

# CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.  
London, Eng.: 88 Fleet St. E.C.

Toronto: 142-149 University Ave.

Winnipeg: 34 Royal Bank Building  
New York: 115 Broadway

VOL. XXV.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 29, 1911

No. 39



Toronto Office:  
30 Church St.

## For Years in the Lead

## —Still Leading

is the unparalleled record of these two brands of staple condiment.



### COLMAN'S MUSTARD KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

### MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

## The Dessert for an Invalid

should be very simple—convalescents require simple things. You might remind your customers that

## Benson's Prepared Corn

lends itself to numerous wholesome and appetizing dishes that do not put too great a task on the digestive organs and which are at the same time highly nutritious.

THE EDWARDSBURG STARCH CO.  
LIMITED  
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

THE CANADIAN GROCER

IT'S TO YOUR ADVANTAGE

when requiring

**SALT**

to get prices from

**THE SALT SELLERS**

**Verret, Stewart & Co., Limited**  
**MONTREAL**



Telfer's Oatmeal Crackers

**The Public  
Knows A  
Good Thing**

That's the reason why it keeps us hustling to supply the demand for Telfer's Crackers. They're good for everyone and used by everyone'

Your profits will prove to you the popularity of Telfer's

*Try them at once*

**TELFER BROS., LTD., Collingwood, Ont.**  
**BRANCHES AT TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM.**

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THE EDWARDSBURG STARCH CO.  
LIMITED  
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



## Over The Heads of all Competitors

in excellence and uniformity of quality is the history of

**SURPRISE SOAP**

for more than 25 years.

Is not this a record to be proud of and does it not go to prove that all the various new brands that have come and gone during that time were ill conceived time wasters for everybody who had to do with them?

Does it not suggest too that there is only one Soap for you to stand by and purchase?



**THE ST. CROIX SOAP MANUFACTURING CO.**

Factory at ST. STEPHEN, N.B.

Branches:—MONTREAL, TORONTO, WINNIPEG, VANCOUVER, WEST INDIES



# Wasting Your Energies ?

If it pays to push an article, it pays to push it to some purpose and to push more with an object of gaining permanent trade than of temporary profit. If the demand for any article stops when you stop pushing it, 95 per cent. of your energy has been wasted.

You waste no energy whatever in advocating the sale of these Fish, because people who buy them once will buy them again and again. Briefly, the intrinsic merit of both these articles backs up the highest praise you can give them.

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## SARDINES

(in Pure Olive Oil)

BRANDS

“Albatross”

“Ambrosia”

PACKED BY

OLSEN & KLEPPE

TAVANGER, . . . NORWAY

Finest Quality Only

—  
A. P. TIPPET & CO., Agents

## Herring in Tomato

(Moir,  
Wilson & Co.'s)

Nothing superior is packed.

This is the specialty of

Moir, Wilson & Co.

ABERDEEN

Fine, Fat Fish

(Perfectly Cured)

Arthur P. Tippet & Company  
Sole Agents.

# It's All in the Name

Isn't it a grand thing when you know just what you are selling?

Everything goes right in the store where "Quality Goods Only" is the selling motto.

**Every Grocer in Canada Knows that  
Clark's Prepared Foods ARE  
"Quality Goods Only"**

Every can bearing the name W. CLARK IS GUARANTEED ABSOLUTELY.

Your customers know the value of this guarantee.

They have TRIED, TESTED and PROVED IT.

The more ambitious you are to rise in the estimation of your customers THE MORE OF CLARK'S FAMOUS PREPARATIONS YOU WILL CARRY.



**W. CLARK :: Montreal**

MANUFACTURER of the CELEBRATED CHATEAU  
BRAND CONCENTRATED SOUPS





# SANITARY CANS

FOR

Baked Beans, Soups,  
Meats, Condensed Milk,  
Evaporated Milk ❁ ❁

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

Niagara Falls, Ont.

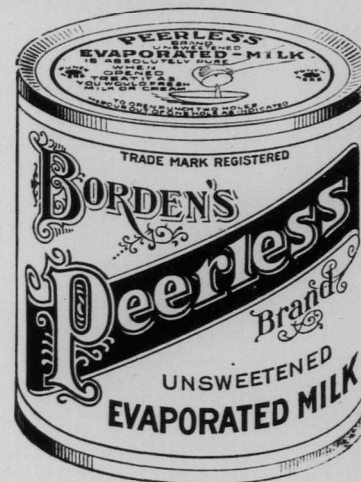
## BORDEN'S EAGLE BRAND      EVAPORATED MILK CONDENSED MILK      PEERLESS BRAND



By recommending these Brands  
you will please your customers.

They are the best that  
Science can produce.

BORDEN'S CONDENSED MILK CO.  
'Leaders of Quality'      Established 1857  
Sales Offices and Agencies:—  
MONTREAL    TORONTO    WINNIPEG  
and    VANCOUVER



**Mason & Hickey, Winnipeg and Calgary**  
**WILLIAM H. DUNN,**  
**Montreal, Toronto and Vancouver**

By Special  
Appointment



Established 1817.

to His Majesty  
King George V.

# Macfarlane Lang & Co's

## "Granola Digestive" Biscuits

(Regd.)

All varieties of the high-class Biscuits manufactured  
by this old-established and widely known Scotch  
Firm are now being regularly imported and can be  
— supplied in all parts of the Dominion. —

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.  
NEWTON A. HILL, 25, Front Street, Toronto.  
MASON & HICKEY, 287, Stanley Street, Winnipeg.  
The STANDARD BROKERAGE CO.,  
852, 864, Cambie Street, Vancouver, B.C.

The shortness and  
delicious flavour of

## "Granola Digestive" Biscuits

appeal at once to the  
palate and tempt the  
appetite . . . . .

On account of their  
high nutritive value  
they provide a most  
agreeable and satisfy-  
ing form of diet for  
invalids, and should  
never be absent  
from the children's  
luncheon or tea table

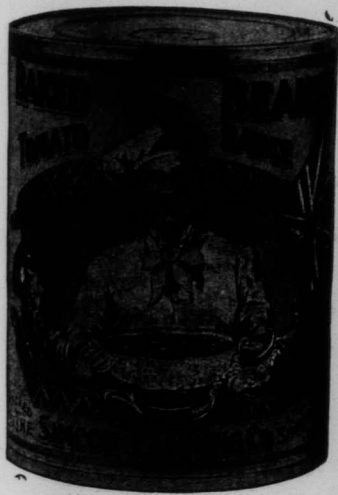
# Macfarlane Lang & Co's

Biscuit Manufacturers,  
Glasgow and London.



THE CANADIAN GROCER

# Beans Make Good, Rich Blood



## THE SIMCOE BRAND GUARANTEES GRADE

### As a Winter Food—

Baked Beans have a very great food value which is well understood by Canadian housewives.

Beans baked, as are the 'Simcoe Brand'

Beans, have largely taken the place of the home baked, because they are thoroughly cooked without destroying their form, and the flavoring is much more even and rich.

## BAKED BEANS

# SIMCOE BRAND

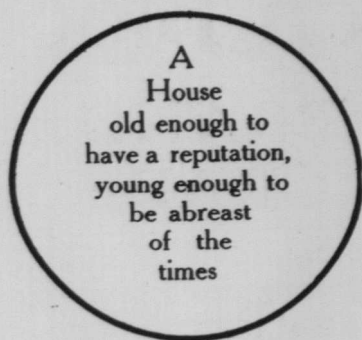
are made from selected beans, cooked by the latest scientific methods, all the sauces used are carefully prepared from ripe fruit and pure spices.

The result is a perfect can of delicious beans that you can sell to your best trade and secure repeat orders.

*Try a Shipment Now*



**DOMINION CANNERS, Limited**  
HAMILTON, CANADA



# Packer's Celebrated Chocolates

**NEW IDEAS — NEW BOXES — NEW CENTRES**

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

**H. J. Packer & Co., Ltd.,** Chocolate Manufacturers **Bristol,**  
England



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

## **"ENTERPRISE"**

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

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

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

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

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

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

# CHIVERS' FIRST PRIZE JAMS

Gold Medal Brussels International Exhibition 1910  
Grand Prix Festival of Empire, Crystal Palace, London, 1911

**FRESHNESS—CLEANLINESS—PURITY**

A lady in Canada writes to her friends in England, "I felt quite at home at once, as they had Chivers' Jam on the table."

**FROM THE FRUIT FARM TO THE FAMILY TABLE**

The Daily Chronicle (London) says: "The estate on which the fruit is grown covers upwards of 3000 acres. The gathering of the morning is made into jam during the day, thus ensuring the perfect quality of the fruit. In the factories cleanliness reigns supreme."



# CHIVERS' GOLD MEDAL JELLIES

The "Court Circular" says:—"They are distinctive in character and vastly superior to any others."

**FLAVORED WITH RIPE FRUIT JUICES**

"Great Thoughts":—"Flavor and purity cannot be excelled."

"Grocers' Review":—"The highest possible state of perfection."



**GOOD PROFITS GUARANTEED**

## CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON

CAMBRIDGE

ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.

57 Water St.

VANCOUVER, B.C.

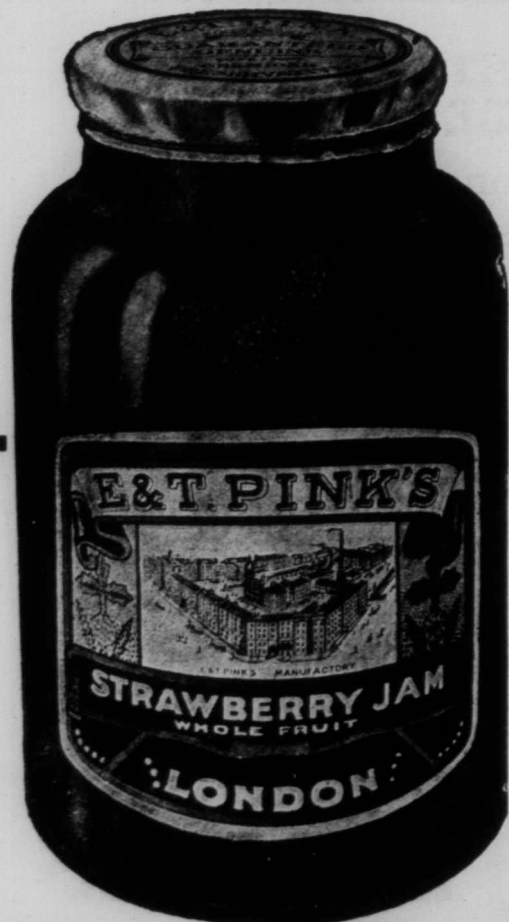
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.

144 Craig St. West

MONTREAL

(Canada and Newfoundland)



## YOUR CUSTOMERS WILL APPRECIATE

the quality of our preserves.  
They are manufactured from  
selected fruit and the fresh  
flavour is fully retained.

Apply for price list to our  
Sole Canadian Distributors

**THE MANUFACTURERS' AGENCY CO.**

MONTREAL, - J. W. Windsor, 22 St. John St.  
ST. JOHN, N.B., S. Cecil Irvine, 48 Princess St.  
HALIFAX, N.S., C. E. Creighton, Bedford Chambers.  
BOSTON, U.S.A., General Sales Office, 330 Board of Trade  
Building.

# E. & T. PINK

LONDON, ENG.

They Guarantee 'Repeats'!

## ROWAT'S PICKLES

AND



## PATERSON'S SAUCE

are two lines of sustained profit which  
every grocer should handle.

Are ready, steady and profitable sellers.

**ROWAT & CO.,** GLASGOW  
SCOTLAND

CANADIAN DISTRIBUTORS—Snowdon & Ebbitt, 325  
Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and  
the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippet  
& Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



ABOUT  
110  
TO THE LB.

ABOUT  
110  
TO THE LB.

# PERRIN'S OPERA FINGERS

Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

TRADE MARK REGISTERED



ALL GROCERS SHOULD STOCK

## Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country. Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.  
Economical and Reliable.

**George Borwick & Sons**  
Limited  
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333  
Cristine Building, MONTREAL



When over 95% of your customers use

## WINDSOR SALT

for table and dairy, what is the use of taking up room in your store with any other brand? Windsor Salt satisfies everybody, and it's never dead stock on your hands.

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

# THE NAME "FAIRBANK" MEANS SOAP SURETY

## GOLD DUST



saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

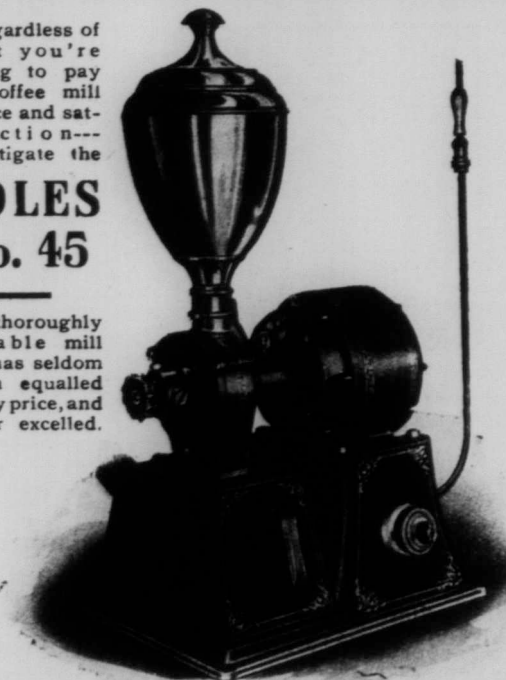
MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

Regardless of what you're willing to pay for coffee mill service and satisfaction—investigate the

### COLES No. 45

A thoroughly reliable mill that has seldom been equalled at any price, and never excelled.



**COLES MFG. CO., PHILA., PA.**

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto & Winnipeg; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

## MINCE MEAT

should bear the

*Sterling*  
BRAND

to assure its  
**QUALITY**

Only the most carefully selected spices and fruits go into Sterling Mince Meat. It is prepared by our tried processes and is both delicious and wholesome.

*This is an excellent line for Fall selling and yields a good profit.*

**THE T. A. LYTTLE CO.**

LIMITED

Sterling Road - TORONTO



**Have No Hesitation**  
in recommending to your best customer  
**'Bluenose' Butter**

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

**SMITH  
AND  
PROCTOR**

SOLE PACKERS

Halifax, - N.S.

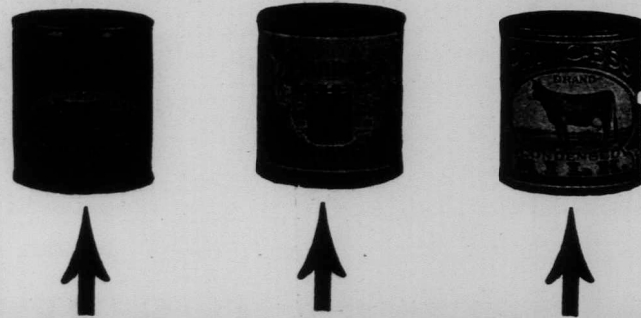
**CARTER'S**



**Big Wheel Lemonade Powder**

Table Jellies, Mustard Powder  
etc., etc.

**H. W. Carter & Co., Ltd.**  
BRISTOL, - ENGLAND



**Three Lines You Should Know  
and Introduce to Your  
Customers**

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, \$3.35  
Princess Condensed Milk, 4 doz. in case - \$3.90  
Banner Condensed Milk, 4 doz. in case - \$4.40

Order from your wholesaler or direct from the factory.  
Delivered in 5 case lots to any point in Ontario or East to  
Halifax.

**J. MALCOLM & SON**

ST. GEORGE - - - - - ONT

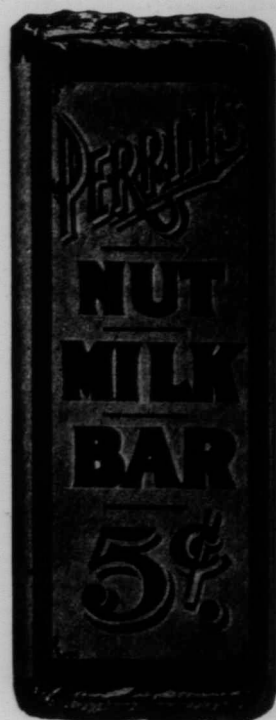
**FARROW'S 'A-1' MUSTARD**

**THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS**

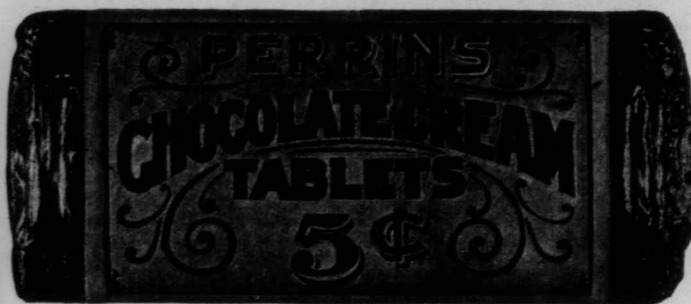
In every market of the world FARROW'S "A-1" has forced its way. Write your nearest agent for a sample tin. Compare the get up, the quality and the price—then you'll know the reason why!

CANADIAN AGENTS:—

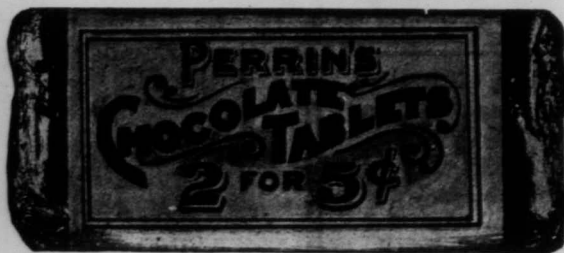
W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., P. kford & Black's Wharf, Halifax.



30 Bars to Box \$1.00



30 Bars to Box \$1.00



60 Bars to Box \$1.00

## Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

**D. S. PERRIN & CO. Limited**  
LONDON - - CANADA



The Favorite Match  
is the Silent Match, the  
**DOMINION MATCH**

Its head never flies off and the stick never breaks, because each match is made from straight grained wood, while the tip only blazes when struck purposely.

A Good Stock That Sells.

**THE DOMINION MATCH CO., LIMITED**  
DESERONTO, ONT.

Or Canada Brokerage Company, Limited, Toronto

## DON'T CRY OUT OVER LOST OPPORTUNITIES

There are unique profit possibilities **AHEAD** for every grocer who is featuring

**BJELLAND'S**

**SMOKED  
HERRINGS  
IN BOUILLON**

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.



Ask Your Wholesaler

**John W. Bickle & Greening**  
(J. A. HENDERSON)  
HAMILTON :: :: ONTARIO



**MADE IN IRELAND**



**A Difference in Flavor  
and Color**

makes these home grown fruit jams special favorites everywhere.

Your customers will readily come to ask for the Irish Jam—for it is delicious.

**MILLAR'S JAMS**

allow an excellent margin of profit for the dealer.

*Write us for Prices.*

**Snowdon & Ebbitt**

Montreal - - - Quebec

Supplies may be had from the following:—Warren Bros. & Co., Ltd., Toronto. A. M. Smith & Co., London. W. G. Craig & Co., Ltd., Kingston. The F. J. Castle Co., Ltd., Ottawa. Lumsden Bros., Hamilton. Laporte, Martin & Co., Ltd., Montreal. Howe, McIntyre & Co., Montreal. Bergeron, Whissell & Co., Montreal. Forbes Bros., Montreal. Watt & Godon, Montreal.

**THE RIGHT THING**

Confidence is **THE POINT** in all trade.



bring you both—confidence of your customers and the thing you want---more trade.

**“ESKIMO”  
Sardines**

are packed from finest selected fish in pure French olive oil.

**ORDER TO-DAY FROM YOUR  
WHOLESALE OR WRITE TO**

MONTREAL—J. W. Windsor.	LONDON, ONT.—
QUEBEC—Albert Dunn.	Geo. L. Gillespie
HALIFAX—A. B. Mitchell.	WINNIPEG—W. H. Escott Co.
ST. JOHN, N.B.—	CALGARY—H. Donkin & Co.
W. S. Clawson & Co.	EDMONTON—
TORONTO—A. E. Richards & Co.	Dominion Brokerage Co.
HAMILTON—	VANCOUVER—H. Donkin & Co.
A. E. Richards & Co.	

There is much more profit in keeping

# Chase & Sanborn's COFFEES

than in trying to explain to a customer  
why you don't.

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CHASE & SANBORN  
MONTREAL

**TO THE WHOLESALE TRADE:**

## West India Co., Limited

305 St. Nicholas Building  
**MONTREAL**

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.  
Sandbach, Parker & Co., Demerara, B.G.

## SUGARS MOLASSES

**and all West Indian Produce**

We represent some of the chief houses  
in Barbados, Trinidad, Jamaica, St.  
Kitts, Antigua and other islands, besides  
having our own house in Demerara,  
which was established there in 1782.

*Ask us for prices before filling  
your orders for the coming season*

**West India Co., Limited**



## PURE SOAP POPULAR IN PRICE

Large sales are founded on large  
service. When you can make a  
cake of soap do its work thorough-  
ly, economically, without hurt to  
delicate fabrics and colors, you  
are sure of buyers.

Wonderful Soap does all of these.  
It's a Business Maker.

Excellent for display.

**THE GUELPH SOAP COMPANY**  
GUELPH, ONTARIO

**Pure Goods Bring Increased Custom**

**Give Your Customers**

*Redpath*

**Extra Granulated Sugar**

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

No other sugar will compare with it.

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

Extra Granulated  
Extra Ground  
Powdered  
Golden Yellow.

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

**The Canada Sugar Refining Co.,  
Montreal, Can. Limited**

Established in 1854 by John Redpath

**Tell Your Jobber  
You Want**



**This Mark on Every  
Box Insures the Best**

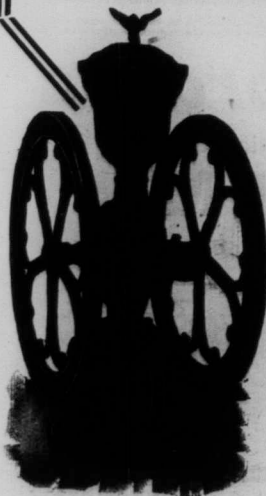
Place Order Now for  
Fall Delivery

**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.; Kelly, Douglas & Co., Ltd.  
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).  
EDMONTON, ALTA.—The A. MacDonald Co.

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

By Royal



Letters Patent.

**NELSON'S**  
*Gelatine and  
Liquorice*  
**LOZENGES**

Should be in your confectionery department.

**C. NELSON, DALE & CO., LTD.,  
WARWICK, ENGLAND.**

**Tartan**  
**BRAND**

THE SIGN OF PURITY

**Tartan Brand** Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

**Wagstaffe's** Jams, Jellies, Marmalade.

**Imperial** Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

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



THE  
"WALKER BIN"  
SYSTEM



is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue  
"MODERN GROCERY FIXTURES"  
and let us give you an estimate.

**Walker Bin & Store Fixture Co.**  
LIMITED

REPRESENTATIVES:—

Manitoba: Watson & Truendale, Winnipeg, Man.  
Saskatchewan and Alberta: J. G. Stokes,  
Regina, Sask.  
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



THEY ALWAYS  
ASK FOR  
MORE

Club House  
QUEEN OLIVES



because of the exquisite flavor that is preserved in them.

The fruit is carefully selected for size, shape and color and preserved by our process which turns them out solid and luscious.

Try for the best trade in your town by handling Gorman, Eckert goods.

Write your jobber for lists.

**Gorman, Eckert & Co.,**  
LIMITED  
LONDON, Ont. WINNIPEG, Man.

**Fresh Cow's Milk - Evaporated**



In every detail the greatest care is given in the preparation of

**Canada First Evaporated Milk**

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

**THE AYLMEY CONDENSED MILK CO., Limited** - Aylmer, Ont.  
Head Offices, HAMILTON, ONT.

SATISFACTION

SATISFACTION

# “Melagama”

**TEA and COFFEE**

Give all around Satisfaction—Satisfaction to you—Satisfaction to your customers—Satisfaction to us  
Because we are putting satisfactory quality in every package. You should place an order to-day.

**MINTO BROS.**

**TORONTO**



**YOU CAN HOLD YOUR ORDER**

if you wish, but don't you think it would be better to get it in now rather than have to rush to catch the post and perhaps disappoint your customers?

## “L'ETOILE”

**MACARONI    VERMICELLI    SPAGHETTI**

are the goods that have come to stay. They are what your most particular customers will be delighted with.

Our Prices are Right.

Our Goods are Fine.

Our Guarantee is O.K.

WRITE

**Cie Francaise des Pates Alimentaires**

6-9 HARMONY STREET, - MONTREAL



**WHERE YOU PROFIT**

You introduce KO-KO-BUT, the cooking specialty, to your customers—with success, we can safely predict.

**YOU RECEIVE REPEATS**

owing to general satisfaction, because KO-KO-BUT is more economical than Lard or Butter, is 100% pure vegetable fat, and never becomes rancid. Is free from odor.

## KO-KO-BUT

“THE PERFECT COOKING BUTTER”, is acknowledged by knowing housewives to be the “Key to Cooking Comfort.”

Send a trial order. Let your wife test it. Then you'll agree with us.

*Packed in tins to suit your trade.*

**DOMINION COCOANUT BUTTERS LIMITED**  
MONTREAL

## No Alum

in the old reliable

# Cook's Friend Baking Powder

The only powder with a pedigree  
order from your jobber

THE CANADIAN GROCER

## MAKE NO MISTAKE

**JAPAN TEAS** are absolutely PURE.

**JAPAN** only permits the manufacture of really pure TEAS.

WE HAVE A COMPLETE ASSORTMENT OF NEW CROPS ON SPOT AND TO ARRIVE.

# FURUYA & NISHIMURA

NEW YORK

CHICAGO

MONTREAL

JAPAN

THE WORTH OF

## WHITE SWAN

PERFUMED **100%** POWDERED

## LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS  
OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

SELL  
GINGERBREAD  
BRAND  
MOLASSES!

It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins—2's, 3's, 5's, 10's and 20's, Pails—1's, 2's, 3's and 5's gals. and in barrels and 1/2 barrels.

The  
**Dominion Molasses Co.,**  
LIMITED

HALIFAX, NOVA SCOTIA



## THEY ARE A SUCCESS BECAUSE

The quality of the fish and the oil used, together with the design of the tin, make the

## "DUNOYA" BRAND SARDINES

more attractive than the ordinary tin offered to retail at 10c.

CANADIAN AGENTS

**J. W. Bickle & Greening,** HAMILTON  
(J. A. Henderson) ONTARIO

THE CANADIAN GROCER

ALIKE IN PRICE, BUT NOT IN QUALITY

THAT IS THE DIFFERENCE BETWEEN

# CRYSTAL DIAMOND LUMP SUGAR

and other ordinary lump or loaf sugar. For the same cost you can obtain this extra high-class Table Sugar that is the perfection of Sugar Refining, and an added beauty and attraction to every table. Secure a box from your jobber to-day. Sold in bulk or in cartons to retail at popular prices.

**The St. Lawrence Sugar Refining Co., Limited**  
MONTREAL, QUE.

## THE TASTY PICKLE!

You can make sure of pleasing the public palate if you are selling

### Queen Quality PICKLES

This high grade line is made solely from the freshest and choicest vegetables, and first quality vinegar and other ingredients, and they are handled and prepared in a factory that is a model of sanitation and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

PURE TOMATO CATSUP

Send to-day for prices and discounts.

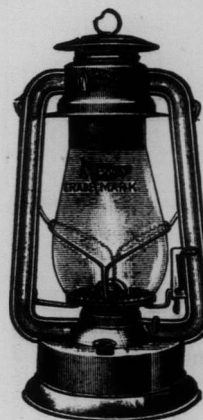


**Taylor & Pringle Co., Ltd.,** OWEN SOUND, ONTARIO.

"BANNER" Is not "Just as Good"

IT'S BETTER

Good Points of The Banner are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak — Costs No More than Inferior Lanterns.

Send Coupon for Calendar

**Ontario Lantern & Lamp Co., Limited**  
Hamilton, Ont.

## THE TEST OF TIME

has both proved the value and reliability of

# JAMES DOME BLACK LEAD

The finest article of stove polish in the world. If you want the same high-class polish in paste form, just ask for

## DOMELINE

This is simply Dome Lead in paste form, put up in a big tin to sell at

**FIVE CENTS**

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

HOUSEWIVES' FAVORITE



WHITE DOVE  
Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey  
MONTREAL, QUE.

THE PEOPLE OF  
JAMAICA

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

KINGSTON

"GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

The GRAY, YOUNG & SPARLING CO., Limited  
SALT

MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

ALUMINUM ADVERTISING NOVELTIES  
CHRISTMAS SPECIALITIES

Write me for Artistic, Useful and Everlasting Articles. Cheapest and Best.

H. H. Chambers, 29 Queen City Chambers  
TORONTO

Write, or Phone M. 6126

FINEST  
ENGLISH KIPPERS  
AND  
EUROPEAN GAME

Venison  
Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.  
23 GT. CHARLOTTE ST.  
LIVERPOOL, England

MOP-STICKS

OF DURABILITY  
are the "TARBOX BRAND"  
No. 8 Plain Cloth Holder } Stamped  
No. 10 Combination Brush } Steel  
Heads

Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by  
TARBOX BROS. - Toronto, Ontario



No Odor  
It drives them up  
Common Sense  
KILLS { Roaches and Bed-Bugs  
Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.  
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

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

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, Ontario

ESTABLISHED 1886

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Please order at our expense.

TORONTO SALT WORKS  
TORONTO, ONT. GEO. J. CLIFF, Manager

A Good  
Reputation

Can only be secured by selling first class goods all the time. It is now high time for you to stock

PICKLING SPICES

We recommend a trial of the

PRINCE OF WALES  
BRAND

which always gives entire satisfaction and ensures repeats.

MINT SAGE

THYME SAVORY

MARJORAM

All herbs packed in ¼-lb. open face cartons.

S. H. Ewing & Sons  
MONTREAL, Branch TORONTO



CHINESE  
STARCH

HAVE YOU  
A STOCK?

GREAT  
SELLER  
ALL  
THE TIME

GET PRICES  
ICEAN MILLS  
MONTREAL



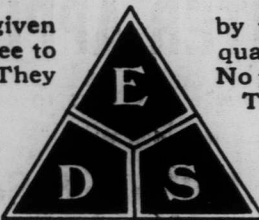


## JAMS, PRESERVES and MARMALADE THAT INSPIRE CONFIDENCE

### **Boom Your Profits**

for it is easier to sell goods that have given satisfaction in the past, and you are free to recommend the E. D. Smith goods. They are honest goods.

MADE BY **E. D. SMITH,**  
AT HIS OWN FRUIT FARM  
WINONA, ONTARIO



### **Please Your Customers**

by their splendid flavor and the extra fine quality of the fruit used in making them up. No preservatives are needed with such fruits. They will come for more.

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



## There's No Use Worrying

if your profits are not as large as you expected. You can overcome any shortage by dropping us a line. It will only cost you a cent and you will get in touch with a House offering fast selling and profitable lines to the trade all the time.

Here's Something. An Example.

## **"Orsenigo" Brand Macaroni**

Goods which are guaranteed perfectly fresh, naturally wholesome and delightfully appetising.

**25 1-lb. boxes for \$2.10**

We have various other good propositions for you. It won't do any harm to inquire.

WRITE  
IMMEDIATELY

TORONTO

The Charles  
**Cicero**  
Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

MONTREAL

# Manufacturers' Agents and Brokers' Directory

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.

**WESTERN PROVINCES**

**THE  
W.H. ESCOTT CO.**

Wholesale  
Grocery Brokers

137 BANNATYNE AVENUE **WINNIPEG**

COVERING  
Manitoba and Saskatchewan

CORRESPONDENCE SOLICITED

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents.

**WINNIPEG, - MAN.**

Domestic and Foreign Agencies Solicited

**— WINNIPEG —**

**H. G. SPURGEON**

Wholesale Broker and Manufacturers' Agent  
Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

**WINNIPEG**

**TOMLINSON, SEMMENS & CO.**  
WHOLESALE GROCERY BROKERS

Office and Track Warehouse, - 92 Alexander St. E.  
Correspondence solicited on domestic and  
foreign lines. P.O. Box, 1502

**WESTERN DISTRIBUTORS LIMITED**

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

**SASKATOON, - WESTERN CANADA**

**— MOOSE JAW —**

**WHITLOCK & MARLATT**

Distributing and Forwarding Agents.  
Warehouse on C.P.R. spur track.  
Promptness and Satisfaction guaranteed.  
Business Solicited.

**G. C. WARREN**

Box 1036, Regina  
**IMPORTER, WHOLESALE  
BROKER, and MANUFACTURERS'  
AGENT**

Trade Established 12 Years.  
Domestic and Foreign Agencies Solicited

**DISTRIBUTORS, LIMITED**

F. O. Drawer 20

**EDMONTON, ALBERTA**

Manufacturers' Agents, Commission Mer-  
chants, Warehousemen.

Track connection with all Railroads.

**— TORONTO —**

## WINTER APPLES

We have a few cars to offer.

WRITE OR WIRE.

**W. H. Millman & Sons**

Wholesale Grocery Brokers

**TORONTO**

**W. G. PATRICK & CO.**

Manufacturers' Agents  
and  
Importers

77 York Street, Toronto

**W. G. A. LAMBE & CO.**

**TORONTO**

Grocery Brokers and Agents.

Established 1885

**MacLaren Imperial Cheese Co.**

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

**TORONTO, Ont. DETROIT, Mich.**

Headquarters for

**New Orleans Fancy Molasses**

Barrels and Half Barrels

PRICES RIGHT

**LIND BROKERAGE CO.**

73 Front St. East TORONTO

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

**MONTREAL**

**FOR SALE**

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

**J. T. ADAMSON & CO.**

Customs Brokers  
and Warehousemen

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

**— MARITIME PROVINCES —**

**J. W. GORHAM & CO.**

Manufacturers' Agents and Grocery  
Brokers

HALIFAX - NOVA SCOTIA

We are open for a few high class specialty  
lines

**J. A. TILTON**

**WHOLESALE GROCERY BROKER**

ST. JOHN, N.B.

Correspondence solicited with Houses  
looking for first-class grocery connections.

**W. S. CLAWSON & CO.**

Manufacturers' Agents and Grocery  
Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

**— 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.

Use this space to talk to  
Old Country, Canadian  
and United States Manu-  
facturers.

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

**Irish Grocer, Drug, Provision  
and General Trades' Journal**  
10 Garfield Chambers, Belfast, Ireland.

# WESTON'S SODA BISCUITS

Put up in all sizes—  
Packed in FREE Corru-  
gated Cartons. Delivery  
absolutely Guaranteed.

---

**SAMPLES AND PRICES ON APPLICATION**

---

***George Weston, Limited***  
**TORONTO**



THE DELICIOUS FLAVOR  
OF  
"Kit Coffee"

CANNOT BE COPIED

That is why anyone who compares "Kit" Coffee with its imitations keeps using "Kit" right along.

The manufacturers of "Kit" Coffee have the secret of obtaining in bottled form a highly concentrated essence of the finest coffee and chicory with a delightful flavor and aroma.

Price--Nom. 5-oz. botts. (beautiful package) \$1.55 per doz.  
" 10 oz. " " " 3.00 "

If you haven't stocked it yet, order at once from your wholesale grocer, or

Canadian Agents:

THE HARRY HORNE CO., 309 King Street West, TORONTO  
A. TYTLER, Temple Building, LONDON  
J. A. CROOKS, Bedford, HALIFAX

**KIT COFFEE CO., Govan, Glasgow**

**CENTURY SALT**

**Contains No Grit**

Strictly high-grade processes are adhered to in the manufacture of Century Salt. We guarantee that absolutely no foreign matter or undesirable chemical is present in our product.

Century Salt is the Best there is.

It Pays to Handle the Best

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.



The whole world  
is drinking

**'CAMP' COFFEE**

and means to drink a great deal more of it.

DON'T have to murmur—"Not in stock" when the next inquirer calls!

Ask your Wholesale House about 'CAMP' to-day.

E. Paterson & Sons  
Coffee Specialists  
Glasgow

**TEA LEAD**

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

**ISLAND LEAD MILLS, LIMITED**

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

Canadian Agents  
HUGH LAMBE & CO., TORONTO  
J. HUNTER WHITE, ST. JOHN, N.B.  
CECIL T. GORDON, MONTREAL



The Shreds Sell McLean's

**"WHITE MOSS" COCOANUT**

Not Ground—but Stripped  
COCOANUT

from extra select cocoanuts, full flavor.

**CANADIAN COCOANUT CO.**

Sole Makers, Montreal

# Comfort Soap Sealing Machine

---



Wetting the Tape

Free with 25 Cases Comfort Soap  
Or with 10 Cases Comfort Soap and \$2.00  
Or with 5 Cases Comfort Soap and \$2.50

## ADVANTAGES

**SAVES TIME**  
**SAVES TWINE**

Parcels are securely fastened and cannot be tampered with as is the case with twine.

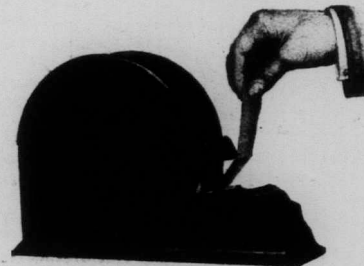
Advertisement of Grocer enters each customer's house on one or more parcels daily.

Each roll of tape is 9,600 inches long and capable of sealing 2,400 parcels.

Rolls of tape with our advertisement only are supplied by us absolutely FREE.

Rolls of tape with CUSTOMER'S ADVERTISEMENT alternating with ours are supplied at 25c. per roll or given free as premiums. No orders taken for less than 20 rolls of tape.

**DIRECTIONS:**—Draw required length of tape across the roller, pressing it on roller to moisten, then lift upward and press it against cutter and seal parcel. When roll of tape becomes smaller, tighten thumb-screw which is located under the cutter to prevent tape sliding too freely. Always keep plenty of water in the pan.



Tearing Off the Tape

---

### ADDRESS

**PUGSLEY, DINGMAN & CO., Limited**  
**TORONTO**





NINETY THOUSAND POUNDS



is the increase in "SALADA" Sales for the past four weeks.

For week ending Sept. 2nd	52,343 lbs. increase
" " " 9th	11,037 " "
" " " 16th	8,553 " "
" " " 23rd	18,354 " "

a total of 90,287 lbs. This means that over **eighteen million** more cups of "SALADA" Tea were drunk during these four weeks than during the corresponding weeks of 1910.

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# Review of Flour and Cereal Markets

Movement in Prices of Flour and Cereals During Past Few Years—Certain Similarity in Price Movement of Flour in Recent Years—Few Changes So Far This Year—Changes in Rolled Oats and Rolled Wheat.

The fall trade in flour and cereals is beginning to be felt, and interest in general is becoming more marked in these lines. It may, therefore, be of interest to the grocer to review the movements of the market during the past few years.

There have been few price changes in flour so far during 1911. The year has been most unusual in that regard when compared with the many changes in preceding years. Another feature which may be of interest to the merchant is the fact that flour at the present time is lower than at the same time in 1910 and 1909.

## Flour Changes Somewhat Uniform.

There is, however, a certain similarity in the movements of flour in the past few years. In 1909 and 1910 flour went higher during the first half of the year, unfavorable weather during the summer months working for higher prices. Then as the crop began to come forward prices dropped. This year flour on a Toronto basis started at \$5.50 per barrel. Slight decreases occurred in March and April, due to a plentitude of wheat. In the middle of August there was a 20 cent advance, bringing prices up to the present basis of \$5.30. From April 14th until this advance took place flour was at the lowest point it has reached in three years. Quotations for 1st patents in Toronto during 1909, 1910 and 1911, with the various changes are as follows:

1911.	
Jan. 1 .....	5.50
Mar. 3 .....	5.40
Apl. 14 .....	5.10
Aug. 18 .....	5.30
1910.	
Jan. 7 .....	5.30
Jan. 14 .....	5.60
Feb. 4 .....	5.70
Apl. 29 .....	5.60
May 6 .....	5.50
June 3 .....	5.40
July 1 .....	5.50
July 8 .....	5.60
July 15 .....	5.80
July 22 .....	6.20
Sept. 9 .....	5.90
Sept. 23 .....	5.70
Nov. 11 .....	5.70
Nov. 25 .....	5.50
1909.	
Jan. 7 .....	5.80
Jan. 29 .....	5.60
Feb. 19 .....	5.80
Apl. 16 .....	6.00

Apl. 23 .....	6.10
Apl. 30 .....	6.20
May 14 .....	6.30
June 11 .....	6.40
Aug. 13 .....	6.20
Aug. 27 .....	5.75
Sept. 3 .....	5.60
Oct. 1 .....	5.30
Nov. 11 .....	5.30
Nov. 25 .....	5.30

## High Price of Rolled Oats.

Rolled oats with the recent advances have reached quite a high figure, and are at present the highest they have been since Aug. 20, 1909. They are 40 cents per bag higher than at the opening of the year, and 55 cents above the lowest point of the year, which was March 3, when Toronto prices reached \$2.05 per bag. Present prices at Toronto are \$2.60 per bag compared with \$2.20 at the same time last year and \$2.50 at the corresponding time in 1909.

Quotations showing the changes in the past three years are as follows:—

1911.	
Jan. 6 .....	\$2.20
March 3 .....	2.05
April 28 .....	2.15
May 19 .....	2.15
July 21 .....	2.35
Sept. 1 .....	2.45
Sept. 15 .....	2.60

1910.	
Jan. 7 .....	2.30
Jan. 28 .....	2.40
March 11 .....	2.30
March 25 .....	2.20
April 8 .....	2.00
May 20 .....	1.90
May 27 .....	2.00
July 22 .....	2.30
Aug. 5 .....	2.45
Sept. 23 .....	2.20
Sept. 30 .....	2.25
Oct. 28 .....	2.05
Dec. 2 .....	2.20

## 1909.

Jan. 1 .....	2.50
Feb. 26 .....	2.60
May 28 .....	2.90
Aug. 6 .....	2.65
Aug. 20 .....	2.50
Oct. 15 .....	2.40
Nov. 26 .....	2.30
Dec. 2 .....	2.20

## The Rolled Wheat Market.

While rolled wheat has done some fluctuating during the past 12 months, it is practically back to the same figure as a year ago, when quotations in Toronto were \$2.85 per hundred pounds. At the present quotations are \$2.90. At the same time in 1909 they were higher, ranging from \$3.25 to \$3.50.

## Procedure in Purchasing a Business

What It is Necessary to Do Besides Handing Over the Purchase Price—Varies in the Different Provinces—Ontario Merchant Raises an Interesting Question—In Manitoba, Quebec, British Columbia and Saskatchewan Creditors and Purchaser are Protected by Bulk Sales Act—The Act Explained.

"When you purchase a business is it necessary to do anything besides hand over the purchase price and get busy?"

There is, if you would fully protect yourself. The procedure accompanying your purchase will vary with the province in which you reside. If you are buying a business in Ontario for instance the operation is easily accomplished. However, if you should be doing the same thing in Manitoba you must take a little more time and trouble.

"Oh, I suppose they have some useless red tape in Manitoba," is the reply one is likely to get, unless the inquirer is acquainted with particulars, for business men in general agree that

Manitoba as well as some of the other provinces are far ahead of Ontario in the matter of transferences of businesses. Let us get to the explanation.

The following letter has just been received by The Canadian Grocer:—

The Canadian Grocer,—I have a friend who is about to buy a grocery business, which is owned by a man who is a stranger to him. He is buying at 90c on the dollar, and is wondering if he pays the money to the man for the stock, and the stock should not be paid for at the wholesale grocer's or any place else, how would that affect my friend?

I told him I would write you, and that you would know.



I think if he buys the stock at 90c on the dollar and pays for it that no one can come on the stock, even if the man he bought it from did not have it paid for; but you will know, and an early reply will be appreciated.

W. H. HAYGARTH.

Cayuga, Ont., Sept., 1911.

The reading of this letter will no doubt help to unravel the plot of our story. The reader will begin to have an inkling into the reason that the law in regard to a business transfer in Manitoba is different to that ruling in Ontario. The protection to the purchaser in Manitoba is really no greater than in Ontario, but it is a great deal better for the creditors of the seller. All dealers are in sympathy with any law that requires as far as possible a man to pay his just debts. This is just the good point of the Business Transfer law in Manitoba. It reduces to a minimum the possibility of a man eluding the debts which he has justly contracted.

**What to Do in Ontario.**

Our correspondent as far as Ontario is concerned, is quite correct in his belief with the exception of a few minor details which the purchaser must deal with. He must find out first if there are any liens against the stock in the way of judgments or chattel mortgages. This may be ascertained at the registry office of the county. If there are no liens against the stock, he is free to purchase it, hand over the money, and commence business without fear of the seller's creditors trying to collect any debts of such seller from him.

The law in Ontario regarding the sale of a business stock is an injustice to wholesale dealers. It gives them absolutely no protection against unscrupulous retailers. A retail dealer may contract a number of large debts, sell his business and receive the money for it, decamp and the wholesaler is without means of securing what justly belongs to him. The law gives every chance to fraudulent dealers to outdo their creditors.

**The Bulk Sales Act.**

A law known as "The Bulk Sales Act," protecting creditors of a dealer is in force in Quebec, Manitoba, British Columbia and Saskatchewan. Therefore a man purchasing a business in any of these provinces will have to do more than hand over the purchase price if he would fully protect himself. The laws in the different provinces vary to some extent, although all aim at the same thing. The Saskatchewan Legislature has just recently put an act to this effect into law.

This act which will have a far-reaching effect upon the sale of business in bulk in the future, has been enacted for the protection of the purchaser and the

creditors of the vendor and to prevent the perpetration of fraud on the part of persons desiring to sell their business, secure the cash for same, and decamp without settling up their outstanding liabilities for the goods that they may have transferred in the transaction of sale.

Briefly, the Bulk Sales Act provides that the vendor must supply the purchaser with a sworn statement containing the names and addresses of all his creditors together with the amount owing. It shall then be the duty of the purchaser before paying to the vendor the purchase price, to obtain the written waiver from the creditors of the vendor before paying over the sale price, or he shall pay the purchase money, or sufficient thereof to satisfy the claims of all the creditors of the vendor into the hands of the official assignee to be distributed pro rata amongst the creditors, less the usual assignee's fees. The purchaser, however, can obtain the consent of the creditors to turning over sufficient of the proceeds to a nominee mutually satisfactory, thus avoiding the expense consequent upon handing same over to the official assignee. If the total purchase price is less than the total indebtedness of the vendor, it is necessary to obtain the consent of 60 per cent. of such creditors before any sale

can be effected, thus preventing a bogus sale at a low figure and preventing fraud by any side deal being effected by the vendor in order to evade the provisions of the act.

A sale is considered to be a sale in bulk whenever the entire stock-in-trade of the vendor is sold, or part thereof, out of the usual course of business or trade of the vendor. The act in Saskatchewan covers not only a stock of goods, wares, and merchandise, but also an hotel or wholesale license for the sale of intoxicating liquor.

If the provisions of the act outlined above, are not carried out, the sale is void, as against the creditors of the vendor, unless the creditors are paid in full, and said sale shall be deemed fraudulent, and the creditors are, through the courts entitled to issue a writ of attachment against the goods covered by such sale.

The Manitoba Bulk Sales Act, which has been in operation for the past two years, and upon whose provisions the Saskatchewan Act was founded, was amended at the last session of Parliament, so as to require the consent of 60 per cent. of the creditors in case of a sale, thus remedying a defect in the original act. This act has been a great protection to the mercantile community and is beneficial in its results.



Sitting on the counter discussing matters with people who come to loaf and not to buy, is not good business. The active wide-awake merchant or clerk is the one who gets the trade.

# Errors in Stating Coffee Prices

Some Interesting Data on Cheap and High Grade Coffees—Meeting an Advancing Market with Higher Prices to Consumers—Schedule of Profits—Is Cheap Coffee a Thing of the Past?

• By Henry Johnson, Jr.

Here is a very pertinent comment from one of my attentive readers:

Dear Mr. Johnson:—In The Canadian Grocer of August 11, you have an article on "Raising the Grade of Coffee," in which you state that it would be well to have a coffee to retail at 15c. or 18c. per pound. I am at loss to know where it is possible for a retail grocer to purchase a coffee so as to retail at 15c., 18c. or even 20c. and make any profit. The cheapest roasted coffee to be had, that I know of, is from 18c. to 18½c., which would show very little profit at 22c. In reading your paper I noticed this article and thought I would take the liberty of writing you, as I am interested in all grocery lines.

My subject in the article referred to was a series of questions relative to generally raising the grade of our business. In treating the subject, it happened that I used coffee as an exemplar of how persistent effort along certain lines would result in our general betterment. This is how it happened that I did not verify each statement in relation to present market conditions. Even so, however, my correspondent will find that I not only did not urge the dealing in 15c. and 18c. coffees, but said that these should be avoided wherever possible. I had in mind the fact that most grocers do not enjoy such an exclusively high grade trade as I do, hence often feel that they "have to" meet a demand for something cheap, even with very little profit to themselves. My thought was, that these cheap lines might have to be carried in present circumstances, but the effort of the dealer should be constantly exercised to Raise the Grade—get away from those cheap lines and onto lines which would pay him more margin while also improving the standard of living and bettering the taste of his customers.

## Sells Only High Grade Coffee.

Nevertheless, the figures given were misleading; and I can only account for this by the fact that I have for years roasted my coffee, so have some considerable advantage in my costs, and the further fact that I sell so little coffee be-

\*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

low 25c., that I had, for the moment, actually forgotten what that grade cost. I had likewise lost track of the fact that 18c. and 15c. are now out of the question.

So now I have made an exhaustive investigation, which has revealed a good many things, and I am thankful for my own sake that my friend brought up the question, since its treatment will result in my making a good many extra dollars during the next year.

## How Advancing Market was Met.

The blends which I am using are almost the same as I had made up for me when, in 1902, I bought my roaster. A few minor changes had been made before the beginning of 1911. Once Maracaibo became too high to use, and we had to change some formulae to meet that condition. Into other blends at other times we put Bucaramangara, or "Bucks," instead of Bogota. On the whole, however, the blends have remained as they were, we being naturally loath to make changes.

In January of this year, it was evident that the steadily advancing market would soon force a raise in our prices, and it fortunately happened that there was a good deal of newspaper talk on coffee at that time; so it seemed to me that the "psychological" moment to make a general advance had arrived. It was my intention to get busy on an analysis of our blends at that time, but I also knew our margins had been very liberal, so I felt safe and the analysis was not made until just now—for which, as I say, I am thankful to my friend. In January, as stated, we made one sweeping, general advance of 5c. a pound all along the line, excepting that we made our old 32c. blend 38c., and our old 22c. blend 28c., thus advancing these two 6c.

## Kept Consumer Advised.

Very little trouble has been experienced because of our way of handling the change. We said nothing unless necessary to any of our customers. The woman who had been using 28c. coffee still got 28c. coffee, and if she did not notice the change, we said nothing. If she did notice it, we explained. To offset the disturbance liable to result from such a radical change, we advertised our coffees, and have continued to advertise them steadily and exclusively ever since, until now there seems to be nothing to indicate that any change has been made.

But now as to costs. I find that our raws cost us from 26½c. for Java, to 14½c. for the cheapest Rio we use. This makes our roasted Java stand us 32.05c. and roasted Rio 17.76c.; with all the others coming between. This is on the basis that usually prevails, which is to figure 16 per cent. shrinkage in roasting and ½c. roasting charge. As a matter of fact, very few coffees shrink over 14 per cent. and many not more than 12½ per cent.; and it does not cost us ½c. to roast. But these are the customary ratios; men of large experience stick to them; and they may be considered safe in all circumstances; so it is good business to observe them. It is to be noted in passing, that fine, mild coffees, like Javas, and usually high-priced growths, like Mocha, have not advanced in price, while Rios, Santos, Mexican, Bogotas, have all advanced and the lower grades have advanced proportionately very much more than the higher grades. So one can buy as good a drink as ever for from 30c. to 40c., but from 30c. down the value declines and it is impossible for the consumer to get anything fit to drink for less than 20c. with any margin whatever to the dealer.

## Present Coffee Costs.

I find therefore, that my costs to-day are as follows:

The 45c. costs 25.84c.; the 40c. costs 24.82c.; the 38c. costs 20.52c.; the 35c. costs 21.33c.; the 33c. costs 19.43c.; the 30c. costs 20½c.; the 28c. costs 19.55c.; the 25c. costs 20.14c.; the 23c. costs 18.65c.; the 20c. costs 17.76c.

My margins are: 42-2-5 per cent. on the 45c.; 37-95 per cent. on the 40c.; 46 per cent. on the 38c.; 39 per cent. on the 35c.; 41½ per cent. on the 33c.; 31-2-3 per cent. on the 30c.; 30-1-6 per cent. on the 28c.; 19-44 per cent. on the 25c.; 14-96 per cent. on the 23c.; 11-1-5 per cent. on the 20c. So everything from 45c. down to 28c. I am making very good money—just about what I have always made on my own roasts; but below 28c. I am not doing what I should do on coffees, especially considering that I roast my coffees.

Another interesting result of this investigation is the revelation that things have got so far out of line that since the last adjustment that my 35c. costs more than my 38c., and my 30c. more than my 33c. or 35c., and within a fraction of the cost of my 38c.; also that my 28c. costs more than my 33c., and my 25c. more than my 28c. As things stand

now, it is best for me to boost my 38c. in preference to any higher-priced coffee I have; and as that will be popular with my customers, I intend to do it. But it is obvious that the schedule calls for readjustment all the way through and I am at it now.

**Cheap Coffee Disappearing.**

It is the feeling and I may say it seems to be the hope of many large coffee handlers, that we have seen the end of what we have hitherto called cheap coffee. If that really means that we shall in future have no coffee to offer for less than 20c to 25c. and that the

drink will be just that much better than it formerly was, I believe I shall also be glad of the change. A blend, say, of 4 or 5 Santos and 7 Rio, with just a little Mexican will make a drink that anybody can like, providing it is properly made; and that blend can be sold, with a fair profit, for 25c. When you get something cheaper than this, you reach a point where even skillful making will not avail; which means that coffee as a drink is discredited just so much; which again hurts all coffee business and is therefore bad for us.

I should delight in hearing more from my readers on this subject. It is important enough to merit full discussion.

will be in demand. Acquaint your farmer customers with the fact that you carry this line.

**Sold Fresh Sausage.**

At this time last year, a grocer, the writer knows, began getting fresh shipments of small sausage twice a week from a packing house. He told his customers the days on which he would have them and worked up a good regular trade. People began to buy sausage, thus affording the opportunity of introducing other lines to them.

A good plan followed by many grocers is featuring some one line each month. Perhaps you have a baking powder, tea, coffee or other line that would stand some special attention. Feature that line during October in your advertising, display and talks and results will be gratifying.

**How to Advance Trade in October**

**Methods That the Dealer Has at Hand to Start the Fall Trade Off at a Healthy Stride—Final Effort on Fruits—Opportunities of the Pickling Season—Specializing on One Line During Month.**

With the opening of October we are well started on the fall trade. Prospects are excellent for a good volume of business during the coming months and the dealer who goes after it strong is the one who will get the greater percentage. Let the grocer put forth some extra efforts in all directions, including advertising, window display and personal salesmanship. If at all possible increase your advertising, or at any rate make it's sales' value as great as possible. Get your clerks enthusiastic over increasing their own sales and in keeping the window in its best garb. Then try yourself to keep the cash drawer clinking. Now with business conditions at their best is the time to get busy.

**Make Final Effort in Fruits.**

October is the month in which to make the final effort in fruit. It's a month in which a fair amount of preserving is done by the housewife and should be greater than ever this year because of the small amount of early fruits put away, and as the late fruits such as peaches, plums and pears are still fairly plentiful. Grapes are at their best and their sale should reach an appreciable volume. In some districts only small amounts are sold, while in others large quantities are disposed of. Make your town of the latter variety.

**Grape Jelly Recipe.**

One merchant last year to stimulate sales, published in his ad. a recipe for making grape jelly which he found of value in increasing the amount "put down."

**Get After Pickling Trade.**

Another avenue of the housewife's activity this month gives the grocer a cue

to increased trade. This is the annual pickling season and from myriads of homes throughout the country is coming the smell and aroma of spices, vinegar and other pickling necessities. This means more business for the wide awake grocer. He will have on hand, a full assortment of these needs, and will give prominence to them both by display and advertising. Move the spice receptacles up to a handy position and where they will be seen. Don't forget to impress carefulness in weighing upon your clerks, if you wish the spice business to be a paying one. See that poor taps or other leaks are not carrying away the profits on vinegar.

**Money in Oysters Now.**

The oyster season is with us again. Here is presented another opportunity for increased trade. Some months have elapsed since consumers have been able to purchase oysters and their pent up appetite for this line should work for the good of the grocer who gets in a supply. A receptacle with a glass top showing the oysters, which are now packed solid without any water, is an excellent method of display. Proper refrigeration is necessary at this time of the year, however, in order to preserve the quality, so that oysters may have to be mentioned to customers in order to effect sales.

This is a good month to attempt to put fresh life into your provision trade. Smoked and cooked meats should especially be in demand. Let your customers know of the different lines of hams and bacon you carry; show them in a sanitary manner on a special counter with show or price cards attached. In country districts with threshing commencing, bacon, and especially long clear,

**FIRST CANADIAN COTTON SEED OIL REFINERY.**

**Erected in West Toronto—How the Oil is Manufactured.**

Toronto, Sept. 28.—A Cotton Seed Oil Refinery has been erected at West Toronto by Gunns Limited, pork and beef packers. It is the first and only one of its kind in Canada, while in the United States the production reaches 168,000,000 lbs. annually.

Cotton Seed Oil is used for edible purposes, as shortening. Its manufacture is interesting. When the growing crop reaches maturity, the seed is in a position to be gathered. This seed is sent to the mill and put through machines, which first take off the lint and then the hulls, leaving the kernels. These kernels are thoroughly cooked, after which, while yet hot, they are put into bags and pressed in hydraulic presses under an immense pressure. This presses out the oil which runs from the presses into tank cars, thoroughly sterilized before loading. This raw oil is then ready for the refinery.

**STRAWBERRY PLANT IN BLOOM.**

In his garden at 169 University Ave., Toronto, Geo. Burleigh has a strawberry plant in bloom, a most unusual thing for this time of the year. It is of the Chesapeake variety.

\* \* \*

In regard to brooms some jobbers state that there will be a scarcity of the larger sizes and that they have withdrawn this line.

Some Canadian manufacturers report a decline in the price of macaroni. One half cent a pound is the reduction. Others have not reported such.

# THE CANADIAN GROCER

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## STABILITY IN TARIFF MATTERS.

After an election the partisan element is largely eliminated, and business men are more inclined to discuss questions on their merits.

A manufacturer in Eastern Ontario who worked against the Conservatives in the recent campaign stated the day after the elections he was not sorry the reciprocity bill was defeated, as it would show both political parties that the majority of the people wanted stability in tariff matters.

There has been a feeling of unrest among United States manufacturers during the past few years, owing to the probability of a reduction in their tariff. Most manufacturers decided not to add any new machinery or make any extensions to their plant till they were assured that the Government was through revising the tariff. Much the same situation has been developing in Canada, but the period of suspense has been of short duration, and the verdict of the people, given September 21, has made it plain that all classes are in favor of stability in tariff affairs.

Canadian manufacturers will now feel safe in going ahead with extensions they had contemplated. A number of United States and British firms, either rightly or wrongly, expected that if the reciprocity agreement carried, it would be followed very shortly by a general reduction in duty on manufactured goods. These firms will now feel more inclined to establish Canadian branch factories, knowing that there is very little chance of any reduction in the tariff during the next decade at least.

Complaint has been made for some years that goods are being "dumped" into the Canadian market. A special clause was inserted in the tariff about seven years ago with a view to making it impossible to invoice goods for duty at a lower price than they were being sold in the home market. This clause has not been strictly enforced, and to meet this competition, some Canadian manufacturers have been compelled to sell their season's output at a loss. This is grossly unfair, both to the Canadian manufacturer and to the buyer who will not make a false statement to secure a lower price. It is putting a handicap on honesty, and the Government will do well to put forth every effort to make the dumping clause serve the purpose for which it was intended.

## WHY COCOANUT ADVANCED.

The recent advance in the price of cocoanut does not surprise those who have understood the conditions of manufacture.

The price of cocoanut had not been advanced in years. The cost of the nuts had increased, labor was higher as was other incidentals connected with the manufacture of this article. The price, it is stated, has been simply at a figure in keeping with former conditions. This was one manufacturer's opinion, and while at the time he did not intimate an increase in the price of cocoanut, the news of the advance does not surprise one to whom an explanation was given of the manufacture of this article.

It would appear that there has been no effort at organization among the manufacturers, in fact it was the competition that kept prices at the low figure in spite of the general advance in the cost of production.

## THE BROOM SITUATION.

Brooms have been ascending quite sharply in price on Canadian markets of late, the advance being ascribed to the higher prices of broom corn in the United States from where Canadian manufacturers secure their supply.

It was believed at first by many Canadian dealers that prices would recede after the first excitement was over but late information would seem to indicate that this will be a year of high prices in brooms, at least higher than the past twelve months. The situation is a somewhat peculiar one and only by close study can it be analyzed. The fact of the matter is, that the early broom corn crop was just about as heavy this year as last. However, just as soon as the harvest commenced, manufacturers who needed immediate supplies rushed into the market. Farmers noting the keen demand pushed prices upward. The result was an intensely exciting market with prices ranging away higher than last year.

A late report says that 90 per cent of the crop of Kansas and Oklahoma has been contracted for at the high prices.

There is still a late crop to be harvested. It is not known exactly how it will turn out, conditions at the present being unfavorable, rains interfering with the harvesting. Still, with the early crop having sold at a high price, the late one will have a tendency to follow suit. Farmers at least will hold with that in view. Thus, conditions would seem to indicate a continued strong market on brooms.

## NOW FOR THE LAST QUARTER.

During the fall of last year a Canadian dealer in totaling up his sales found to his dismay that the business did not equal that up to the same time the previous year. Naturally with expenses continuing just as large as ever, the fact set him thinking.

He called a "council of war" of his entire staff, acquainted them with the fact that business was falling behind, and asked their assistance in making the total sales for the year as large as the one before. A spirit of enthusiasm took possession of the whole staff, with a silent determination that they would not only equal the last year but surpass it.

Each clerk made a stronger effort to increase his sale to every customer who entered the store, the window displays were changed oftener and more care given to them, and more careful planning was given to the firm's advertising. The result was that the sales showed a substantial gain over the previous year.

With October 1 the last quarter of the business year is ushered in. This is the time for the dealer to sum up

his sales for the past nine months and compare them with the previous year. If they have not shown the increase that every sound business should, now is the time to determine you will make it up before the year closes. There is no better incentive to effort than the desire to excel previous records. Therefore let every Canadian grocery dealer decide to make the last quarter of 1911 the best three months in his business history.

Business conditions in Canada are good and the opportunity is presented to surpass previous records.

### TRAINING THE CLERK.

The efforts of English grocers to improve the standing of their clerks are practically general throughout England. The following note is from the Grocers' Review: "The Higher Education Authority of the City of Leeds has again agreed to the arranging of courses of study for grocers and their assistants during the coming winter. There will be a preliminary course for younger apprentices, whose general education and experience are not sufficient to allow them to take the first year course with advantage."

Then follows the programme of studies, with the names of the instructors. The first and second year courses have on alternate Mondays, 8 to 10 p.m., "Adulteration of foodstuffs" (with application of tests;) and "Commercial practice and bookkeeping." On Tuesdays, 8 to 9 p.m., tea—characteristics of Ceylon, India and China, with experiments in testing and blending; coffee—description of various growths, roasting, blending, with experiments, coffee mixtures, coffee essences. On the same evenings there will be lectures on knowledge of commodities. On Tuesdays from 9 to 10 p.m. several authorities on the subject will deal with law affecting the grocery trade. Prizes are offered to the best grocers and clerks who take up this course, which is arranged in conjunction with the Leeds and District Grocers' and Provision Dealers' Association, and the Leeds branch of the National Association of Grocers' Assistants.

When practical work of this character is undertaken by Canadian grocers, we will have a higher standard of clerk in this country, which will tend to place trade on a much better basis.

### SEEDS HAVE TO BE LABELLED.

During the last session of the Dominion Parliament, important changes were made in the Seed Control Act, respecting the sale of clover and timothy seed which will be of particular interest to the general merchant.

Under the old act the inspector sometimes found it difficult to prove violations though misrepresentations were being made. A dealer might offer red clover seed, containing as many as 92 noxious weed seeds per ounce and an unlimited number of other weed seeds such as Foxtail, represent it as his best grade and charge nearly as much as his competitor asked for No. 1. He would not mark it No. 1 but he might state verbally that it was No. 1 or just as good.

This has often been done, with the result that farmers as well as retail merchants who really wanted to buy pure seed have got badly contaminated seed and paid high prices for it. Under the new Act such misrepresentations will be impossible and both farmers and retail merchants will be able to buy their seed more intelligently.

Four grades are fixed by the Act for red clover, alsike, alfalfa and timothy seed, and all seed sold for seeding purposes by seedsmen must be plainly labelled with the grade. Any seed not grading No. 3, which is a higher standard than the old prohibitive line of five noxious

weed seeds per thousand of good seed, is prohibited from sale.

In addition to the standards for freedom from weed seeds, standards for purity in other respects and general appearance are fixed for Extra No. 1, No. 1 and No. 2. Double the number of noxious weed seeds are allowed in alsike on account of the greater difficulty in cleaning this seed.

### SUBSTITUTION.

Substituting an inferior article to the one asked for is poor policy on the part of any dealer. He is foolish who would attempt such a thing for he is bound to lose standing and trade.

Before offering one article in preference to another, the dealer must satisfy himself beyond all doubts that his recommendation is going behind goods of the right quality. There are in every store goods that will pay the grocer to push because of the margin of profit. In figuring the margin he gets on goods, the dealer should, however, estimate—and the manufacturer is justified in asking him to estimate—the profit received on the turn-over, as well as on the individual sale. Some lines move more readily than others because of their quality plus liberal advertising, and providing a fair profit is allowed, these are goods it will pay the dealer to push. These are the goods on which it will pay him to broaden the scope of demand by his own personal salesmanship.

But beware of substituting an inferior article to the one asked for. It is business suicide, because it lessens the confidence your customers are prone to repose in you, and even if your profit at the time should be greater you will lose in the end.

### TIME FOR GOOD WINDOW DISPLAYS.

With the arrival of the longer evenings, better opportunities for making sales through the medium of the display windows are presented. This will be turned to good use by the progressive merchant.

Not alone are the evenings longer, but the temperature is such that a passerby will be inclined to stop and inspect the window that is attractively trimmed.

The merchant should keep this in view when making his displays and have them so arranged as to catch the eye. The difference between an attractive and unattractive window is mostly in the difference in time spent in planning and arranging it. Time spent in this work is valuable.

That the window may catch the eye during the evening, it is most necessary that it be well lighted. This is another side of the display question that the merchant should consider. Sometimes, proper lighting does not mean so much how many lights are used, as how they are situated. This point needs studying, too.

Good displays with proper lighting during the fall months will bring good results. The grocer should work with that in mind.

### EDITORIAL NOTES.

It is not a wise plan to let well enough alone when something better is within reach.

Now it's molasses that is advancing in price. It goes up in sympathy with the sugar incline.

The merchant and his clerks need a reasonable amount of rest, but the store is not the place to take it.

You can never tell when business is going to come your way. The customer who does not want a bag of salt to-day may require a hundred of sugar to-morrow.

## Wide Awake Methods of Retailing

**Curtain for Window Background—Some Ideas on Ad. Writing—Hunting Season Taken Advantage of—How Price Tickets are Valuable in Making Sales.**

The Grocer will pay any dealer or clerk for practical items for this page.

### Curtain Used for Background.

Montreal, Sept. 28.—Fraser, Viger & Co. have a simple and effective background for a window that may be of interest to other grocers. The floor of the display window is only about two feet above the store floor, and no board background is used. Instead, about six or eight feet above the ground floor a metal rod extends across the window at the rear. From this a curtain may be hung. The curtain is back about five feet from the glass and thus ample room is allowed for displays. The curtain may be changed as often as desired.

Any dealer will recognize the commendable features of this idea in preference to building a permanent wooden background to enclose the window as is often done. During the cooler months when flies are not present, it is the best as it allows a change of background when desired and also allows more freedom in arranging the display.

### Cultivates Present Customers.

Edmonton, Alta., Sept. 28.—“I try,” said a local merchant, “to sell a customer all her wants. A grocer has in many cases numerous customers who buy a little from him but their purchases do not amount to any great volume. This is the kind of customer whose trade I try to increase. I give her the best goods and service possible, and do everything that will tend to attract her closer to the store.

“Many grocers try to secure as large a number of customers as possible but do not attempt to make each customer's trade as large as it might be made by cultivation. I think it would be much more profitable to cultivate the trade of old customers instead of rushing off for new business.”

### China Premium With Grocery Order.

Fort William, Ont., Sept. 24—Kirkup & Wilkie, grocers, are clearing out their china stock, and to do so and also help their grocery department, they are giving, free, with every \$5 grocery order, two pieces of china. Their ad. in the local paper reads. “Free—Free—To clear out our china stock we will give free with every \$5 grocery order, two hand-painted Limoges fruit, soup, dinner, tea or bread and butter plates. These are genuine French Limoges china, beautifully hand painted, and are valued at from 50c to 90c each. You

will never get another chance like this. Don't delay. Order now.”

### A Unique Introduction.

Sudbury, Ont., Sept. 28.—The J. D. Taylor grocery of this town take a great interest in giving something new and interesting to their customers in their

AND Behold there was much murmuring of the people because of the high prices of the fruits of the earth and of the vegetables thereof

And Suddenly there came refreshing rains and the fruits and vegetables increased abundantly so that the cost thereof was less than aforesaid.

So That the people rejoiced with great joy and with one accord went to the telephone calling for

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Tomatoes, per lb. . . . . 10c  
Cucumbers, basket. . . . . 75c  
Apples, basket. . . . . 75c  
Green Corn, per doz. 30c  
Wax Beans, per lb. . . . . 10c  
Cabbage, each. . . . . 10c  
Lopes, each. . . . . 25c  
Peaches, per doz. . . . . 40c  
Pears, per doz. . . . . 40c  
Plums, per lb. . . . . 15c

And the following day—being Sunday—the people found everything very good

**Taylor's**

PHONE 148      PHONE 148

newspaper advertising. The accompanying reproduction of one of their recent ads. illustrates this, particularly the introduction.

Taylor's have also a neat letterhead. It contains little type, but is attractive by reason of its neatness.

### Catching the Hunter's Trade.

Montreal, Sept. 28.—In keeping with their progressive methods in the grocery business, Fraser, Viger & Co., Ltd., published recently an advertisement that should appeal to hunters. They call attention to the fact that they provide hampers already packed with the necessities and quite a few of the luxuries that make the meal in the woods worth remembering. Part of the introduction to the “ad.” reads as follows: “The hunting season is again at hand, and our friends are all getting ready for a few days' sport among the mountains, rivers and lakes. If you are intending going away for a short trip, you cannot do better than let us fit you out with your groceries, provisions, cigars, etc. We have for years made a specialty of this particular class of trade, and understand thoroughly all the details as to the packing, shipping, etc.”

Then follows a list of some of the goods that are indispensable to the woodsmen with a six hours' hunger.

### Value of Price Tickets.

St. John, N. B., Sept. 28.—“Those little pieces of pasteboard may look insignificant,” said a local grocer this week, “but to me they are of value, and are as good as a well-informed clerk about the store.” He was referring to price tickets which figure prominently on the greater part of his goods, and which he makes a specialty of having neat, distinct, attractive to a certain extent as regards design. He said that some might not think this latter feature of any consequence, but to his way of thinking, when a price card was cut oval, oblong or diamond shape, it was more noticeable than when in the form of an “awkward square.”

“I have noticed women come into the store,” he said, “and while making their objective purchase, they will naturally glance about them. These little pasteboard price tickets appeal to them, and I see them pondering as to whether or not the article is worth the money asked. By having the price displayed on the tickets, it relieves them of having to ask questions, or of feeling embarrassed if they have decided to buy and later, on learning the price, decide the article is too dear.

“There is also another good feature in having these price tickets,” he continued. “There is no necessity of any time being wasted in useless conversation in the asking and imparting of information, and this is certainly important on a busy day. That's the time they prove their value.”

# Latest Review of the Grocery Market

Market News on General Groceries From All Sections of Canada—Sugar Prices Unchanged This Week—Speculation as to Outcome—Coffee in a Firm Position—Prices on Late Fruits and Vegetables Expected Soon—Price of Broom Corn at High Figure—Staples are Generally Steady—Trade in Healthy Condition. See also Provisions, Cereals and Fruit Pages Following.

## QUEBEC MARKETS.

### POINTERS—

Coffee—Advanced and firm.  
Valencia Raisins—Very firm.  
Cocoanut (bulk)—Slight advance.  
Macaroni, etc.—Down one cent.  
Cotton Rope—One cent lower.  
Shelled Walnuts (halves)—Higher.  
Jams—Higher prices quoted.

Montreal, Sept. 28.—Jobbers state that business is highly satisfactory. They apparently speak from a feeling that the people will now resume the even tenor of business, for it is as yet too soon to expect any results from the elections. There is no doubt that until the present week attention was more or less diverted from business, although trade remained good even throughout the crisis. However, with the opening of October real results of the resumption of business should be apparent. We have had a great harvest, labor has been wholly employed during the year, and there is an air of prosperity that bespeaks a good fall trade, and a bright outlook for Christmas. The dried fruit season is almost here, housecleaning is still under way, the fruit season is at its height and the trade are gradually passing from the summer to the fall demand. Under the existing conditions it is surely worth the effort of making the close of 1911 even more profitable than the seasons that have passed. The country is prosperous and gives every promise of continuing so, a consideration that alone would suggest an attempt at securing an increase over last year's fall and Christmas trade.

Sugar.—Sugar remains at last week's figure. It is difficult to form an opinion as to what the next movement will be. The market is still firm and will apparently retain that position for some time. In the United States new crop sugar is expected shortly and will likely weaken the market, but their price now is greatly in excess of the local figure. Demand for sugar is good the fruit season being still at its height.

Granulated, bags	5 85
" 30-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " 50 lbs.	6 65
" " 25 lbs.	6 95
Red Seal, in cartons, each	6 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb.	6 75
" " 25 lb.	6 95
" " 5 lb. cartons, each	0 37 1/2
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37 1/2
Extra ground, bbls.	6 30
" " 50-lb. boxes	6 30
" " 25-lb. boxes	6 70

Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	6 85
Bright coffee	5 60
No. 2 yellow	5 60
No. 1 " bags	5 45
Bbls. granulated and yellow may be had at 5c. above bag prices.	

Molasses and Syrups.—Molasses are firm and stationary. Of course much depends on the sugar market and it is impossible to tell what sugar will do next.

Fancy Barbados molasses, puncheons	0 33	0 35
" " barrels	0 36	0 38
" " half-barrels	0 38	0 40
Choice Barbados molasses, puncheons	0 30	0 32
" " barrels	0 32	0 35
" " half-barrels	0 34	0 37
New Orleans	0 25	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03 1/2	0 03 1/2
" " 1-bbls.	0 03 1/2	0 03 1/2
" " 2 1/2-lb. pails	1 75	
" " 5-lb. pails	1 25	
Cases, 2-lb. tins, 2 doz. per case	2 40	
" 5-lb. " doz.	2 75	
" 10-lb. " doz.	2 65	
" 20-lb. " doz.	2 60	

Dried Fruits.—Valencia raisins have been advancing and quotations now show an increase of 4s. over the figures offered but a short time ago. Jobbers are now beginning preparations for the delivery of dried fruit orders. There is a sign of new life in the demand for raisins, currants, etc., and it should only be a short time until business in this department will be commanding the most attention. There is a reported scarcity in the larger sized prunes. One jobber summing up the market, said Valencia raisins were likely to be much firmer and that apricots would not likely go any higher.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14 1/2	0 16
Evaporated peaches	0 17 1/2	0 18
Currents, fine filigras, per lb., not cleaned	0 07 1/2	0 07
" " cleaned	0 08 1/2	0 08
" 1-lb. packages, fine filigras, cleaned	0 08 1/2	0 08 1/2
" Filigras, per lb.	0 08 1/2	0 08 1/2
" Vostizzas, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06 1/2	0 07 1/2
Dates, Hallewee, loose	0 04 1/2	0 05
Figs	0 11	
Figs, 3 crown	0 08	0 08 1/2
Figs, 4 crown	0 09	0 11
Figs, 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
Figs, 9 crown	0 13	0 14

Prunes—		
30-40	0 17 1/2	
40-50	0 15 1/2	0 16
50-60	0 15	
60-70	0 14 1/2	
70-80	0 14	
80-90	0 13 1/2	
90-100	0 13	
Raisins—		
Choice seeded raisins	0 10 1/2	0 11
" fancy seeded, 1-lb. pkgs.	0 09 1/2	0 10
" loose muscatels, 3-crown, per lb.	0 08	0 08 1/2
" " 4-crown, per lb.	0 09 1/2	0 09 1/2
Select raisins, 7-lb. box, per box	2 40	5 50
Malaga table raisins, clusters, per box	2 40	0 35
Valencia, fine off stalk, per lb.	0 07	0 07 1/2
" select, per lb.	0 08	0 08 1/2
" 4-crown layers, per lb.	0 08	0 09

Rice.—The market remains firm at former figures. Demand is good, and the possibility of higher prices has not passed yet. Quotations are unchanged from last week, but the situation is just as strong as it was when the advance was quoted.

Rangoons—		
Rice, grade B, bags, 250 lbs.	3 40	3 50
" " " 100 lbs.	3 40	3 50
" " " 50 lbs.	3 40	3 50
" " pockets, 2 1/2 lbs.	3 50	3 60
" " " 1 1/2 lbs.	3 65	3 75
" " C.C. bags, 250 lbs.	3 30	3 40
" " " 100 lbs.	3 30	3 40
" " " 50 lbs.	3 30	3 40
" " " pockets, 2 1/2 lbs.	3 40	3 50
" " " 1 1/2 lbs.	3 45	3 55

Fancy Patna—		
Patna polished	3 70	3 80
Pearl	3 95	4 05
Imperial Glace	4 45	4 55
Sparkle	4 55	4 65

Japans—		
Crystal	4 90	5 00
Snow	5 00	5 10
Ice Dips	6 15	6 25
Carolina Head	6 40	6 50
Brown Sago, lb.	0 05	0 06
Tapioca, medium pearl, lb.	0 07	0 07
Seed, lb.	0 06 1/2	0 08 1/2

Nuts.—An advance in the price of shelled walnuts is one new feature of the market. Demand is fair and shows some improvement.

In shell—		
Brasils	0 16 1/2	0 17
Filbrats, Sicily, per lb.	0 11 1/2	0 13 1/2
" Barcelona, per lb.	0 10	
Tarragona Almonds, per lb.	0 13	0 16
Walnuts, Grenoble, per lb.	0 17	0 18
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11 1/2	

Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " " "	0 32	0 33
" 2-crown " " "	0 31	0 32
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17

Peanuts—		
American—		
Coon, roasted	0 09	0 09 1/2
Coon, green	0 08	0 08 1/2
Diamond G, roasted	0 10	0 10 1/2
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12 1/2	0 13 1/2
Bon Ton, green	0 11	0 11 1/2
Sun, roasted	0 11	
Sun, green	0 10	
Spanish, No. 1	0 12	
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 22	0 23

Walnuts—		
Bordeaux halves	0 36	0 37 1/2
Brokens	0 30	0 32

Tea.—One report in regard to India tea says that the average sale price for August was 95-8d. as compared with 8 1/4d. per lb. for the corresponding month of last year. The same report referring to Ceylon tea continues—"The London public sale offerings amounted to 93,000 packages as compared with 141,000 packages for the same month last year. There was a general tendency toward an improvement in quality of the teas from the gardens of high elevation. These, naturally created better competition, higher prices being paid for all those teas showing the improvement. The average sales price for the month was 9d. per lb. against 77-8d. per lb. during the same month last year. Another report states that the outturn to July 31st was nine million pounds ahead of the figures for the same time last year. A smaller production was expected during August and September but given normal conditions they estimated that the total crop would be about ten million pounds ahead of last year. Ship-

THE CANADIAN GROCER

ments of Indian tea to the United Kingdom from the opening of the season to the end of August were 7½ million lbs. in excess of last year.

In regard to Japan tea the home market for new leaf has continued firm since last issue, but notwithstanding this the demand has been quite active at advanced prices. The new teas arriving are giving general satisfaction, there being absolutely no objection to their natural color while there is a distinct improvement in the cup quality.

Japans—			
Choicest.....	0 40	0 50	
Choice.....	0 35	0 37	
Pine.....	0 30	0 35	
Medium.....	0 25	0 28	
Good common.....	0 21	0 24	
Common.....	0 17	0 21	
Ceylon—			
Broken Orange Pekoe.....	0 21	0 40	
Pekoe.....	0 20	0 22	
Pekoe Souphong.....	0 20	0 22	
India—			
Pekoe Souphong.....	0 19	0 30	
Ceylon greens—			
Young Hyson.....	0 24	0 25	
Hyson.....	0 24	0 25	
Green powder.....	0 19	0 25	
China greens—			
Pineaple gunpowder, low grade.....	0 14	0 18	
" " " " " " " " " "	0 20	0 30	
" " " " " " " " " "	0 30	0 50	

Coffee.—The market has been advancing during the past few weeks and prices to the trade have shown an increase. Statistics generally indicate the strength of the market. Roasters have recently sent out advices to their customers to the effect that prices have been advancing and that everything seemed to point to still further movement in that direction.

Mocha.....	0 95	0 30	Santos.....	0 21	0 23
Rio.....	0 20	0 22½	Maracaibo.....	0 22	0 25
Mexican.....	0 25	0 30			

Canned Goods.

Montreal.—Jobbers expect to have the figures for tomatoes, corn and peaches this week. It is admitted that the canners waited until the disposition of reciprocity was determined, in any event; however, the announcement of prices will be welcomed if it were for no other purpose than settling doubts. There is a healthy demand for canned goods, including fish, vegetables and fruits. This is part of the fall trade and it has certainly made itself felt in no uncertain manner already. Salmon is steady.

Toronto.—Strength is not lacking in general canned goods. The whole tone of the market is one of steadiness. The fact that numerous lines were short and the good demand in evidence is responsible. The dealer has only to recall the short packs in general to sum up the situation.

Jams are short in this year, most particularly raspberry and strawberry. In Canada, strawberry showed the greatest shortage, in England, raspberry.

Salmon is another line in which shortage is present and prices are well maintained, and not alone is this confined to Canada. Most especially is the shortage present in the best grades. Some wholesale houses are said to have held off in purchases in the hopes of recipro-

city. "I don't know where they are going to get supplies," said one broker. "I am completely sold out." The total pack of sockeye in British Columbia is set at 365,000 cases as compared with 565,915 in 1910. The total of all kinds is said to be 750,000 cases as against 762,201 in 1910.

Prices on tomatoes, corn, beets, pumpkin, peaches and other late fruits and vegetables are expected at any time. Tomatoes which have been on the market for some time are selling at various prices, which the announcement from canners will settle.

ONTARIO MARKETS.

POINTERS—

- Pepper—Higher.
- Coffee—Firm.
- Cocanut—Advanced.
- Brooms—Corn sold at high prices.
- Valencia Raisins—Expected soon, market firm.

Toronto, Sept. 28.—There is a tinge of quietness in the local grocery trade this week, which is almost unexplainable. Perhaps the country has not yet got back to a normal state after the excitement of the elections, but the good business previous to that event would go to prove that trade was influenced but little by it. It is just probable that a part of it can be explained by this being the last week of a month in which retailers bought heavily and they are waiting for October before doing further buying. There are no complaints being heard in regard to collections and conditions generally seem to be in a healthy state. Prospects are also bright for a substantial trade during the remainder of the year.

There is considerable speculation as to the next move in the sugar market and when it will come. There has been a good demand for some time back, but just whether this indicates the amount of consumption is uncertain. There is no doubt though that there has been a good demand for preserving purposes on account of the plentitude of late fruits and the small amount of early fruits that were preserved.

Sugar.—Sugar prices remain the same as last week. The market is apparently steady but the outcome problematic. A variety of different opinions on the probable outcome of the market are expressed. There are some who believe that prices will hold until January, but there are others who expect it to break before then. One sugar man predicted that sugar would ease around November 1st. He said: "A large portion of the Louisiana crop has been sold at prices said to be 40 or 50 cents under to-day's raw prices. This crop will begin to arrive at refineries around the first of November. When they be-

gin to sell it, I expect the market to decline, that is barring any further bad news from Europe or from Cuban cane." This is the opinion of one man, and may probably indicate that the ideas of dealers are less bullish than a short time ago. However, it is not to be denied that there are others who expect the market to hold until the first of the year, but the fact that there is less strength in future raws is worthy of note. The market at the moment is holding steady.

Extra granulated, bags.....	5 95
" " 20 lb. bags.....	6 05
Imperial granulated.....	5 75
Beaver granulated.....	5 75
Yellow, bags.....	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.....	6 35
" " 50-lb. boxes.....	6 55
" " 25-lb. boxes.....	6 85
Powdered, brls.....	6 15
" " 50-lb. boxes.....	6 15
" " 25-lb. boxes.....	6 55
ed Seal, cwt.....	7 10
St. Lawrence Crystal Diamonds.....	7 60
Paris lumps, in 100-lb. boxes.....	6 85
" " " " in 50-lb. ".....	6 95
" " " " in 25-lb. ".....	7 15

Syrups and Molasses.—The syrup trade has taken on more life during September, as it generally does. However, retailers seem to be taking hold early this year. Prices are steady, while the same is also true of molasses. A routine trade is reported in the latter.

Syrups—	Per case	Maple Syrup—
2 lb. tins, 2 doz.		Gallons, \$ to case ....
in case.....	2 40	" " " " " " " " " " " "
5 lb. tins, 1 doz.		Quarts, 34 " ".....
in case.....	2 75	Pints, 24 " ".....
10 lb. tins, ½ doz.		Molasses—
in case.....	2 65	New Orleans,
20 lb. tins, ¼ doz.		medium.....
in case.....	2 60	New Orleans,
Barrels, per lb.....	0 33	bbles.....
Half barrels, lb.....	0 33	Barbados, extra
Quarts.....	0 33	fancy.....
Pails, 32½ lb. ea.....	1 75	Porto Rico.....
" " " " " " " " " "	1 25	Muscovado.....

Dried Fruits.—Valencia raisins and currants both maintain a position of strength. There are features bearing on the Valencia raisin market that would not make further advances a surprise. It can be well said that prunes are holding their own. The large sizes will be particularly scarce, even 50 to 60s. being held at a premium. One report says that in California about 18 per cent. will grade into 100s or smaller, sizes which find but little sale on this market or in fact any place. Apricots and peaches are slightly easier on the coast, but they need to be, as opening prices were almost prohibitive.

New crop Valencia raisins are expected to arrive on the Toronto market any day. One dealer quotes new selected at 7½ cents. The market is bare of dried fruits, even raisins and currants. Prunes have been shipped but none have been received.

Prunes—		
30 to 40, in 25-lb. boxes.....	0 17	
40 to 50 " " " " " " " " " "	0 16½	
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Choice, 25 lb boxes.....	0 25	0 25
Fancy.....	0 27	0 28
Candied Peels—		
Lemon.....	0 09	0 11
Orange.....	0 10	0 12½
Figs—		
Elmes, per lb.....	3½	" " " " " " " " " " " "
1½ inches.....	0 08	0 10
2 " " " " " " " " " " " "	0 08½	0 10½
2½ " " " " " " " " " " " "	0 09½	0 12
Umbrella boxes.....	0 12	0 14

Tapnets,  
Bag figs.  
Dried pe  
Dried ap  
Evaporat  
Currants  
Fine Figs  
Patras...  
Un  
Raisins—  
Sultana...  
" " " " " " " " " " " "  
" " " " " " " " " " " "  
Valencia  
Seeded, 1  
" " " " " " " " " " " "  
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# THE CANADIAN GROCER

Tappets, "	0 04	0 04½
Bag figs	0 04½	0 06
Dried peaches	0 15	0 16
Dried apples	0 09	0 09½
Evaporated apples	0 11½	0 12
Currants—		
Fine Filistras	0 07½	0 08
Patras	0 08	0 08½
Uncleaned &c less		
Vostizas	0 10	0 12
Raisins—		
Sultana	0 10	0 12
" fancy	0 11	0 13
" extra fancy	0 14	0 16
Valencia selected	0 08½	0 09
Seeded, 1 lb packets, fancy	0 10	
" 16 oz. packets, choice	0 09½	0 09½
Sais	0 05	
Package dates		
per lb	0 06½	0 06½
Full boxes	0 05½	0 06
Fards choicest	0 10	0 10½

Tea.—One tea report on Ceylon tea, dated September, says: "The common and low medium descriptions, in sympathy with the Indian market, showed advances, with the result that the average of public sale prices for the month was 1½d. per lb. more than the average of the corresponding month of last year. The latest news from India is that they are experiencing particularly good weather for the manufacture of quantity. One report says: "It is yet too early to anticipate the extent of the Indian crop, but up to date it is certainly very satisfactory to know that 12,000,000 lbs. more have been manufactured than for the same period last year. With regard to Ceylon, it is hardly likely that production will be more than, if as much, as last year."

Coffee.—The coffee market is firm, both locally and elsewhere, and there is decided strength in local prices. In New York, coffee futures have reached the highest point in 16 years, and similar strength is reflected in spot stocks. With different varieties going upward, the margin on standard blends is being completely cut away, so manufacturers declare. "For instance," said one dealer, Rios in the past year have just doubled in price." Thus is the present strength in the market accounted for.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican	0 25	
Marcasibo	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory	0 12	

Spices.—It will not be a surprise to retailers to find that higher prices are generally being asked for both white and black pepper. The strength in that market has been apparent for some time. There has been a marked falling off in the production of every grade this year. Cloves have been marked up 1 cent per pound also.

Shredded cocoanut is higher, local quotations running from 19 to 22 cents per pound. At one time in certain sections of the West Indies, cocoanuts were somewhat of a drug on, the market and producers had considerable trouble in getting rid of supplies. Conditions have, however, changed, for while demand has increased, production has not. One dealer stated that he had advices from Jamaica and Cuba that in recent

years a rot has attacked the trees and interfered with the total yield.

Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 80	0 80
Cloves	0 25	0 26	0 28	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	0 90
Curry powder	0 22	0 24	0 25	0 80	0 80
Ginger	0 22	0 24	0 25	0 80	0 80
Mace	0 25	0 26	0 28	0 90	0 90
Nutmegs	0 16	0 17	0 19	0 75	0 80
Pepper, black	0 25	0 26	0 27	1 00	1 10
Pepper, white	0 23	0 24	0 25	0 80	0 90
Pastry spice	0 15	0 16	0 18	0 75	0 75
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	0 16	0 17	0 19	0 75	0 80
Mustard seed, per lb. in bulk				0 12	
Celery seed, per lb. in bulk				0 20	
Shredded cocoanut, in pails	0 19			0 22	

Nuts.—There are no new features of interest. Trade is somewhat inclined to quietude. Shelled varieties are in fair demand. Prices show no change.

Almonds, Foringetta	0 16
" Tarragona	0 16
" shelled	0 35
Walnuts, Grenoble	0 17
" Bordeaux	0 15
" Marbots	0 15
" shelled	0 38
Filberts	0 12
Pecans	0 18
Brazils	0 18
Peanuts, roasted	0 11

Rice.—The tendency of strength in the rice market is still in evidence. That there is a considerable shortage in production in the east is true. Prices in the producing sections of the United States are firm, under inquiry from abroad. Trade continues normal.

Standard B, from mills, 500 lbs. or over, f.o.b.	
Montreal	3 49
Rice, standard B	3 50
Per lb.	
Rangoon	0 03½
Patna	0 05½
Japan	0 05
Java	0 06
Carolina	0 08
Sago, medimm	0 05½
brown	0 06
Tapioea—	
Bullet, double	0 08
goat	0 07
Medium pearl	0 06½
Flake	0 08
Seed	0 06½

Beans.—Any dealers who have supplies of beans are getting high prices for them. There are but few to be had. This year's crop will apparently be a trifle larger than last year, and the quality so far is better, "Even if the crop is a little larger," said one dealer, "I expect to see prices rule firm during the year as there will be a big demand from construction and lumber camps." There will be some arrivals within the next week. Prices will undoubtedly lower as supplies come on the market.

Prime beans, per bushel	2 55
Hand picked beans, per bushel	2 65

Evaporated Apples.—"Evaps" are being made quite freely throughout Ontario, and the tendency is towards a lower market. There has been quite a good demand owing to the clean-up of old stock.

Broom.—Last year the broom corn market opened around \$85 per ton, while to-day sales are ranging around \$140 to \$150. That is the reason for the recent rise in brooms and the present strength. A local broom manufacturer just returned from a trip through Illinois, Kansas and Oklahoma, the broom corn producing districts, says that the early

crop of corn was just as large as last year but manufacturers who needed supplies rushed in and the result was an excited market, while prices rushed upward. At first under such conditions he believed the market would recede to a lower level, but in his own words, "Broom manufacturers went crazy," with the result that 90 per cent. of the crop of Kansas and Oklahoma has been sold at high prices. "Under such conditions," he said, "there is only one conclusion I can come to and that is that the ensuing year will see high prices on brooms."

There is still a later crop of corn to be harvested and just how it will turn out is uncertain, as is also the possible effect, if any, it will have on prices. Farmers will no doubt hold for the high prices of the early crop. Present circumstances would seem to indicate a higher range on brooms than during the past season.

## MANITOBA MARKETS.

### POINTERS.—

Salmon.—Market bare.  
Syrup.—Advanced.  
Coffee.—Advancing.  
Beans.—Steady.

Winnipeg, Sept. 26.—Trade during the week was broken into to some extent by the Dominion elections, but is expected to return to its normal basis before many days are out. It is predicted that an increase will be noticed in the next month as men will be able to settle down to their own business, and that a wave of prosperity will continue to spread over the entire West.

Harvesting is almost completed except in the late sections, and threshing operations are in full swing throughout the length and breadth of the country. Many encouraging reports are being received to the effect that threshing results are turning out better than the most optimistic had claimed they would. This fact is creating a feeling of safety and business men as well as farmers feel more than ever that great results can be expected from the West.

In general grocery lines, trade has been normal with orders a little on the small side this week on the account of the elections. Syrup which has been very quiet during the last three months showed its awakening by advancing 5 cents per case during the week. The high price of sugar at present is attributed to the advance. Salmon at present cannot be secured at any price, the market being completely bare.

Sugar.—The upward march in sugar appears to have received a temporary check at least. Wholesalers refuse to offer any predictions, but the feeling seems to tend towards steady prices for a while at any means. Stocks are of

# THE CANADIAN GROCER

medium size and while the market remains strong the demand is normal. Prices remain unchanged.

Montreal and B.C. granulated, in bbls.	6 40
" " in sacks	6 35
" yellow, in bbls.	5 50
" " in sacks	5 95
Icing sugar, in bbls.	6 75
" " in boxes (25 lbs.)	7 00
Powdered sugar, in bbls.	6 55
" " in boxes	6 30
" " in small quantities	7 25
Lump, hard, in bbls.	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—Considerable activity was noticed in syrup during the week, owing to the high price of sugar. All corn syrup advanced slightly during the week. Molasses, however, remains unchanged. Orders for logging camps are beginning to arrive and it is expected that with the arrival of cold weather an active movement will be noticed. New prices are :

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 63
6 10-lb. tins, per case	2 51
3 20-lb. tins, per case	2 52
Half barrels per cwt.	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruits.—Nothing new is noted this week in these lines. The market is perfectly bare and is awaiting the arrival of the first shipment which is expected towards the end of next week. Prices remain unchanged from opening list, but are expected to decline after the first rush orders have been filled.

New prunes.	Per lb.	Valencia raisins.	
90-100s, 25, s.p.	0 08	Fine on stocks, 28s.	
90-100s, 10s, s.p.	0 09	s.p., per box	1 75
80-90s, 25s, s.p.	0 09½	Fine selected, 28s.	
80-90s, 10s, s.p.	0 09½	s.p., per box	1 85
70-80s, 25s, s.p.	0 09	4 crown layers, 28s.	
70-80s, 10s, s.p.	0 10	s.p., per box	1 95
60-70s, 25s, s.p.	0 09½	4 crown layers, 14s.	
50-60s, 25s, s.p.	0 10	s.p., per box	1 00
40-50s, 25s, s.p.	0 11	4 crown layers, 7s.	
		s.p., per box	0 55
		Ne plus ultra, 28s.	
		s.p., per box	2 30

Evap. Apples.—Nothing new and same feeling prevailing as regards dried fruit. New supply expected shortly. Prices prevailing 11 to 11½c per lb.

Salmon.—As stated above, the market is bare and is expected to be in this predicament till the new pack arrives about the middle of next month. Quotations are as follows :—

Sockeyes, clover leaf brand, tall, 48 x 1s, per case	9 35
" horseshoe brand, tall, 48 x 1s, per case	9 35
" " flat, 96 x ½s, per case	11 50
Cohoos, tall, 48 x 1s, per case	7 35
Pinks, tall, 48 x 1s, per case	5 00
" flat, 48 x 1s, per case	5 00
" flat, 96 x ½s, per case	7 00

## Nova Scotia Markets.

Halifax, Sept. 21.—The wholesale grocery business was practically at a standstill during the past week on account of the elections. High prices still prevail in all lines, and this has a tendency to restrict business. In sympathy with the high prices in the sugar market, molasses has been advanced. Fancy Barbados is now quoted at 35 cents per gallon. The new crop of Valencia raisins is now on the way, and will be sold for about eight cents per pound.

New Canadian onions are being offer-

ed to the trade at \$1.90 per bag. This advance is considerable over last price.

## NEW BRUNSWICK MARKETS.

St. John, Sept. 28.—The past week was a quiet one on the local market, and interest seemed centred more in the elections than in business. There were few changes in prices of any importance, and with the majority of business houses, the travelers came into the city off their territory in order to vote.

Molasses has been following close after sugar, and with indications that another advance may soon be looked for, fancy Barbados in casks is selling at 34 cents. There has been no change in sugar on this market since the 8th inst., but advices received here are to the effect that New York refiners have advanced another 75 cents per hundred. The American jobbers are now paying \$7.50 per hundred for standard granulated in New York.

The highest point this year has been reached in pork, and the market at present is at a standstill. Lard is firm. Cheese, eggs and butter are also firm, cheese being up a cent.

Bacon	0 16	0 18	Eggs, henry	0 23	0 30
Beans, hand			Eggs, case	0 23	0 24
pickled, bus	2 50	2 55	Fin. Haddies	4 40	4 50
Beans, yellow	2 60	2 65	Fish, cod, dry	6 00	6 10
eye, bus			Flour, Manitoba	6 25	6 35
Butter, dairy,			" Ontario	5 60	5 70
lb.	0 21	0 23	Ham		0 18
Butter, cream-			Lard, compound		0 10½
ery, lb.	0 24	0 25	lb.	0 10½	0 11
Buckwheat,			Lard, pure, lb.	0 12½	0 13
west, grey, bag	2 65	2 70	Lemons, Mess-		
Cheese, new, lb.	0 15	0 15½	na, per box	4 50	5 00
Currants, 1½, lb.	0 08½	0 09	Molasses, foy.		
Canned goods—			Barbados, gal	0 33½	0 34
Beans, baked	1 15	1 25	Oatmeal, rolled		5 75
Beans, string	1 05	1 10	Oatmeal, std.		6 35
Corn, doz.	1 10	1 15	Pork, domestic		
Peas, No. 1	1 20	1 25	mess.	22 00	22 50
" No. 2	1 25	1 30	Pork, Ameri-		
" No. 1	1 30	1 35	can clear	22 00	24 00
Peaches, 7s,			Potatoes, bbl.	2 25	2 40
dozen	1 95	2 00	Raisins, Cal.		
Peaches, 9s,			seeded	0 10½	0 11
dozen	3 00	3 05	Rice, lb.	0 03½	0 04
Raspberries,			Salmon, case—		
dozen	2 05	2 10	Red spring	7 75	8 50
Strawberries,	1 85	1 90	Cohoos	7 00	7 50
Tomatoes	1 85	1 60	Sugar—		
Clams	4 00	4 25	Standard gran.	6 00	6 10
Cornmeal, gran.		5 00	Austrian	5 90	6 00
Cornmeal, bags	1 65		Bright yellow	5 80	5 90
bals.	3 48		No. 1 yellow	5 50	5 60
			Paris lumps	6 75	7 00

## LIBRARY VOTING CONTEST.

### Hamilton Retailer Opposed to It Strongly—Compares It to Trading Stamp Episode.

Editor Canadian Grocer :—A regrettable feature in trade circles here just now is the introduction of a scheme to lure money from the pockets of business men, who should manifestly have a little more sense than to have got caught. I refer to the Library Voting Contest. If I remember rightly it has been fully explained in your columns, it is just as bad for the dealers as the old trading stamp episode, only I think in the long run it will cost the merchants more. I am sorry to say that one of our leading wholesale drug and specialty manufacturers has been caught in the net, and as they control a number of

retail stores it puts the voting on in all corners of the city. E. M. Trowern, secretary of the Retail Merchants' Association, warned the Grocers' Association here of the consequences of the scheme, and am pleased to say that only one grocer is in the game. I think it would be a kindness on your part to once again explain to the merchants how the scheme works out.

Hamilton, Ont. RETAILER.

## Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer :—Can you give one of the names of some London, Eng., grocery trade papers ?

DUNCAN & GRAY.

Vancouver, B.C.

Editorial Note.—The Grocer, London, Eng.; The Grocer's Journal, 29 Rood Lane, E.C.; Grocery, 150 Holborn, E.C.

Editor Canadian Grocer :—Will you kindly give me name and address of firm that makes waste-paper balers in next issue of The Canadian Grocer, if possible ?

J. H. Kadwell.

Chatham, Ont.

Editorial Note.—The Handy Press Company, Inc. 251-263 South Ionia St., Grand Rapids, Mich.

Editor Canadian Grocer :—If not too much trouble will you kindly let me know if the London (Eng.) "Grocer" gives a list of the Danish and Irish killings. (Hogs.)

JAMES AUDLEY.

Ottawa, Sept. 11.

Editorial Note.—The list mentioned is given in the London Grocer.

Editor Canadian Grocer :—I have been a reader of your most valued trade paper for "twenty years" and have received many helpful suggestions. The articles of Henry Johnson, Jr., are very practical and well written. The Grocers' Letter Box would be far more helpful if more of us would use it. Will you kindly answer the following : "Mr. and Mrs. Brown have been steady regular paying customers for ten years. Mr. Brown contracts heavy cold, which develops into a fatal disease. After Mr. Brown's death Mrs. Brown pays some on account; then Mrs. Brown marries Mr. Jones. Can I sue Mr. and Mrs. Jones jointly for balance ? The answer to same will much oblige.

G. NORMAN WILLITS.

St. George, Ont.

Editorial Note.—Can any of our readers give an example of a test case which would cover this point ?

# Seeded Raisin Special

We offer for delivery Oct. 15th, the following brands of Seeded Raisins. By comparing with other prices you will find that it will be much to your advantage to place your order with us for your season's requirements.

Red and Gold Choice, 16 oz.,  $8\frac{3}{4}$

Raven, Fancy Quality, under choice label, 9

Monarch, Fancy,  $9\frac{3}{4}$

Griffin, Fancy,  $9\frac{3}{4}$

## Prunes

We have a car of assorted Santa Clara Prunes, in twenty-five and fifty pound boxes, for immediate shipment. The bulk of the car is sold, but there is a part left for you who may want prunes for your trade now.

# H. P. ECKARDT & CO.

Wholesale Grocers

Cor. Front and Scott Streets - TORONTO

**Manufacturers, Manufacturers' Agents,  
Brokers, Etc.**

**BRITISH COLUMBIA DIRECTORY**

**W. A. JAMESON  
COFFEE CO.**

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of  
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS,  
SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.  
VICTORIA, B.C.

**VICTORIA  
FRUIT GROWERS' ASSOCIATION**

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES  
COR. WHARF AND YATES STS. - VICTORIA  
Branch at 140 Water Street, Vancouver.

—TO—

**Brokers and Man-  
ufacturers' Agents**

—Your business card on this page will keep  
—your name and field of operations before  
—Manufacturers, Importers and others  
—looking for responsible representatives.  
It costs you little and means much to you  
if you are looking for agencies.

Write for particulars to

**The Canadian Grocer**  
Montreal Toronto Winnipeg

"We will never be buried  
with the unknown dead---  
we ADVERTISE. There's  
the whole thing in a nutshell  
--- we ADVERTISE; and,  
therefore, we CANNOT be  
unknown."

**MCLEOD & CLARKSON**

Manufacturers' Agents and Wholesale Commission  
Agents

852-6 CAMBIE ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Gro-  
cery Agencies. Highest References.

The Condensed Ads. in this  
Paper will bring good results



**"GLOBE"  
MACARONI**  
The Scientifically  
Manufactured Food

makes good by its purity and high  
quality.

The macaroni habit is on the in-  
crease and housewives are looking  
for the best grade for dainty  
dishes.

"GLOBE" Macaroni is easily cook-  
ed, of just the right consistency  
and moderate in price.

A SPLENDID  
STAPLE LINE

**D. SPINELLI & CO.**

MONTREAL

REGISTERED

QUEBEC

**Put Your Soap  
Sales in Our Hands**

if you are not getting satisfaction out of  
the lines you are now handling. We  
can increase your sales to a large degree  
if you place an order now for

**"CANADA'S BEST"  
SOAP**

The quantity you will sell will depend on  
your introducing it to your best custom-  
ers, for every introductory sale will mean  
a steady customer for this popular laun-  
dry soap. It has given entire satisfac-  
tion to thousands of Canada's particular  
housewives. It will please yours.

Write for special quotations  
on "Direct-to-Office" Orders

**United Soap Company**  
OF CANADA, LIMITED  
MONTREAL

# ROYAL SHIELD BRAND TEAS



**Campbell Bros.**

**& Wilson, Limited**  
WINNIPEG

Wholesale Grocers and Packers of "ROYAL SHIELD" Teas,  
Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention.

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY  
CAMPBELL, WILSON & SMITH, LIMITED, REGINA  
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON  
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

## FORMER TRAVELER KNEW VALUE OF THE CANADIAN GROCER IN HIS BUSINESS

"Never mind showing me a copy", he said to our subscription salesman in Saskatoon, Sask., "I know it well, though I never subscribed for it. I want it now. Send it along and if possible send every copy for the last few months."

Manufacturers who tell their stories through a medium with such a reputation are sure to get a good reception.

## How Montreal Grocer Extends His Sales

**Prints Show-Cards With a Five Cent Brush and Bottle of Stove Polish—They Are a Part of His Salesmanship Campaign.**

Montreal, Sept. 21.—(Special)—A five cent brush and a bottle of stove polish is the equipment with which one Montreal grocer prepares the show-cards he places in his windows and in conspicuous points throughout the store. E. P. Dame does not attempt artistic flourishes. "I leave that to the millinery stores where it is appropriate. The plain style is all I ever tried and I think it is sufficient here when you are selling butter, cheese and the other commodities." But he has succeeded very well in acquiring a bold letter that makes his words stand out. It is just a little proof that others can do the same thing and should even do better in these days when every opportunity is presented to the aspiring clerk of facilitating the elementary steps.

M. Dame values his show-cards for the salesmanship assistance they lend him. "It is strange," he said recently to *The Grocer*, "that so many customers do not know what they want and moreover, they do not know what they need. You have to suggest one thing after another. This becomes monotonous at times, and by a glance around the store the customer's memory will be called to the various articles she may need. There is a sign in regard to tea. Well, my customer may not want that kind of tea, but she remembers that the tea canister is nearly empty and she asks for the kind she prefers. While you are serving one customer, another can see for herself what the various prices are. Then there is less interrupting you for the time being. Besides it concentrates their interest upon new honey, cheese, eggs, butter, etc., when they see the price and a written assurance of the quality of the various staples. Eggs on display are merely eggs, but with a card telling the customer that they are fresh and also giving the price—well, what more could I say? I might say it differently, but after all, the card had practically done the greater part of a salesman's work. This applies to all the staples. Eggs are but an example."

M. Dame's cards might not elicit the admiration of show-card experts, but he says that there are few of these same experts entering his store. Besides, he does not pose as an artist. It is sufficient to say that the letters are plain, that the different notices attract attention, that the ability to write them was self-acquired and that they are an asset in this particular store. The point to

be emphasized is that others who may have responsible positions in the grocery business have the opportunity to acquire even greater results than has this grocer who uses only a five-cent brush and stove pipe polish. The style of lettering in one locality might not appeal to the customers of a store in a different locality. In the one, the women are the wives of workmen, in the other they possibly have an art association, and while they may not expect a Durer or a Holbein's work they might look for something that does not suggest materials such as those mentioned above.

M. Dame also uses an outside board regularly. This is to attract the attention of the passersby. The writer has met quite a number of grocers who by

dint of practice learned to write a fair letter for sign purposes. They had not the advantages of the youth of to-day, and yet under the circumstances they did well.

### WATCHES FOR GROCERS.

Watch the profits on every line, and in every department.

Watch the leaks that they may not eat up the profits.

Watch your advertisements that they may bring the best results.

Watch the appearance of your store and keep it bright and cleanly.

Watch that no overweight is given in the weighing of goods.

Watch your book accounts and keep them as low as possible.

Watch your stock that you may keep it complete.

Watch your delivery that you may give the best possible service.

Watch not your watch. Work with your mind and interest in your work.

**WHEN YOU'RE ASKED FOR YOUR BEST FURNITURE POLISH, PULL DOWN**

# CHIVERS'

You can go other brands one better by recommending it. Made in Bath, England, for a long term of years, and improved until it now stands pre-eminently ahead of all others for an unequalled quick polish and durable lustre on all kinds of furniture from the kitchen chair to the highly polished piano.

**ENQUIRE HARRISON & SON, St. Nicholas Building, Montreal**

If you want mince meat that is  
**MINCE MEAT IN REALITY**

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving—without a doubt—the best values on the market.

### TEST US

Drop us a postal card.

Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

**J. H. Wethey, Limited**  
**ST. CATHARINES, ONTARIO**  
"THE MINCE MEAT PEOPLE."

## No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis.

We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

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

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG    REGINA    SASKATOON    EDMONTON    CALGARY

## What Do You Earn?

**D**ON'T think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

**The MacLean Publishing Company**  
143-149 UNIVERSITY AVE.                      TORONTO, CANADA

  
 The House of Quality      The House of Quality

**GUNN'S**  
 QUALITY BRAND

**FRESH PORK SAUSAGE**  
 In One Pound (net) Fancy Cartons

**Not How Cheap--But How Good**

**GUNNS** PORK & BEEF PACKERS  
 TORONTO, ONT.  
 LIMITED. CANADA


# HAMS

## Are Very Scarce

and probabilities are they will be higher  
**SO WILL LARD.**

We have, however, a good stock of  
 ROLLS, SHOULDERS, BREAKFAST  
 BACON and BACKS and at reason-  
 able prices.

**F. W. Fearman Co.**  
 HAMILTON LIMITED




**REINDEER**  
**CONDENSED COCOA**  
 (Liquid form)

like Reindeer Condensed  
 Coffee is combined with  
 milk and sugar.

Simply add boiling water and you have a  
 delicious beverage for the casual guest or  
 roomer. Also good for chocolate frosting.

We will supply FREE a limited number  
 of small water heaters to roomers using  
 REINDEER COCOA and REINDEER  
 COFFEE.


**REINDEER**  
LIMITED  
 TRURO, NOVA SCOTIA

# Roll Bacon

**ESPECIALLY MILD CURED.**  
**AS FINE AS ANY BREAK-**  
**FAST BACON.**

**WE ARE MAKING A SPEC-**  
**IAL CUT IN PRICE AT**  
**PRESENT.**

**THE WM. RYAN, LIMITED**

Pork Packers and Wholesale Produce Merchants

Packing Houses  
**FERGUS**

70-72 Front St. East  
**TORONTO**

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# Easiness Continues in Live Hog Prices

Prices are Easier Again This Week Under Liberal Supplies—Trade Continues on a Moderate Scale—Smoked Meats are Slacker—Better Demand for Lard—Butter and Eggs Maintain a Steady Tone—Cheese at a High Price.

The tendency in live hogs is still one of easiness, further declines in price being reported from most markets this week. This is the season of the year when receipts of hogs are generally quite liberal, and in this regard this year is no exception to the rule. This present abundance of porkers with none too encouraging cables from the English bacon market has been responsible for the recent decline.

Trade in pork products is an appreciable scale. The demand for smoked and cooked meats is naturally not so brisk as during the summer, but any lack of briskness in these lines is made up for in others. With the cooler weather lard is in better demand and the price is ruling steady. With the recent decline in live hog prices, there is at least no firmness in general provision prices.

Butter prices exhibit a tone of steadiness. In the east the production seems to be quite large, but in the West it has been dropping off, and prices have been advancing. The result is that any surplus of stocks on Ontario or Quebec markets is taken by the West. Egg production just at the present is not large, although receipts are rather liberal in some districts. The demand is good, especially for best grade, and the market is generally firm.

Cheese still maintains its position of firmness, and although high prices are no doubt curtailing trade somewhat, there is still a fair demand in evidence. The demand from the English market has not been so brisk, although prices continue steady there. Indeed, by the high price of cheese, many combination factories which were engaged in making butter have changed to cheese-making.

## MONTREAL.

Provisions.—Pure lard has been firm during the past week, but live and dressed hogs are a little easier. There is a fair demand for hams and bacon, but barrelled pork is reported a little slow.

<b>Pure Lard—</b>	
Boxes, 50 lbs. per lb.	0 11½
Cases, tins, each 10 lbs., per lb.	0 11½
" " " " " "	0 11½
" " " " " "	0 11½
Pails wood, 30 lbs. net, per lb.	0 11½
Pails tin, 0 lbs. gross, per lb.	0 11
Tubs, 50 lbs. net, per lb.	0 11½
Tierces, 3 5 lbs., per lb.	0 11½
One pound bricks	0 12½
<b>Compound Lard—</b>	
Boxes, 50 lbs. net, per lb.	0 09½
Cases, 10-lb. tins, 50 lbs. to case, per lb.	0 09½
" " " " " "	0 09½
" " " " " "	0 10
Pails, wood, 30 lbs. net, per lb.	0 09
Pails, tin, 30 lbs. gross, per lb.	0 09
Tubs, 50 lbs. net, per lb.	0 09
Tierces, 3 5 lbs., per lb.	0 09½
One pound bricks	0 10½

<b>Pork—</b>	
Heavy Canada short cut mess, bbl. 35-45 pieces	23 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	23 00
Heavy flank pork, bbl.	22 50
Plate beef, 100 lb bbls.	7 0
" " 300 "	14 50
" " 300 "	21 50
Bolled ham, small, skinned, boneless	3 00
<b>Dry Salt Meats—</b>	
Green bacon, flanks, lb.	0 11
Long clear bacon, heavy, lb.	0 09½
Long clear bacon, light, lb.	0 11½
<b>Hams—</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 13
Large sizes, 18 to 25 lbs., per lb.	0 14½
Medium sizes, 13 to 18 lbs., per lb.	0 14½
Extra small sizes, 10 to 13 lbs., per lb.	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb.	0 19
" " small, 9 to 12 lbs., per lb.	0 20
Breakfast bacon, English, boneless, per lb.	0 18
Windsor bacon, skinned, backs, per lb.	0 18
Spiced roll bacon, boneless, short, per lb.	0 13
Hogs, live, per cwt.	9 01 7 23
" " dressed, per cwt.	9 75 10 25

Butter.—Prices are unchanged this week, but the market is steady with something of an upward tendency.

Creamery	0 24 0 27
Dairy, tubs, lb.	0 22 0 23

Eggs.—Receipts of eggs have been market is firm with a continued steady demand.

New laid	0 30
Selects	0 26
No. 1	0 22

Cheese.—Demand for cheese is still a feature. Prices are unchanged, but the market is held firmly at the last advance.

Quebec, large	0 14½
Western, large	0 14½
" " twins	0 14½
" " small, 30 lbs.	0 14½
Old cheese, large	0 13 0 16

## TORONTO.

Provisions.—Live hogs are 15 cents per cwt. lower again this week. On September 1 they reached the highest point since October last, but have since declined a dollar all but 5 cents. One year ago hogs at country points were quoted at \$8.75, as compared with \$6.75 to-day. The late decline is attributed to the larger hog supply, which is always freer at this time of the year.

Provisions are unchanged, but with lower hogs, prices at least are not marked by any firmness. One year ago breakfast bacon was 20 cents, while to-day it is 16 to 18 cents; roll bacon 15 cents, to-day 11½ to 12; long clear 15 cents, to-day 12 to 13; while lard in tierces then 15, is to-day 10½ cents.

<b>Smoked meats—</b>	
Light hams, per lb.	0 16½ 0 17
Medium hams, per lb.	0 16 0 17
Large hams, per lb.	0 15½ 0 16
Backs, plain, per lb.	0 19 0 20
" " pea meal	0 20
Breakfast bacon, per lb.	0 16 0 18
Roll bacon, per lb.	0 11½ 0 12
Shoulders	0 11 0 11½
<b>Pickled meats—1 cent less than smoked.</b>	
Long clear bacon, per lb.	0 12 0 13
Heavy mess pork, per bbl.	19 00 20 00
Short cut, per bbl.	21 00 22 00
Cooked hams	0 25 0 27
Lard, tierces, per lb.	0 10½ 0 11
" " tubs	0 10½ 0 11
" " pails	0 11 0 11½
" " compounds, per lb.	0 09 0 09½

Live hogs, at country points	6 75
Live hogs, local	7 10
Dressed hogs	9 50 10 25

Butter.—Butter prices exhibit a steady tone. There is apparently considerable butter coming along, but there is a good demand. The West has been taking a good share of Ontario's production.

<b>Fresh creamery print</b>	
Per lb.	0 27 0 28
Creamery solids	0 24 0 25
Farmers separator butter	0 21 0 23
Dairy prints, choice	0 22 0 24
No. 1 tubs or boxes	0 18 0 20
No. 2 tubs or boxes	0 15 0 17

Eggs.—We reported firmness in the egg market last week. This week a general advance of one cent is quoted. The ruling price for fresh gathered is 22 to 23 cents. The production as is usual at this season is showing a falling off. Demand in on a large scale.

Fresh gathered eggs	0 22 0 23
New laid eggs	0 24 0 25

Cheese.—Prices of cheese are on the same level as last week with a tone of steadiness prevailing. Trade locally is moderate in volume, although the high prices will no doubt tend to curtail it somewhat.

New cheese—		New twins	0 15½
Large	0 15½	Old Stiltons	0 16½
Old cheese	0 17		

Poultry.—There is at present a free offering of general poultry. Fowl are not scarce and prices are easier at 9 to 10 cents.

Fowl, live	0 09 0 10	Duckling, live	0 10 0 11
Spring chicken	0 12 0 13		

Honey.—Prices on honey are well maintained, stocks when compared with other years not being large. The yield of dark honey this year is about the same as that of 1910. Owing to the shortage in fruits resulting in less home canning, dealers expect a good demand for honey during the coming season.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz	2 25 2 50

## WINNIPEG.

Poultry.—All classes of poultry at the present time with the exception of spring chickens are being received on the market, but the lack of chickens is beginning to cause serious comment. Prices at present quoted are:

Boiling fowl, delivered Winnipeg	0 10	Spring chickens	0 15
Turkey, del. Winnipeg	0 14	Ducks	0 14
		Geese	0 10

Butter.—The receipts of both dairy and creamery butter are very light and as a result prices have started to rise rapidly. Manitoba creamery bricks are now quoted at 28 cents per pound, an advance of two cents per pound over previous quotation, while the shortage may be attributed somewhat to harvesting operations, there is evidence of an almost universal shortage in Canada. Manitoba fresh made boxes are ¼c per pound below the bricks. Dairy remains unchanged, strictly No. 1 delivered Winnipeg being quoted at 17c, No. 2, at 12 to 14 cents and No. 3 at 7 to 9 cents.

Cheese.—Predictions to the effect that very high prices will prevail this year are being heard from all quarters. Supplies have been light during the week, one large company receiving only 50

boxes and claim that it is impossible to get any more. Statements are made that there is going to be a big shortage of this product and that higher prices will prevail.

counter. They are for showing goods to make sales.

**Plan for the Future.**

Ambition on the part of the clerk is something to be recommended. It will do much to bring advancement and success and the accompanying higher wages. Ambition is the something in the make-up of the clerk which engenders in him the desire to learn more about the business in which he is engaged. The result is increased interest in the business, a better knowledge of salesmanship, and all those many other features which eventually lead to success.

It is well that he possess that desired quality—initiative. The clerk with the inventive mind, who can think out new and improved methods of doing things, is the one in demand by business men throughout the country.

The mainspring of initiative is ambition and a desire to do things.

**SHORT TALKS TO CLERKS**  
The Clerks of To-day are the Merchants of To-morrow

All clerks are not salesmen. Many are merely waiters. This is a fact that merchants are well aware of. The sales sheets of the different members of the staff demonstrate the fact most plainly. The ability of a clerk to make sales above actual demand is generally the gauge for the size of his pay envelope. Therefore, it behooves the clerk to develop his salesmanship ability.

Just because in the past you have not been a top notcher is no reason why you should not become so. The main essentials in this regard are increased efforts backed by a certain amount of study and common sense. Instead of merely handing over the counter the articles which customers ask for, make an effort to sell them other goods which you carry in stock. This will necessitate a little study to ascertain the talking points to be used with each article and the exercise of judgment in your attempt to introduce the additional lines.

**Assist Sales by Display.**

Every clerk, as well as the proprietor, recognizes the value of a properly dressed window in attracting the attention of customers and in selling goods. It is well for the clerk to work with a view of presenting better dressed windows and to increase their value as a selling agent.

He should constantly be on the outlook for any manner in which he can prepare a better window. He should carefully study all grocery windows he sees. From the good ones he will be able to ascertain new ideas along this line, while from a poor one he may study out what it lacks to be attractive. Then in his own displays he can avoid the bad features.

Study your own window and find out just the manner in which it should be trimmed to show up to the best advantage. A little effort in this direction will do a great deal.

**Be on Time.**

Much has been said in regard to punctuality. The desirability of the clerk being on time is so great that the question scarcely needs emphasis. However, even if he has determined to get down every morning on time there is apt to

be some back-sliding unless he renews his good resolutions at times.

When the writer was a clerk he used to see how much he could accomplish, how nicely he could have the shelves arranged and how much business he could do before the proprietor arrived in the morning. He took an interest in getting down in the morning with this end in view. The employer realized the endeavors to do this, as every proprietor does, and gave full credit for it.

**The Importance of Knowledge.**

As in every line of endeavor, knowledge is a valuable asset in the grocery business. It allows the possessor of it to accomplish greater things both in sales and general advancement. Knowledge however, cannot be secured without study.

There are many things to be studied in the grocery business, among them, the sources and uses of goods handled, methods of selling goods, how to approach customers, how to display goods properly, management of the store, etc

**A Practical Instance.**

An example of how a little knowledge of goods helped one clerk will not be out of place here. He read an article on pineapples, their growth and food qualities. The next day by using the information when talking to customers he was able to interest them and make several sales.

In other lines handled, information regarding them can be turned to the same use.

The writer visited two stores the other day, both about of the same size and both carrying about the same stock; but one appeared to carry a good deal more goods than the other. The appearance of a small stock on the part of the one store was the fault of the clerks. They had not given the proper attention to keeping it on the shelves in order. The appearance of a large stock is not the only value of well kept shelves. The shelves are in a manner silent salesmen, showing the goods up to the customers. Therefore you should have them so arranged that they will attract attention. The shelves are not merely a place to be filled up the same as under the

**TRADE NOTES.**

Holbrooks, Ltd., Toronto, are moving to larger quarters at the corner of King street and Atlantic avenue on Oct. 1, where they will have a railway siding to their building.

Some grocers in the United States use ice boxes on their delivery wagons during the warm weather. Their endeavor is to send out such goods as butter, lard, etc., under ideal conditions. Butter for instance is safeguarded from losing its firmness, and it finds its way from the grocer's refrigerator to the consumer's without any intermediate melting. The idea looks like a good one for more articles than have been named.

Fraser & Gaetz, Rocky Mountain House, Red Deer, Alta., are erecting an addition, 18 x 28 feet, to their general store. They are making special provision for a cellar for storing potatoes, apples, etc.

Down at Houston, Texas, housewives have started a movement to boycott the use of sugar on account of the high price.

Norman McLeod, president of the London Retail Grocers' Association, has the sympathy of many in the trade on account of the death of his mother last week.

A boy went into a shop to buy a ha'pennyworth of nuts. The man at the counter, a cheery, good-natured soul, said to him:—

"You can have them mixed if you like."

"All right," said the boy; "you may put one or two cocoanuts in, if you please."

**Grocers:** The permanent success of any line of goods depends upon maintaining the quality. The cost of manufacture increases in proportion to the increased cost of labor and material. These facts and conditions must from time to time be considered by the manufacturer, and he must decide whether he shall increase the selling price or lower the quality of his goods.

# MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

**E. W. GILLETT COMPANY LIMITED,  
TORONTO, ONT.**

WINNIPEG

MONTREAL



## New Valencia Raisins

NOW IN STORE

## New Cherries, Marasquino

QTS. PTS. and  $\frac{1}{2}$  PTS.

**L. A. PRICE & CIE.**

Full assortment of finest and choicest groceries coming in every day.

Communicate with us for prices.

**L. CHAPUT, FILS & CIE.**

WHOLESALE IMPORTERS — WHOLESALE WINES

Montreal, Canada

CANADA: No better Country  
 MOTT'S: No better Chocolate

**"Elite"**  
 true to its name, the best cooking and drinking chocolate made.

**Diamond**  
 nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.  
 Ask your jobber.

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

SELLING AGENTS:  
 J. M. Douglas & Co. Montreal  
 R. S. McIndoe Toronto  
 Jos. E. Huxley Winnipeg  
 Tees & Perse Calgary  
 Johnston & Yockney Edmonton  
 Frank M. Hannum, Ottawa

# BISCUITS

## from the Old Country

Notice to Grocers and Stores in Canada

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

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

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

All goods packed in hermetically sealed tins.

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

## "Peacock" Brand Pickles

should now receive your attention, in fact you should endeavor to keep your customers constantly supplied, as they are Quality and Purity in the highest.

### The "PEACOCK" Brand

has made many friends both for the packers and retailers. You want to make more friends?

WRITE  
**Mathewson's Sons**  
 MONTREAL

## MATHIEU'S SYRUP

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

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

## MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever. See that you are well supplied with both, as the season of Colds is now on.

**J. L. MATHIEU CO., Props.**  
 SHERBROOKE, P. Q.

Distributors for Western Canada  
 Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,  
 Winnipeg, Edmonton, Vancouver  
 L. Chaput, Fils & Cie., Wholesale Depot, Montreal

## Rolled Oats Highest in Two Years

Not Since August, 1909, Has Price Been as High as To-day—  
Mills Sold Well Ahead—Should be More Activity in Both  
Flour and Cereals at This Season of Year—Wheat and Oats  
Are Slightly Lower.

This is the season of the year when flour should take on more activity through the medium of the grocer. It is true that housewives are with cooler weather returning to the making of their own bread, but the chief reason lies in the general increase in activity at this time. Cereals also show a marked improvement at this time, and this year has been no exception to the rule. Dealers from various parts of the country report a better consumption, while the mills are already well sold ahead in this line.

Canadian wheat and oat prices affected to some extent prior to the elections are now adjusting themselves. Both of these cereals are slightly lower, although to no great extent. There are certain dealers who think that wheat prices may show some further easing. In this regard one dealer said that with the large yield of wheat in the West he didn't think prices could hold when deliveries start in full force. So far they have been small, only about one-half of the amount to the same time last year. This has been due to a later harvest, and the reciprocity issue also held back deliveries. Lower prices, he believed, will be necessary to get rid of the supplies as prices are now too far away from an export basis.

A bulletin from the Census Office, Ottawa, sets Canada's total wheat yield at 204,634,000 bushels as compared with 149,989,600 in 1910. Of this the three western provinces produce 184,728,000 bushels. The same report sets the oat yield in Canada at 368,153,000 bushels as against 323,449,000 last year. A department of agriculture report estimates the yield of wheat in eighteen of the principal producing countries of the world at 2,882,178,000 bushels as compared with 2,958,844,000 in the same countries last year. In the estimate is included Russia, United States, India and France, four of the big producing countries.

Ontario's crop of oats was poor this year, while that in the West showed a substantial increase. There will probably be considerable low grade oats.

### MONTREAL.

Flour.—The fall season usually begets increased flour trade for retail grocers throughout the country. Business is reported good just now with prices unchanged. The situation does not apparently suggest any particular change.

Winter wheat patents, in bags.....	4 80
Straight rollers, in bags.....	4 30
Manitoba 1st Spring wheat patents, barrel.....	5 40
" straight patents, barrel.....	4 90
" strong bakers.....	4 70
" second.....	4 20

Cereals.—Rolled oats are in good demand and are unchanged in price. The present is a good time for a little extra effort behind rolled oats. The market is practically in the position it held last week.

Fine oatmeal, bags.....	2 86
Standard oatmeal, bags.....	2 86
Granulated oatmeal, bags.....	2 86
Bolled cornmeal, 100 bags.....	1 75
Rolled oats, jute bags, 90 lb.....	2 60
Rolled oats, cotton bags, 90 lb.....	2 65
Rolled oats, barrels.....	5 45

### TORONTO.

Flour.—Flour prices are unchanged but steady. Trade is normal, the fall generally being the season of more activity in this line. Wheat prices influenced to some extent prior to the elections are adjusting themselves, and while there has been some decline, it has not been great as yet.

Ontario wheat is coming out but slowly, 86 cents being reached this week. The present is a fairly busy season for the farmer, but it is believed that deliveries will soon be freer. From New Brunswick, an advance of 15 cents per barrel on Ontario patents is reported.

Manitoba Wheat	
1st patent, in car lots.....	5 30
2nd patents, in car lots.....	4 80
Strong bakers, in car lots.....	4 60
Feed flour, in car lots.....	3 00
Winter Wheat.	
Straight roller.....	4 15
Patents.....	4 50
Blended.....	4 50

Cereals.—Rolled oats at the present are at the highest point reached since August 1909. Prices of the raw material are slightly easier this week. Western Canada has a large yield this year, although a considerable quantity will grade low. Mills are sold well ahead in rolled oats at the present time. Trade in cereals in general is taking on more life.

Rolled oats, small lots, 90-lb. sacks.....	2 60
Rolled oats, 25 bags to car lots.....	2 50
Standard and granulated oatmeal, 98-lb. sacks.....	2 86
Rolled wheat, small lots, 100-lb. barrels.....	2 30
Rolled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	2 00
Rolled oats in cotton sacks, 5 cents more	

### STREETS FLOODED BY MOLASSES.

One million gallons of crude molasses went to waste with a loss of \$100,000 at New Orleans, when a storage tank, the largest of its kind in the world, collapsed and sent a flood of molasses 15 feet high sweeping through the streets adjacent. Streets, yards and people were turned into sticky masses and it was several days before the mess was cleaned up. Millions of flies were immediately attracted by the sweet stuff.

## The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA,  
SYDNEY, C.B. HALIFAX, N.S.  
FORT WILLIAM, CALGARY,  
VANCOUVER, B.C. ST. JOHN'S, N.F.L.D.

## PROPER PACKING

The best of biscuits will spoil if they are carelessly packed. The best packed biscuits will sell but once if they lack the quality in material and manufacture.

## PERFECTION Cream Sodas Satisfying, Delicious

are both properly baked and rightly packed by the most expert workmen after the most approved methods.

They have a crispness and a flavor that's all their own.

### TRY THEM



### —THE FLAVOR DE LUXE— MAPLEINE

Original and Distinctive  
Flavors Cakes, Candies,  
Ices, Ice Cream, Puddings,  
etc. and makes a Table  
Syrup better than Maple,  
at a cost of 60c. a gallon.

#### SELLS ON MERIT

Backed up by advertising  
See Price List  
Order a supply from your  
jobber, or—Frederick E. Rob-  
son Co., 26 Front St.  
E., Toronto.

The Crescent Mfg. Co.  
SEATTLE, W.N.

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

## His Knowledge of Geography is Quite Amusing

Montreal, Sept. 28.—What some clerks do not know about the-grocery business has been the subject of many an amusing story, and J. A. Sharwood, an English grocer tells of an incident which came under his notice. He related it to show the necessity of an institute of certificated grocers.

A woman had been instructed by her physician to discontinue drinking tea. This was quite a sacrifice and she asked if she might not take a little. The doctor relented and permitted her to drink lightly of China tea, but it must be of the best quality.

She told the clerk at her grocery store that she must have some of his choice China tea. In a matter of fact way he made up a parcel, and several times the customer emphasized that this tea must be a China and it must be good. Finally she asked as the package was handed to her, "Now you're sure this is China tea?"

"Oh, yes, madam its one of our best, and I am sure you will like it."

### BUSINESS FOR SALE.

FOR SALE—First-class grocery; latest store fixtures; clean stock. Good reasons for selling. For particulars apply Box C, CANADIAN GROCER, Toronto.

## Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

## Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

## Lemon Bros.

Owen Sound, Ontario  
and Sault Ste. Marie

Smilingly she explained why it must be that particular kind of tea, and as a last assurance the clerk said pointing to the package from which he had taken this pound—"Oh, its China alright. See there is the name Ceylon, on the front side."

### THE GROCER'S TASK.

- To attract attention to his goods.
- To arouse an interest in them.
- To create a desire for the goods.
- To inspire confidence in the goods.
- To bring about a decision to buy them.
- To create satisfaction for the goods.

### AN ADVERTISING NOVELTY.

Toronto, Sept. 21.—East & Co., a Yonge street retail firm recently issued a small four-page booklet, that was unusual to say the least, as an advertising novelty. Its size was only 2x3 inches. On the front page were these words: "How we lost a customer," also adding the firm's name. The reader naturally opened it up to read the story, and his eyes met two simple words encased in a border of black. Those words were "He died." On the back the firm carried a small advertisement. These booklets which were distributed at the Exhibition attracted considerable attention and comment.



## Magic in the Kitchen.

From the seven different flavors and seven colors of Jell-O not only seven kinds, but several hundred kinds of desserts can be made. Many of them can be made in a minute.

It is all very much like magic.

Frappes, sherbets, souffles, charlottes, salads, puddings, plain Jell-O desserts and fruited Jell-O desserts—all can be made of

# JELL-O

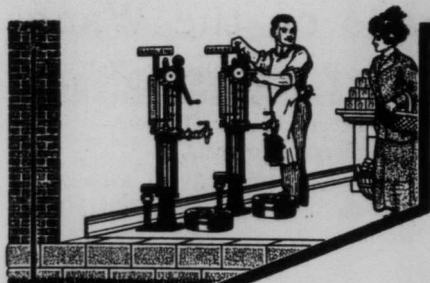
A package of Jell-O and a pint of boiling water are all that is needed.

The flavors are: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,  
Bridgeburg, Can.

The name Jell-O is on every package in big red letters. If it isn't, it isn't Jell-O.





## Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

**No Funnels—No Measures—No Waste—No Dirt. Saves Space, Time and Money.**

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

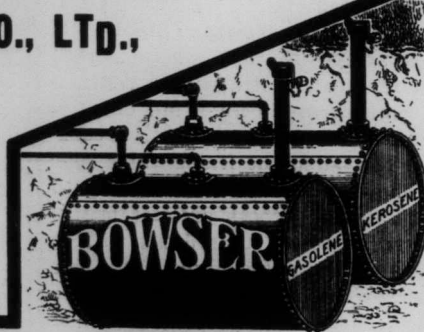
It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask For Book No. 5.

**S. F. BOWSER & CO., LTD.,**

**TORONTO**  
66-68 Fraser Ave.



# ALLEN'S

## Apple Juice and Mild Refined Cider

Will bring satisfaction and profit to every grocer handling them, because their superiority over similar goods is marked, and the profit very good, and because they are guaranteed to satisfy.

Just at this season a large business is to be done in Apple Juice and Cider. They soon become thirst-quenching necessities and have the exquisite flavor that appeals to the users and is bound to win repeat orders.

*A trial order will convince you*

Put up in 10, 15 and 20 gallon kegs, and halves and barrels.

# S. ALLEN

Norwich, Ontario

53 Highest Awards in Europe and America

## WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

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  
Montreal, Can.   Dorchester, Mass.

PUT YOUR CREDIT ACCOUNTS ON THE  
RIGHT SIDE OF THE LEDGER

Adopt the **ONLY** Way to make credit business **SAFE**. And at the same time eliminate charging, errors and disputes.

## Allison Coupon Books

are in use all over the world.  
HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by jobbers everywhere.

**Allison Coupon Company**  
INDIANAPOLIS, IND.

ESTABLISHED 1849

# BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

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

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

**THOMAS C. IRVING,** GENERAL MANAGER  
WESTERN CANADA  
TORONTO

## Domestic Fruit Trade on the Wane

Rush of Domestic Fruits Will Soon be Over—Supplies are Not So Plentiful—Considerable Trade in Grapes Expected Yet—The Yield of the Different Fruits—Prospects for Lemons—New Crop Arrive in November—Cranberry Prospects.

Not yet, but soon, will the rush of the domestic fruit season be over. Already a certain slackening can be felt. Although trade is as yet considerable, there is not the same continued hum around the fruit marts as has been in evidence. Supplies of late fruits are not so plentiful as has been the case for the past month or so. Plums have all but seen their day, while peaches are on the wane. Pears are still fairly plentiful while there will still be a considerable volume of trade in grapes.

Plums were earlier than usual this year, the crop being fairly good, but not excessive. In peaches, early Crawfords were light and late Crawfords somewhat better. In British Columbia, the crop was good but the area not large. Bartlett pears in Ontario were a medium crop, while some of the late varieties approached nearly a full yield. British Columbia showed a light yield of pears except Nelson, where a good crop is reported. Grapes are continuing to work generally for a full crop.

The warm weather of last week caused some revival in the lemon trade, but prices show no change. According to reports, present stocks are not heavy, and it is expected that decks will be well cleared before the arrival of new crop. They are not expected to arrive in any quantity before the middle of November. One dealer remarked in regard to the new crop that the early shipments will be rather light, due to an exceptionally heavy demand in European countries. The crop will probably not be as heavy as last season, although the quality will be good. Prices on the average may be a little higher due to increased general demand.

The weather has been a little warm for the sale of cranberries, and demand has been somewhat retarded. Prices rule about the same as for first arrivals. A recent report from producing centres says that the hopes of a big crop of cranberries this season by the growers on Cape Cod have been dashed by the extensive invasion of the fruit worm; and the estimates, which at the recent meeting of the Cape Cod Cranberry Growers' Association were placed at a figure that would indicate a 11 per cent. increase over 1910, are far above the crop that will be produced by the growers. The early brand, Early Blacks, which is now being picked on the bogs, has been found in poor condition, and it is very probable that the Howes, a berry which is picked later in the fall,

will be affected by the same breed of worm.

### MONTREAL.

Green Fruit.—The new apples are naturally creating an interest on the market. Quite a number of varieties are represented and there is a good general demand. Grapes are moving freely as also are pears, peaches and plums. There is nothing particularly new to report in this market. Business on the whole is good, but it is beginning to show signs of the transition of summer to fall trade.

Apples, bbl. ....	2 50	3 50	Oranges—	
Bananas, bunch. 1 50	1 75		Valencia.....	4 00 5 00
Bananas, crated. 1 75	2 00		Jamaicas, bbl. . .	2 75 3 75
Cantaloupes.....	2 50	3 00	Sorrento.....	3 25 3 50
Cocoanuts, bags. ....	3 75		Mexican.....	2 75 3 00
Grape fruit, California, case. ....	4 50		Peaches, California, crate.....	1 25
Grape fruit, Jamaica.....	4 00	4 50	Peaches, Can. basket.....	0 50 0 75
Grapes, Canadian, basket.....	0 20	0 25	Pears, Can. bas. . .	0 40 0 50
Lemons.....	4 00	4 50	Pineapples—	
Limes, a box ..	1 25	1 50	Floridas, case. . .	4 50 5 00
			Plums, California box.....	1 50 2 00
			Plums, Can. bas. .	0 35 0 75

Vegetables.—The vegetable market is steady. Onions are in good demand, likewise tomatoes and potatoes. Jobbers are also showing new cranberries.

Carrots, doz. ....	0 25	Canadian lettuce per doz. ....	0 45 0 50
Cabbage, doz. ....	0 75	Onions—	
Celery, doz. ....	0 75	Spanish, crate. . .	3 50 4 50
Corn, per doz. ....	0 20	Canadian reds, 100 lbs. ....	3 00
Cranberries, bbl. ....	8 00	Sweet potatoes. . .	2 00 2 50
Cucumbers, doz. ....	0 60	Montreal potatoes, new, bag. .	1 50 1 75
Garlic, 2 bunches. ....	0 25	Tomatoes, Canadian, box. ....	0 60
Green Peppers, bushel basket .	1 75 2 25		
Leeks, doz. ....	1 50 1 75		

### TORONTO.

Green Fruits.—The hum around the fruit market this week was not quite so marked. While a good trade is still in evidence, there is not the same abundance of fall fruits as during the past few weeks. Plums are on the wane, the best quality this week selling as high as \$1.25. Shipments of peaches have also dwindled down, with some good quality still coming along, however, at unchanged prices. There will still be quite plentiful shipments of late pears to come along, while grapes will also be in evidence for a time. Supplies of Canadian sugar melons are getting smaller and the tendency of prices will be upward. Watermelons are off the market completely.

There has been a better demand for lemons during the temporary warm spell but prices show no change. Dealers say that stocks will be well out of the way before arrival of new crop which are not expected in any quantity before Nov. 15 or 20. Cranberries rule around \$8.50 per barrel. The warm

## GRAPES

Canadian stock is fine and prices low.

### Grape Fruit, Jamaica

Good heavy Fruit.

### Late Valencia Oranges

### Jersey Sweet Potatoes

"Old Honesty Brand," none better few as good.

### Cape Cod Cranberries

are reasonable, now is the time to buy, will be higher.

### Peaches

A few days will take all the good stock, get your orders in.

McWILLIAM

# Mc. AND E.

EVERIST

25-27 CHURCH ST. TORONTO  
are Largest Receivers

## "St. Nicholas"

The Lemon Leader  
for the past

**7,500 DAYS**

**"That's  
Going  
Some"**

**J. J. McCABE**

AGENT

TORONTO, : : ONT.



**WHAT'S THE MATTER**

with your pickle sales? You must be selling an inferior brand otherwise the returns would be more satisfactory and kicks fewer.

TRY

**CHIVERS'**

for a change. They are quality all through, "money-back goods."

**CHIVERS**

the people with a reputation, the people that guarantee their products.

**S. CHIVERS & CO., Limited**  
CARDIFF WALES  
CANADA:  
112 St. Francois Xavier St., Montreal

**Cape Cod Cranberries**

First arrivals for the Season have reached Toronto. The stock is fine color and size.

**Jersey Sweet Potatoes**

are coming along in fine shape. "Whitco Brand" Sweets are the best obtainable.

**Oysters, Finnan Haddies, Fillets, New Digby Herrings, etc.**

**WHITE & COMPANY, LIMITED**  
WHOLESALE FRUIT AND FISH  
TORONTO

**GRAPES**

Concords are now at their best, they are fully matured and sweet.

Our stock is not injured by hail.

**Peaches Elberta**  
**Pears Bartletts**  
fine stock.

**Tomatoes**

late firm stock.

**Muskmelons, Rocky Fords, Onions,**  
**Peppers, Egg Plant, Etc., Etc.**

Wire, phone, or mail your orders to

**STEVENS & SOLOMAN**  
GROWERS AND SHIPPERS  
HAMILTON, ONT.

**Peaches**

The Best Varieties for Canning will be on this week. Our receipts this week will be very heavy. Let us have your orders.

**Grapes**

How many do you want for Fair Day? Let us know your needs and we will look after you RIGHT.

THE HOUSE OF QUALITY

**HUGH WALKER & SON**  
(Established 1861) GUELPH, ONTARIO

**BUSTER BROWN**



**LEMONS**



- ☞ Are the greatest value in Lemons since two eight one apple and Central gave the wrong number—and admits it.
- ☞ We want you to buy Buster Brown.
- ☞ We want all "worth while" trade to buy them. Mention in your order to your wholesale Buster Brown.

W. B. STRINGER, Sales Agent, Toronto.

FOLLINA BROS., Packers, Italy.

# THE CANADIAN GROCER

weather has somewhat retarded their sale.

Bananas..... 1 00 1 75	Canadian plums, best..... 1 00 1 25
Lemons—	common..... 0 65 0 90
Verdelli..... 4 00 4 50	Can. peaches,—
Limes, box..... 1 25	Best grades..... 0 65 1 00
Oranges—	Common..... 0 30 0 40
Late valencias.. 4 50 4 75	Canadian peas, 11-qt. basket... 0 25 0 50
Can. tomatoes, 11-qt. baskets... 0 25	Grapes, small... 0 17 0 20
Canadian sugar melons, crate... 0 50	Grapes, fancy Delaware... 0 30
Rockyford, bsk 0 35 0 40	Cranberries, Cape Cod, brl... 8 50
Rockyford, salmon, flesh, bsk 0 30 0 40	Apples, brl... 2 75 3 25

Vegetables.—While Spanish onions are again on the market, shipments are rather irregular. Quotations are \$3.50 per case. Canadian onions are selling at \$1.25 per bushel. There still continues a certain demand for pickling necessities. Canadian cabbage are quoted at 65 to 75 cents per dozen.

New Brunswick potatoes are quoted at \$1.20 per bag. Prices in the east are slightly higher due to a big general demand. Ontario stock which are coming along in rather limited quantities are not the best in quality, some arrivals not having fully matured.

Canadian beet, basket..... 0 25 0 35	Green peppers, basket..... 0 35 0 40
Cabbag. Canadian, dozen... 0 65 0 75	Onions—
Ca. rotz, N. C. W., basket... 0 25 0 30	American cooking bag..... 1 75
Cucumbers, Canadian, bsk... 0 15 0 25	Spanish..... 3 50
Green corn, doz 0 06 0 10	Canadian, bus..... 1 25
Egg plant, bsk... 0 20 0 25	Potatoes, N. B. stock, bag... 1 20
Celery, per doz heads..... 0 40 0 50	Sweet potatoes, barrel..... 5 00
Cauliflowers, dz..... 1 25	New turnips, p r 11-qt. basket... 0 20

## WINNIPEG.

Fresh Fruit.—There has been a further reduction in the price for peaches from Washington. Fruits continue to come in in good quantities and Ontario shipments are in good shape. Nova Scotia Gravensteins are in good demand and many carloads have already been sold in the West.

Bananas, bunch..... 2 75 3 50
Valencia oranges..... 5 25
California lemons, crate..... 6 00
Wash. peaches, box..... 1 15 1 25
Wash. Italian prunes, box..... 1 40 1 50
Cal. taloupes, crate..... 4 00
American Wealthies, bbl..... 5 00
American Peerless, bbl..... 6 00
Nova Scotia Gravensteins..... 4 25 4 50
B. Hardy pears..... 3 00
Ontario grapes, per lb..... 26 0 28
Cal. T. & T. grapes, case..... 2 50

Green Vegetables.—Large quantities of native vegetables continue to arrive. The quality is even better than usual. Onions show a slight decline, while lettuce has advanced slightly. Native beans and peas have not arrived on the market yet.

Native mint, per doz..... 0 20
Native green onions, doz..... 0 20
Native parsley, per doz..... 0 20
Native lettuce, per doz..... 0 25
Native watercress, doz..... 0 30
Ontario tomatoes, large basket..... 0 50
Native head lettuce, doz..... 0 50
New cabbage, per lb..... 0 01
American peppers, doz..... 0 30
Native carrots, per lb..... 0 01
Native beets, per lb..... 0 01
Native radishes, per doz..... 0 20
Native turnips, per doz..... 0 25
Native celery, doz..... 0 40 0 75
Native cucumbers, doz..... 0 25
Vegetable marrow, doz..... 0 60
Pumpkins, per lb..... 0 04
Sweet corn, per doz..... 0 20
Small pickling cucumbers, per pail..... 1 00
Citron, lb..... 0 12
Hubbard squash, lb..... 0 02

Potatoes.—Supplies of potatoes have also increased during the week, a recent spell of warm weather enabling the farmers to not only dig up but to market a large portion of their crop. A slight reduction will be noticed in prices, five and ten bushel lots now being quoted at 70c per bushel, ten to twenty bushel lots at 65c per bushel, and car loads f.o.b. Winnipeg, 53 to 55c per bushel.

Manitobas, 5 to 10 bus..... 0 70
Manitobas, 10 to 20 bus..... 0 65
Buying price, carlots, f.o.b. Winnipeg..... 0 73 0 55

## FRUIT NOTES.

The first shipments of Florida grape-

fruit and oranges have arrived on the New York market.

The New York market is just now practically bare of limes. They come from Dominica.

Advices from Cape Cod state that the early cranberries are running far short of the estimates, the fruit worm being largely blamed.

The Ontario Apple Shippers' Association at a recent meeting passed a resolution to the effect that the closed auction rooms of England are detrimental to the Canadian apple shippers' interest, being, according to the wording of the resolution, "almost a combine."



# Fish - Oysters



## Bright Spots After Summer Dullness

Interest in Fish is Beginning to be Awakened — Favorable Improvement is Already in Evidence—Three Fish Days Last Week Helped Demand—New Lines are Arriving on Market—Halibut a Favorite—Oysters Doing Better.

Favorable improvement in the fish trade is in evidence in most of the centres of the Dominion. At some points trade has started off with a brisker stride than others, but business generally is reported quite good for the season.

Three fish days last week worked for a better demand and from now on with cooler weather the trade should gradually show increased activity.

Halibut is still in good supply and continues one of the trade leaders. New fish lines are continuing to arrive, and with increased varieties, there should be more incentive for the retailer to take hold. Smoked and prepared lines are doing better, as are also oysters.

## QUEBEC.

Montreal.—The cooler weather has been beneficial to the trade and business is progressing favorably. The season should take on new activity as it goes on, from now until the first of the new year. Brook trout is arriving freely and the price is low. The season for this fish closes October 1. Halibut are arriving freely and salmon are in good supply. Lake trout are also plentiful with the price slightly reduced. Most of the fresh fish lines show fairly good supplies just now and if every week were as good as last there would be but little more to ask

for. The demand for boneless and prepared and other varieties is improving. Oysters are in good demand and a good trade is reported. There is room for still further seasonable business in this department.

### FRESH

Bluefish, per lb..... 0 14	Halibut, express per lb..... 0 10
Dressed perch, per lb..... 3 10	Salmon, F. O., lb 0 15 0 18
Dressed bull-heads, per lb..... 0 10	Salmon, Gaspe..... 0 18
Eels, fresh, each..... 0 25	Sea trout..... 0 10
Flounders, per lb..... 0 18	Sea bass, per lb..... 0 12
Mackerel..... 0 12	Trout, brook..... 0 20
Haddock, per lb 0 05 0 06	Lake trout, lb..... 0 10
Halibut, per lb..... 0 10	Pike, per lb..... 0 08
Herring, each..... 0 03	Pickered or dore..... 0 10
Steak ood headless, per lb..... 0 05 0 06	Whitefish, lb... 0 11 0 12

### FROZEN

Haddock..... 0 04	Salmon, B. O., red.... 0 10
Halibut, per lb..... 0 09	Gaspe salmon..... 0 18
Pike, round, lb..... 0 05	per lb..... 0 18
Pike, dressed & headless, cases	Qualla salmon..... 0 10
150 lbs., per lb..... 0 07	No. 1 Smelt, boxes, 10 and 15 lbs. each... 0 07
steak ood..... 0 05	Whitefish, large, lb..... 0 10
Mackerel..... 0 11 0 12	Whitefish, small.... 0 06

### PREPARED FISH

Boneless cod, in blocks or packages, per lb..... 7, 8, 10, 11 12
Shredded cod, 2 doz. in box, per box..... 2 00
Skinless cod, 100 lb. case..... 6 50

### SALTED AND PICKLED

New green cod, medium, per lb..... 0 04	Choice mackerel, half pail..... 2 00
New green cod, small per lb..... 0 03	Salmon, B. O., red, bbl. 14 00
New Labrador herring, per bbl..... 5 50	Salmon, B. O., half bl. 7 50
New Labrador herring, per half bbl. 3 00	Salmon, Labrador, bl. 16 00
Labrador sea trout, bbls..... 12 00	Salmon, Labrador, half bl. 8 50
Labrador sea trout, half bbls..... 6 00	Salmon, Labrador, tross, 300 lbs..... 21 00
No. 1 mackerel, pail. 2 00	Salt eels, per lb..... 0 07
No. 1 mackerel 1/2 bbls. 8 00	Salt sardines, bbls... 6 00
Scotia herring, No. 2, bbl..... 6 00	Salt sardines, 1/2 bbls 3 50
Lake trout, half bbl. 6 00	Sea trout, 1/2 brl..... 6 50
	Sea trout, bbls..... 12 00
	Scotch herring..... 6 00
	Scotch herring, keg... 1 00
	Holland herring, 1/2 bl. 5 50
	Holland herring, keg 0 75



# Now Is The Time

to build up that fish department. The cool weather is here and it is now easy to handle all the popular lines. There's no use holding up the faithful time-piece any longer. You have promised yourself a fish department time and again. Here you are in the season of 1911 and the clock is still creeping on. A word to the wise!!

Begin your department with:

**"Canada" Brand**

Pure Boneless Codfish

Ocean Brand  
Kippers & Bloaters

CANADA TABLETS	-	20 1-lb. Tablets
CANADA CRATE	-	12 2-lb. Boxes
CANADA STRIP	-	30-lb. Boxes, whole pieces
COD BITS	-	25-lb. Boxes, Bulk
and SKINLESS FISH		
MARINER BRAND	-	25-lb. Boxes, Bulk

Boutillier's  
Fillets

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD  
NEW FAT JULY SALT HERRING

These are really bright and extra fine goods. "Just a little better than the other fellows' best."

WRITE US, OR ASK YOUR WHOLESALER

**The Halifax Cold Storage Co.,** 47 William Street,  
Selling Branch, MONTREAL



## Display your Oysters in a "Coast-Sealed" Cabinet

This is the handsomest, most practical and convenient oyster display cabinet made.

It requires but ONE-EIGHTH the amount of ice used in other cabinets, owing to the vacuum chamber construction.

Ice tank sits in the centre, with three gallons of stock below and two above—thus enabling you to keep your stock absolutely fresh until the last pint is sold.

**Sold Outright \$17.00 f.o.b. Toronto**

No strings attached—no jug-handled loaning agreements with the view of coercing you into buying any particular line of oysters.

Your own judgment will suggest that you handle only "Coast-Sealed" Oysters, because they are the cleanest, fattest, best flavored oysters on the market. They reach you in a container that is sealed at the coast and which holds nothing but pure oysters—all over four years old and with the real salt sea flavor unimpaired.

Write us for Prices and Particulars

**Connecticut Oyster Company**

CANADIAN BRANCH

50 Jarvis Street

: : : :

Toronto, Ont.

## THE CANADIAN GROCER

SMOKED	
Smoked eels, per lb.	0 10
Bloaters, large, per box	1 10
Haddies	0 08
Herring, new smoked, per box	0 20
Kipperd herring, new, 40 in box	1 25
New filets, per lb.	0 10

SHELL FISH	
Shell oysters, choice, barrel	12 00
XXX shell oysters	10 00
Lobsters, live, per lb.	0 35
Oysters, choice, bulk, imp. gallon	1 40
Oysters, bulk, selects	1 60
Solid meats—Standards, gal., \$1.75; selects, gal., \$2.	
Oysters, fancy cup, large barrels	9 00
half barrels	5 00

### ONTARIO.

Toronto.—Trade is again showing bright spots after the summer dullness. There has been no remarkable improvement, but there is an awakening of interest, which is regarded as favorable by dealers. New lines are arriving at intervals, Imperial cod, Quail on-toast and pickled lake herring having been added this week. Oysters are meeting with a fairly good reception, which will be improved as the weather gets cooler. Prices show no change.

FRESH CAUGHT FISH	
Steak cod	0 07½
Fresh halibut	0 10
Ferch	0 06
Fresh trout	0 11
Fresh caught white	0 12
Fresh caught herring	0 05
Haddock	0 06
Pickarel	0 10
Mullets	0 04
Bluefish	0 12

SMOKED	
Kippers, per box	1 35
Bloaters, per box	1 25
Finnan Haddie, lb.	0 08
Cod, Imperial	0 06½
Quail-on-toast	0 07

PICKLED	
Lake herring, per keg	4 00
Oysters, selects, gal.	1 90
Oysters, standards, gal	1 70

## Description of Goods Advertised Helps in Sales

Bare mention of goods even when prices are added will not sell in the same manner as if some description of the goods offered were given. In the first place people like to know something of the goods before they buy. Description is necessary if you would appeal strongly to the appetites and tastes of your customers. For instance you might say in your ad. "Lime juice—25c a bottle," but how much better it would be, and how much more it would be likely to interest customers if you said: "Lime juice—there is no more wholesome and refreshing drink than the pure juice of the lime fruit. That is what our lime juice is—25c a bottle."

It would undoubtedly require more space but results would well justify it. It will pay to mention less lines and describe them better. Herewith are some phrases you may use in the description of your goods:—

Our Cocoa—delicious, rich and pure. Unusual strength. Goes farther than most brands.

Peas—that are unusually sweet and tender.

Olives—popular with those who wish a rich appetizing olive.

Olive oil—The flavor is richer and smoother than most oils.

Cheese has as much nutriment as its weight in bacon or ham and is more digestible.

Flour—Blank brand bakes creamy and light bread, biscuits and cakes.

Corn starch—Quality always uniform. A wholesome, nutritious and palatable food.

Shredded cocoanut—Not sugared, but rich with its natural sweetness.

Brooms—The day of the big cumbersome broom in the home is past. Ours is light weight but the kind that wears well.

Coffee—Never a cup of more delicious coffee than is made from our brand.

The dealer should take plenty of time in writing his advertisements, to describe the lines mentioned so as to create the largest number of sales.

### DONE UP IN BRIEF HINTS.

Do not only advertise, but give your ads. such attention that results will be profitable.

He is a wise merchant who has his eyes open to the wants of his customers.

Never allow your supply of change to get so low that you cannot handle the largest bills that are likely to come your way.

## The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made

## Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

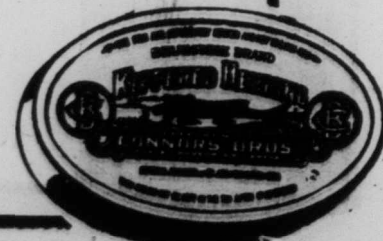
Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

# "BRUNSWICK"

## Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallicross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallicross, Macaulay Co., Vancouver and Victoria, B.C.



# HOLBROOKS LIMITED

OF BIRMINGHAM, ENGLAND

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## REMOVAL NOTICE

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Our Toronto offices will be removed on September 30th to larger and more commodious premises at

**KING and ATLANTIC AVE.  
TORONTO**

## The Grocer's Encyclopedia—Coffee

**How This Well-Known Beverage Was Discovered—Its Original Habitat was Probably in Southern Abyssinia—Facts Relating to Its Growth, Preparation and Roasting—Lose One-Sixth of Weight in Roasting—Information That Should Interest Both the Grocer and His Customers.**

Starving and parched, a wanderer in the Arabian desert arrived at an oasis, and in despair threw himself down in the shadow of a tree to die. On the ground near him he found some berries that had been scorched in the ashes of a camp fire of former travelers. In desperation, he chewed the berries, was invigorated—and the world has been happy ever afterwards with its non-intoxicating cup of coffee.

The goats of an Abyssinian herdsman came home intoxicated every night and held high carnival instead of sleeping peacefully in the fold. Investigation showed that the goats owed their hilarity to some berries they found on certain bushes. The watchers gathered some of the berries and made an infusion of them in water which they drank. They became so invigorated that the habit grew throughout the tribe, and coffee became a national drink.

In contradiction of the first story, the Persians claim the discovery of the process of roasting coffee berries. However the important feature is that we have this invigorating beverage.

### The Coffee Tree.

The coffee of commerce is the fruit derived from the *Coffea Arabica*, a tree belonging to the family Rubiaceae. In its natural or wild state, it grows to a height of eighteen or twenty feet, but for the convenience of the pickers on the coffee plantation the plant is kept down to ten to twelve feet.

The original habitat of this extensively cultivated plant was probably Southern Abyssinia, but at least as early as the sixteenth century it was introduced into Arabia. Thence it found its way into Ceylon and the East Indies. It is also a historical fact that the inhabitants of Constantinople were enjoying their daily coffee in 1554. In 1714 an Amsterdam magistrate sent a coffee plant to Louis XIV., of France, propagations from which tree found their way to Martinique and Hayti. Porto Rico obtained her first plant from these sources. In the 16th century, Java acquired the first plants.

### How the Berries Grow.

The fruit of the coffee tree grows on branches under the leaves. The seeds or berries are plano-convex and are enclosed in pairs with a paper like membrane be-

tween them. A thick husk or fibrous coating envelops the seed. For commercial purposes the coffee fruit should not be picked until ripe, when they much resemble cherries in color.

The process of preparation of the fruit before being ready for the market is not a simple one. The first requirement is to free the berries from their surrounding husk. This process is known as "pulping," and the primitive method was prolonged soaking in water and then drying in the sun, the pulpy mass afterwards separated from the berry, after bruising in a trough with stone rollers, by fanning. The present scientific method is to place the fruit in water tanks until the husks are in such condition that they are easily removed, when they are transported to the "pulping" machine. The latter consists of a revolving cylinder coated with an irregular surface that scrapes away the fibrous envelope and frees the berries, which are carried away automatically.

Next comes a fermenting process in water for about two days to soften the saccharine covering on the berries, when the sticky coating is removed by stirring in a stream of water. The berries are now dried on cemented floors or by hot air in a revolving iron cylinder. After drying they are subjected to a cleaning process in a machine that removes the skinlike covering that still encloses them. An air blast then eliminates the objectionable skins and the beans are

ready for the "separator," which latter machine assort the seeds according to their different sizes. After the defective berries are removed by hand, they are what is known to the trade as "green" coffee and are ready for shipment.

### Lose One-Sixth in Weight.

On arrival, the berries are again assorted and put through a further cleaning process. They are now ready for "roasting," which is done in a heated cylinder having automatic apparatus for its continual agitation. This parching operation is carried on at a loss of about one-sixth in weight, the bulk, however, being increased a third.

A rapid cooling of the beans becomes necessary when they have attained a satisfactory brown color, in order that all the heat be eliminated, or the roasting will continue fed by latent heat. The cooling method consists of loading the berries in metal cars with perforated bottoms, through which suction pumps draw off the heat. This latter process "seals up" the essential oil in the bean (on which coffee depends for its aroma and flavor) by hardening the glutinous surface of the berry.

Although everyone is familiar with coffee as a beverage, few know much about its origin or history, where it is grown, cultivated, or cured. Perhaps you have found something here of interest to you. It is just probable that those same facts will interest your customers.

**McDOUGALL**

Insist upon having them  
D. McDOUGALL & CO. Ltd., Glasgow, Scotland

**CLAY PIPES**

You cannot too highly praise it—

# Black Watch

The Biggest and Best  
Plug Chewing Tobacco

Is now a favorite amongst tobacco  
chewers. Keep it to the front and  
watch your profits increase.



# MAPLE SUGAR CHEWING TOBACCO

has become a great favorite and you should not fail to give this large plug a prominent position in your tobacco department. When the housewife comes along ask her to bring home a trial plug to her husband. She'll then come back for more.

**THERE'S MONEY IN THIS FOR YOU.**

**WRITE**

**The Rock City Tobacco Co.**  
QUEBEC WINNIPEG

# INVESTIGATE THE 7-20-4 CIGAR

A Fine Cigar at the cost of an ordinary smoke. It's a proposition that is a sure money-getter. The 7-20-4 Cigar coins money for any store that handles it, and gives the kind of satisfaction that brings customers back.

Write for Particulars.

**The Sherbrooke Cigar Co.**  
SHERBROOKE, QUE.

# Tuckett's Orinoco Tobacco

NO BETTER  
JUST  
A LITTLE Milder  
THAN



# Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

**TUCKETT LIMITED**

**Hamilton,**

**Ont.**

**CLASSIFIED ADVERTISING**

Advertisements under this heading, 20. per word for first insertion, 10. for each subsequent insertion.

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

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

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

**GROCERY FOR SALE.**

**FOR SALE**—Good grocery business in Western Ontario town of 10,000. Annual turnover of \$13,000. Fine opportunity for young man. Good reasons for selling. Box 399, CANADIAN GROCER, Toronto.

**MISCELLANEOUS.**

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

**THE National Cash Register Company** guaranteed 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 Street, Toronto.

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

**BUCKWHEAT Flour** guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

**BUSINESS-GETTING TYPEWRITTEN LETTERS** and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

**COPELAND-CHATTERSON SYSTEMS** — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

**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 "E." 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 from our nearest office. Egray Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258 1/2 Portage Ave., Winnipeg; 308 Richards St., Vancouver.

**FIRE INSURANCE. INSURE IN THE HARTFORD.** Agencies everywhere in Canada.

**MISCELLANEOUS.**

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

**MOORE'S NON-LEAKABLE FOUNTAIN PENS.** If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, \$2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

**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.

**PENS**—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

**HUNDREDS OF TYPEWRITERS** of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street 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.

**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)

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

**TECHNICAL BOOKS.**

**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.

**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 Avenue, Toronto.

**PERIODICAL DEPT.**

**THE MACLEAN'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. MACLEAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

**TRY A CONDENSED AD. IN THE CANADIAN GROCER**

**Grocery Advertising**

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.  
143-149 University Ave., Toronto

**Coffee, Its History, Classification and Description**

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

**\$2.00**

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department  
143-149 University Avenue, Toronto

Diamond  
1-lb. tins  
1-lb. tins  
1-lb. tins  
Cases  
4-dozen  
3-dozen  
1-dozen  
3-dozen  
1-dozen  
1-dozen



or more  
RO  
WHITE  
\$8.25, 1  
tins, \$1  
5c. tins.



Size  
Borwick  
Carton  
No. 1  
No. 1  
No. 1  
No. 2  
No. 3  
No. 10  
No. 10



Straw  
Borwick  
Black  
Red



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$40 PER INCH PER YEAR.

**Baking Powder**  
W. H. GILLARD & CO.  
Diamond 1-lb. tins, 2 doz. in case \$2 00  
1-lb. tins, 3 doz. " " 1 25  
1-lb. tins, 4 doz. " " 0 75

**IMPERIAL BAKING POWDER**  
Cases. Sizes. Per doz.  
4 dozen 10c. \$0 85  
8 dozen 6-oz. 1 75  
1 dozen 12-oz. 3 50  
3 dozen 12-oz. 3 40  
4 dozen 2-lb. 10 50  
1 dozen 5-lb. 19 80

**MAGIC BAKING POWDER**  
Ontario and Quebec Prices  
Cases. Sizes. Per doz.  
6 dozen 5c. \$0 50  
4 " 4-oz. 0 75  
4 " 6 " 1 00  
4 " 8 " 1 30  
4 " 12 " 1 80  
4 " 12 " 1 85  
4 " 16 " 2 25  
4 " 18 " 2 30  
4 " 2-lb. 5 00  
4 " 5-lb. 9 60  
1 " 6-oz. 1 25  
1 " 12 " 2 00  
1 " 16 " 2 80  
Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

**ROYAL BAKING POWDER**  
Cases. Sizes. Per Doz.  
Royal-Dime \$0 95  
1-lb. 1 40  
6-oz. 1 95  
1-lb. 2 55  
12-oz. 3 55  
1-lb. 4 90  
3-lb. 13 60  
5-lb. 22 35  
Barrels—When packed in barrels one per cent. discount will be allowed.

**WHITE SWAN SPICES AND CEREALS LTD**  
White Swan Baking Powder—5-lb. size, \$3.25; 1-lb. tins, \$2; 12-oz tins \$1.60; 8-oz. tins, \$1.20; 6-oz. tins, 90c.; 4-oz. tins, 6c.; 5c. tins, 40c.

**Borwick's Baking Powder**  
Sizes— Per doz. tins  
Borwick's 1-lb. tins \$1 35  
1-lb. tins 2 35  
1-lb. tins 4 65

**COOK'S FRIED BAKING POWDER**  
Cases. Sizes. Per doz.  
No. 1, 1-lb., 4 doz \$2 40  
No. 1, 1-lb., 3 doz \$2 50  
No. 2, 5-oz., 8 doz \$0 80  
No. 2, 5-oz., 4 doz \$0 85  
No. 3, 2 1/2-oz., 4 doz \$0 45  
No. 10, 12-oz., 4 doz \$2 10  
No. 10, 12-oz., 3 doz \$2 90  
No. 17, 5-lb. \$14 90

**FOREST CITY BAKING POWDER**  
Dozen  
6 oz. tins \$0 75  
12 oz. tins 1 25  
16 oz. tins 1 75

**WHITE SWAN SPICES & CEREALS, LTD.**  
White Swan Breakfast Food, 2 doz. in case, per case \$3.90.  
The King's Food, 3 dz. in case, per case \$4.80.  
White Swan Barley Crisps, per doz. \$1.  
White Swan Self-rising Buckwheat Flour, per dozen \$1.  
White Swan Self-rising Pastry Flour, per dozen \$1.  
White Swan Wheat Kernels, per doz. \$1.50.  
White Swan Flaked Rice, per dozen \$1.  
White Swan Flaked Peas, per dozen \$1.

**DOMINION CANNERS, LIMITED**  
Ayimer Jam  
Per doz. Pear. \$1 70  
Strawberry 1 95  
Raspberry 1 95  
Black currant 1 95  
Red currant 1 75  
Cranapple 1 75

Raspberry & red Plum 1 70  
currant 1 95  
Raspberry and Marjale Grape 1 85  
gooseberry 1 80  
Plum jam 1 55  
Greengage plum, Orange Jelly 1 55  
stoneless 1 75  
Gooseberry 1 75  
Pineapple 1 95  
Ginger 2 35  
Pure Preserves—Bulk  
5-lb. 7-lb. 1 1/2 & 3 1/2 per lb.  
Strawberry 0 59 0 82  
Black currant 0 59 0 82  
Raspberry 0 59 0 82

Weight allowed up to 2 1/2 per 100 lbs.  
**Sine**  
Keen's Oxford, per lb. 0 17  
In 10-box lots or case 0 18  
Gillett's Mammoth, 1/2-gross case 2 00

**Cocoa and Chocolate**  
THE COWAN CO., LIMITED  
Cocoa—  
Perfection, 1-lb. tins, per doz. \$4 50  
Perfection, 1-lb. tins, per doz. 2 40  
Perfection, 1-lb. tins, per doz. 1 30  
Perfection, 10c size, per doz. 0 90  
Perfection, 5-lb. tins, per lb. 0 37  
Soluble, bulk, No. 1, per lb. 0 20  
Soluble, bulk, No. 2, per lb. 0 18  
London Pearl, per lb. 0 22

Special quotations for Cocoa in barrels, kegs, etc.  
**Unsweetened Chocolate**  
Supreme chocolate, 1/2, 12-lb. boxes, per lb. 0 35  
Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80  
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90

**Sweet Chocolate**  
Queen's Dessert, 1/2 and 1/4, 12-lb. boxes, per lb. 0 40  
Queen's Dessert, 3/4, 12-lb. boxes 0 40  
Vanilla, 1-lb., 6 and 12-lb. boxes 0 35  
Parisian, 8's, 6 and 12-lb. boxes 0 28  
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 24  
Diamond, 1/2's, 6 and 12-lb. boxes 0 25

**ICINGS FOR CAKE**  
Chocolate, white, pink, lemon, orange, maple, almond, coconut cream, in 1-lb. packages, 2 dozen in box, per dozen \$0 90

**Chocolate Confections**  
Per lb.  
Maple cream, 5-lb. boxes 0 36  
Milk medallions, 5-lb. boxes 0 36  
Chocolate wafers, No. 1, 5-lb. boxes 0 30  
Chocolate wafers, No. 2, 5-lb. boxes 0 30  
Nonpareil wafers, No. 1, 5-lb. boxes 0 30  
Nonpareil wafers, No. 2, 5-lb. boxes 0 30  
Chocolate ginger, 5-lb. boxes 0 30  
Milk chocolate wafers, 5-lb. boxes 0 36  
Coffee drops, 5-lb. boxes 0 36  
Lunch bars, 5-lb. boxes 0 36

Milk chocolate, 5c bundles, 3 doz. in box, per box 1 35  
Milk chocolate, 6c cakes, 3 doz. in box, per box 1 35  
Nut milk chocolate, 1/2, 6-lb. boxes, lb. 0 36  
Nut milk chocolate, 3/4, 6-lb. boxes, lb. 0 36  
Nut milk chocolate, 5c bars, 24 bars, per box 0 90

**AGENTS, O. E. COLSON & SON, MONTREAL.**  
In 1/2 and 1-lb. tins, 14-lb. boxes, per lb. 0 35  
Smaller quantities 0 37

**JOHN P. MOTT & CO.'S**  
G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Ferse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

**DIAMOND CHOCOLATE**  
Elite, 10c. size (for cooking) doz. \$0 90  
Mott's breakfast cocoa, 10c size 90 per dz.  
" breakfast cocoa, 1/2 0 38  
" No. 1 chocolate, 1/2 0 32  
" Navy 1/2 0 26  
" Vanilla sticks, per gross 1 00  
" Diamond Chocolate, 1/2 0 24  
" Plain choice chocolate, 1/2 0 32  
" Sweet Chocolate Coatings 0 30

**WALTER BAKER & CO. LIMITED.**  
Premium No. 1 chocolate, 1/2 and 1-lb. cakes, 35c. lb.; Breakfast cocoa, 1/2, 1/4, 1 and 5-lb. tins, 4c. lb.; German's sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes, 25c. lb.; Caracas sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes, 32c. lb.; Auto sweet chocolate, 1/2 lb. cakes, 3 and 6 lb. boxes, 32c. lb.; Vanilla sweet chocolate, 1/2 lb.

cakes, 6 lb. tins, 4c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, 1 lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 lbs., tied 5c., per box \$3.00. The above quotations are f.o.b. Montreal.

**COCONUT**  
CANADIAN COCONUT CO., MONTREAL.  
Packages—5c, 10c, 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.  
1-lb. packages 0 28  
1-lb. packages 0 27  
1-lb. packages 0 28  
1 and 1-lb. packages, assorted 0 26  
1 and 1-lb. packages, assorted 0 27  
1-lb. packages, assorted, in 5-lb. boxes 0 28  
1-lb. packages, assorted, in 5-lb. boxes 0 29  
1-lb. packages, assorted, 5, 10, 15 lb. cas 0 30

**Bulk—**  
In 15-lb. tins, 15-lb. pails and 10 25 and 50-lb. boxes. Pails. Tins. Bbls.  
White moss, fine strip 0 12 0 21 0 17  
Best Shredded 0 18 0 17  
Special shred 0 17 0 16  
Ribbon 0 19 0 15  
Macaroon 0 17 0 16  
Dedicated 0 16 0 16  
White Moss in 5 and 10 lb. square tins, 21c.

**CONDENSED MILK**  
BORDEN'S CONDENSED MILK CO.  
Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk \$5 75 1 45  
Gold Seal Condensed Milk 4 75 1 23  
Challenge Condensed Milk 4 00 1 00  
Peerless Brand Evaporated Milk five cent size (4 dozen) 2 00 0 50  
Peerless Brand Evaporated Milk family size 3 50 0 90  
Peerless Brand Evaporated Milk pint size (4 dozen) 4 40 1 10  
Peerless Brand Evaporated Milk hotel size 3 70 1 85



**REINDEER, LIMITED**  
"Jersey" brand evaporated cream per case (4 dozen) \$3 50  
"Reindeer" brand, per case (4 dozen) 5 00  
"Reindeer" Condensed Coffee, case 5 00  
"Reindeer" Condensed Cocoa, case 4 80



**ST. CHARLES CONDENSING COMPANY.**  
St. Charles Milk, family size, per case \$3 50  
Baby size, per case 3 00  
Ditto, hotel 3 75  
Silver Cow Milk 4 50  
Purity Milk 4 25  
Good Luck 4 00

**COFFEES**  
BEY, BLAIN CO. LIMITED.  
Standard Coffees  
Roasted whole or ground. Packed in damp-proof bags and tins.  
Club House \$0 32  
Nectar 0 30  
Empress 0 28  
Duchess 0 27  
Crushed Java and Mocha ground 0 18

**Package Coffees.**  
Gold Medal, 2 lb. tins, whole or ground 0 30  
" 1 lb. tins, " 0 31  
" 1 lb. tins, " 0 32  
Anchor Brand, 2 lb. tins " 0 31  
" 1 lb. tins " 0 32  
German Dandelion, 1 lb. tins, ground 0 26  
English breakfast, 1 lb. tins, " 0 18  
Grand Prix, 1 and 2 lb. tins, " 0 30  
Demi-Tasse, 1 and 2 lb. tins, " 0 30  
Flower Pot, 1 lb. pots, " 0 22

**CONFECTIONS**  
IMPERIAL PEANUT BUTTER  
Small, medium, cases dozen 0 95 dozen  
Medium, cases dozen 1 80  
Large, cases 1 dozen 2 75  
Tumblers, cases 2 dozen 1 85  
5-lb. pails 0 15 lb.

WHITE AN SPICES AND CEREALS LTD. White Swan Blend.



1-lb. decorated tins, 32c. lb.  
Mo-Ja, 1-lb. tins 30c. lb.  
Mo-Ja, 1-lb. tins 28c. lb.  
Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epiceurs—1-lb. fancy glass jars, per doz. \$3.50  
Cafe l'Aromatique—1-lb. amber glass jars, per doz. \$4  
Presentation (with tumblers) \$3 per doz.



Ground or bean— W.S.P. R.P.  
1 and 1/2 0 25 0 30  
1 and 1/2 0 30 0 40  
1 and 1/2 0 35 0 50  
Packed in 30s and 50-lb. cases. Terms—Net days prepaid.

**CHEESE—IMPERIAL**

Large size jars, doz. \$2 25  
Medium size jars, per doz. 4 50  
Small size jars, per doz. 2 40  
Individual size jars per doz. 1 00  
Imperial holder—  
Large size, doz. 18 00  
Med. size, doz. 17 00  
Small size, doz. 13 00  
Roquefort—  
Large size, doz. 2 40  
Small size, doz. 1 40



**Canada Cream Cheese**  
In carbons, each 1 dozen 0 90  
Large blocks, dozen 2 30  
Medium blocks, dozen 1 30

**CREAM**  
FUSSELL & CO., LTD. London, Eng.  
"Golden Butterfly" brand Cream, 3 doz. 10c. size, cases \$7.00  
"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases \$11.50

**COUPON BOOKS—ALLISON'S**  
For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchamps & Fils, Montreal \$2, \$3, \$5, \$10, \$15 and \$30. All same price one size or assorted.

**UN-NUMBERED**  
Under 100 books... each 04  
100 books and over... each 04  
500 books to 1000 books... each 08  
For numbering cover and each coupon extra per book 1/4 cent.

**INFANTS' FOOD**  
Robinson's patent barley, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1-lb. tins, \$1.25; 1-lb. tins, \$2.25.



**FLAVORING EXTRACTS**  
SHIRIFF'S  
1 oz. (all flavors) doz. 1 00  
2 " " " 1 75  
3 " " " 2 00  
4 " " " 3 00  
5 " " " 3 75  
8 " " " 5 50  
16 " " " 10 00  
32 " " " 18 00  
Discount on application.



**CRESCENT MFG. CO.**  
Mapleline. Per doz.  
2 oz. bottles (retail at 50c.) 4 50  
4 oz. bottles (retail at 50c.) 6 80  
8 oz. bottles (retail at \$1.50) 12 80  
16 oz. bottles (retail at \$3) 24 00  
Gal. bottles (retail at \$20) 15

**COFFEE** High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

# AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.



## Fortify Your Position

as a grocer by adding to your shelves

# 2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish, and is, moreover, waterproof, "2 in 1" is a popular favorite and sells all the time.

See to Your Stocks

**The F. F. Dalley Co., Ltd.**  
HAMILTON, ONT. and BUFFALO, N.Y.

## BLACK JACK

QUICK, CLEAN, HANDY



TRY IT

SOLD BY ALL  
JOBBER

1/4-lb. tins—3 doz. in case.

## STORE MANAGEMENT—COMPLETE

16 Full-Page  
Illustrations

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete  
**\$1.00 POSTPAID**

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

### THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

272 Pages  
Bound in Cloth

TECHNICAL BOOK DEPARTMENT  
143-149 University Ave., - Toronto, Canada.

—Reciprocity?—Why not?—

# Cook's Friend Baking Powder

is made in Canada from the purest of Grape Cream Tartar and is equal to the best imported and sells at half the price.

**There's no alum in it.**

E  
H  
LAFOR  
AGE  
ID  
Sur Extra  
Extra Fin  
Tres Fin  
Fins  
Mi-Fins  
Moyans N  
Moyans N  
Moyans N  
MI  
Case—  
12 litres .  
12 quarts  
Tins—  
5 gals., 2s  
2 gals., 6s  
1 gal., 10s  
1/2 gal., 20s  
BA  
La Capital  
La Neptur  
St. Nicolas  
La Sanitas  
" "  
Vichy Len  
Le Soleil  
Case 25 lb  
" 12 lb  
" 50 lb  
" 200 lb  
" La Lune  
Case 25 lb  
" 12 lb  
" 50 lb  
" 100 lb  
" 200 lb  
Alimentar  
Vermloc  
Box, 25 lbs  
" 25 lbs  
Grape Jul  
" "  
Apple Jul  
" "  
Champagn  
Matts Gol  
Sparkling  
Apple Vin  
RO  
Squares,  
6 lbs.





# LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

What Snap Will  
Do No Other  
Hand Cleaner  
Can Do

Snap Company, Limited  
Montreal, Quebec



SNAP  
IS  
GOOD  
STOCK

SNAP  
WILL  
PAY  
YOU

*Brunner, Mond & Co.'s*

# WASHING SODA

Drums, 336 lbs.	Barrels, 336 lbs.
" 224 lbs.	Bags, 224 lbs.
" 112 lbs.	" 112 lbs.
" 100 lbs.	" 100 lbs.

## Concentrated Sal Soda

Casks, 500 lbs.

# Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

### FREQUENCY OF SAILINGS

Every seventh day a  
Pickford & Black steamer  
leaves Halifax for Ber-  
muda, St. Kitts, Antigua,  
Barbados, Trinidad and  
Demerara; the round trip  
occupying thirty days.

For further particulars  
apply to

**PICKFORD & BLACK, Ltd.**

HALIFAX, N.S.



## Oakey's

The original and only  
Genuine Preparation for  
Cleaning Cutlery, Ed.  
and Tin Containers.

'WELLINGTON'

## KNIFE POLISH

JOHN OAKLEY & SONS, Limited

Manufacturers of  
Emery, Black Lead, Emery, Glass  
and Flint Cloths and Papers, etc

Wellington Works, London, England

## Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil  
ever sold in Canada.

FOR SALE EVERYWHERE



## Why Two Flours—If One is Better?

Remember this, Brother Grocer—

FIVE ROSES is not milled for *pastry* cooking alone.

Nor for *bread* baking alone.

But for BOTH — it's meant for both—milled for both.

A *general* household flour—a genuine *family* flour. Milled entirely from the best *pastry* producing parts of the Manitoba wheat berry.

From the driest, whitest, purest parts.

Ground much finer than a flour meant exclusively for breadmaking.

Just as our *second* grade (called HARVEST QUEEN) is meant for bread bakers.

FIVE ROSES is infinitely

superior than such flours—better *color*, better *flavor*, easier to handle, keeps better.

But to make good pastry and equally good pastry, FIVE ROSES needed *Strength*.

In order to make big, fat, healthy loaves with tender crust and spongy crumb.

It had to contain *more gluten*—more of the purest quality gluten, neither too soft nor too tough.

Also remember, Brother Grocer—

The woman proud of her bread wants to be proud of her pastry.

She wants to be a good cook all 'round—sell her flour that is good *all 'round*.

She uses the same butter, the same sugar, the same

eggs, the same oven.

Why not the *same* flour?

Most flours are not made for every recipe in her cookbook—but made for only *one* purpose.

Takes time, and trouble, and knowledge, and milling science to produce a flour to suit your customer's every wish.

But FIVE ROSES makes good *bread* and good *pastry*.

It is milled *on purpose*.

Therefore it is best for the housewife, best for your customers—best for *every single one of them*.

Don't *you* see the opportunity to give better service, better *flour* service? Serve best and you profit best, Brother Grocer.

And then, just see how your sales are simplified

by selling *only* FIVE ROSES:

*Less bookkeeping—less correspondence—less mistakes—less excuses—less trouble—smaller stocks—steadier sales—regular repeats—stronger salesmanship through specializing.*

If others are doubling their sales — why not YOU?

Don't delay — ask your jobber—or write our nearest office.

DO IT NOW!

### FIVE ROSES

is packed to suit your trade in barrels and halves—also in bags of 7, 14, 24, 49 & 98 lbs.

—CAPACITY—  
10,500 Barrels Daily

LAKE OF THE WOODS MILLING COMPANY, LIMITED  
"The House of Character" MONTREAL

# Five Roses Flour

Not Bleached



Not Blended