TEA** is unsurpassed.

Sold in Packets Only

CANADIAN AGENT

HAROLD RITCHIE

8 Matilda Street, - TORONTO

**DO
YOU
HANDLE**



CATSUP?

It is one of the leaders of the famous "Sterling" Line, and is composed of the finest and freshest fruit and purest spices only.

"Sterling" flavor is natural fruit flavor. Made in our up-to-date sanitary factory by experts.

Get ready to meet the demand.

SEND FOR PRICES

The T. A. Lytle Co., Limited
Sterling Road, :: TORONTO

Your biggest asset

THE drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT

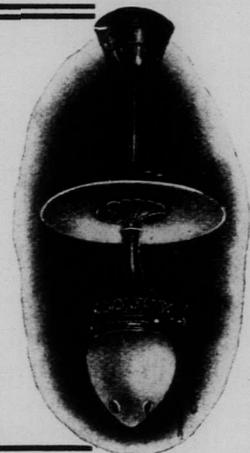
It is absolutely safe, better and cheaper than electricity or gas and safer than coal oil and candles.

Special prices direct to merchants.

Get our circular.

MacLaren & Co., Merrickville, Ont.

AGENTS WANTED.

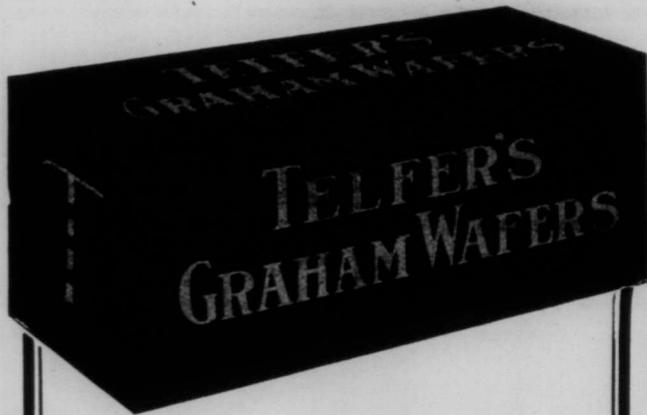


**McLean's
COCOANUT**

A necessity to every grocer.
Your customers want it.

The Canadian Cocoanut Co.
Sole Makers
MONTREAL





Golden-Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

**TELFER'S
GRAHAM WAFERS**

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited
COLLINGWOOD, ONT.

Toronto Winnipeg Hamilton Fort William

**Century
SALT**
"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

DOMINION SALT COMPANY, Limited
Manufacturers and Shippers
SARNIA, ONT.

Cut this out for Reference

**BRITISH COLUMBIA
COMPANIES ACT
1910**

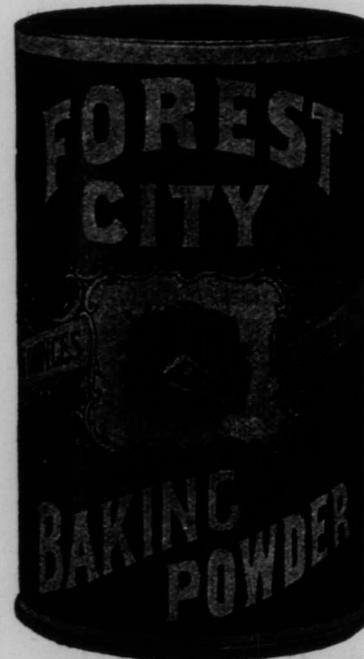
We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

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, Nelson, B. C.,
and Calgary, Alberta

**FOREST CITY
BAKING POWDER**



THE STANDARD
FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " \$1.25 "
16 oz. " \$1.50 "

Manufactured By
**GORMAN
ECKERT &
CO., Limited**
London & Winnipeg



White Dove Cocoanut

For the
discerning grocer
there will be
no other.

W. P. DOWNEY
MONTREAL



No Odor

It dries them up
KILLS Common Sense
{ 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.

FOR SALE
STANDARD CEDAR SHINGLES
Extras \$2.20 Clear \$1.75
2nd Clear 1.40 Clear White 1.30
Extra No. 1 65c.
AND ALL LUMBER
A. C. Landry, Ste. Flavie Station, Que.

WINES! WINES! WINES!
Port, Sherry, Malaga, Burgundy, Moselle,
Madeira, Native, etc.
DRAUGHT OR CASE GOODS
We are Specialists in Clarets and Sauternes
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

Oval Butter Dishes
Write us for Prices
Graham Bros. & Co., Kinmount, Ont.

It's Your Fault, Mr. Storekeeper

if you continue to lose money on
"bad debts." There's a safe way
to accommodate your credit cus-
tomers—a way that both pleases
them and insures you.

Allison Coupon Books

systematize credit accounts, simplify collections,
and eliminate arguments. They cost but little and
pay for themselves many times over.

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 every-
where as the best.

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

THE PEOPLE OF JAMAICA

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

KINGSTON "GLENER"

might bring inquiries. Better
write for rates to

I. G. STEWART, Halifax

IF YOU HAVE ANY
LIVE POULTRY
TO OFFER, SHIP OR WRITE TO
P. POULIN & CO.
36-39 Bonsecours Market, Montreal

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey
Wax, Sugar, Rum, etc., etc.
KINGSTON, JAMAICA

PICKLING SPICES

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

Prince of Wales Brand

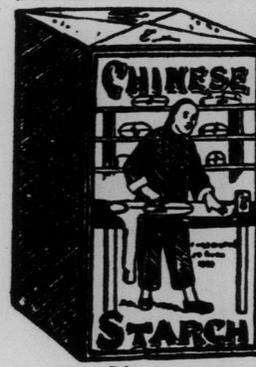
The brand that always
gives your customer, as well
as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in $\frac{1}{4}$ lb. open face
cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly men-
tion having seen the advertisement in
this paper.

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound.

H.P. SAUCE

W. G. Patrick & Co., Toronto and Montreal.
 R. B. Seeton & Co., Halifax, N. S.
 W. H. Escott, Winnipeg, Man.
 Donnelly, Watson & Brown, Limited, Calgary, Alta.
 The Midland Vinegar Co., Birmingham, Eng.

**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

COUNTER SPACE, FIRE PROTECTION

The Merchant can't afford one-third of his Counter Space for his Account Register.

One reason why the Commercial is made compact—and requires little Counter Space.

Fire Protection

Sheets lift out and fit any safe.

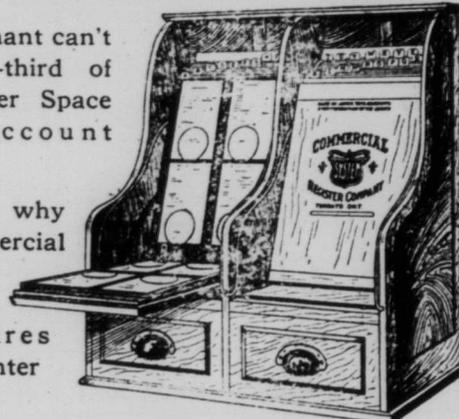
Another reason for compactness. The sheets will fit any safe, an absolute necessity, as merchant must have fire protection for his accounts

Besides

It cuts out book-keeping, does your collecting, pleases your customers and pays for itself within a few months.

Send us a postal for Catalogue and full information.

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



The "All-night-soak" Eliminated

By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Dessert—then watch your sales mount up.

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.



A TEMPEST IN THE TEA-POT

**"SALADA" representatives uncover a startling condition
in the tea trade of Brantford. Grocers aroused.**

During the past year we have sampled many towns throughout Ontario. Our men have collected accurate statistics showing the condition of the tea trade in each town. They enquire from each householder the kind of tea she uses—before she is aware that our men are in any way connected with "SALADA." By doing this we know precisely the kind of teas sold in each town.

The gathering of this information has brought to our attention a condition of affairs that ought to arouse the fighting spirit of every retail grocer. Our men are at present working in Brantford and so far we find that of 2,326 houses called at 720 purchase tea from peddlers—30.95%, or one-third of the whole tea trade of Brantford, lost by the grocery trade. This is bad business—very bad business—and this is the cure:

Get the people to buy a better tea than the peddler sells—a tea the peddler cannot buy—a package tea of the highest quality—"SALADA."

"SALADA" Tea and no other will regain this trade for you. Every package represents the utmost in tea value. Each package is a miniature tea chest, hermetically sealed. The lead covering seals the quality in and shuts contamination out. It reaches the purchaser just as it left the plantation, its fragrance and flavor unimpaired.

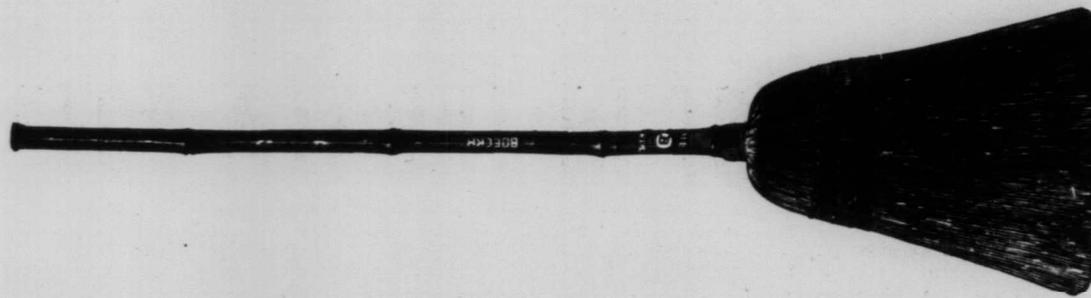
Put a pile on your front counter.

Recommend it to your customers.

And watch the peddler join the largest organization in the world—The Down and Out Club.

Is the peddler bothering you?—we have a plan that will help you greatly. Write us.

THE "SALADA" TEA CO.
TORONTO and MONTREAL



REDUCED PRICES
on
BOECKH'S
BROOMS

are now being quoted for shipment on and after October 15th.

Our new corn is now in transit and our buyers report the grade as "extra fine select," so that the quality of brooms made from the new crop will be A1.

Our Values are Exceptional

Write for Prices

The BOECKH BROS. COMPANY, Ltd.,
TORONTO

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Adams
Allen,
Allison
Americ
Andrew
Aspto
Aymer
Baker,
Balfour
Benedic
Bickle,
Blue R
Boeckh
Borden
Boyd &
Buchan
Burt, F
Canada
Canada
Canada
Canada
Carr &
Church
Clark,
Clawson
Colwell
Cosans
Cosmo
Cowan
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Domini
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Eastern
By-El
Eckard
Edward

J. F. EBY, President.

HUGH BLAIN, Vice-President

The latest and daintiest thing in the line of confectionery

"ANGELUS"

A MESSAGE
OF PURITY

MARSHMALLOWS

Are put up in TRIPLE PROOF PACKAGES, which retain their soft, dainty delicacy and delightful aroma. GUARANTEED ALWAYS SOFT AND MELLOW

"Angelus" Marshmallows retail at 10 cts. a pkg.
— they pay you a good profit. —

Repeat orders are already coming from dealers who purchased this week.

EBY-BLAIN, LIMITED

Sole Wholesale Distributors, - - - TORONTO

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Securing Just Profits on all Goods Handled

Merchant of 28 Years' Standing, Maintains That the Dealer With the Independent Spirit is the Man Who Succeeds—It Pays, He Says, Not to Meet a Price Unreasonably Low—Advises Individual Dealers to Stand Up for Their Rights—Retailer Holds the Key of the Situation.

By Henry Johnson, Jr.

After one has studied the various problems I have outlined during the past few weeks, and has thereby learned where he is at, what he should have, etc., the proper question is: To what use shall we put this knowledge? Truly, it is one thing to know conditions and realize what we should get out of our business; but if we don't get it, how much better are we off? The old answer pretty nearly covers the ground—"Knowledge is Power."

Once you KNOW these things, a good start towards getting your just profits is made. If the salesman, or the jobber, or the manufacturer, comes to you with such a proposition as a certain breakfast food used to be, you can catch him. He said: "This costs you \$1.50 per dozen and sells for 15 cents—TWENTY PER CENT PROFIT!" And, if you were in the well established habit of figuring on your costs, as you probably were, you took the statement at face value. You even went so far as to concede the freight as a "small matter." But today you can, by knowing a few things, decline to let the salesman talk on without interruption. You will, in fact, stop him in the middle of his talk to tell him you do not figure profits that way; that, on a cost of \$1.50, and a selling price of 15 cents, you cannot figure more than 16 2-3 per cent. gross margin, even if the article be delivered to your door.

Dealers Not so Easy Now.

A few such arguments from every dealer the salesman visits will very soon send him home with the news that grocers are not so easy to figure with now as they used to be, and some change of policy is likely to result. Let that same thing happen to a number of distributors and a revolution will be well started. But remember that your talk must be backed up with your emphatic refusal to buy the goods that pay only 16 2-3 per cent., or your effort will come to naught. And if you say that you cannot hope to accomplish anything single handed my answer is that you can always and ever accomplish the denial of any space on YOUR shelves to any goods which do not pay an adequate profit.

A Spirit of Independence.

This ready acquiescence in conditions as we find them, is the one obstacle in the path of progress, the triviality of which it is most difficult to bring home to the average merchant. Each one feels that he "cannot do anything alone, and the rest of them will not do anything." O, the trouble of the "rest of them," each standing still to see what the others

will do. Yet there are men in the grocery business who make big money out of it. There are, in fact, lots of such men. Yet each of those grocers has the same conditions of competition, lack of co-operation among his neighbors, the conspiracy of the distributors, etc., to contend with. Obviously, there must be something about those men which enables them to succeed where the majority practically fail. Yes, there is. They have the character to stick to the rule that, whatever may be the general conditions of trade or demand, they, so far as their individual business goes, will not stock a thing that does not pay a profit.

You might think such men would lose business, thus not having the articles in active demand by their customers. So they do lose a little trade. They lose the same kind of trade that you lose when you do not meet the department, or "Cheap John" cut price on sugar. But it was long ago discovered that the man who tries to meet EVERY low price will have but a short business life, and so the most of us know better than to try to be in a position to throw price-inducement on every hand at the one time.

Dollars to Get Pennies.

Every man who declines to meet a price which is unreasonably low, loses trade; but the question is, does it pay him to lose it better than to keep it—and the answer is, that it most certainly does. For instance: You are getting eight cents for baking soda and you have a customer who declines to buy on the ground that Kaiser sells it at seven cents. You do not sell her, for she will go to Kaiser's before she will pay you the extra cent. Very well; you lose that sale and to that extent you "lose trade." But suppose you thought you had to meet Kaiser's price and lowered your figure to seven cents. You would then make the sale that now you have missed, but at the cost of one cent on each and every package of baking soda you might sell. In other words you would be paying out dollars in order to take in pennies. And that is what the short sighted merchant does—he of whom we later read as having dropped by the wayside—"crushed out by the killing competition of the 'big department store,'" or some similar rot.

It is interesting to note some of the effects of an impression that has become general, such as I have suggested might be general if more grocers should, singly and alone, stand up for what is justly theirs.

Thinks Something Will Happen.

This is observable in general economic conditions all around us. Prior to 1907, prices steadily rose; every day we read of a limit "the highest yet," in this or that line of commodity. And with the rise in the "limit" there arose a sullen protest against conditions. One man grumbled to his neighbor, who maybe had not thought about things very much, and then the neighbor added his wail to the man's. Then each spoke to another, and there were four grumblers. Next day there were eight—then sixteen; and the numbers grew. It was all quiet, almost inarticulate. But the strong sentiment was there, and stayed there until the feeling penetrated "the seats of the mighty,"—and we know the result. "Lack of Confidence" and all that, meant universal protest on the part of the under dog.

This sort of thing is coming again. It is almost upon us now. The protest arises to "high heaven" that things are not evenly distributed, and that somebody is getting rich too fast. The protestors are "not organized," just the same as the grocers are not; but the feeling is becoming universal and in just a little while "something" will "happen" again.

Work as Individuals.

Let grocers learn what is right; what are their rights; what is good for them and what is fair to the other fellow; and then individually hold out for their own dues, and they will get all that is coming to them. It will be an example of the overwhelming weight of a kind of public opinion, which, as you know, even statesmen are bound to respect.

Picture to yourself this situation:

Let all the salesmen for all houses which have not shown a proper regard for grocers' rights go out on their daily mission one day, and be turned down cold by every merchant. Let their reception be about as usual—"Glad to see you, John," and all that—but when it gets down to the order, let the answer be, very quietly: "No; think I don't need anything to-day; can get along until next week all right." Let this continue throughout that day; and the next; and the next, for a week. Do you not think there would be somebody hustling around to see how the grocers might be "placated?" Indeed there would be. And, moreover, he would come prepared to "eat crow."

And the foundation of all this kind of betterment is the individual grocer, standing up, by himself, for his rights.

Strategies Used by Clerks who are Dishonest

One Used to Tear Out Interior of Loaf of Fresh Bread and Fill the Vacancy with Goods From the Shelf — Another Kept Back Money From Cash Purchases—Working in Conjunction with Deliverer to Hold C.O.D. Money—Does it Pay to be Dishonest?

The question of obtaining honest employees is a big one among many retailers.

A dealer in a large Canadian city said recently that nothing so far as he knew could be done to prevent the dishonest employe from committing a theft.

In his long experience he had come across many instances which he maintained were proof of his statements. These were either his personal experiences or those with brother merchants who met the same difficulties.

Devices used to pilfer employer's goods vary a great deal. There is, when opportunity affords, the simple plan of carrying home of a package of this or that in overcoat pockets, beneath wrappers, etc.

But a story related of one method for pilfering package or canned goods shows the stratagem resorted to in order to cover up even the slightest trace of apparent dishonesty.

Canned Goods in The Bread.

A baker's delivery man was on one occasion instrumental in disclosing this unique system.

He brought his goods in at the rear door of the store and three or four times observed in the garbage barrel the soft interiors of loaves of bread. Finally he mentioned the matter to the proprietor who was quite astonished but couldn't account for this waste. He decided to watch proceedings and discovered that one of the employes pulled out the interior of the loaf and filled the hole with canned goods, package goods, etc. Then he wrapped the loaf in paper and while passing the proprietor on his way to dinner dropped the price of the loaf on the counter. Anyone could see that apparently he had nothing but a loaf of bread under his arm.

Employed Detectives.

The story is related of another dealer losing confidence in a certain clerk but after repeated efforts failed to catch him in the act. He was aware of the fact that money was being stolen but couldn't prove it.

He took into his employ a detective who was detailed to watch the young man while he (the proprietor) was absent. A very simple method was shown by which he stole money.

Whenever a customer made a cash purchase he simply waited until the former had left the store until he had an opportunity of pocketing a portion of the money received and of ringing up the balance on the cash register.

Another detective was secured to catch him in the act. One day at noon he came in as a stranger to purchase groceries when this particular clerk was behind the counter. He bought a whole

armful. On his way out he met the proprietor coming in. The latter did not, of course, speak to him as they were supposed to be strangers to one another.

Became Badly Tangled.

The proprietor noticed at a glance that the register showed a cash purchase of only 25 cents.

"Who is that fellow?" he asked.

The clerk did not know him.

"Bought a lot of groceries didn't he?" he said.

"Oh, no, just a package of matches; he had the rest in his arms when he came in here," replied the clerk.

Before the words had time to die away, back came the "stranger" stating he had forgotten to purchase something. This time the proprietor engaged in conversation with him.

"You have a pretty big armful?" he queried.

"Yes, I have a load all right; I just got these here a few minutes ago but I overlooked buying a pound of butter."

"You're mistaken," said the clerk, who looked somewhat dismayed, "you only bought a box of matches from me. You must have got the rest somewhere else."

He was straightway accused of pocketing the balance and as the web had been woven too tightly about him he was compelled to admit his guilt.

No Returns From C.O.D. Orders.

Dealers have frequently had trouble with C. O. D. orders, relates another grocer. Particularly has this been the case when a driver and a clerk work in conjunction with each other and divide the proceeds. The clerk destroys the duplicate and the driver does not return the money. The books therefore balance without it.

Numbering the C. O. D. slips and enforcing the rule that each be accounted for will go a long way to alleviate this trouble.

Sooner or later the dishonest clerk is usually discovered and when he is, it is a pretty difficult proposition for him to be reinstated. Clerks should remember that honesty and fair dealing with their employers is the best policy in the end and they should also remember that little couplet:

Oh, what a tangled web we weave,
When first we practice to deceive.

Things That Shouldn't Be



It is Poor Business to Place Bread, Groceries, etc., Close to the Coal-Oil Can
When an Order is Made Up. Oil Evaporates and Imparts its
Flavor to Such Goods.

Practical Methods Used in Retail Grocery Stores

An Edmonton Opinion on Getting a Fair Profit—Quebec Show Case Aids in Sale of Pickles—Racks Used in Winnipeg For Displaying Fruit—Alarm Clock Used in Stratford to Turn Off Window Light—Halifax Merchant Criticizes Wholesalers Selling Direct.

Should Look to Profits.

Edmonton, Alta., Oct. 6.—“I have been much interested in those articles in The Grocer on retailers not knowing the cost of goods and selling them at a great loss,” remarked a local dealer. “One of the most important things to my mind,” he declared, “is that the retailer should know what goods cost and get his profit accordingly. Each individual retailer should figure out his own profit and be positive he gets it. I don’t believe in handling goods which do not net me fair returns—I am not a free distributing agent.

“That item in The Grocer a few weeks ago about a dealer selling a 25 cent meat sauce for 10 cents because he thought all sauces sold for that much is a good example of the ignorance of some of us. It also shows what some of us are up against when we have to do business in competition with such men, who in time are sure to fail.

“Let every man look to his own costs and profits and then if he cannot sell the goods let him discard them and talk up something else. The dealer who has the confidence of his customers can sell practically what he wishes.”

Show-Case Sells Pickles.

Quebec, Oct. 6.—While show cases were being improved some one thought of the name ‘silent salesman’ for one of the new types and it must be admitted that the term was well chosen. But a silent salesman does not apply only to a show case as every grocer knows, and an instance of the aid of salesmanship that some store appliances give was illustrated recently by a Quebec grocer.

He had a stock of fresh pickles but they were not moving out satisfactorily as they could not be well displayed in the container in which they came. This grocer, therefore, purchased a glass receptacle to display some of the pickles. It holds two gallons and is about ten inches high by about ten inches in diameter. The proprietor has found a new impetus to his bulk pickle sales and attributes all the new success to this glass container—a salesman that does its work well even if it is silent.

Racks to Display Fruit.

Winnipeg, Oct. 6.—While the fruit season is at its height, the grocer must needs carry quite a stock, and as he replenishes it as quickly as it decreases he always has many baskets on the floors, in windows, and in fact every bit of available space is occupied. It is just about the time when fruit baskets hardly leave room for anything else that he

begins to wish he had larger quarters. Some grocers find it necessary to store some of their perishables out of sight.

They would rather not do this, for it is known that often the more goods shown, the faster do they sell. The quantity catches the eye, and is, of itself, a selling force the grocer does not like to neglect.

In one store where these conditions prevailed the grocer had several racks made which not only economized space, but it permitted a much larger quantity of fruit to be displayed. These racks were about five feet long and fairly wide at the bottom, in order to be secure.

The shelves were just about wide enough for an ordinary peach basket, placed lengthwise on it, and were long enough to accommodate three of them. Then from these main shelves others were placed at an angle and supported by a brace at each end against the uprights upon which the main shelves were placed. They were inclined at a slight angle, and baskets were placed on them side by side.

The idea was to display the largest amount of fruit in the smallest space, and in such a way that it would be seen to advantage. These racks were not made long, as they would in that case have been clumsy, but this grocer had two made and placed end to end with but room for a person to pass between. If a grocer has a large stock of grapes, peaches, plums, etc., he wants to get rid of them at once, and a silent salesman of this kind should be a help. It proved valuable to one dealer, and the cost was but little. Besides after the fruit season is over they are used to display other articles.

Hand-Bill Brought Business.

Toronto, Oct. 6.—Fred Cox, a Toronto grocer recently adopted the hand bill to announce in his locality that he had opened up with a new stock of groceries and provisions and also to call particular attention to an idea by which he appealed to the boys and girls. It was what he called a “blow-out” and he claims it brought good results.

Of course, this was only one of the purposes. The most prominent part of the bill was devoted to a list of cereals, pickling vinegars, etc., under the heading of “buy here and save money.” Prices were plainly quoted.

Clock Turns Off Light.

Stratford, Ont., Oct. 6.—The Barnsdale Trading Co. here have a device for automatically shutting off the electric current in their window lamps at a certain time.

It is an alarm clock fastened to the wall of the second story just above the window, and to which is fastened a wire connecting with the electric lamps in the window. By it the lights may be turned off at any hour of the night.

The Barnsdale Trading Co. place great faith in their windows as silent salesmen. They always have them neatly dressed, and therefore are anxious to show them at night as long as people pass by the store. This automatic system permits this and at the same time does not necessitate the lamps burning all night long.

Direct to Consumer Question.

Halifax, N. S., Oct. 6.—A local dealer has strong opinions against wholesalers selling direct to consumers over the heads of the retailers.

He makes the claim that if wholesalers sell to one consumer let them sell all their goods in that way. On the other hand, “if the wholesaler deems that we are necessary in the distribution of part of his goods, then let him sell all his goods through us.

“It is not fair that a wholesaler should take away our best customers and leave us with the worst; if he would make it a hard and fast rule that he will sell only through the retail trade, he would find us a great deal more friendly to him, and a great deal more willing to get behind the goods he turns over to us.

“You will remember that in the address of E. F. B. Johnston before the Wholesale Grocers’ Guild in Toronto last April he said: ‘A well known and authoritative author, Edly on Combinations, says:

‘The right of a combination of dealers to advance their own interests by mutually agreeing to decline to deal with any manufacturer or wholesaler dealer who should sell direct to their customers, has been broadly upheld.’

“Therefore, according to the above, if any body of retailers have trouble over this unfairness they have a perfect right to combine to object to handle a particular wholesaler’s or manufacturer’s goods.

“I maintain the wholesaler should rigidly protect his best friend, the retailer,” he added.

Copas & Emmerson, grocers, Calgary, Alta., have gone out of business. Mr. Emmerson has retired and is living in the city and Mr. Copas is in business on the coast. The firm have been doing business in Calgary for twenty years.

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A Window Display to Catch the Huntsman's Eye

The Season for the Chase of Wild Game Now on—Suggestion for a Window Trim of Goods Appropriate to Take Along—Why the Season Should be Taken Advantage of.

"The call of the wild" is now sinking deep into the heart of the huntsman. The whistling wing of the wild-duck, the runway of the rabbit, the swoop of the partridge and the splash of the antlered monarch of the forest in its endeavor to elude the hungry hound, now exist in his dreams both night and day.

Of what significance is this to the retail grocer?

The hunter has to be fed and its up to the grocer to provide him with life's necessity before he leaves for the tall timbers or the rice-beds. The hunter knows his own failing, while in the woods—his appetite is one of great length and he does not buy sparingly.

Methods for Getting Trade.

To get the trade of the hunter the retail dealer has several methods to pursue. Among the best are well-dressed and appetizing windows and

In the food line there are many articles that could be displayed. The drawing suggests canned fruits, meats and fish, condensed and evaporated milk, pickles and cheese. The list might include, ham, bacon, butter, eggs, meat-sauces, quick-pudding material, breakfast foods, cream-cheese, etc.

To make such a window more effective, display cards ought to be used such as "The Hunter's Larder," "Tasty cheese gives a Relish to the Meal," "What about Bacon and Eggs for Breakfast," "Condensed Milk is Economical," etc. Prices should also be given.

Would Interest the Young Men.

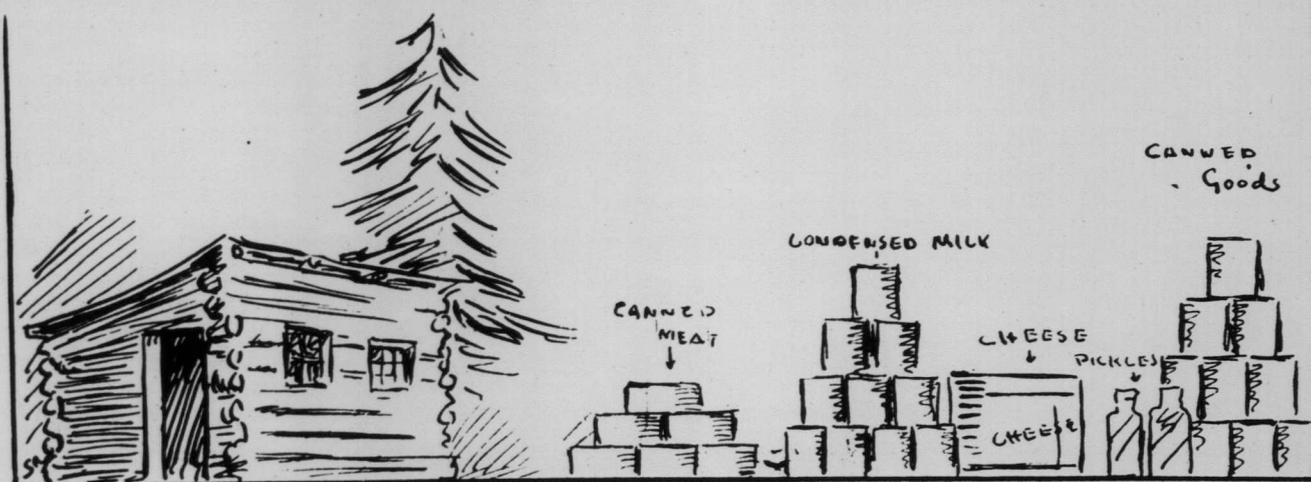
Retailers should remember that there are always a number of young men in every centre who go for a hunt. These men may not have any wives, and they have to do their own purchasing. A suggestion such as the above with cards

which in reality is a ballot. The customer is supposed to cast her ballot in favor of some local institution and that which has received the most ballots at the end of a certain time will receive a collection or library of books.

About ten merchants took up the scheme which means that \$250 was collected by the introducers of the plan who are said to be from the United States.

Merchants as a rule are generous to a fault, but by past experience they are enabled to scent propositions such as furnishing some local institution with a library. It will be readily seen that once an affair of this kind gets underway there would be a certain rivalry among women which would increase to such an extent that possibly every merchant in a town would find it necessary to secure a supply of the ballots. In this case the merchant would have to pay the shot to satisfy the suffragette tendencies of his fair customers who have read so much about the ballot of late, that they would probably welcome this idea even though for that purpose alone.

E. M. Trowern, Dominion Secretary



Suggestion for a Window Display During the Autumn Hunting Season.

well written copy in the daily or weekly newspaper.

The window can be made a strong factor in attracting trade. The drawing reproduced here illustrates this fact. For what better attraction for the hunter could there be than a log cabin in the woods? This would catch his eye immediately and it is something quite easy of manufacture. Any clerk with a touch of originality can be the impromptu carpenter.

With the log cabin in one corner and food-stuffs appropriate for the hunt neatly displayed in the remainder of the window, the grocer will have a splendid partner talking in silence to the man with the buck-fever and getting next his heart.

Appropriate Goods.

Place yourself in the hunter's position and you will readily know what goods to display. If you are a general merchant and sell guns and ammunition, stand a few fire-arms against the log cabin, (if it is big enough) and place a few cartons of cartridge and shells in the doorway. Hunting-knives, decoys, pipes and cameras will also be appropriate.

and prices quoted will be just what is needed to catch their attention.

Apart from those who are going hunting this display ought also to create interest among everyone on account of it being out of the ordinary.

Want Merchants to Buy Coupons for Free Gifts

Ingersoll, Ont., Oct. 6.—Resembling somewhat the old trading stamp game of sacred memory is a new idea which has been placed before the merchants of this town, and a number have taken it up. At a special meeting of the local branch of the Retail Merchants' Association on Thursday evening, Sept. 29, this new idea came in for considerable discussion.

According to this plan a merchant purchases a number of coupons paying \$25 for them. Apparently this entitles him to about as many as he will require. With each purchase, customers upon asking for it may receive a coupon

of the Retail Merchants' Association pronounced the scheme similar to the trading stamp proposition, declaring it illegal and further that every merchant who issued these ballots could be indicted for violating the criminal law. This view was upheld by the town solicitor of Ingersoll, whose advice was later sought. Another meeting is to be held to-night to further consider the question. In the meantime Mr. Trowern is sending out letters to the various branches of the association, calling their attention to the scheme, asking them not to take it up, as they put themselves under the law.

At the meeting on Sept. 29, practically every line of trade was represented and listened to an address by Mr. Trowern on the past and prospects for the future of the Retail Merchants' Association.

W. F. Leonard, of Leonard Bros., St. John, N.B., was in Montreal this week.

John W. Guthrie, Dresden, Ont., has disposed of his grocery business to J. Wright & Co. Mr. Wright was a member of the Wright & Hughes, at one time in business there.

The Canadian Grocer

Established 1896

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PUBLISHED EVERY FRIDAY

NEW PRICES QUOTED.

Prices on canned corn and tomatoes were officially named during the week, as was forecast in last week's issue.

It was generally considered that tomatoes would open high and this is the case, when compared to last year's prices. Two's for Ontario and Quebec are \$1.05 for Group A, and 3's are \$1.15. A number of retailers have advised The Grocer that they will sell the latter two for a quarter, or 13 cents each. The cost will be a little over 9½ cents each, so that 10 cents would leave no profit whatever.

Corn, 2's, has opened at 92½ to 95 cents, which, retailers say, will mean a retail price of 10 cents straight.

Last year tomatoes opened at from 77½ to 82 cents, in Toronto, and corn at from 75 to 80 cents. Prices are, therefore, considerably in advance of those of a year ago. Canners say that tomatoes are not a real good crop, but that corn is more plentiful. Corn is the cheapest vegetable on the market this year and sales will necessarily be large.

SUGAR TAKES A SLUMP.

Last week The Grocer intimated that sugar was on the verge of a decline. This has since come to pass, the decline amounting to 10 cents on Tuesday.

The causes leading up to this situation have been outlined fully before. The raw market was weak, having been affected by the new crop, which this year is a good one. This is also one of the between-seasons and demand is slackening

for refined. Graunlated in bags in Montreal is now quoted at \$4.90. This time a year ago the price was \$4.70, a difference of 20 cents.

The fact that a week ago The Grocer pointed out that a lower sugar market was expected is another indication of our proximity to the markets, and another reason why our forecasts should be carefully studied before any buying has been done. A dealer who declined to buy sugar on the strength of our advice saved some money during the week.

GALLON APPLES HIGH.

Gallon apples have opened this year in Ontario at \$3 to \$3.02½, according to grade, for standards. Last year the price was from \$2.40 to \$2.50, therefore showing an advance of more than 50 cents.

As was forecast in the last issue of The Grocer, apples have opened high. This has been chiefly on account of the short crop in almost every section of Canada, and hence the scarcity of the raw material.

BROOM PRICES GO DOWN.

Broom prices have come down from the high figures which were the result of crop failure last year in Illinois, Oklahoma and Kansas States.

Brooms will soon once again be sold at 25 and 30 cents, as was the case before last season's peculiar conditions. In fact, manufacturers state that they have been able to purchase this year's corn at such a price as to be able to do this. It may, however, be a few weeks yet before they will be manufactured, although orders are now being taken for them at the lower prices.

Reports from the broom-corn district, however, indicate that the corn for manufacture of the cheaper broom is not more than the average, and it is only being offered in very restricted quantities.

The corn used for the better quality brooms, those which will sell from 40 to 50 cents retail, is fairly plentiful, and the quality is good.

Since the high-priced brooms have been on the market consumers have been accustomed to pay more than they previously did, and retailers say that they do not believe their particular customers will go back to the lower price. They will rather prefer a better broom at 40 or 50 cents. It lasts longer, is much easier on carpets, and gives all-round general satisfaction.

The more a dealer can educate his customers to a better quality of broom, the better will he satisfy them and the more confidence will they place in his judg-

ment on other matters—and he makes a better profit.

PHONE SERVICE TIED UP.

A Kingston, Ont., grocer writes, in reference to the trouble merchants there are having with their telephones, particularly after a violent rain or wind storm.

Sometimes, he says, it is difficult to take an order over the phone on account of the buzzing noises on the line. Lines become mixed up after every little wind storm and it is impossible for some orders to be taken at all. This means that housekeepers often buy somewhere else and the merchant loses money. Last Saturday he had had no service at all and his loss was great. The Royal Commission has been there and he humorously hopes they have taken note of this difficulty which the merchants are up against.

Adequate telephone service is important in these days. It means more money to the merchant because the consumer often orders goods by phones he would not otherwise purchase. But if the service is poor, customers become impatient and disgusted and blame everything on the merchant.

When the 'phone is out of order, complaints should be made to the company as soon as possible so that the matter may be righted at once. It is up to the company to maintain their system and a business man who pays for a service should get it. Probably underground conduits would solve the difficulty?

WHEN OYSTERS ARE "SICK."

With several systems of transporting oysters now successfully employed, it is just as easy to ship them one thousand miles as it is ten miles. Lovers of the succulent bivalve are wont to rejoice when they get a fat, juicy oyster.

New trade ideas, however, spoil all their enjoyment by the assurance that such oysters are not in the best condition. In the language of oyster men they are "sick." Nothing terrible is meant by this expression but this sick condition is brought on by the oysters having been "watered." The really good oyster as it comes from its habitat, is rather thin and saline in taste. The fat oyster is "bloated" after being "float-ed."

Dr. Harvey Wiley, the chemist of the United States Government ruled a short time ago that when oysters have been floated in pure water that fact must be made known to intending purchasers. As the oyster cannot make this known, the intelligence must be conveyed by tags on the cans.

The Markets—Sugar Weak and Declined 10 Cents

Drop was in Accordance With Expectations Based Upon Conditions of the Raw Market—New Crop Valencia Raisins Have Been Received and for Immediate Delivery are Quoted at 8½ Cents—Coffee Continues Firm—Beans will Be Late in Coming on the Market—New Prices on Canned Tomatoes, Etc.

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

QUEBEC MARKETS

POINTERS.

Sugar—down 10c.
Dates—Up ¼c.
Canned goods—New prices on some lines.

Montreal, Oct. 6, 1910.

The feature of the week is the 10c decline in refined sugars. This has been expected for some time past, but has been held off as long as possible, in order that they might clear up on some of the more expensive raws laid in when prices were high, but they could hold back no longer, and the result leaves the market still in a weak state, even at the decline.

The coffee market is also taking up a good deal of attention, particularly Rio and Santos, which are high and firm. It is reported that the Brazilian government is behind the movement, aided by speculators. Latest advices tend to weaken the situation slightly, but still it looks as if there would be a high market for some time to come.

The arrival of the first Mediterranean fruit boat is awaited eagerly by local buyers. Stocks are running low in these lines, and though there is not likely to be any absolute shortage of any one line, they are all low, and replenishment is necessary.

Trade has been only fair so far this month, dealers being mostly occupied with filling orders placed with them some time ago. As far as new business goes the month has been light, as was also September.

Sugar—Sugar declined Tuesday 10c in all grades. This is only the fitting result of the state of the raw market during the past few weeks. Weakness in all raws has culminated in the forcing down of the refined prices. Refiners held off as long as they could, as their present meltings were purchased at comparatively high prices. Another deterrent influence was the slack condition of trade at present. There was a decided dislike to make the situation worse by any reduction, but it apparently had to come.

Latest cable reports, and New York advices promise little relief in the near future, with the result that buyers are holding off at present.

Granulated, bags	4 95
" 20-lb. bags	5 05
" Imperial	4 85
" Beaver	4 80
Paris lump, boxes, 100 lbs.	5 75
" " 50 lbs.	5 85
" " 25 lbs.	6 05
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 65
" 100 lb. boxes	5 75
" " 50 lb. "	5 85
" " 25 lb. "	6 05
" " 5 lb. cartons, each	0 37½
Crystal Diamond Deminocs, 5-lb. cartons, each	0 37½
Espresso ground, bbls.	5 40
" " 50-lb. boxes	5 60
" " 25-lb. boxes	5 80

Powdered, bbls.	5 20
Phoenix 50-lb. boxes	5 40
Bright coffee	4 90
No. 3 yellow	4 80
No. 2 "	4 70
No. 1 " bags	4 55
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Syrups and Molasses—The demand for syrups is remarkably good for this time of year. It is usually not for some weeks that this change takes place. Evidently country buyers are laying in stocks early this year. This briskness has had a beneficial effect on city trade, and has served to keep prices firm. Molasses are also in brisk demand, but not more so than is normal at this time of year.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " 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 03½	0 03½
" " 1-bbls.	0 03	0 03
" " 2-bbls.	0 03	0 03
" " 35-lb. pails	1 80	1 80
" " 25-lb. pails	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. " ½ doz. "	2 70	2 70

Tea—Reports from the European market say that, while teas are in good supply this year, nevertheless the quantity of good lipuoring teas is limited, and the competition for those appearing is keen. The average grade is poor, so poor that in all probability there will be an extreme range of prices this year, some being very high and others lower than usual. This is the case with most lines except Ceylons, of which the supply is limited more than usual, and the average quality better.

Locally trade is steady, and fairly brisk, particularly for Ceylons and Japans.

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
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
" Hyson	0 20	0 22
" Gunpowders	0 19	0 22
China greens—Pingauy gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—Coffees are higher and firmer than for some years past. This is due primarily to the unfavorable reports regarding the growing crops, of which it is said that the flowering is unsatisfactory, owing to insufficient rain, and cold, unseasonable weather.

On the strength of these reports the Brazilian government, aided by speculators, is bulling prices in order to dispose of the surplus they took over to help the growers a few years ago, which they

have been holding for just such a situation.

Recently the reports have not been so discouraging, and it may be that some slight weakening will occur, though at present it looks all the other way.

Mocha	0 18½	0 25	Santos	0 16	0 19
Rio, No. 7	0 12	0 15	Maracaibo	0 16	0 19

Spices—Spices show a slight weakness this week in some lines; not enough in any case to affect prices, but the trade has not been quite up to the pace set for some months past, however, with the pickling spice season now on, and the sales in this department growing daily, there seems a decided likelihood that the slump is only temporary.

Allspice	Per lb. 0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace	0 30	0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—The only change in market quotations this week is in Halloween dates, which are ½c higher, owing to scarcity. However, with two exceptions there is the same firm condition existing that did formerly. The exceptions are figs and malaga raisins, in which lines some concessions are made.

The first Mediterranean fruit boat is expected in the near future, and buyers are waiting its arrival to replenish their low stocks.

It is reported that broken citron is scarce, and the price is on the up grade, though as yet it has not affected the retailer.

Currants, fine filigras, per lb., not cleaned	0 66½
" " cleaned	0 07½
" Patras, per lb.	0 08
" Vostizas, per lb.	0 09
Dates	0 05½

Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05

Raisins—		
Australian, per lb., (to arrive)	0 06½	0 09
Old seeded raisins	0 08	0 10
" fancy seeded, 1-lb. pkgs.	0 09	0 11
" loose muscatels, 3-crown, per lb.	0 07	0 08
" " 4-crown, per lb.	0 06	0 09
" sultana, per lb.	0 07	0 10
Malaga table raisins, Rideau clusters, per box	2 25	
Valencia, fine off stalk, per lb.	0 06	
" select, per lb.	0 07	
" 4-crown layers, per lb.	0 07	

Nuts—There is no surplus stock here, and as a result prices are being held more firmly than ever. Since the recent advances there have been no further changes to the retailer, but if present conditions do not alter there will certainly be some advances.

Almonds are unchanged, with a slight weakening in Californias.

As to the reported effect of the cholera in Naples and France, it is not thought the nut crop will lose anything by it, except possibly the delay in shipment from the ports affected.

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In shell—	
Brands.....	0 15 1/2 14 1/2
Filberts, Sicily, per lb.....	0 11 1/2 15
" " Barcelona, per lb.....	0 11 1/2 15
Tarragona Almonds, per lb.....	0 15 1/2 14 1/2
Walnuts, Grenoble, per lb.....	0 15 1/2 14 1/2
" " Marbots, per lb.....	0 13 1/2 16
" " Cornes, per lb.....	0 11 1/2 14 1/2
Shelled—	
Almonds, 4-crown selected, per lb.....	0 35 1/2 37
" " 3-crown " ".....	0 30 1/2 35
" " 2-crown " ".....	0 31 1/2 36
(in bags), standard, per lb.....	0 27 1/2 32
Cashews.....	0 15 1/2 17
Peanuts—	
Spanish, No. 1.....	0 13 1/2 15
Virginia, No. 1.....	0 13 1/2 15
Pecans, per lb.....	0 65 1/2 75
Pistachios, per lb.....	0 75
Walnuts—	
Bordeaux halves.....	6 38 1/2 40
Broken.....	0 30 1/2 32

Evaporated apples—The new crop apples are being snapped up quickly, the few that are finding their way to the local market. They are mostly of a very fair grade of the early varieties, and from indications this market promises to be higher in general than last year.

Evaporated apples, prime..... 0 08

Beans and Peas—Beans are weakening and buyers are holding off hoping for former levels. It seems as if the \$2 prices would be back in the near future, as sales are slack at present time.

Peas are selling fairly well at present prices, and there seems to be little likelihood of any immediate change.

Ontario prime pea beans, bushel..... 2 25
Peas, boiling, bag..... 2 50

Rice and Tapioca—Since the recent advance there has been a considerable increase in demand for some lines of rice. The best selling line now is Patna rices. Rangoons are somewhat disappointing in view of the high state of the primary market.

Tapioca is firm in the primary markets and there seems to be no immediate likelihood of any weakening. In fact the probability is all the other way.

Rice, grade B, bags, 250 pounds.....	3 00
" " " " 100 " ".....	3 00
" " " " 50 " ".....	3 00
" " " " pockets 25 pounds.....	3 10
" " " " 1/2 pockets, 12 1/2 pounds.....	3 20
" " " " grade c.c., 250 pounds.....	2 90
" " " " 100 " ".....	2 90
" " " " 50 " ".....	2 90
" " " " pockets, 25 pounds.....	3 00
" " " " 1/2 pockets, 12 1/2 pounds.....	3 10
Tapioca, medium pearl.....	0 06 1/2 0 06

CANNED GOODS

MONTREAL—New prices are out for some lines of fruits and vegetables, the lines affected are beans, tomatoes, corn, strawberries, and pumpkins. The last is the only line to show any reduction. All the others are higher. The effect locally has been to rather slacken the demand, but this check will, in all probability be only temporary, as the state of the crops is said to warrant the changes.

Fish are in good demand, particularly salmon, and the prices are being firmly held. In meats there is a shortage of some standard lines, notably lunch tongue. Prices are unchanged as yet.

Peas, standard, dozen.....	\$1 10
Peas, early June, dozen.....	1 25
Peas, sweet wrinkled, dozen.....	1 25
Peas, extra sifted, dozen.....	1 90
Pumpkins—3 lb., 95c.; gallon, \$5.00.....	
Beans, dozen.....	0 97 1/2
Corn, dozen.....	1 00
Tomatoes, dozen (Ontario and Quebec).....	1 25
Strawberries, dozen.....	1 77 1/2
Raspberries, 2s, dozen.....	1 77 1/2
Peaches, 2s, dozen.....	1 70
Peaches, 3s, dozen.....	2 65
Pears, 2s, dozen.....	1 65

Pears, 3s, dozen.....	2 40
Plums, Greenage, dozen.....	1 60
Plums, Lombard, dozen.....	1 00
Lawtonberries, 2s, dozen.....	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen.....	2 02 1/2 2 65
1-lb. flats, per dozen.....	1 30
1-lb. flats, per dozen.....	2 20 1/2 2 22 1/2
Other salmon—	
Humpbacks, dozen.....	1 00
Cohoos, dozen.....	1 40 1/2 1 50
Red Spring, dozen.....	1 75 1/2 1 80
Red Sockeye, dozen.....	2 00
Lobster Futures—	
4-lb. flats, dozen, \$2.40; 1-lb. talls, dozen, \$4.25.....	
1-lb. flats, dozen, \$4.50.....	

Compressed corned beef, 1s.....	2 00	Minced collops, 2s.....	3 50
Compressed corned beef, 2s.....	3 35	Corned beef hash, 1s.....	1 65
English brand, 2s.....	3 15	Corned beef hash, 2s.....	2 80
Boneless pigs' feet, 2s.....	3 15	Jellied hocks, 2s.....	3 50
Ready lunch veal loaf 1s.....	1 50	Jellied hocks, 6s.....	10 00
Ready lunch veal loaf 2s.....	2 60	Paragon ox tongue, 1s.....	7 50
Roast beef, 1s.....	2 90	Paragon ox tongue, 2s.....	8 50
Roast beef, 2s.....	3 35	Paragon ox tongue, 2s.....	9 50
Stewed kidney, 1s.....	1 50	Paragon lunch tongue 1s.....	4 00
Stewed kidney, 2s.....	2 65	Tongue lunch, 1s.....	3 50
Minced collops, 1s.....	1 40	Suced smoked beef, 1s.....	1 50
		Sliced smoked beef, 1s.....	2 50

TORONTO—New prices in canned tomatoes and corn were received this week and as was expected they are considerably higher than last year's quotations. In regard to corn it is stated that it will likely be a full pack, that is that all the orders received will be filled, but there will be no surplus. Some retailers assert that they have been informed that corn may not be fully delivered at first but those in close connection with the canners say that there will be enough corn to go around.

Tomatoes are not going to be a full crop. Judging from the prospects up to the present there will be sufficient to fill about sixty per cent. of the orders, but if the season winds up well that figure may be slightly exceeded, but only slightly. This year's crop has been pretty well gauged by the conditions up to the present, and there is not much left to depend upon.

Canned apples are likewise going to be scarce. The apple crop has been rather short this year as far as Canada is concerned and not only are high prices ruling now, but it should not be long until they go much higher. It is not known at present whether the canners have formed an estimate of what their pack of apples is likely to amount to, but those who are intimate with the apple situation do not look for a full pack. In addition to these limited supplies of canned goods there is the bare market onto which they are coming that must be considered in looking over the entire ground.

Demand for canned goods has greatly increased during recent years. They have come to be considered by the grocer one of the most important lines he handles and for that reason more interest is being taken in them and particularly is that true of the present.

VEGETABLES		Per doz.	
Asparagus tips, 2s.....	2 50	Group B	2 52 1/2
" (talls) 2s.....	2 50	Group A	2 52 1/2
Beans, Golden Wax, 2s.....	0 95		0 95
" " " " Midgets, 2s.....	1 25		1 27 1/2
" " " " 3s.....	1 35		1 37 1/2
" " " " Refugee or Valentine (Green) 2s.....	0 90		0 92 1/2
" " " " Refugee Midgets 2s.....	1 25		1 27 1/2
" " " " 3s.....	1 35		1 37 1/2
Beets, sliced, blood red, 2s.....	0 95		0 97 1/2
" " " " whole, blood red, 2s.....	0 95		0 97 1/2
" " " " sliced, blood red, 3s.....	1 30		1 32 1/2
" " " " whole, blood red, 3s.....	1 35		1 37 1/2
" " " " whole, rosebud, 2s.....	1 25		1 27 1/2
" " " " 3s.....	1 50		1 52 1/2
Cabbage, 3s.....	0 95		0 97 1/2
Carrots, 2s.....	0 95		0 97 1/2
Corn, 2s.....	0 92 1/2		0 95
" " fancy, 2s.....	1 02 1/2		1 05
" " on oob, gal.....	4 75		4 77 1/2
Peas, Standard, size 4, 2s.....	0 95		0 97 1/2
" " Early June, size 3, 2s.....	1 10		1 12 1/2

" Sweet Wrinkle, size 2, 2s.....	1 15	1 17 1/2
" " Extra fine sifted, size 1, 2s.....	1 72 1/2	1 75
Pumpkin, 3s.....	0 95	0 97 1/2
" " gal.....	3 00	3 02 1/2
Spinach, table, 2s.....	1 25	1 27 1/2
" " " " 3s.....	1 75	1 77 1/2
" " " " gal.....	5 00	5 02 1/2
Tomatoes, 2s.....	1 02 1/2	1 04 1/2
" " 3s.....	1 15 1/2	1 17 1/2
" " gal.....	3 40	3 42 1/2
Turnips, 3s.....	1 10	1 12 1/2

FRUITS		Per doz.	
Apples, standard, 3s.....	1 05	Group B	1 07 1/2
" " " " gal.....	3 00	Group A	3 02 1/2
Blueberries, standard, 2s.....	1 25		1 27 1/2
" " " " gal.....	5 25		5 27 1/2
Cherries, black, not pitted, heavy syrup, 2s.....	1 50		1 52 1/2
" " " " black pitted, heavy syrup, 2s.....	1 97 1/2		1 99 1/2
" " " " red, not pitted, heavy syrup, 2s.....	1 50		1 52 1/2
" " " " red pitted, heavy syrup, 2s.....	1 90		1 92 1/2
" " " " white, not pitted, heavy syrup, 2s.....	1 60		1 62 1/2
" " " " white pitted, heavy syrup, 2s.....	2 0		2 02 1/2
" " " " red pitted, gal.....	8 50		8 52 1/2
Gooseberries, 2s, heavy syrup.....	1 75		1 77 1/2
Lawtonberries, 2s, heavy syrup.....	1 75		1 77 1/2
Peaches, 2s, white, heavy syrup.....	1 85		1 87 1/2
" " " " 2s, yellow, heavy syrup.....	1 85		1 87 1/2
Raspberries, black, heavy syrup, 2s.....	1 75		1 77 1/2
" " " " black standard, gal.....	7 00		7 02 1/2
" " " " red, heavy syrup, 2s.....	7 75		7 77 1/2
" " " " red, standard gal.....	7 00		7 02 1/2
" " " " red, solid pack, gal.....	9 25		9 27 1/2
Rhubarb, preserved, 2s.....	1 50		1 52 1/2
" " " " 3s.....	2 25		2 27 1/2
" " " " standard, gal.....	3 25		3 27 1/2
Strawberries, heavy syrup, 2s.....	1 75		1 77 1/2

1-lb. talls, dozen 2 02 1/2 2 05	Red Spring, doz.....	1 85
1-lb. flats, dozen 1 27 1/2 1 30	Lobsters, halves, per dozen.....	2 00 2 25
1-lb. flats, dozen 2 22 1/2 2 25	Lobsters, quarters, per dozen.....	1 40
Other salmon prices are:		
Humpbacks, doz 0 95 1 10		
Cohoos, per doz 1 50 1 55		

WINNIPEG—Jobbers this week have received new prices on Ontario corn, tomatoes, pumpkins, apples and several other vegetables, fruits not quoted before. Corn, No. 2, per case is quoted at \$2.13; tomatoes, 3's, \$2.39; pumpkin, 3's, \$2.34; apples, 3's, \$2.54.

VEGETABLES		Per doz.	
Asparagus tips, 2s.....	2 54	Group B	2 56 1/2
" (talls) 2s.....	2 54	Group A	2 56 1/2
Beans, Golden Wax, 2s.....	1 04		1 06 1/2
" " " " Midgets, 2s.....	1 39		1 41 1/2
" " " " 3s.....	1 57		1 59 1/2
" " " " Refugee or Valentine (Green) 2s.....	1 04		1 07 1/2
" " " " Refugee Midgets 2s.....	1 39		1 41 1/2
" " " " 3s.....	1 57		1 59 1/2
Beets, sliced, blood red, 2s.....	1 09		1 11 1/2
" " " " whole, blood red, 2s.....	1 09		1 11 1/2
" " " " sliced, blood red, 3s.....	1 52		1 54 1/2
" " " " whole, blood red, 3s.....	1 57		1 59 1/2
" " " " whole, rosebud, 2s.....	1 39		1 41 1/2
" " " " 3s.....	1 72		1 74 1/2
Peas, Standard, size 4, 2s.....	1 09		1 11 1/2
" " " " Early June, size 3, 2s.....	1 24		1 26 1/2
" " " " Sweet Wrinkle, size 2, 2s.....	1 29		1 31 1/2
" " " " Extra fine sifted, size 1, 2s.....	1 84 1/2		1 86 1/2
Spinach, table, 2s.....	1 39		1 41 1/2
" " " " 3s.....	1 97		1 99 1/2
" " " " gal.....	5 55		5 57 1/2

FRUITS		Per doz.	
Cherries, black, not pitted, 2s.....	1 64		1 66 1/2
" " " " black pitted, heavy syrup, 2s.....	2 04		2 06 1/2
" " " " red, not pitted, heavy syrup, 2s.....	1 64		1 66 1/2
" " " " red pitted, heavy syrup, 2s.....	2 04		2 06 1/2
" " " " white, not pitted, heavy syrup, 2s.....	1 74		1 76 1/2
" " " " white pitted, heavy syrup, 2s.....	2 14		2 16 1/2
" " " " red pitted, gal.....	9 05		9 07 1/2
Raspberries, black, heavy syrup, 2s.....	1 89		1 91 1/2
" " " " black standard, gal.....	7 55		7 57 1/2
" " " " red, heavy syrup.....	1 89		1 91 1/2
" " " " red standard, gal.....	7 55		7 57 1/2
" " " " red, solid pack, gal.....	9 80		9 82 1/2
Rhubarb, preserved, 2s.....	1 64		1 66 1/2
" " " " 3s.....	2 47		2 49 1/2
" " " " standard, gal.....	3 80		3 82 1/2
Strawberries, heavy syrup.....	1 61 1/2		1 64

ONTARIO MARKETS

POINTERS—
Sugar—Decline of 10 cents.
Valencia Raisins—(New crop) 8 1/2 cts.
Nuts—Holding firm.
Canned Goods—New prices out.

Toronto, Oct. 6, 1910.

Sugar declined early this week, a market change that was not unexpected and in fact was due to occur at any time. It is felt that another drop is not altogether unlikely although it is impossible to say when it will be recorded. There is good buying reported among

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the wholesale trade and, as is often said, October should be a fairly good sugar month. September was practically all that was expected of it and it is likely that the demand will be drawn well into this month.

New prices for tomatoes, corn, apples, etc. have been announced this week and in keeping with the general trend of the markets in general, higher prices are features. In fact, low prices are so unusual that the retail trade would hardly recognize them. Sugar is about the only staple that offers any consolation just now.

Tomatoes are short and only about 60 per cent. of the orders will be filled. There will likely be enough corn to meet the first orders, but it is considered unlikely that there will be any surplus. Apples are quoted at a high figure as a result of the short crop this year. Already there are higher quotations in some of the other lines.

New Valencia raisins have been received this week by local jobbers and are quite satisfactory. In primary markets the price is even higher than a week ago and while reports from Spain would indicate that high prices are going to be permanent, there are some who suggest speculation and for that reason they prefer to hold off a while. The dried fruit market continues to be attractive from practically every standpoint.

There has been an improved demand for syrups of late, this market showing much better returns during the past month.

Sugar—Where there is smoke there is generally some fire which, bearing upon the sugar market, means that the expected decline in prices was announced early this week. Sugar had been manifesting evidences of weakness that were practically unmistakable and besides the market was due to drop. Local houses state that there is a fairly generous demand yet for sugar and at the new price there may be extra business. The recent drop may not be the full extent of the decline at present and further downward action may be reported at any time. The sugar market has not adjusted itself to the new crop conditions yet and until that time the buyer should exercise certain care in his purchases.

Paris lumps, in 100-lb. boxes	5 95
" " in 50-lb. "	6 05
" " in 25-lb. "	6 25
Red Seal	7 00
St. Lawrence "Crystal Diamonds," bags	5 85
" " " 100 lb. boxes	5 95
" " " 50 lb. boxes	6 05
" " " 25 lb. boxes	6 25
" " " cases, 20-5 boxes	7 50
" " " Dominos, cases, 20-5 boxes	7 50
Redpath extra granulated, barrels	5 10
Redpath extra granulated bags	5 05
Imperial granulated	4 85
St. Lawrence granulated, bags	5 05
Beaver granulated, bags only	4 90
Acadia granulated (bags and barrels)	5 00
Wallaceburg	4 95
St. Lawrence golden, bags	4 85
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 "	4 65

Syrups—Sales of syrups recently have been exceptionally large. In fact, syrup has come to its own and from all parts of the country orders are coming in. The past two months have been better than

the same time last year and September was particularly good. There is a possibility that syrup may see a change in prices before long but as yet there is nothing definite to state.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz.		Gallons, 6 to case	4 80
in case	2 50	" " 12 "	5 40
5 lb. tins, 2 doz.		Quarts, 24 "	5 40
in case	2 85	Pints, 24 "	3 00
10 lb. tins, 1 doz.		Molasses—	
in case	2 75	New Orleans,	
20 lb. tins, 1 doz.		medium	0 26 0 28
in case	2 70	New Orleans,	
Barrels, per lb.	0 03	bbls.	0 24 0 26
Half barrels, lb.	0 03	Barbadoes, extra	
Quarter "	0 03	fancy	0 45
Pails, 3 1/2 lbs. ea.	1 80	Porto Rico	0 45 0 62
" 2 1/2 "	1 30	Muscovada	0 30

Dried Fruits—Valencia raisins are still holding the spotlight in the dried fruit markets. To begin with, some of Toronto's jobbers have already received first shipments of new Valencias direct from Denia, Spain. They are of pretty good appearance and of good size. The ruling price for immediate shipment is 8 1/2 cents a pound.

In the primary market Valencias have been going up, new quotations having been made early this week. They have been up around 32 shillings and were reported as high as 33s. From what can be learned of the existing conditions the new crop after being gathered is spread out in the open to dry and during that time rains have fallen and are bound to have a deleterious effect on the fruit. Some believe, however, that shippers are trying to make capital out of this state of affairs and assert that the conditions are not as bad as reported. Others state that the raisins are not in the country anyway to admit of an appreciable decline and the reports are true of the present market. It was stated locally that some shippers are out of the market, refusing to quote. "Altogether the situation appears to be an extremely strong one and looks to be making for permanently high levels."

Prunes are also high. Currants seem to be slightly easier and according to the street can be bought around 25 to 26 shillings.

Prunes—	Per lb.
30 to 40, in 25-lb. boxes	0 11 0 11 1/2
40 to 50 " "	0 09 0 09 1/2
50 to 60 " "	0 07 0 07 1/2
60 to 70 " "	0 07 0 08
70 to 80 " "	0 08 0 08 1/2
80 to 90 " "	0 06 1/2 0 07 1/2
90 to 100 " "	0 06 1/2

Same fruit in 50-lb. boxes 1/2 cent less.

Apricots—	
Standard	0 14 0 15 1/2
Choice, 25 lb boxes	0 15 1/2 0 16 1/2
Fancy	0 17 0 20

Candied and Drained Peels—	
Lemon	0 09 0 11 Citron
Orange	0 11 1/2 0 12 1/2
Figs—	
Elmes, per lb.	0 08 0 10
Tappets, "	0 03 1/2 0 04 1/2
" extra fancy	0 04 0 04 1/2
Dried peaches	0 09 0 10
Dried apples	0 09 0 10
Currants—	
Fine Filiatras	0 07 0 07 1/2 Vostizzas
Patras	0 07 1/2 0 08

Raisins—	
Sultana	0 07 1/2 0 08 1/2
" fancy	0 08 0 08 1/2
" extra fancy	0 09 0 09 1/2
Valencias selected	0 07 1/2 0 08 1/2
Seeded, 1 lb packets, fancy	0 08 0 08 1/2
" 16 oz packets, choice	0 08 0 07 1/2
" 12 oz "	0 08

Dates—	
Hallowes	0 05 0 05 1/2 Fards choicest
Sais	0 06 Natural, from 4 1/2 up

Spices—Good business is reported in regard to spices. It is a steady market with a good demand felt. Prices are ruling the same as a week ago.

Peppers, black	0 15 0 18	Cream of tartar	0 25 0 28
" white	0 22 0 25	Allspice	0 14 0 16
" whole		" whole	0 14 0 16
black	0 16	Mace, ground	0 75 0 80
Peppers, whole		Mixed pickling	
white	0 23	spices, whole	0 15 0 16
Ginger	0 20 0 25	Cassia, whole	0 20 0 25
Cinnamon	0 21 0 23	Celery seed	0 24
Nutmeg	0 30 0 30	Turmeric	0 20
Cloves, whole	0 12 0 35	Curry powder	0 30
		Mustard seed	0 15 0 18

Coffee—There is decided firmness in the coffee market although not materially changed from a week ago.

Rio, roasted	0 14 0 16	Mocha, roasted	0 25 0 28
Santos, roasted	0 16 0 18	Java, roasted	0 27 0 33
Maracaibo	0 14 0 20	Rio green	0 11 0 12

Rice and Tapioca—No new feature is remarked in regard to rice. Just a steady trade is the consensus of reports on the street.

Rice	Per lb.
Standard B.	0 03 0 03 1/2
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	2 90
Rangoon	0 03 0 03 1/2
Patna	0 05 1/2 0 06 1/2
Japan	0 04 1/2 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 06 1/2 0 06
Seed tapioca	0 06 1/2 0 06
Tapioca, medium pearl	0 05 1/2 0 06

Nuts—There is firmness to most stocks in the nut market, and prices are likely to rule high during the coming season. Just now they are quoted firmly enough and are high. Filberts are steady although no higher price is yet quoted.

Almonds, Formigetta	0 11
" Tarragona	0 12 1/2 0 14
" shelled	0 23 0 25
Walnuts, Grenoble	0 13 1/2 0 14
" Bordeaux	0 11
" Marbots	0 12 0 13
" shelled	0 33 0 35
Filberts	0 11 0 12
Pecans	0 15 0 17
Brazil	0 12 0 14
Peanut, roasted	0 08 0 12 1/2

Evaporated Apples—Some of the jobbers are not quoting on "evaps" yet as there does not seem to be anything definite in regard to what the evaporators are doing.

Evaporated apples	0 09
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Beans—Beans are coming on the market this year about a month later than usual. Dealers have their hands full of orders but the stocks have not yet been received wherewith to fill them. It is stated that threshing will not be completed within two weeks. The crop is said to be quite up to the average.

Prime beans, per bushel	9 10
Hand-picked beans, per bushel	9 25

MANITOBA MARKETS

POINTERS—

Foreign dried fruits—All advancing.

Syrup and molasses—Quiet.

Strawberry jam—Scarce.

Evaporated apples—Out of stock.

Winnipeg, Oct. 6, 1910.

The feature of the market this week is the continued advance of foreign dried fruits. For reasons which were outlined last week, prices are soaring, and it is not known what the future will be for most of the lines. The demand for all grocery stocks continues normal, but there is no particular line which is being called for strenuously at the present time. A good deal of trade is going on in a wide range of stock, and as winter approaches, and holiday season comes on, the ordering will be heavier.

Collections are reported to be good, and wholesalers have no difficulty in getting

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retailers of late years
says: "When a firm advertises
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into good company. As I pick
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Condensed Ads.

on page 60

will interest you

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Our plant has been completed. It's the best money could buy. We'll not say we will make better soap—that
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Stavanger Preserving Co.,	Norway,	Sardines
Talbot Freres,	Bordeaux,	Macaroni, Vermicelli, Spaghetti, etc.; Olive Oils, Olives, French Green Peas, Mushrooms, etc., etc.
The Bon Ami Company,	New York,	Bon Ami
Violet Freres,	Thuir,	Byrrh Wine
Wright & Greig, Ltd.,	Glasgow,	Scotch Whiskies
Wynand Fockink,	Amsterdam,	Holland Gin

THE CANADIAN GROCER

were thrown out as to the basis of paid for stocks in districts where this season's crop was either a partial or total failure.

Sugar—The sugar market in the west is quiet. Neither in price nor quantity of output has there been any variation for some time, only a moderate trade is going on, and the demand will gradually increase as present stocks in retailers' hands get low. There was a slight strengthening on the Montreal market during the week.

Montreal and B.O. granulated, in bbls.....	\$ 65
" " " in sacks.....	6 67
" " " yellow, in bbls.....	6 25
" " " " in sacks.....	6 29
" " " icing sugar, in bbls.....	6 25
" " " " in boxes.....	6 45
" " " " in small quantities.....	6 45
" " " " powdered sugar, in bbls.....	6 05
" " " " in boxes.....	6 25
" " " " in small quantities.....	6 40
" " " " lump, hard, in bbls.....	6 55
" " " " in 100-lb. cases.....	6 55

Foreign Dried Fruits—Notwithstanding the efforts of buyers to check the impulsive advance in the general line of dried fruits, prices continue to soar. Valencia raisins are expected to open at about \$1.90, and all raisin prices will be equally high. This week we quote a change in raisins, pears, apricots and peel. Prices are likely to become easier when the goods are marketed.

Smyrna Sultana raisins, uncleaned, per lb.....	0 12	
" " " cleaned, per lb.....	0 09	0 13
California raisins, choice seeded in 1-lb. packages.....	0 06	0 07
" " " fancy seeded, in 1-lb. packages.....	0 07	
" " " " per package.....	0 07	
" " " " choice seeded in 1-lb. packages.....	0 07	
" " " " per package.....	0 07	
" " " " fancy seeded in 1-lb. packages.....	0 08	
" " " " per package.....	0 08	
Raisins, 3 crown muscatels, per lb.....	0 06	0 06
Prunes—		
25 lb. bx., 90-100 lb.....	0 07	0 09
" " " 80-90 ".....	0 07	0 10
" " " 70-80 ".....	0 08	
" " " 60-70 ".....	0 08	0 10
" " " to quality.....	0 10	0 13
Currants uncleaned, loose pack, per lb.....	0 07	
" " " dry, cleaned, Filiatras, per lb.....	0 07	
" " " wet, cleaned, per lb.....	0 08	
" " " Filiatras, in 1-lb. pkg. dry, cleaned, per lb.....	0 08	
Pears, per lb.....	0 12	Nectarines, lb. 0 12
Peaches, stand-ard, per lb.....	0 09	Dates, per lb. 0 05
Peaches, choice.....	0 10	Hallows, bulk.....
Apricots, stand-ard, per lb.....	0 15	" " " 30 in case.....
Apricots, choice.....	0 15	" " " peel, lb., lemon.....
Plums, pitted, lb.....	0 12	" " " " orange.....
		" " " " citron.....

Syrup—There is little syrup moving and some disappointment prevails among local jobbers at the present quotations. The stocks ought to go out rapidly, and these prices cannot last much longer. The demand at this season is usually good, and jobbers are endeavoring to ascertain the secret of the prevailing weakness.

Syrups—	
24 2-lb. tins, per case.....	2 13
12 5-lb. tins, per case.....	2 58
6 10-lb. tins, per case.....	2 41
3 20-lb. tins, per case.....	2 47
Half bbls., per lb.....	0 03
Barbadoes molasses in 1/2-bbls., per gal.....	0 50
New Orleans molasses, 1/2 bbls., per gal.....	0 36

Nuts—Prices are held firmly and higher prices are expected to prevail as the demand increases. Retail stocks are not heavy and the winter demand everywhere is always good. Everyone is anticipating a splendid season for nuts.

Shelled Walnuts, in boxes, per lb.....	0 35
" " " small lots, per lb.....	0 35
" " " Almonds, in boxes, per lb.....	0 35
" " " small lots, per lb.....	0 35
Peanuts, Virginia, per lb.....	0 11
Filberts, per lb.....	0 12

Strawberry Jams—Wholesalers report strawberry jam very scarce, and it is difficult to get further orders for the

standard packs filled. Prices are already showing signs of advance and merchants would do well to look to their stocks at once.

ALBERTA MARKETS.

Calgary, Oct. 1.—Local merchants are enjoying a good run of trade at present with steady markets. Standard flour is down to \$6.70 a barrel and the indications are that the price will go still lower. The canned fruit is in little demand yet, and in fact little is being sold.

Apples, per box.....	1 25	Evaporated Apples.....	0 11
Apricots, dried 0 11	0 13	Eggs, local, doz.....	0 40
Butter, local, cream-ery choice, lb.....	0 28	Eggs, eastern.....	0 30
Butter, eastern, dairy in tubs.....	0 25	Flour, standard, per bbl.....	6 90
Butter, eastern, dairy choice.....	0 28	Ham, cooked.....	0 30
Beans per lb.....	0 03	Ham, sugar cur'd.....	0 21
Bacon.....	0 24	Halibut, per lb.....	0 09
" breakfast.....	0 24	Kippers, 20-lb. box, lb.....	0 06
" long clear.....	0 17	Lard, pure.....	0 14
Cantaloupes, crate.....	4 25	" compound.....	0 14
Currants.....	0 03	Lemons, Cal., box.....	9 00
Cornmeal, 100 lbs.....	2 60	Oranges, Val., box.....	5 25
Cod, per lb.....	0 07	Oranges, Cal., 4 50	5 75
Cheese, Ont.....	0 15	Onions, American, lb.....	0 03
" Manitoba.....	0 14	" Spanish, crate.....	1 50
" Alberta, Irig.....	0 15	Potatoes—	
" twins.....	0 15	Local, per ton.....	14 00
Canned Goods—		Ashcroft, per cwt.....	2 50
Peas, Early June.....	1 25	B.C. new, cwt.....	2 25
Apricots, Cal., case.....	6 00	Cal Burbanks, ton.....	50 00
Apples, cases, 6 one gallon.....	2 0	Prunes.....	0 07
Dried Fruits—		Raisins—	
Evap. apples, lb.....	0 10	Valencia, lb.....	0 03
Apricots, lb.....	0 17	California.....	0 01
Peaches, lb.....	0 09	Rice, per ton.....	68 00
Dates, bulk, lb.....	0 07	Salmon, trans r River per case.....	8 50
Figs, natural, choice.....	1 85	Sugar, std. gran.....	6 04
per 23-lb. mat.....		" imported.....	6 00
		" natural, choice.....	0 06
		" per lb.....	0 16
		Trout, per lb.....	0 16

NEW BRUNSWICK MARKETS.

St. John, Oct. 6, 1910.

There was a drop of 20 cents a barrel in the price of Ontario flour last week, the quotation going from \$5.80 and \$5.90, to \$5.60 and \$5.70. The wholesalers are looking for lower prices on sugar and in consequence are not holding large stocks. It would not surprise them to hear of a decline any day now. Canned tomatoes are scarce and are quoted higher even than they were a couple of years ago. Canned peas also continue scarce and high and corn and most kinds of canned fruits are likewise higher than usual.

In the fruit line apples continue high, though the quality for the most part is good. Tokay grapes have never been as cheap in St. John as they are this season, the dealers selling them retail at 3 pounds for 25 cents, whereas in other years the price seldom dropped below 20 cents a pound.

TALK OF JOINING FORCES.

Two Grocers' Associations Meet to Discuss the Proposition.

Toronto, Oct. 6.—On Monday night there was a joint meeting of the Grocers' Section, Retail Merchants' Association and the Toronto Retail Grocers' Association, to talk over the prospects of amalgamation. There were present belonging to the former, J. F. Halloway, F. C. Higgins, Jno. Bond, Jno. W. Nettleton, and Sec. Geo. E. Gibbard. Those present belonging to the latter were: Pres. Donald McLean, F. Johnston, W. C. Miller, David Bell and J. S. Bond. Donald McLean, who is also vice-president of the Grocers' Section R.M.A., occupied the chair.

The meeting was somewhat of an informal character and many suggestions

amalgamation. One suggestion was to the effect that occasionally joint meetings be held to discuss trade matters; another was that both meet on equal terms regarding legislative matters, etc., and some want complete affiliation claiming that this is the only method to strengthen the hands of the two bodies.

Each will report to their associations at their next meeting and discuss the matter more fully. The meeting on Monday night was called at the instance of Geo. E. Gibbard, who is a strong advocate of union.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Fussell's Pure Rich Cream, from the highlands of Norway, is the most recent and delicious table delicacy now being sold in Canada. Fussell's Cream, which is contained in four and six ounce tins, and retailing for ten and fifteen cents, is simply pure, rich, cream (sterilized) and free from all preservatives. This sterilized cream is preferred by most people to ordinary fresh cream, on account of its convenience, richness and purity. Every ambitious grocer in Canada, should specify on Fussell's Golden-Butterfly Cream, as it shows a neat profit, has no equal, and is so delicious and pleasing to the taste. Pure rich cream like Fussell's is a real necessity on the table in every Canadian home at least twenty-one times a week.

The order for Aylmer Brand fruits in glass, put up by the Dominion Cannery, Hamilton, and given by the King of Bulgaria, has been received by Eby-Blain, Ltd., wholesale grocers, Toronto. As was mentioned in this column last week, the order was given the Canadian Commissioner at the Canadian Exhibit, in connection with the recent Brussels exposition.

At this time of the year the subject of syrup comes rapidly to the front, and the festive season brings with it suggestions for making sweet dainties and other things for holiday parties. In Mapleine you have an article which is not only indispensable, but exceedingly popular in the household. It makes delicious table syrup by dissolving sugar in water and adding Mapleine, and is now a necessity in every household as a flavoring for candy, fudges, cakes and other sweetenings. This product is now being advertised extensively in the leading women's magazines, in the Ladies' Home Journal, Woman's Home Companion, Success, Good Housekeeping, and many of the leading Farm Journals, and the demand for it should be brisk.

The managers of the Dominion Exhibition, St. John, New Brunswick, have awarded a gold medal to Walter Baker & Co., Limited. This is the fifty-third highest award from the leading international and local expositions in America and Europe for the cocoa and chocolate preparations manufactured by Walter Baker & Co., Limited, of Dorchester, Mass.

TWO NEW DELIGHTFUL BISCUITS

JACOB & CO.'S BUTTER PUFFS

Resembling puff-paste in character. Delicious plain or served with preserves, stewed fruit, savouries, cheese, etc.

JACOB & CO.'S CURRANT PUFFS

A choice puff-paste variety containing currants. Very appetising.

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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.

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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
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The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

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Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Saskatoon, Fort William

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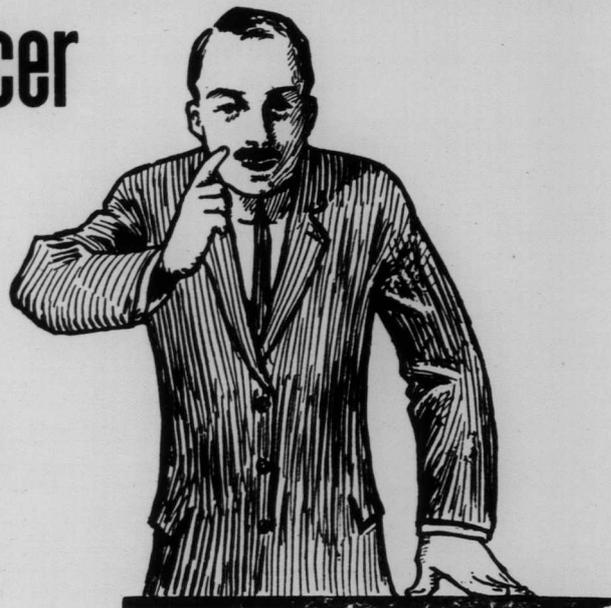
There is one royal road to profit in the handling of foodstuffs, and that is the high-way named "PURITY."

"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.

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The Season Suggests

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Fresh Pork Sausage

The Season for this line comes in with the 1st of October. Your customers will appreciate them if you have them on your counters and we shall be glad to have your orders for daily or weekly shipments.

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Everywhere acknowledged to be **Richest and Best**



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The Truro Condensed Milk Co., Limited, Truro, N.S.

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POULTRY**

We are sellers of

**HAMS, BACON
and all pork products**

Our specially cured

Breakfast Bacon

is a favorite and will please the most fastidious taste. Let us have your next order.

THE WM. RYAN, LIMITED

Packing Houses
FERGUS

70 Front St. East
TORONTO

Production of Butter Heavy for this Season

Conditions in the Country Have Been Favorable for Copious Supplies of Milk—The Situation as it Existed in the Summer is Carried into the Fall—Lard is Quoted at Higher Price—Eggs are of Poor Quality, and Supplies Have Slumped Decidedly—Storage Eggs Will Soon Have to be Called into Use—Poultry is Coming Freely.

The manner in which the production of butter is being maintained is probably a feature of the markets just now. The country is reported in excellent condition for this time of the year and the supply of milk, heavy as it has been throughout the summer and early fall still continues steady with the result that the production of butter and cheese, too, has not diminished as much as was expected. While prices are quite firm they are not as high as might have been expected. It is a little difficult to tell how long this will obtain, but beginning of the end of the season is looming into view, but a little later than in other years. As pointed out in the report from Montreal, the total production of butter this year would have been exceedingly heavy had all the cream been used to that end, but as has been pointed out previously, large quantities were shipped across the border.

Supplies of first quality eggs are much reduced and not only are the receipts falling off but the quality is far below the standard. Dealers state that they will soon have to draw from their storage supplies to meet the demand.

Poultry is coming in freely and is in good demand. Prices are slightly easier in some instances.

Lard shows higher prices. Reports from Chicago are to the effect that higher prices are ruling and there has been that influence on the home markets. In addition the demand is good and the question of supply has entered into the situation.

The provision market is pretty firm except for local conditions that may exist in some places. On the whole there is a good demand for the various lines of pork.

MONTREAL.

Provisions.—Prices on some lines of hams and bacons have been cut this week, in order to "clean house," as the dealers express it. Trade has been only fair, and some of the lines show an accumulation which had to be disposed of. Since the reductions the packers report a good increase in sales in these particular lines and say also that business has benefited generally by the cut.

Out-of-town buyers are laying in fall supplies to a limited extent, and this has helped general conditions.

Pure Lard—	
Boxes, 50 lbs., per lb.	0 15½
Cases, tins, each 10 lbs., per lb.	0 15½
" " " " " " " " " " " "	0 15½
" " " " " " " " " " " "	0 15½
Pails, wood, 90 lbs. net, per lb.	0 15½
Pails, tin, 90 lbs. gross, per lb.	0 14½
Tubs, 50 lbs. net, per lb.	0 15½
Tierces, 37½ lbs., per lb.	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb.	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 13½
" " " " " " " " " " " "	0 13½
" " " " " " " " " " " "	0 14
Pails, wood, 90 lbs. net, per lb.	0 14
Pails, tin, 90 lbs. gross, per lb.	0 13
Tubs, 50 lbs. net, per lb.	0 13½
Tierces, 37½ lbs., per lb.	0 13½

Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	29 00
Clear fat backs	29 00
Heavy flank pork, bbl.	31 00
Plate beef, 100 lb bbls.	9 25
" " 300 "	18 00
" " 300 "	28 50
Dry Salt Meats—	
Green bacon, flanks, lb.	0 14½
Long clear bacon, heavy, lb.	0 14
Long clear bacon, light, lb.	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb.	0 16½
Large sizes, 18 to 25 lbs., per lb.	0 17½
Medium sizes, 13 to 18 lbs., per lb.	0 18½
Extra small sizes, 10 to 13 lbs., per lb.	0 19½
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 20
" " " " " " " " " " " "	0 21
Breakfast bacon, English, boneless, per lb.	0 18½
Windsor bacon, skinned, backs, per lb.	0 18½
Spiced roll bacon, boneless, short, per lb.	0 17
Hogs, live, per cwt.	9 25
" " " " " " " " " " " "	12 50
" " " " " " " " " " " "	13 00

Butter.—The market is firming perceptibly and higher prices are expected in the near future. Receipts still continue good, and this in spite of the fact that cream exportation has been exceptionally heavy this year. Just lately the last of the Township boards, Cowansville, closed down, and unless some change occurs before next year all, or practically all, of their cream will find its way across the border as the rest of the Townships' cream is doing. There is no doubt that this year would have been a record one in butter making had not there been this exportation. As it is there is a much larger one than last year.

Receipts for the season show this quite plainly, being 349,727 packages, as against 311,914 same season last year. For the week they also show an increase, 9,516 packages as against 8,403 same week last year.

New milk creamery	0 25	0 25½
Dairy, tubs, lb.	0 22	0 23
Fresh dairy rolls	0 22	0 23

Eggs.—The result of meetings held here recently by prominent egg packers will result in the forwarding in the near future of a resolution to the government asking that it be made a punishable offence to place or offer for sale rotten eggs. This is the culmination of a season's effort to improve the quality of the average stock, which this year has been unusually low. It is to be hoped that the end will be accomplished, in part at least. Receipts for the week are light, 2,495 cases, as against 3,470 same week last year, and as a result the price of new laid is up 2c. For the season receipts are 166,602 cases, as against 170,857 same season last year.

New laid	0 34
Selects	0 37
No. 1	0 23

Cheese.—Prices are being fairly well maintained, and so far the receipts are fairly well up to last year's mark. This is in spite of the increasing business of exporting to the States. The Cowansville board closing down shows to what an extent it has spread in the Eastern Townships. Farmers and other exporters are beginning to learn from experience, and are now getting the allow-

ance for overrun which formerly they could not get from the U. S. importer. Receipts for the week are 62,684 boxes as against 64,730 same week last year. For the season they are 1,567,941 boxes as against 1,571,941 same season last year.

Quebec, large	0 12
Western, large	0 12
" " " " " " " " " " " "	0 12
" " " " " " " " " " " "	0 12
Old cheese, large	0 15

Honey.—There is little change in the honey market this week. Buyers have pretty well filled their requirements and there is little movement. Prices remain at the same old level.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

Poultry.—Lower prices are looked for in the next few days in poultry. The reason is the large arrivals of all lines coming in. Young turkeys particularly are coming in, replacing the old, and thus reducing prices. In spite of the rapid growth of the supplies there has continued a strong enough demand to hold matters level so far, but the increase from day to day is sure to have its effect sooner or later.

Chickens	0 16	0 17	Ducks	0 18	0 20
Fowl	0 14	0 15	Turkeys	0 20	0 21

TORONTO.

Provisions.—Lower prices in the live and dressed hog market were felt during the early part of this week, supplies coming in rather freely. The result was a decline in those prices with a slightly weakening tendency in other lines. Lard was higher and has been one of the high priced pork products all summer. Higher prices in Chicago were partially responsible for the local change. The fact is that local market conditions warranted the increase according to dealers. The demand for smoked hams and bacon is keeping up well.

Long clear bacon, per lb.	0 15
Smoked breakfast bacon, per lb.	0 20
Pickled shoulder	0 11½
Roll bacon, per lb.	0 15
Light hams, per lb.	0 19
Medium hams, per lb.	0 19
Large hams, per lb.	0 18½
Cooked hams	0 28
Fresh shoulder hams	0 13
Shoulder butts	0 17
Becks, plain, per lb.	0 21
" " " " " " " " " " " "	0 20½
" " " " " " " " " " " "	0 20½
Heavy mess pork, per bbl.	26 00
Short cut, per bbl.	30 00
Lard, tierces, per lb.	0 15
" " " " " " " " " " " "	0 15½
" " " " " " " " " " " "	0 15½
" " " " " " " " " " " "	0 13
Live hogs, at country points	8 50
Live hogs, local	9 00
Dressed hogs	12 25

Butter.—The butter situation might be termed a little "queer." Some of the dealers state that the supplies have been coming in much more plentifully than they expected and while prices as a whole are firm still there is a slightly easier feeling as the result. The production of butter has kept up well and while the season for lighter returns is not far ahead still the farmers are having a good season.

Fresh creamery print	
Farmer's separator butter	0 25
Dairy print, choice	0 22
No. 1 tubs or boxes	0 20
No. 2 tubs or boxes	0 19

Eggs.—According to local dealers good fresh eggs are almost a thing of the past. The shipments being received now are by no means heavy and the quality could be a great deal better. Recent receipts have shown considerable

waste. Prices as a result are firm and are likely to be boosted at any time. It will not be long now, under these conditions, until it will be necessary to fall back on the storage eggs.

Selects.....	0 26	0 28
Fresh eggs, doz.....	0 23	0 25
Second grade, doz.....	0 19	0 21
Chips, doz.....	0 18	0 19

Cheese—Production of cheese is declining. Prices, locally are steady with a normal demand.

New cheese—	New twins.....	0 12½	0 12½	
Large.....	0 11½	0 12½	Stiltons.....	0 14

Poultry.—Supplies continue to come in liberally. As a result there is an easier feeling in the price of hens. Turkeys are quoted slightly higher, partly the result of reports from the country that supplies are likely to be lighter this year than usual. It is a little early for these reports and nothing authoritative has yet been received in this regard.

Spring chickens, live.....	0 11
Hens, per lb. live.....	0 02
Turkeys, per lb., large, dressed.....	0 16
Spring duck, lb., live.....	0 09

Honey.—The honey market is steady with prospects for improved conditions when the fruit season is passed. Even now there is a better volume of trade with prices holding firmly.

Clover honey, extracted, 50 lb. cans.....	0 10½	0 16½
" " " 10 lb. pails.....	0 11½	0 12
" " " 5 lb. pails.....	0 12	0 12
" " comb, per dozen.....	2 00	2 50
Buckwheat honey, lb.....	0 07½	

WINNIPEG.

Lard.—There is a good and growing output of lard. Hogs and hog extracts are firm in price and higher prices are expected shortly.

Pure, 20-lb. pails.....	each	3 20
" 3-lb. tins, 60-lb. cases.....		10 10
" 5-lb. tins, 60-lb. cases.....		10 00
" 10-lb. tins, 60-lb. cases.....		9 75
" 50-lb. tubs, each.....		8 00
Compound, 20-lb. pails, per pair.....		2 90
" 3-lb. tins, 60-lb. cases.....		8 60
" 5-lb. tins, 60-lb. cases.....		8 50
" 10-lb. tins.....		8 40
" 50-lb. tubs, each.....		6 75

Butter.—Butter is getting scarce and the price is going up. It is believed that a high market such as prevailed last winter will rule again. Creamery to-day is 28 cents to the merchant, and a 25 cent market rules on No. 1 dairy.

Eggs.—The demand far surpasses the supply and storage eggs are already going at 26 cents. Stocks from the east and Manitoba fresh are jobbing at 29 cents per dozen.

Cheese.—The cheese trade is excellent and no change is reported on either Ontarios or Manitobas.

Manitoba large, lb ...	0 11½	Ontario twins, lb. ...	0 13½
" twins, lb. ...	0 12	" large, lb.	0 13

Fred. Ross has purchased the grocery and dry goods stock of Mr. Wildfang, at Amberley, Ont.

Wm. N. Thompson, Hamilton, Ont., has purchased the business of J. D. Wilson and is opening a grocery and fish market at the corner of Locke and York Streets. Mr. Thompson was manager of the Duff Stores, Ltd., Hamilton, until a couple of weeks ago.

W. N. Murdoch has been appointed district organizer for the counties of Kent, Essex and Lambton, and will call on all the merchants to do missionary work on behalf of the Retail Merchants' Association. E. M. Trowern, the Dominion secretary, recently visited the Stratford, Ont., branch of the Retail Merchants' Association on organization work.



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.

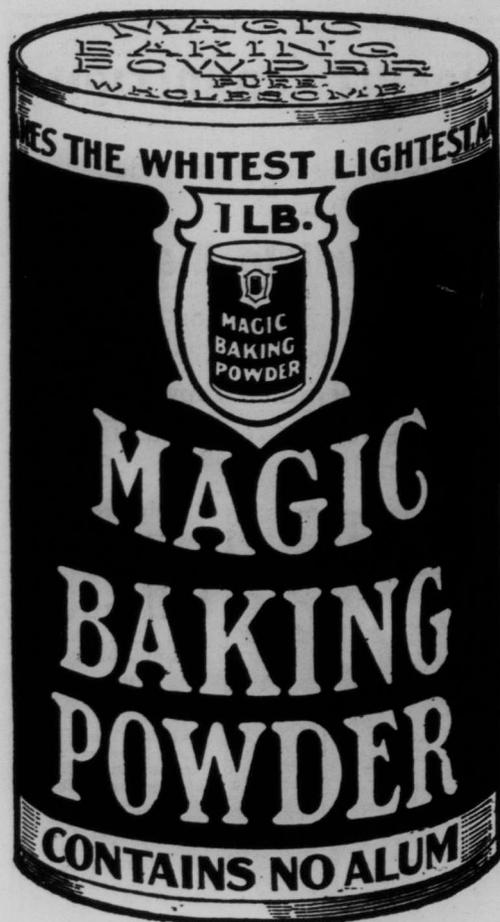


Anchor Brand Flour

is the power behind the cook; brings smiles and gives each one the opportunity to 'make good.'

Manfd. by LEITCH BROS. FLOUR MILLS, Oak Lake, Man





MAGIC BAKING POWDER

We advise both Jobbers and Retailers to purchase these goods in proper quantity to secure special trade discount. Price list mailed promptly on application.

E. W. GILLETT CO. LTD., Toronto, Ont.

Bookkeeping Without Books !

Sixty Thousand merchants in all parts of Canada, the United States and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Gravity Account Register System

The McCaskey System, with One Writing and in one-fourth or one-third of the time, accomplishes everything that is done by the use of day books, journals, ledgers, bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality.

Information about the System is free.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating
Sales Books in all varieties.

99-104 Spadina Avenue - Toronto, Can.

FIRST
AND
STILL
THE
BEST



MADE IN CANADA

The Cost of Living

Your customers will SAVE money, and you will MAKE money, if you push

Clark's Pork and Beans

and the other Clark's Meats. Don't let most of the money go to the butchers. Encourage its being spent with you.

Your Jobber will supply you

Wm. Clark - Montreal

Manufacturer of High-Grade
Food Specialties

CANADA: No better Country

MOTT'S: No better Chocolate

DIAMOND 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. Meindoe	Joe. E. Huxley	Arthur Nelson
Montreal	Toronto	Winnipeg	Vancouver
Arthur M. Loucks	Ottawa	R. G. Bedlington	Calgary

GOOD BISCUIT CONDITION

is as indispensable to your trade as good biscuit quality.

Carr & Co's Carlisle Biscuits

enjoy a world-wide reputation not only for quality, but also for the fresh condition in which they invariably reach you. Aren't these the kind to handle?



Order from nearest agent

Carr & Co.

CARLISLE, ENG.

Agents—Wm. H. Dunn, Montreal & Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co. Ltd., Calgary; T. A. McNab & Co., St. John's, Newfoundland.



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

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.

EMBOOTE 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 St. East, Toronto.
 Ashby, Winnipeg.
 Geo. A. Stone, 24 Inns of Court Buildings, Vancouver, B.C.



VALENCIA RAISINS

You will find the raisins packed by Mahiques, Domenech & Co., Denia, Spain, to be of a consistently reliable quality. Their well-known brands are:

Beaver Brand—Special Fancy Quality.

W. Abel Brand—Of Standard Quality.

SPECIFY "**BEAVER**" FOR FANCY QUALITY.

"**W. ABEL**" FOR STANDARD QUALITY.

JOSÉ SEGALERVA

MALAGA, SPAIN

TABLE RAISINS

This packer's name on any style package of Malaga Table Raisins (or Blue Fruit) is a guarantee that the contents are fully equal in every respect to the grade and quality specified on the outside of the box. You cannot go wrong in ordering and featuring Segalerva's Malaga Table Raisins.

**PRICES MAY BE OBTAINED FROM
YOUR WHOLESALER.**



Rose & Laflamme
Limited
Montreal - Toronto





Five Roses Makes Your Sales Stick

THIS, Brother Grocer, we hold to be the essence of all Successful Salesmanship over *your* counter.
That To-morrow's dividends can only come from To-day's investment.

That it is *not* enough to collect *To-day's* profits, if your competitor is collecting *To-morrow's* good-will.

If, after many years of sweating and straining, you have acquired a cashable reputation—

And falling victim to the ready wiles of a cajoling salesman you are at last induced to stock a faulty flour, which keeps coming back almost as fast as it is sent out—

You are no longer making the *Sales that Stick*, the only Worth While Sales; you are living on past reputation, shrinking in value with every sack delivered.

Gradually weakening in weight, your personal recommendation under the burden of repeated housewifely disappointment and disillusion.

For every flour defect in baking contributes in driving away not only *actual* custom, but the *future* profits possible from the slow seepage of satisfaction from a pleased housewife to Mrs. Nextdoor Neighbor.

Only *one* man on earth finds profit in driving away customers—but YOU are not in the "cab driving" business.

The sales that stick are the quality sales, and there are the FIVE ROSES sales.

One of the few, the very few good flours, giving *Genuine* Satisfaction to pastry cooks and bread bakers, a 2 in 1 flour, having in each sack the germ of a re-order.

Saving you the trouble of studying many brands, taking up less store room, tying up less capital, increasing the turnover.

But, Brother Grocer, mere intent to sell FIVE ROSES brings no income.

You must actually stock FIVE ROSES, push FIVE ROSES, sell FIVE ROSES.

You get To-day's profits, To-morrow's good-will.

Get both, Brother Grocer.

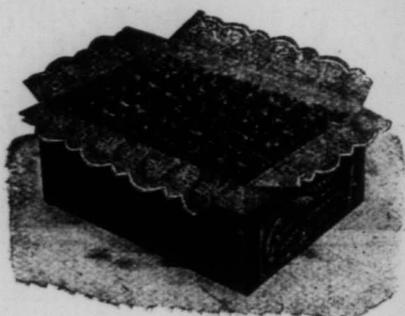
Sell FIVE ROSES *now*.

LAKE OF THE WOODS MILLING CO., LTD., MONTREAL

Branch offices in Twelve Cities

FIVE ROSES FLOUR.

To-day's Profits ∴ ∴ ∴ *To-morrow's Goodwill*



"BORDO"

"The Chocolate with the
flavor that's different."

Well might the readers of advertisements be mystified—whether to choose this or that brand of Chocolate; fortunately there is the famous "Bordo" about which no doubt as to the quality and unique flavor has ever existed.

Brands may come, and brands may go, but the "Bordo" Chocolate pursues its way serenely with an unbroken record, and increasing success.

When nature has produced finer ingredients, when workmen have acquired more skill, when science has inaugurated greater cleanliness, then, and only then, will "Bordo" be equalled in richness, flavor and quality.

Others have been convinced, and profited by it. Others have purchased small quantities, and increased their orders with increased demands.

A sample won't cost you anything, and may be the means of putting a big seller in your line.

Write to-day. Not to-morrow.

The Montreal Biscuit Co.
"Originators"
MONTREAL
"The House of High Quality"

52 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered
U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited
Established 1780, Dorchester, Mass.
Branch House, 86 St. Peter St.
MONTREAL, CANADA

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

MAPLE SYRUP!

Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

THE HODGSON GUM CO.

896 St. Lawrence St. MONTREAL
Makers of High Class Gums at
Popular Prices. Write for Samples
and Quotations.
We make special brands to order.

W. H. ESCOTT

WHOLESALE
Grocery Broker
141 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

Your Wholesaler

is always glad to
have your order
for Fels-Naptha
soap; he has no
other business
than delivering
and billing.

Of laundrysoaps
Fels Naptha is
a standard; in
fact "the" stand-
ard.



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





FACTS ABOUT ADVERTISING



By The Advertising Manager

VI

"The relationship of advertising to salesmanship is the closest relationship known—closer than friends; closer than a team under single yoke; closer than brothers; closer than a man and wife, as there can be no separation or divorce; all salesmanship is part advertising, and all advertising is part salesmanship."

The above comes from Hugh Chalmers, regarded as the greatest salesmanager of his day.

He drew a salary of \$75,000 a year in that capacity, until he went into business for himself.

What he says about the relation of advertising to salesmanship should be of interest. And it is.

The manufacturer of a grocery line told the writer not long ago that the reading and studying of Hugh Chalmers' article on this subject had been worth a good deal to him.

Here are a few extracts selected from it:—

"Salesmanship and advertising—each is a power alone, but combine them, and you have the greatest business-producing power known."

"Every advertisement is a salesman; every salesman is an advertisement. Advertising is salesmanship plus publicity. Salesmanship is advertising plus getting the order signed."

"Advertising and salesmanship are alike in that in both you are trying to influence the human mind—trying to teach people to believe in you and your goods."

"The whole business world rests on a foundation of confidence.

"If a man has confidence in you, you can sell him."

"Now the greatest builder of confidence is publicity—advertising.

"Unless you know a man well, you haven't confidence in him.

"Unless you know a business house well, you haven't confidence in that house. Advertising gives your probable customers knowledge about you and your goods, and knowledge is absolutely essential to confidence."

"Big advertising looks like big sales; it makes people familiar with you; it unconsciously creates confidence."

"The object of salesmanship and advertising is to teach probable customers to believe in you and your goods."

"But advertising conducts a public school, while salesmanship gives individual lessons."

"I once learned a valuable lesson from a School of Expression. The first thing the teacher told me was that I had to have an object in mind when I was addressing an audience. He said 'Now what is your object? Why are you going to talk to them? Without a definite object in mind, you will never make any impression.'"

"If you are going to write an advertisement, what is the object of it?"

"I have been in the manufacturing business nearly all my life, and it took me some time to figure out that it is much easier to make things than it is to sell them.

"In one case you deal mostly with machinery and metals, while in the

other you deal entirely with the human mind.

"When you get to the selling side you deal with humanity. Humanity thinks. It has feelings. It has sensations, decisions, prejudices. It changes its mind."

"A sale does not take place in a man's pocket, or in his pocket-book, or his check-book.

"A sale takes place first in a man's mind.

"In order to make a sale you must convince a man's mind."

The great point for readers of this article to absorb is that every sale must first take place in the buyer's mind.

Advertising in The Canadian Grocer performs actual selling work, because it is read by the dealer at a time selected by himself to study the arguments of the firms that want to sell him goods—at a time when he is open-minded and willing to have his attention drawn to worthy articles of the kind that he makes his living by handling or using.

That's the time the good advertiser with merchandise of merit makes an impression on the dealer's mind that paves the way to the sale his traveler makes.

One illustration of how advertising in The Grocer and its advertisers' salesmen work together every week in the year.

As Hugh Chalmers says, "The relationship of advertising to salesmanship is the closest relationship known."

GRAPES
Sweet and full flavored.

Late varieties of
PEACHES

Pears and Plums

APPLES

**Sweet Potatoes,
Oranges, Lemons,
Bananas**

FULL LINES IMPORTED FRUITS

McWILLIAM
Mc. E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Extra Fancy

TRACUZZI, Packe

**St. Nicholas and
Home Guard
Puck**

J. J. McCABE, Toronto
AGENT

Extra Choice

Large Quantities of Grapes on the Market Now

Are Being Sold at Low Prices—Grapes are Now at Their Best
—Pears and Peaches Begin to Decline—Successful Shipment of
Peaches to English Markets Indicates the Vast Field That
May be Opened up to Canadian Fruit Growers — Cranberries
and Quince are New to the Market—Better Feeling for Oranges
and Lemons.

The fruit arriving on the market now is of the autumn nature, and in a general sense the market is not as brisk as it was some weeks ago. Grapes are probably holding first place just now as they are arriving in large quantities, but there is also keen interest in apples, although the supply is not the most abundant. Peaches and pears are still passing freely, but not to the same extent as a short time back. The fact is that they have reached their highest point and will soon be on the decline. Cantaloupes are still offered, but in limited quantities. Their days are numbered too. Cranberries are coming in freely. They appear to be of good quality and should bring good sales. The fall trade in fruit is brisk and altogether a good volume is passing.

Vegetables are steady with tomatoes a little firmer. The crop has not been as heavy as as the average crop, but the yield has not been encouraging. The fruit market in Toronto will likely be vacated in a few weeks.

Early Crawford peaches and plums are about over and toward the end the price of plums stiffened. Some of the plums were shipped too green this year and the same may be said of some of the grapes that have been received.

MONTREAL.

Green Fruits.—Plums, peaches, grapes and cranberries show a decided decline in prices this week. Plentiful arrivals account for these changes. This is particularly so in plums, the market being heavily supplied.

Cranberries are commencing to arrive in large quantities and dealers are selling present stocks at a loss to make room for the new.

Apples present the only strong feature of the market. They are not only higher in price, but are being eagerly snapped up, and buyers say they cannot obtain anywhere enough.

Vegetables.—Celery and tomatoes are in brisk demand, and supplies are far from being what they should. As a result prices of both have gone up. Otherwise the vegetable market is but little changed from the position last week. Prices are fairly firm, and trade just medium.

Apple, bbl. 3 00 5 00	Oranges—
Bananas crated, bunch. 2 00 2 25	California, late
Cranberries, bbl. 10 00 11 00	Valencia. 4 00 5 00
Cocoanuts, bags. 4 25	Pineapples—
Grapes, Delaware crates. 2 00 2 25	Florida, case. 5 50
Limes, per box. 1 25	Plums, crate. 2 00 2 25
Call. Malagas. 2 00	Plums, Quebec. 0 45 0 50
Lemons. 4 25 5 00	Peaches. 0 75 1 00
	Pears, bbl. 7 00 10 00
Beans, green, basket. 0 75 1 00	Lettuce—
Beans, wax. 0 40 0 50	Montreal, doz. 0 40 0 60
Beets, bag. 0 75 0 90	Boston. 1 00 1 25
Carrots, bag. 0 75 0 90	Onions—
Cabbage, new, dz. 0 40 0 50	Spanish, cases. 2 50
Celery, doz. 0 75 0 90	Potatoes, bbl. 2 00
Cauliflower, Montreal. 1 00 1 50	Parsley, dozen. 0 15
Corn, doz. 0 08 0 10	Parsnips, new, bag. 0 75 0 90
Cucumbers, bkt. 0 35 0 50	Radishes, dozen bunches. 0 20 0 30
Garlic, 2 bunches. 0 25	Rhubarb, doz. 0 25 0 30
Green Peppers, bag. 2 00	Spinach, bbl. 3 50
Leeks, doz. 1 50	Tomatoes, box. 1 00 1 50
	Turnips, new, bag. 0 75 0 90

TORONTO.

Green Fruits.—The bulk of the present trade is largely confined to pears, peaches and grapes with most of the business centreing upon the latter. There are signs of decline on the market, on the whole, arising from the fact that the season of heaviest production is quickly passing. Grapes are coming freely just now and are passing out just as rapidly with the price varying somewhat. From reports received this supply is expected to continue for some time as the crop has been fairly large. Peaches are not quite as plentiful as they were but there is still a fairly large business being done yet. Canadian pears are coming rather freely and are selling at from 30 cents to \$1 a basket, according to quality. Cantaloupes are still to be had and watermelons too. Cranberries are a little easier this week and several large consignments have been received by local houses. Apples are firmer on account of crop shortage, but there is a good demand now with hardly enough stocks to meet it. The lemon market is a little stronger with the demand slightly improved and prospects being for the late arrival of the new crop. Quince are new to the market just now and are selling at from 50 to 75 cents a basket. There is a better feeling in regard to oranges and a good stock is expected with the first arrivals of the new Floridas.

Apples, bbl. 3 00 4 00	Egg Plant, 11 qt. basket. 25
Apples, Canadian, basket. 0 30 0 45	Lemons. 5 00
Apples, St. Lawrence, basket. 0 50 0 65	Verdelli. 1 25
Bananas. 1 50 2 00	Limes box. 1 25
Cantaloupes, Canadian—	Oranges—
Crate. 0 50	Valencia. 4 50 5 00
Basket. 0 40	Peaches—
Rocky Ford, basket. 0 40	Crawford. 0 75 1 25
Cocoanuts, sack. 4 00 4 50	Eiberta. 0 75 1 25
Cranberries, bbl. 8 00 9 00	Pears, Canadian basket. 0 30 0 75
Grapes, case. 2 25	Pears, Bartlett basket. 0 50 1 00
Canadian, basket. 0 17 0 25	Pineapples, case. 4 00
Grape Fruit—	Plums, basket. 0 75 0 90
California. 3 75 4 75	Quince, basket. 0 50 0 75
	Watermelon, ea. 0 20 0 30

Vegetables.—The local vegetable market is steady with tomatoes still retaining a prominent place. They are still coming rather freely with the price slightly firmer. Sweet potatoes are in good demand. The rest of the market is about normal with trade well divided. Celery, cabbage, carrots, etc., are all being asked for steadily, but there is no special feature to the market.

Beets, doz. 0 25 0 30	Ontario. 1 00
Beans, wax, per 11-qt. basket. 0 15 0 25	Domestic. 0 40
Cabbage, case—	Potatoes, Ontario, new, bag. 0 75 0 80
Canadian. 0 50 1 50	Sweet, bbl. 3 50 4 00
Carrots, Canadian, doz. 0 30	Parsley, per doz bunches. 0 25 0 30
Cauliflower, dz. 0 75 0 85	Radishes, doz. 0 25
Celery, dozen. 0 40	Red pepper. 0 75
Cucumbers, bag. 0 20 0 25	Green peppers, 11-qt. basket. 0 35 0 40
Egg plant, 11-qt. basket. 0 25	Tomatoes, Canadian, basket 11 qt. 0 30 0 40
Gherkins. 1 00 1 25	New turnips, per 11-qt. basket. 0 50
Lettuce, Canadian, head. 0 25 0 30	
Onions—	
Spanish, large. 2 25 50	

Fresh class and all and Cr have ta ly hig apples

Apples— B.C. Wash. Ontario, N. Apples, V. box. Bananas. Cocoanuts

Vegetables— ing on the cucumber potato

Butter per Carrots, d Cabbage, d Celery, d Cucumber Lettuce, d Mint, doz. Onions, g per doz

G C L P

YOU W ST HAN

C F N fr II

WINNIPEG.

Fresh Fruits.—Abundance of high-class apples are on the market just now and all are moving well. Cantaloupes and Crawford peaches are off and grapes have taken their place. Prices are fairly high and present quotations on apples will not last long.

Apples—	Grapes, Ont., basket	0 30
B.C. Wealthy.....	Grapes, Cal., case....	2 25
Ontario, No. 1, brl.	Lemons, Cal.	7 50
Ontario, No. 2, brl..	Pears, case.....	4 00
Apples, Wash.,	Oranges, Val-	
box.....	encias.....	5 50
Bananas,	Plums, Peach, bx....	1 00
Cocoanuts, doz.		0 90

Vegetables.—The consumption continues enormous and prices are going up. Second crop lettuce is on the market at a reduced figure. Cucumbers have advanced 40 cents, while potatoes are down 15 cents.

Butter beans, lb.....	0 02	Onions, im-	
Carrots, doz.	0 25	ported.....	0 03
Cabbage, new, lb....	0 01½	Potatoes, new, bs....	75
Celery, doz.	0 60	Parsley, per doz.	0 25
Cucumbers, doz.	1 00	Radish, dozen.....	0 25
Lettuce, doz.	0 40	Tomatoes, Ont.,	
Mint, doz.	0 30	basket.....	0 75
Onions, green,			
per dozen.....	0 20		

FANCY APPLES

We have arriving this week a car of

California Box Apples

Consisting of Red Pears, Gravensteins, Johnathans, etc.
All red fruit packed four tiers to box.
This is the first car imported into Canada.

The Fancy Trade will appreciate something uniformly good and will get it in this pack.

New Figs, New Raisins, Cranberries and Sweet Potatoes

WHITE & CO., Limited
Fancy Fruits - - TORONTO

GRAPES

FULLY MATURED
Concord, Niagara, Rogers
LARGE SUPPLY. PRICES LOW

PEACHES

Late Crawford, Elberta

PEARS

Late Canning Varieties

YOUR **FALL FAIR** ORDERS SOLICITED

Wire, phone or mail your orders to

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Growers and Shippers of
CANADIAN FRUITS
Phones 1990 and 2700

HAMILTON, - - - ONT.

FRESH ARRIVALS

THIS WEEK

Fancy Cape Cod Cranberries
in barrels.

Fancy Sweet Potatoes
in barrels.

ARAM HAMPERZUM
Celebrated Camel Brand Fancy
Layer Figs.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

Coming right down to brass tacks, this is the motto you want in your store: _____

"Where Only the Best is Good Enough"

Follow this—your trade will stick:

Once a customer, always a customer.

Hang this sign right over our

"Monogram" Fard Dates "Camel"
"Camel" Package Hallowis

New crop will arrive in a few days. Your wholesaler may not have them in stock now, but have him book your order from first arrivals. Do not accept any other brands, insist on having only ours. Remember "Monogram" and "Camel."

WM. HILLS, Jr.
IMPORTER - NEW YORK

W. B. STRINGER
SALES AGENT - TORONTO



Facts About Fish



Light Catches of Fish Reported from the Coast

Dogfish Interfere With Fishing and are Responsible to a Large Extent for the Conditions Now Prevailing—Supplies So Short That Higher Prices are Expected to Rule—Interior Markets Feel the Effects of Short Supplies—Oysters are in Better Demand as Fall Season Begins to Open Out.

Reports from the Labrador fishing grounds say that the export of this year will be only about one-third that of last year. This means a very serious condition of affairs for the natives there, as it is upon the fish industry that most of them live. The catch is reported to be the smallest in their history. The figures are 50,000 quintals as against 160,000 last year.

In New Brunswick and Nova Scotia the conditions are not quite so bad, though there has been a short season, and a lighter catch than usual. The causes for this have been mainly two, the prevalence of dog fish, and the severe storms prevailing. As an instance of the former one fisherman reports taking only nine haddock and over two thousand dogfish off a 4,500 hook trawl.

The mackerel season is the smallest on record, however one redeeming feature is that the salmon catch has been about normal. All groundfish have been scarce. The general result of these conditions is to firm up the market for most of the standard lines.

QUEBEC.

Montreal, Oct. 6.—There is a scarcity of halibut this week, though as yet prices have not been affected. Fresh cod are also reported scarce, resulting in an increased demand for the frozen article. Brook trout season is closed.

Stormy weather still prevails on the coast and the dogfish depredations are even worse than last week.

Haddies, bloaters, and kippers are arriving, but so far in small quantity owing to the stormy weather. Trade in general shows briskness, and the season promises to be a good one.

FRESH

Pike.....	0 08	Fresh Lab'dor. salmon	0 16
Perch.....	0 07	Whitefish.....	0 11
Steak cod.....	0 05	Mullets.....	0 08
B.C. salmon.....	0 15	Haddock.....	0 04 1/2 0 05
Market cod.....	0 04	Halibut.....	0 10
Sturgeon.....	0 13	Bullheads.....	0 09
Lake trout.....	0 10	Carp.....	0 08
Blue fish.....	0 15	Dore.....	0 11
Sea trout.....	0 13	Mackewel, each.....	0 25
Sea bass.....	0 12	Swordfish.....	0 11

FROZEN

Codfish.....	0 04	Pike.....	0 07
Dore, winter caught, per lb.....	0 09	Salmon, B.C., red, per lb.....	0 09
Haddock.....	0 04	Gaspesalmon.....	0 16
Halibut, per lb.....	0 09	Smelts, 10 lb. boxes.....	0 07 1/2
Herring, per 100.....	1 70	Whitefish, large, lb.....	0 09
Market cod.....	0 04	Whitefish, small.....	0 07
Steak cod.....	0 05		
Mackerel.....	0 11 1/2		

SALTED AND PICKLED

Green cod, No. 1, bbl.....	6 50	7 00	Lake trout, half bbl.....	6 00
Labrador herring, bbl.....	5 50	6 00	Salmon, B.C., red, bbl.....	14 00
Labrador sea trout, bbl.....	3 00	3 00	" " pink, bbl.....	12 00
Labrador sea trout, bbl.....	10 00	10 00	Labrador, bbl.....	17 00
Labrador sea trout, half bbls.....	5 75	5 75	" " bbls.....	8 50
No. 1 mackerel, pall.....	2 00	2 00	300 lb.	22 00
" bbls.....	9 50	9 50	Salt cod, per lb.....	0 07 1/2
No. 1 pollock, l.....	4 00	4 00	Salt sardines, 20 lb. tin.....	1 00
Scotia herrings, bbl.....	5 00	5 00	Scotch herring.....	6 50
			" " keg.....	1 00
			Holland herring, bbl.....	5 50
			" " keg.....	5 75

SMOKED

Bloaters, large, per box, 60s.....	1 25
Haddies.....	0 08
Boneless haddies.....	0 09
Herring, new smoked, per box.....	0 15
Kipper herring, per box, small.....	1 20
Kipper herring, per box, large.....	1 50

SHELL FISH

Shell oysters, bbl.....	10 00
Lobsters, live, per lb.....	0 35
Oysters, choice, bulk, Imp. gal.....	1 40
" Selecta, Imp. gal.....	1 65

PREPARED FISH

Boneless cod, in blocks or packages, per lb.....	5 1/2, 6 1/2 and 7 1/2
Pure mixed boneless fish, blocks and packages, lb.....	0 05
Shredded cod, per lb.....	0 15
Skinless cod, 100 lb. case.....	5 50
Dried cod, medium, 100 lb. drum.....	7 00
Dried cod, large, bundles.....	6 00
Dried cod, medium, bundles.....	5 50
Dried haddock, medium, bundle.....	5 50

NEW BRUNSWICK.

St. John, N.B., Oct 5, 1910. — The scarcity of fish of all kinds continues and the situation is, if possible, worse than at last report. Some cod and haddock came in about the latter part of the week and some fine large mackerel were received, but otherwise the market has been almost bare. Mackerel are quoted at 30 and 35 cents each. In other lines the prices are unchanged. Sardines were schooling in St. Andrew's Bay and along the coast of Charlotte county last week and the fishermen made good hauls. Dogfish have been giving a lot of trouble lately, in some instances fishing had to be abandoned for a time until the pests went away, while some of the fishermen turned to and fished for the dogfish specially and made it a paying proposition by selling the catches to the reduction works. Large shipments of clams have been sent out from Digby recently.

The herring fishing in the bay this year is a total failure, and this means no smoked fish, as even the small herring and scale herring are scarce. The catch of fish for salting has been fair but the demand for export has been so great that the prices locally are higher than usual. The failure of the Labra-

tor and Newfoundland fisheries is said to be responsible for the increased export demand.

Fresh—		Frozen—	
Cod, per lb.....	0 02 1/2	Mackerel, per lb.....	0 11
Clams, per gal.....	0 60	Salmon, per lb.....	0 30
Halibut, per lb.....	0 10	Shad, each.....	0 30
Haddock, per lb.....	0 03	Swordfish, per lb.....	0 12
Herring, per doz.....	0 20	0 30	Canned—
Oysters, per gal.....	2 40	Lobsters, 8 doz. 1/2 lb. tins.....	17 00
Pickrel, per lb.....	0 08	Lobsters, 8 doz. 1/2 lb. tins.....	11 50
Smelts, per lb.....	0 08		12 00

ONTARIO.

Toronto, Oct. 6.—There is a firm tone to the local fish market. The fact is that supplies of fresh fish are none too plentiful according to some of the large dealers. Short catches on the eastern coast are felt here and this curtailment of supplies in the face of a good demand gives the market a firmness that will hold unless the situation is relieved to some extent. The demand for oysters has improved and business is noticeably better.

FRESH CAUGHT FISH

Halibut.....	0 10	Yellow pickerel.....	0 11
Salmon trout.....	0 12	Steak cod.....	0 08
White fish.....	0 12	Perch.....	0 07
Herring.....	0 06	Haddock.....	0 07

FROZEN LAKE FISH

Pike.....	0 07	Pan frozen whitefish.....	0 10
Whitefish, frozen.....	0 07	Gold eyes.....	0 06

OCEAN FISH (FROZEN)

Herring, per 100.....	2 00
-----------------------	------

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box.....	1 60	Cod, Imperial, per lb.....	0 05
Acadia, 2-lb. boxes, pr. crate.....	2 40	Fillets, per lb.....	0 12
oneless Digbys, box 1 00	1 40	Haddie, Finnan.....	0 08
Codfish, Bluenose, " 1 40	1 40	Halifax, 1-lb. bbs., pr. crate.....	3 12
Cod steak, per lb.....	0 07	Oysters, selecta, gal.....	1 85
		Oysters, standard, gal.....	1 60
		Quail on toast, per lb.....	0 06

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
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Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886

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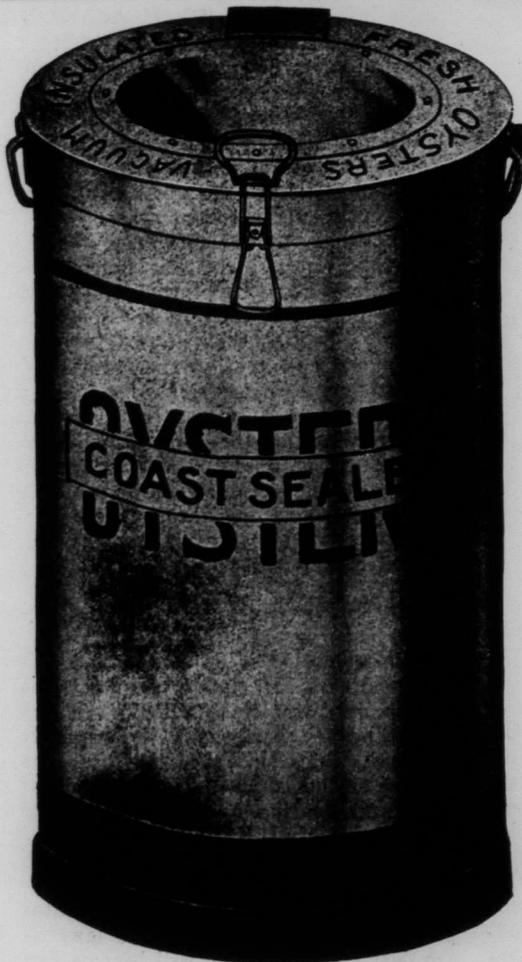
Canada
Strip Boneless Cod

Special July
Fat Salt Herring

The primest fresh fish only is used, and it is treated in the most sanitary and up-to-date fish-curing plant on the Atlantic Coast.

Ask you wholesale house for these lines or
WRITE US DIRECT.

The Halifax Cold Storage Co., Limited
45 Willam Street (Selling Branch) MONTREAL



A Bigger Oyster Trade

is the invariable result of selling "Coast Sealed" Oysters. That's because "Coast Sealed" Oysters are the cleanest, fattest, best flavored oysters you can get.

All

"Coast Sealed" Oysters

are northern grown on our own grounds, and are all over four years old before being opened.

They are packed as soon as opened, right at the sea-coast where they have been grown, placed in a container, SEALED and shipped to you ABSOLUTELY FRESH.

Their appearance in your Coast-Sealed Display Cabinet is amazingly inviting—they are so CLEAN and FREE from all foreign substances. And the vacuum construction of the "Coast Sealed" Cabinet keeps your stock perfectly fresh until the last pint is sold.

WRITE US FOR PRICE QUOTATIONS

Connecticut Oyster Company

88 COLBORNE STREET
TORONTO

HEAD OFFICE:
MILFORD, CONN

History of the Frog and its Commercial Value

Frog-Eater was Once Used as Term of Contempt — Evolution From Egg, to Tadpole, to Frog Baffles Scientists — Voracious When Hungry—How it is Captured.

By J. A. Paulhus.

BRITISH COLUMBIA.

Vancouver, October 6.—A big supply of halibut arrived this week. The Manhattan came in with 170,000 pounds, the Kingfisher with 150,000, and on Thursday, the New England brought 120,000. These were all caught in Alaskan waters. Prices remain the same.

Codfish, per lb.	03	Salmon, fresh... ..	0 8
Halibut, per lb.	0 04	Salmon, cohoes, each	0 31
Herring, pr. lb.	0 03	Smelts, per lb.	0 03

NOVA SCOTIA.

Halifax, N.S., Oct. 6.—There is a marked scarcity of fresh fish on the local market at the present time. Usually at this season of the year the receipts are heavy, but bad weather and the dogfish pest have played havoc with the catch. During the week some mackerel struck in along the coast, and the few fish taken found a ready sale. Fresh mackerel are in heavy demand, both locally and in the U. S. markets. The mackerel sold for twenty cents a piece. The receipts of dry fish from home ports during the past week were quite heavy. They include 15,000 quintals of cod, 1,000 quintals of haddock, and 1,000 quintals of green fish.

Advices from the European markets show that prices rule firm for cod and haddock. A fairly brisk demand for pickled fish and smoked fish is reported from several of the West India Islands.

Few canned lobsters are arriving here from the outports, and the shipments are unusually light. For reliable packs the markets generally favor the shippers this season.

While prices remain steady at the present time, some of the dealers are of the opinion that there will be an advance, as the catch and the conditions of the markets favor it.

MANITOBA.

Winnipeg, Oct. 6.—The trade is active in all lines of fish quoted below. Halibut and whitefish are greatly in demand and the present long sustained prices may advance. Jobbers are endeavoring to secure some live lobsters as there is a small demand for them at present.

FRESH			
Pike.....	0 09	Whitefish.....	0 03
Salmon, B. C.....	0 14	Halibut.....	0 09
Sturgeon.....	0 12½	Dore.....	0 07
Trout, Lake.....	0 11		
FROZEN			
Codfish.....	0 07	Smelts, 10-lb bxs.....	0 10
Haddock.....	0 07	Whitefish.....	0 09
Halibut.....	0 09		
SMOKED			
Bloaters, large, per box 60s.....	1 50	Haddies.....	0 68
		Gold Eyes.....	0 45
SHELL FISH			
Shell Oysters, bbl.....	18 00	Oysters, bulk, imp. gal.....	2 75

A new general store has been opened at Holden, Alta., under the name of the Holden Trading Co.

The Horse Shoe Trading Co., general merchants, Wetaskiwin, Alta., have been succeeded by G. F. Selund.

"Frog eaters," with the accent on the "frog" was the epithet used as a term of contempt in speaking of the French people of the old country many years ago. In those days it was considered almost as bad to eat frogs-legs as it would be to eat serpents or toads. Today that same term "frog eaters" could be applied with accuracy to almost every race and particularly to the Canadian and United States peoples.

We are in truth a population of frog eaters. And does any one blame us? I appeal to any epicurean who has tasted the delicate flavor of frogs' legs, well prepared and seasoned by a chef of ability, and I know the verdict will be that no other flesh or fish will tickle the palate quite so much, add a relish to a meal, or create such a craving for more.

Origin of the Delicacy.

Where and when has arisen this love of frogs' legs in Canada is purely a matter for conjecture. However, it seems probable that the following paragraph contains a very probable partial explanation:

When the pioneers of this country settled themselves along the rivers and streams of our fertile lands, it is only too probable that there must have been times when food, and particularly meat, was scarce. At this early period in our country's history, frogs were plentiful. Some one undoubtedly investigated their edible qualities, and the report proved favorable enough to gradually develop the taste.

Whether an acquired taste or otherwise, the edibility of frogs' legs is no longer a question, and its value as a table luxury or delicatessen has already been demonstrated to be equal to, if not beyond that of any other flesh, fish, or even game.

The question here naturally arises, is frog's meat fish or game? No authority has taken it upon himself as yet to make this distinction.

The frog is really a wonderful piece of animal mechanism. From its birth to the end of its life it goes through such a series of metamorphoses, that, besides being interesting to the naturalist, it often baffles his learning to explain some things about it.

Changes of Forms.

From an egg, one of a gelatinous mass floating on the water, and hatched only by the sunlight and movement of the waters, comes the tadpole, as the embryo frog is called during his first period of life. Everyone is familiar with the peculiar form of life known by this name, "all head and tail." During this period the tadpole lives like a fish, always submerged, and feeding on vege-

tation growing at the bottom of the pools.

Later on, as the reptile grows to adult life, he emerges on the surface of the water and lives an amphibian life, taking plunges only occasionally into his old home, the water, usually as a protection from danger.

It has even been demonstrated that a certain species of frog lives at a considerable distance from the pools and streams he originally inhabited in the tadpole stage.

In addition to the change from the fish to the amphibious form of life, another startling change has taken place. From an herbivorous diet the frog has now become carnivorous, feeding on insects, worms and small living animals which inhabit the marshy sections of country.

Value of the Bull-Frog.

Of the five or six different species of frog known, the bull-frog, called in French "ouaouarons"—no doubt from the Indian—is the most valuable from an economic standpoint. He is the largest in size and is only found on this continent. He is absolutely unknown in Europe.

At one time some of our small streams were infested with this "gentleman." There is a tradition in Quebec that, on a certain river flowing through the counties of Richelieu and Yamaska they were so abundant when the first settlers took possession that they became a pest. Roaring at night, in numberless chorus, they would disturb the whole population night after night for months.

According to the chronicler of the time it was quite a common thing to see, in the dark, a spectral form armed with a long pole, clad only in his nocturnal garments, beating the waters frantically to silence the unceasing chorus of those monstrous "nightingales."

Chateauguay river was famed at one time for having the largest bull-frogs known. It is related that the inhabitants of that section were known, due to the fact, as "ouaouarons (pronounced waw-waw-rong) de Chateauguay" or "Chateauguay bull-frogs."

Ate Chicks When Hungry.

Not only were they a noisy nuisance but they had even developed depredatory instincts. In time of famine, some of the most voracious would even hop to the nearest barns and devour newly hatched chicks, or swim slowly to the surface of pools in which young ducklings were floating, and pull them under water to satisfy their hunger.

To-day, man is taking his revenge with interest and the frog is rapidly becoming more and more a rarity, and eventually, unless protected by game laws as are deer, fish, etc., they will become like

SHIVERING FISH—

They would be, could they feel—those fish that comprise our stock. For our new cold storage has been completed—and it is a cold storage. It is the largest, most modern fish warehouse in Canada—has no equal.

We spent the money on it so as to give you more prompt and better service than ever before. Give us an opportunity to show you how we can make good.

ALL KINDS OF FISH IN SEASON

Do not neglect your stock of Sealshipt Oysters.

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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

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

the buffalo, a practically extinct race. Why not adopt the "close season" method of protection? It is the salvation of such members of the animal kingdom as quail, brook trout, whitefish, and a number of others. In some sections it has been tried already, but on account of non-enforcement it has so far proved a comparative failure. With a careful study of the frog, his habits and necessities, and a strict enforcement of a close season, frog "farming" is destined to become a distinct financial asset for this country. A frog farmer will be able to raise and handle his stock much as the modern farmer handles and kills his poultry, and a very lucrative business it is.

Average Price Per Pound.

Last year the Montreal market disposed of over \$200,000 worth of frogs' legs. We call meat dear at 20c per pound. Frogs' legs are never sold under 30c, and often 40 to 50 cents is not considered an exorbitant price. Of course, prices have increased, to a large extent, because of the decreasing production.

Our rivers and marshes are becoming rapidly depleted, but even with a good supply, frogs' legs have taken their place as one of the costly edibles of this country, and there is little possibility of overproduction.

Hunting the Frog.

Trapping or frog hunting is an occupation which deserves a description.

When the clouds hang low on the river, and the night is as dark as the wing of a crow, the frogger is delighted. The darker the night, the easier it is to attract and approach the frogs. Usually there are two men in the boat, the one in the bow with a strong light which he plays upon the water. The frog is delighted to follow such a radiant path and it comes from the dark to bask in its brilliancy.

With wide open eyes it floats about the boat, immovable, seemingly mesmerized. Nothing seems to disturb it. The second man in the boat spears it or sometimes even picks it up with his hands, and consigns it to a bag. The bag is the only sure way to keep frogs from escaping.

One might think, on a very dark night, when froggers are out in force, that their lights were a flock of stars which somehow had become misplaced or had come down on a temporary visit to the earth.

With the first peep of dawn the catching is over. The frogs are decapitated, the hides removed, and the hind quarters put up in shipping packages, and carried or sent to the market.

Fresh, attractive, well packed in ice, they find ready buyers, and the proceeds go to swell the pockets of producer and commission man to a considerable extent. It is a moderate estimate to say that the industry is worth \$100,000 a season to Quebec province alone.

**The Lemon Tree
at its Home in
Island of Sicily**

The most important agricultural product of Sicily is the lemon. It is also grown in Italy in the district of Naples, the chief places being Maiori and Sorrento. There are also some grown in Spain but Messina and Palermo are the centres of lemon shipping. The fruit is grown in country districts but the choicest comes from the mountain slopes, where the atmosphere is most beneficial.

Fine oranges are also obtained from similarly situated groves. The country is rich in scenic beauty, the country side being studded with groves and trees of many different kinds. The juice of a lemon freshly plucked creates an exhilaration that is not found in the same degree from those that reach this country, weeks and maybe months after having been gathered.

APPLE SHIPMENTS TO ENGLAND.

According to the Boston Chamber of Commerce, the total shipments of apples made from Boston, New York, Montreal and Halifax for week ending Sept. 17, to Liverpool, London and Glasgow, were 23,338 barrels. Last year for the corresponding week the amount was 24,863 barrels, showing a decrease of more than 10,000 barrels. Since the season opened, however, this year's shipments lead those of last year by 4,000 barrels but are short 44,000 in 1908.

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**.



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Your customers want butter that "touches the spot." There is no other brand that will make you so many friends.

Have them try it. We know what will happen from experience. They will want more.

Every can makes a customer.

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Big Profits in Handling SEALSHIPT OYSTERS



You Can't Make Less Than 25 %

Write at once for catalogue and full particulars of our proposition instead of waiting until "the season" and then doing the best you can at the last moment. The sooner you get the SEALSHIPT AGENCY and start to *let your customers know you have it*, the bigger and better business you will do *all season*. In fact, your customers will get hungry for oysters as soon as they know SEALSHIPT OYSTERS—advertised in their favorite magazines as the acme of food purity and deliciousness—are on sale at your store.

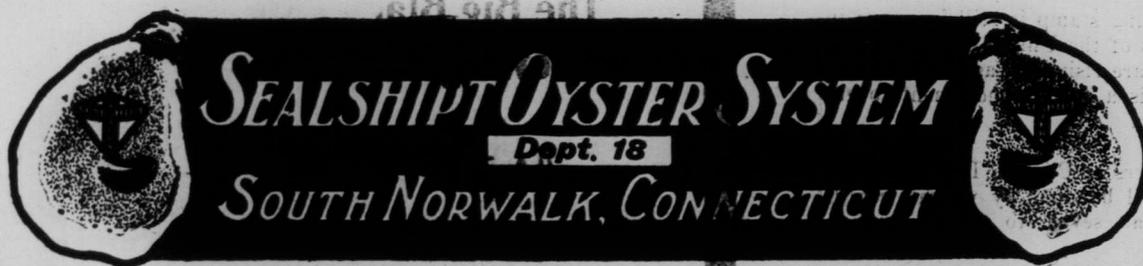
Perfect Refrigeration

SEALSHIPT OYSTERS are packed at the oyster beds—(solid and dry)—in the airtight Sealshiptors, which are perfectly refrigerated every mile of the journey to your store. That is why SEALSHIPT OYSTERS taste the same in Illinois or California as the day they were dredged from the deep. The oysters are shipped to you in these Sealshiptors and you empty them into your Sealshipticase (the blue and white porcelain display and selling fixture).

Sealshipt Agents Make Money Because We Help Them

We supply you with advertisements for your local papers, an attractive blue and white steel design and muslin signs for your store front and transfer signs to stick on your door, where everyone will see them. We do all this so the Sealshipt Agent will secure all the sales we are stirring up in his territory by our extensive magazine advertising. Don't guess about the SEALSHIPT SYSTEM or what it will do for you, but write us at once for catalogue, terms and particulars.

NOTE:—People who read our advertising will go from the store where no oysters are sold, or the store where ordinary oysters are sold to the store where they can get SEALSHIPT OYSTERS and, the Sealshipt Agent will sell them *other things*—may win all their trade.



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OR

Odds and Ends Gathered from Here and There

Proprietor Should be Familiar With Goods in Stock—Resolutions Adopted by Retailers' Associations—General Movement to Get Rid of Trading Stamps in the U.S.—Bananas Sold by the Pound—Allowing Credits Without Discrimination.

"The whole secret of making success out of a store" says L. J. Callanan, a successful grocer of New York, "is not to cut prices, but for the proprietor to make himself familiar with each article he handled and to see that the clerks did likewise."

Even the druggists of Mount Holly, N.J., closed their stores on the occasion of the first annual picnic of the merchants of that town. Every merchant turned out for the affair, including one merchant who had not closed his store during the last thirty years except in cases of death. He, too, joined the throng of business men who thus took a first step towards establishing friendlier relations.

The art of selling goods consists largely in making the goods look just as good as they are. In fact, past masters of the art of salesmanship have a genius of making goods look just a little better than they really are.

Among the resolutions adopted by the retail grocers of the state of Pennsylvania at their recent annual convention were the following:

"Favoring municipal government by commission, coupled with initiative and referendum and the recall features, and recommending to the legislature the passage of legislation of this character.

"Favoring compulsory arbitration of labor disputes and establishment of a board of arbitration by the legislature at its next session.

"Favoring legislation to fix standards of packages in which groceries and produce may be packed, and requiring that the weight or measure be plainly stamped thereon.

"Opposing the passage of any bill to prohibit the sale of patent medicines and common household remedies by other than registered pharmacists. (Grocers and general merchants claim the right to sell these lines.)

"Favoring a Sunday closing law carrying a fine of at least \$25, similar to the Ohio law."

The trading stamp is still in vogue in many parts of the United States but the merchants are rising up against the idea and there is a general movement to get rid of them.

The grocers of Clinton, Iowa, have decided to sell bananas by weight, retailing them at seven to eight cents a pound.

The following quotation is from a paper read by the President of the New York State Wholesale Grocers' Associ-

ation at the recent convention of the retail grocers of that state. He asked the grocers to cut credits, stating that both the wholesale and retail trade are so anxious to sell goods that they induce or invite customers to buy beyond their ability to pay. "One of the greatest perils creeping over our business and every other line of trade is the indiscriminate manner of allowing credits. But that you, we and all of us not only endanger the success of business, but the welfare of those to whom we loosely extend credit. By such methods we practically invite extravagance or induce persons to whom we give reckless credit to live beyond their incomes. You and the wholesale grocer, the manufacturer or the producer from whom supplies are purchased, must bear the burden. Certain it is, that the profit the distributor gets for his work is no more, rather less, than he has ever received, and in addition to this, it is equally true that his expense in marketing those goods is materially higher."

An injunction has been recently issued against a Rochester grocer by a trading stamp company to restrain him from using the stamps of a second company.

The broom should make a daily visit to every square inch of floor space and the dust cloth should be just as intimate with the show cases, shelves, etc. Cleanliness is one point that cannot be overdone in the grocery store.

More than 1900 homes in Indianapolis have been mortgaged during the past year in order that the owners might buy motor cars, according to a statement in the Indianapolis Independent.

Grocers of Nebraska, Neb., have decided to charge customers for cans and containers for coal oil, gasoline, etc., that are lost. When the customer returns the can the money is returned. The grocers have lost many cans by carelessness on the part of customers and this method is, it is hoped, will stop the trouble.

Every man and woman on earth has some good quality, if you'll only take the trouble to look for it.

Most of us count up our virtues with the aid of the multiplication table—and the other fellow's by short division.

It is necessary for the merchant to listen to the hard luck stories of many other people, but it is very foolish for him to tell any of his own.

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

CLAY PIPES

A perfect article. Sell it. Insist upon having McDougall's.

R. McDOUGALL & CO., Ltd., Glasgow, Scot.

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

**The Big Black Plug
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



WHY DO YOU DELAY WRITING
US ABOUT THAT 50% PROFIT?

No salesmen will approach you concerning "WONDER-SHINE"—the truly wonderful silver cleaner that removes tarnish without rubbing.

We know that progressive grocers who see this ad. will be convinced that a promise of 50% profit is at least worth inquiring about. And that is the profit you make on every sale of

"WONDER-SHINE"

We are spending \$10,000 in advertising "WONDER-SHINE" to your customers—telling them to ask their grocers for it. You are not going to pass the trade thus created over to your competitors? The one way to get in touch with "WONDER-SHINE" profit is to write us about it. Write quickly—because every day's delay means lost profit. WRITE US NOW.

The Household Convenience Co., Ltd.

14 King Street East, Toronto

**Are You Keeping Your Tobacco Stock
Up-to-Date ?**

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

**Manufactured
from**

Imported Leaf Exclusively

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

HAMILTON, CANADA.

Classified Advertising

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

Contractors count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—General grocery and china in best town in Western Ontario. Doing good business. A bargain. Box 366, Ridgeway, Ont. (41p)

FOR SALE—Grocery and provision business in a good town in south-western Ontario. Stock new; good stand; rent very reasonable. Easy terms to good man. Box 636, CANADIAN GROCER, Toronto. (43)

FOR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about \$30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover \$20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

REPRESENTATIVES WANTED.

A well-known old established firm of English Cocoa Manufacturers, whose goods are already on the Canadian market, desire to enter into an arrangement with a first class firm of wholesale grocers in Vancouver with a view to their actively pushing the Cocoa amongst the retail stores in return for the sole right of sale for the Province of British Columbia. Box 39, CANADIAN GROCER, 88 Fleet Street, London, England. (41p)

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

POSITIONS WANTED.

SITUATION as Manager or Sub-Manager wanted by young man, with exceptional English and Continental experience. Reply "Chocolate," c/o T. B. Browne, Ltd., 163 Queen Victoria Street, London, E.C. (40p)

MISCELLANEOUS.

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

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ACCURATE COST KEEPING IS EASY if you have a Dey 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.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumont "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thickness to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

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

MISCELLANEOUS.

COUNTER 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.

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)

EGRY 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 for our nearest office. Egr Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fire-proof 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.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perlor" 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)

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters. It shows the best typewriter bargains ever offered in Canada. Moreover, it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto, also Montreal, Hamilton, London, Ottawa.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET 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)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF 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.

KAY'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.

MODERN 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.

OUR 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.

SCOTCH 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)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Ter-auley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "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)

THE 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)

THE NATIONAL CASH REGISTER CO. guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writterpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN 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)

PERIODICAL DEPT.

THE 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.

SALES 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.

CANADIAN 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.



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.

The world's Best Shoe Polish

2

Preserves the boots and makes them pliable. Is waterproof

2 IN 1

Rapid Seller, leaving a good profit for you

1

Order to-day and don't delay

The F. F. DALLEY Co., Ltd.



Hamilton, CAN., and Buffalo, N.Y.

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

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
81 YOVILLE SQUARE, MONTREAL

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.

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co.

Hamilton and Winnipeg

CASH OR PARCEL CARRIERS
SAVE TIME & MONEY

OUR GUARANTEE
We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.

CATALOG FREE
THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 118 MOLBORN, LONDON E.C. ENG.




Save time,
Save money,
Save you bags.

McGregor's Patent Bag Holder

Should be in every grocer's store.

KILGOUR BROS.
Wellington St. West TORONTO



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case \$4.00;
Ocean Baking Powder, 48 3-oz., \$1.40;
48 4-oz., \$1.80; 60 8-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 lard, 48 8-oz., \$1.60; Ocean cough syrup, 36 6-oz., \$6.00; 36 8-ounce, \$7.20;

Ocean corn starch, 48 1-lb. \$3.60.
JAM Per lb.
30-lb. wood pails..... 0 06
Pure assorted jam, 1-lb. glass jars, two dozen in case..... 1 75



WHITE SWAN SPICE AND CEREALS, LTD
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.

SHIRRIFF'S
List price.
"Shirriff's" (all flavors), per doz
Discounts on application.




"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



ST. CHARLES CONDENSING CO

PRICES:
St. Charles Cream, family size, per case..... \$3.50
Baby size, per case..... 2.80
Ditto, hotel, 3.70
Silver Cow Milk 4.55
Purity Milk..... 4.25
Good Luck..... 4.00

Mustard
COLMAN'S OR KEEN'S
D.S.F., 4-lb. tins..... per doz. \$ 1 40
" 1-lb. tins..... " 3 50
" 1-lb. tins..... " 5 00
Durham 4-lb. jar..... per jar 0 75
" 1-lb. jar..... " 0 25
F.D. 4-lb. tins..... per doz. 0 85
" 1-lb. tins..... " 1 45

IMPERIAL PREPARED MUSTARD
Small, cases 4 dozen..... 0 45 dozen
Medium, cases 2 dozen..... 0 90 "
Large, cases 1 dozen..... 1 35 "

Olive Oil
LAPORTE, MARTIN & OIE., LTD.
Minerva Brand—
Minerva, qts. 12's..... \$ 5 75
" pta. 24's..... 6 50
" 4-pt. 24's..... 4 25

Sauces
PATERSON'S WORCESTER SAUCE
4-pint bottles, 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases, doz..... 1 75



Jelly Powders
IMPERIAL DESSERT JELLY

IMPERIAL PURE AND DELICIOUS
TRULY FRUIT FLAVORS
CARTONS EACH 1 DOZ.

Assorted flavors—gross 10.75.



Lard
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces.... \$0 13
7-dbls. 0 14
Tubs, 50 lbs. 0 14
20-lb. Pails, 2 85
20-lb. tins, 2 75
Cases 5-lb. 0 14
" 5-lb. 0 14
" 10-lb. 0 14

F.O.B. Montreal.

GUNNS
"EASIFIRST"
LARD COMPOUND.

Tierces.... 0 13
Tubs..... 0 13
20-lb. pails. 0 13
20-lb. tins. 0 13
10-lb. " 0 13
5-lb. " 0 14
5-lb. " 0 14
1-lb. cartons 14




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.

SHIMMIE BRAND
"Imperial Scotch"—
1-lb. glass, doz... 1 55
2-lb. " " " 2 80
4-lb. tins, " " 4 65
7-lb. " " " 7 35

"Shredded"—
1-lb. glass, doz.... 1 90
2-lb. " " " 3 10
7-lb. tins, " " 5 25



Soda
COW BRAND

Case of 1-lb. containing 60 packages, per box, \$3.00
Case of 4-lb. containing 150 pkgs. per box, \$4.00
Case of 1-lb. and 4-lb. containing 30 1-lb. and 60 4-lb. pkgs. per box \$3.00

Case of 50. pkgs. containing 96 pkgs. per box, \$3.00

MAGIC BRAND Per case
No. 1, cases 60 1-lb. packages..... \$2 60
No. 2, " 120 4-lb. " " " 2 80
No. 3, " 30 1-lb. " " " 2 80
No. 4, " 60 4-lb. " " " 2 80
No. 5 Magic soda—cases 100—10-oz. pkgs. 1 case..... 2 80



Soap
The GENUINE. Packed 100 bars to case.

FELS-NAPHA

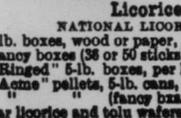
Prices—Ontario and Quebec:
Less than 5 cases..... \$5 00
Five cases or more..... 4 95



Licorice
NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb. 1 25
Fancy boxes (38 or 50 sticks), per box... 0 60
"Ringed" 5-lb. boxes, per lb. 0 60
"Acme" pellets, 5-lb. cans, per can ... 2 00
" " (fancy box, 60), per box 1 50

Tar licorice and tolu wafers, 5-lb. cans, per can..... 3 00
Licorice lozenges, 1-lb. glass jars..... 1 75
" " 10 4-lb. cans..... 1 80



Cereals.

Post Toasties
Postum Cereal Co. Limited
Grape Nuts—No. 23, \$3.00; No. 23, \$4.50.
Post Toasties—No. 23, \$2.50.



DWIGHT'S SODA

Case of 1-lb. containing 60 packages, per box, \$3.00
Case of 4-lb. containing 150 pkgs. per box, \$4.00
Case of 1-lb. and 4-lb. containing 30 1-lb. and 60 4-lb. pkgs. per box \$3.00

Case of 50. pkgs. containing 96 pkgs. per box, \$3.00



BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited.

All Codes Used.

The West Indies

If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant

Port of Spain

Trinidad

The Cook's Favorite!

Keep a liberal supply on your shelves of



Order from your
Jobber

"COW BRAND"

BAKING SODA

No other line on the market can approach it in strength, purity and reliability.

"Cow Brand" is a line you can handle and stock without hesitation.

SEE TO YOUR STOCKS

CHURCH and DWIGHT

Manufacturers
MONTREAL

LIMITED

FREQUENCY OF SAILINGS

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.

PICKFORD & BLACK

HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

YOU PROBABLY
NEED

SALT

A CAR OR TWO THIS FALL!

Why not order now?

WE HAVE BEST ASSORTMENT,
BEST BRANDS!

WRITE

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat
that can be sold ALL SUMMER as
well as ALL WINTER?

ASK YOUR JOBBER FOR

**WETHEY'S
Condensed
Mince Meat**

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"It seems incredible that manufacturers should ignore the dealer as a valuable selling force, yet many of them do so."

The advertising manager of The Grocer happened into the office of a large firm with a national distribution, just as the manager finished reading our announcement that the Fall Number would be devoted to "The Selling Power of the Dealer." The above was his first remark regarding it.

He went on: "This is something that interests me greatly. There was a time when I held the same views as some other manufacturers do to-day. I believed that the dealer should be considered merely as a distributor and his profit fixed accordingly; that I should rely on the demand I was able to create among consumers.

"Then I began to study the real science of business-building as applied to my particular busi-

ness. I soon found that I was getting only a fraction of the *possible* demand for my goods, and that what I did get was costing me more than it should. Yet I was doing good business and making money, just the same as others are doing now under similar conditions, who give scant consideration to the dealer and believe that their selling system is the correct one.

"I changed my plans so as to allow the dealer a fair profit, though not an extravagant one, and then earnestly and persistently sought his co-operation.

"I do not exaggerate when I say that for every \$100 it has cost me to get the dealer interested I have got back \$1,000."