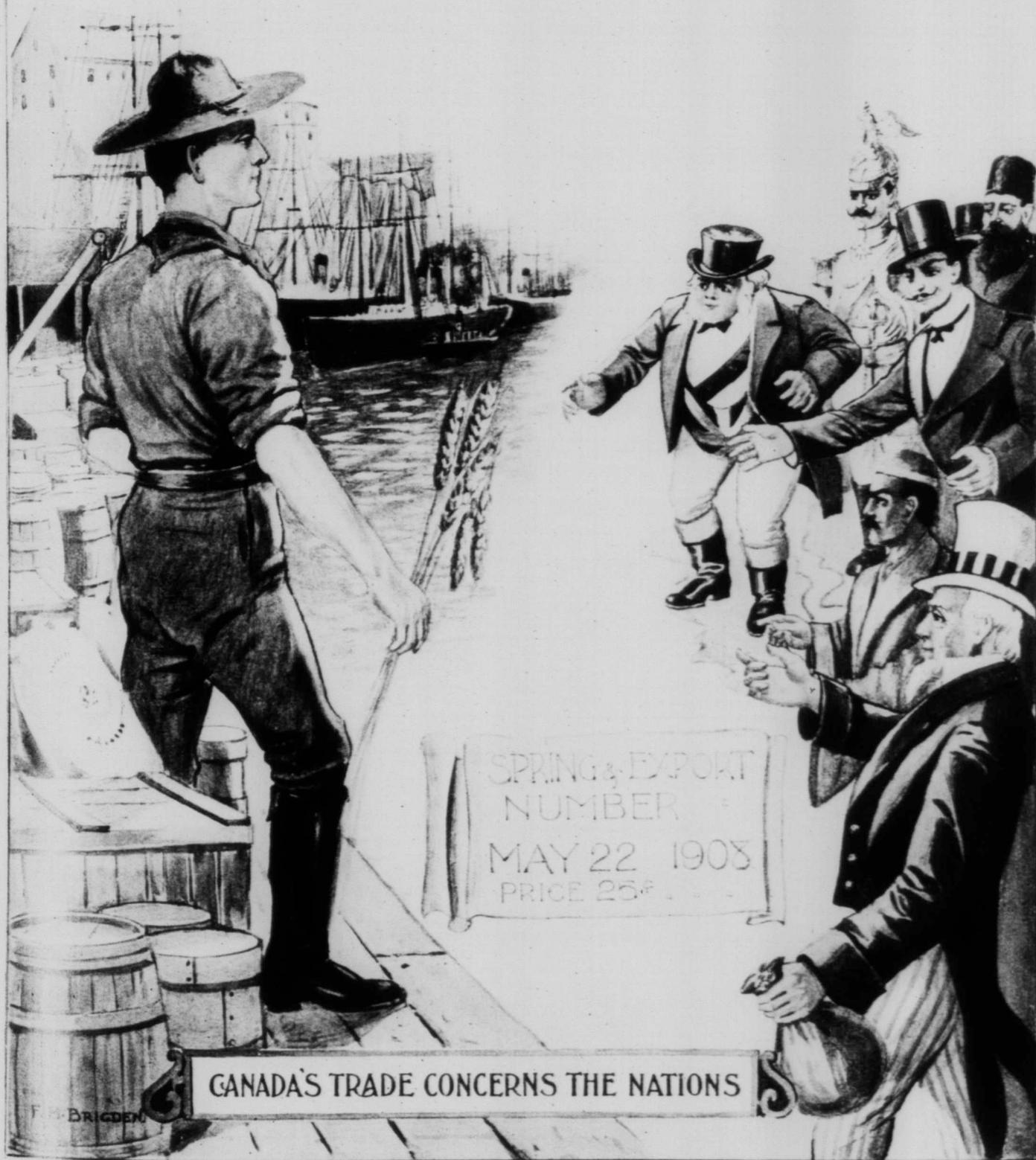


**PAGES
MISSING**

THE CANADIAN GROCER



lp

ple

ITED

MAGIC KING POWDER

r

l it.
been
der.

t.



This Picture Won the Prize of An Artist's Position on the Staff of the MacLean Publishing Co.

CIRCULATES EVERYWHERE IN CANADA

Also in Great Britain, United States, West Indies, South Africa and Australia.

THE CANADIAN GROCER

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

VOL. XXII.

Publication Office: 10 Front St. East, TORONTO, MAY 22, 1908.

NO. 21.



Your Trade demands the best in everything—In the laundry blue line it always gets "THE BEST" in

Keen's Oxford Blue

There is no known blue its equal—There can be nothing superior—It is a steady and ready seller.
For sale by all jobbers.

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

2 Canadian Standards

Benson's "Prepared" Corn (for cooking purposes)

the housekeepers' favorite for puddings, blanc manges, desserts, etc.

Edwardsburg "Silver Gloss" Starch

(best for all kinds of laundry work)
These two brands make for good trade—
Every Jobber sells them.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, TORONTO, Ont.

Works, CARDINAL, Ont.

164 St. James St., MONTREAL

They Speak For Themselves



The popularity of Imperial Products requires no argument to prove. Inherent merit, liberal profit and aggressive, consistent advertising are the cause.

WE CREATE THE DEMAND.

IF YOUR JOBBER CANNOT SUPPLY
THESE GOODS, WRITE TO

MacLaren Imperial Cheese Co., Ltd.

Head Office: TORONTO

To Maintain and Increase Permanent Trade

We handle only articles of known worth—the tried and tested kind—articles whose intrinsic merit has raised them far above the commonplace. We do this because we like to feel that the folks who buy them are, year after year, adding permanent trade to the business of the grocer who sells the goods. From our own selfish point of view we believe the principle applies with telling force.

We know of No Safer or Surer Way

There is a good living profit on every article we are privileged to represent—each of its kind is, to our way of thinking, a splendid example of honorable manufacture. And because of that important fact we advertise their strong features fearlessly, over our own name, in the Canadian Grocer and elsewhere, every week of the year.

ARTHUR P. TIPPET & CO.

*7 Place Royale,
MONTREAL*

*84 Victoria St.
TORONTO*



When you sell Condensed Milk and Evaporated Cream, it is better for you to



Sell the Best.

Every Can Guaranteed.

THE CANADA FIRST BRAND

EVAPORATED CREAM

and

CONDENSED MILK

is the Highest in Quality.



It is absolutely pure, wholesome and digestible; and is prepared in a modern factory under ideal **sanitary** conditions. It is **MADE IN CANADA** by a purely Canadian Company. The attractive neatness of the package befits the superior quality of the contents. It is a brand that your customers can positively **rely** upon.

When ordering Condensed Milk and Evaporated Cream from your jobber, be sure and specify Canada First Brand.



Aylmer Condensed Milk Co., Limited

Factory, AYLMER, ONT.

Sales Office, 39 James St. South, Hamilton, Ont.



WE OFFER—

Exceptional facilities for quickly placing amongst the best trade of the Canadian market, all lines of BRITISH and FOREIGN Manufacture.

We are sole distributing agents for the following well known firms :

GEO. DALIDET & CO.

Bordeaux, France

Fruits,
Vegetables, etc.

AUGUSTE GAILLARD & FILS

Marseilles, France Olive Oil

MADAME DAMAIN

Bar-le-duc, France Bar-le-duc Jelly

WM. P. HARTLEY

Liverpool, Eng.

Preserves and
Marmalade

FERRAND, RENAUD & CIE.

Lyons, France Macaroni, etc.

JAMES PASCALL, L'T'D

London, Eng. Confectionery

We solicit enquiries and offerings from reputable shippers who are not represented on this market.

EBY-BLAIN, LIMITED

Wholesale Grocers, Importers, etc.

TORONTO

Encourage Cash Purchases



We have a positive guaranteed plan of drawing new customers and getting cash business that has been proved thoroughly satisfactory in hundreds of stores all over Canada. No experiment and no guesswork. Let us send you opinions of leading storekeepers east and west. We confine our system to only one store in a town and back it up with effective work.

Drop us a card. We want to tell you more about it.

The British Canadian Crockery Co., Ltd., 25 Melinda St., Toronto

Sugar forms a large percentage of every grocer's business:

The season is rapidly approaching when Granulated Sugar will be in active demand with you. It will be to your interests to supply your customers with the BEST, which is the well-known

Redpath

the standard for excellence and purity.

Redpath's Granulated Sugar

is the acme of Sugar Refining. Its sale by the grocer guarantees satisfaction to consumer.

All wholesale grocers keep it.

MADE BY

The Canada Sugar Refining Co.,
LIMITED
MONTREAL

“O.K.”

REGISTERED.

England's Foremost Fruit Sauce

There is nothing to hide in the composition of "O.K." SAUCE

Muscateles, from Malaga	Raisins, from Valencia
Cane Sugar, from West Indies	Mangoes, from West Indies
Oranges, from Seville	Ginger, from Jamaica
Red Peppers, from Zanzibar	Capicoums, from Zanzibar
Nutmegs, from Penang	Mace, from Penang
Cloves, from Penang	Cinnamon, from Ceylon
Tomato Puree, from Italy	Carrots, from Italy
Shallots, from Channel Islands	Soy, from India
Virgin Malt Vinegar	Lemons, from Messina

A select proportion of the above constitutes the delicious "O.K." Sauce.

\$5000 Challenge

We Guarantee every ingredient of the

"O.K." SAUCE

to be absolutely pure and of the finest quality only, and the above sum will be paid to anyone who can prove to the contrary, whether by analysis or otherwise.

Gesye Mason & Co. Ltd.

MASON'S 'O.K.' SAUCE

Medals and Diplomas:

London, 1885, 1888, 1889, 1890, 1904; Berlin, 1890; Paris, 1890; Edinburgh, 1890; Newcastle, 1903; Nisse, 1903.

RETAILS 25 CENTS PER LARGE BOTTLE.

REPRESENTED

BY

McTavish & Werts,

74 Yonge Street Arcade, Toronto.

GEO. MASON & CO., LTD.,

LONDON, Eng.

Telephone. Main 6265

WRITE FOR LAID DOWN TERMS, CANADIAN PORTS OR RAILWAY DEPOTS.

LEA'S

The Pickle with the Ho

Our doubts are traitors, don't doubt, but try a small quantity of our TID-BIT PICKLE when we put it on the market in August. This is the only way that we can convince you that our goods have a flavor that can only be produced by a woman, and that once tried by the consumer, become a household necessity.

A Canadian Pickle of Quality, made in Canada from Canadian Products.

PACKED BY

The LEA PICKLING and PR

SIMCOE,

LEA'S

the Home-Made Flavor

We could by the use of Vinegars, Spices, and Mustards of a lower grade, greatly increase our profits. We could by the use of Saccharine in place of Sugar (of which we use nothing but the best Granulated) again increase our profits, we could by allowing the processing of these goods to be done in a slipshod manner again increase our profits, we do not do these.

Made from Mrs. Lea's Home-Made Recipe.

G and PRESERVING CO., Ltd.

ONTARIO



P
R
I
D
E

O
F

C
A
N
A
D
A

PRIDE OF CANADA

SYRUPS AND SUGARS

In your own interest you should know these facts

- ☐ Every producer from whom we purchase must give a signed statement that every gallon maple syrup we buy from him is absolutely pure, that it is made from the sap of the maple tree only.
- ☐ Our factory is right in the heart of the maple forests, in Quebec province, the largest producing district in the world.
- ☐ You have our absolute guarantee that the sugars and syrups offered you are not adulterated in any respect. The recent inspection of maple products taken from stores all over Canada, showed that **Pride of Canada** goods alone proved their claim of absolute purity.

*We lay stress upon PURITY, because
it pays you to sell PURE GOODS*

Pride of Canada Syrups are put up in glass and tin (as illustrated), in pints, quarts, ½ gallons, gallons and 5 gallons, and in 15 and 25 gallon barrels.

PRIDE OF CANADA MAPLE SUGAR

A READY SELLER

This line is put up in neat boxes, 54 cakes to a box. Each cake retails with good profit at 10 cents.

The majority of good Canadian wholesalers all over Canada sell **Pride of Canada** goods. Prices and samples gladly furnished representative wholesalers.

Retailers who have trouble in getting **Pride of Canada** products should write us direct.

MAPLE TREE PRODUCERS' ASSOCIATION, LTD.

WATERLOO, QUE.



**GOODS
THAT
ARE
GOOD
GOODS**

Greig's White Swan Blend Coffee
Greig's White Swan Jelly Powders
Greig's White Swan Spices
Greig's White Swan Baking Powder
Greig's White Swan Flavoring Extracts
Greig's White Swan Cocoanut
Greig's White Swan Cream of Tartar
Greig's White Swan Flaked Wheat
Greig's White Swan Rolled Oats
Greig's White Swan Buckwheat Flour
Greig's White Swan Wheat Kernels
Greig's White Swan Graham Flour
Greig's White Swan Whole Wheat Flour
Greig's White Swan Gluten Flour

THE ROBERT GREIG CO., LIMITED

WHITE SWAN MILLS

TORONTO

JAPAN TEAS

Lead the Market

BECAUSE climatic conditions in Japan are conducive to highest perfection in tea cultivation.

BECAUSE they are purest in method of preparation.

BECAUSE they are uniform in quality.

BECAUSE no teas grown elsewhere possess the many qualities of Japan Teas.

Grocers handling Japan Teas always hold their tea trade

Malta-Vita

“The Perfect Food”

Malta-Vita is made from the best wheat and malt extract.

A healthful and delicious food, combines moderate cost and high quality.

No better cereal can be bought at any price.

Pays the grocer a good profit, and pleases his customers.

Order from your wholesaler, or write direct for quotations.

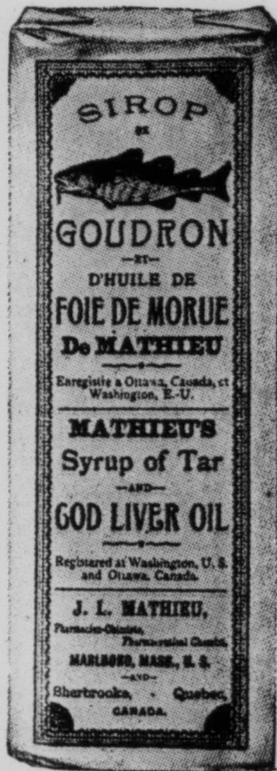


Malta-Vita

“The Perfect Food”

Malta-Vita
Pure Food Co.

TORONTO, ONT.



The Constantly Increasing Sale

of Mathieu's Syrup of Tar and Cod Liver Oil and obliged us to erect this large new building. Our aim has ever been to make the best possible products. The increase in our business—the lasting success achieved by our preparations are due to our constant efforts to satisfy our customers.

Mathieu's Syrup of Tar and Cod Liver Oil

This is a perfect combination for strengthening and building up constitutional weakness. It is particularly effective in preventing, alleviating and curing all chest and throat troubles. It not only cures the cold—but so tonifies the system as to make its return almost impossible.

This is a magic cure for all headaches, nerve pains, neuralgia, etc. They contain no opium, morphine, chloral or any other dangerous narcotic or poison. Hence their safety for family use. They relieve insomnia, soothe the nerves and give restful sleep. When taken in conjunction with Mathieu's Syrup they are the quickest cure for any feverish cold.

SOLD BY ALL WHOLESALE DEALERS.

J. L. Mathieu Co., (Props.), Sherbrooke, P.Q.

PACKARD'S

"SPECIAL"

SHOE DRESSINGS

UNEXCELLED FOR QUALITY
EVERY PACKAGE GUARANTEED

Box Calf Combination For Ladies' and Gents' Box Calf, Vici Kid and all Black Shoes.

Russet Combination For all kinds of Russet and Tan Boots and Shoes.

Ladies' Special For Ladies' and Children's Fine Boots and Shoes.

French Glycerine To retail at 10c. For Ladies' and Children's Shoes.

Black O A Black Liquid and Paste combined to retail at 10c.

Tan O A Tan Liquid and Paste combined to retail at 10c.

Patent Cream For polishing and keeping soft and pliable all kinds of Patent and Enamel Shoes.

Special Paste In Black and Tan for polishing Box Calf, Vici Kid or Russet Shoes of any kind.

FOR SALE BY

ALL WHOLESALE GROCERS
AND JOBBERS

MANUFACTURED BY

L. H. Packard & Co.

Limited

PACKARD BUILDING

9 to 17 St. Antoine St., - MONTREAL

MANUFACTURERS OF
HIGH-CLASS

SHOE DRESSINGS



Our Famous 5c.

(Silver finished)



Bank Package

(Gold finished)

Very popular package. Gives your tack business a big spurt.
Packed in half gross and gross boxes.

CARPET

AND

SHOE

TACKS

All our tacks are CLEAN CUT and UNIFORM. Are DEPENDABLE.
Always the same.

Prices and samples gladly furnished jobbers.

THE BAZIN MFG. CO.

94 Arago St., Quebec

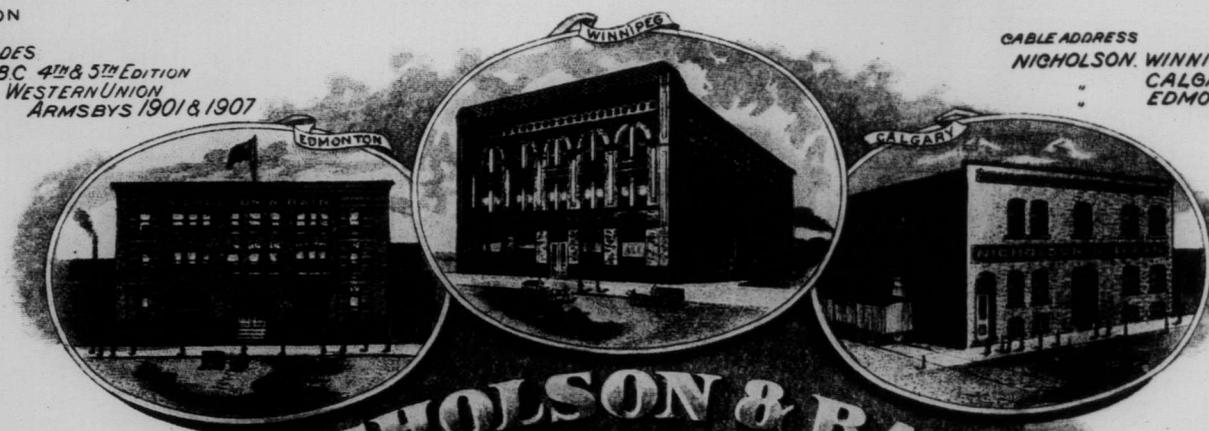
E. W. Hickson, 77 York St., Toronto, Selling Agent for Ontario

THE CANADIAN GROCER

E NICHOLSON

CODES
ABC 4TH & 5TH EDITION
WESTERN UNION
ARMSBYS 1901 & 1907

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



EDMONTON BRANCH
NICHOLSON & BAIN

CALGARY BRANCH
NICHOLSON & BAIN

NICHOLSON & BAIN
WHOLESALE
COMMISSION MERCHANTS & BROKERS

BANNATYNE AVE EAST
TRANSFER TRACK

Winnipeg, Man.

THE CONSTANT GROWTH

Of Western Canada, makes it an exceptionally desirable place for the introduction of new lines of reliable merchandise.

There is a chance here, for progressive manufacturers, to develop a trade that will increase from year to year.

You can do it, and we can help you.

We have been selling merchandise, throughout this territory, for a quarter of a century. We know the needs of the people and how to reach them.

We could take your products on a commission basis, store, sell and distribute them, and see that you got your share of the business.

Write us. We shall be glad to discuss details with you.

NICHOLSON & BAIN

CALGARY

WINNIPEG

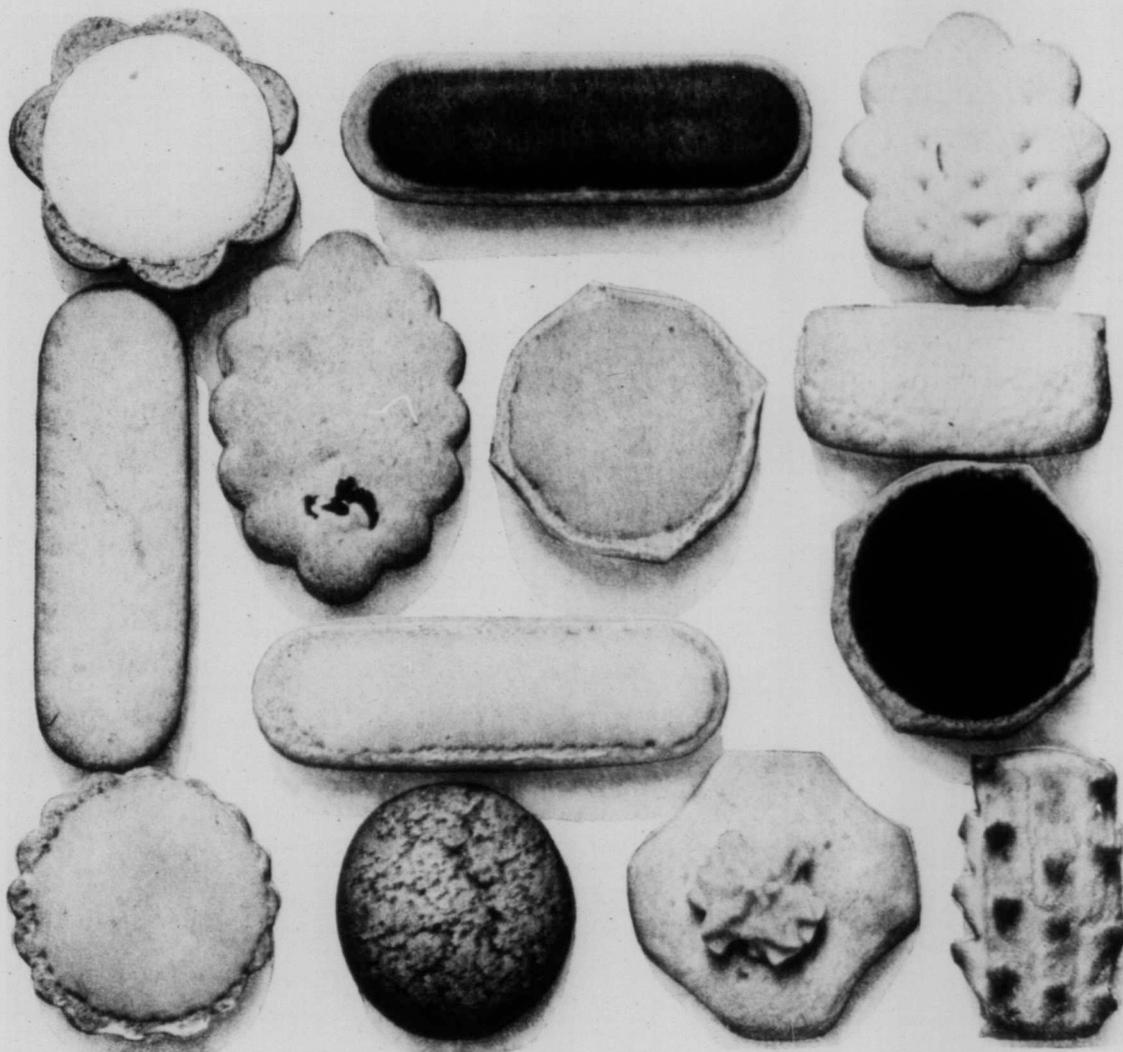
EDMONTON

Storage for all classes of Merchandise also cars distributed at Winnipeg,
Calgary and Edmonton.

A
cre
wo
any
col
fid
ab
fair
do
Th
=
Ti
DE

THE CANADIAN GROCER

Plates used by courtesy of Christie Brown & Co., Ltd.



APPETIZING ADS.

create a desire for possession, and are the only kind worth while in the grocery trade. Can you imagine any other printing process which shows form, texture, color—almost the flavor—of your product with such fidelity as our THREE COLOR PLATES. The above page taken from a large catalog just issued is a fair sample of what we have done for others. We can do as well for your goods.

Think it over and write for estimates.

THE TORONTO ENGRAVING CO.,
LIMITED

92-94 BAY STREET

DESIGNERS ILLUSTRATORS ENGRAVERS

D H BAIN

WINNIPEG
CALGARY
EDMONTON

CALGARY BRANCH
NICHOLSON & BAIN

WITH

action of new

will increase

century. We

them, and see

AIN

NTON

Winnipeg,

THE CANADIAN GROCER

ESTABLISHED 1840



They look good

They are as good
as they look.

THE CANADIAN GROCER

ESTABLISHED 1840

The men who sell

"PANSY BROOMS"



The present day representatives of

H. W. NELSON & CO. Limited

OFFICE AND WAREHOUSE,
92 ADELAIDE W.

TORONTO

FACTORY,
15 17, 19, 21 JARVIS ST.

good
k.

THE CANADIAN GROCER



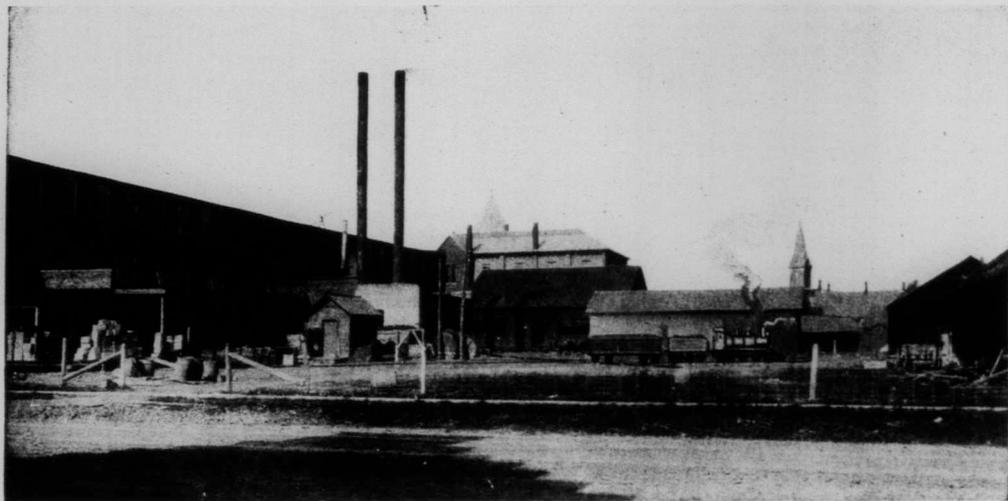
DO YOU WANT

CANNED GOODS

that retain the natural flavor and will please your customers?
If so, insist on having the

ESSEX BRAND

put up at the factory shown below.



REAR VIEW OF FACTORY.



FRONT VIEW OF MAIN BUILDING.

The Essex Canning & Preserving Co., Ltd.

FACTORY AT ESSEX, ONT.

28 Wellington St. E., TORONTO, Canada



Coffees



We Have the BEST SELECTION

- The Mecca The finest coffee the world produces. Recommended by connoisseurs.
- Damascus A coffee equal to any on the market, superior to many offered at higher figures.
- Cairo A rich, smooth coffee, just the grade for good hotels and boarding houses.
- Old Dutch Rio A pure Rio, roasted from high-grade coffee.

The Mecca, Damascus and Cairo Coffees are put up in 50 and 25 pound hinge-lid crated tins, also in cases containing 15 tins, each 2 pounds. The Rio Coffee is sold in 50 and 25 pound tins only.

James Turner & Co., Limited
Hamilton, Ontario

TODHUNTER'S
THE STANDARD FOR COFFEE DRINKERS THE BEST TONIC FOR BREAKFAST A LUXURY



EXCELSIOR

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

COFFEE

TODHUNTER, MITCHELL & CO. COFFEE IMPORTERS, TORONTO

Satisfaction

OUR GUARANTEE



OF QUALITY

Established 1845

You frequently find it difficult to secure ABSOLUTELY PURE spices. With adulteration so practised as it is to-day it is not always possible to buy PURE spices and to be sure they are as labelled.

Always Look for Our Name and Trade-Mark

ON

**BAKING POWDER
WHITE PEPPER
GINGERS
NUTMEGS**

**CREAM TARTAR
BLACK PEPPER
ALLSPICE
CLOVES, Etc., Etc.**

Spices of every nature, whole or ground as required, guaranteed by us to be THE BEST OBTAINABLE. We ought to know—OVER HALF A CENTURY ESTABLISHED.

CORKS AND CAPSULES

S. H. EWING & SONS

96-104 King Street, Montreal
Phones: Bell Main 65 and Bell Main 155

20½ Front Street East, Toronto
Phone Main 3171

BATGER'S

**WAIT
TO SEE
OUR NEW
LINES**

Before Ordering

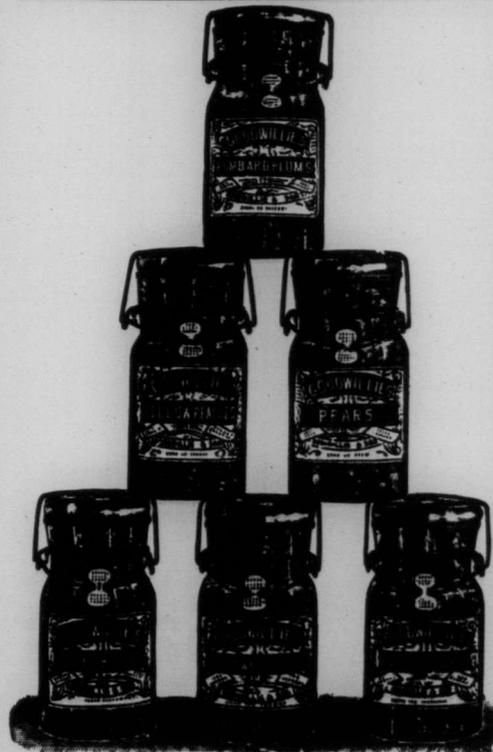
**XMAS CRACKERS,
XMAS STOCKINGS,
XMAS NOVELTIES,
ETC., ETC.**

We are showing a very fine assortment of English Confectionery — manufactured by Batger & Co., London.

**IF YOU CAN'T AWAIT OUR CALL,
WRITE FOR PARTICULARS.**

Rose & Laflamme, Limited
Montreal and Toronto.

Canada's Best



Flavor

Put up in glass, a few hours after being picked and nothing but the finest

Fully Ripened Fruits

being used they are delicious

Appearance

They look tempting and taste as good as they look.

One Glance

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

Agents: ROSE & LAFHAMME, Limited, Montreal and Toronto

TO THE TRADE:

The Tea You Can Sell Quickest Is

CEYLON TEA

Because It

Pleases The Palate

Because It

Answers the Needs

Because It

Saves the Money

OF THE CONSUMER

And All Good Merchants Know That

THE TURNOVER'S THE THING

lay it is not

mark

e ought to

nto

est

Flavor

Put up in glass, a few hours after being picked and nothing but the finest

Fully Ripened Fruits

being used they are delicious

Appearance

They look tempting and taste as good as they look.

One Glance

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

The Man with the Big Coffee
Business is the Man who sells
High Grade Coffees such as
Chase & Sanborn's because
consumers appreciate quality
and uniformity in their coffee
probably more than in any-
thing else.

CHASE & SANBORN

IMPORTERS

MONTREAL



Established 1834

Canada's Oldest and Best Wholesale Grocery House

For nearly 75 years we have been Canada's leading wholesale distributors of foodstuffs.

During that time we have sold millions of dollars' worth of groceries, and never have we given our customers anything but the highest satisfaction.

We are direct importers of high-grade Teas, Coffees, Spices, Raisins, Currants, Sauces, etc., etc.

Quaker Canned Goods

We are sole agents for the Province of Quebec for this famous line of Canned Goods. If you want to learn what really first-class canned fruits and vegetables are like, secure a trial stock of these Quaker Brand Goods.

Quaker Brand Salmon

We are the proprietors of this new and extra fancy salmon, put up in tall and flat tins. It is just the salmon for those customers of yours that require the finest fish procurable. We claim Quaker Brand Salmon to be superior in quality to any fish ever offered to grocers in Canada. Only by sampling it can you appreciate it.

Not only is the fish the finest packed, but the manner in which it is put up surpasses anything heretofore attempted.

Try our Japan Tea to retail at 35c.

It's the right tea to sell if you desire to give your customers continued satisfaction.

We are makers of Quaker Baking Powder, better than which there is none obtainable. Our travellers will tell you about it.

MATHEWSON'S SONS

202 McGill St.,

Wholesale Grocers
P.O. Box 2360

Montreal

Thomas Wood & Co.

Importers and Jobbers of

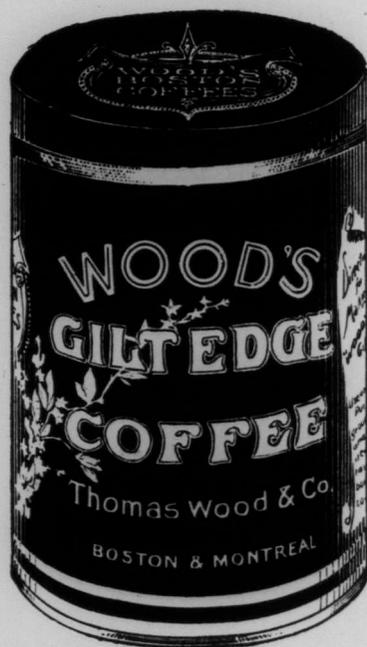
—TEAS—

Importers and Roasters of

COFFEES

428 St. Paul Street, - MONTREAL

Our travellers cover the majority of Canadian and United States Territory and will be pleased to make your acquaintance. Your direct orders will have our faithful care.



MAY QUEEN PRIMROSE
FLEUR-DE-LIS
THOMAS WOOD & CO., Importers
BOSTON AND MONTREAL

Packed only in half-pound
Tin Cubes.

These package goods are given preference for quality all over this continent. Orders for private brands of both Teas and Coffees solicited.



The Standard of Pure Jams, Jellies,
Marmalades and Sealed Fruits in
Canada to-day are

WAGSTAFFE'S

\$500 Reward will be paid anyone
who can prove that Wagstaffe's
Limited have ever bought one pound
of glucose since they commenced
business in Canada.

Every pound guaranteed pure and better than the imported goods

TO BE HAD OF ALL WHOLESALE HOUSES IN CANADA

WAGSTAFFE Limited

Hamilton - Canada

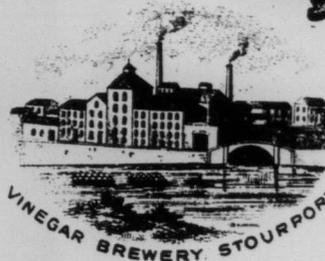
THE CANADIAN GROCER

HOLBROOKS DENY RUMOUR

We have received the following letter from Mr. H. Gilbert Nobbs, the Canadian Manager of Holbrooks Limited, denying the rumour which is current in some quarters that they intend starting a large factory on this side.

HEAD OFFICE AND MANUFACTORY, BIRMINGHAM, ENGLAND

HOLBROOKS LIMITED



BREWERS OF PURE MALT VINEGAR
MAKERS OF HOLBROOK'S WORCESTERSHIRE SAUCE
PURE PICKLES, JELLY & CUSTARD POWDERS, &C.

PHONE MAIN 4229

CANADIAN BRANCH: *25 Front Street East, Toronto, May 6, 1908*

The Editor of The Canadian Grocer,
Toronto

Dear Sir:—

The rumour seems to prevail in some quarters that on account of the rapid growth of our trade in Canada we are on the lookout for a factory site for the purpose of manufacturing on this side.

We wish to emphatically deny this rumour.

For 109 years our goods have been manufactured in that part of England which has now become so famous as the home of our products and we recently enlarged our works to allow for the expansion of our trade on this side. It is our intention to continue to supply the Canadian demand direct from our English factories and you may, therefore, assure the trade that our goods will continue to be MADE and BOTTLED in England and that no alteration will be made in that high grade of pure goods for which our name is a guarantee.

Yours very truly,

FOR HOLBROOKS LIMITED

H. Gilbert Nobbs
CANADIAN MANAGER.

Eastern Townships Grocers

Save Freight!

Let
Us
Explain

When You Buy in the Large Cities

you must pay freight on your shipments, and as you do not buy in large quantity the rate you pay is high. We can save you the greater part of this expense. We are located in the centre of the Townships, and we buy all fancy and staple groceries in car lots. In consequence we can let you have them at a price minus the big freight rate! Our quotations are Montreal figures.

We carry everything in groceries, domestic and imported.

No matter what you want we can supply you. It will pay you to give us a trial order at least.

Write us if you would like further particulars.

T. A. BOURQUE & CO., Reg.

Proprietors of the Famous
Duchess Brand Goods

Sherbrooke, Que.

Agents: D. S. PERRIN & CO., and VIAU FRERE, Biscuits and Confectionery.

REMEMBER

We represent **ONLY** the **BEST** houses in
their **SPECIAL** lines.

Clark, Nickolls and Coombs, Limited - **London, England**

For Crackers, Santa Claus Stockings, Confectionery, etc., etc.

Midland Vinegar Co. - - **Birmingham, England**

For H.P. Sauce, H.P. Pickles and Pure Malt Vinegar

J. Bromley & Son - - - **Leeds, England**

For Finest Coffee Extract

Stavanger Preserving Co. - **Stavanger, Norway**

For Crossed Fish Brand Sardines

Cerebos Salt Co. - - **Newcastle-on-Tyne, England**

For "Cerebos." The Finest Table Salt in the World.

E. D. Smith - - - **Winona, Canada**

For Pure Jams, Jellies and Marmalade

We invite our **Customers** and the **Trade** to inspect our fine
display of

Xmas Crackers and Table Decorations

Santa Claus Stockings

German and French Xmas Novelties and Confectionery

SHELLED NUTS

We are **Headquarters** for Walnuts, Almonds, Peanuts, Filberts,
Pecans, Brazils, Cashew Kernels, Pignolias Pistachio, etc.

— also for —

French Cherries, Assorted Fruits, Cherries in Marischino, French Peas, Mushrooms,
Capers, Olive Oil, etc.

WRITE FOR QUOTATIONS.

W. G. PATRICK & CO.

Montreal, Que.

Toronto, Ont.

Seeded Raisins

to retail at 10c. pkg.



We are offering 

MALAGA SEEDED RAISINS

Freshly Processed and

In Excellent Condition

—At a Popular Price—

The **Malaga Raisin** possesses the delicious flavor which is characteristic of all Spanish grown grapes. In use it cannot be surpassed. Those that we are now offering are the latest result of an entirely new process, and will give your trade entire satisfaction. Before ordering Seeded Raisins it will undoubtedly pay you to ask us for particulars and samples.

We will ship 5 case lots and over for
account of wholesalers, ex. store, Montreal

Rose & Laflamme, Limited

Montreal

Toronto

Down with Labor!

A revolution affecting
Trade, Commerce and the Home.

We guarantee that you can reduce a tiresome ten
hour wash-day to a pleasant one of five hours
by using

YOUNG TOM

Washing Powder

—and—

PURITY

Laundry Soap

Labor Downed!

FOUR bars of Purity Naptha Soap (not cheap
resin soap) will do more washing than SIX bars
of any other soap and give better satisfaction.

Our Motto is "QUALITY"
You Ought to Sell Purity and Young Tom.

MADE BY
THE YOUNG-THOMAS SOAP CO., Ltd.
REGINA, CANADA

P. O. BOX 112

Phone 3576

MASON & HICKEY

Manufacturers' Agents

Agents for

E. D. Smith

Pure Fruit Jams, Jellies, Preserves

Gorman, Eckert & Co., Ltd.

Coffee, Spices and Olives

Wallaceburg Sugar Refinery

E. D. Smith

Canned Fruits and Vegetables

Sarnia Salt Co.

Ingersoll Packing Company

Standard Computing Scales

and Cheese Cutters

Millar's Paragon Cheese

Suchard's Cocoa and Chocolate

WRITE US FOR QUOTATIONS—WE CAN SAVE YOU MONEY

*Track Warehouse—Write Us for Storage Facilities. Correspondence Invited with
Manufacturers. All Goods Carried in Stock at*

108 PRINCESS STREET, - WINNIPEG, MANITOBA

It pays to have proper connections in

The West

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

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

Charges Reasonable Satisfaction Guaranteed

R. B. WISEMAN & CO.

Storage, Warehousing and Distributing Agents

23 Bannatyne Avenue East **WINNIPEG, MAN.**

I Offer,

For Shipment May and June

French Shelled Walnuts, perfect halves,
French Shelled Walnuts, broken, French
Shelled Walnuts (Chabertes) very fine.

Quotations and Samples from

ANDREW WATSON, 91 Place d'Youville,
MONTREAL

Tel. Main 4409.

ROCK SALT

Selected Lumps for Horses and Cattle

Every farmer should have a supply.

FOR SALE BY

GANDY & ALLISON

*Direct Importers and Packers of All Descriptions
of Salt and General Merchandise.*

16 North Wharf, - St. John, N.B.

P. POULIN & CO.

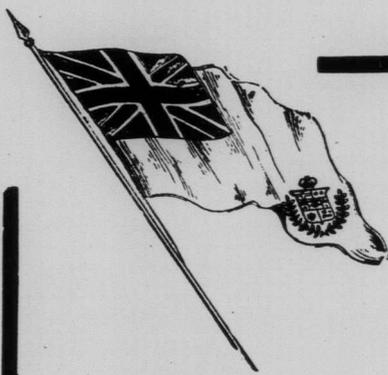
Poultry

Feathers

Montreal's largest poultry and game house. Finest turkeys, geese, chickens, etc., in seasons when the dependable kind are required. We buy in large quantity and can sell at attractive prices. Also can fill your everyday wants.

*Buyers and sellers of
clean feathers of all kinds*

Bonsecours Market, - - MONTREAL



**Empire Teas, Coffees, Spices,
Baking Powders, Extracts,
Jelly Powders, Etc.**

EMPIRE BRAND

Quality Like the EMPIRE Itself

4 free
'Phones
—use them

If you want samples advise us. It will
pay you both as to price and quality.

LUCAS, STEELE & BRISTOL,

Wholesale Grocers,

HAMILTON,

ONTARIO



THE A 1 SAUCE

*A Fine Tonic and Digestive.
An Excellent Relish For
"FISH, FLESH or FOWL."*

**Simply A 1.
Pleases everyone.
The Public WILL have it.
Sold all over the world.**

For particulars and prices write our Agent

H. HUBBARD, 27 Common St.,
MONTREAL.

BRAND & CO., Purveyors to H.M. the King, Mayfair Works, Vauxhall,
LONDON - ENG.

LIMITED

Tartan

SIGN OF PURITY

BRAND

You always have the best and highest quality of **Canned Goods** when you handle **Tartan**. All goods under this brand **fully guaranteed** by

'Phone 596

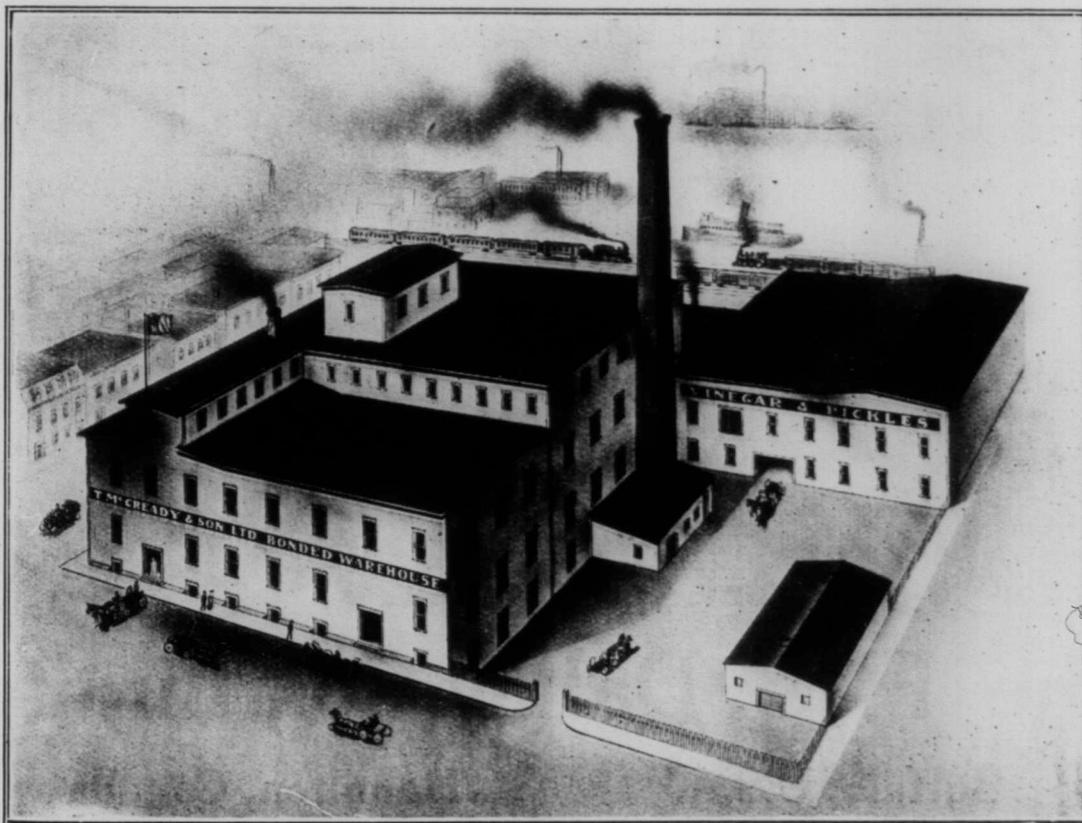
Write or wire for information.

Mail Orders promptly executed.

BALFOUR, SMYE & CO.

WHOLESALE GROCERS

HAMILTON



Thos. McCready & Son, Limited
Bonded Vinegar and Pickle Manufacturers
Products sold throughout Canada

2 By far the largest sale of any **2**
 Shoe polish on earth is enjoyed by



2 in 1 factory in Buffalo, N.Y.

2 in 1



SHOE POLISH

It meets the up-to-date requirements for compact convenience. It produces an instantaneous and lasting polish which can't be duplicated by any other brand.

Any and every grocer who stocks 2 in 1 Shoe Polish can rest assured that he will sell every box of it in short order. Its intrinsic merit, combined with our aggressive advertising policy brings trade to every dealer.

What 2 in 1 is to shoes,

Black Knight Stove Polish

is to stoves. There isn't another stove polish on the market which can compare with it for one single instant. With the minimum of labor it gives to stoves the most brilliant and durable polish.

It is clean to handle!

It is economical. It is packed in a very attractive box, and brings you an excellent profit.



Order to-day from your Jobber.

The F. F. Dalley Co., Limited

Buffalo, U.S.A.

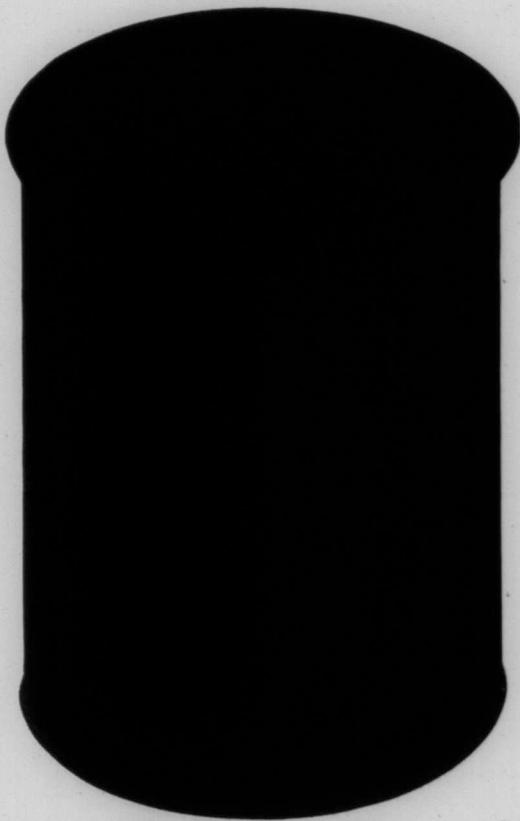
Hamilton, Canada

SANITARY CANS

**RAISE THE STANDARD OF QUALITY
OF ALL CANNED GOODS**

Sanitary Enamel Cans Preserve the Flavor and Color

of Strawberries, Red Raspberries, Black Raspberries,
Blackberries, Blueberries, Sour Cherries, Beets, etc.



Entire End Open for Filling.

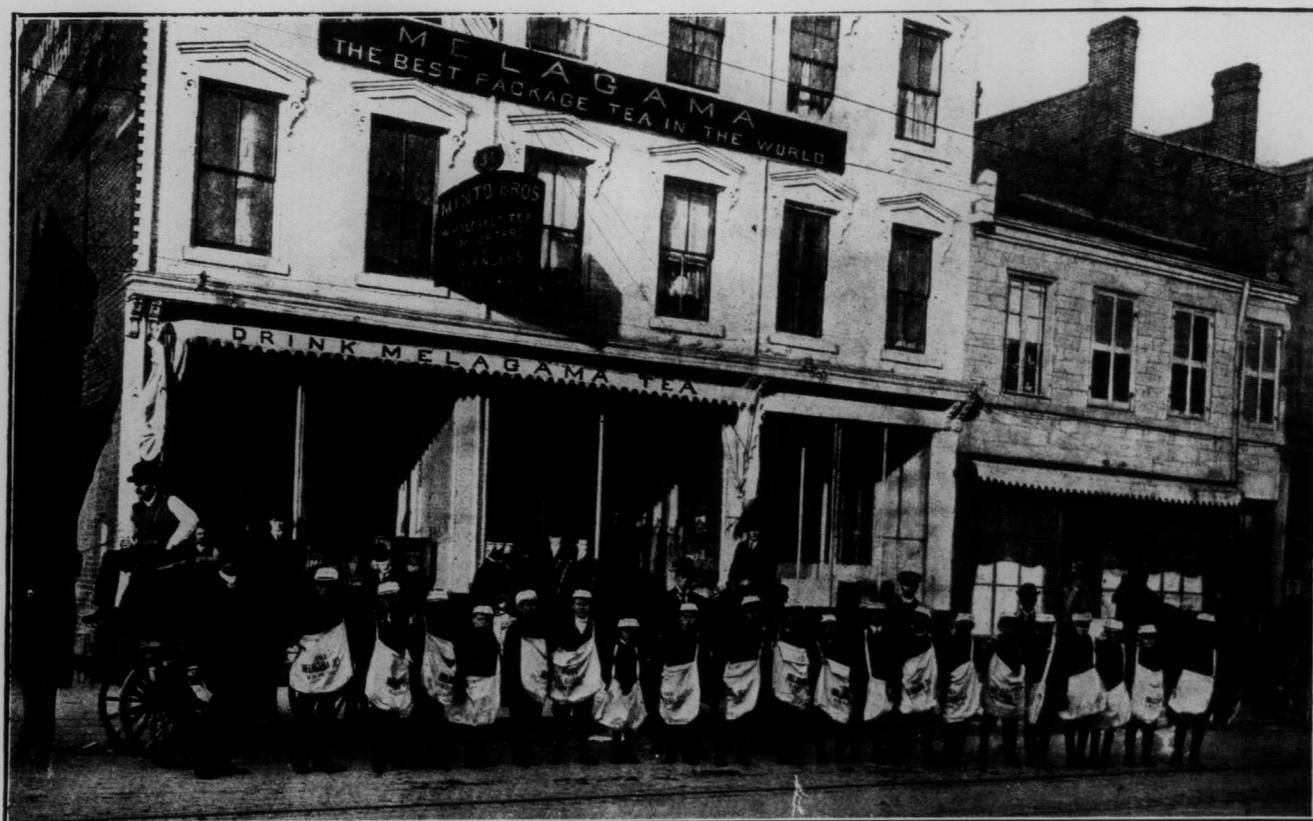
Sanitary
Cans
Sealed
without
Solder
or
Acid



Sanitary Can Sealed— "Bottom like the Top."

SANITARY CAN COMPANY, Limited

NIAGARA FALLS, - ONT.



Merchants prefer selling goods that give their customers unquestionable satisfaction. That is what

MELAGAMA TEA

does. Here we assure you **that we have the only Automatic System in existence that sells goods without talking.** If you are desirous of **advertising your business** and **increasing your profits** through the sales of the **best package Tea** on the market, order on a 60 or 100 lb. box assorted at once. We prepay freight. One trial is all we ask. A steady customer will be the result.

A SPRING HOUSECLEANING IN BULK TEAS

We Want to do Two Things:—

- 1st.—Have you one of our numerous satisfied customers.
- 2nd.—Make room for some large shipments shortly arriving.

In order to accomplish this end we quote the following:—

67 chests (EXTRA SPECIAL) Meddecombra Orange Pekoe, a well known garden	-	-	25 c.
350 chests and half-chests, Ceylon or Indian, extra tippy flavory, Orange Pekoe	-	-	20 c.
430 chests and half-chests, Ceylon or Indian, tippy flavory, Orange Pekoe	-	-	19 c.
294 chests, Ceylon or Indian, Pekoe (draw and leaf guaranteed)	-	-	18½ c.
680 chests, Ceylon or Indian (Black or Green)	-	-	18 c.
284 caddies, 30 to 40 lbs. ea., Gunpowder (nice draw and make), original cost 17c. to 20c. (to clear)	-	-	16½ c.
130 half-chests, Japan Fannings, basket fired and sun dried, 80 lbs. each	-	-	13 c.

If you wish to take advantage of the above **bargains** we would advise you to send in your orders early and avoid being disappointed. **Terms 30 days net delivered on MELAGAMA TEA.** Bulks 4 per cent. cash, 3 per cent. 30 days or 3 mos. net f.o.b. Toronto.

Samples cheerfully forwarded, Write, Telephone or Telegraph at our expense.

Filling Letter Orders a Specialty.—If you are not already receiving our **Monthly Special Quotation Card**, let us hear from you and we will be pleased to place your name on our mailing list.

P.S.—See Price List on last page of this issue.

Toronto

MINTO BROS.

Buffalo

Telephone Main 353

SOMETHING ABOUT PEAS

CANNED PEAS are sold in four grades or qualities--

Grade 1, known as Extra Fine Sifted Peas, or Petit Pois (Tresfins.)

Grade 2, Extra Sifted Peas, known as Sweet Wrinkle.

Grade 3, Double Sifted Peas, known as Early June.

Grade 4, Sifted Peas, known as Standards or Marrowfats.

Prices for these Peas vary according to Grade.

The brand is not an indication of the Grade. Make sure that you get the grade you pay for.

You cannot mistake **Aylmer Faultless Peas** as they have a **wrapper label**. These are the **finest Peas on the Market** at the price.

They will realize a **splendid margin of profit**. All you have to do is to call your customers' attention to them to make **quick sales**.

CANADIAN CANNERS, Limited



is what

A

at sells
reasing
00 lb. box
t.

PEAS

25 c.
20 c.
19 c.
18 1/2 c.
18 c.
16 1/2 c.
13 c.

ar orders
l. Bulks

Special
ng list.

ffalo

**QUAKER
CANNED
GOODS**

**Packed by
The Bloomfield Packing Co.
at Bloomfield, Ont.**

OLD HOMESTEAD BRAND

Is The Magnet Which Draws Dollars To Your Cash Drawer

High quality and unimpaired natural flavor is the attractive power. One can of Old Homestead brand sells many other cans. When you sell a customer Old Homestead brand you can bank on it that she'll specify Old Homestead as the brand she wants next time. Are you satisfied with the brand you are handling now? Does it possess positive, sale-creating merit? The wise grocer is he who seeks the **best** lines—not merely the **good enough!** Old Homestead Brand is the best, containing only carefully selected and expertly packed fruits and vegetables.

The **Old Homestead Canning Co.**

Picton, Ontario

More Profit In Canned Goods

is only possible to the grocer who handles a brand which is so good as to excite commendation. The news of an extra good brand of canned goods soon spreads in any locality, because, as you know, a pleased customer is a splendid advertisement.

RIVERDALE BRAND

is the Brand of Unparalleled Excellence

Our policy is to use only the highest grade of sound, properly-grown, full-flavored fruits and vegetables grown in the acknowledged garden district of Canada. Our factory is a model of up-to-the-minute completeness, containing every approved scientific appliance for the better packing and preserving of fruits and vegetables. Result, a product so good that

Every Grocer Is Protected

who is wise enough to handle it, from the loss which he might easily sustain by handling inferior goods.

ALL THE BEST JOBBERS HANDLE RIVERDALE BRAND!

The Lakeside Canning Co., Limited

Wellington, - Ontario

Mr. Grocer—Think This Over

Our Goods have given the best satisfaction for 16 years.

We Sell only Fresh Goods. Each season's pack is disposed of long before the next season's pack begins.

Our Goods are always Uniform. We are our own processor. We pack the goods ourselves. You run no risk of getting a new processor's goods each year.

You are not bothered with "Swells." Our cans are hand made at our own Factory, and we guarantee fewer swells than any brand on the market.

You get the Best Goods procurable, for our long experience in canning enables us to be thorough judges of Fruit and Vegetables, and we select and pack only the choicest.

Our Label is a Beauty, Gilt Edge, quite in keeping with the quality of the goods.

Our Goods do your advertising, and you get the profit.

Why not, when placing your order, specify

"Queen Brand"

Belleville Canning Co., - Belleville, Ont.

You Can't Lose Money

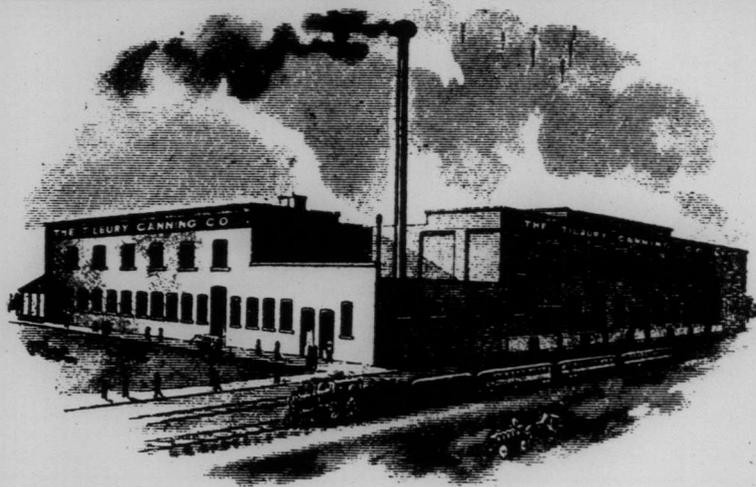
on canned goods if you specialize on

FARMER BRAND

That's because Farmer Brand quality is really excellent. The man who stocks Farmer Brand finds it is his briskest selling line. We maintain the superiority of Farmer Brand by using only the finest fruits and vegetables from the garden section of Prince Edward County, Ontario, where we have the pick of 3,000 acres. Our packing equipment is highly sanitary and right up-to-date; and our employes skilled, cleanly people.

Farmers' Canning Co., Limited

Bloomfield, - Ontario



“Tilbury Brand”

means the Very Best
in Canned Fruits and
Vegetables

One of the best-equipped factories on the continent, situated in the heart of the best Tomato district in Canada—the garden of Ontario—assures the permanent superiority of this Brand.

Our present stock consists of Tomatoes, Pumpkin, Beans and Apples.

The Tilbury Canning Company, Limited, Tilbury, Ont.

The Pure Food Wave

is sweeping over the continent. The man who sells impure goods is not only unwise, but right out of date. Stock

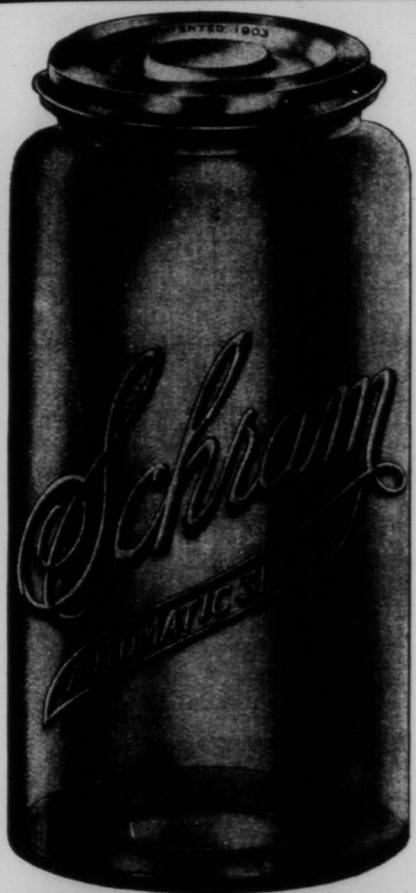
E.D.S. Brand Jams and Jellies

The Government Analyst declared that E.D.S. Brand is the purest in Canada.



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

E. D. Smith's Fruit Farms, Winona, Ont.



Your Customers Will Buy

No other fruit jar when they hear about the **Schram Automatic Sealer**

A fruit jar that is easy to seal---Easy to open---and an absolute perfect SEALER every time.

They are better made than other jars. Clear Glass---no sharp edges. Every one perfect. 8,200,000 Schram jars sold in 1907.

Ask your jobber, if he cannot supply you, write us.

"The Price is Right."

Schram Automatic Sealer Co.,
of Canada, Limited

WATERLOO,

ONTARIO

886



To Seal---Merely place cap over jar and press gently into place---That's all.



To Open---Insert the blade of a knife and raise the edge---That's all.

Rowat's

have through the superior quality of their brands made a reputation for themselves in Canada---Every dealer and handler of

Olives

will find it to his advantage to stock Rowat's---Put up in all sizes of olives and styles and sizes of bottles etc. In

Pickles

Ontario & Quebec---Snowdon & Ebbitt, Montreal.

Halifax---Warren & Co.

St. John---F. H. Tippet.

Vancouver---Jarvis & Co.

there has never been an imported brand that has taken such a strong hold upon dealers and consumers as Rowat's It will be to your profit to stock Rowat's. Ask your jobber for Rowat's.

Something Special in Coffee

*It will pay you handsomely to see our
travellers about your high-grade Coffee in*

50 and 100 lb. lots

Our offer will surprise you.

W. H. GILLARD & CO. WHOLESALE GROCERS HAMILTON

We offer you the finest

TOILET SOAPS

Our range includes the favorites :

"Mother's Choice"

"French Cream"

"Our Pets"

"Angel Soap"

"Glycerine Soap"

"Glycerine" Oval

"Glycerine" Red

"Carbolic Acid" Transparent

"Carbolic Acid" for Surgeons

and others

Also **Dog Soap**

We have just been appointed agents for a famous French house, making **Castile Soap 72% best** ; all sizes. Can quote you lowest prices for direct importation or ex-warehouse.

WRITE US

SAVONS FRANCAIS

C. PAGNUELO, Manager

MONTREAL

Factory - 1653 Notre Dame St. E.
Office - 235 Coristine Bldg.

Build Up Your Business on Quality

The following is one of many firms' opinion on quality.

Windham Centre,
May 11th, 1908

P. C. Larkin & Co.
Toronto

Dear Sirs:
Kindly duplicate last order. Can't keep store
without "SALADA."

Yours truly,
Thomas & Lounsbery

In reply to our letter asking if we might use this for an advertisement
they wrote :

Windham Centre,
May 14th, 1908

P. C. Larkin & Co.
Toronto

Dear Sirs:
You may use our card in any way you like to
get more business. Your goods have helped us and
we would like to help you.

Yours truly,
Thomas & Lounsbery

"SALADA"

Helps Everyone Who Handles It

**BANISH
"BLUE MONDAY"**

**SELL
SUNNY MONDAY**

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

Your stock is not complete
without our new LAUNDRY SOAP

SUNNY MONDAY

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

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

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

THERE IS PROFIT IN IT FOR YOU

"SUNNY MONDAY BUBBLES WILL WASH AWAY YOUR TROUBLES."

GENUINE MERIT



and good value are the
reasons why all women
prefer to buy

**Paterson's
Worcester
Sauce**

All grocers should sell it
—if they don't they miss
sales.

ROSE & LAFLAMME, LIMITED
Agents, Montreal and Toronto

"EDINBURGH'S PRIDE"

EVERY BOTTLE OF



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

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

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

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

**Thos. Symington & Co.
EDINBURGH**

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

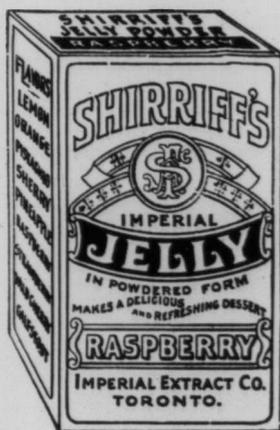
The Public are entitled to receive Foods in the Purest form which science and skill can produce.

The highest perfection is reached in

"SHIRRIFF'S" GOODS



Shirriff's Concentrated Fruit Essences



Shirriff's Jelly Powders

Shirriff's Orange Marmalades



Manufacturers

Imperial Extract Co. - Toronto, Can.

Western Representative: Harold F. Ritohle
Montreal " W. S. Sillook, 33 St. Nicholas St.
Quebec " Albert Dunn, 67 St. Peter St.



**Make the
Whole Store
a Showcase.**

This cut shows how goods can be brought out in clear, white light.

Every detail coming out. Back of store being lighted as well as front.

This is the advantage of having Luxfer Prisms in your front transom and frequently does half the selling.

**See us for
Information**

Luxfer Prism Co., Limited - Toronto, Ont.

ROWLEY'S

Finest Selected Valencia Raisins

Place your open orders early and ensure the best brands and
EARLY DELIVERY.

Rowley's Valencia Shelled Almonds

Specially Selected for the Canadian market in 14 lb. and 28 lb. boxes.

Rowley's Seedless Valencias ARE Seedless.

UNDERDOWN and CRICHTON,

London, England

Valencia, Spain

Denia, Spain

AGENTS—Wm. C. Christmas, Montreal; E. T. Sturdee, St. John, N.B.; Grant, Oxley & Co., Halifax, N.S.;
Eugene Moore, Toronto; Carman, Escott & Co., Winnipeg.

1896

1908

2 Travellers

24 Travellers

And a record of growth for 12 years that has never been equalled in the history of the tea trade.

The
Largest
and
Best
Equipped
Tea
Warehouse
in
Canada

You have found in your own business that good, rapid, healthy growth is not an accident; it is a result—a result of constantly serving your trade well; in fact, giving your customers **a dollar's worth for a dollar.**

Starting a few years ago with the best blend of tea on the market, and a firm determination to always keep it the best, **and doing it**, has won the fullest confidence of the merchant and his customers, so that to-day it is a household word with thousands of people that Red Rose Tea "Is Good Tea."

When recommending a tea to your customers, you should know that it is the best on the market; **you cannot afford to recommend any other.** Just take a package of Red Rose Tea home with you to-day (say 40c. Black) and try it. We will then have another grocer using and recommending it with confidence to his trade, and you will find that

Red Rose Tea is a Business Builder

Recommend it to your customers and watch **your** tea trade grow.

BRANCHES

3 Wellington St. E., TORONTO.

315 William St., WINNIPEG, MAN.

**T. H. ESTABROOKS,
St. John, N.B.**

HEADQUARTERS FOR MAPLE SYRUP MAPLE SUGAR

SUGARS & CANNERS LIMITED.

MAPLE SYRUP.
MAPLE SUGAR.
MOLASSES.
CONFECTIONERY
SPECIALTIES.
CANDIED PEELS
&c.&c.



CANNED FRUITS.
JAMS &
MARMALADE.
TOMATOES.
KETCHUP.
PICKLES. VINEGAR
&c.&c.

INCORPORATED
1907.

CAPITAL STOCK
\$250,000.00

PARTHENAIS. ST. COR. ST. CATHERINE.

PURE FRUIT JAMS
JELLIES and
PICKLES

SUGARS & CANNERS, LIMITED, Montreal, Canada

Made in England

We help the grocer

SELL JELL-O

Advertising matter for store display and recipe books to give to customers sent pre-paid on request. This offer applies also to

JELL-O ICE CREAM POWDER

JELL-O FLAVORS—Lemon, Orange, Raspberry, Strawberry, Chocolate, Peach, Cherry. } 90c a doz.
 Retails 10c. per package

JELL-O ICE CREAM POWDER FLAVORS

Chocolate, Vanilla, Strawberry, Lemon and Unflavored. \$1.25 a doz.
 Retails 15c. a package

If your jobber does not handle these products, write us and we will tell you how to get them.

THE GENESEE PURE FOOD CO., Bridgeburg, Canada and LeRoy, N.Y.

Worcester Sauce

Made in England

This is our **Special** Worcester-shire Sauce

WE ask YOU to write us for Prices and Samples

JOHN CASSON CO.
 57 Front St. E.
 TORONTO

Fifty years ago

Worcester Sauce



"GLOBE" with Percolator.

This pot speaks for itself. When tea is drawn take the Percolator out and tea remains free from tannin.

We make seven sizes of this, also The Champion Tea Pot. Send for price list.

R. CAMPBELL'S SONS

HAMILTON POTTERY
 HAMILTON, ONTARIO

THE CANADIAN GROCER

The Davidson & Hay Limited

Wholesale Grocers

Toronto

SALT

AND

SALT

ONLY

AND FOR EVERY PURPOSE

VERRET, STEWART & CO.
LIMITED

MONTREAL

Behind the straight-forward honest
and reliable advertising talk of
"COW BRAND"
BAKING SODA



lies the great fact that the soda is
absolutely the purest, strongest
and most perfect that can be made.

**It has no equal and
can have no superior.**

Every package is guaranteed.
Demand "Cow Brand" when order-
ing Baking Soda.

Church & Dwight

MANUFACTURERS

MONTREAL

J. B. RENAUD & CIE

Wholesale Grocers

Flour, Grain, Feed, Provisions, Meat, Butter, and Eggs

The largest exporters of BEAUCE MAPLE SUGAR

118-140 St. Paul Street, Quebec.

THE WORLD'S STANDARD WHITTEMORE'S POLISHES ONCE USED ALWAYS USED

The Oldest and Largest Manufacturers of Shoe Polishes in the World

OIL PASTE for all kinds of Black Shoes



Oils, blacks, polishes, softens and preserves. Contains no turpentine or acids. Never dries up. Boxes hold double any of the Oils.

Price per gross

Excellent for old rubbers.

"SUPERB" Patent Leather Paste



For giving all kinds of Patent or Shiny leather shoes a quick, brilliant and waterproof lustre, without injury to the leather.

Large size per gross
Med. size (blue tin boxes) per gross
Per doz. 1/2 lb. boxes
Per doz. 1/4 lb. boxes

"BOSTON" Waterproof Polish

A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Largely used by Boot Blacks for polishing heels and edges of shoes.

Per gross

"BOSTON JUNIOR"

10c. size, per gross

Also in Russet and Ox Blood

Dirty Canvas Shoes



made perfectly clean and white by using Whittemore's "Quick White" Compound. In liquid form, so can be quickly and easily applied. No white dust. No rubbing off. No sponge in every package, so always ready for use.

Large size, per gross.
10c. size, per gross.

Also the following colors for canvas shoes: baby blue, Alice blue, red, green, pink, lavender, champagne, coral, purple, light and dark gray, black, khaki, russet and brown, in the same sizes and at the same prices as "Quick White."

"GILT EDGE"



The only black dressing for ladies' and children's shoes that positively contains oil. Softens and preserves. Imparts a beautiful lustre. Largest quantity; finest quality. Its use saves time, labor and brushes, as it

Shines Without Brushing
Always Ready to Use

Also for gents' kangaroo, kid, etc.

Per gross

"ELITE Combination"

The only first-class article for ladies' and gents' "Box Calf" "Vici Kid" and all black shoes. The only polish endorsed by the manufacturers of "Box Calf" leather. Contains oil and positively nourishes and preserves leather and makes it wear longer. Blacks and polishes.

Per gross



"BABY ELITE" Combination

10c. size per gross

"DANDY" Russet Combination

For cleansing and polishing all kinds of russet, tan or yellow colored boots and shoes.

Large size, per gross

Star Russet Combination

10c. size per gross

Russet Pastes

Dandy, large per gross
Red Box, medium "
Per doz., 1-4 lb. tins
Per doz. 1-2 lb. tins

Elite, Ox Blood and Brown Pastes same sizes and prices



IF INTERESTED WRITE FOR CANADIAN PRICES

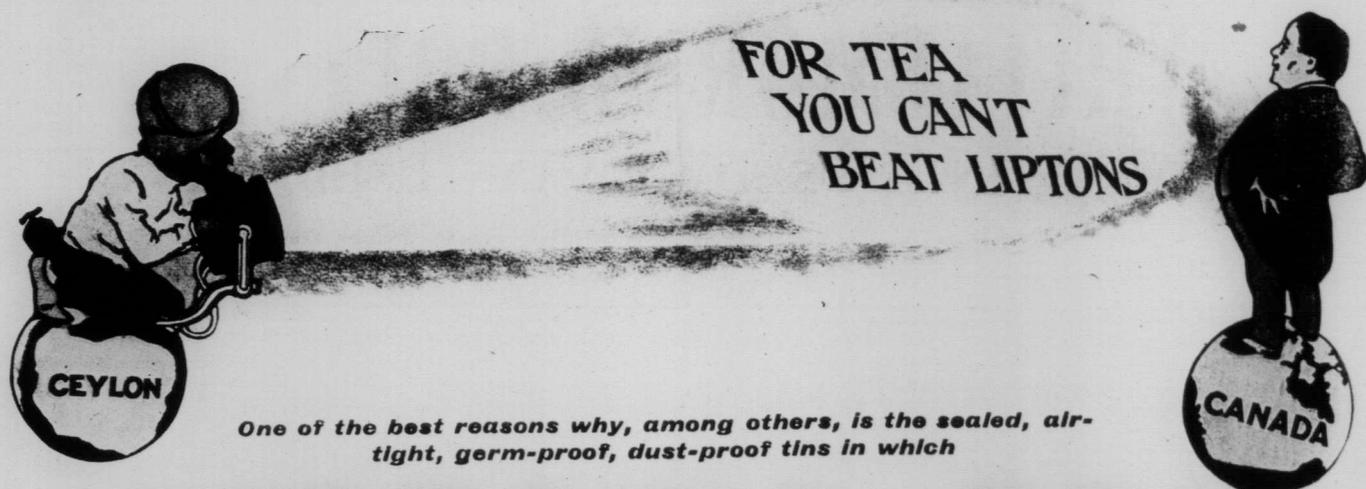
WHITTEMORE BROS. & CO.,

20-22-24-26 ALBANY STREET, CAMBRIDGE, MASS., U.S.A.

Whittemore's Polishes won the "GRAND PRIZE" at St. Louis over all Competitors.

THE CANADIAN GROCER

FOR TEA YOU CAN'T BEAT LIPTON'S



One of the best reasons why, among others, is the sealed, airtight, germ-proof, dust-proof tins in which

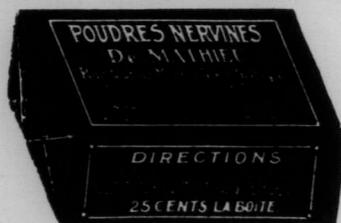
LIPTON'S TEA

is packed. This scientific package keeps the full, rich flavor of the Tea in the Tea. It prevents the "leakage" of aroma and strength so common among ordinary teas.

OVER TWO MILLION PACKAGES SOLD WEEKLY.

CANADIAN OFFICE :

THOMAS J. LIPTON, 75 Front St. East, Toronto



How
About

Mathieu's Nervine Powders

For the coming season? Do not forget to stock up with these "quick-as-lightning" sellers. They are one of the little things that tend to make your store the chief distributing point in your locality. Send us an order please!

Mathieu's Syrup of Tar and Cod Liver Oil sells throughout the summer—don't run short.

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

Proprietors

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



Y. & S.
SCUDDER
M. & R.

STICK LICORICE

ACME PELLETS

M. & R. WAFERS

LOZENGES, ETC.

and a complete line of

Hard and Soft Licorice Specialties

Price Lists and Illustrated Catalogue on request.

National Licorice Co.

Brooklyn, N. Y.

Toronto Sales Agent—

R. S. MoINDOE, 120 Church Street.

Montreal Sales Agent—

J. M. BRAYLEY, 55 St. Paul Street.

Winnipeg Sales Agency—

Wiseman-Ashley Company.

St. John Sales Agent—

H. S. Daly.

Vancouver Sales Agency—

J. F. Mowat & Company.

Canadian orders filled at our Montreal factory, Ernest Street and Desjardines Avenue (Maisonneuve).

ARTHUR P. TIPPET & CO.

Agents

**“Thistle”
Brand
Haddies**

Full weight in 16-oz. lined tins, containing no skins, no bones, no waste, no dirt or slime—nothing but the freshly caught, carefully cleaned and cured **genuine Haddock**.

“Thistle” brand will increase confidence in **any** grocer's general stock. It is a “builder” of confidence.

**“Thistle”
Tunny
Fish**

Heretofore a luxury, but now put up in one-pound oval tins in this country—superior in flavor and containing no waste.

For a while Spain furnished it in limited volume. The popular demand compelled the ways and means adopted by the Thistle Company.

FOR SALE BY ALL THE BEST DEALERS

8 PLACE ROYALE
MONTREAL

84 VICTORIA STREET
TORONTO

As Pure as Windsor Salt

\$1.00 Sold \$25 Worth of Groceries It was a thirty mile trip to town and the instructions of Mrs. Smith to husband John were to get a dollar's worth of Windsor Salt at the grocer's—naturally husband John secured his entire list of groceries at the store that was stocked with "Windsor." He spent twenty-five dollars in that particular store.

The reason why Mrs. Smith was determined to have Windsor Salt was and is plainly evident—its uniform excellence, purity, whiteness and dryness. It pays to sell the salt that helps to sell other goods in the store.

CANADIAN SALT COMPANY, LIMITED,
Windsor, Ont.

**Windsor
Salt**



Molasses

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

Molasses

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

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

Gingerbread Brand Molasses—

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

Golden Sling Syrup—

Also supplied in the same style packages as Gingerbread Molasses.

Agents

C. E. Paradis, - -	Quebec.	William Forbes, - -	Ottawa.
C. DeCarlot, - -	Kingston.	Geo. Musson & Co., -	Toronto.
J. W. Bickle & Greening, -	Hamilton.	G. H. Gillespie, - -	London
Carman Escott Co., -	Winnipeg.	R. G. Bodington & Co., -	Calgary
Tees & Peorse, -	Edmonton.	Wilson & McIntosh, -	Vancouver,

Dominion Molasses Co.,

LIMITED

Halifax, - Nova Scotia

1908 Vinegar Season

Everybody knows that first-class quality only can be depended on to bring first-class trade, and to keep it.

PURNELL'S Sauces Vinegar Pickles

Have quality, reputation and piquant charm, carrying them above and beyond all others.

Over 150 years making and perfecting Pure Malt Vinegar, with the result that there is none so fine, pure, rich and full flavored as ours.

**PURNELL &
PANTER, Limited**
Bristol, England

ORDER TO-DAY FROM OUR AGENTS:

E. McMichael	-	-	St. John, N.B.
H. Haszard	-	-	Charlottetown, P.E.I.
Erb & Rankin,	-	-	Halifax, N.S.
C. S. Harding	-	-	Quebec & Montreal
Kyle & Hooper	-	-	Toronto, Ont.
Blökle & Greening	-	-	Hamilton, Ont.
Carman Escott Co.	-	-	Winnipeg, Man.
C. E. Jarvis & Co.	-	-	Vancouver, B.C.

WARNING!



SODA-CRYSTALS (WASHING SODA)

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

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

Stock "the Best." **KIT** COFFEE



is
BEST in Quality
SMARTEST in Finish
KEENEST in Price

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

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

Agents in the Dominion—Montreal City, Mathewson's Sons, 202 McGill St.; Quebec City, Albert H. Dunn, 67 St. Peter St.; Ontario, A. E. Bowron, 18 King William St.; Hamilton
Winnipeg, Mason & Hickey 108 Princess Street.

TEAS

If you desire to increase your tea trade, we would advise you to try the following established brands:

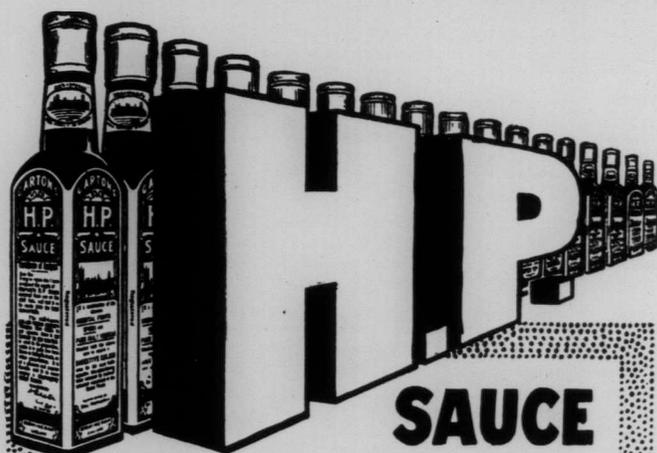
Goat Ceylon Japan, 60-lb. boxes.

A Blend Ceylon, 50-lb. boxes.

B Blend Ceylon, 50-lb. boxes.

Thomas Kinnear & Co.

Wholesale Grocers **TORONTO and PETERBORO**



TO SETTLE DOUBT

Drop a postal to our Canadian Agents (mentioned below) for free full-sized tasting bottle of H.P. Sauce.

Try it on your own plate, and then you will see why your customers want it.

Wide-awake Grocers are making H.P. Sauce their leading line.

Our bright Canadian advertising tells the people all about H.P. and what it is made of, how good it is for the appetite, palate and digestion.

Large and quick turnover on H.P.

W. G. Patrick & Co., Toront and Montreal
R. B. Seaton & Co., Halifax, N.S.
The Godville-Smith Co., Ltd., Calgary, Alberta
Kelly, Douglas & Co., Ltd., Vancouver, B.C.
Ellis & Co., Ltd., St. John's, N.F.

Midland Vinegar Co., Birmingham & London, Eng.

AGENCIES

FOR

**Montreal, Quebec Province
and Eastern Ontario**

I am open for a few first-class
grocery agencies for Montreal
and district. Would like

**Canned Goods Catsups
Tea
Biscuits Bottled Lines**

or any high-class specialties.
All connection, especially with
best trade.
Correspondence solicited.
Satisfaction assured.

Address

J. Walter Snowdon,
413 St. Paul St., MONTREAL

Cables—BOYD, TRINIDAD

All Codes Used

BOYD & CO., TRINIDAD, B.W.I.

Late Watson, Boyd & Co.

General Commission, Export and Import Merchants

Export—Cocoa, Coffee, Coconuts and other Produce.

Import—Codfish, Flour, Oats, Split Peas, and all classes of Provisions.

Correspondence Invited.

London and New York, Frame & Co.

TOLEDO SCALES

SPRINGLESS and AUTOMATIC

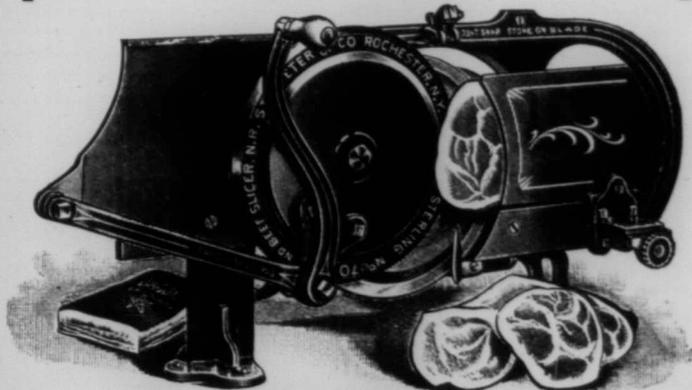


The Toledo System of weighing saves you time and money. Toledo Scales are designed upon an entirely different principle from all other scales; and are constructed in different styles for the weighing of goods and computing of values, for the Butcher, Grocer, and Confectioner. They are all automatic and built on the same principle with a view to quick and accurate weighing and computing. Because of their being automatic they save you downweight. Toledo Scales are fully guaranteed and sold on their merits. Phone Main 5389 and ask to have the system explained to you. Prices, \$50.00 to \$100.00. Sold on easy terms.

The Upton & Reed Specialty Co.
149 Queen Street West, TORONTO

Also Agents for Sterling Meat Slicer; Eureka Refrigerators; Climax, Cheese Cutter, Etc.

The Ends of the Meat Will Pay for It



THE STERLING SLICER

Cuts perfectly Bacon, Boiled Ham and Boneless Meats of all descriptions. It is equal to any one hundred dollar slicer on the market and has the additional advantage of being able to slice the ends.

A High Grade Slicer at a Low Price

Write us for illustrated booklet containing testimonials from prominent grocers and butchers who are using it.

HOWARD BROS. Brantford
CANADIAN AGENTS

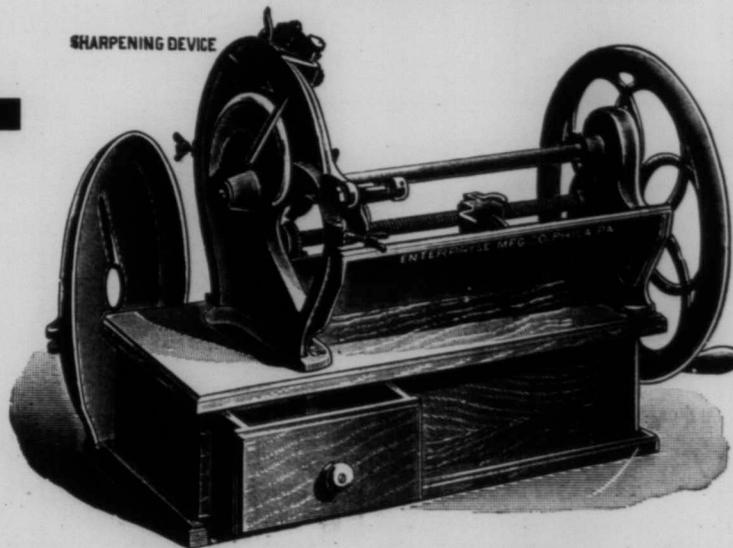
Is your equipment GOOD?

Then make it BETTER.

Don't rest till you have the BEST—

“ENTERPRISE”

SHARPENING DEVICE



The experience of all users proves that the “Enterprise” Rotary Smoked Beef Shaver greatly increases the sales of smoked beef.

Slices uniform in thickness, from tissue thinness to 1/8 of an inch.

**AUTOMATIC ADJUSTABLE FEED
SELF-SHARPENING DEVICE**

Write us for catalogue describing and pricing Hand, Steam and Electric Power Meat Choppers and Rapid Grinding Mills, Enterprise Food Choppers, Improved Self-Priming and Measuring Pump, and other specialties demanded by enterprising grocers.

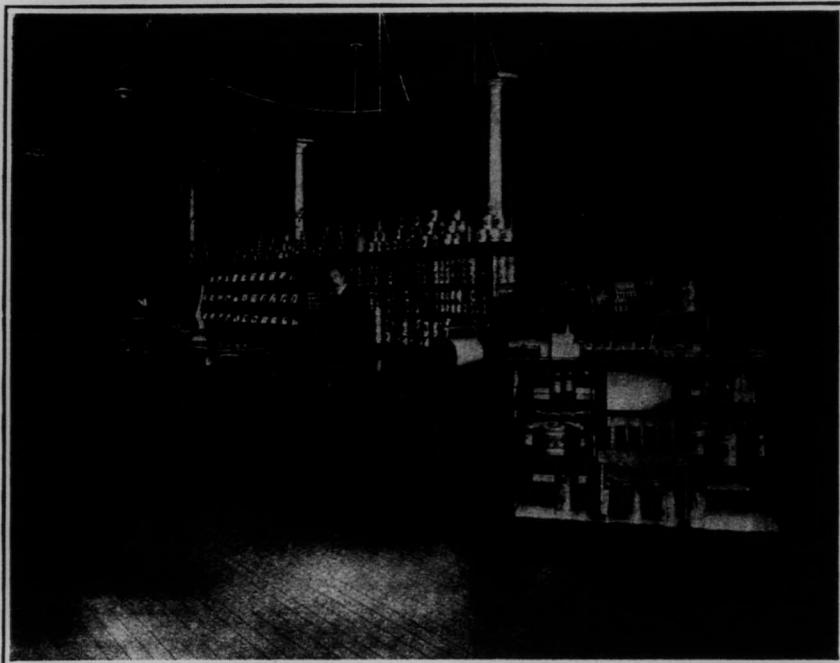
The Enterprise Mfg. Co. of Pa.
PHILADELPHIA, U.S.A.

No. 125, (with 2 blades) - - \$22.50

No. 129, (with 1 blade) - - \$22.50

It is possible to stimulate trade and increase your business in spite of general trade conditions. Surprising results will follow an installation of

WALKER BIN FIXTURES



The manager of a large Western Departmental Store shown above writes:—

“They (Walker Bins) are splendid Silent Salesmen; our grocery business has increased over 50 per cent. since we installed them . . . We consider the money put into them a splendid investment.”

Write for Illustrated Catalogue: “Modern Grocery Fixtures.”

The Walker Bin & Store Fixture Co., Limited
 Designers and Manufacturers of
 Modern Store Fixtures
Berlin, Ontario

Representatives: Manitoba, Stuart Watson & Co., Winnipeg, Man.
 Saskatchewan and Alberta, J. C. Stokes, Regina, Sask.

Keeping Books By Machinery



There was a time when the only way to harvest grain was by means of a hand sickle. Then came the cradle, and finally the self-binder. Some firms still stick to the old fashioned way of keeping their books; and this in spite of the fact that the

Allison Coupon System

works automatically and like a piece of machinery and is as much cheaper and better as is the self-binder and thresher better than the sickle and flail. Here is how it works:

If a man wants credit for \$10.00 and you think he is good for it, give him a \$10.00 Allison Coupon Book, and have him sign the receipt or note form in front of book, which you tear out and keep. Charge him with \$10.00. No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on, until the book is used up. Then he pays the \$10.00 and gets another book. No pass-books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best. For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON CO.

Indianapolis, Indiana.

The EBY-BLAIN CO., Ltd.
 Canadian Agents

Queen City Water White Oil

GIVES PERFECT LIGHT

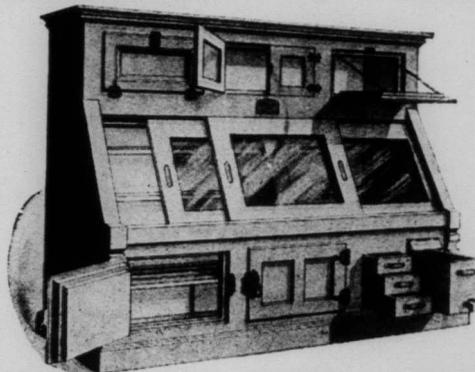
The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Mr. Grocer, Be up-to-date and use the

Aubin's Patent Refrigerator

Perfect Dry Air Circulation.
 Highest testimonials from leading grocers in Canada.



Made in 10 sizes.

Silver Medal Quebec Exhibition.

Diplomas:

Ottawa, Montreal and Toronto

C. P. Fabien
 Manufacturer
Montreal

Toronto Sample Room: Stewart & Co.
 Representative, 178 Victoria St.



The Elgin National Coffee Mills

40 Sizes and Styles

They are the **Fastest Grinders**
Easiest Runners

Ask any wholesale grocer, tea and coffee house or jobber for prices

WOODRUFF & EDWARDS CO.

MAKERS

ELGIN, ILLINOIS, U.S.A.



PAYS FOR ITSELF EVERY 90 DAYS

LASTS A LIFE TIME

The Perfection Computing Cheese Cutter

Does this. Ask one of the many thousand grocers who use it

SIMPLE ACCURATE
ATTRACTIVE

Sold by all up-to-date jobbers or shipped direct from factory.

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

THE AMERICAN COMPUTING CO.,
OF CANADA

18 and 20 Mary St.,
HAMILTON, Ont.



WE WILL GET YOUR MONEY

We do not care how difficult you find it to make collections. *We* can collect. That is what we are in business for.

Money is tight these days. You really need the services of an up-to-date collection agency. We have won a reputation among business men for collecting the most difficult accounts in the most satisfactory manner.

Satisfaction is guaranteed. If *we* do not collect, *you* do not pay.

Manufacturers, wholesalers, brokers, retailers, all served equally well.

We want to tell you more. Drop us a line.

The Beardwood Agency

313 NEW YORK LIFE BUILDING

Montreal

YOUR AWNING MR. GROCER

should be up or ready to put up now. You cannot afford to wait until the summer is actually here, to look after this important matter.

Write us to-day and we will show you why you should have an awning—have it up now. Saves your stock and makes your profit greater.

All our awnings artistic, attractive and durable. Made by skilled workmen who know their business. Prices the best.

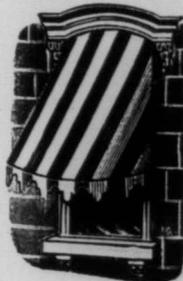
Also tents, awnings of every kind, horse covers, tarpaulins, etc.

Capital Tent and Awning Co.

SANDERS & PETCH, Proprietors,

OTTAWA, - - - - - ONTARIO

HAVE YOU BOUGHT YOUR AWNING?



The time is rapidly approaching when you will need it. Our awnings are not only attractive, but are durable, well finished—the kind that stand sunshine and rain, calm and storm; are the same at the end of the season as the day bought. Only expert help employed; and finest materials. No matter for what purpose you need an awning we can supply you, also tents, tarpaulins, horse covers, etc.

Send for Prices and Particulars.

THOMAS SONNE, Sr.

JAS. F. SONNE, Proprietor and Manager

193 Commissioners Street, - Montreal

Do You Know

One of the most worrying things in a merchant's business is his book accounts. Why not use our make of

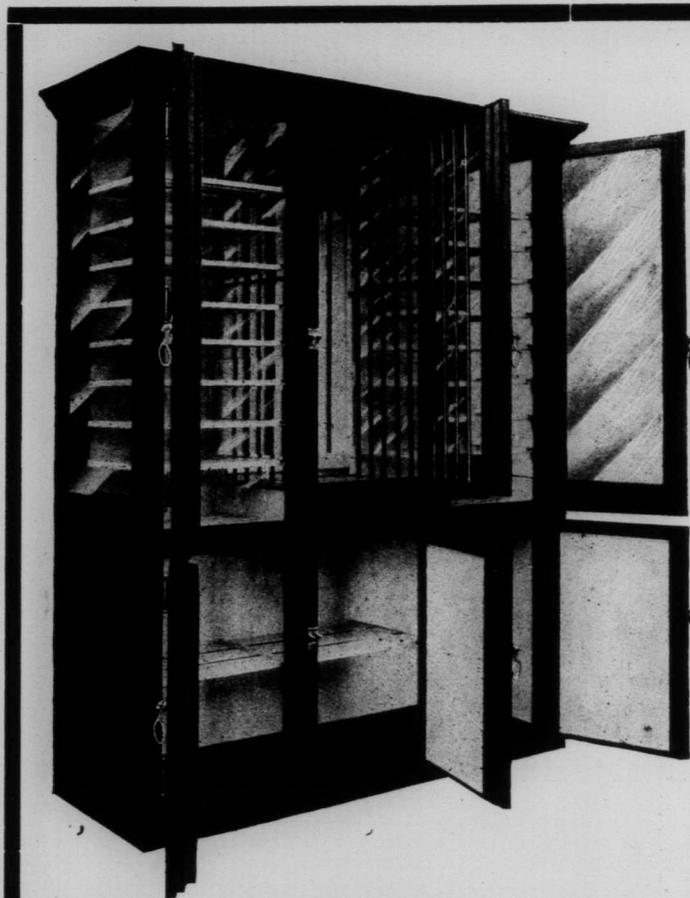
COUNTER CHECK BOOKS

and make business a pleasure.

WE MAKE THE MERCHANTS' TAGS

The Merchants' Counter Check Book Co., Ltd.

TORONTO - MONTREAL
Canada



The ARCTIC REFRIGERATOR

FOR BUTCHERS, GROCERS AND HOUSEHOLD USE

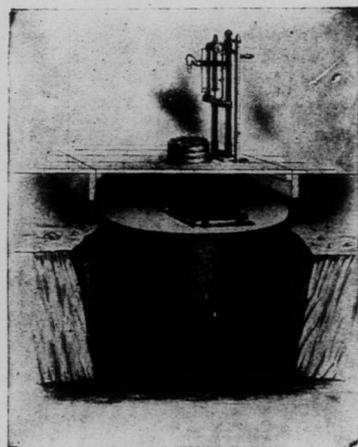
If you want a strictly high grade up-to-date refrigerator write for our catalog, or call and see us if convenient.

We carry the greatest assortment of sizes and styles in Canada and guarantee them to be perfectly dry and cold.

John Hillock & Co., Limited

154 GEORGE ST. TORONTO, CANADA

For Grocer or Restaurant.



Cut 6—"Under the Floor" Outfit

You are Losing Money

With that old fashioned oil tank, you can't help it.

But put a Bowser Oil Tank in your store—Then oil will be one of your best money makers.

Send for Catalog B.

It gives you reasons why and describes the different styles of Bowser Tanks.

S. F. Bowser & Co., Ltd.

66-68 Frazer Ave., - - TORONTO

If you have an old Self-Measuring Tank and want a new one, write for our liberal exchange offer.

FIXTURES, COUNTERS AND SHOW CASES

designed and made to suit your business at surprisingly moderate prices. Before fitting up or making alterations, write or phone me

J. HOWELL JAMES
333 Lippincott Street, TORONTO
PHONE COLLEGE 2880

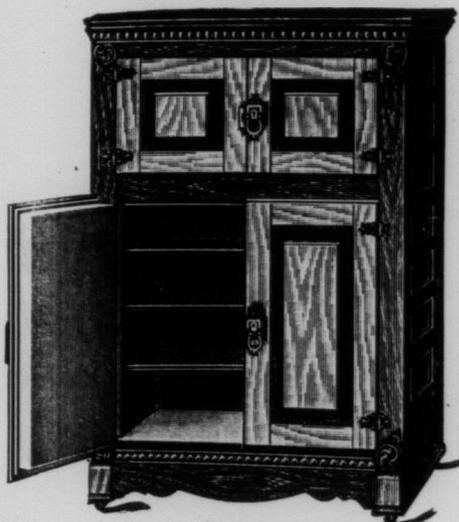
Five hundred neatly printed Business Cards, Bill-headers or Dodgers one dollar. Full line of Price Tickets and Window Cards. Samples and price list on application

FRANK H. BARNARD, PRINTER
246 Spadina Ave. Telephone Main 6357, Toronto

SPRAGUE

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

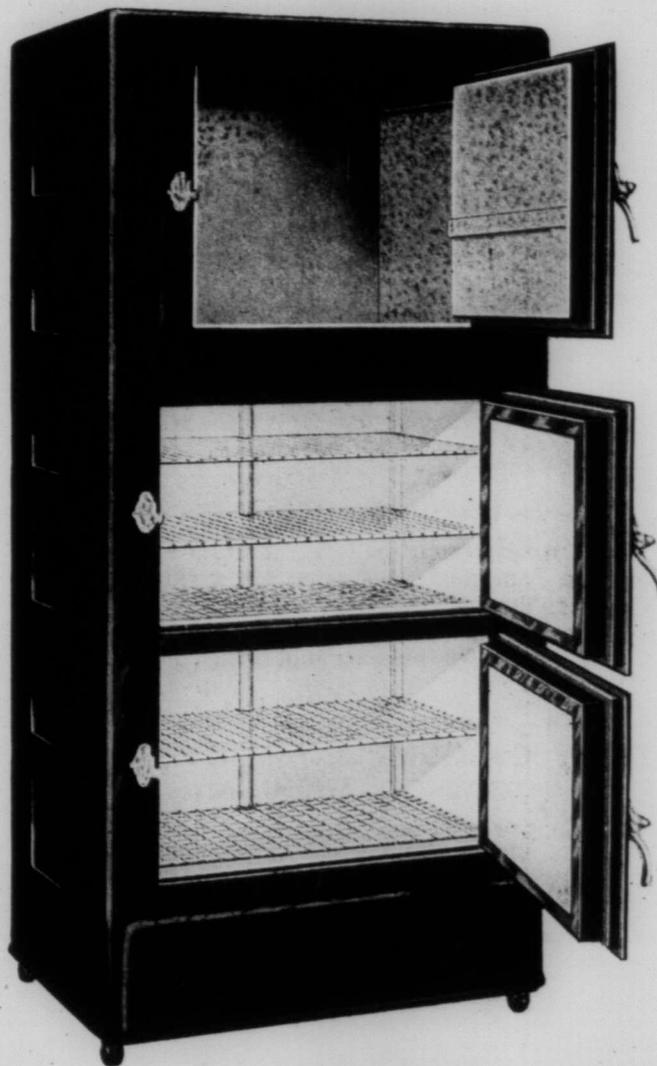
Are you interested in any of the lines that are advertised?
A Post Card will bring you price list and full information.
Don't forget to mention Canadian Grocer.



One of our Household Line.

One hundred different styles and sizes of Household and Grocer and Combination Refrigerators.

Opal glass lined, genuine enamel lined, pure white enamel lined, galvanized steel lined.

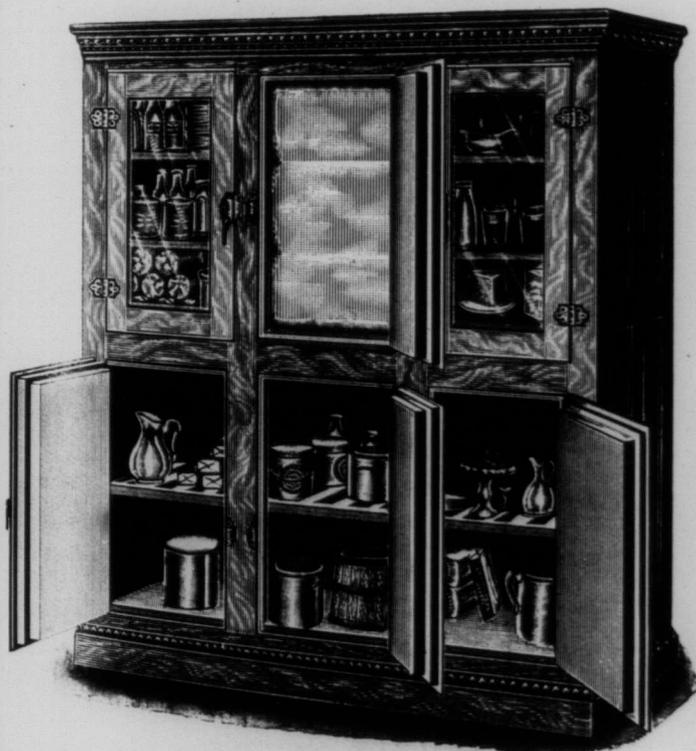


One of the styles of our Opal Glass Line. (Pretty, isn't it.)

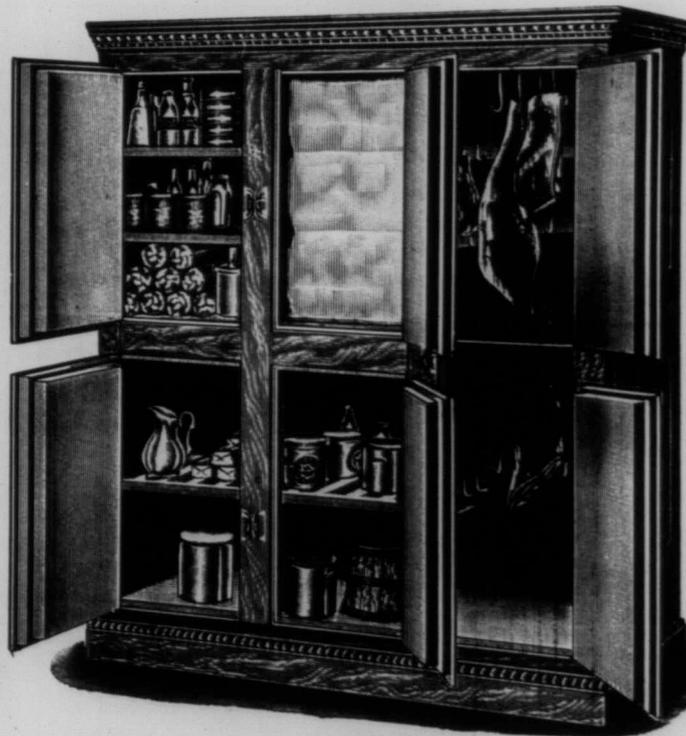
THE HAM & NOTT CO. LIMITED Brantford, Canada

The Premier Refrigerator Manufacturers of Canada.

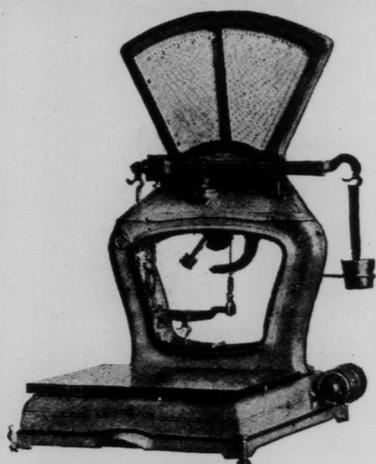
Our Line is sold by all the leading Furniture and Hardware Dealers in the Dominion. If no one handles them in your town write us direct for catalogue.



Our Model Grocer or Institution Refrigerators. Four Sizes.



Our Combination Model Grocer and Butcher Refrigerators Four Sizes.



NO. 70 MODEL

BEFORE
YOU
BUY
A
COMPUTING
SCALE

Find out all about the STIMPSON—the only automatic computing scale that will weigh 100 lbs., therefore the only one that will handle all your business.

A post card sent us will bring complete information or a call from a representative.

STIMPSON COMPUTING SCALE CO.
DETROIT, MICHIGAN

No. 16 St. Viateur St., - OUTREMONT, QUE.
" 53 Scott Block, 274 Main St., - WINNIPEG, MAN.
" 15 Court House Block, Robson St., VANCOUVER, B.C.
A. L. DENT, - - - - - WOODSTOCK, ONT.

"GET THE BEST"
SOMETHING NEW IN
**COUNTER
CHECK BOOKS**

Our "Duplex" Book in various sizes. Alternate White and Colored Checks. Original White Paper; Duplicate Colored.

Specially adapted for Grocers' use. Samples and prices on application, or will send representative.

WE MAKE ALL KINDS OF CHECK BOOKS.

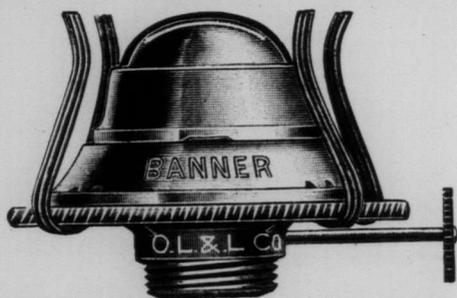
THE
CARTER-CRUME COMPANY,
LIMITED
TORONTO and MONTREAL

Mention this paper.

—BUY—
Star Brand
COTTON CLOTHES LINES
—AND—
COTTON TWINE

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

Banner Lamp Burners



Every burner carefully inspected and guaranteed. Orders solicited through the jobbing trade.
ONTARIO LANTERN AND LAMP CO., LIMITED, HAMILTON, ONT.

Boston Special

Absolutely Automatic



All that is necessary to get the value of a piece of merchandise at any price per pound shown on the chart, and at any weight up to and including the full capacity of the scale is to put the merchandise on the platform of the scale.

Plate glass platform. Full jewelled Siberian agate and ball-bearings.

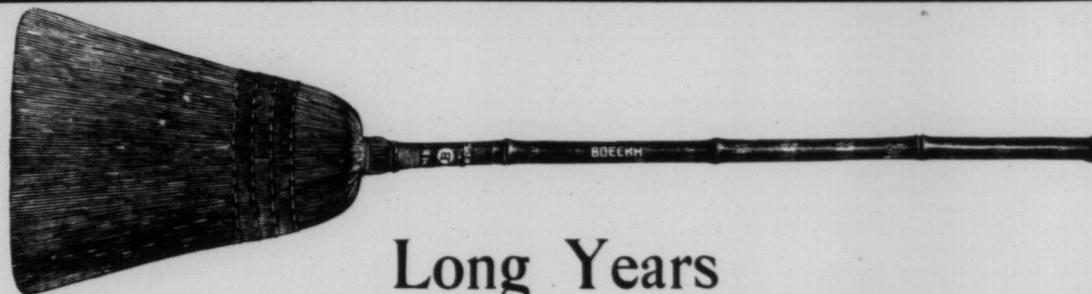
Plain Figures Show Value

No mistakes or errors are possible. Down weight not possible.

The Dayton
Over 210,000 Scales sold. Are you one of the users?

Pays for itself

The Computing Scale Co. of Canada, Limited
Toronto, Ont.



Long Years

of honest quality and scientific manufacturing progress are behind every one of

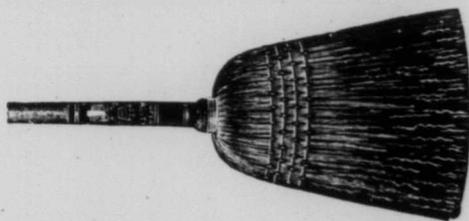


BOECKH'S BRUSHES and BROOMS

It pays to sell goods with such a reputation. Are you handling them?



UNITED FACTORIES, LIMITED
TORONTO, CANADA

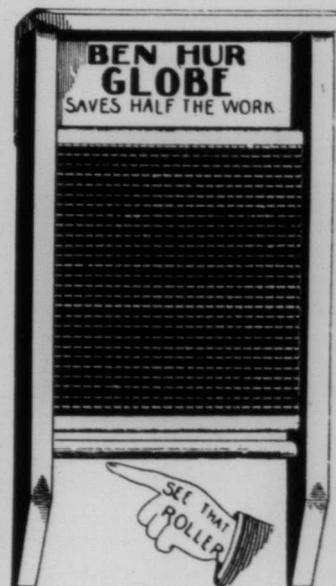


IT is only about five years since we began to push the Broom business, yet to-day our Brooms are found in the largest and best wholesale and retail establishments in Canada, from coast to coast.

They have the reputation of being strongly built, uniform in quality, and unequalled in style and finish.

We solicit a trial order.

Stevens-Hepner Co., Ltd.
Manufacturers of Brushes and Brooms
Port Elgin, Ontario, Canada



**BEN HUR
SOLID BACK
IMPROVED
GLASS KING
BRASS KING**

? Have you had a sample BOSS WASHER, over 12,000 sold. Try one.

WALTER WOODS & CO.
WHOLESALE WOODEN WARE AND SUNDRIES
HAMILTON and WINNIPEG



Blue Ribbon Tea

See our Salesmen before buying other
package Teas. They will most surely
be able to interest you.

Retail prices from 25c. to \$1.00.

The Blue Ribbon Tea Co.

Limited

TORONTO: 8-10 Adelaide St. West
MONTREAL: 266 St. Paul St.

FIRE WORKS

Rumors are current that we are to see Fire Works
this year in

CANNED VEGETABLES AND FRUITS

Canners realize that financial stringency and high prices do not harmonize. Whatever happens, you will find us in the business larger than ever.

We are to-day prepared to sell at definite prices or at opening of the market.

Before placing your order for 1908 Pack, send us a memo of quantity and assortment, and we will submit you an interesting proposition to consider.

We have several popular Brands to offer as usual.

We appeal to large and small buyers.

If open for spot goods, write or wire for prices.

CANADA BROKERAGE CO.,
9 FRONT ST. E., TORONTO **LIMITED**

A. J. YOUNG LIMITED

WHOLESALE

GROCERS and PROVISION MERCHANTS
NORTH BAY ONTARIO

We carry a large and well assorted stock and cater to the trade in
New Ontario. Write, Wire or Phone us. We can serve you well.

GOOD GOODS

RIGHT PRICES

PROMPT SHIPMENT

Profitable Goods

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

—
THE OZO CO., LIMITED
MONTREAL

BASKETS

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

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

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

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



**AN INFLAMED TENDON
NEEDS COOLING.**

ABSORBINE

Will do it and restore the circulation, assist nature to repair strained, ruptured ligaments more successfully than Firing. No blister, no hair gone, and you can use the horse. \$2.00 per bottle, delivered. Book 2-C Free.

ABSORBINE, JR., for mankind, \$1.00 bottle. Cures Strained Torn Ligaments, Varicose Veins, Varicocele, Hydrocele, enlarged Glands and Ulcers. Allays pain quickly
W. F. YOUNG, P.D.F., 204 Monmouth St., Springfield, Mass.
Canadian Agents, LYMAN SONS & CO., Montreal.

Maple Sugar

Grocers, I want your orders for Maple Sugar. I am right in the heart of the Eastern Townships where the best and purest maple products are made, and can supply you with the best at correct prices.

Write me.

P. J. GIRARD
RICHMOND, - QUE.

Canadian Made Licorice

Now Obtainable in Canada

We wish to take this opportunity of informing our Canadian customers of the fact that we have opened our branch factory in Montreal, and are now able to take care of their commands promptly and satisfactorily.

The well known high quality of our product, which has earned a reputation for superiority among all discriminating users of licorice for the Confectionery and Drug trades, will be maintained in the Canadian-made goods.

The subjoined list of specialties will give an idea as to the range we manufacture. All prices f.o.b. Montreal. Our Montreal office will furnish price lists on application.

Flexible Licorice	Bricks	About 1,200 to box
	Elastic Tubes	100, 200 and 300 "
	Triple Tunnel Tubes	100 "
	Indian Plug	100 "
	Navy Plug	100 "
	Buffalo, hollow sticks	100 "
	Whips	100 "
	Cigarettes	100 bundles "
	Golf Sticks (glazed), solid sticks	100 "
	Flexible Sticks (glazed), solid sticks	200 "
	Pan Pipes	200 "
	<hr/>	
	Favorite, large penny stick	100 to box
	Dulce, large penny stick	100 "
	Curved Stem Pipes	200 "
	Straight Stem Pipes	100 "
	Cigars (banded)	100 "
	A.B.C. Blocks (containing best lozenges)	100 "
	Lozenges No. 2, in barrels (bulk)	
	Lozenges No. 1, in barrels (bulk) best glazed.	
	Lozenges No. 1, in 5-lb. paper boxes.	
	Lozenges No. 1, in 5-lb. glass front cans.	
	Acme Pellets, in 5-lb. glass front cans.	
	Purity, pure penny stick, 100 to box.	
	Y. & S. Stick Licorice, in 5-lb. boxes.	
	Y. & S. Stick Licorice, in bulk, 25, 50 and 100-lb. cases.	
	M. & R. Wafers (48 five-cent bags to box).	
	Greek Mass, in 10-lb. boxes.	
	Greek Mass, in 50-lb. boxes.	
	Select Bundled Licorice Root.	
	Powdered Spanish and Greek Extracts.	
	Powdered Spanish and Greek Root.	

National Licorice Company

Brooklyn, N.Y.

The Canadian Grocer and Its Publishers

With this issue is presented the Annual Spring and Export Number of The Canadian Grocer. A particular feature in regard to this number is that its circulation is not confined to its regular list of subscribers. Representing, as it does, the foodstuffs trade in Canada, from the products of which Canadian exports are to a great extent composed, the importance of spreading the news and conditions of the trade world-wide is fully recognized, and the circulation is considerably enlarged. Particular attention is paid in this matter to countries where Canada's products are now largely going and where business is being built up. Selected lists are secured from well informed local representatives of the best dealers in these countries, and copies of the paper go to them with the hope of interesting them in Canadian products and trade. This fact is particularly applicable to Great Britain, the West Indies, Australia, the United States, France, Switzerland and the British Colonies.

Not only is this issue of the paper largely circulated among these dealers abroad, but a very large number of copies go to the grocers in Canada who are not yet readers of the paper. An attempt is made to cover every grocer worth while in the Canadian trade, from the Atlantic to the Pacific.

* * *

As representing the grocery and foodstuffs trade of Canada, the paper attempts to be worthy of that trade. After studying the best English and United States grocery papers, we believe we can say without hesitation that The Grocer stands among the best, and yet we are not satisfied. We want to make a better paper, both for our readers' and our own satisfaction. In this desire you can help us. We have several things in mind to improve the paper which will be carried out just as soon as we can afford and arrange to do so. Some of these are coming shortly. There are other things, however, which may have occurred to you, and which we may not have thought of, which could be readily arranged. While we do claim to be authorities in the newspaper business, we do not profess to know all about the grocery business and are very anxious to receive suggestions. We may not be able to do what you suggest or would like, but will try

mightily hard, and if we can't, we'll let you know the reason why.

* * *

While The Grocer's news service covers the grocery trade of all provinces in Canada pretty fairly, there are still a number of towns and districts in which we have no representatives. We would be glad to hear from anyone in the trade in these places who would undertake to send us the news of the district in, say, a monthly letter, or each week, if the district justifies it.

* * *

Newspapers that are successful are so because they print that which pleases their readers. We have always aimed at this, and that we have not been amiss in our aim is evident from the wide circulation and strong influence that characterize McLean's trade newspapers. To attain this position, the best newspaper men and women have been secured and large sums of money have been spent and are being spent. To-day our editorial staff is unsurpassed in efficiency and numbers by any publishing house in Canada. Twenty editors and reporters are regularly attached to the newspapers and magazines published by us, while of specialists and correspondents in Canada, Great Britain and France there are 133. Each paper has its own staff of editors, correspondents and specialists.

* * *

Newspapers cannot live on their editorial staff alone any more than man can live on bread alone. There must be the co-operation of efficient advertising and subscription staffs as well. It is when these pull together and pull together well that the newspaper makes headway. On the staff of the MacLean Publishing Co. the aggregate number of men employed in either selling, advertising or soliciting subscriptions is 56. This enables us to systematically cover every part of the country. No other newspaper publishing firm in Canada has as large a selling staff as this, and we doubt whether it is equalled by any other on the continent. We do not say this boastfully, but merely to show our readers the extent of our organization.

* * *

That the business men of Canada have confidence in the future of the country is evidenced by the advertising they are doing in MacLean's Trade Newspapers.

New business for January was the largest by 26 per cent. of any previous month in the history of the company, and the increase for the first three months promises to be equally gratifying. These increases are significant, in view of the marked falling off in the advertisements carried by many worthy newspapers and magazines in Canada and the United States. Profits, unfortunately, do not show any such gain. The increase in publication costs prevent such a desired consummation. But we have faith in the future, and faith is the substance of things hoped for.

* * *

It is significant that the growth in circulation has kept pace with that in advertising. From all parts of the country there has been a steady inflow of new subscribers since the new year opened, while old subscribers are renewing in a way that indicates that they are well pleased with our papers. This is the proof of the pudding.

* * *

But we are never satisfied. The more circulation we have the more we want. We have recently added several new men to our subscription canvassing staff. This will enable us to simultaneously work every Province in the Dominion, so that every probable subscriber who has come into existence since the country was covered last autumn will be waited upon before the end of the year by a trained solicitor, and no other publishing house in Canada has ever carried on such an extensive subscription campaign through trained personal canvassers.

Art as an adjunct to advertising has become a recognized fact. Art increases the effectiveness of advertising. Three or four years ago the MacLean Publishing Company established a staff of expert ad-writers whose services were placed at the disposal of advertisers free of charge. The results in the way of increased attractiveness of advertisements have been so gratifying that we have now created an art department for the purpose of further augmenting the effectiveness of the advertising carried by the nine trade newspapers and magazines published by us. The chief of the art department has done some of the most effective art advertising work in Canada, and we are looking for big things.

A Review of Canadian Exports

THE PAST, THE PRESENT, AND POSSIBILITIES OF FUTURE DEVELOPMENT.

"Canada, the land of promise"; "The realm of wheat and gold"; "The world's breadbasket." These are a few significant titles attached to this richly-endowed portion of the Western Hemisphere by those who have spoken more or less seriously of the country's present and of its prospects.

The world recognizes the magnificence of Canada's resources. Stories are being told, and most of them are true, all over both hemispheres, of the possibilities of this country. The eyes of the nations are turned to Canada. But what the world is waiting for is to see how these possibilities will be taken advantage of.

As a thermometer of prosperity and development the exports of a country are accepted as a pretty fair index. And from this standpoint, Canada, for a comparatively new country, will rank among the leaders. A review of the facts and figures presented herewith will allow the formation of a pretty correct idea as to what Canada's export trade has been, its present conditions and what the future will bring forth.

25 Years of Expansion.

The exports of Canada during the past 25 years show a surprising record of expansion. In 1883 the total exports of merchandise from Canada were \$84,255,707; while in 1906 (the last Government fiscal year which ended on June 30) they had reached a total of \$235,483,956. Of these the exports to Great Britain jumped from \$39,538,007 in 1883, to \$127,456,465 in 1906; while the exports to the United States increased from \$36,096,501 in 1883, to \$81,546,306 in 1906; the business with Great Britain being proportionately much greater than that with the United States. The following table will show how these increases are made up:

	1883		1906.	
	G. B.	U. S.	G. B.	U. S.
Agricultural products	\$ 9,474,740	\$11,989,280	\$42,305,048	\$ 5,779,964
Animals and their produce..	13,158,194	6,567,588	57,758,417	7,259,329
Fisheries	2,337,072	3,186,218	6,139,577	4,880,407
Forest products	13,027,337	9,916,040	12,498,738	23,085,040
Manufactures	1,211,189	1,603,274	7,233,232	9,652,328
Minerals	309,794	2,332,051	1,475,839	32,869,004

The above table shows the enormous increase during the past 25 years in exports to Britain of produce of animals

and the field. The exports to all other countries increased from \$8,651,139 in 1883 to \$24,481,185 in 1906.

Last year (1907) there was a falling off, compared with the previous year, the total being \$226,512,063. The output of the Canadian farm during 1907 was less bountiful than in former years, and below the normal, owing to unfavorable climatic conditions, especially in the Northwest, where the wheat yield

Cattle	46,819	82,682	92,318
Wheat, cwt.	184,567	233,527	112,695
Meal and flour, cwt.	47,687	79,412	96,865
Peas, cwts.	305	8,984	3,024
Bacon, cwts.	131,984	169,935	183,320
Hams, cwts.	34,942	43,287	25,558
Butter, cwts.	60	2,032
Cheese, cwts.	140,435	140,468	36,865
Horses	600
Sheep and lambs	1,180
	£587,399	£761,507	£550,845

was reduced in quantity and inferior in quality, due to late maturity and frosts. This condition of affairs may have temporarily checked expansion, but no severe or prolonged recession of trade is likely to occur. That this is so may be judged from the Government's report of exports, including coin and bullion, for the fiscal year ended March 31, last, which were valued at \$246,960,000, an increase of \$7,346,000 in a year. This is a remarkable increase, when we take into consideration the crop failure of last year.

Present Year Beginning Well.

The trade with Great Britain during April of this year shows encouraging increases. Wheat exports increased in quantity fifty per cent. over the corresponding month last year, while the

is still considerably above the export level. Cheese exports are nearly four times greater than during April, last year, and there are signs of recovery in the butter trade. Provisions and dairy produce generally are showing an encouraging revival.

The following table gives some export figures for April, compared with the previous month, and with the corresponding month last year:

	April, 1908.	March, 1908.	April, 1907.
Cattle	46,819	82,682	92,318
Wheat, cwt.	184,567	233,527	112,695
Meal and flour, cwt.	47,687	79,412	96,865
Peas, cwts.	305	8,984	3,024
Bacon, cwts.	131,984	169,935	183,320
Hams, cwts.	34,942	43,287	25,558
Butter, cwts.	60	2,032
Cheese, cwts.	140,435	140,468	36,865
Horses	600
Sheep and lambs	1,180
	£587,399	£761,507	£550,845

Exports Principally Agricultural Products.

Canada, of course, is an agricultural country, and, naturally, her exports are largely agricultural, grains, especially wheat, oats and barley, and flour, are the heaviest lines, with apples, cattle and sheep, bacon, hams and canned meats, hay, and leather and paper close up. These are exported principally to Great Britain. Timber, agricultural implements, drugs and chemicals, manufactured articles of iron and wood, and copper and nickel ore, also figure largely. These, however, do not go so extensively to Great Britain, but rather to the United States and foreign countries. Great Britain and the United States are our best customers, but a yearly-increasing trade is being done with the British West Indies, Cuba, New Zealand, Newfoundland, Argentine, France and Germany; and Australia and Belgium, though not increasing their buying of Canadian goods, are still splendid customers. Japan, China and the Far East, also, might be considered, as the possibilities for trade look very bright.

Development of West Indian Trade.

One of the brightest features is the development of trade with the British

West Indies. Despite the fact that Canada has no reciprocal arrangement with the West Indies our trade with the islands is rapidly increasing, and the steamers going out from Eastern Canadian ports are carrying larger and larger cargoes of farm produce. A great deal of fish, too, is being taken. In fact, our fish exports are almost wholly sent to the West Indies, the United States and Brazil. These encouraging signs are a fair indication of what might be done under reciprocity if Canada obtained a preference on farm products in the different islands and in British Guiana. Recently it was found necessary to send a special steamer with a full load of Canadian products to Bermuda, and no doubt a market for Canadian manufactures of various kinds, as well as for farm produce, could be built up if closer relations were established.

Flour is one of the lines especially called for in the West Indies, and Canadian millers have found that this will be a great market in future. There are no mills there, and flour must be imported. Labor is cheap enough, but the fact that there is no demand for the by-products—bran and shorts—would militate against the conducting of a milling industry on the islands.

Cuba Takes Her Share.

Cuba, too, is a pretty good buyer of Canadian goods. For the ten months ending January 31, last, Cuba took goods valued at \$1,115,089.

An interesting point is contained in the table of exports during these ten months. The total exports were valued at \$245,965,226. Of these the British Empire took \$130,382,054; the remaining \$115,583,173 being divided among all other countries. Great Britain took \$119,442,281, the colonies \$20,939,773, the United States \$100,242,170, and all other countries \$15,341,002.

What the Government is Doing.

To build up our export trade the Dominion Government has a chain of trade commissioners and commercial agents in Australia, New Zealand, British West Indies, China, Japan, Corea, France, Norway, Mexico, Newfoundland and South Africa, besides centres in Great Britain whose business it is to keep Canadian exporters and importers in touch with trade conditions and trade matters generally in the various countries in which they act as Canadian Government representatives. The Canadian immigration agent in Belgium, France and Great Britain also supply the Department of Trade and Commerce at Ottawa with information which may be useful to the Canadian trade. A monthly report is issued by the department, supplemented with

a weekly bulletin, containing this information, but in regard to this report and bulletin service we are still behind the daily consular reports published by the British and United States Governments. Doubtless our service will be improved in time and Canada, too, will have this daily trade bulletin.

Another aid in the promotion of Canadian trade is the Exhibition Branch of the Dominion Agricultural Department, which was formed after the close of the Pan-American Exhibition at Buffalo in 1901. Both at Chicago and at Buffalo the Dominion and the various provincial governments conducted their own exhibits. Now the Dominion Government undertakes to look after all exhibits and thus prevents wasteful duplication and expense and during the past few years this branch has conducted the Canadian exhibit in Osaka (Japan), St. Louis, Milan (Italy), Glas-



F. C. T. O'HARA.

Recently Appointed Deputy Minister of the Canadian Trade and Commerce Department.

gow, Dublin, Wolverhampton, Edinburgh and those in New Zealand and Belgium. At present this branch is looking after the Canadian exhibit at the Anglo-French Exposition in London and trying to bring Canadian goods to the attention of prospective customers.

There is an "Extension of Markets" Department, at Ottawa, whose business it is to compile lists of exporters and their products and supply these lists through commercial agents abroad, to traders and probable buyers in other countries.

Another aid to the Canadian export trade is the cold storage stations, the refrigerator car service and cold storage compartment service on steamers inaugurated several years ago for the

forwarding of perishable goods, especially fruit and dairy produce, to the British market. This has enabled the small shipper to enlarge his field of operations to some extent, allowing him to enter a foreign market and thus compete for business at home and abroad.

As regards the cold storage system the ammonia process of cool air circulating through pipes has proven itself to be better than the ice refrigerator scheme; but as to the success of the sending forward of fresh fruit and vegetables to the British market by this or any plan there appears to be some doubt. Tomatoes, especially, are said to have suffered somewhat in transit. These goods and all Canadian goods, sent to Britain, are going to the world's greatest market and are meeting in competition the choicest products of the world. Too much care cannot be taken in preparing and forwarding our merchandise.

During the early part of the last century and while the country was being settled, the principal product of Canada was timber, and this was exported largely to Europe. The timber trade is not now so all-important as it once was and what exports there are go largely to the United States.

Filling the World's Breadbasket.

With the filling-up of the country the wheat fields gradually extended and as the golden grain took the place of the forest, wheat soon occupied the primary position. At first the United States was a good customer, but with the abrogation of reciprocity in 1866 and later the passing of the McKinley tariff in 1890, we had to look for other markets for our wheat and Great Britain's demands began to be catered to. The opening of the West by the C.P.R. made possible the cultivation of immense tracts of prairie suitable for the growing of grains, and so Canada entered the lists as a world's wheat producer.

Meeting New Conditions.

The older parts of the country now began mixed farming, and as Great Britain was already taking Canadian cheese there was an opportunity also to add beef and bacon, poultry, eggs, butter and fruit. The British market presented new conditions and new demands, and Canadians had to adjust themselves to this work. As an instance of this, Mr. C. C. James, Deputy Minister of Agriculture for Ontario, cites the case of barley, which, up to the time of the passing of the McKinley tariff, was an article of export to the United States. "British maltsters use enormous quantities of barley," he

says, "but we simply could not change the consignment from Oswego or Buffalo to Liverpool. Canadian barley did not suit the British malting process; it was not of the right kind." So the new conditions had to be met and the new buyer had to be given what he wanted. This applies to all our exports. The wishes of the buyer must be respected and the conditions of the market met, so far as possible.

In 1902 the barley exported to Britain was valued at only \$172,028. In 1906 it rose to \$426,917; and last year to \$710,445. Ever since 1890 this grain has shown an advance every year.

Increase in Wheat Exports.

About two years ago J. J. Hill, the American railway magnate, made a speech in which he tried to frighten Minnesota wheat growers and flour millers by telling them that in ten years Canada might monopolize the British market with her wheat and flour. Whether or not he intended to frighten the millers, Canada's export of wheat alone to Britain has shown a rapid and steady increase. In 1902 wheat was sent, valued at \$18,024,257, and in 1907 \$41,264,798 worth, as against \$30,234,611 in 1906; and the prospect is for larger export figures this year. Little Belgium also bought of our greatest export last year to the value of \$995,785.

Bran valued at \$228,084 was sent to the English market in 1907, as compared with \$155,298 in 1906. This by-product of the flour mill is steadily and rapidly rising in export to Great Britain and the United States, also, is a good customer, taking \$185,667 worth last year.

Flour Rising Steadily.

Flour has steadily risen in export value from \$2,290,056 in 1902, when 618,199 barrels went forward, to 1,022,926 barrels valued at \$4,325,549 last year. Newfoundland in 1907 took from us 246,214 barrels of flour valued at \$1,178,954; the British West Indies 67,885 barrels, worth \$288,412 and the United States 26,696 barrels, valued at \$109,231.

Canadian wheat and flour meet with competition from all the world in the British market, but it speaks highly for the Canadian product when the export values come up so remarkably. The chief competition comes from Argentina, the United States, Russia and Southern Europe, but the high standard of the Canadian grains makes an increasing demand. The Canadian miller and exporter should keep up the quality of his goods and make his special brands called for, as there is no business to

be done nor money to be made in competition with the cheaper grades

Canadian Miller's Opportunity.

On the flour situation some of the smaller Canadian mills are afraid of the competition on the British market and cite the increased number of mills which have gone up all over Scotland and England, but those familiar with the milling business on both sides of the water say Canadians have the better of the argument. There may be some very large buildings and plants in the Old Country, but these only mean an increased outlay on capital account which can be made good in one way only—a high price for the output of the mill. Then there is the matter of offal—bran and shorts. There is a much better market here for these by-products

our South American competitor, and so better bread is obtained from it. At present there is a call in Britain for Ontario patent, which is a good pastry flour and there is a growing demand for rolled oats and breakfast foods of all kinds. Canada might, and should, do much more exporting in the various lines of grains.

The Railways Participating.

Canadian railways are encouraging the export grain trade by making it easier to carry goods to the seaboard. The C.P.R. is building a large elevator on Georgian Bay and constructing a new straight rail line therefrom to connect with Montreal. The G.T.R. is putting up two elevators, one at the head of the lakes and the other on Georgian Bay, and the Canadian Northern is working for the completion of its line to tidewater at Quebec. Added to these we may expect in the not distant future, a railway in the West to Fort Churchill, on Hudson's Bay.

Canadian Shipping Ports.

An interesting point arises here as to the importance of our Canadian shipping ports. A correspondent in St. John, writing this week, says: "The past season (1907-8) saw the largest winter port business in the history of this port. The previous best year was 1895-6, when exports totalling \$23,615,001 were sent out, while during the past season we shipped exports valued at \$23,683,160. The shipment of grain amounted to 6,377,974 bushels, nearly double the amount sent out the previous year. Live stock shipments the past season decreased to only half the amount sent out in 1906-7, but the amount of package freight was one-half greater than the previous year.

Montreal is our principal shipping port, and the following table shows the position held by that city as regards exports last year compared with former years:

Year.	Vessels.	Freight tonnage.
1903	802	1,890,904
1904	796	1,856,697
1905	833	1,940,056
1906	820	1,973,223
1907	740	1,924,475

A slight decrease is shown in outward freight last year as compared with the previous year. This is accounted for by the fact that live stock, butter, cheese and other export lines, owing to the unfavorable weather conditions prevailing last year, were not offered so freely as usual. Only 96,977 head of cattle went out, compared with 128,160 in 1906; sheep exports were 11,585 compared with 10,791, and 174 horses compared with 641 in 1906. Grain



"TAIL" END OF A BARREL OF CANADIAN EXPORT APPLES.

than in the Old Land, although we do send an increasing amount of these to the Old Country every year. Of course labor must be considered, but the number of hands employed in a mill seem to cut but a sorry item. The machinery is either bought in America or is built in Britain from American patents. All in all, the balance is in the Canadian millers' favor.

Argentine up to a few days ago had quite a call on the British market, owing to its cheapness and the partial failure of the Canadian and United States crops last year, but a change has developed. Argentine is running short, and Canadian wheat and flour are again in demand. The proportion of gluten is much greater in our Northern wheat than in the grades coming from

shipments amounted to about 32,000,000 bushels, the largest on record. This year, owing to the high freight rate on grain between Buffalo and New York an increased shipping business is expected in this commodity at Montreal.

Butter and Cheese Trade.

Our export trade in butter and cheese with Great Britain fell off very largely last year, the decrease being somewhere in the neighborhood of 30 per cent., but fortunately this was not due to keen competition in the English market so much as to the fact that we did not have butter and cheese to offer. Demand in Canada with the increasing immigration, is growing so rapidly that the producers, having a much smaller output last year found themselves only able to

a greater civilization to assimilate these qualifications and evolve from the process proper facilities for placing their products on sale throughout the world.

Up to the present, owing to the primitive methods which they employ, they have not been regarded very seriously, as their butter brings a lower figure in London than the make of other countries.

Much has been said about the utility of silos where fodder can be stored during the winter that will greatly augment the yield of milk and also be cheaper than feeding the cows on hay. It is regrettable that the high price of hay and feed led so many farmers to slaughter their cows both in the autumns of 1906 and 1907. Such action on the part of the farmers precludes the pos-

With butter there is always the element of chance present. With cheese it is different. During the canned meat scare in Britain a great run was made on cheese, with beneficial results to the Canadian exporter, for a taste was created for Canada's product and now a number of people ask for it in preference to the Old Country make. The weather conditions in England and on the continent generally since the beginning of the year have been distinctly against anything like a normal season of cheese-making in Europe this year. An English provision journal says of Canadian cheese: "The Canadian product has got the good opinion of the market here. Its quality is recognized to be more and more uniform as the years pass. It is pretty well agreed that there is little difference in the real value between any summer and autumn make now, and buyers know they are getting on to a good article when they buy Canadian cheese, whether it be June or September, July or August."

London retains its position as the chief market for Canadian cheese, with Liverpool, Bristol, Glasgow, Leith and Manchester following.

Cheese exports to Britain which had increased from \$19,620,239 in 1902 to \$24,300,908 in 1906, last year dropped to \$22,001,332.

Egg Trade Fell Off.

In the egg trade during the past year somewhat the same conditions have prevailed as in the butter and cheese situation, which has not made it the brightest of years for this business. The keepers of hens in many cases, owing to the lofty prices of feed, have thought it wise to kill them off. There was considerable talk about the prospects of trade with Great Britain during the past season, but our prices were too high. Therefore, the exporters found no material inspiration in the British markets.

Changing Conditions.

A remarkable change has come over the egg trade of Canada during the past seven or eight years. Ten years ago English buyers came to Canada in the Spring and contracted for large shipments, probably 80,000 to 100,000 cases in the fall. At that time eggs for pickling could be obtained for 9 or 10 cents a dozen, while to-day from 14 to 17 cents has to be paid, the same demand and curtailed production being responsible for the increased price. The result is that egg exports have greatly declined and England now gets, besides the Irish and Danish article, eggs from Southern and Eastern Europe.

In 1902 Canada sent Great Britain \$1,691,024 worth, while in 1906 our eggs



PICKING APPLES FOR EXPORT IN A CANADIAN ORCHARD.

supply the home demand. There can be no doubt but that as soon as Canada can provide her own market with ample supplies, and have some left over, then will she be able to throw down the gauntlet to New Zealand and the other colonies in the British markets. The general conditions in the British trade in these products last year were much the same in many respects.

Now that Canada must awaken to the competition in the English markets of New Zealand and Australian products, which have passed the experimental stage and are now assured factors in the British situation, we have to consider also the debut of a new competitor in the markets across the seas. This new entry last season was Siberia, and some have seen cause for a grave reflection in this event. At the present moment, having the necessary natural assets, it only remains in Siberia for

sibility of very rapid growth of the industry.

Present Conditions.

The butter and cheese markets of Great Britain are at present stationary and no change is noted since the butter scarcity of two months ago. Then butter sold as high as 36 cents a pound. Just now Danish and other foreign butters can be bought in London for 24 cents, some four cents cheaper than English butter. The Britisher is unable to provide an article of uniform quality, which gives Danish, Canadian, Irish, New Zealand and Australian butter a chance throughout England and Scotland.

Canadian export butter in Britain showed a serious shrinkage last year—about \$1,000,000, compared with \$5,459,300 in 1902, which rose irregularly to \$6,802,003 in 1906. In fact, it was the smallest showing since 1895.

sent to England were valued at \$448,463 and last year at only \$270,567.

Poultry Business Increasing.

Dressed poultry exports to Britain totalled \$101,808 last year, an increase of \$20,000 over the preceding year. Though not so high as in 1902, when Canada exported poultry valued at \$216,503, the amount sent to the English market is increasing yearly. Despite the fact that a strong home demand has arisen within the past few years. Live poultry valued at \$68,276, was exported in 1907 to the United States.

Could Develop Meat Trade.

Although at present one of Canada's most important exports, the live and dressed meat trade, could be considerably developed. For one thing, the embargo on our cattle compelling them to be killed within ten days of their arrival on British soil works injuriously against Canadian trade and should be lifted, for the animals at the time of slaughtering are not in satisfactory condition, owing to the long sea voyage they have just undergone. We may reasonably attribute the falling off in cattle exports last year to the unfavorable weather conditions which prevailed all over the American continent the greater part of last summer causing drought and scarcity of feed.

Great Britain took Canadian live cattle over one year old valued at \$8,382,786 last year, compared with \$9,742,588 in 1902 and \$11,044,248 in 1906; and live sheep valued at \$266,019, compared with \$430,055 in 1902 and \$244,053 in 1906. The United States was a close second in sheep last year, taking \$228,181 worth.

Bacon Trade Declining.

In 1903 Canada appeared to have reached its high-water mark in the export of bacon, that year's figures being \$15,429,122. Since then the exports have declined yearly, last year's total being \$9,907,734. Beef, too, has declined since 1902, when we exported \$307,294 worth. Last year the figures were only \$71,935, but even that total is \$30,000 greater than in 1906.

Exports of ham have been see-sawing from \$237,306 in 1902 to \$343,370 in 1906, the highest export values being \$441,617 in 1903. In fact the year 1903 was Canada's best year in the dead meat export trade. There is, however, an active demand for Canadian hams and bacon in South Africa, where they have an excellent reputation.

Some Strong Opposition.

The British market for hog products requires a lot of study and careful watching. Denmark is a strong competitor of Canada in this line of meat

and has the advantage of closer proximity to the market. It takes two weeks after killing to place Canadian goods on the London market whereas, but two days are required for the Danish articles, which, consequently, are put on sale in a milder and fresher condition, and probably are more palatable to the English taste. There is this to be said, however, that the Canadian products are better cured and can be more easily kept if necessary.

When the London market is overstocked a telegram to the Danish packers will suspend killing until a demand again exists. This scheme could not very well work in Canada. Two weeks' goods are already on the way by the time the order is received, and if there is a continued glut on the English market it is the Canadian exporter who loses. Their although both Canada and Denmark are agricultural countries, the community-of-interests idea seems to be working more harmoniously in the latter country. The farmer and raiser of hogs knows he has a profitable line of

Canned Meats Decreasing.

Canned tongues, which had been increasing in value up to 1905, when Canada's exports jumped to \$3,525,270, have as suddenly declined to \$1,349,880 in 1906, and \$135,844 in 1907. This extraordinary decline is, no doubt, due to the effect of the campaign carried on during the beef trust arraignment in the United States, and due, too, to the articles which appeared in the public press during the past couple of years. This also applies pretty generally to all canned meats.

Enormous Fish Shipments.

Of export fish a most important line is dry salted codfish, which goes in large quantities to Brazil and South American countries; to Cuba and the West Indies, and the United States and Great Britain. Brazil alone last year took \$708,206 worth, while the British West Indies hold the record at \$735,941.

The United States took \$239,253 worth of pickled mackerel, and \$144,984 in fresh and frozen herring. The West Indies took \$118,605 worth of



PACKING CANADIAN APPLES FOR EXPORT SHOWING "MARKED" BARREL.

work and is aided and helped by the packer, and the farmer and packer are both aided by the government.

A Record in Mutton.

Canadian mutton, which seemed to be going under in competition with Argentine, New Zealand and Australian meat last year took a brace and established a record, Canadian exports to Britain being valued at \$40,488. The Southern countries above mentioned have first-class refrigerator services and are able to lay down mutton on the English market in an almost fresh condition, thus giving them a good hold on the British buyer. All praise is due the Canadian exporter when he is able to increase his sales in the face of this strong competition.

herring, and the United States \$343,934 in sea-fish of various kinds.

Fresh lobsters, valued at \$405,503, and canned at \$962,471, were taken by the United States. The British market for lobsters has declined to almost nothing for fresh and from over a million dollars in 1906 to \$613,428 last year for canned goods. This decline is no doubt partly due to the enforcement of the law regarding the size of lobsters to be caught. France took from us last year \$844,865 worth of lobsters.

Fresh salmon exports to Great Britain have declined, the United States heading the list at \$135,070. In canned salmon, also, British exports declined to \$1,813,672, a drop of over two million dollars in one year. This is due greatly to the shortage of fish and an-

other small export shipment may be expected this year. Australia took \$199,088 worth of canned salmon last year.

United States Demand Increasing.

An interesting feature is the increasing export of fresh water fish to the United States. Fishermen aver that enough fish is caught in Canada in a week to supply the Canadian market for a year. Last year the United States took fresh fish valued at \$1,124,887. Some of the fish, like carp, catfish and blue pickerel, which particular Canadians would not buy at any price, find ready sale at good prices among the foreign element in the larger American cities. Great Britain still buys our whale and the furs of marine animals, last year taking \$199,966 worth of the former, and \$111,699 worth of the latter.

The Export Fruit Trade.

A resume of the export fruit business of Canada almost resolves itself into a history of the apple trade with foreign countries. The apple industry in Canada during the year 1907 was particularly satisfactory. The crop did not exceed all records, and, perhaps, might be below the average, but this condition is amply compensated for by the fact that the quality of the year's production was excellent. One peculiarity which might be noted was the size of the Ontario apples, which were a little small, but this fact did not militate against their sale, as their quality left nothing to be desired. A combination of circumstances in the United States and England contributed largely to the good prices which were obtained by the Canadian shippers in foreign markets. In the United States there was a comparative shortage in the crop and a similar condition of affairs prevailed in England. These circumstances acted as a stimulant to the Canadian exporters, who were anxious to take full advantage of the situation. Under ordinary conditions the apple crop for export purposes passes through Montreal, but last season, owing to the strong demand in the United States for Canadian apples, a large volume of the business went to other points of outlet. A specially large number found their way across the boundary at Niagara Falls, and ultimately were offered for sale in Boston and New York.

Last year Canada exported \$1,234,290 barrels of apples, valued at \$3,696,977, to the English market, against 1,029,418 barrels, valued at \$3,475,825 in 1906. Though our exports to Great Britain of green and ripe apples are increasing yearly, we have not yet reached the figures of 1904, when we sent \$4,379,826 worth. The United States last year

bought apples from us to the extent of \$312,761.

There is some slight competition on the London market from Tasmanian and South African apples, but the supply of these is somewhat limited. A demand for Canadian apples exists in Germany, and some effort should be made to take advantage of that trade. The present method of non-uniformity of grade packing prevented the placing of a quantity of Canadian apples with some German houses a year ago, when buyers were sent out to pick up some choice brands. These buyers were disappointed with the way Nova Scotian apples were set out and placed their orders with United States growers instead.

Dried Apples Going to Holland.

Last year Great Britain took but 7,355 worth of dried apples, compared with \$12,254 worth in 1906. There has been a decline in the export of these goods since 1903, when the record stood at \$29,143. But if the exports to Britain are declining, we are sending large orders to Holland. Last year that country took dried apples valued at \$68,442.

Fresh berries of all kinds are going to the United States and practically none to Great Britain. Canned and preserved berries, however, are again increasing in export to Britain, last year about \$250,000 worth going forward, against \$248,619 in 1906. We are still, however, behind the \$370,973 record of 1903.

Canned Goods Aggregate Well.

Canned goods exports generally are about normal, canned apples being the most prominent fruit. Other lines close up are tomatoes, peas, corn, peaches and strawberries. The total value of these exports to Britain last year was \$241,003.

Maple sugar was bought in the Old Country more freely last year than for the several previous years, but the United States is still the buyer of this maple line, importing in 1907 \$214,317 worth, compared with Britain's \$4,482.

The United States continue to buy our turnips, and last year there were sent across the line 1,073,302 bushels, valued at \$160,485.

Cereals Are Sold Widely.

Canadian cereal foods were introduced into Great Britain several years ago. Last year exports to that market totalled 27,438 tons, valued at \$356,172. This is a falling off compared with 1906, when the value of cereal exports was \$860,363. The West Indies and some of the other European countries are becoming large buyers.

Great Britain took practically all of Canada's oatmeal last year. Our total

export was valued at \$666,130, of which Britain took \$611,251 worth. This is a line that has been steadily rising in value as an export article. In 1902, we sent \$329,042 worth to the English market, while in 1906 the value had risen to \$492,084.

Agricultural Products.

Our bean exports to Britain are declining rapidly, owing to increased home demand, though the United States are also buying largely.

Buckwheat, though not making as good a showing last year as in 1906, is still going ahead. In 1902 we sent \$79,094 worth, while last year the export of buckwheat had increased in value to \$147,653.

Oats last year went forward to the value of \$2,448,800, compared with \$762,503 in 1906, and \$1,861,661 in 1903. This grain fluctuates much in export yearly, and depends a great deal on the demand and prices to be obtained in the European markets.

Whole peas, too, are continually seeing-sawing. In 1902, \$1,105,814 worth went to the English market, while last year we sent but \$313,542, which, with the exception of 1905, was the poorest yearly record to date.

Hay is still declining in export, due principally to short crops. Britain took \$356,172 worth last year, but this amount is very small compared with the \$952,728 in 1906, and but a mouthful compared with \$1,702,538 bought by Britain in 1902. The United States in 1907 took hay valued at \$240,687.

Exports of hops are up again after the declines of the past six years. In 1907, \$32,259 worth was sold, which is the highest in a decade.

Some Miscellaneous Features.

One of the great features of Canada's export trade in the line of manufactures is the increasing demand abroad for agricultural implements. Germany, Australia, France and Great Britain being very large buyers. Typewriters to Britain and linotype machines to South Africa are also special export features. Cordage and charcoal are going forward in growing quantities to the United States, as also are drugs and chemicals and electrical apparatus, fertilizers, ice and manufactures of steel and tin. England is taking aluminum, musical instruments, oil cake, and leather, the latter to the value of \$1,491,572.

One of our large export items is printing paper. England last year bought this to the value of \$842,646; the United States \$677,894, and Australia \$600,607; the total value of shipments in this line being \$2,500,635. The United States besides took \$3,263,735 worth of wood pulp. One very interesting fea-

ture is that while Canada imports from Great Britain great quantities of ale and beer, last year \$924,614 worth of whiskey was sent to the United States.

One or two facts which have been impressed in various ways throughout this article deserve comment.

It is very evident that as Canada's population is increasing and the country is developing, the demand at home for several lines which were formerly exported very largely has increased to such an extent that local consumption approaches the aggregate production and the markets abroad which would otherwise be open to such products cannot be supplied. This will account for

woods rooters" raided the cook tent and ate everything that was edible and some other things that weren't.

For several moments after his return from the spring Mose could find no words to express his feelings.

"Wall," he finally exclaimed, "de good Lawd suhtainly knowed His business when He named hawgs 'hawgs'! Dey sho is hawgs!"—Philadelphia Ledger.

DOESN'T PAY TO SCATTER ORDERS.

Not a few merchants have the idea that the shrewd way to buy goods is

your account in one basket, you can watch that basket. Moreover, by centralizing your trade, you build up a solid reputation with that house for credit; you are recognized as a valuable customer, to whom the concern can afford to make concessions.

The representatives of that house, when they come to your town, will see to it that you are put next to all the things that you ought to know; the close inside information which the representatives of the big wholesale houses have is not distributed nit or miss, but goes to the concerns in which that house has an especial interest. If there are any inside figures to be given



SPLENDID INTERIOR OF A CANADIAN STORE—GROCERY DEPARTMENT TRITES-WOOD CO., FERNIE, B.C.

the decrease last year in several lines of export.

This condition will become more evident as the country continues to grow, and it is incumbent on exporters and the Government departments interested to take all possible steps to increase production in these lines of goods.

"DEY SHO' IS HOGS."

Mose, the darky cook of a party of surveyors in Eastern Texas, was greatly annoyed by the razorback hogs that roamed around the camp. One evening, while he was at the spring, a particularly ravenous band of these "piny

to keep eight or ten different firms in the same line dangling along with small orders to each one, rather than concentrating the orders with one firm, and trusting to that firm to protect them on prices.

Commercial travelers themselves will tell the honest seeker after information that the man who scatters orders doesn't get as good treatment as the man who throws his trade to one house as long as that house treats him right.

Consider just the one item of building up credit for your establishment. It is better for you to do your business in one place, as far as possible, because it is better for you to owe money to one house than to a dozen. Having

out, you will get your share of them. While a drummer may now and then make a special cut to a new customer to get his trade, he won't keep the system up, and he will plan to get his money back in due time.

By concentrating orders, too, a merchant is able to make up enough of an order to save in freight shipments. If the merchant is patronizing a number of places, he may try to make up enough for a profitable shipment from each one of these concerns, taking the risk of over-ordering in some lines with the object of saving freight. The result is that he is "stuck" with some overstock, and loses more than his freight savings for a year.—Merchants' Journal.

How Canning Is Done

A TRIP THROUGH A TYPICAL CANADIAN PLANT.

There isn't anything much more familiar in the grocery store than a display of canned goods. The grocer, too, when he buys his 30 or 40 cases, talks away with the traveler about "swells" and "leaks," and yet how many of them are familiar with the processes which are gone through in the production of the goods. A representative of The Grocer had the pleasure of visiting several typical canning factories in Ontario some time ago, and in one of them was fortunate enough to secure some photographs of the plant which show pretty clearly how the business is done. Something of the story of the trip and the photographs are

from the point where they are unloaded by the farmer, through the factory till they are deposited in the warehouse awaiting shipment.

The tomatoes, which are usually brought to the factory in baskets, are first emptied carefully into a machine usually situated outside the factory proper, near the unloading platform, which washes and scalds them and by means of a moving elevator passes them into the factory ready to be peeled.

A machine has recently been invented which is said to peel tomatoes quite efficiently but as yet it has not come at all into general use and the work is done by hand, usually by women who are em-

Each woman lifts off a pail of scalded tomatoes as it comes to her, places it beside an empty pail in the small compartment in front of her and places the peeled fruit into the empty pail, and the peelings drop into the first one. When a pail is filled it is placed on the moving table along with the pail of peelings and passes along around the circle, the peeled fruit going to the filling machine and the peelings to another operator where it goes through another process.

With from 70 to 80 women working around one of these tables, and they work remarkably fast, the scene is rather an active one. In most factories inspectors are engaged in watching the peelers, seeing that the peeling is done properly and that all unfit fruit is discarded. These inspectors, too, carry the checks which in most factories are given with each pail of peeled fruit and this tab is readily kept on the amount of work done by each employe.

How Cans Are Filled.

After being peeled the tomatoes go to the filling machines. These are manufactured in different designs and are continually being improved, so that it is difficult to describe all systems used. In general, however, the fruit is emptied into a hopper in the top of the machine and is fed automatically in exactly the proper quantity to the cans, which pass and stop for the amount required for filling below the hopper. If salt is used it is sometimes squirted in in solution by the machine before the can is filled, or is sometimes fed in in its crystal state. A large amount of the tomatoes, however, are canned without even the addition of salt.

One of the latest machines for filling cans, and a most interesting one to see and hear, in operation, shows a hood down over the can as it comes beneath the hopper, pumps the air out and then forces the fruit in, doing all this in an instant and causing in the operation a noise something like a man walking in a swamp with long boots on.

The Sealing Process.

After being filled the can, which has either a large hole in the top, or has the top entirely open, according to the



ENGRAVING NO. 1—THE MOVABLE PEELING TABLE.

given herewith. No attempt is made to give a technical description but rather to put the story in a practical and interesting way and to give points which grocers can talk to their customers about.

The importance of the Canadian canning industry is shown by the large number of factories, most of them specially built and most of them kept in admirable condition, as regards cleanliness and sanitation, which are devoted to the trade. In practically every factory machinery and appliances are at work which our grandfathers never dreamed of.

For purposes of illustration we're going to follow, say, a bushel of tomatoes

employed in large numbers during the season. The peeling is done in a surprisingly rapid and efficient manner at a so-called "table," the extensive piece of machinery which is shown in the first engraving.

The Peeling Table.

The machine, as will be seen, is really a circular series of small bins or compartments fitted on either side of a framework, while between these runs an endless belt of flexibly-connected metal plates which is kept continually moving. The women sit or stand around this table and the tomatoes, which are placed in pails after coming from the scalding machine, come to them by the pailful.

style used, the latter being a later design, goes to the soldering machine, or to a crimper to be sealed.

With the open-top can the sealing machine automatically applies a cover and this is again automatically crimped around the top of the can in such a

retorts and lowered inside. The covers are then clamped on, the steam turned on, and the cooking process begins. The time consumed in the cooking operation varies of course with the kind of fruit and its condition.

The other system of cooking, which,

the machinery is arranged so that it may be adjusted to a nicety to allow the fruit to remain the proper time in boiling water. The mechanism may be adjusted so that the cans take from but a few minutes to an hour and a half or more to pass through the cooker.

The Final Processes.

When the cans of fruit are cooked and this is common to both systems, they pass to another endless belt which carries them through a chamber of cold water for the purpose of cooling.

After cooling the cans are loosely packed in cases and are then transferred to the storehouse in connection with the factory, where they are allowed to remain for some time before shipment for the purpose of detecting any "swells" or imperfectly sealed goods, which would probably cause trouble later.

When an order comes in from the broker or jobber the number of cases required is brought into the factory for labelling. This work is done by a special machine which automatically pastes the label and slaps it on the can with an accuracy and rapidity scarcely believable.

It will be seen that through the processes already described the fruit is not touched by hand after it leaves the peelers.



ENGRAVING NO. 2—RETORTS FOR COOKING.

way as to provide a hermetical seal, with this style of can no solder whatever is used in sealing.

The soldering machine, which seals the partially-covered cans, is a remarkable piece of apparatus. As the cans pass along on a track entering the machine the small tin caps are applied. In the machine a small amount of spelter is systematically smeared on and then the soldering irons, circular in form and working in sets, automatically drop down on the cans, turn partially round to complete the seal and then rise, releasing the cans which pass out and along the track. The whole process is done very rapidly and the machines are remarkably efficient.

One other point, however, deserves special mention. A tiny hole is punched in the can top before soldering to allow the escape of the heated air. This is sealed by a touch with a soldering iron by a man who supplements the machine and who also carefully inspects each can as it moves past him.

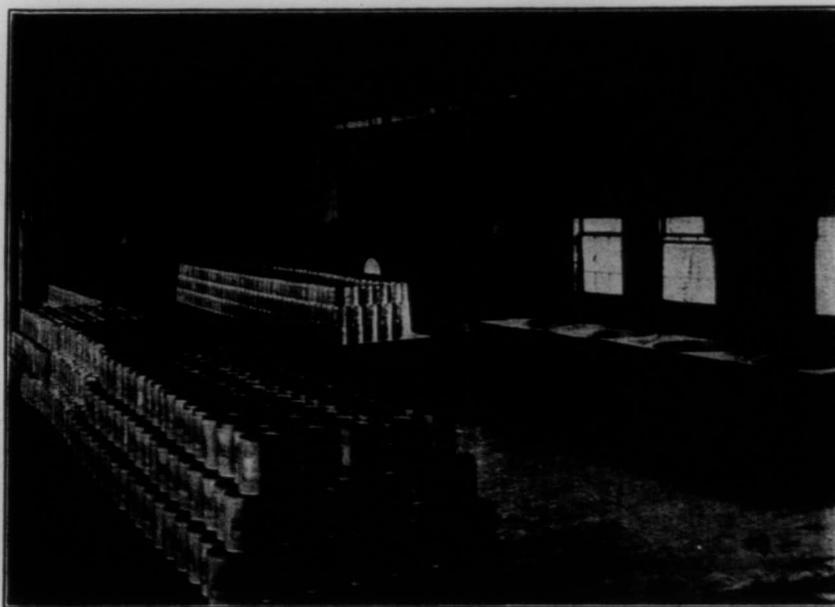
From the soldering machine the cans go to a tester which assures the completeness of the seal.

Two Ways of Cooking.

The next process is an all-important one, that of cooking. Two methods of appliances are generally used for this, one of which is illustrated in engraving No. 2.

This shows a number of retorts. After being tested the cans are placed a hundred or so at a time, in a sort of metal cage, and by means of a derrick and overhead tram are swung over these

to the uninitiated is a more novel one is entirely automatic. The machine in this case consists of a huge wooden chamber or covered trough from sixty to a hundred feet long, in which boiling water is circulating and through which



ENGRAVING NO. 3—COPPER KETTLES FOR BOILING JAMS.

an endless belt of wooden slats moves. The filled cans are dumped on the slatted belt, pass down into the cooking chamber, and continually moving, pass along to the other end where they again emerge. The passage through this cooking chamber is necessarily very slow and

How Other Fruits Are Treated.

Fruits, such as apples, peaches, pears and plums, pass through practically the same processes, though the earlier stages are somewhat different. Plums, of course, are not peeled, but are very carefully picked over and the imperfect

THE CANADIAN GROCER

fruit discarded. Instead of passing to a machine filler they are dumped into a large shallow box, the bottom of which is full of holes, corresponding to the openings in a number of cans which are placed beneath. A few oscillations of the box serve to shake the fruit into the cans.

Apples are peeled on small hand-machines and quartered by hand. Pears

is then run into large tanks from which the bottles are filled by means of specially designed cocks, as is well illustrated in engraving No. 5. A machine for cooking and capping the bottles is also shown here.

Cleanliness in Evidence.

The delightful cleanliness in the clothing of the employes and the premises

every possible effort is made to provide for sanitation and cleanliness in the processes of the canning industry. This photograph would appear, from the dainty aprons and clothing of the women employed, to have been a "fixed" picture, but the writer found just the same conditions existent, and they surprised him considerably, too, when he looked on the same scene some months ago.

For the photographs used in illustrating the above article we are indebted to the Aylmer Canning Co., Hamilton—Editor.



ENGRAVING NO. 4—LABELLING BOTTLED GOODS.

are hand-peeled and, in some factories peaches are also peeled by hand. Of recent years, however, a remarkably machine has been designed which peels the peaches without damaging the fruit.

With these fruits a syrup is added and, in the case of apples, a chemical compound is used to prevent deterioration.

After the cans have been filled they pass through the various processes before described.

Jam Manufacture.

One of the departments of practically every canning factory is that given over to the manufacture of jams and jellies. Part of this is illustrated in engraving No. 3. The fruit products entering into the composition of the jams are boiled with the syrup in large copper kettles which are steam-heated and after being brought to the desired consistency are canned or bottled in the usual way.

The process of putting the labels on bottled goods is illustrated in engraving No. 4.

Catsup-making.

The making of catsup involves another department which usually finds a place in every factory. The tomato "pulp," as it is called, the lower grades of which are made from the skins and cuttings of the tomatoes and the better grades from the tomato itself, is boiled in large copper kettles and is seasoned with a variety of spices. It

as shown in this last engraving, is but an evidence of the attempts made in the great majority of the Canadian factories to carry on the processes of can-



ENGRAVING NO. 5—BOTTLING CATSUP.

ning under conditions which are as far as possible ideal. While all departments of the factories cannot be kept so clean as the one depicted here, it is but fair to say that in the majority of cases

placed a chair in such a position that his father would fall over it if he followed too quickly—"father, that is the one I never touched!"—Philippinos Gossip.

The Mission of the Wholesaler

By FREDERICK W. HANNAHS.

The question whether the wholesaler should or should not be the recognized logical medium of distribution between the manufacturer and the retailer has long been a matter of discussion. It has created a feeling of unrest and to a certain extent distrust among all classes of business, but probably in none has this been more apparent than in the grocery trade. Arguments have waxed warm pro and con, but the weight of the logic appears to be largely in favor of the wholesaler.

From time immemorial in the manufacturing business there has been such a recognized medium of distribution through which small buyers have been enabled to purchase goods in quantities suited to their business. In dry goods circles it is an accepted fact that manufacturers of dress goods, linens, etc., shall not sell direct to the retailer. The china, crockery and glassware trades have a custom of their own, which divides their buyers into several classes, each with discounts of such gradation as to make it more profitable for the retailer to buy through the jobber, who in turn is protected by the manufacturer in a minimum profit of at least 10 per cent.

The Jobber an Important Factor.

The grocery jobber—or more properly speaking, the wholesale grocer—is a much more important factor in the commercial life of the country to-day than is generally known. Many years and vast fortunes have been spent by the great wholesale grocers of the country in developing their plants, which of necessity must be large, commodious and adapted to handling a great amount of merchandise at the smallest percentage of expense. The wholesale grocer has attracted to his establishment the food products of the world and is in a position to distribute them to the retail trade at a much less percentage of expense than can possibly be done by the manufacturers direct. The wholesaler's salesmen have at their command thousands of articles from which the retailer may select in small lots just what he wants. For that reason, if for no other, the wholesaler is in a position to be of invaluable service to the manufacturer.

The manufacturer of staple food products must to-day have an immense investment in his plant to meet the de-

mands for the article which he makes; but it would take infinitely larger capital and untold expense for him to deal with the retailer direct. It is a generally recognized moral impossibility for most manufacturers to even attempt carrying the necessary credits in such a distribution of goods. It is much preferable for the manufacturer to deal with the wholesale grocer in a large way, get his money promptly and meet the demand for his goods with the help of the wholesale grocer. It is to the manufacturer's interest to market his goods through the wholesaler, not only because he can move his stock from his warehouse more expeditiously, but also for the reason that he can realize on his investment more promptly and in larger amounts than he could if he sold in such quantities as might be desired by the retailer, who, in most cases, would desire long credit.

A Help to the Manufacturer.

The prompt handling of merchandise and the quick return on his investment allows the manufacturer to keep the price of his commodities at a figure more attractive to the consumer than could be done in any other way. To attempt to supply the retail trade direct would require a tedious and burdensome system, even if sales were confined to the larger retail buyers, who form only a very small percentage of the whole number of retail merchants.

The wholesale grocer has a legitimate field. He cannot be eliminated. Just so long as it is more convenient and economical for the retailer to get from one source from a dozen to fifty different commodities than it is to get them from a dozen to fifty different sources, just so long will there be a need for the wholesale grocer. He carries a multiplicity of goods. His representatives go into localities which it would not pay the manufacturer to visit. No printer's ink advertising, however potential, can do the work of the wholesale grocer, because he is constantly and systematically in touch with the wants of the retailer through salesmen almost every day. His judgment is generally relied upon by his customer.

Jobber Should Be Protected.

Publicity from the manufacturer and the highest type of salesmanship on the

part of the wholesaler are both necessary factors in business and should go hand in hand. Owing to the fact that the capital of the wholesaler is largely tied up with the retailer, the manufacturer who looks to the wholesaler for the exploitation of his profits should afford him proper protection. It is to the mutual interest of both that the wholesaler receive a fair margin for the use of his capital and the plant that distributes the product of the manufacturer. Working as he does along lines of least resistance and commanding the widest distributive machinery, the jobber is not alone the most valued adjunct of the manufacturer, but the friend of the retailer as well—one to whom both should cater rather than harass.

Day of Wholesaler Not Passed.

The day of the wholesale grocer has certainly not passed, notwithstanding the spasmodic effort of a few disgruntled retailers to eliminate him. He is logically a necessity to both manufacturer and retailer and from an economical standpoint must continue to be the mainstay, especially of the manufacturer. It is generally admitted that from 85 to 90 per cent. of the staple food products of to-day are distributed through the wholesale grocer. If this be true, it is manifestly unfair that a manufacturer should select 10 or 15 per cent. of the large retailers through whom to distribute a part of his goods at a lower cost than the large majority of retailers must pay. A larger volume of business always accrues to the individual or firm best equipped and having the best advantage for doing business. All such are bound to get the lion's share of trade. Where, then, is the justification for according the small class of large retail dealers a preferential over the large majority of merchants in the same line? Rather is it not to the manufacturer's interest to see that his large distributors have a fair return for the work they render him in the distribution of his product? When manufacturer and wholesale grocer recognize this great mutuality of interest, much good will result to the retail grocers everywhere. In those sections of the country where the retail grocer looks to the jobber as his friend and business protector, the retail merchant is the most successful and prosperous in the land.

It is easy to invent seemingly logical arguments to show the retailer that he can buy more cheaply directly from the manufacturer than through the jobber, but both careful analysis of the logic and actual experience show that it does not always work out in that way. The retailer who delegates his purchasing to an exchange is not only losing his own independent position, but is simply elim-

inating one jobber by creating another, who is no better able to supply him than the jobber already existing.

Run Your Own Business.

In my opinion, the retail grocer is an important enough individual to stand on his own basis to do his own business and not delegate it to any single individual or any association. It seems to me a very serious mistake when retail grocers will draw their supply from another retail grocer, even though he does a large business, for the reason that they are only building him up, and if he is an honest, up-to-date merchant, he will sell their good customers just as cheaply as he will sell them, and it is to his interest to do it. I have never known of any retail grocer who turned his brains with his business over to someone else to run, that ever made a success.

The Retailer's Position.

My claim is that the retail grocer is entitled to an honorable position in business life to-day, and he should not belittle himself by delegating it to someone else, because no one knows as well as he the needs of his particular customer. Understand me, I am in favor of retail grocers' organizations for mutual benefit and social intercourse. It is a great thing to know that your neighbor has the same difficulties to contend with that you have and you can do him a lot of good and he can do you a lot of good without agreeing on any price or in any way delegating the main functions of your business to him. There are general lines on which you can all work to the mutual advantage of all.

The Wholesaler's Influence.

As has often been said, the influence of the wholesale grocer for the distribution of manufacturer's goods is more potent than that of the manufacturer himself. On the other hand, the retailer is best served by the wholesale grocer for the reason that, as a rule, he is the best judge whether articles offered are salable, and will "take" and be a success in that section. The wholesaler judges because of his greater experience and larger knowledge of business than generally falls to the lot of the average retail grocers.

The Logical Distributor.

The wholesale grocer is the logical distributor, because no one manufacturer can possibly produce all the products now in demand any more than he can distribute them all. There is, therefore, a place in trade for the wholesale grocer that cannot be filled by either manufacturer or retailer. And while that place exists the jobber will remain and flourish.—New York Journal of Commerce.

CARE OF DELIVERY HORSES.

Every retail grocer should be aware of the importance which attaches to the appearance of his delivery horses. A horse ill-fed and poorly kept betrays the slipshod methods of its owner, and worse than this, it brands him in the eyes of discriminating customers as

scant time for dinner at noon he is taken out again to cover the order route and at night he is all too often given no attention except a feed of oats and a little hay and left ungroomed to sleep all night in a dirty stall. Every minute of the day he is serving his master and every minute he is just as surely advertising the kind of a master he serves.

No grocer should allow immature boys to have the care of his horses. Pretty nearly every healthy boy likes to see how much speed he can get out of a horse; very few boys have the judgment necessary in feeding and watering a horse at any time, and least of all when the animal is in a heated condition. Get a man to handle your horses and discharge those who do not handle them right. Cruelty is one of those offenses that admits of no excuse.

The feet of city horses need frequent attention owing to the hard pavements. The horse that draws a load should be rough shod and will require the attention of a good blacksmith, about once every three weeks if proper care is given.

The stable in which horses are kept should be clean and light; it should be well ventilated at all times, but should be built so that the animals are protected from drafts. The stalls should be cared for night and morning and at night the horses should be bedded down with straw. On coming in at night the horse should be carefully cleaned with a currycomb and a good brush and the same treatment should be given him in the morning after having cleaned the stall and while the horse is eating his ration of oats. Let your horse have plenty of water at all times except when he is heated, at which time give him a few swallows in the bottom of a bucket and then wait an hour before giving him more. Treat your horse well and he will abundantly repay you.

GIVE THE BOY ANOTHER CHANCE

Don't fire the boy. Keep him and make a better boy of him. If you do he will be a better man. Boys are all right if you understand them. In every one of them rightly handled there is a germ of manhood and possibilities of mighty success in the future. Grown up under kindly influences the excess energy that made them enjoy their boyish escapades will be directed to the accomplishment of great things. So don't fire the boy. Talk to him. Get him interested in the work. Tell him of the things before him in life. Teach him thrift and industry. Remember he is just a little raw material, out of which you can fashion a better man than you are, no matter how good you are.—Exchange.

A TRIBUTE TO THE PUBLISHERS.

The following letter was recently received from Mr. Edward Brown, Mayor of Portage la Prairie, who was chosen leader of the Liberal party at the big convention held in Winnipeg. It will be noticed that he writes after reading two of our papers regularly for fifteen years. During a recent visit to Toronto he called at our office to make the personal acquaintance of the president and managing editor. On May 5 he writes as follows:

Mayor's Office,
Portage la Prairie,
Manitoba, May 5, 1908.

J. B. MacLean, Esq.,
Toronto, Ont.

Dear Mr. MacLean,—During the 15 years in which I was actively engaged in the retail business here after coming to Portage la Prairie, I considered "The Canadian Grocer" and "The Dry Goods Review" among the most valuable newspapers that we received, and always looked forward to the weekly numbers with the greatest interest. The information furnished was a distinct help in the conduct of our business, and I certainly think that every retailer in Canada should be a subscriber.

During the last five years my attention has been devoted more particularly to financial matters, and in so far as "The Post" is concerned I cannot speak of it in terms too eulogistic. It covers a particular field of its own, and should be of immense value to anyone who is attempting to study at close range the financial situation. I feel assured that the views presented are of a disinterested character, and so long as its present policy is pursued of discussing in an independent way all matters bearing on the questions of finance, it will continue to be more and more appreciated by men who desire to get at the true inwardness of things.

Yours truly,
(Sgd.) Edward Brown,
Mayor.

that meanest of all mean men, the one who abuses and neglects the dumb beast that serves him.

The delivery horse is the faithful worker of the retail grocery store. In the morning he goes to market and on his return he is taken around the order route that the customers may get their groceries in time for dinner. After a

The Traveler and the Grocer

A CONSIDERATION OF MUTUAL RELATIONS FROM BOTH STANDPOINTS.

The question as to the relations which should exist between the traveler and the retailer is one which is exceedingly interesting. To provide for a satisfactory treatment of the subject, the ideas of practical men, authorities in their line, in both departments of trade, have been secured, and are presented herewith. It should be interesting for members of both professions to read

and that a definite knowledge of the peculiarities of every individual customer is considered by them as good and valuable information. And, on the other hand, merchants are not slow to make known to each other their likes and dislikes of the representatives of business houses who call upon them. While these conditions exist it is a well known fact that many of

doors to represent them before he is properly trained, no matter how much natural ability he may possess, is following a short-sighted policy and is risking a leakage of business which very materially affects the dividends of the annual balance sheet.

True, some salesmen have made for themselves and their house a measure of success in spite of their negative qualities and shortcomings, but it is a simple thing to realize that this same man, properly trained and equipped, with all his better (positive) faculties and qualities developed to a marked degree, would possess such a power in himself that approved business methods would be to him as tools in the hands



A MODEL GROCERY FRONT—STORE OF BRUCE & SANDERSON, TORONTO.

what the man on the other side thinks about it.

THE TRAVELER'S STANDPOINT.

By One of Ontario's Most Successful City Salesmen.

It is commonly known and generally understood as a privilege among the knights of the grip, that the temperament, characteristics, habits and manners of men upon whom they call to sell their goods, are topics for discus-

both classes consider some of their best friends among those of the other class.

The question as to how the merchant should receive the traveler, answered correctly, we believe, altogether depends upon the traveler. If he be not well received, first call, last call, and all the time, he has not made himself the master of his profession, and while we have every sympathy for the novice, and all must be beginners some time, the business house that allows a representative to pass out of their

of a giant, to build and make for himself and his house a business that assures success and makes him equally indispensable to his customers.

What Makes Up a Transaction.

Let the commercial traveler inquire a little into the factors, or elements that combine to make up a transaction, and he will find out, if he never knew it before, that the mere outward acts involved in selling, the signing of orders,

delivering of goods and payment of money, do not constitute a transaction; that these are but evidences of business, the results of a business deal.

Let him look a little further and he will discover that this business deal has a beginning. That it has its various stages of growth and development, and that it has a finishing, if successful, just as any other performance has. Here is where the question of the attitude of the customer, or merchant, is of the most importance.

The beginning of the transaction is the basis upon which we must depend, and from which point we must build. This "beginning" is of greatest possible importance, and unless the start is rightly made the ending is guaranteed a failure. There are so many epigrammatic statements that stand in men's pathway and prevent success. For instance: "A bad beginning makes a good ending." If this is true, and some men act as if it were, then let us by all means be systematically poor beginners. Begin at the wrong end with deliberation, for of course we desire "a good ending."

Let us begin every transaction rightly and, studying the matter from the standpoint of the traveler himself, we will find that while conditions vary, the traveler who fails to realize this to the degree of fitting up in a way to meet and sail with the varying winds—the mental winds of the customer and those of his environment—deserves all he gets in the way so-called of "unfair" treatment at the hands of merchants.

But let us look at the question of courtesy on the part of "the man who buys" toward "the man who sells" in another light, and let us lift the dealer out of the "nickel in the slot machine" class, where from the head of the establishment down throughout all departments there is a humble submitting to the clamor of the public for this, that, and the other popular article, regardless of what profit is being made, but simply to hand out what is asked for, being satisfied with small or no profits and poorly paid employes.

Credit a Necessary Factor.

No factor is so necessary in building up business as credit, and no factor is so necessary in building up credit as truth. It is comparatively easy to start credit, but the art is to keep credit. The young business man who says: "I want no credit, I buy and sell for cash" makes a mistake. It is all right to pay promptly, but do not establish a spot cash payment basis, for later on, when you ask credit, your creditors will think something is wrong. Establish a credit, whether you need it or not. It is a good advertisement and a frequent

help, and the man on the road is the one who can very materially help to establish that credit, and he is the man who trades for this purchasing power the goods the dealer wants to buy. Therefore it is quite clear to every thinking man that the dealer should meet this "purchaser of his power to buy" with the glad hand, and make him very welcome.

To Be "Put Next" the "Good Things"

There is only one right way and the sooner the dealer appreciates the force of this the sooner will he advance the value of his purchasing power and be "put next" many "good things" kept for the "good fellows" who appreciate what a traveler can do for him by way of "specials."

This salesman of his money or influence or power to purchase in the world of trade should not forget that the man who has the goods is just as susceptible to a kind word, a hearty reception and a pleasant smile, as he himself, and as prices are not always fixed, and pointers are continuously on tap, he may prove as good a persuader to sell his cash for higher value than the traveler to sell his goods at higher prices. It is just as much the dealer's duty to himself as to the traveler to be amiable to the man who is before him representing his firm and offering his goods, which doubtless the dealer needs, as it is the place of the traveler to overlook occasional discourtesy and lack of business etiquette which it is sometimes their lot to encounter.

THE GROCER'S VIEWPOINT.

By a Successful Western Ontario Retailer.

Grocery travelers, as a class, are as fine a collection of gentlemen as you will meet in any walk of life, and the treatment accorded their customers, in most cases, is all that could be desired. Yet there are always exceptions, and as a practical grocer, I feel that I could give a few suggestions as to how the grocer likes to be treated by his friends, "the knights of the grip."

No merchant likes to feel that if a traveler comes into his store when he is out that he will lose half an hour of his clerk's time on account of a traveler's gossip and stories, nor does he care to have much of his own time wasted. Modern life has not a great deal of use for extended sociability in business hours. Beyond the hearty hand clasp and the expression of friendship that is felt rather than spoken.

Loyalty to Good Accounts.

A traveler should be loyal to his good accounts in advising them as to the

likelihood of the market rising or declining, and in giving them the preference when he has a bargain to offer.

Business relations should be considered strictly private, and the traveler who talks freely of his sales in your city is apt to lose the chance of "closing" with you unless it is to your special advantage to buy from him. No merchant likes his business proclaimed from the housetops.

Something About Order Taking.

It is particularly annoying to have a traveler take an order and then not be able to fill it. A traveler should know his firm's stock thoroughly. Sometimes orders are taken for articles which cannot be secured simply to get the other items on the list. Then you rely on their arrival, perhaps advertise them, but they never arrive.

Although "increasing" sales, that is, enlarging an order, from say five to ten cases, without the merchant's consent, is a rare occurrence, yet it has happened too often to be pleasant. The writer had a tea traveler attempt it and you may be sure never had confidence in him again.

Travelers should be careful not to urge storekeepers to overstock or buy heavily of new goods for which there is not a created demand. A copy of every order taken should be given the merchant and signed by both parties. It prevents future disputes. When a traveler promises to give a merchant complete control of an article in his city, he should live up to it. Selling other merchants, no matter under what pretext, is positively dishonorable.

Small Editions of "Ginger Talks."

A traveler who is thoroughly up to his business would scarcely indulge in the luxury of smoking in business hours. Most merchants object as it is annoying to ladies. Even if times are a little dull in other places the grocer doesn't want to hear of it. He has "troubles of his own." He prefers the bright, optimistic fellow, who cheers him up, inspires him with courage and hope, and finally sells him a nice lot order of seasonable trade-bringing goods.

And that's just what the vast majority of our traveling friends do. They are small editions of "Ginger Talks" and always smiling.

Come to think of it—the disadvantages, the rebuffs a traveler meets—the way he always manages to keep cheerful stands for a good deal in his favor.

It's easy enough to be pleasant
When life glides by like a song,
But the man worth while,
Is the man who can smile,
When everything goes dead wrong.

Good Profits from a Meat Table

By **OUR** GUELPH CORRESPONDENT

The question as to whether a meat counter is a profitable department in the general grocery of to-day is one which has been much discussed. Numbers of the grocers say. "We handle meat only as an accommodation to our best trade, because we really do not get our own out of it."

You know yourself that you cannot cut up a ham and give So and So the front end and someone else the shank end and show a profit. Now, for a long time it has been quite fashionable to have a meat counter or meat table, and the majority of first-class grocery stores are right in line and some claim a profitable business can be done, while just as many claim the opposite. Your correspondent, having been given an opportunity to examine the books and sales records of two entirely different stores in different neighborhoods for the purpose of getting at least a rough estimate of what business was done in this line, took off-hand the two months of July and February and set to work to find out the possibilities or rather what these two stores had done in these two months in their meat department.

You will admit that those two months are considered to be two of the quietest in the year. In one of these stores they have the reputation of doing a first-class trade in this line and the other claimed there was no money in selling meat. Instead of giving each one the credit of their own sales and for the purpose of getting at or somewhere near the facts. I added the two together and divided up even and found the following results:

February Sales.

	Profit per lb.	Waste.	Net profit.
Cooked ham, 150 lbs...	.10	\$1.50	\$13.50
Raw ham, 140 lbs....	.4	.80	4.80
Bacon, 270 lbs.3	1.00	7.10
Sausage, 210 lbs.2	1.00	3.20
Bologna, 70 lbs.3	.50	1.60
Pork chops, 225 lbs...	.2	1.00	3.50
Pickled pork, 25 lbs...	.2½63

Showing after good allowance
for waste, net profit for
month \$34.33

As will be noticed, some of the meats, such as cooked ham, runs away up in the warm weather, while sausage and pork chops drop back. Then in the cold

weather some of the others vary a good deal, so I think in taking those two months you have a good fair average.

July Sales.

	Profit per lb.	Waste.	Net profit.
Cooked ham, 400 lbs...	.10	\$4.00	\$36.00
Raw ham, 250 lbs.4	2.80	12.20
Bacon, 380 lbs.3	2.00	8.40
Sausage, 70 lbs.2	...	1.40
Bologna, 140 lbs.3	1.00	3.20
Pickled pork, 80 lbs...	.2½	...	2.00
Pork chops, 50 lbs.2	...	1.00

Showing net profit for July.. \$64.20
And for the two months \$98.53

One might safely calculate \$50 per month after a very large allowance for waste, etc., which there is not the slightest need of doing. Say, 12 months at \$50 or \$600 a year. This, indeed, would pay a handsome salary for one clerk, even if he did not sell any groceries for you at all and when you consider the fact that it is only at or near meal time that this department requires the services of one man those grocers who cannot see any money in it must have missed something.

The Equipment Needed.

To do a business of this kind in connection with a grocery store you need first, if you feel you can afford it, a neat, marble-top table or counter to suit the size of space there is to spare in the store. You can manage without it if necessary. This will cost you according to size, from \$15 to \$25, but to be what I will call extravagant, we will say:

Table	\$20.00
Two good knives, say \$1 each ...	2.00
One good steel	1.50
Two maple boards, about 1 foot long, 25 cents each50
One saw	1.50

Total cost for equipment of, say \$25.50

The scales you use for groceries will answer for meat as well. If you can not afford a marble-top table use marble oilcloth, which makes a good clean substitute.

Plates or platters come in handy for displaying your meat and these are generally found around an up-to-date store. After cutting up your meat for display a little garnishing of parsley or mint

very often helps the sale. The above is about all the equipment that is necessary but more can be added if you feel inclined. A good refrigerator is a nice thing to have but most grocery stores are already supplied and the meats, if properly looked after, will not interfere with the other articles in it. A small meat chopper for cutting up the odd pieces of cooked ham, which costs about \$2, will soon pay for itself and please many customers.

A Few Hints.

There are a few facts to remember in connection with a meat table:

First: Buy your meat from a first-class, reliable firm who will protect your interests and exchange anything that comes into stock not up to the standard.

Second: Keep your knives, table, boards and platters always exceptionally clean.

Third: Put your meat all in the refrigerator at nights, even in winter.

Fourth: Sell the ends of ham quickly. Don't stick for price.

Fifth: Don't get into the habit of cutting up for display purposes more than you can conveniently sell.

Sixth: Always cut up the ends of bacon or other ends early in the morning or when your customers are not watching you.

A few other lines of meat that can be added to those already mentioned which are good sellers and show a good profit are headcheese, pressed beef, tongue, spare ribs and tenderloin in season. You will be astonished how many people will come into your store for just a half-pound of cooked ham for tea or lunch and will very often buy from \$1 to \$5 of groceries that never thought of such a thing as groceries when leaving home. The grocers all handle lard and this really belongs to the meat department and shows an excellent profit and is easily handled. Above all things get the best of everything when buying as no grocer can expect to build up a trade by buying inferior goods just because they are cheap and this applies more noticeably to this department than to any other in the store. Cleanliness is next to goodness it is said, and cleanliness should be the watchword in a grocer's meat department. I have noticed in several stores a large box under the table for scraps etc., and would not advise any good grocer to provide any such means of doing away with odds and ends as it only gets employes into the habit of needlessly throwing away a lot of good profit. The bits of fat and also the skins from cooked hams can be sold for soap grease. It also pays to have the bone taken out of the hams, which you desire to slice up and save time.

This article would not be complete without a special reference to the latest

device and money-saver in this department which has come into popular favor recently; namely, a meat slicer. There have been and are still a variety to choose from. The slicer that will cut up the ends of cooked ham, bacon, etc., is a most profitable article for a grocer to buy and while the first expense looks large they soon pay for themselves.

The meat department is all the year round a money-maker and especially at Easter is a great drawing card for any grocer and makes the Saturday before Easter Sunday almost as good as a Christmas eve.

"WHEN THE WELL RUNS DRY."

You fellows whose wives help you in your business may think you fully appreciate 'em, but you don't.

It's a harder thing than you think to properly size up a good wife, particularly if she helps you in the business.

Until you lose her.

You can't lose some wives. You try, but—well, never mind.

I know a grocer out in the Western part of Pennsylvania who's up against a lot of trouble.

It comes from appreciating his wife too much. And too late.

He had a dandy wife! I always said she was the real head of his business. They had no children, and they lived in nice rooms over the store. She had nothing much to hinder her, and so she was able to be in the store the most of the time.

That wife was one of the best business partners a fellow could have. She kept all the books and did some of the buying. As a matter of fact she could have done it all as well if not better than her husband.

She helped wait on trade, too. She was all right, and I told her husband when she died about three years ago that he'd never in the world be able to replace her. He pretty soon found it out, too.

Yes, that woman was all right. But she worked a lot harder than she had a right to. What's more, her husband let her.

As I say, she died. It hit her husband fearfully hard. They had been practically one person in everything, and when she dropped out of the business it meant a whole lot more work for him.

Just how much he had no idea of until he had to do it.

A couple of years ago he married again. The second could give the first cards and spades on a lot of things. She was a better looking woman and a good deal younger, and she liked to fling her hoof.

Liked to go and have a good time.

With the other one the store was all the good time she ever asked for or got.

The grocer knew his second wife was pretty skittish, but thought to himself she'll settle down and help some a little later. The little later's never come. She's hotter after a good time to-day than she's ever been before, and as for helping in the store—not guilty!

She simply won't do it. Her argument is that she can't do it—has no knack that way—and I believe she's right.

What would you do if you were up against a contrast like that? The first wife was faithful, hardworking, interested in the business, able to run it and indispensable in it, and the second no good at all? At least no good in that way.

I guess you'd do just as he does. You'd tell her. And you'd keep on telling her. And you'd tell her again.

And she'd have scraps and things would all go to hen.

That's exactly what things have done there. That grocer is trying to change a leopard's spots. He's trying to compel his wife to take an interest and do some work in something that she has no interest in and don't know how to work for.

Will he succeed? He will not.

But maybe the poor devil don't appreciate his dead wife now! Didn't he appreciate her while she lived? Not half. But if the poor dead soul has a jealous disposition she's getting her revenge now, all right, for her memory and her reminiscences are making the life of her successor a regular bear-garden.

The other day I stood looking at the cashier in another grocery store not very far away from the other one. She was a woman of about thirty-five and a hard worker, as I know from periodical visits to the store.

The night I was there she looked tired. It was a sweaty night and there was perspiration all over her forehead.

I didn't say, did I, that she was the wife of the proprietor?

"Your husband certainly ought to appreciate you," I said as I looked down at her sweaty little face.

She laughed a little.

"I hope he does," she said, "but I don't feel sure. I think he takes it as a matter of course.

"We've been married five years," she went on, "and in the beginning I had nothing much to do in the daytime—we board—so I thought I'd like to be in the store. John liked the idea, so I came. Sometimes I think I work harder than anyone else in it. I don't mind it, though."

The grocer just then came back—I've known him for years—and I said:

"See here, old man, you're working this little woman to death."

He thought it was a joke.

"Pretty healthy looking corpse, ain't you, Jen?" he said with a laugh, and that was all the good it did.

Some of these days Jen may die. These overworked women have a way of doing that.

Will John realize then that she was overworked?

He sure will.—The Stroller in the Grocery World.

DON'T LET OLD GOODS ACCUMULATE.

One of the greatest sources of loss in retail stores is the accumulation of old stock which through age has become unsalable, or, at least, has lost a portion of its value. Look over your stock this month and if you find you have still on hand part of a lot of goods received, say, last October, it is time to make extraordinary efforts to get rid of them. If necessary, make a job lot of such goods and offer them at a price that will move them. It is better to stand a partial loss than a total loss. This rule of keeping goods as short a time as possible will work to your advantage greatly in keeping your stock clean and fresh, and will insure the minimum of profit on a given amount of invested capital.

A great many sales are lost and a great deal of dead stock is carried by stores which are in the habit of having places behind or under the counters in which to place goods. These are probably never overhauled except at stock-taking times, and these drawers and hiding places are an excellent catch-basin for "stickers," which ought to be on the counters where they can be pushed more than ordinarily.

Do not have any place in your store where goods can be stuck away out of sight. If you have plenty of room it is better to have all the goods above the counters, on the shelving. Have no shelves below, so that there will be no opportunity to put things away out of sight. Many stores, however, cannot do this, as they are crowded for room, and it is, therefore, necessary that a part of the goods should be kept below the counter board.

If this is necessary, see that all goods not in easy access are looked over and examined and brought to the light at least once a week. If the goods are kept out where they can be seen they are very much more apt to sell than if hidden away. Assistants are usually careless about goods which are not easy to reach, and they very seldom take pains to look into any of these old drawers or under the shelves to find the goods to sell.—The Storekeeper.

The Story of Smyrna Figs

J. M. P. MAINETTY, OF SMYRNA, IN THE PREMIER ENQUIRER.

The fig tree grows almost wild, and requires very little cultivation. Although certain varieties are grown in various parts of the world, those of Asiatic Turkey, commonly called Smyrna figs, for the reason that they are packed and shipped from Smyrna, are the best. The growing district is in the Province (Vilayet) of Aidin, the plantations extending from Ayassoluk to Ortakehi, a valley over one hundred miles long, spreading far on both sides of the line of the Ottoman Railway, which runs through it, affording direct transportation from the interior.

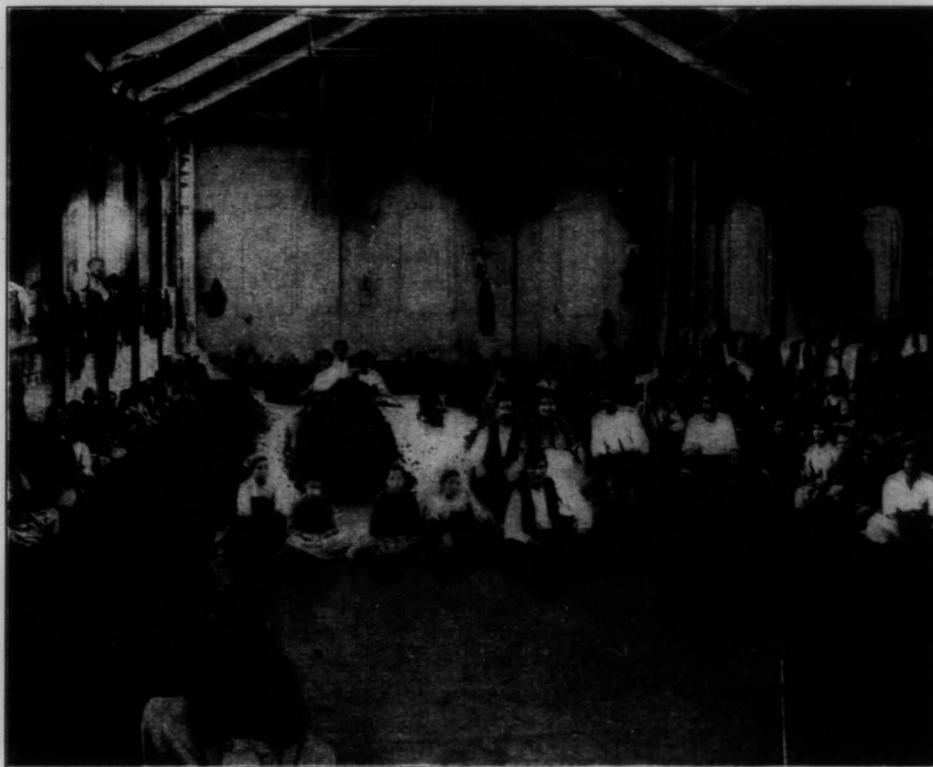
The nature of the tree and the quality of the fruit is not the same throughout

The Erbeily and Deirmendgik fruit is the finest in every respect. The Balagik, while of a fine quality, is small, and the Carabounar, Naipli, etc., is large but not as thin-skinned.

The Ayassoluk variety grows in a low, damp country, and this quality is very fine when the season is dry. If, however, rains prevail during the growing, the fruit is not sound.

The principal varieties of the district of Aidin are: Aidin, Omurlu, Kiosk-Dere, Sultan Hissar, Nazli, Ortaxi, etc. The Sultan Hissar and Omurlu are the best, but as a whole this district's fruit is not very juicy and is of a yellowish color and rather of thick skin.

tree being done by cuttings, one should think that the Inovassi varieties should be introduced in the other districts. This has been tried for years; cuttings from the Inovassi district have been planted in other districts, sometimes only eight or ten miles away. The best of care has been given to the young trees, which bear fruit in the fifth year. The first yield resembles a little the variety of the cuttings; each following crop, however, for the next three years looks more and more like the fruit of the district the tree grows in, and on the tenth year, which is the period of the largest production, the fruit becomes



THE STORY OF SMYRNA FIGS—A SELECTION ROOM.

the growing district. In fact, the varieties are extremely numerous, but the following are the four principal classifications, that is: Ayassoluk, Inovassi, Aidin and Tehaili, bearing the names of the districts where they grow.

The Inovassi fruit is the best, being of light color, rich and juicy, of thin skin and very fine flavor. The principal varieties growing in the Inovassi district are: Balagik, Deirmendgik, Erbeily, Naipli, Carabounar, etc.

The varieties known as Odemish, Thyra, Payamboly, Bosdoghan, Boude-mia, Kaymaxi, etc., come from the Tehaili district. Some of these varieties are good, but, barring a few exceptions, the fruit dries up and loses its richness after it is packed in boxes. All these denominations are the names of the different villages around which the fruit is grown.

The Inovassi district, giving the best fruit, and the reproduction of the fig

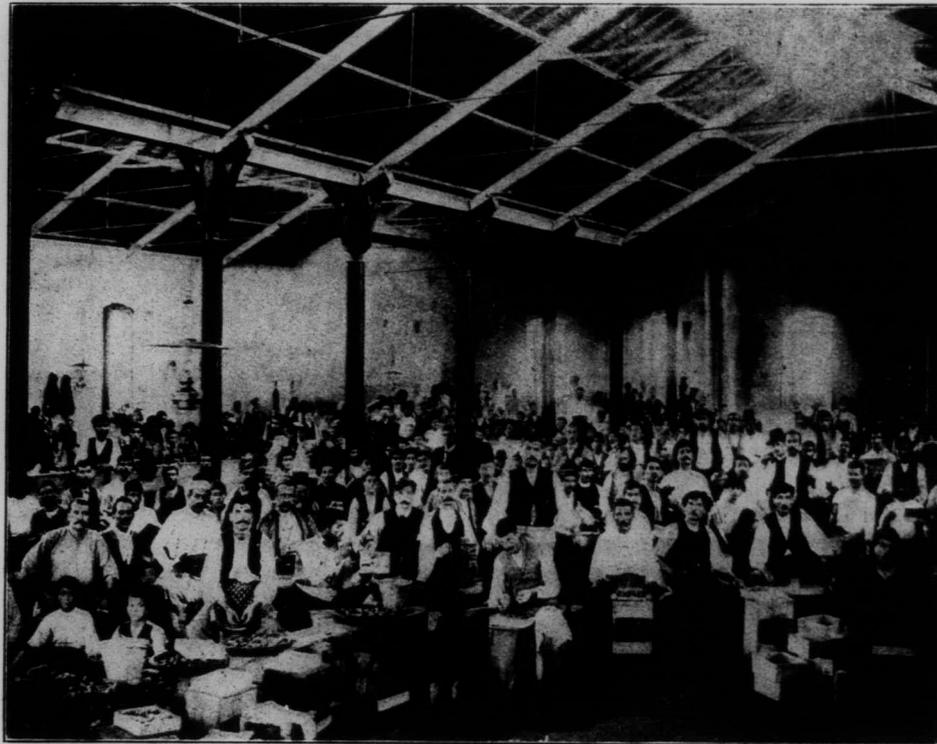
identically the same as the fig of that special district. If these fine varieties cannot be successfully planted ten miles outside of the districts where they naturally grow, it is not likely that the attempts of the California planters to produce a fig similar to the Smyrna varieties will ever be a success. Enormous quantities of cuttings of the finest Turkish varieties have been imported and planted in California, and although the tree thrives in that country, it de-

generates and gives a fruit totally different from the Turkish fig.

The fig tree grows to a height of eighteen to twenty feet and spreads its branches like an apple tree. The best fruit is obtained the first three or four

are ripe between the tenth and fifteenth of June, they are gathered, strung, and a string of them hung on the branches of every female tree. Here occurs the same process of fertilization as between the Boghas and Eilek. From the Eileks

going to waste. The commercial figs, thus fertilized, ripen by the beginning of August. They are not picked, but when they reach a certain maturity, they begin to dry, and consequently drop on the ground.



THE STORY OF SMYRNA FIGS—ONE OF THE PACKING ROOMS.

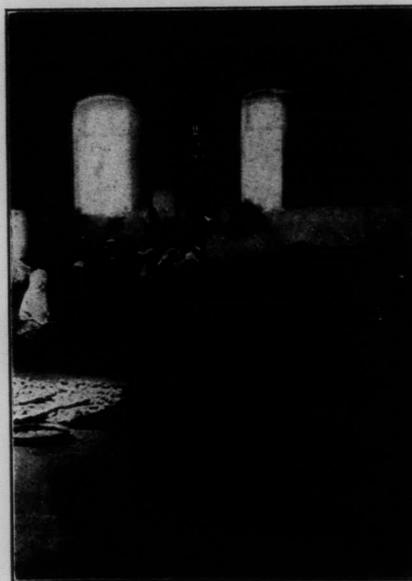
years, both in size and quality. Its life is quite long, some trees bearing after they are forty years old.

There are two kinds of trees, the male (Eilek) and the female, the latter producing the commercial fig (yemish.) The female fig does not mature unless a certain quantity of male figs are hung on the female tree between the tenth and fifteenth of June, as the caprifigation takes place at that season. This is very interesting, and let us mention here that the male fig (Eilek) has its male itself (Boghas).

The Eilek, after having matured its fruit, loses its leaves, and before losing all its sap, towards the end of October sprouts a certain quantity of small figs (Boghas), which resist the coldest weather and which remain at a standstill until the beginning of May. Then they begin to grow at the same time that the real male fig (Eilek) begins to sprout on the same tree. By the time the Eilek grows enough to be fertilized the Boghas is ripe, and from its orifice come certain hymenopterous insects of the genera blastophaga and sycophaga, which enter the minute orifice of the receptacle at the end of the male fig (Eilek), apparently to deposit their eggs, thus conveying the pollen to the stigmas, and ensuring the fertilization and consequent ripening of the Eilek. When the Eileks

come myriads of blastophagas, which enter the commercial fig and fertilize it, the process known as caprifigation.

This is really one of the most dangerous periods of the growing crop, as



SMYRNA FIGS—GRADING.

frosts, heavy rains, etc., occurring at that time, kill the insects and only such figs as have been caprifigged ripen, the balance dropping before maturity, and

In the morning everybody on the plantations goes around with baskets, gathering the fruit, which they carry to a certain place where the ground is covered with dry leaves and straw (Serghi), and on which they spread the fruit, exposing it to the sun, and allowing it to remain there from two or three days. It takes about three days to dry the fig if north winds prevail, as the atmosphere is then very dry. If, however, westerly winds are blowing, which means heavy dew at night, the fruit must remain exposed to the sun from five to seven days. This is another dangerous period, as rain, or even a shower, might ruin hundreds of tons of fruit lying on the ground. Heavy dews sometimes are just as detrimental. The proper atmospheric conditions to insure a crop of large, sound, rich figs, are west winds in June and July, followed by north winds in August, and from then on an occasional west wind every five or six days.

When the figs are dry enough, they are packed in camel hair bags of two Turkish kintals each (about 250 lbs.) and carried to the railroad stations on camel back. This is why the crop is reported by camel loads, each load representing two bags or about 500 lbs. The railroad carries the bags to the Caravan Bridge station, just outside of Smyrna, and from there they are again loaded on

THE CANADIAN GROCER

commercial figs, by the beginning not picked, but on maturity, they frequently drop on

camels and brought to the fig market (Ingir Ysharsi), where they are examined and bought by the packers. Mixtures of the different varieties are made in the packing places to insure uniformity in the appearance of the fruit. Women do the first selection. They sit

not be used for packing, are put in bags in their natural state, and are bought by grinders for baking and confectionery. Since a few years, however, large quantities of fine grades are imported as Naturals in fifty-pound boxes, and are repacked here, either in baskets or

matter, after the natural fermentation which occurs after the fig is packed.

Fig packing is one of the principal industries of Smyrna. Thousands of people find employment during the end of August and the months of September, October and part of November, more than half a million dollars being paid in wages during that time. Packers are paid on an average of from 30 to 50 Piastres (which means from 75c. to \$1.25) per day, and on an average, it takes four to five men one day to pack a skeleton case, weighing about four hundred pounds net. To this must be added the expense of selectors, carriers, porters, weighers, carpenters, etc. Figs to be exported to this country are generally packed in boxes weighing half, one, eight, ten, twelve, fourteen, twenty and fifty pounds; some weighing as high as one hundred pounds are used for show window purposes. They are sold on a Cost and Freight basis per cwt., prices being quoted in shillings, and in accordance with the proportions of sizes and grades.

The demand for figs has increased considerably during the past two years. Some years ago a crop of seventy-five to eighty thousand camel loads was considered large, and difficulty was found in disposing of the goods. With the increasing demand, new plantations have been started, and the crops of the last two seasons have been enormous, in 1906 reaching one hundred and twenty thousand loads. Notwithstanding this, the goods find a ready market, and, with the exception of very short crops, at



SMYRNA FIGS—MARKET IN THE BAZAARS.

around large quantities of fruit, selecting four sizes, which they put in separate baskets. While selecting the fruit, they pull it by the stem through the palm of their hand, thus giving it a long shape, called Macaroni, which demonstrates the size and makes the fig easier for the packer to handle. From the selection rooms, boys carry the baskets to the packing rooms and place the proper sizes before the packers, according to the quality they are packing.

There are five kinds of packing: Layers, Locums, Pulled, Macaroni or Colonna and Natural.

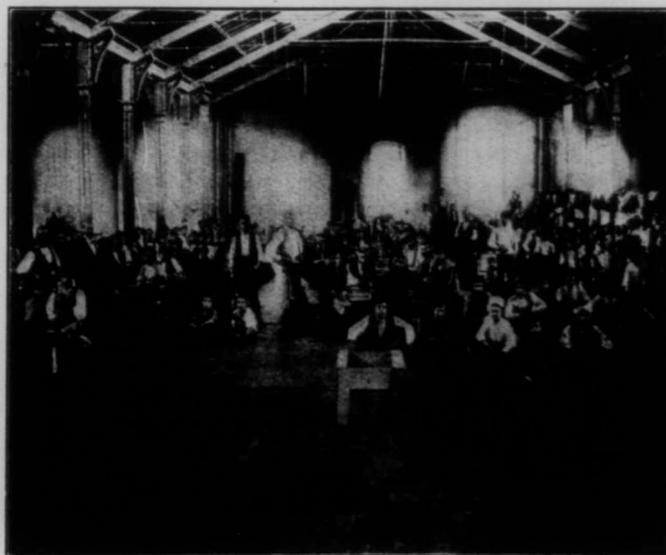
The packing in Layers is the most popular. The fig is split open underneath, flattened and given a certain shape before being placed in the box. One layer of figs is put on top of another until the box is filled. Layer figs measure in width from one and a half to two and three-quarter inches—according to grades.

The Locum is practically the same packing, only done more carefully. The fig is given a kind of die shape instead of cushion, and the idea is to fill the box perfectly, leaving no space whatever between the fruit, which makes this packing the hardest and most expensive.

The Natural packing means figs packed in their ordinary shape in bulk, either in quarter or half-cwt. bags. Generally, the common grades and also the refuse, which means the figs that can-

not be used for packing, are put in bags in their natural state, and are bought by grinders for baking and confectionery. Since a few years, however, large quantities of fine grades are imported as Naturals in fifty-pound boxes, and are repacked here, either in baskets or

All fig packing is done by hand, and there is no process or machinery used.



SMYRNA FIGS—ANOTHER PACKING ROOM.

The packers wash their hands in brine while packing, but this is only done to prevent their hands from getting sticky—salt water being used, as fresh water would injure the fruit. The sugar generally noticed on the figs comes through the skin of the fruit from the saccharine

higher prices than were ever realized before.

[For the information and engravings in this article we are indebted to the Premier Enquirer, of New York, for whose courtesy we are exceedingly grateful.—Editor.]

rybody on the d with baskets, eh they carry to e ground is cov- straw (Serghi), ad the fruit, ex- d allowing it to or three days. It to dry the fig if the atmosphere owever, westerly ch means heavy must remain ex- a five to seven dangerous period, wer, might ruin uit lying on the metimes are just pper atmospheric crop of large, st winds in June north winds in on an occasional six days. ry enough, they air bags of two (about 250 lbs.) road stations on y the crop is re- each load repre- out 500 lbs. The s to the Caravan side of Smyrna, again loaded on

Two Hours on a Delivery Wagon

By A GROCERY TRAVELER

Did you ever take a ride with a grocer's delivery clerk in a real live town? I did once and it will suffice for a lifetime. It happened in an eastern town where business dines with its hat on and goes to bed with its boots on. I was walking up Cherry Street when I met the delivery wagon. The driver, being an acquaintance, invited me to take a ride with him and I accepted and seated myself beside him.

"Now there's a mare that knows 'er business," said the clerk as he hit her a crack with the whip that sent my feet skyward and my head into a basket of potatoes. After regaining my equilibrium and pushing the "dints" out of my hat, I told the scoundrel that it was quite evident that the beast did know her business a confounded sight better than her fool of a driver knew his, and that if he would be kind enough to slow up a little I would jump out and go with him some time in the future when I felt more able-bodied.

"Yes, sir, you bet that mare knows her biz," said the lad, utterly ignoring my request. "She'd start right from the store without a line and make the round trip without missing a customer's house or making a wrong turn; and, throwing the lines over the dashboard, she'll make a turn the shortest possible way if she has to skin a telegraph pole or jump a gutter to do it."

"Gewillikens, boy! What——"

I was interrupted in my remark by a sudden collision between the pit of my stomach and the bulled-head of the grocer's boy. The front wheel on the side of the aforesaid boy slewed around when it struck the curb, and the hind wheel ran over the corner and nipped the bark off a maple tree. When I caught my breath I reminded the grocery slinger that a cabbagehead had fallen overboard and been cut in two, and out of respect for the vegetable family I advised him to stop and gather up the remains. But who ever heard of a delivery clerk showing respect for anything. He said the old mare knew her business and would have to make the trip before twelve o'clock and couldn't stop for busted cabbages or death.

It was at a little house on a back street down in Oakdale Park where we made our first stop. A peck of peaches and a half-dozen eggs were fished out and, after blowing off the dust, it was discovered that five of the eggs had

collapsed and their contents, mingled with the dust of the earth, had given the peaches a veneering which was ghastly to look upon. We turned around, ran over the wheelbarrow, and started on the home stretch. We had driven a mile and a half with that peck of peaches and six eggs and delivered them within a few rods of two grocery stores. I supposed that our customer was either at loggerheads with her neighbor grocers or else a mother-in-law to the distant grocer, and I asked my light-headed companion to explain matters. He said the lady had formerly lived near the store; that "once a customer, always a customer," was a law among grocers, and, consequently, a groceryman followed his customers all over the city, and while soliciting these orders they often picked up new trade in strange territory. I asked the commercial teamster if he could epher in subtraction and division. Giving the mare a cut with the whip that upset a basket of potatoes and put the third kink into my back, he said he had no time to fool away with such things and wondered why I asked such a dumb-foolish question. I said I was going to ask him how long it would take a grocer, with fifty customers like the one at Oakdale, to get rid of a fifteen-hundred dollar capital; but as he was a stranger to figures and was in a fair way of becoming a grocer himself I would let the matter drop.

Our next stop was at a house on Thomas Street. This time it was a peck of potatoes, a bar of soap and a gallon of kerosene oil. I waited fully ten minutes for the embryo groceryman to pop his head out of that back door, and when he did pop I saw a change had come over him—a change for the worse. He had a barbarous look on his face and was covered from head to foot with soot. My impression was that he had undergone an altercation with the hired girl and that during the melee the range had bursted.

Springing on the seat he struck the mare an angry blow which nearly broke my neck. He said the "old gal" asked him to help move the cooking stove and he had been on the road long enough to know better than refuse. He said that in spring and fall during house-cleaning times, he was frequently asked to help move stoves, cupboards, etc.; help take up and shake carpets, split kindling wood and help the girl lift the boiler on and off the stove. He had never

been asked to rock the baby while its mother called on a neighbor, but he was subject to such things all the time. I looked at my young soot-begrimed friend, aged beyond his years with the cares and petty annoyances of his profession, and secretly resolved that I would not again inaudibly consign him to the bottomless pit if he filled every available inch of my vertebral column with kinks and unhinged every joint in my anatomy.

At a fashionable place on Henry Street the poor fellow really got mad. It was a market basket full of small packages, among which had been a sack of eggs. When the basket was lifted from the wagon a yellow stream of albumen exuded from the bottom. Before the clerk discovered it he succeeded in ornamenting himself with yellow daubs and stripes. Dropping the basket on the cobble-stone pavement he drew his handkerchief and began to rub and swear—that is, if he had not been a grocer's delivery clerk he would certainly have used profane language. The more he rubbed the more he sweat and decorated his pantaloons. It had at last come my turn to enjoy the fun and I revelled in it. He was in a white heat of rage and made a desperate attempt to remove the egg liquid from those packages, but the more he scraped the dirtier they looked. He said he wouldn't care a blankity-blank-blank if it had happened anywhere else but right there at Mrs. Van Goldberg's—but I will spare this young man's feelings, although he showed no disposition to spare my feelings when the fun was on his side.

Our next halt was at a house on Union Street, where what was left of a bushel of potatoes was delivered. At a house within a half-block of three or four East Bridge Street grocery stores the mare halted, and the egg-bedaubed, soot-besmeared and dust-covered clerk jumped out, but the ten pounds of beans had broken out of their paper house and danced all over the bottom of the wagon until they had become so thickly coated with egg paste that they lost their identity and could not be delivered.

Our next call was at a house on College Avenue where a half-bushel of potatoes, a peck of apples and a cabbage head had been anxiously looked for since eleven-thirty a.m. (it was now twelve-fifteen p.m.), but not having arrived in time for dinner, the lady of the house was in a proper frame of mind to bite off the head of the first delivery clerk that came in sight. May my head be bitten off seventeen times rather than receive one such curtain lecture as that unfortunate clerk received on that occasion. When we turned the next corner she was still shaking her fists at us. I was truly repentant by this time

and freely forgave my unlucky friend for all injuries received at his hands.

When I reached home my wife took me into the back yard and swept me. She asked me if I had been tied behind some wagon and dragged home. I told her never to speak unkindly to a grocer's delivery boy or ask him to rock the cradle, turn the grindstone or carry in the night wood. I advised her never to call at a grocery on her way home and order a yeast cake and a lamp wick and then make things unpleasant at home because she got there ahead of the goods. I assured her that her reputation would not suffer if she carried a half-pound package of tea in her arms, and that it was always safer to carry home a package of eggs than order it delivered by wagon. In fact, I was so impressed with the worries and vexations of the delivery clerk that I actually advised her to occasionally kiss him for his mother.

UNDER NEW MANAGEMENT.

Many, many times I see this sign conspicuously displayed on some retail business house, not as often on a grocery store as on a saloon or restaurant.

Advertising that "here some man has made a failure—but come in now and see how much better I will be."

This sign makes food for thought.

It almost always means a history of failure, I think. Somebody has gone in there as owner or manager, put in his best lies, but failed to make good.

His successor, unwilling to shoulder the other man's failure, seeks to remove the stigma of it by loudly announcing the change.

Is there anything to business management besides buying right, finding buyers and then selling right? I've heard men contend that that was all and that anybody who gave proper attention to those things would succeed; and I've heard others contend that there was something more.

I believe I agree with the latter. If there is nothing more than those three fundamental elements, why do some men get so much more out of their business than others?

I am inclined to believe that the real manager is born and not made.

Like the real farmer. Some farmers are careful enough, and apparently thorough. Their results are moderately good. Others, with poorer soil and poorer facilities, get twice as much.

They simply seem to coax the stuff through the soil.

As a business manager the Jew is everybody's model. You can give him a poor little business, rocky and rough to the last degree, and the results he

will get from it will astound you. Other men may make it go, but the Jew will squeeze from it every drop of success it contains.

You can say what you please about the Jew, he may not even be able to write his name—but he knows business.

What is his secret? What is the secret of any born manager, Jew or Gentile? I verily believe it lies in watching the little things. The things that a lot of us think too trifling for any use.

With a Jew nothing is too trifling for any use. Everything that concerns his business is important. I've heard Jews argue an hour to avoid the payment of interest amounting to \$1.50. Meanness you say? They don't think so—it's business. Business to save every cent they can—business to turn every piece of string to account—business to stop every pinpoint loophole—business to make every item of their business give a good account of itself.

So far as I know every large Hebrew fortune which exists to-day had its foundation laid that way.

To be sure, a business run that way becomes a great deal heavier burden than a business where one isn't straining after the little things. But, other things being equal, it is almost sure to yield more money.

Of course, to the merchant who puts money last, this argument will not be impressive. Nevertheless, thousands of men who failed could find the main cause of their failure right there.—E. J. B. in Grocery World.

SPEAK WELL OF YOUR EMPLOYER

If you work for a man, in heaven's name work for him. If he pays you wages which supply you your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand by the institution he represents.

I think if I worked for a man I would work for him. I would not work for him part of his time, but all of his time, I would give undivided service or none.

If put to a pinch an ounce of loyalty is worth a pound of cleverness.

If you must vilify, condemn and eternally discourage, why resign your position, and when you are outside damn to your heart's content. But I pray you, so long as you are part of an institution, do not condemn it. Not that you will injure the institution, not that, but when you disparage the concern of which you are a part you disparage yourself.

Think it over.—Fra Elbertus, in the Philistine.

THE BOY ON THE DELIVERY WAGON.

The one who drives the delivery wagon may think that his work is not of very much importance to the business, but in this he is mistaken. While he may not realize it, or hear much said about it, he is of as much value to a business as almost any other employe, especially if it is a grocery business.

If he is kind to his team, sees that his harness and wagon are properly cared for, he is doing his employer a good service. If he is neat in his dress, courteous and polite to customers, handles his goods properly, he will make and retain friends for the business,

It is true that some people to whom goods are delivered seem to show very little appreciation of courtesy or kindness, and if allowed will impose on the deliveryman, but this class are not in the majority.

A dirty, careless, disrespectful delivery boy can do a business considerable injury. The leaving of gates unfastened and doors opened when they should have been shut; the entering a room with muddy feet; the careless handling of packages, are things that customers will not long put up with, and there will be either a change in delivery boys or a change of places to trade.

Some of the most successful business men got their start on the delivery wagon. It is a hard job, but it is a splendid educator. The knowledge obtained in this part of the work may be turned to a decided advantage when promoted to a clerkship in the store and taken off the delivery wagon entirely.

We have known of some young men starting in this way in order that they might become acquainted with their customers, and the most successful salesmen are those who know and understand the wants and needs of their trade.

In one certain Texas town a young man worked for several years on a delivery wagon, and as he was a thorough business man he made it a point to cultivate the acquaintance and good will of all his customers and especially the ladies. Promotion followed promotion until he became a head salesman, and during this time was growing older and wiser, and at a city election decided to offer himself as a candidate for city secretary.

His good will of the ladies stood him in good place in this, for they remembered how courteous and attentive he was when a delivery boy on a grocery wagon, and how he had maintained this same character all along, and they used their influence with their husbands, and the result was that he was elected by a good majority.

Dominion Government Tea Tester

By OUR SPECIAL OTTAWA CORRESPONDENT

From the standpoint of the grocery trade no more interesting place can be visited, by anyone in the business, than the tea-testing room of the Department of Customs, at Ottawa. Formerly it was located in the basement of the western block, but within the past few months the establishment has been moved to the top floor of the custom house, on Wellington Street, in the building next to the Rideau Club. R. C. Allan, who for over ten years has tested all the teas for the department coming into Canada until a few months ago, when testers were appointed for Hamilton, St. John and Halifax, is an unique personality. He knows the grocery business from the ground up and probably has not his equal in the Dominion as an authority on teas. He was born in the little town of Lachute on the 27th day of May, 1836, but has lived the greater portion of his life in the Province of Ontario.

A Lifetime in the Trade.

After a few months spent, when quite a young lad, in a general store at St. Andrews, P.Q., Mr. Allan secured a situation in the grocery business in Prescott, but moved to Dundas at the time the Asiatic cholera was prevalent in the little town on the St. Lawrence. Several years were spent in Dundas, Brantford and Galt, during which time the future tea expert was lying up a store of commercial knowledge which has stood him in good stead in subsequent years. The determination to make the tea trade a life study came after he had secured a position as traveler for Cramp, Torrance & Co., of Toronto. It was with some hesitancy that the firm gave the young grocery man, without any knowledge of the road, an opportunity of proving his metal, but so successful was he in his chosen occupation as a tea traveler that he remained an honored representative of the firm until Cramp, Torrance & Co. went out of business.

First Experience in Tea Testing.

A somewhat curious incident was the beginning of Mr. Allan's knowledge of tea-testing. He had gone into a new territory with his samples and had tackled the big grocery man of the town for an order. "I want a special tea," said the merchant, at the same

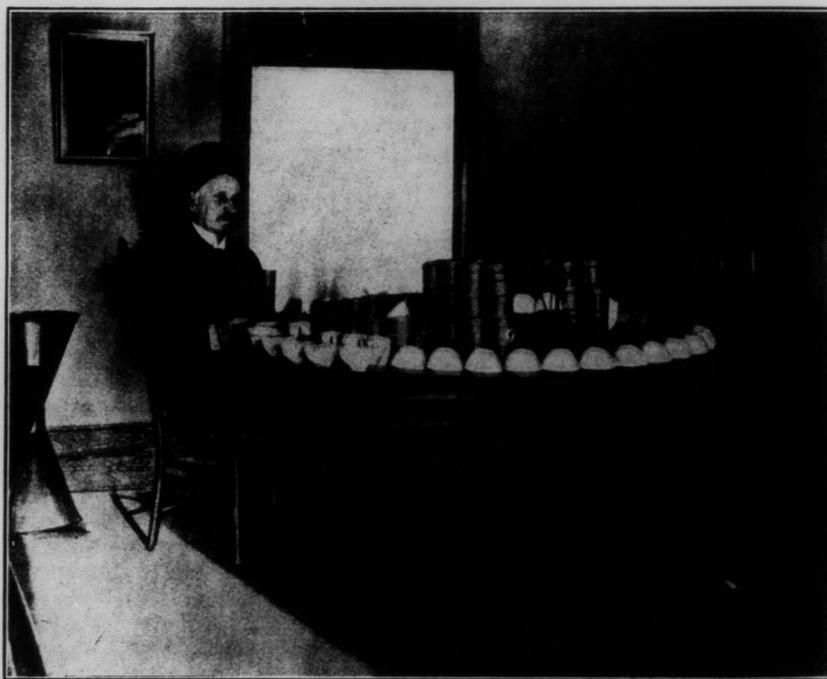
time handing a sample to Mr. Allan. "I got only one chest of it and have been trying for months to secure more, but without success." "You shall have it," replied the traveler, and in a few weeks' time Mr. Allan, when he called upon the merchant again, said he was prepared to furnish him with any number of chests of the tea the grocery man required. A large order was the result.

"How did you find the tea that you wanted?" asked the representative of The Canadian Grocer of Mr. Allan. "Well, when I returned to the ware-

ing, and from that day I added to my knowledge of teas, and the districts in which they are grown."

How Testing is Done.

Mr. Allan's office is not an elaborate affair. The principal feature of it is a circular table which revolves on a pivot. Piled up on this table, and on others in the room, are scores of small tin boxes in which are the samples which reach Mr. Allan from the Customs Department. These samples have come in from all parts of Canada. Each sample is numbered consecutively the depart-



J. J. ALLAN, GOVERNMENT TEA TESTER AT WORK IN HIS OFFICE.

house in Toronto I showed our buyer, Mr. Lamb, the sample I had brought with me. At that time there were only three importing houses in Canada, all of which kept in stock every known variety of tea. Mr. Lamb examined the sample which I had brought with me, and in a few minutes had selected one which he thought was its equivalent. He asked me to draw both samples, the firm's and the merchant's, and they turned out to be the same. They were Ping Sueys, and from that day on I never forgot what a Ping Suey was. That was my first experience in tea test-

mental officials knowing the name of the importer, but this information is withheld from Mr. Allan. All the tea-tester receives is the report sheet from the department, numbered in the first column with the equivalent numbers of the samples accompanying. These may run 4,200, 4,201, 4,202 and so on. The remainder of the columns on the sheet are blank, and in these Mr. Allan has to embody the result of his researches.

When the samples are received in the tea-testing branch, and the tester is ready to commence business, the gas is turned on and the kettle put on the

bracket to boil. Thirty to forty plain white wedgewood cups without handles are placed on the circular table, and behind each one is the little tin from which the sample is to be taken and tested. First of all, there is a careful examination of the teas by the olfactory process. A small quantity, the weight of a five-cent piece, out of each tin is balanced on a tiny pair of scales, and placed in a cup. Then the boiling water is poured upon the tea, and after a lapse of from three to five minutes, and you ask the question, "Where is that sample from?" Mr. Allan sips the decoction and immediately you get your answer, "That is from Ceylon," or India or Ningehow, as the case may be.

For an infusion of green tea Mr. Allan always uses these cups, but for drawing black tea small pots are used, the quantity in this latter case being equal to the weight of a ten-cent piece.

"The best way to make tea," said Mr. Allan, in conversation, "is to have the water fresh and boil it thoroughly. The vessel in which the tea is to be made should also be hot. Pour the boiling water on and let it stand for five minutes. Some people prefer three minutes, but all the tea will be extracted from the leaf in five. A longer time than that draws out the tannin, which is most injurious to the stomach."

A Summary of Canadian Imports.

"What kind of teas are consumed in Canada?"

"In the east green tea is still the favorite. Considerable green tea was formerly used, but now it has given place in many parts of Canada very largely to the black teas of India and

tising will do I may call your attention to the figures of last year. The table is of striking significance when contrasted with the figures of ten years before.

Thus last year there were imported into Canada 15,570,046 pounds of black tea and 6,377,835 pounds of green tea. Now contrast this with a decade ago. In the year 1897 the total importation of black tea amounted to 11,256,437 pounds, of a value of \$1,712,641. Of this total quantity 5,102,444 pounds came from Great Britain. These may have been either China, Japan or India teas. The tables show that of black tea coming direct from India or Ceylon in 1897, the total was 1,487,883 pounds, and even assuming that all the British importations from Great Britain came from India or Ceylon, which is hardly likely to be the case. There has been an increase in the consumption of India and Ceylon teas in Canada in the ten years to the amount of in round figures, 10,000,000 pounds. Correspondingly the consumption of green tea has fallen off. The importations ten years ago of green tea totalled 11,152,202 pounds of a value of \$1,502,616. Ten years ago China sent us 1,119,824 pounds of green tea. Last year China sent, as will be seen by the above table, 538,679 pounds, a decrease of over 50 per cent. Japan, on the other hand, ten years ago, sent us 9,624,375 pounds, and last year only 3,952,001 pounds.

"How do you account for this extraordinary turnover?" Mr. Allan was asked. "Well, principally to persistent advertising. You know the old saying is, 'Judicious advertising is the keystone

In addition the public demonstrations of the Indian teas at great public exhibitions like Toronto, Ottawa, London, Hamilton and other places, which draw the attention of the public to the quality of the British product have been very effective. I know many instances in which people who were accustomed to drinking green tea have changed to the Indian blacks through the cup presented to them at public exhibitions. Of course, in some sections of Canada it would be difficult to effect any change. The Province of Quebec is the greatest green tea drinking province of the Dominion. Different sections of the country have their preferences. For instance, west of Kingston the people use a much finer quality of tea than they do east of that city. Most of the low grades are Nagasaki teas. The green tea from Yamashira is probably the finest flavored that is grown. We also get good qualities from Yokohama. China now sends us no green tea to speak of. Japan captured the trade, and now Ceylon and India are cutting out Japan. The black tea from China has been pushed almost entirely out of the market by India and Ceylon tea. The China teas are very desirable in quality, but the people here do not drink them on account of the price. The fancy China teas are, however, very popular in Britain, where quality more than cost is studied.

Some Pointers on Tea.

"The finest green tea in China is probably Moyune. Fychow supplies a fine green, but not as good as the other. The black tea from Kneemum is very fine. Ningehow and Moning teas are also very good. My favorite is Ningehow which possesses a sort of smoky flavor. Pekoe-Shushing is an admirable tea.

Black teas are fermented with the object of giving them a certain flavor. Green teas are not fermented. Gypsum and soapstone are used by the Japanese to give their late teas the color and appearance of the early picked varieties, which are the best. There is a great difference between China and Ceylon teas, as much difference in fact as between beer and whiskey. Ceylon tea, when it cools, will cloud. China tea, if sound, will never cloud. Age injures tea, and tea from Japan will lose in quality on this account as much as 25 per cent. in one year. China black tea will keep better than any other variety, but I do not suppose there is 10 per cent. consumed in this country. As I have already said, we get most of our teas from India and Ceylon. They are more liable to must on account of the climate of the countries of production and do not nearly possess the keeping qualities of China black."

	Imported.	
	Lbs.	Value.
Tea of India, black imported direct, or purchased in bond in United Kingdom	7,415,335	\$1,024,178
Tea of India, green, imported direct, or purchased in bond in United Kingdom	336,944	39,414
Tea of Ceylon, black, imported direct, or purchased in bond in United Kingdom	7,663,946	1,136,496
Tea of Ceylon, green, imported direct, or purchased in bond in United Kingdom	1,550,211	217,835
Tea of China, black, imported direct or purchased in bond in United Kingdom	490,765	70,706
Tea of China, green, imported direct, or purchased in bond in United Kingdom	538,679	84,294
Tea of Japan, green, imported direct, or purchased in bond in United Kingdom	3,952,001	584,164
Total	21,947,881	\$3,157,087

Ceylon, and even the greens of China and Japan are being attacked by the planters of the British East Indies, who are sending to Canada excellent green teas. To show what persistent adver-

of success." The men who are handling the India and Ceylon teas have made full use of the columns of representative trade papers like The Canadian Grocer, as well as of the daily press.

The Modern Retail Grocer

By John A. Green, President National Retail Grocers' Association of the United States,
in the New York Journal of Commerce.

In treating the subject, "The Retail Grocer," it is my object to point out his desires and aims; the problems which confront him: his social position, and his position in the political and commercial world.

Anyone embarking in the grocery business to-day must be a master of detail and have a thorough knowledge of the business, if not, an unlimited supply of capital with which he may buy his experience, before beginning to be what is commonly known as a "successful merchant." The demands on the retail grocer to-day are greatly in excess of that of former years. That the expense of doing business has materially increased is well known. The demands on his resources for up-to-date fixtures, telephone service, better delivery outfits and prompt delivery of goods eat up his profit to such an extent that unless he be thoroughly posted in his business and keeps accurate accounts as well as seeing that collections are prompt and losses kept at a minimum he will suddenly find himself not prosperous, but in an adverse position.

Control Neighborhood Business.

Everyone in the business should aim to control the business in his neighborhood. In every town and city there is one retail store that holds the best position, and the aim of each is for that position. This position is achieved by giving close attention to every detail; by polite and courteous treatment, which treatment, coming from the head of the business, cannot help but influence those associated with him. This high position can be attained by keeping the best goods, serving customers with the best quality rather than the lowest price. I have seen grocers urging goods on customers other than that which they wanted simply because there is a little more profit in it sometimes losing the sale, and if not losing that particular sale, driving the patronage of those customers away from the store. While it is always compulsory to wait on each in turn, a merchant should never be so busy that he cannot give a cheerful word to those in waiting and a promise to serve them at the earliest moment.

Should Know Human Nature.

The problems of the retailer are many. The temperament of the trade, the

satisfying of the different tastes, the gauging of his purchases to meet requirements and the collection of accounts are all problems which are difficult to solve to a greater or lesser degree. A man to understand different temperaments must be a good judge of human nature. This is one of the greatest problems and close attention to it will mean more to him than any other thing, for through this means he will be able to satisfy his customers on every point. If he is a shrewd judge of human nature he can see how to provide for their wants and how to approach them in the matter of collection.

A Factor in Political World.

The retail grocer can be a large factor in the political world. In fact, there is no business man who has access to every family in the same relation as the retail grocer. Every door is open to him with a cordial welcome. He holds in his hand a powerful influence if used with diplomacy and in the right direction. If a successful merchant he has the entire confidence of every person with whom he has trade dealings. If the influence that he can possess is turned in the right direction, it will spread out through the entire neighborhood and place him in an enviable position from a political standpoint. The politicians will seek his assistance; great men will trust him implicitly, and the advice given by him will be heeded. He can wield this influence in many directions, civic, religious or commercial. But first of all, and more than all, he must have within himself the essentials of "character."

This part in the commercial life played by the retail grocer is too often looked upon as one of drudgery. I say that the retail grocery business is one of the pleasantest and most lucrative that anyone might engage in. The constant going and coming of the trade, the different characters with whom he comes in contact the many lines of goods that are continually changing and many other things that might be referred to, keep him fully alive and abreast of the times.

The condition of the retail grocer has improved to a very great extent over that of former years; brought about

mainly through his organization. The coming together in the meetings, discussing methods of conducting business has, through an interchange of opinion brought about an improvement both in conducting business affairs from a standpoint of selling goods, the cost of doing business, the percentage which must be realized to conduct a successful business, and the collection of accounts. It is positive proof of their improved condition that we find that the best class of citizens are now turning to it for occupation and investment.

An Esteemed Class.

While the rise to a prominent place in the commercial world may be slow, for the retail grocer, yet it is nevertheless sure. Hundreds of grocers can be pointed out who, after a business career of twenty years, are looked upon as the mainstay of the community and prosperous to a degree of independence. I know of no class of business men who so generally hold the friendship and esteem of their fellow citizens as the retail grocers. It is the retail grocer who meets his fellow citizen every day in a close relation which is essentially domestic. It has always been the "corner grocery" where political campaigns have been fostered and national destinies fought out. In fact, the retail grocer is a sort of pivot in the community around whom revolves much of the social and political life of his town, ward and city. Given the public confidence and friendship it lies entirely within the making of the grocer himself what shall be his distinction as a citizen.

Necessity of Taking a Holiday.

One of the greatest mistakes in the career of the retail grocer is that he thinks it impossible to leave his business for a few days of recreation. How many men with every essential embodied in their make-up for a successful career have failed because of their neglect to take the needed rest and recreation at the proper time!

It is true that "worry shortens many lives." It impairs energy. Too many of us get the idea that business would go to the bad if we should withdraw our hand for a week or month. This is a very great mistake. A good clerk is worthy of confidence, and it would

pay well sometimes to try him. Get out into the open, under the blue sky. Nature will suggest something that can be carried back to the store and thoughts will spring from a rested mind, open up new avenues which will help on to success.

The Greatest Essential in Business.

The greatest essential for a successful business life as a retail grocer must be individuality. To originate, to think to do. He is prone to follow in other people's footsteps. To think what other grocers are doing.

A leading retail grocer once said to a clerk in the hearing of the writer, in answer to an assertion that certain prices were quoted at another store, that he should bear in mind there were no stores in the city other than the one in which he worked. While this may be a broad assertion, it covers the ground entirely. We must have a thorough knowledge of detail, cost of goods, the expense attached to the sale thereof and an individuality that will impress itself on the customers, that will gain their confidence and make them feel that you are dispensing your products at the lowest possible cost. Individuality, in fact, is the root of success and many prosperous retail grocers would never have attained the position they hold today were it not for their individuality. It is through a combination of such individuality that the retail grocers' associations have been able to bring about reforms which will be of lasting benefit to the retail trade.

POINTS TO REMEMBER.

Better sell a customer too little than too much. The man who buys too little will come back for more. The man you oversell may never come back.

Just remember that people may think of the price while they are making the purchase, but they think of the quality when they are using the goods. Sell the highest possible quality every time.

It doesn't pay to recommend goods at a price higher than they will stand. A customer fooled that way once won't give you a second chance.

Greet every customer as soon as he comes in. If you cannot wait on him at once, at least find out if possible what he wants so as not to keep him waiting needlessly.

Misrepresenting goods is taking chances with your reputation. There may be ways in which it is worth while to take chances, but never with your reputation.

Tropical Fruits for the Grocer

By A NATIVE WEST INDIAN

Almost every grocer throughout the country will be found handling tropical fruits. In noticing this one is inclined to ask: Is there any money to be made by so doing? Whether it is found profitable to a great or lesser extent to sell these tropical fruits, than it is to handle the fruit which is grown in Canada, must depend on the following: How the grocer purchased the fruit, in what condition they reached him, and the scarcity or abundance of the supply which obtained at the time he made his deal.

Purchasing tropical fruit in Canada is attended with as much risk as in purchasing Canadian fruit in the tropics. Apples, which the Canadian grocer buys and sells to his customers at, say, one cent each, would, if exported, bring

lar transportation of fruit and other cargoes to and from the West Indies—irregular—in that goods are in transit for as long as four weeks—causes an enormous loss to such cargoes, particularly those consisting of delicate fruit. It is, therefore, to be hoped in behalf of both sides of the trade that better transportation facilities will be brought in to use and the sooner the better.

How Bananas Grow.

While on the economics of the subject it may be interesting to learn how bananas and pineapples are grown:

Bananas like a rich clayey soil, moist but well drained. The tree is produced from a sucker, which in turn is obtained



TROPICAL FRUITS FOR THE GROCER—BANANAS GROWING ON AN EAST INDIAN PLANTATION.

five times that amount. Nor does this apply only to apples. It is equally applicable to several other fruits which are grown in temperate climates, and which cannot be grown profitably, and in some cases not at all in the regions of the Equator. The percentage of profit which is gained by the Canadian grocer in handling tropical fruit; namely, bananas, oranges, pineapples, etc., is equal to that obtained by the West Indian grocer or fruit dealer in handling fruit grown in Canada and other countries producing the same species. The irregu-

lar transportation of fruit and other cargoes to and from the West Indies—irregular—in that goods are in transit for as long as four weeks—causes an enormous loss to such cargoes, particularly those consisting of delicate fruit. It is, therefore, to be hoped in behalf of both sides of the trade that better transportation facilities will be brought in to use and the sooner the better.

four hands which are of no value for export.

Pineapples Require More Attention.

Unlike the banana, the pineapple will not produce in a clayey soil. This delightful table delicacy, the best of which is the Ripley, does best in a friable, sandy loam, easily drained and containing a certain amount of pebbles. When the plant has borne its fruit a number of small suckers are thrown out around the parent stock. Each of these form a separate bearing plant, so that the profitable reproductive aspect of this is at once seen. Unlike the banana in every particular, this plant has to be very carefully looked after if the best results are to be obtained. The specimens seen in Canada are of the poorest, in fact, the Ripley is not known. The class that seem to get here are of the turnipy or what is known in the islands

greater danger of loss from the summer heat. As a remedy for this damaging effect of the high temperature on the fruit, it would be advisable for him to purchase frequently from his dealer, and in small quantities according to immediate requirements. In any case, he should place this portion of his stock in the coolest and best ventilated portion of his store-house. The fact may be observed from the Italian fruit dealer who carries a large percentage of his stock outside where the air can get at them also and protects them with an awning which keeps off the sun.

Give Bananas Fresh Air.

The banana, being of a more hardy nature, is perhaps one of the most profitable lines to handle, but even this fruit should have care and attention. The best way to stock this fruit is to

simple. By placing about fifty or a hundred "fingers" of the fruit—as each one is called—into a cask for about 14 days after they have started to decay, they will soon melt to a watery state, which is itself, pure vinegar.

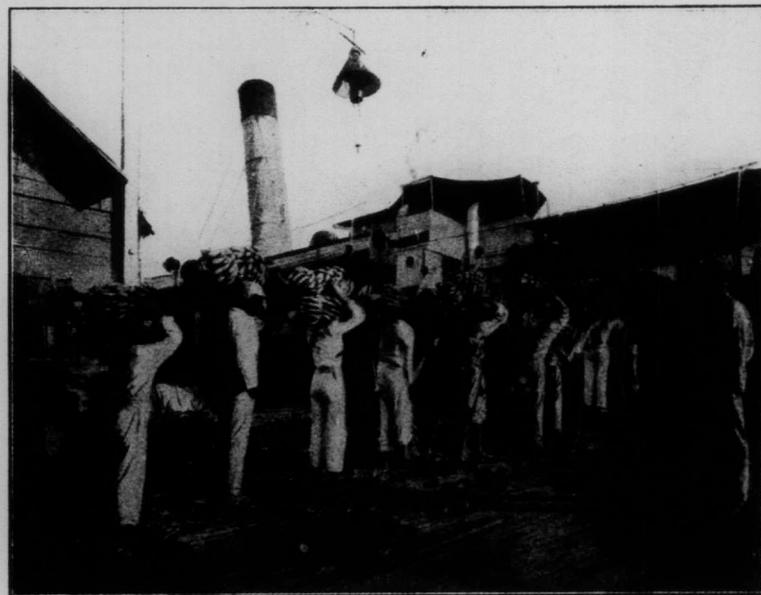
Keeping Pineapples.

A few suggestions as to the best way to preserve pineapples from decay will be helpful. The fruit should always be carefully covered with paper to exclude as much as possible any action of wind or air. A fairly warm temperature suits them best. They cannot stand rough handling, as the slightest damage done to any one part of the fruit—except the swordlike leaves on the top—will penetrate the entire fruit. Cuba and Florida supply the bulk of the pineapples to the Canadian market, but it is regrettable that better transportation and other facilities do not allow Jamaica, B.W.I., to offer some of her "Ripley," which is the best of pineapples.

SUGAR CRISIS IN RUSSIA.

Industry in Serious Position Through Operation of Peculiar Local Conditions.

A correspondent writing from St. Petersburg to an English paper recently says: "A serious crisis has developed in the Russian sugar market, and already several small manufacturers are bankrupt. I hear that a prominent member of the Right party of the Duma is very deeply involved. The causes of the trouble are unconnected with natural economic laws, and are those which have always operated in Russia. The sugar industry as it has always been entirely in the hands of the native Russian, has suffered more from Government interference than any other industry. The country would gladly take six to ten times more than the amount of sugar allowed by Government to be produced every year, but it assists the operations of the Russian excise to keep down the production and artificially raise prices thereby. This prevents small cultivators from competing, and the history of sugar production in Russia shows the rapid rise to fabulous wealth of one "sugar king" after another, each in turn falling with a suddenness that is even more marked than his rise. The situation in Kieff, the great centre of the sugar industry is on of panic; banks have stopped credit, and the extent of the mischief cannot yet be appreciated, as it is not known how far banks are themselves involved in the all-round collapse. In Kieff alone business in sugar amounts to the annual sum of over nine millions sterling, a very appreciable item in the commercial balance sheet of Russia."



TROPICAL FRUITS FOR THE GROCER—NATIVES LOADING BANANAS ON STEAMER.

where they grow, as the "Cowboy" kind, which name they have probably derived from the fact that they grow uncultivated in open lands where cattle are pastured, and are reaped by the cowboys. Foreign and English writers have described this fruit as being the finest known, the flavor of which is at once acquired.

How to Handle Citrous Fruits.

A temperature of about 40 degrees will be found ideal for the preservation of citrous fruit, such as oranges, limes, lemons, and grape fruit. During the summer months when the demand for these is greater than at other times, the grocer generally has to stock more than when the thermometer registers a low temperature, and he is then exposed to

hang it up by the stalk or stem so that a pure current of air may reach it. Excessive heat or excessive cold will have a damaging effect on this fruit but the average temperature of the store will not do much harm to it. The consumers of bananas are of the opinion that the bright golden fruit is the best, and will pay 5 or 10 cents a dozen extra for this; whereas, the fruit is in its most wholesome state just when it begins to get a little black, provided the blackness is not caused from any damage which it has sustained in handling. This may be a good point to impress on customers, who are not familiar with it, and at the same time will often save money.

The banana, in its stage of decay, makes one of the strongest and purest vinegars known, and the process is very

The Rival Grocers

THE STORY OF A WAR IN CUTTING PRICES AND ITS RESULT.

Said Mrs. Miller to Mrs. Scott. "Do you know, my dear, I am just revealing in the fact that a new grocery store has opened across the street from our old reliable Simpson's."

"Why?" said Mrs. Scott. "We've traded with Simpson for twelve years and have always got the best of treatment, haven't you?"

"Surely, but the new store is going to cut prices, and Simpson told me yesterday that he guessed he could meet anybody's prices, and that we should keep our eyes open for bargains."

"Is that so? Isn't it great? I've always traded with Simpson, although he has never offered bargains, because he was so reliable and kept such good things, but now, if he is really going to give us some low prices, it will be simply grand." The two friends parted in sweet anticipation of the slaughter to come and their own prospects of loot.

The war was on. Jenkins, the new man, had newly made signs in front of his store every day giving lists of tremendous bargains. Simpson felt a little too high-toned for that, but did have beautifully arranged piles of goods in his show windows with neatly lettered cards telling what opportunities there were for low prices.

Women would go to Simpson's, order what bargains attracted them there, and then across the street to Jenkins' to gobble the bait there. Business hummed in both stores. For a while all was well; both men simply shaded prices a bit with the idea of recouping their profits in a larger business; but, strange to say, after a few days, almost all the sales seemed to be of the articles offered as special bargains at a ruinously small margin of profits. Simpson noticed the absence of many familiar faces—those people who cared more for reliable goods than for bargains; the quiet, well-to-do women who liked to shop in peace and know what they were getting. When Simpson's store became a battleground, these women, his best customers, began to leave and purchase elsewhere. Still, Simpson was apparently doing a hundred per cent. more business than ever before when the salesman of the Blank Canning and Packing Company came to sell him his annual bill of goods. The Blank Company put up a very fine class of goods and they had been favorites with Simpson's high-class trade.

Seeing the apparent prosperity of Simpson, he felt that he ought to land an order about twice as large as usual, and was greatly surprised when Simpson said that he wanted only twenty-five per cent. as many cans as he had the year before. "Why, how is that?" said the salesman. "You seem to have at least twice as much trade as you had a year ago, and yet you order only one-quarter as much from me."

"It's this way," said Simpson, "I'm in the midst of a war with the man across the street and I must have canned goods which I can cut prices on. Your goods are too good and cost too much for that, so I have just ordered a big lot from Smith, Brown & Jones under a special label. These goods are very cheap and I can sell them for just half of what I must get for goods with your label. I need some of your goods for the people who ask for them and will take nothing else." "But," said the salesman, "Smith, Brown & Jones isn't a first-class house, and you know it." "Of course I know it, but I can't help it. I must offer bargains, tremendous bargains, and when women are on a bargain hunt quality doesn't cut so much ice."

"Better cut it out now while you can," said the salesman. "Let the other fellow catch the bargain-hunters and you keep after your reliable trade." "Can't do it," said Simpson; "I'm in this fight and I'm going to fight it to a finish."

And so the merry war went on. On one side of the street, "Six cans of tomatoes for 18c," and they were real tomatoes, too; on the other side of the street, "Two pounds of best Java Mocha coffee for 35c. with a coffeepot thrown in," and it was real coffee—at least part of it was.

Prices went down and quality went down—down. The traveling salesman with a job lot of goods so poor that the ordinary reliable grocer wouldn't have them on his shelf could be sure of selling on one side of the street or the other. Standard brands of canned and package goods remained on the shelves and cheap substitutes filled the counters, show cases and windows, bearing price labels of wonderful cheapness. The crash came finally. Jenkins advertised a slaughter sale at prices less than cost, and when the sale was over Jenkins was down and out.

Simpson survived the wreck because his years of steady, reliable business had given him a fairly good bank account. Simpson won his fight, but about this time Mrs. Miller met Mrs. Scott in a grocery store some little distance from the scene of our war. "What," said Mrs. Miller, "do you trade here? I thought you were a customer of Simpson's." "I thought you were, too." "I was, but it got so awful there that I couldn't stand it. The clerks were always trying to shove off some cheap bargain on me, and I had to fight my way to the counter to get anything." "Yes, and when I thought I was getting some tremendous bargain Mr. Scott would say, 'What in the dickens is the matter with this coffee?' or 'These canned peas are rotten—where do you buy this junk anyway? Don't you have enough money to get decent things to eat? If Simpson doesn't sell them any more go to someone who does.'"

Such is the story of the war of the grocers. One general was slain and the other grievously wounded. Many followers of both leaders were more or less injured, and many more deserted.

Simpson is still running his store, and a model store it is now. He has got back most of his old trade and a good deal of new trade. He is prosperous again but it was a long hard struggle to get back where he was when the war began. I should hate to be the drummer to offer him a bargain lot of second-rate substitute goods. He has been bitten by that flea once.

HINTS ON SALESMANSHIP.

The cultivation of a good memory is necessary to good salesmanship.

A good memory means remembering what we should at the right time.

The first requirement to have a good memory is concentration—attention—on what we desire to remember.

The most useful book for a grocery salesman to concentrate his attention upon is his price list.

A real, earnest endeavor to become familiar with costs, prices and qualities brings the best reward. It gives the salesman confidence in himself and confidence in his merchandise.

It pays to be thorough, to take a real live interest every day in the line you are selling.

Thinking out new plans, keeping posted on advances, declines and new goods varies the pleasure of selling goods. It is the salesman who enjoys his work who beats the man who works because he is obliged to—who takes work just as it happens and who always has to be told how.—J. C. Rahning in Inland Grocer.

What to Do Next Month

June represents in a grocer's routine the period of many actual changes and alterations, which is due to the fact that the city folk are leaving for the country in large numbers and the grocer in the country must make preparation for the additional influx of trade which this invasion of their rural domain brings with it. In the city the problem presents itself chiefly in the form of how to get more business to make up for the loss which he sustains by his customers transferring their trade to the grocers at the watering places and resorts.

Get Hold of New Customers.

There are various ways of accomplishing this end, but it must be remembered that to achieve the best result special effort must be put forth. Sometimes where it is customary to take orders the salesman can substitute a new family on his list which may be remaining in the city for those whom he has lost by their withdrawal to the country, in other words, if it is customary for the order-taker to call, say, upon twenty customers in a day, let him keep up this number, where possible, calling on a new

With these special personal efforts a small advertising campaign could be indulged in, which is always sure to bring its good results, and the publicity thus gained will remain an asset to the grocer.

Get Ready for the Fruit Season.

June is essentially a fruit month, and especially a strawberry month. The ability to buy this fruit or any other fruit at an advantageous price remains with the grocer, and if he can make a particularly good deal and get into the market first he will find his receipts will amply repay him for his efforts. It is not necessary to comment upon the usefulness of window displays which always are without speculation insofar as the beneficial results accruing therefrom are concerned.

Some grocers in the city have a country delivery, and in this way they retain



MODERN STORE INTERIORS—ONE OF THE DEPARTMENTS OF R. HIGGINS & SON.

Whilst the grocer cannot in many cases hope to retain the same volume of business he can greatly augment his income if he puts forth a little effort to reach new customers and in this way the new business which he finds if he knows how to retain it, will continue with him during the whole season, and in this way the total volume of his business for the year will be greatly enlarged.

family in place of each one of the old ones which he loses.

It is always a difficult matter to get new business, but sometimes the business can be started in your direction by a few specially good lines at a price which renders them attractive, and once you get them started it is not so difficult to hold them and then you have a new customer.

the trade which they would otherwise lose if this enterprising feature of their business was absent and in these watering places there is always an opportunity of getting new customers, as many of the people may be going there for their first season, and have had to discontinue their connection with their grocer in town if he has no out-of-town delivery, and if they can be approached

when they first arrive, the chances are good for the first one who solicits them. Certainly the problem which presents itself to the city grocer is much graver than that which confronts his country confrere, although he also may feel a slight depression during the months of July and August, owing to a certain amount of holiday tripping, but generally the losses which he sustains in this way are compensated by the advent of the city folk, who, as a rule, are a source of no small revenue in most country towns.

For the Country Grocer.

In the month of June the country grocer should have his store cleaned and brightened up, generally, and should be alive to the change in the character of foodstuffs and the grocer should always remember that it is better to anticipate these changes sufficiently early rather than have his customers come in and call for them and then have to dig them up from beneath a pile of unseasonable goods.

Nowadays, when the country stores are daily increasing the variety of their stocks, owing to the more complex character of their customers' wants and requirements, many things which might have been formerly thought incompatible or inharmonious with their business, are eagerly grasped as they may present a means of enhancing their revenue.

How About Refreshments?

In many places a very paying adjunct to a grocery may be established by opening a soft drink and ice cream parlor. The margin of profit in this line of business is very good, and if properly managed the results of the venture will be found to be highly gratifying.

As may be done by their city brethren, the preparation of specially appetizing picnic hampers are sure to find ready customers. In many ways it is possible to cater to this tourist trade, which generally is more lucrative than the ordinary, as people are always more liable to buy things when they are holiday making.

It sometimes occurs that a special community may produce a particular product and the wise grocer will take advantage of this fact to load up the city folk well with it before they return, generally effecting the sale at a good profit. As an example, I might mention those parts of the Eastern Townships where specially fine maple sugar is produced. The fame of this locality for the excellence of its maple sugar is so great that numberless people who visit it in the summer months take home with them some of this toothsome product.

Look After the Wedding Business.

The fact must not be lost sight of that June is designated by arbitrary custom

as the month of matrimonial adventures and that the bride at the head of her own household is a good prospect for future revenue if her favor can be cultivated.

The festivities incidental upon these events are sure to result in the additional expenditure of money in the home, and any special attention which may be paid to their wants will be appreciated by the customers. Last, but not least, perhaps, it is the month of the year which brings with it so many bright things that the appearance of the store should be assiduously attended to and everything made to look bright and clean.

A WELL-ARRANGED EQUIPMENT.

The engraving on the opposite page gives a good idea of the up-to-date equipment and arrangement of the store of R. Higgins & Son, Toronto. Unfortunately it was impossible to photograph the whole store. This view shows practically only half of it, the department on the right being almost as large and just as tastefully fitted up as the section of the store shown. Mr. Higgins carries a large stock of potted and cut flowers, and has lately begun to supply floral designs for weddings and funerals. The store is always bright, is as clean as a grocery well could be, and attracts a high class of trade.

GIVING ADVICE.

"I know how to run my store. I don't want to be told what to do," said a merchant, referring to the advice given by trade papers.

A great engineer was constructing a bridge. He was confronted by a difficult problem, and he had worried over it day and night, without reaching a satisfactory solution. One day a small boy, watching the engineer puzzling over his plans, suggested that he do so and so. It was a simple suggestion from a humble source, but instantly the engineer saw its practicability and adopted it, with necessary modifications.

A noted landscape painter used to make it a custom to invite criticisms from the unlearned. He said he frequently got valuable points from people who knew nothing of painting.

A great manufacturing concern in the east offers cash prizes for suggestions from its employees, and many of the thousands of suggestions which are made every year have proved of value.

No one man is omniscient. No one man knows everything. No one man can afford to slight suggestions and advice. What if he does know how to conduct his business? Is there absolutely no room for improvement? We think the best conducted business in the

world might be improved somewhere. No two minds work exactly in the same channels. Two men of equal ability, struggling with the same problem, will reach conclusions which involve different methods. If they compare they discover that both have decided on advantageous things, and the two may combine to benefit the plans.

When we suggest our advice, we do not mean to hint that the readers are deficient in knowledge or understanding or experience. On the other hand they may be successful and prosperous and wise and skilful. But is it not possible that they have overlooked some particular point which would prove beneficial to try? We think so.

Then, it must be borne in mind that the trade papers' advice is prepared for a large number of people and that its readers are not all alike. What may be good for one man may not fit the case of another. Do not refuse the good simply because something in it is not advantageous for you. And, supposing there is a merchant who understands his business so thoroughly that no advice obtainable through the columns of his trade paper can benefit him.

That is not all the trade paper contains. There are other departments where he may graze to advantage. There are news items of interest, gleaned from all sorts of sources. He learns there what experience can not give him—what the state of the market is, what output may be, what conditions are in trade centres.

With every deference to the skilled and able merchant, we believe that advice is a good thing for all. If it does not suit your particular conditions, you are under no obligations to adopt it. If it might do you good, it will do you no harm to try, and much of it is prepared by men who have experienced the fortunes of merchandising and know the trials, the difficulties and the dangers. The trade paper is prepared with a special desire to cheer, to benefit, to assist and to widen the scope of the merchant.—Oregon Tradesman.

HOW TO KEEP POTATOES.

An experienced grocer, who has had considerable trouble in keeping potatoes from rotting as a result of dampness, hit upon the following method, which he declares to be successful:

Place a soap box in each corner of the cellar half full of lump slacked lime. This absorbs the moisture which would otherwise settle on the potatoes and cause them to rot.

A trial of the foregoing plan would do no harm and might result in the saving of considerable money.

HELP THE RETAILER.

A revision of Goldsmith's "Deserted Village," to suit the needs of the twentieth century community, appears herewith, reproduced through the courtesy of the Iron Age of New York. Read this story and laugh if you like, but remember that there is a big substratum of truth beneath it all. The mail order houses in the big cities are undermining the business of local retailers in a serious way.

The press must in its own interest take up the battle for the retailers. Its prosperity depends directly on the prosperity of its own business community. Reduce the profits of the local trade and you reduce the available support for the local newspaper proportionately.

Education is the remedy. Use your columns to prove to the public that buying at home is more profitable than spending money in a distant city. The public doesn't see this fact now. Its eyes are blinded by the glittering array of fancy prices in the mail order catalogues. But show that in the long run the home price, though it may appear higher, is in reality lower than the mail order price and the public will begin to see things differently.

In this educative campaign a reproduction of "The Deserted Village" will do good. Write in to The Canadian Grocer for an electro at cost price, and run it in your paper. It will be read by every reader of your paper and will set them thinking. It will please the retail trade in your town and strengthen your hold on your advertisers. In fact it will be a profitable move for you.

Send your reporter out among the trade to look up facts and figures. Secure copies of mail order catalogues, compare prices and tabulate results, and we are much mistaken if you do not discover that in the end, you will be able to make out a strong case for the local merchant. Several papers have done this. Some give space to a discussion of the problem every week and these are the papers that are making good in the advertising department.

It is the ignorant salesman who is timid, who does not remember what to say at the right time, or, if he does, is afraid to mention the article because he is not posted.

The man who is posted on his line has the feeling that he has something that will benefit others, and he goes after his customer with an enthusiasm that wins.

A Deserted Village

Copyright, 1907, by The Iron Age.

Tom Plowman lived on a section farm
Not far from a prosperous village;
He worked late and early and calloused his palm,
But thrived by industrious tillage.



He saved up some money and stood very well,
His luck would have lasted for all we can tell
If he never had heard of Chicago.



One day a big catalogue came through the mail
That told of a wonderful heater;
The figures were tempting, Tom swallowed the tale.
Says he, "Mr. Merchant's a cheater.



His profit must be near a hundred per cent,
I'll just call his bluff and unless he'll relent
I'll order a stove from Chicago."



So he drove to the village and entered the store
With an air that was lofty and knowing.
Says he, "Mr. Merchant, please tell me once more
The price of that stove you were showing."



"Thirty-five, cash or credit, the best one in town."
Tom turned on his heel and went out with a frown,
And sent off a check to Chicago.



He bragged to his neighbors and they in a trice
Sent away for whatever they needed;
They often were stuck, but they got a low price,
Which, of course, was the one thing they heeded.



The merchant soon failed and sold out his store,
And this was the notice he left on his door:
"Gone to look for a job in Chicago."



Tom's mail order stove didn't work very long,
But no one in town could repair it;
At last he was forced to admit he was wrong,
His neighbors weren't slow to declare it.



With no stores there was no one to buy or to sell,
The drummers stopped coming, they closed the hotel,
'T was surprising how quickly the town went to—
well
A very long way from Chicago.



The lawyer, the doctor, the editor, too,
They all got cold feet very quickly;
The parson soon noticed the way the wind blew,
He left, for his children were sickly.



At last Tom decided to sell his old farm,
But no one, he found with the greatest alarm,
Would buy one so far from Chicago
When blank desolation stared Tom in the face



His courage grew weaker and weaker,
Till he made up his mind to get out of the place
And go on a jaunt as home seeker.
So he put on his overcoat, packed up his grip,
Says he, "I'll be giving my neighbors the slip,
For I must be off to Chicago."



When he got to the station to Tom's great surprise
He found it deserted and dusty,
Inhabited only by spiders and flies,
And the siding was crooked and rusty.



The trains flew by whizzing, Tom waited in
vain,
Says he "Neither merchant nor doctor nor train
Will stop any place but Chicago."



A Modern Grocery Warehouse

By HARRY FRANKLIN PORTER, C.F.

The largest grocer's warehouse in America has recently been erected in Philadelphia, and in addition to being noteworthy for its size, it stands forth as the embodiment of high engineering skill, in design, construction and equipment.

This model building which is shown herewith in process of construction, is for the Acme Tea Company, of Philadelphia, and is to be used as the receiving and distributing centre, and executive offices for their vast system of retail

walls of brick carried on concrete beams. Windows have metal frames and sashes, glazed with wire glass; doors are metal clad and all openings of the loading platforms and driveways are guarded by rolling steel curtains. The body of the building is thus as fireproof and decay-proof as modern engineering skill can devise. To further protect the building, and more especially its contents, and to secure the absolute minimum insurance rate, there is provided a complete overhead, automatic sprink-

building and contents are practically impregnable to fire, and the concrete-steel being the most durable material available to the builder to-day there will be practically no outlay required for maintenance or repairs, and no depreciation. The meaning of these facts in dollars and cents may well be appreciated.

The Machinery Equipment.

The building is equipped with a complete power and lighting plant, located



THE ACME TEA CO.'S NEW WAREHOUSE IN PHILADELPHIA.

grocery stores, about 175 in number, located in every part of the city. It is eight stories above ground and one below, fronting on N. Fourth Street, Willow Street, York Avenue and Noble Street, covers 30,000 square feet and has a total floor area exceeding six acres.

Concrete-Steel Construction.

It is of concrete-steel throughout—columns, beams and floors, with panel

ler system, fed by a 45,000 gallon tank on the roof. Connected with this tank by powerful fire pumps, is a 100,000 gallon reservoir in the basement, which is fed from the city mains. Each floor is also equipped with fire hose throughout, and a complete fire-fighting outfit is provided on the roof for the purpose of extinguishing possible fires on adjoining properties. Protected thus, both

in the basement, the floor of which, being eight feet below water level, necessitated special measures to make thoroughly water tight.

There are also complete refrigerating and coffee roasting plants. To handle the goods both in receiving and distributing, the building is equipped with fifteen fast running elevators, operated electrically. These elevators are ar-

THE CANADIAN GROCER



LARGEST GROCER'S WAREHOUSE IN AMERICA—SHOWING PROCESS OF CONSTRUCTION,



ACME TEA CO.'S WAREHOUSE—SHOWING STEEL AND CONCRETE CONSTRUCTION.

ranged in groups of three each, enclosed in fireproof towers and guarded by steel doors of the Jackknife type, folding upwards, thus requiring minimum room.

Shipping Facilities.

Throughout the York Avenue side of the building on the ground level, is a stone-paved driveway, 30 feet in width by 200 feet in length, unobstructed by columns, protected with rolling steel shutters between the exterior columns, which may be closed in stormy or wintry weather, thus giving a warm dry space for loading and unloading wagons. The main portion of the first floor is 3½ feet above the driveway level and thus forms a platform for the wagons.

To receive shipments, a siding from the Philadelphia and Reading R.R., Willow Street branch, extends right

of saw-tooth skylights. On this floor, also, are two large fireproof vaults, for safe-keeping of the records, etc., and a large well-appointed lunch room where all employes are served at noon hour.

For the engravings and information concerning this building we are indebted to William Steele & Sons Company, of Philadelphia, who were the architects, engineers and constructors.

THE WORLD'S MATCH DEMAND.

The civilized nations of the world strike 3,000,000 matches every minute of the 24 hours. Nearly one-half of these are ignited in this country. Americans use up the enormous total of 700,000,000,000 a year and have a larger match bill than any nation in the world.

Hundreds of factories over the country are engaged in this industry. Some of

Seldom is the little splinter tipped with sulphur, or some other substance to be ignited by friction, given even scant mention in the consideration of the depletion of the world's finest forests, yet the manufacturers of these little fire sticks are as much concerned over the timber supply question as any other class of men engaged in an industry whose welfare depends on the use of forest products.

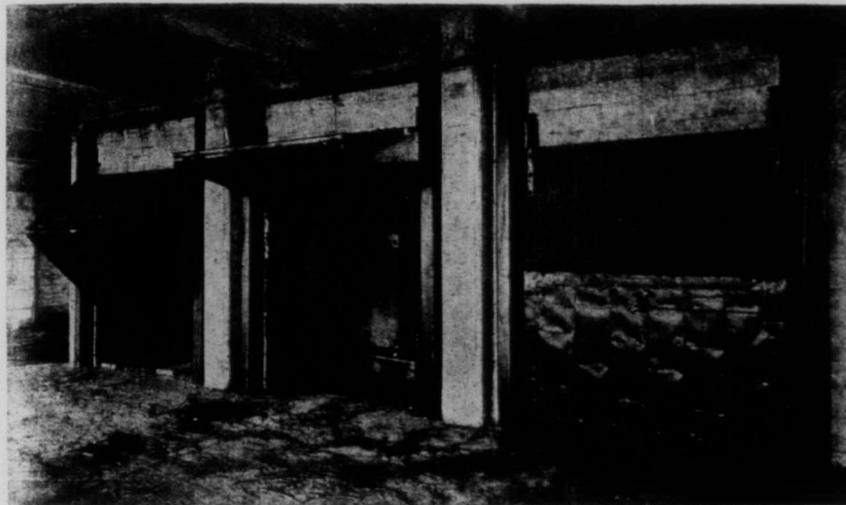
It might be supposed that because matches are small the makers of them would utilize scraps and left-overs. This is never the case; matches are not by-products. The match machine takes the finest timber and what it rejects goes to the by-product yard and the by-product end of the match business becomes the largest end, so far as bulk is concerned. Among the by-products turned out by the large Pacific coast factory just mentioned are 1,000 doors and 800 sashes daily.

As a matter of fact, it would be impossible to carry on the match business at all at present prices if the rejected lumber were not worked into something else. The room where the matches are made is frequently the smallest department of a match factory. The larger portions contain the sawmills.

Matches are manufactured in many ways and with numerous kinds of machines, and for that reason a description of an operation in one factory would not apply to another. Nearly every manufacturing company has machinery made specially for its use and covered by patents and it also employs processes discovered or devised by its own chemists and mechanics, and kept secret to prevent rivals from obtaining and profiting by them. A single machine has been known to turn out 177,926 400 matches in one day—boxed and labeled ready for shipment.

Some matches are shaved with the grain from sawed blocks, some are cut both ways by saws. In some factories the blocks are boiled to make them cut easily. By some machines a boiled or steamed log is revolved on its own axis and a shaving—the thickness of a match—is cut round and round. This shaving is at the same time cut into lengths and split into match sticks. There is hardly a limit to the varieties of methods employed.—Commercial Bulletin.

A Delphic response. "It's hard," said the sentimental landlady at the dinner table, "to think that this poor little lamb should be destroyed in its youth just to cater to our appetites." "Yes," replied the smart boarder, struggling with his portion, "it is tough."—Congregationalist.



ACME TEA CO.'S NEW WAREHOUSE—CONSTRUCTION OF ELEVATOR DOORS.

through the Willow Street end of the building, on the level of the driveway, but at right angles to it. This is carried on the reinforced concrete floor. Throughout the length of this side of the building, door openings extend from column to column, provided with steel rolling shutters. This enables almost a train of cars to be unloaded at one time.

The goods, as received, are carefully inspected and sorted on the first floor, being distributed for storage throughout the various floors.

The building is equipped with two spacious fireproof tower stairways, and ample sanitary toilet rooms for male and female employes on all floors and spacious locker rooms.

A passenger elevator runs to the 8th floor, on which is located the executive offices, made especially light by a series

of the plants are very large, one on the Pacific coast covering 240 acres, with 32 miles of railroad which supplies the match machines with 200,000 feet of sugar pine and yellow pine logs a day.

A statement of the number of cubic feet of wood which actually is converted into matches each year would convey only an inadequate idea of the number of trees required for the industry.

For the manufacture of the match the best grade of wood is necessary. Sapwood, knotty or cross-grained timber will not do. This makes it necessary to search the best forests and pick out the choice tree only, and nothing but the choice portions of the choice trees go to the match machines. It may be seen that the lumberman sweeps over a wide area in search of suitable timber to feed into the match machines.

Some Advertising Problems

Suggestions for the Grocer in Country and Suburbs—Further Chats on Some Specimens—Conducted by W. F. Ralph.

It is conceded by most advertisers that the newspaper is, by long odds, the best medium in which a retailer may effectively talk to his public. But what of the retailer who has no newspaper at hand in which to advertise?

This is a problem which is faced by a considerable number of Canadian Grocer readers.

A store may draw its trade from a large, but scattered, population. There are many such stores in Canada, which form the nucleus of a small hamlet—almost large enough, in some cases, to be termed a village, yet not large enough to support a local newspaper.

Advertise they must, if such stores are to prevent a good deal of their trade from escaping to stores farther afield in larger places.

The newspaper published in a town several miles away may circulate among a certain number of such a store-keeper's customers, but probably not by any means the greater part of them. Perhaps the greater part of them read only a weekly paper published in one of the larger cities.

In the first case, were our storekeeper to take space in the paper taken by a minority of his possible customers he would be paying rates for a great deal of circulation which is of no use to him. In the case of the greater part of his possible customers who take only the large city weekly the same objection arises in an infinitely larger degree.

The Country Merchant's Dilemma.

What must he do? This was the question put to The Canadian Grocer a little while ago by a subscriber whose case was similar to that of the storekeeper above mentioned.

I have in mind at the present time a small village of two or three hundred population situated in the midst of a fine agricultural district. About twelve miles east of this village is a city of ten thousand people, where two daily and weekly newspapers are published. And about twelve miles south is a town of four thousand people where two weeklies are published.

Here are four papers which have more or less of a circulation among the natural storekeepers of the village, carrying the store news of other stores more or less completely among them. But if the merchants of that village—and there are six or seven stores there—were to

advertise in all four of these papers, they would not, even then, properly cover their natural field. The cost of so doing would be prohibitive anyway. The trade of the village merchants is more or less casual at the present time because even the farmers within a half-mile of it save all their larger purchases for one or other of the larger towns to which they make a regular trip for selling, as well as buying, purposes.

Although it is hardly to be expected that the village merchants would, in any event, receive all the trade of farmers within two or three miles, it is reasonable enough to suppose that they could get considerably more of it than they actually do, were they to advertise for it.

But how to advertise?

Two Solutions Suggested.

There are two solutions. One is, that the merchants of a hamlet where no paper is published, persuade the publisher of the nearest or otherwise most available newspaper, to issue a special edition containing news of the locality and local advertising, and endeavor to work up a circulation for it among the population contiguous to that hamlet. The other solution is, informative circulars issued and distributed periodically.

The first plan is a very good one if it could be carried out. But unless the expense of drumming up a fair circulation for the special edition was considerably less than the advertising and subscription revenue from that special edition, it would be impossible. But the scheme is, nevertheless, quite feasible in many cases.

Periodically issued circulars seem to be a very good plan for the hamlet unserved by the press. If the circular is carefully gotten up, contains trade-inducing descriptions and prices, is well printed and gets into the right hands, it ought to bring business.

In a circular plan, the problem of a good delivery looms fairly large. A trustworthy boy on a bicycle seems a feasible, as well as an economical plan of delivery.

For the Man in the Suburbs.

A grocer who carries on business in a suburb of a large city is somewhat similarly situated with regard to advertising as his brother of the small village.

The suburban grocer has to cope with the large down-town department stores who can afford to use expensive space in the city daily, because they draw trade from all parts of the city instead of one corner of it.

Few suburban stores can afford daily newspaper space because their operations are necessarily restricted to their own suburb. An ad in the daily would, doubtless, reach many of their customers, but the rate charged would be for the entire circulation of the paper, most of which would be quite useless to them.

Therefore, in the suburbs of large cities, circulars are frequently resorted to by grocers with considerable success.

An Attractive Circular.

One of the best of these suburban circulars that has yet reached the Canadian Grocer is from J. Skelton's "Maple Leaf Grocery," 2012 Queen St. East, Toronto.

It is a neat four-page pamphlet. The cover contains the title: "The Maple Leaf Cash Grocery. J. Skelton," and the address, a half-tone of the store front, with delivery sleigh drawn up to the curb, all of which occupies the top half of the cover. The bottom half is occupied by the following captions, neatly arranged:

Not "How Cheap," but "How Good."

Quality the first consideration. Nothing too good for our customers.

Prices as Low as Any Regular Prices Anywhere in the City.

Full Weight, Full Count, Full Measure.

Satisfaction Guaranteed. Prompt and Attentive Service

Orders Called For and Delivered Promptly.

A Trial Order Solicited.

The second page enumerates a few specialties. The third page is headed with this caption: "Next after quality comes price economy. Do these prices interest you?" Then follows a number of staples with prices attached. The back page gives a crisp talk on the store's history and policy. All the way through, this circular is a model production, well calculated to pull business.

L. B. Cochran, of Medicine Hat, Alberta, has sent in a circular which he

says brought him direct results from people who were not regular customers. As it thus performed the main function of advertising it must possess merit. It is printed on a sheet of blank note paper, headed, "New Goods Just Placed Into Stock at Cochran's." It then goes on to state that Mr. Cochran has just received a large consignment of fresh vegetables, etc. There is only one priced item on the page.

This circular strikes us as being a trifle uninteresting. The subject of it could have been made much more of with ease. There seems to be very little "ginger" in it. We fancy that three or four more priced items accompanied by appetite-creating descriptive paragraphs about the newly arrived dainties, would have brought in better results. The matter on the circular is of almost too general a nature to produce the maximum of result.

It is a well known fact that the mere recital of the arrival of a list of goods doesn't make so great an impression on the human mind as will a few specific items, each dealt with separately. It stands to reason that the more interestingly a fact is stated the more people can appreciate its importance.

Mr. Cochran tells us that his advertising in the newspapers has not been a success, while his circular brought in results. May we venture the opinion that perhaps his newspaper ads were of too general a nature? A newspaper ad designed to sell groceries must interest the reader personally. There must be something in it to appeal to his desire. A generality on quality and right prices can hardly be expected to pull very hard. The ad must deal with specific offers at specific prices for specific reasons. That's the only kind of an ad which really pulls hard.

What About Quoting Prices.

C. T. Farmer, of Perth, Ont., doesn't believe in quoting prices in every ad. He mentions the fact that in many of the smaller places farmers come into town peddling apples, potatoes, etc. If you are advertising these articles at a certain price, the farmer can cut under it, telling the people that his goods are the equal of yours, although the price is lower. Whereas if you are not advertising prices on these goods the people are not so easily persuaded that they are getting a bargain from the peddling farmer.

This seems to be a point well taken. But the price-quoting rule is none the less sound for an occasional exception, as Mr. Farmer readily agrees.

Some Ads From Perth.

We have several times had occasion to commend Mr. Farmer's excellent ads, and the batch just received is no excep-

tion. Mr. Farmer invariably uses small space and makes the best possible use of it. In fact, some of his ads—the one headed "California Celery," for instance—is worthy of larger space, if by so doing it would be seen by more people. This ad is really excellently worded. It has a "swing and a ring" to it which convinces. The set up on Mr. Farmer's ads is about as good as could be expected in such limited space (3 inches).

Some Helpful Hints.

A. Girard, jr., of the Co-operative Grocery Co., Montreal, sends in an ad which suffers considerably from overcrowding. It is an extremely well conceived and well-worded ad, but the space

CALIFORNIA CELERY

We have been fortunate in securing another crate of California Celery. It is much superior to Florida celery and the price, 2 bunches for 25c., is no higher.

LILY WHITE LARD

Lily White Lard has been our first quality lard for the past 5 years. In that time we have not had one complaint as to its quality. Try a pound at 15c.

POTATOES

Regular supplies of potatoes are now coming to hand. The quality is good, the price 75c. a bushel.

We sell the famous California Seedless Lemons and Oranges.

Apples—every apple sound—Baldwins and Russets by the peck, barrel, or ½ barrel.

Cranberries, Cocoanuts, Cabbage, Dates, Figs, &c.

C. A. FARMER.

Groceries, China, Confectionery & Fruit.

occupied is much too small. The special proposition to sell butter at 31c per pound to purchasers of tea over 30c is worthy of more space. We fancy it would have attracted many more people if it had been given more prominence. But considering the fact that the general price of butter at the time this ad appeared was 35c, the reduced price in itself would probably be attractive, however crowded in with other things.

The layout on this ad is rather confusing, owing to the multiplicity of long lines of small print set solid. The ad would have been much more readable if set in single column style, thus shortening the length of the lines, with headings set across both columns. Three and a quarter inches is long enough for any line of body type; these lines are four inches, set in agate.

The legibility of an ad has a considerable effect on its success. People don't

like to read eye-confusing masses, but something which can be run over with the least effort, which makes it incumbent on the grocer who would have a well set ad to get his copy into the printer's hands in lots of time to receive a proof and correct it to his liking.

ADVERTISING BUTTER.

Started the Career of One of America's Best-known Ad. Writers.

In a recent issue of Profitable Advertising Manley M. Gillam, advertising manager of John Wanamaker's department store, Philadelphia, tells how he became an ad-writer. At the same time he enunciates what he has discovered by experience to be the best way of preparing copy. In essence Mr. Gillam's method is just about what has always been advocated as the most effective one in The Canadian Grocer.

Mr. Gillam says:

Here is my method of working. It requires neither genius nor midnight oil. It comes as naturally as a river flows, or it cannot be first best.

I do not believe in mosaic advertising—painfully built up with polished bits and tediously worked into a thing of cold beauty.

I prefer hot homeliness.

The mission of most advertising is to sell something. The advertiser is in effect a salesman. Not having tone variations and subject to changes to play with, not being able to help the development of that psychological moment and watch for the instant when conditions favor, he must arrest attention and bring conviction without help other than that he puts in the dressing of his subject.

It is now nearly thirty years since I wrote my first advertisement. That story has been told in one form or another at various times, and as I hark back across this generation of effort I see nowhere in my experience an instance that more clearly demonstrates what I consider the right thing in copy-making. If the same problem were before me to-day I would not alter the plan, nor could I improve on the work.

The Story of the Holsteins.

It is the story of the Holstein cattle—the Holstein butter. Mr. William M. Singerly, the owner of the Philadelphia Record, of which I was managing editor, had a prize-winning herd of a hundred or more Holsteins. They were stabled better than most human families are housed—scrupulously clean, fed on ensilage, their milk cooled in spring houses, the cream taken out by centri-

fugal separators, butter made from it in the most approved way.

That butter was put on sale twice a week in Twelfth Street market—at market price—and it didn't sell well. Those who got it might come again, but it simply ranked as "good butter."

"Don't you think you could advertise that butter and make it sell?" asked Mr. Singerly, and I said, "I'll try."

Here was the novice facing a problem. I knew how excellent, how sanitary, the butter was, but I dug deeper. There's a vital point—go to the very bottom of your subject. "What are Holsteins?" I asked myself. Then I read and read. And I found it was the oldest variety of cattle in the world that for more than a thousand years the Holstein had been a clearly defined breed—that the Dutch farmers had housed them in their homes and blanket-ed them on their dyke-bordered pastures for five hundred years before America was discovered. I found a wealth of other things about them, and I quickly decided on three advertisements to be used in the Record alone. "Antiquity of the Holsteins," "Holsteins in Europe," "Holsteins in America," to be set single column width, in old style pica, and, for an eye-catcher in the middle of each advertisement, an outline cut of a prize-winning Holstein cow.

The first advertisement was about half a column long, and not a single scale of an advertising snake appeared in it—nothing but snappy, newsy words of the Holsteins and how they began to cut a figure in the darkest of dark ages—and had been cutting it deeper and cleaner ever since. At the end of the story an agate paragraph said "Butter from a herd of Holsteins will be on sale at Stall No. — in Twelfth Street market at 10 o'clock this morning.

Surprising Results.

At noon not a pound of butter remained. The other two advertisements were written as planned—each about one-half column long. But there was no need for them.

Some time later Mr. John Wanamaker came to the Record office to get "the man who wrote that Holstein advertising." He got him.

I repeat, that nothing emphasizes my ideas on copy-making beyond what a careful weighing of this Holstein episode will suggest. First of all, I tried to master the subject to see why this Holstein butter ought to get favor. Then I tried to use a type and a picture that would arrest attention. My handling of the subject must do the rest.

No matter what the advertising problem, the same process applies to it.

If a business proposition has a right to succeed, there is something of novelty, of peculiarity, somewhere in the background; some feature of special interest that can be used as a peg on which to hang the spirit of the advertisement. That is the point to develop. If there are several of these points, so much the better—if you are doing a series. But for a single advertisement I would prefer a single point. Thrust it forward as you would speak of it to a friend.

I am called upon surely once a week, on the average, by graduates of advertising schools who want advice and help. The glibness with which these visitors name type faces and sizes, and the con-

Florida Celery

Fresh crisp stock, 2 bunches for 25c.

Cranberries

The best quality we can buy—every berry firm—15c. a quart.

Apples

All varieties—Greenings, 25c. a peck—Other varieties 25c. to 50c. a peck. Special prices for bbl. or ½ bbl. lots. Our six varieties of

Mixed Biscuits

at 3 lbs. for 25c. are splendid value. We are still offering 1 pound tins of

Art Baking Powder

for 15c.
4 pkgs. regular 10c.

Bee Starch

for 25c.

C. A. FARMER.

Groceries, China, Fruit and Confectionery. Phone 147.

fidant manner in which most of them say what shape and display an advertisement should have, carries a sad moral to my mind. Such knowledge present only the shell, the husk, of the advertising question—a part that is practically valueless without the kernel of interest that must form the heart of any winning announcement. These visitors are, as a rule, hopeless failures as advertisers—will always be so—and yet a majority of them can talk more knowledgeably of the mechanics of an advertisement than I can.

The "Clothing" of an Ad.

Mind you, I am not meaning to say one word in disparagement of artistic set up and type harmony. I believe in both—pictures, too, very often. But they are the apparel. There must be some-

thing worth the clothing before there is excuse for putting it on. That something is the real advertisement. It is the steam in the engine, the life in the body. It is the vital spark, and it is just what the imitators miss. They mistake the form for the fact.

There is a fearful lot of soulless advertising in sight all the time. It is in the trail of such advertising that the wrecks and skeletons of business are found.

No Belief in Patching.

When I speak of imitators I do not intend to argue for a copyright on expression. Hundreds, maybe thousands, of phrases that I have set going are still on the wing, and I am flattered by the fact. What I do shy at, however, is the work of the mental or physical scissors man who snatches bits of brightness from here and there and tries to patch them together as an original. It is like bedecking a beggar with a hodgepodge of finery; it hurts his alms-getting, and makes him more conspicuously than ever a tramp. On the other hand, a happy turn of thought minted by one mind, if it strikes congenial soil, inspires other pretty word plays, and may even be itself put into a new fabric with credit to all concerned.

The mission of advertising copy is to inspire interest.

"Ho fellows, here's a snake!"

Every boy within hearing is headed for the cry. Strike the right string and it matters little how you strike it—the music will be fetching. Head an advertisement of solid agate with one conspicuous word "Rheumatism" and every sufferer of that sort who sees the page will notice the advertisement and read it.

Belief and Enthusiasm.

Back of all really successful advertising copy is belief and enthusiasm.

I used to hear now and then a preacher who droned on of eternal fires and sizzling souls—with his audience half asleep. Let the weakest sister in a congregation shout "Fire!" because there is a fire, or she thinks there is fire, and something will happen. No odds what the sister wears, or if her voice be full or cracked, her word stirs just the same.

I do not believe in big copy or little copy. I would avoid anything like a monotony of copy. I would no more assign an arbitrary amount of space to the protean interests of a department store than I would to the news of a city. Everyone connected with a newspaper knows how news values fluctuate. Half a dozen pages for "locals" may

be too few one day, two pages may be too many another day. It is best to err on the side of condensation in advertising as well as in news.

NEWSPAPERS AND MERCHANTS.

If it is true—and it certainly is true—that the modern newspaper would find it hard to exist without the advertising of merchants, it is no less true that the modern merchant can not get along without the newspaper. The merchants of any locality and the newspaper publishers of that locality certainly have mutual interests.

This fact is becoming recognized more and more every day. Consequently it is only natural that the newspapers should spend some considerable thought on how the advertising copy of their patrons can be improved and made more resultful.

The following article, entitled "How to Write Retail Advertising Copy" is one of a series which has been published in the columns of the Toronto World. It is well worth reading.

HOW TO WRITE RETAIL ADVERTISING.

By Herbert Kauffman, in the Toronto World.

A skilled layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks.

The skilled advertiser works with small words—they fit into more minds than big phrases.

The simpler the language the greater certainty that it will be understood by the least intelligent reader.

The construction engineer plans his roadbed where there is a minimum of grade—he works along the lines of least resistance.

The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high level thinking.

Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression it looks as much out of place as a ball dress at the breakfast table!

The buying public is only interested in facts. People read advertisements to find out what you have to sell.

The advertiser who can fire the most facts in the shortest time gets the most returns. Blank cartridges make noise, but they do not hit—blank talk, however clever, is only wasted space.

You force your salesmen to keep to solid facts—you don't allow them to sell mudlin with quotations from Omar or

trousers with excerpts from Marie Cor-elli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship.

Cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk.

Sketch in your ad to the stenographer. Then you will be so busy "saying it" that you will not have time to bother about the gewgaws of writing. Afterwards take the typewritten manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the

Maple Syrup.

We have now on hand a quantity of first quality pure Maple Syrup. Let us sell you your supply at \$1.00 per gallon.

Smoked Herring

Cooked, ready-to-eat. Put up in 25c. glass-covered boxes containing about 2 doz. boneless, skinless Fish with head and fins removed. Try a box.

Cranberries

Fine firm stock. Every berry sound. 15c. per quart.

California Celery

Crisp solid heads—2 for 25c.

Apples.

Every one sound, prices 25c. to 50c. peck. Special rates for bbl. or 1/2 bbl. lots.

C. A. FARMER

Groceries, China, Fruit and Confectionery. Phone 147.

end is all that really counted in the beginning.

Cultivate Brevity and Simplicity.

"Savon Francais" may look smarter, but more people will understand "French Soap." Sir Isaac Newton's explanation of gravitation covers six pages but the schoolboy's terse and homely "What goes up must come down" clinches the whole thing in six words.

The reader must be searched out by the copy. Big space is cheapest because it doesn't waste a single eye. Publicity must be on the offensive. There are far too many advertisers who keep their lights on top of their bushel—the average citizen hasn't time to overturn your bushel.

Small space is expensive. Like a one-flake snowstorm, there is not enough of it to lay.

Space a Comparative Matter.

Space is a comparative matter after all. It is not a case of how much is used as how it is used. The passengers

on the limited express may realize that Jones has tacked a twelve-inch shingle on every post and fence for a stretch of five miles, but they are going too fast to make out what the shingles say, yet the two-foot letters of Brown's big bulletin board on top of the hill leap at them before they have a chance to dodge it. And at that it doesn't cost nearly so much as the sum total of Jones' dinky display.

Just so one ad, well written and attractively displayed continuously every day or every other day, for a year in one good newspaper, will find the eye of every reader, no matter how rapidly they may be "going" through the advertising pages.

ADVERTISING.

It is impossible to place a marked dollar in advertising, trace all its evolutions in the business world and finally sum up its effect upon the income side of the ledger. That's why, it requires nerve for some inexperienced advertisers to invest money without being able to see the day when the money will be returned with profit.

With the experienced advertiser it is different. He knows that advertising pays, although it may not pay every Saturday night. By consistent and persistent advertising he continues to roll up business with a steadily increasing velocity. The only uncertain part about his advertising profits is the ultimate limit to which profit may pile up. But that's the one uncertainty that pleases because of its uncertainty.—Trade.

DON'T BOTHER HIM.

Some local merchants—no, call them storekeepers, because they keep store—merchants advertise, do business, are wide awake—are like the fellow who was dozing in his store one day when a little girl with a pitcher appeared in the doorway and asked for a quart of molasses. The storekeeper yawned, stretched himself, half opened his eyes, and then, in an injured tone, said: "Ain't there nobody in town that sells molasses but me?" Cobwebs, ancient goods—say you'll never find that fellow's name in a newspaper only in an insolvent notice or a sheriff's sale. He wouldn't be missed if he were buried. Don't bother him!

A. Shamass & Son, grocers, Blind River, Ont., are erecting a fine new store building. It will be 52 feet deep and 2 stories high, with a 46-foot frontage.

Grocery Window Dressing

EXAMPLES OF ATTRACTIVE DISPLAYS FROM DIFFERENT SECTIONS.

The ability to dress attractive grocery windows is certainly not confined to any district in Canada as the photographs reproduced herewith are an evidence. The importance of this branch of the grocer's business is coming more and more to be recognized and with this an improvement is taking place in the artistic and trade-drawing features of the Canadian grocery window.

The four specimens here reproduced are pretty good specimens of what may be done with different classes of goods under different circumstances.

A Window From Fernie, B.C.

Window No. 1 comes from Fernie, B.C., and is one which came nearly winning a prize in The Grocer's Christ-

covering on the floor lending a touch of daintiness to the whole window.

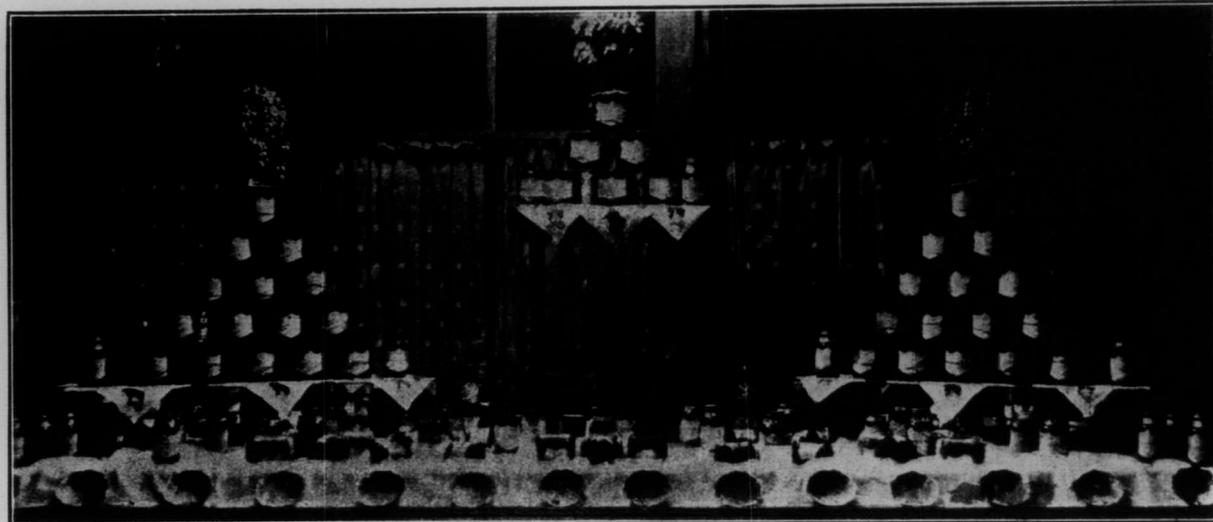
The tissue paper napkins as they are arranged on the glass plates and the table in the centre help to take away a touch of stiffness which might otherwise be present. The row of china along the window front was another good idea.

A Fruit Window From Guelph.

Window No. 2 comes to us from Guelph, where it helped to sell a few extra orders of goods for Wesley Fielding during Easter week. The window was dressed by Wm. McRae. As will be noticed, it is a display of fruit and flowers with a few vegetables thrown in as an incidental suggestion. In this case

Campbell & Co., Montreal, last fall, gives an excellent suggestion regarding this kind of work.

The business of Campbell & Co. has since the photo was taken, been taken over by Kingsley Harrison, who is doing some good work with the windows himself. A correspondent writes regarding this window: The front of this window was composed entirely of ferns, and behind on a higher level were arranged boxes of orange meat. The main centre piece of the window was also its chief attraction, being a huge fancy basket laden with fruit. The back of the window was made up entirely of bags of Ogilvie's flour. The sides and back of the whole display were enlivened by



AN ATTRACTIVE WINDOW FROM FERNIE, B.C.

mas competition. It was shown in the grocery department of the Fink Mercantile Co., of Fernie some time last year and no doubt proved very attractive. This window, in a good many points, brings out the principles adopted as authoritative by those who know how in window-dressing. In the first place, it shows only one or two lines of goods and there is no confusion. Again, there is not too much in the window. The pails of jam and bottled goods are remarkably well arranged with no suggestion of overcrowding. One of the best points of all is that everything is scrupulously clean, the white

the dresser has followed the "mass" plan and filled the window with the goods he wished to display. In some cases this may be advisable but in our opinion it tends to make the window look overcrowded and take away the tasty effect which could be obtained by using fewer goods. Mr. McRae tells us, however that this window did the work in bringing people in and inducing them to buy, so it must be alright.

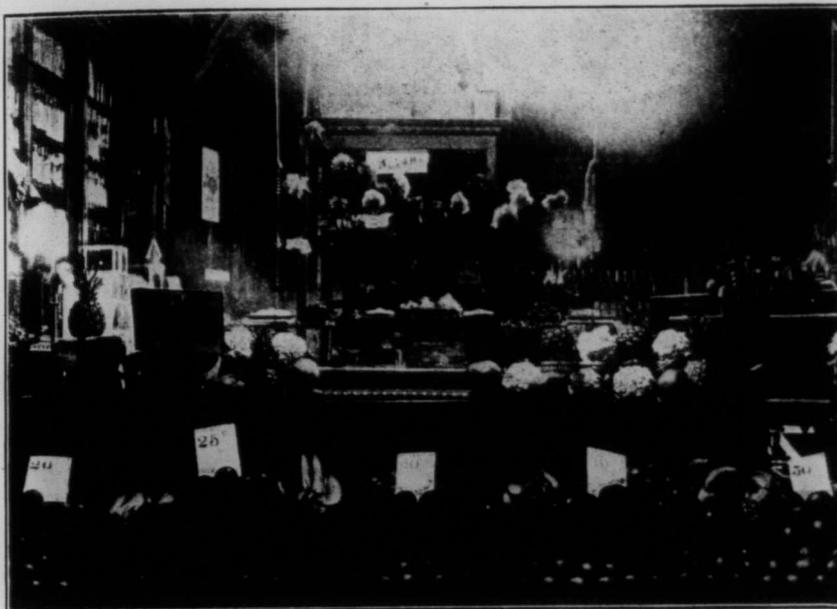
A Montreal Cereal Window.

While the early summer isn't perhaps the best time to display cereals, window No. 3, which graced the store of P.

flowers and sheaves of grain. The top of the window was made of white and red ribbons arranged on a light wooden framework and electric lights greatly added to the beauty of the evening scene.

The doorway entering beside the display window was extended by plants and grain into a very attractive archway.

The business returns were of such a nature as to leave Campbell & Co. amply repaid for their work and convinced that tasteful window-dressing can not be neglected by the grocer who seeks the highest success.



AN EASTER FRUIT WINDOW FROM GUELPH.

Another From Moose Jaw.

While window No. 4 can scarcely be called an example of window-dressing, it gives a good idea of what an effective display may be made with fruit in baskets and is particularly seasonable with the summer fruit season coming on. It shows also something of how much Ontario fruit goes to the West, coming as it does, from Moose Jaw, from the store of T. J. McCammon. In explanation of the photograph Mr. McCammon writes as follows:

"One afternoon last summer we were busy unloading a car of Ontario grapes and as our display was being arranged a gentleman came along, just off the train, and he was attracted by the very magnificent, he called it, display of fruit. In his remarks he said he had been all over Ontario pretty much and he did not think that he had ever seen a finer display of fruit, adding that he would like to have a photo of this display to take back to Ontario to show the people that while we do not grow fruit out here we have it for sale in abundance. This is why we had it photographed.

"I might say that a display of this kind is nothing unusual with us. Had it been we would have had it photographed long ago. Eastern people are under the impression that fruit is almost a luxury in this western country but it is not. Any kind and all kinds of fruit can be had here that can be had in any other country and the same might be said of vegetables. We have them in abundance, but we grow these ourselves."

MORAL EFFECT OF GOOD WINDOW DISPLAY.

Once there was a boy whose distinguishing characteristic was the fact that he would never keep his hands clean. In despair his mother showed him a pretty ring which she promised him as a reward for carefully washing his hands three times a day for a month. At the end of one week of religious observance of his promise to do so the allurements of the old life

claimed him for a victim and he fell from grace with a great crash to the extent that soap and water seemed put out of his life forever.

Whether or not this brilliant scheme of the mother was the demonstration of the faculty which philosophers (and women) are pleased to call woman's "sixth sense," it failed, as demonstrations of the sixth sense usually do. The father then came to the rescue with a little common sense and gave the boy the ring. Thereupon he became so proud of his hands that they have never been known to be dirty in company from that day until this.

It is a well-known fact that in manufacturing concerns clean surroundings tend to a higher standard of workmanship among the employes. If this is true of a factory which is usually hidden away from the public gaze, what must be the moral effect of clean surroundings in a retail business which has to depend upon the public for its welfare? If neatness in the store and display window is attractive, elegance must be decidedly alluring. That this latter is a fact is proven by the elegant stores of many twentieth century dealers who have taken advantage of the popular demand for cheerful surroundings to incorporate into their places of business a tone of elegance which would have been the wonder of tradesmen of thirty years ago, the majority of whom believed that a store should consist of a few counters and shelves



A MONTREAL CEREAL WINDOW.

and a stock of goods (there are many of them still in business).

The growing tendency of the times, especially in the cities, is one that demands modern methods. And in adopting these methods it is but natural that the window should receive the first share of attention, as it is a magnet, having power to convert the indifferent public into interested customers.

Starting with the display window, many a merchant has discovered that the interior of the store has gradually taken on a more modern aspect, until in course of time the entire store has undergone a radical change from the result of a small beginning. For a good window display has a greater effect than the direct sales which it will be seen to accomplish from day to day. It

A HARVEST SALE WINDOW.

Window display is advertising of the best kind, and should always be classified as such. The window setting should never be so elaborate as to be confusing, or to detract from the goods on display, yet a window that simply shows a selfish desire to sell goods does not make the best impression. In the best trimmed windows the color scheme season and general effect are in true harmony. There must be changes in your decorative scheme, as the public soon tire of sameness, and then your windows will lose a great deal of their true value.

Just a touch of flowers, fruit, foliage, etc., suggestive of the season or sale makes the best possible guide for your setting. Next, one must take into con-

ribbons make a very pretty color effect.

In getting the wheat, be sure to select well-formed and clear-colored stalks, as they will add much to the beauty of the design. Poor, scraggy-looking sheaves of grain will be anything but effective.—Winnipeg Commercial.

A SHOE POLISH WINDOW.

A seasonable window at present is one of shoe polishes.

Cover the floor and back with crepe paper. Cover an ordinary soap box with crepe paper and lay in the back of the window at the centre.

Lean a board covered with crepe paper against this box; on this box put two shoes, one dusty and dirty and the other polished.

Draw a couple of hands and print "before" on one and "after" on the other. Tack these on the front of the box.

Run a number of streamers from the box to the top of the window.

Stand several boxes of blacking and a blacking brush on top.

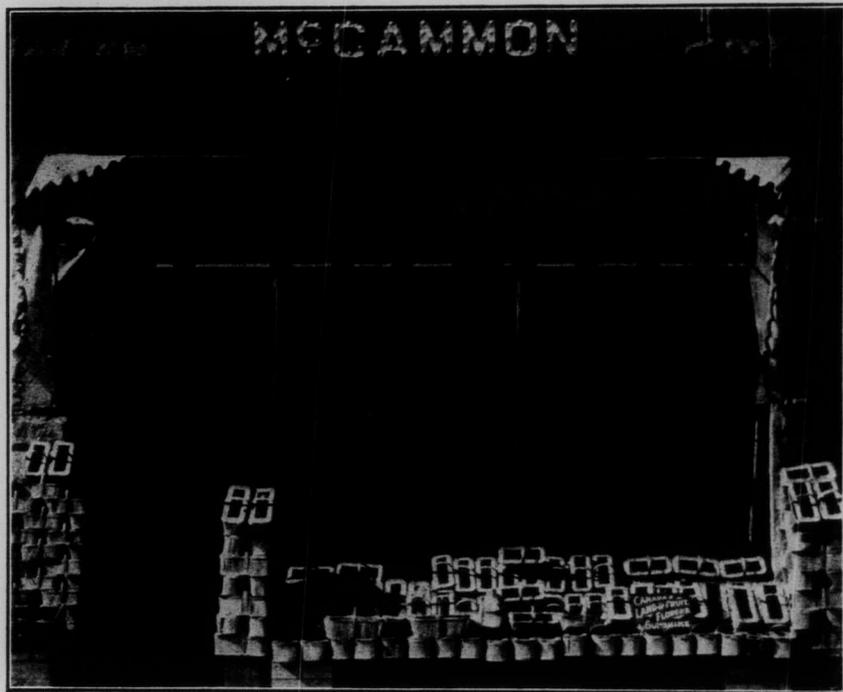
Pile several kinds of blacking, whitening and tan polish around the floor of the window with the prices on—Grocery World.

A BALLAD OF VEGETABLES.

A potato went out on a mash
 And sought an onion bed;
 "That's pie for me!" observed the squash,
 And all the beets turned red.
 "Go 'way!" the onion, weeping, cried;
 "Your love I cannot be;
 The pumpkin be your lawful bride,
 You cantaloupe with me."
 But onward still the tuber came,
 And lay down at her feet;
 "You cauliflower by any name
 And it will smell as wheat;
 And I, too, am an early rose,
 And you I've come to see;
 So don't turnip your lovely nose,
 But spinachat with me."

"I do not carrot all to wed,
 So go, sir, if you please!"
 The modest onion meekly said,
 "And lettuce, pray, have peas!
 Go, think that you have never seen
 Myself, or smelled my sigh;
 Too long a maiden I have been
 For favors in your rye!"
 "Ah, spare a cuss!" the tuber prayed;
 "My cherryshed bride you'll be;
 You are the only weeping maid
 That's current now with me!"
 And as the wily tuber spoke
 He caught her by surprise,
 And, giving her an artichoke,
 Devoured her with his eyes.

—Philadelphia Record.



A FRUIT DISPLAY FROM MOOSE JAW.

influences clerks in the store, encouraging them in habits of neatness and in keeping the stock clean and in systematic order to correspond with the window. The public looks upon the store having tasty window displays as one in which a complete and well arranged stock, polite and well-dressed clerks and other attractive features, will be found.

But they do not look for these things behind unclean and disorderly windows.

The effects of these things on trade is so enormous as to defy reasonable estimate. The merchant who wishes to prove this will not have far to seek, as examples of such stores abound on every hand.—Bent Twigley, in Hardware.

sideration, simplicity and practicability.

With very little effort, a trim can be placed in a number of graceful positions. To still further carry out the harvest effect, a row of wheat can be placed at the front of the window against the glass, and vases or sheaves of wheat can be placed artistically throughout the trim.

Corn, oats, pumpkins and cornucopias of vegetables or fruit can be effectively used, instead of wheat, or in conjunction. This decorative scheme can also be used as an interior decoration, especially along the side walls above the shelving. The sheaves of wheat in connection with the yellow and tan

Successful Canadian Retailers

Life Stories of Grocers in Various Parts of the Country who have Fought and Won Success.

What qualities spell success in the grocery business? With a view to answering this question, the life stories of several leading Canadian retailers have been secured and are given herewith. A study of these will be of interest, as well as profitable to every aspirant for honors in the grocery business.

FORTY YEARS IN THE SAME STORE

Forty years continuously in the grocery business at the same stand is the somewhat unique record of Robert McConnell, 603-609 Main Street, St. John N.B.

Starting out in a small way on May 1, 1868, Mr. McConnell by untiring energy and close attention to business has built up his present trade and he now has one of the most important grocery stands in the north end of the city.

Naturally in forty years a merchant sees many changes in the methods of doing business and in the class of goods offered for sale, so a representative of The Grocer called on Mr. McConnell to hear from him something of his experiences.

Previous to starting in the grocery business Mr. McConnell was employed in the timber ponds at St. John, for in those days wooden shipbuilding was one of the big industries in the Maritime Provinces and especially St. John and what is now being utilized for wharves, warehouses, railway tracks and streets, etc., was 40 years ago a series of timber ponds and shipbuilding yards. Now big steel ships come up to the wharves and tie up where the big wooden vessels were formerly constructed.

The store in which Mr. McConnell started out is now used for meats and provisions in front and storage purposes in the rear while a larger store adjoining secured twenty-two years ago by reason of increasing business, is utilized for general groceries. Both buildings are owned by Mr. McConnell and he is also the owner of several nearby properties.

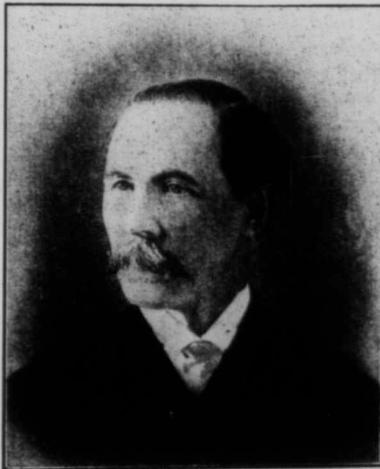
"It was pretty hard, uphill work for the first few years," said Mr. McConnell "but I stuck to it and worked night and day, often starting out at 5 o'clock in the morning and working until midnight."

"There was no delivery system those days. If a man wanted a bushel of po-

tatoes or apples or something of that sort he carried them home on his back, now we have to keep two or three horses and the team out with half a pound of tea. In those days we could make a fair living profit, now it is so cut up, there is practically no money in it.

"Forty years ago if we had a couple of cases of canned goods we thought we were well fixed, now everything nearly is in cans or packages. When I started in business I had the first plate glass windows that were placed in the north end."

Mr. McConnell is probably older in the grocery business in St. John than any of the other dealers, as he can remember when nearly all of them opened up. He can look back over a succession



ROBERT McCONNELL.

of heavy losses through bad debts, and feels that he has been extremely lucky to come through as well as he has. He would like to see business conducted on a cash basis, but cannot see how this can come about under present conditions and can only profit by past experiences to exercise caution in not getting too much on his books.

He attributes his success to honesty and fair dealing; giving the people what they want, careful attention to all orders and selling good goods at the lowest possible price, keeping a fair profit.

He is assisted in his stores by a son, Robert, a lady book-keeper, two clerks and a teamster, while several other sons assist in the Saturday night rushes.

Mr. McConnell is now in his 67th

year. He has six sons and two daughters living. One son, George, is traveler for Jones & Schofield, wholesale grocers, St. John and another, Robert, works with his father.

Mr. McConnell is still vigorous and will no doubt continue for some years yet to supply the wants of his many customers in Canada's winter port.

A MONTREAL GROCER'S SUCCESS.

The subject of this sketch was born in Montreal May 10, 1842, and is therefore sixty-six years of age. His parents were sturdy Scotch pioneers, who settled in Montreal at the beginning of the last century. Mr. Robertson has always resided in Montreal, with the exception of a few years, during which he lived in Ottawa and Picton and about a year, which he spent in and around the city of Memphis during the stirring times of the American civil war. Mr. Robertson engaged in the grocery business at a very early age, and has remained in it ever since. His first experience was gained in the store of a Mr. McCready, who kept a grocery on St. Antoine Street, and for his services there he received the sum of two dollars per month, board and lodging, and it was here that he laid the foundation of that knowledge which has contributed towards his splendid success as a grocer. Subsequently he engaged in business for himself, having a store on Phillips Square, occupying a central position on the ground now covered by the Birks Building.

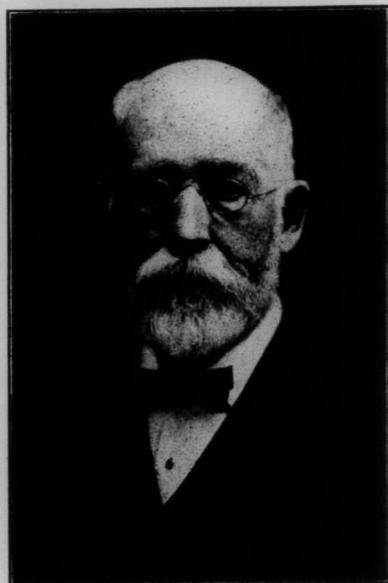
The transaction by which the Birks firm acquired this property to complete their extension took place nine years ago and then Mr. Robertson moved his business to its present location on St. Catherine St. west. Mr. Robertson was married in 1864 and by this union has two sons, both of whom are associated with him in business. He is a member of the Presbyterian Church and of St. Andrew's Society.

Consistently adhering to the traditions of his race in his pleasures, as his creed, Mr. Robertson is a member of the Caledonia Curling Club, a sport which he has participated in for a great number of years, in fact, all his life, and he has many times curled for the Governor-General's prize.

Mr. Robertson is no exception to the general rule of successful men as regards his personality. That magnetism which seems highly necessary to success in those who are forced to meet the public and conform to their ever-varying and vacillating moods is not an absent quality in this man with a face and a bearing which corresponds exactly to what our minds might con-

jure up on the mention of the adjective venerable. He possesses, as an efficient adjunct, a perfect modesty in all matters except his health, which seems to be a vulnerable point in the character of their reminiscences with most men of comparatively advanced ages. That oft-repeated little boast, "I could make many a young man hustle even at my age," is an excusable little conceit because we know in the large majority of cases the ability to make this boast is the fruit of a life of right living and observation of the laws of common sense.

When questioned about the elements of his success there was no flowery dissertation on original or striking methods, but a simple adherence to the good old rules of perseverance and dogged determination to make the most of what he had at hand and perhaps the best example of this would be the



JOHN ROBERTSON.

attractive window displays which have always caused a lingering in the passing mob in front of his store. He is steadfast in his faith in this means of advertising, and then, what is better than all, his store of things to eat always looks delectable, because that quality next to godliness pervades everything.

A philosopher has said if a man wants success there are two ways of obtaining it. One is, "To do the ordinary extraordinarily well" and the other is "To do the extraordinary" and there seems to be not many better examples of those who have won success by the former means than Mr. Robertson.

Once in a reminiscent mood he told of the stirring times in the Southern States during the Civil War, of his experiences in Memphis, Tenn., and the

difficulties which beset their movements and the obstacles to be overcome when they wished to leave Memphis, which in times of war, was a dangerous undertaking. However, finally he and his comrade succeeded in passing beyond the war zone. With these experiences there passed from him the promptings of the wander lust and he returned to his native land and resumed his labors as a grocer, which has been his own particular sphere of activity ever since. It seemed almost superfluous to ask how he occupied his moments of relaxation from business, knowing his religion to be Presbyterian, his nationality Scotch and his vocation business.

The query elicited a delightful resume of the various contests for the Governor-General's trophy and many other keenly-contested encounters in the curling world. Mr. Robertson has been an ardent admirer of this good old Scotch sport since his young days and for many years has been a member of the Caledonia Club. In view of his life-long residence in Montreal with a few short absences he has watched the development of this city from an inconspicuous position among the great cities of the world to the metropolis of a country which has already taken its place among the great nations of the world and here it may be said that this progress has been due in a large measure to men who have possessed those sturdy qualities which ultimately win and which insure steadiness of advancement to a young nation.

A SASKATCHEWAN PIONEER.

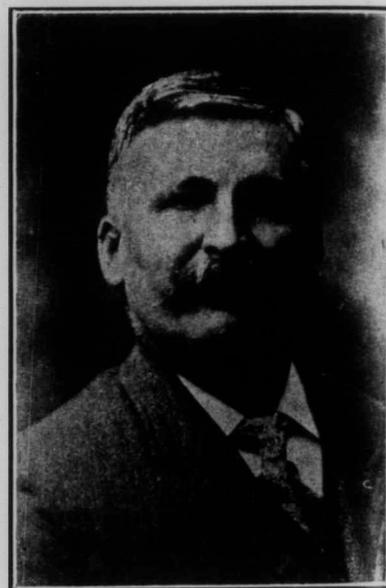
Saskatchewan's history is a short one, it being only a comparatively few years since the first settlement was made in that part of the west, but its development has been rapid and already it is of interest to discover the pioneer merchants of that province. J. B. Preston, of Carnduff, whose photograph appears herewith, claims the distinction of being the pioneer merchant of Southern Saskatchewan and it is a distinction of which he has every right to be proud. The proprietor now of one of the best stores in the west, he can regard with complacency the early struggles against the disadvantages that belong to a new and thinly-settled country. He can feel that he is rightfully entitled to the rewards that come to the enterprising merchant who grows up with a new town in a new country.

We have in our possession, which unfortunately will not permit of photographic reproduction, the first invoice of goods shipped to Southern Saskatchewan, and the original is highly prized by Mr. Preston. He was one of the early settlers in the west, having been in the

milling business in Pilot Mound, Man., as early as 1879. Having lost his plant by fire and having had the misfortune to lose an arm in a sawmill accident, he gave up the milling business in 1882 and moving farther west, settled near the site of the town of Carnduff, which has since come into existence.

While here, he conceived the idea of starting a small store, and the first invoice of goods, amounting in all to \$105.30, was bought July 18, 1884 from Baird Bros., who conducted a "wholesale and retail" business in Pilot Mound. With this stock was started the first store in Southern Saskatchewan, and it was carted by ox team several hundred miles over almost trackless prairie.

From this small beginning Mr. Preston has built up a prosperous business, which has grown and developed as the



J. B. PRESTON.

Southern Saskatchewan district has grown. He has reaped the reward which is the just due of the pioneer.

Always a public spirited citizen, Mr. Preston has held many positions of honor and trust in his community. On Sept. 13, 1905, he was elected the first mayor of the newly-incorporated town of Carnduff and at each succeeding election he has been returned by acclamation.

"She seemed to be very particular about those goods she bought," remarked the merchant.

"Yes," replied the salesman, "she said she wanted to be sure they were the real thing; she didn't want any cheap imitation."

"But they were a cheap imitation."
"Oh, no; I raised the price."—
Philadelphia Press.

Men Who Sell Things

From a Book Written by Walter D. Moody, Chicago, Serial Rights for Canada purchased by the MacLean Publishing Co.

CHAPTER II.

He who sleeps beneath the fruit tree must be contented with wind-falls. The one who climbs the ladder plucks the choicest fruit.

Pure grit constitutes one of the most essential elements of successful salesmanship. It is the best there is in a man; it is that fine quality that whispers in our ear in moments of discouragement, "Never lie down." When exhausted and sinking in the mire of Despond, it calls cheerily from the banks of Hope along the shore: "Don't give up! I'll pull you out."

It does not fall to the lot of the average man to have more hard knocks than he can stand. If he has Pure Grit and a sound heart, there is always open to him an avenue of escape, by which he can avoid the knock-out blow that would put him down and out for good. If he does lie down, there is a lack of manliness in him.

Pure Grit Required.

The journey over the flinty pathway of the business life is not unlike a ride on a lumber wagon over a roadway strewn with boulders in a mountainous country. There is a constant jolting and danger of being thrown from the seat; axles creak and groan as you rattle on over bogs and rocks; now and then a precipitous plunge into one of Nature's ditches causes a shiver to run through your stanch vehicle from stem to stern, but all goes well until a sharp turn in the road brings you face to face with a large boulder square in your path. Before you can rein up and put on brakes, snap goes the axle. You climb out to examine the break, and with an exclamation of dismay you wonder what you are going to do next; then, looking about in your perplexity, you see a blacksmith coming toward you in the form of a good genie, Pure Grit. You failed to notice him, his little shop having been hidden from view by the turn in the road. The damage repaired, with a smile of encouragement the good genie sends you on your way rejoicing, cautioning you to drive more carefully. Everything goes all right for a time, but the journey grows tiresome and you relapse into carelessness, with a light

grip on the rein; or, seeing a smooth strip ahead of you, you whip up at a reckless pace, unmindful of the deep gully just beyond, until suddenly snap goes something else. This time the break is in all likelihood more serious. In despair, the realization is forced upon you that you are a long way from home, darkness is coming on, there is no shelter, nor any provisions for either man or beast. With many a misgiving you set about making repairs alone; it is hard work, and the experience is new and rough. You scarcely know how or where to begin; the task seems a hopeless one. Just as the last hope is giv-

THE EASIER PATH.

The traveler's path is generally easier to tread if his prospect already knows something about him or the firm he represents. It makes the retailer familiar with the traveler's house—when that house is an advertiser.

A wholesale house or manufacturing establishment which advertises well in the trade paper devoted to its branch of business activity, stands higher in the estimation of the retailer than the house which does not.

Stands to reason, doesn't it?

ing way, you look up and perceive standing before you in the doorway of his little shop the good genie, Pure Grit. He is beckoning you to come in; you wonder why you had not noticed him before. Once more he comes to the rescue and repairs the break, cautioning you the meanwhile to drive more carefully. You mount the seat more confident than ever that the road can hold no more terrors, but the good genie knows the road better than you do, and, not trusting you to drive alone this time, he climbs up on the seat by your side and rides along until he is convinced that you are determined to keep a sharp outlook to the end of the journey.

Robert Collyer, in a famous lecture touching this subject, said:

"Clear grit is the power to say 'No' to what seem to be a multitude of angels, when they would counsel you away from a downright

loyalty to your instant duty. . . . Simply determine once for all that any torment for being a true man is to be preferred to any bliss for failing."

Mr. Collyer lived in Chicago when the population numbered about one hundred thousand. During his twenty years' residence there he became quite intimate with the life of that great city, and in the early times knew every man who had come to the front and was wielding a real power of any sort for good. He says:

"I do not remember one among them who did not begin his life as a poor man's son. They all came up, so far as I could trace them, without any good time at all, excepting as boys ought to have a good time in growing strong as a steel bar on plenty of wholesome work and what we should call hard fare; fighting their way to an education through a great deal of effort, and then, when they are ready, coming out west from the east with that half-dollar in their pocket, and that little lot of things done up in a valise that you will notice every young fellow is said to start with who ends up by making his mark or making a fortune."

Perhaps the first characteristic of Pure Grit lies in the power to do a good honest day's work, and this power to do a good honest day's work lies at the root of every true life.

And yet it is just what a great number of salesmen try not to do, as if they felt that the best thing is to get the most money possible for the least work possible, and very often for the poorest work possible too, and that the best success they can attain in this world is that which comes through what we call good luck. It seems as if young men began their life in this, the twentieth century, dazzled by "get-rich-quick" opportunities that seem open before them on every hand. A few, a very few, seem to strike it "lucky," but the great majority who coquette with the chances to get along easily, which seem as plentiful as flies in summer time, generally find themselves at last either in the penitentiary or the poorhouse.

They will try this and then that, and

generally fail at everything they do try, if this is all they want to do; then they wait for something to turn up, instead of turning something up for themselves. The man who sat down on a log waiting to get warm enough to chop down a tree, froze to death.

Commercial achievement does not come to the drone, neither is it a product of luck or chance.

"The career of every successful business man is a ladder of effort and results, and the strength of the effort is the measure of the result."

Luck and chance do not enter the struggle at any stage.

Your present position may not be congenial; but all that can be changed, if you but set your goal post far out in the field of endeavor and strive with all your might to reach it.

The stock-boy that sets his mind on a general salesmanship position is bound to have his desire gratified. The general salesman that sets his mind on heading the list in the sales of his house will as surely realize his ambition as the morning's sun follows the deep shadows of night.

"Where there is a will there is a way," and that way is not the way of the thoughtless, the ignorant and the indolent, but is the way of the striving, the intelligent, and the ambitious.

How well I remember my first employer! He was the hardest taskmaster in the world, I thought, when I got my start in life; but now I know he was one of the best. I would prefer to write about your experiences, but not knowing them, I hope you will be interested in mine.

No experience of my lifetime has been so thoroughly and indelibly stamped upon my memory as was my first three years in the wholesale dry goods house of S. L. & Co., of Detroit, my boyhood home town. I began at three dollars per week, with a raise of one dollar in the second year, and two the third. I had the linen and white goods stock. The work was heavy and the hours were long. We had it drilled into us in those days that orderliness was—if not next to godliness—next to the next step in promotion. We were taught that a good stockkeeper was a logical candidate for a house salesmanship, after which, the road.

Idleness a Crime.

There was no standing around in cliques discussing the latest sporting edition, no prevailing idea, as now, that working when there was nothing to do was a mere pretence for work. Idleness amounted almost to a crime then; it does now, but plenty of young men do not realize this truth.

The covers removed from the piles of goods, the dusting finished, which took

about an hour, for it had to be done thoroughly, bringing down the reserve stock was next in order. The tables rearranged, we set about repairing broken covers of boxes, or we re-wrapped goods which had been in stock a long time. Everything had to be spotless and in apple-pie order; so when this result was attained, we started in to dust all over again, even polishing the edges of tables and counters with a cloth. There was keen rivalry among the boys to see whose stock could be made to look the best. By the middle of the forenoon work began to get pretty scarce, but there was no getting away from it, for if one of us began to take an idle stroll in the next boy's stock, the floor manager would appear around the corner of an aisle to make his usual morning inspection. It used to bother us a great deal to know how he figured out to spot us right to a dot, which he did with unerring accuracy.

Having satisfied himself that there was really nothing more of importance to do, he would order an entire table of goods to be torn down and rearranged. We hated him for it, but it was good exercise and kept us out of mischief, the twin brother of idleness, besides teaching us the lesson of "everlastingly keeping at it," which was then, as it is now, one of the cardinal principles of success. But there is a vast difference now as to the modus operandi.

Not Afraid of Dirty Work.

There were no janitors or scrub-women in those days. Twice a week each stock-boy was obliged to sprinkle and sweep the floor in his stock, and even wash the windows and clean the woodwork. We rather balked at this; it hurt our pride a little, but beyond that no harm was done.

Things have changed; whether for better or worse must be argued elsewhere. One thing is certain, the bright, industrious stock-boys of a decade or two ago are the successful merchants and salesmen of to-day. History repeats itself, and no doubt the future will take care of itself; but a grave danger confronts the merchant in the too rapid promotion of the boys in stock, the tendency being to "nip the flower in the bud." There is plenty of good raw material, but too rapid growth and not enough care in selection. The demand for high-grade men is ever on the increase; it behooves the boys in the ranks to keep their feet on the ground—which is the humble position the rest of us occupy—to have something to set them down on when they become tired.

My first desire to sell goods amounted to almost a longing. It attacked me early. I had been wrestling with dry goods boxes and feather dusters for

about a year and a half, when all of a sudden the seed burst forth, unfolding the petals of a new life, the freedom and brilliancy of which fairly dazzled me, young as I was.

One day a handsome, finely attired chap, with a flow of English that sounded to me like a lesson in rhetoric, appeared in the store. He hailed from New York with a line of linens. When he encountered the buyer in my department there commenced at once a contest of wits that to this day I have never heard equalled.

Selling Germ Got Him.

Sheltered by a pile of friendly damask I eagerly listened to all that was said, making mental blueprints of the whole dialogue, even jotting down some of the good points. In the selling talk of that dapper salesman lurked the germs of a new life for me. I became inoculated with a burning desire to do something and be something; the determination to become a salesman seized me on the spot; my future was sealed; I knew it, felt it, breathed it, and was content to bask in the rays of its stimulating influence.

I was at the foot of the mountain, and the way up looked steep and strewn with boulders, but the strength of my determination made the pathway seem easy and gave me a glimpse of the glorious outlook at the top.

At last an opportunity came to make my first step. It was just a little one, so small that some would have passed it by, not realizing that it really was an opportunity. It happened that one of the house salesmen who looked after the German trade had a small customer from a side street in the house buying white goods. Having been called away to meet a more important buyer, he turned his little customer over to me with the joking side remark, "Sell him a good bill, my boy. He's good for it," and was gone. I was frightened half out of my wits at being left alone for the first time with a real customer. I had handled many in fancy since the great event of the New York salesman's visit. I stood for a moment helpless and undecided, but was promptly brought to by Hans, who, having noticed my backwardness, said with some spirit, "Vill you do me sometings?" The spark ignited the powder, and the way I lighted into that poor little side street merchant was worthy of better results than the amount of his bill afterwards showed. I had my notebook to prompt me with my New York friend's ideas, and many a furtive glance I stole at it when Hans was not looking. He must have thought I was suffering with St. Vitus' dance, for the contortions of salesmanship I went through in a vain

effort to make him take two pieces of bird's-eye linen in place of one would; with a little more polish and experience, have landed a contract for a suspension bridge.

Goes on the Road.

Two years of waiting, and my dream became a reality when I secured a position on the road with a neighboring wholesale millinery house, and my cup of happiness was filled to overflowing at the thought of becoming a real salesman and closing the old life forever.

I was fortunate in securing a little business in my first town, and when I had finished writing and mailing the order to the house that night, I went up to my room and literally threw up my hat in giving vent to my feelings. I regarded my subsequent sales for weeks as corner stones in the superstructure of my building toward success, and the final results of each month whether large or small, as filling-in stones to its completion.

My salary contract for one year was at six hundred dollars. The salesman ahead of me was getting one thousand, and I said to myself I must have that much next year. It seemed a fortune, and the thought was ever with me that if I could earn one thousand dollars per year I would have reached the end of the rainbow. Having secured that, I wanted fifteen hundred, then eighteen hundred. Finally arriving at two thousand five hundred, I paused and looked back over the six preceding years in an effort to measure the future by the past. The thought occurred to me that but one-third of my life had been spent in climbing, figuring it from the usual estimate of "threescore years and ten," and why stop there? The mountain was high, and the distance to the top yet a long way up.

As a Man Thinketh.

That was years ago, and I expect to keep on climbing until I die. But I have not engaged to write a history of my life. In passing, I wish merely to emphasize the words of James Allen in his most excellent little book, "As a Man Thinketh:"

"Into your hands will be placed the exact results of your efforts. You will receive that which you earn—no more, no less. Whatever your present circumstances might be, you will fall, remain, or rise with your efforts, your visions, your aim.

"To desire is to obtain; to aspire is to achieve. The thoughtless, the ignorant, and the indolent, seeing only the apparent effect of things, and not the things themselves, talk of luck, of fortune, and of chance. Seeing a man grow rich, they say,

'How lucky he is!' Observing another becoming intelligent, they exclaim, 'How highly fortunate he is!'

"They do not see the trials, the failures, the struggles which these have encountered; have no knowledge of the sacrifices they have made, of the undaunted efforts they have put forth that they may overcome the apparently insurmountable, and realize the goal of their ambition. They do not know the darkness and the heartaches; only see the light and joy, and call it 'luck;' do not see the long and arduous journey, but only the pleasant goal, and call it 'good fortune;' do not understand the process, but only perceive the result, and call it 'chance.'"

Cannot Serve Two Masters.

Successful salesmanship is the product of intelligent, earnest effort. There is no serving two masters, Indolence and Industry. It is climb, climb, climb, all the way, exercising watchful care; but the summit of the mountain is your reward. The pleasure is not all in winning, by any means; the real exhilarating fun, or two-thirds of it, is in the climbing.

Self-deception is responsible for more than three-fourths of the so-called "unexplained failures" in salesmanship. Many salesmen in the race for success explain their shortcomings as they do in a game of tenpins. If they fail to win something is wrong with the alley, or the pins are not spotted, or their arm is out of whack. The trouble is never with themselves.

You cannot afford to fool yourself. Your success depends absolutely upon the amount of skill and energy you throw into your work.

If you are always on the anxious seat about your position, the fault is with yourself, not with your house, your territory, or your line. Just as the poor workman always finds fault with his tools, so does the poor salesman complain of his surroundings.

Your light will not be hid under a bushel, your capabilities will be recognized. The good salesman will succeed with a weak line and a poor territory, and then hunt around for something better with which to fit the growth of his expanding powers; but the poor salesman is a poor salesman still. The best line in the universe cannot supply the missing link in his negative make-up.

Don't imagine you are kept down by lack of your employer's appreciation. If you do, you fool yourself, and will remain a dwarf forever.

Of all the disgruntled failures, those who deserve the least sympathy are the

ones who gather in foolish little cliques, praise each other, deceive each other, and fool themselves. It is a great thing to know yourself and acknowledge your mistakes.

Have Faith in Yourself.

Have faith in your own ability to win. Cut loose from the weakness that prompts you to say:

"I am not appreciated;" "I have had bad luck all my life;" "Others have had a better chance;" "I wish I could have the good fortune of Jones or Smith or Brown."

Remember that there may be undiscovered diamonds in your own back yard.

Determine that in your case you will not recognize failure, and that "explanation is damnation."

Success lies in your ability to discover and apply your own powers. Excuses and the admission of failure are the thieves that rob you of your strength, causing you to play against yourself and fool yourself in the bargain.

A salesman is what his spirit and his determination are. Nothing hurts except that which weakens our minds by weakening our courage.

The salesman should say, "I will stand what comes, I won't give in. No matter what the discouragements, I am going to climb this mountain Success, from the bottom up, just as well as I know how. No matter what happens, I am going to reach the top, if possible, with just as much Pure Grit as I had when I began the journey."

Don't Get Discouraged.

The "Chicago Examiner," in an editorial on courage, related the following story:

"In this street of Life, walking in the darkness of the shadow, hungry old Satan was out hunting with his dogs, the little imps of human weakness.

"A man came walking through Life's street.

"Satan said to the little devil, with a bitter face, 'Go, get him for me.'

"Quickly the imp crossed the street, silently and lightly hopped to the man's shoulder. Close in his ear he whispered:

"'You are discouraged.'

"'No,' said the man, 'I am not discouraged.'

"'You are discouraged.'

"The man replied this time, 'I do not think I am.'

"Louder and more decidedly the little imp said again: 'I tell you you are discouraged.'

"The man dropped his head and replied: 'Well, I suppose I am.'

"The imp hopped back to Satan and said proudly: 'I have got him, he is discouraged.'

Another man passed. Again old Satan said, 'Get him for me.'

"The proud little demon of discouragement repeated his tactics.

"The first time that he said, 'You are discouraged,' the man replied emphatically, 'No.'

"The second time the man replied, 'I tell you I am not discouraged.'

"The third time he said: 'I am not discouraged. You lie.'

"The man walked down the street, his head up, going toward the light.

"The imp of discouragement returned to his master crestfallen.

"I couldn't get him. Three times I told him he was discouraged. The third time he called me a liar, and that discouraged me.' "

Reverses Become Benefit.

Make up your mind, Mr. Salesman, that the little demon whispering discouragement in your ear shall always get from you the answer, "You lie."

Temporary reverses are good for the spirit, strengthening to the mind; not calamities, but real benefits, if we receive them in the proper spirit.

A certain business man told the following story of a clerk in his establishment. The clerk was asked why he remained in a poorly paid position, when, by working a little harder and taking a little more interest in the business, he might get into a place that would lead to a salary three or four times as large as he was receiving.

"Oh," he said, "there's no chance for a fellow to make a hit here; all the good positions are taken, and whenever there's a prospective vacancy there are three or four fellows waiting to step into it. No; it's a poor chance a fellow has here, so what's the use of killing yourself? I'm not such a fool; I'm just hanging on here until I get something better. I've got my lines out in two or three places, places where there are plenty of good chances for a fellow to start in and dig his way up. Just as soon as I get answers to my applications you'll see me get out of here so quickly that it'll make your head swim to watch me. When I get into a good job in one of these other places is when I'll begin to work. What's the use of killing yourself here? There's no chance for you."

Put Heart Into Your Work.

What a delusion! Poor dunce, playing against yourself and fooling yourself! Employers are not looking for professional floaters, and if you cannot succeed where you are, you will never succeed anywhere. The place you are in

right now is just the place for you, if you mean business. If you don't, you will not be wanted long anywhere. From this very class of young men is recruited the vast army of ne'er-do-wells. You must first prove to your own satisfaction and that of your employer that you are a success at what you are doing, before you can hope for something better.

The salesmen who are traveling on limited trains, making large cities, living in first-class hotels, and drawing monthly pay-cheques beginning with the figure 3 and up and ending with two ciphers, started where you are and stuck to it.

Where are you on the mountain, reader? If you have climbed for all you are worth and feel tired and a trifle discouraged, look up; safety is there. Remember when on an eminence there is danger in looking down. If the way is more rugged than you thought,

Seek only the approval of those above you in authority, and you will surely win success.

(To be Continued).

TO REMOVE SCRATCHES FROM GLASS.

It may be interesting to our readers to know how to remove scratches from show cases, and the following is suggested as a practical method.

"Dissolve one ounce of white wax in a pint of pure turpentine. To dissolve the wax place the vessel containing the turpentine over a burner and warm, and apply with a soft cloth. This will in every case greatly improve the surface."

For cleaning glass, a good method is as follows:

"Mix one ounce of whiting, one ounce of alcohol and one ounce of water of ammonia in a pint of water. Apply



CANADIAN STORES—THE CHRISTMAS INTERIOR OF JOHN McCORVIE & SONS, CHATHAM.

do not give up. You may still have reserve strength that you know not of. No man can tell what he can do until he tries. And it is a moral certainty that "the reason why most men do not accomplish more is because they do not attempt more."

Cast off the dead weight that is dragging you down; throw overboard every pound of unnecessary ballast; let yourself soar in the thought that you possess powers that are yet undiscovered. Make a draft on your reserve force. Exercise new faith in yourself and your surroundings. You cannot navigate far without faith, and some of the best of salesmen have gone down for lack of it. Cut away from the influences and the company that can do you no good.

with a soft cloth, allow to dry and then wipe off."

Numbers of glass cases are ruined yearly from lack of proper attention. Small cracks appear, caused by heat or contact with hard, heavy bodies, and if these cracks are not at once attended to they soon spread. An excellent method to prevent a crack from spreading is to draw a short scratch at right angles with a diamond or a glass cutter. This will prevent a crack from spreading in every case. Cases should be set perfectly level which, if this is not done, are certain to warp. If these methods on the care of show cases are followed out they will likely repay owners for the care taken by retaining a better appearance for some time.—Supply World.

Grocery News From Coast to Coast

BRANTFORD.

May 18.—The co-operative movement, so familiar in Britain, is gradually making headway in Canada and at last has asserted itself strongly in Brantford in an enterprise that for scope and energy is of particular interest to the grocery trade and to merchants generally. While the movement is not new in Canada it may yet be said to be "in the making," for nowhere in this country has it attained the extent that has attended its spread in the old land. The growth here, nevertheless, is steady, in proof of which a few facts concerning the new "Brantford Co-operative Association, Limited," may be somewhat timely.

The association is operating under a provincial charter which empowers it to carry on business in various lines in this city, for which purpose a co-operative company has been organized, Geo. Keen being president, J. F. Van Lane, secretary-treasurer, and T. M. Chambers, manager. The prime features of the organization are: Members must hold at least one share of \$5; not more than 5 per cent. interest is allowed on capital; profits are distributed by way of dividends on each member's purchases and half dividends to non-members; all members are equal, one man, one vote, and a strictly cash basis of business is maintained.

The operations in Brantford thus far are confined to a grocery business which has been opened by the association in well equipped and fully stocked premises on Dalhousie Street. The movement for the organization was launched about six months ago and the store has been open for about a month. About 150 members are stock holders. It is expected that this number will be largely increased.

The basis of the venture is cash sales and the distribution of profits to the members in the shape of dividends on purchases. Local prices prevail, there being no attempt to slaughter the market. Not only do the members patronize the firm, but practically all classes, according to the statement of the manager. Little opposition, it is claimed, has been encountered. The trade is brisk, the company conducts its own

purchasing and does its own delivery, and prospects are bright for the future.

A novel feature in connection with the business is the publication each month of a neat pamphlet, "The Brantford Co-operative News," which gives valuable information about the movement, together with items of interest to the members of the association. This is an aid to business.

The association is now contemplating an extension of its operations and is asking for offers from merchants and others "for the supply direct to its members of articles of domestic or personal necessity or utility other than groceries and provisions." The terms offered are "That in consideration of a percentage to be agreed upon and paid to the association it will make arrangements with one firm only in each line, thus justifying the expectation of a

The Brantford correspondent writes of the new co-operative grocery recently established in that city.

Vancouver grocers have decided to curtail the period of credit.

Chatham may have a central automobile delivery system.

A Guelph grocer has purchased a book of baseball tickets for his clerks.

large volume of trade warranting the concessions granted as the membership of the association is rapidly increasing and will assume large dimensions."

If this policy is successfully carried out the effect will be important on many lines of trade. Discussing their plans in this regard, the local directors say: "It is no part of our policy to antagonize private traders. All we claim is the right merchants have always exercised by buying in the cheapest market and, having paid for the goods, disposing of them in any way we please. If the trade rivalry introduced by co-operators permanently improves the merchant's service to the public, no one will be better pleased than the average co-operator. He is not in the business for profit-making purposes. The merchant has the advantage in every way and whatever competition exists will, on the part of the co-operators, be

straightforward and aboveboard. Co-operators have no interest in misrepresenting the value of goods sold or in otherwise deceiving a customer. Co-operation will be to the merchant preferable to an unscrupulous private competitor. The economy in distribution effected by co-operation improves the purchasing value of a man's wages to the extent of the dividends he receives on his purchases. Co-operation will attract to the city the best class of workmen because the wages paid will purchase more here than elsewhere. The saving represented by the dividend will, when the movement becomes general throughout Canada, mean to that extent a greater demand for the manufacturers' goods and the farmers' produce, thus ensuring larger profits to both and more work for the artisan and laborer."

The grocers of the city have not yet decided what will be done this summer in the matter of the usual half holidays. In the past it has been customary to observe Wednesday afternoons during July and August. Some of the clerks this summer wanted June. This is considered too much by employers, but the July and August privileges will likely be granted.

Brantford has also experienced an advance in the price of meats for reasons similar to those reported in other centres. There is somewhat of a scarcity of meat here and that has the most to do with the prevailing prices. With the advent of warm weather the demand will be reduced and the stringency relieved as a result.

The demand for fresh fruits and vegetables here is very brisk. Strawberries and pineapples find a ready sale, while the early vegetables are also much sought. The prices are moderate for the season of the year.

The price of milk has been reduced by the retail milk men of the city from 7 to 6 cents per quart. The action is consequent upon a reduction to the retailers on the part of the supply men.

The formal opening of the new radial line between Brantford and Hamilton, known as the Brantford and Hamilton

*Contributions are invited from merchants, grocery travelers or clerks in places where there is not a regular correspondent of this paper.

Railway, takes place on Saturday, May 23. From the standpoint of the grocery and provision men, as well as of merchants generally, the inauguration of this road is of the greatest importance, for it will bring more trade within their reach and will also put them in more direct competition with Hamilton dealers. The effect of the road on the local market, by reason of the greater number who will likely bring produce here by radial, will also be considerable, although as yet it is too early to judge accurately along these lines. The run between the two cities, a distance of 25 miles, will be made in 45 or 50 minutes and the return fare will be a dollar.

* * *

The Brantford Horticultural Society has distributed two thousand packages of seed among the school children of the city. This seed is taken by the children and planted by them in their own plots, thus assisting in the beautification of the home surroundings. In the fall the society will hold an exhibition, when the flowers which the children have grown from the seed will be placed on view and prizes will be awarded for the best specimens. The scheme has resulted in a great deal of interest among the children.

CHATHAM.

May 18.—Retailers last week took a decided step toward following up their recent action with reference to double cartage charges. The matter was a leading theme of discussion at the regular meeting of the Retail Merchants' Association.

D. G. O'Keeffe, a local grocer, urged that Chatham seek the co-operation of the general board and that the matter be brought before that body at their forthcoming meeting. After some discussion, on his suggestion, the following resolution was unanimously passed.

"That the secretary be and is hereby instructed to formally bring the question of cartage charges before the provincial association and ask them for assistance and co-operation in abolishing the present system of paying cartage charges at both ends."

It should be steadily borne in mind that the opposition of the local retailers is solely to the cartage charges at the shippers' end of the line.

* * *

The proposed central delivery system has taken on a new phase. Though nothing further of a definite nature has been done toward investigating the various Michigan systems, a local man is making a proposition to a number of grocers. The gentleman in question, who was formerly associated with the local

automobile factory, proposes to establish an automobile delivery. He intends to start with two or three autos, and will seek the co-operation and patronage of local retailers in working out a definite scheme. The proposition is, from all accounts, a little hazy as yet. There is at present only one auto delivery in Chatham, that established a year or more ago by H. W. Ball & Co., dry goods merchants. Mr. Ball states that it has been very successful.

* * *

The new railway bills of lading came up for discussion at a meeting of the railway committee of the Board of Trade last week. It was decided to recommend Secretary Landon to attend the Canadian Manufacturers' Association meeting in Toronto on May 20, when the subject will be discussed. Steamship bills of lading were also discussed, but action was deferred.

* * *

Now that housecleaning time is here, housecleaning windows are the order of the day among the grocers. Displays range all the way from mere soap pyramids to a comprehensive display of everything in the housecleaning line, from brooms to stove polish.

* * *

Geo. Kerby, who has been conducting a successful confectionery business in Petrolia for some time past, has sold out to Roy German, of London. The new proprietor has already taken possession. In addition to his confectionery lines he will also carry fresh vegetables and fruits in season.

* * *

R. Y. Anderson, Wyoming, is making extensive improvements in the Pye property before opening his ice cream and fruit store.

* * *

The new Wyoming cheese factory, under the management of Mr. Doane, has commenced operations. A public opening was held on Saturday.

GALT.

May 18.—Trade conditions in Galt continue unaltered although the volume of business transacted on Saturday was considerably in advance of previous Saturdays. The attendance at the market was large. Butter remained stationary at 30 cents per pound, while eggs were 15 cents per dozen. It is doubtful if the floral display on the Galt market is exceeded in any market in Ontario. The florists' section resembles a conservatory, and the demand for their products is always brisk.

Allan Deans, of the Red Front, has recently been confined to the house for several days suffering from a severe cold.

* * *

Alf. Radigan, the Main Street grocer, is a busy man these days. He is working hard for a testimonial fund for a local clergyman, is representing the council in the matter of interswitching, in addition to his own large business affairs.

* * *

The corner stone of the new Sunday school building of Knox Church will be laid on Monday next. Alex. Sloan, of Sloan Bros., has been an energetic worker in the interests of the new building.

* * *

There is a big demand for pineapples. Buy now when they are cheap, advise the grocers.

* * *

Local fruit dealers report an unusually large demand for oranges, which they state, are rapidly succeeding bananas as the popular fruit.

* * *

There will be a big Victoria Day celebration in Galt on May 25th. The feeding of 500 soldiers and possibly 5,000 visitors should be of some advantage to local grocers.

GUELPH.

May 18.—Thirty-five grocers have signed the petition agreeing to close on Thursday afternoons, whether the other stores do or not. There are yet five to come into the fold.

* * *

The many friends in the trade of the late I. J. Wilson, grocer, on the corner of Elizabeth and Queen Streets, will regret to hear of his death, which occurred on Tuesday, May 12. He formerly ran a grocery store on Waterloo Avenue, then went to Mitchell and conducted a grocery business there, but last fall returned to Guelph and bought out the present stand.

* * *

McLaren's Imperial cheese, peanut butter and jelly powder are being demonstrated this week at Benson Bros. by Mrs. McDermid.

* * *

Archie Benmallick, a clerk in Peter Anderson's grocery store, met with a painful accident this week. He had the top of his finger torn off by getting it caught in a bicycle.

* * *

One local grocer has set a good example by buying a season ticket, costing

\$10, for his clerks to take turns in attending the International baseball matches in the city. There will be about three games a week.

Saturday's market was a bumper one and trade was good all over the city. Prices remained about the same except butter, which dropped from 28 to as low as 23 cents. The farmers around here are not through seeding yet, in fact, in some cases have not got started, but now the fine weather has come at last they will get busy.

Guelph City Council sprang a surprise, not only on the merchants, but also on the public generally last week by giving us a 14-mill rate of taxation this year. This is not only the lowest in the history of Guelph but is thought to be the lowest of any city in the Dominion. That is what running your own waterworks, gas and electric light works and railways does.

Mrs. E. Chick, demonstrator for Nestle's and Peter's goods, is in the city and for the past week has been at the Kandy Kitchen, but this week goes to Geo. Williams.

LONDON.

May 18.—Trade the past week showed a little improvement over the preceding week, both wholesale and retail. Brokers report sugar still very firm. Teas are advancing, very fine going up 1d. per lb. and mediums ½d. to ¾d. Other staples remain firm.

A conference between representatives of the United Canners and the Wholesale Grocers' Guild was held at the office of Elliott, Marr & Co., on Saturday. The topic discussed is not made public but it is understood that the condition of the canned goods trade was under consideration. Owing to the fact that local retailers were pretty well stocked up at cut prices by the failure of Lind, Kerrigan & Co., other wholesalers find themselves with an unusually large stock on hand for this season. It is said the wholesale men ask a deduction either on last fall purchases or on goods for future delivery. What understanding was reached at the conference no one seems inclined to divulge.

There appears to be a good deal of adulterated maple syrup hereabouts at present and it is not improbable that at least one local grocery firm will be called to task for selling stuff which had been represented by the producer as

pure. A sample was handed to the Medical Health Officer a few days ago. "There was no need to analyze it," said that official, "the smell of it was enough to convince anyone that it was vile stuff." The doctor added that although it was an easy matter to detect the presence of glucose in adulterated maple syrup there were certain points in the analysis which rendered the task a very difficult one. Adulterated maple syrup is becoming so very prevalent in all Canadian cities that it is felt by many that the health department should take hold of the question and put a stop to the adulteration which is so widespread.

The London Ice Cream Company, a concern which had been but a short time in business, has made an assignment to



THOMAS SHAW.

A Leading London Grocer, Recently Elected President of the London Retail Grocers' Association.

W. R. Meredith, and a meeting of the creditors is in progress to-day.

Butter took a decided drop on the local market on Saturday, best creamery declining 1 to 2 cents and dairy 2 to 3 cents per lb. With the splendid pasture there is throughout the country there should be a further drop.

MONTREAL.

May 18.—Now that Montreal has emerged from its marine hibernation the state of trade has acted as a reflex of this welcome event. Already many businesses which did not feel like taking upon themselves fresh obligations until the opening of navigation, have now settled down to their usual even way. Although there is no speculation about

Montreal being open to the sea within a variable length of time, there is always a certain tension among men in certain lines of business. Of course this is most noticeable among those who are direct exporters or importers, however, the accelerated life which is observable on the harbor front sends a sympathetic thrill throughout the entire city.

It is somewhat of a coincidence that two ships with Montreal for an objective point collided with other vessels on their voyage, one outward bound and the other inward. The Milwaukee, of the C.P.R. line, with a mixed cargo, collided with a government steamer in Quebec harbor and reached Montreal with her starboard bow broken in. The other boat outward bound, to meet with an accident was the Dominion liner, Ottawa, which collided with the Thorold below Quebec, and had to put back to that port to undergo repairs.

The yield of maple products seems to be quite up to the average, and the quality is especially good this year.

This city is the recognized distributing point of this product for the world and every year the demand is becoming greater. Montreal's supremacy in this field is due to her close proximity to the Eastern Townships, which is the greatest maple sugar producing locality in the world.

The business men of the lower part of the city are anxiously awaiting the result of the deliberations of the city council on the recommendations submitted to them by the Board of Trade relating to the question of freighting by the street railway. At present there is a deplorable state of congestion in some quarters of the city and it is hoped that the provisions of this recommendation will obviate further trouble.

Some grocers report that the character of their business which is generally confined to the Easter season, is persisting this year wonderfully. This condition is due to a certain unusual combination of circumstances which rendered Easter delicacies preferable even out of season.

Kingsley Harrison, corner of Burnside and Victoria Streets, has had a very fine display of plants in his windows which have added greatly to the appearance of his store and which he states have been also a good investment.

Mr. Harrison has opened a branch

THE CANADIAN GROCER

store on St. Catherine Street west, where he is doing a good trade also.

* * *

Mr. Richer, manager of the grocery department of Scroggies, has developed an unusually good business in cooked ham and bacon, which he attributes to the up-to-date machinery that has been set up in this department and to the new methods of putting up the meat after it has been sliced.

* * *

Fraser Viger & Co. are busy filling out of town orders, a phase of their business which they have developed to a remarkable degree. They cater to country club, resort and hotel trade.

This business keeps them busy at a time when other grocers may be experiencing dull times, as it sandwiches in very nicely at just a season when a dull time may be expected.

* * *

Walter Paul has started his Lakeside delivery.

* * *

A special meeting of the Montreal Retail Grocers' Association was held on Thursday evening, May 14. This meeting was called to receive the reports of the committees which were appointed to inquire into the relative merits of the two places which were suggested for a picnic at the last meeting; namely, Lachute and Lamoraie. The committee reported unfavorably regarding Lamoraie and it was found that certain transportation difficulties would have to be overcome if they went to Lachute and they would also be obliged to pay an exorbitant fee for the grounds. As a result of these investigations it was finally decided to go to St. Scholastique.

The picnic will take place on July 8. No other business was discussed. Among those present were: A. Laniel, A. Landreville, G. St. Denis, R. Bernard, A. Gabois, E. H. Therrieu, G. Hogue, H. Dube, J. Labonte, U. Gurnon, N. Charbrand, A. Dionne, J. Belisle, O. Noel, J. J. Lussier, E. P. Lalande, H. Laniel, A. Malo, J. Dore, J. Boileau, G. Girardin, V. Boileau, H. P. Dubuc, H. Desmarais, J. A. Duhamel, C. Specter.

NEWS OF NEW BRUNSWICK.

At the monthly meeting of the St. John Board of Trade on May 8th sixty-five new members were enrolled as a result of the energy displayed by the recently appointed "Booster Committee." J. D. Rolland, president and G. M. Murray, secretary, of the Canadian Manufacturers' Association, addressed the members.

William R. McMillan, Margaret E. McMillan, Irvin H. McNair, Mary Ellis, Robert E. McMillan and D. Evan McMillan, of Durham Centre, Restigouche county, have been incorporated as The McMillan Company, Limited, capital stock, \$60,000, to carry on fishing and canning business.

* * *

Application is being made by Edgar W. Mair, Edgar R. Teed, A. Wilmot Hay, Arthur G. Bailey and C. Duncan Johnston, of Woodstock, for incorporation as Cold Storage, Limited, capital, \$20,000, to establish a cold storage plant in Woodstock.

* * *

Alderman J. W. Vanwart, the Charlotte Street grocer, with John Lipsett proprietor of the "Blue Store," Geo. W. Slocum, commission merchant and Don Hunt, clothier, went up to a lake back of Clarendon last week and returned home after a day on the lake, with 160 trout. Not a bad catch?

* * *

Harry W. Ganter has been appointed manager of the National Drug and Chemical Co.'s branch here in succession to the late Henry W. Barker. Louis W. Barker has been made assistant manager. Mr. Ganter was formerly assistant and Mr. Barker had charge of the city trade.

* * *

The official statement of the valuation of exports by the 114 steamships doing winter port business from this port, shows the total valuation to be \$23,674,404.

The following shows the value of Canadian and foreign goods, viz.:

Canadian goods	\$16,122,520
Foreign goods	7,561,884

Grand total	\$23,674,404
Grand total for 1906-7....	\$20,120,430
Gain for 1907-8	\$ 3,553,974

The past season was the banner season in the history of the winter port to date. In the season of 1905-6, which was also a great wheat season, the value of exports amounted to \$23,615,001, or \$59,403 less than this season.

The five steamships to South Africa took away during the season the following goods, viz: 150,463 bags flour, 7,584 bags wheat, 18,830 cases Quaker Oats, 12,940 cases canned milk, 734 cases agricultural implements, 524,263 feet pitch pine lumber, 200 standard deals, 4,229 rolls paper, 666 cases furniture, 801 bundles doors, 105 cases roofing, 800 bundles handles, 96 cases organs, 10,195 cases meats, etc., 1,557 packages mining machinery, 1,428 packages poultry (in cold storage), also other general

goods. Value, \$815,012. Last season exports to South Africa were \$1,026,424.

* * *

Business has been very good lately with wholesalers and retailers. Last week rolled oats advanced 35 cents and beans went up 25 to 30 cents a bushel. American plate beef has touched the high-water mark and is now being sold at \$20.50 a barrel. Cornmeal is up 15 cents a bag and is now worth \$1.80. Molasses went one cent higher last week and another advance of a cent is looked for this week. The quotation is now 34 cents a gallon. There has been no change in the price of flour but the jobbers do not expect it to go any lower. Feed is very scarce and it is difficult now to obtain middlings or bran.

MARKETS OF NOVA SCOTIA.

Business here is very active in all lines, and the wholesalers are turning over large quantities of goods. Considering the high prices in most lines, business is considered to be remarkably good. Collections on the whole are quite up to expectations.

* * *

There is little change to note in the butter market as regards price or receipts. Dairy butter is scarce for this season. Most jobbers had expected that lots of dairy butter would be on the market now, but the receipts are very disappointing. Some of them say that early in the season many of the farmers killed off their cattle owing to the high price of feed, and that this fact in a large measure accounts for the present conditions. The present high prices however cannot hold much longer.

Eggs are in good demand and the price is very firm. Commission men early this week wired their representatives in the country to send in all the eggs available, but the receipts were far below expectations. Nova Scotia eggs are quoted at 19 cents and Prince Edward Island at 18 cents.

* * *

All seasonable fruits are in good supply, but prices are high. California seedless oranges are retailing at 60 to 70 cents per dozen. American strawberries of average quality are retailing at 30 to 35 cents per box. Bananas are in good demand. The stock is of fair quality and they are quoted at \$2.50 per bunch for the best. Sugar at present is steady and no immediate change is looked for. Quotations here are cut loaf in barrels \$5.75, extra granulated \$4.90, bright yellow \$4.80, No. 1 yellow \$4.50.

* * *

Flour is very firm and a further advance on the present high prices would

not surprise those in close touch with the markets, Scarcity of wheat is the cause attributed for the high prices. Hard wheat patents are quoted at \$6.40 to \$6.60, seventy per cent. at \$5.50 to \$5.60, and eighty per cent. at \$5.30 to \$5.40.

Jobbers complain of the high price of beef and the difficulty that they experience in having their orders filled promptly. This refers particularly to American beef. The best beef is quoted at \$19.50 to \$20.50. American pork, clear fat back, is quoted at \$22 to \$22.50, and P. E. Island mess at \$21 to \$21.50. Roll bacon is quoted at 12 cents, sides 15 to 16 cents, and hams 15 to 16 cents. Lard is firm, being quoted at 12½ cents for pails and 13½ cents in cases.

VANCOUVER.

May 16.—Onions have been a feature on the local market of late, but with the advent of Californias, the prices will soon get down to normal. For the past month or two, the quotations have been high, climbing from the usual price of 2½ and 3 cents to four, and last week to five. Onions have been coming altogether from Australia, and have been of fine quality. This week, however, the first shipments are in from California, and there has been an immediate drop in the price to about 3 cents. The northern trade up to the present has kept the market tight.

California is a big supply point for the coast cities at this time of year. New potatoes, cucumbers, and general green stuff, and now cherries and strawberries are arriving. The last have dropped considerably with the last arrivals, and are now jobbed at about 16 cents. When they first came in they were as high as \$3.25 for a crate of 15 boxes, but the drop is to \$2.50. Cherries are in ten-pound boxes, which net about eight, and bring \$2. The season in these lines will now come along rapidly.

There was a slight flurry in tomatoes this week. The early ones have been arriving from Florida, the prices being from 12½ to 15 cents per pound. A few days ago there happened to be none on the market, but a local firm secured some hothouse tomatoes from Victoria, and being the only ones in possession, jumped the price to about 25 cents. As there were none other available, the figure was obtained, and when more arrived from the south, back the price went.

Fruit growers are now taking up the question of express rates. They claim

and give figures to support their contention, that the charges of American companies are so much lower than the companies in Canada, that the handicap is a serious one in the trade with the country east of the mountains. When it comes to distances of 200 or 300 miles the difference is about \$1. Under such a tariff, the growers in British Columbia operate at a disadvantage in the home markets, and they see no present way out of the difficulty. The market for the smaller produce in the northwest is a large one, but retailers are apt to patronize the article which is the cheapest.

Grocery clerks in Victoria may not have a weekly half holiday on Thursday afternoons after all. Two of the leading firms take the position that it would be injurious to trade to close on Thursdays, and propose instead that there shall be a specified vacation period some time during the warm weather.

The Victoria Fruit Growers' Association and Exchange is getting its business down to a good working basis under the new manager, James Drummond. Fruit grown on Vancouver Island finds its way all over the west and is handled by retailers as far as Winnipeg, with shipments of apples, etc., to foreign points. Not only will the association find a market for all fruit produced, but its headquarters in Victoria will also be a bureau of information for all interested in the business of fruit raising.

The story that the New England Fish Company, which has for a number of years operated out of this city, will move to Ketchikan is borne out by the presence in the north of three of the directors of the company. Time was when halibut could be caught close to Vancouver, but as the lower grounds have become depleted the boats have had to go farther north, and since the fish are now secured in Heate Straits, to make the base of operations in the north would at least be more convenient. Large quantities of fish are shipped, not only to the New England States, but to points in Western Canada. Not only is trade done in halibut, but with the development of the province other companies are gradually expanding, and other food fishes are dealt in. Cod and herring are the two which are receiving most attention, excepting, of course, the lordly salmon and the reliable halibut. The fisheries of British Columbia have more room for expansion perhaps than any other industry, and with an increasing market in the western portions of Canada, those companies now operating here, and those which will surely follow, will build up an industry

greater than any on the Atlantic coast. The planting of lobsters, if successful, will also add another branch that at present does not exist. Oysters, too, are being experimented with. But with the other fishes, they are here, and with the market opening, they will be utilized.

Vancouver merchants have decided to curtail the period of credit, and at the meeting of the Retail Grocers' Association on Tuesday evening of this week, the action was taken that hereafter a settlement of accounts will be insisted upon at least once a month. The causes of this are that the wholesalers for a year past have been pressing for quicker settlements, and moreover people are inclined to let their accounts run into large amounts when allowed to go almost indefinitely. The retailer has now to settle every fifteen days with his supply houses, and in demanding payment of his accounts every thirty days he is only doing what is necessary to prevent financial embarrassment. In a great majority of the cases of failure, the book debts are often more than sufficient to meet the liabilities, yet assignments are forced by non-payment of those who have secured the goods and fail to realize that they are living on the small capital of the grocer.

LAVAL HONORS A GROCER.

P. M. Girard with Hudon, Hebert & Co., Montreal, has received from the University of Laval, his Diploma of Literature, having passed his examinations very creditably after pursuing an extra-mural course extending over a period of two years. Mr. Girard is one of those gentlemen possessed of business ability which has made him a success and who has at the same time cultivated his aesthetic qualities with the above gratifying results.

WINNIPEG PURE FOOD SHOW.

Promises to be Most Successful Event of the Kind Ever Held in the West.

Preparations are now practically completed for the opening in Winnipeg on June 8th of the most successful exhibition of groceries and foodstuffs ever held in the West. The management are advertising it extensively and public interest is being aroused. Last year's show was a big success but there is every reason to believe that the exhibition this year will be much superior in every respect.

Phelps & McCormick, general merchants, Minnedosa, Man., have dissolved partnership.

THE CANADIAN GROCER

Established 1886

The MacLean Publishing Co.

Limited

JOHN BAYNE MACLEAN - President

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

OFFICES

CANADA—

MONTREAL 232 McGill Street
Telephone Main 1255

TORONTO 10 Front Street East
Telephone Main 7324

WINNIPEG 511 Union Bank Bldg
Telephone 3726

VANCOUVER R. Bruce Bennett
1737 Haro St.

ST. JOHN, N.B. W. E. Hopper

UNITED STATES—

CHICAGO, ILL 1001 Teutonic Bldg
J. Roland Kay

NEW YORK 544 West 145th St.
R. B. Huestis

GREAT BRITAIN—

LONDON 88 Fleet Street, E.C.
Telephone Central 12960

FRANCE—

PARIS Agence Havas, 8 Place de la Bourse

SWITZERLAND—

ZURICH Louis Wolf
Orell Fussli & Co

Subscription, Canada and United States, \$2.00

Great Britain, 8s. 6d. Elsewhere . . . 12s.

Published every Friday.

IMPORTANCE OF FOREIGN CUSTOMERS.

Canada's export trade is valued at about \$280,000,000. This is about \$35,000,000 more than the total foreign trade, imports as well as exports, in 1897. In the latter year the exports were \$134,000,000.

An increase of over 100 per cent. in eleven years is remarkable. But remarkable as it is, no one acquainted with the resources of Canada believes that the export trade of the country is little beyond a fraction of what it will be.

Nature has endowed the Dominion with almost illimitable possibilities in all those things which are necessary to the material up-building of a nation.

Is it in products of the farm? Then we have land in quantity and quality sufficient to almost supply the requirements of the world; and but a fraction of this land is under cultivation.

Is it in manufacturing? Then we have iron and coal and timber in abundance to say nothing of the magnificent water powers, whose utility we are only beginning to recognize.

But natural resources are not of much use without men. It is not natural resources that make nations great and useful. It is men, and chiefly business men—men who have enterprise and ideals.

There is always a possibility that those who are born or brought up amid

the great natural resources which this country possesses may fail to recognize the possibilities of our possessions. Is it not a fact that outside capitalists have been the first to recognize and develop many of our natural resources?

The home market is undoubtedly the best market. It is more accessible than the foreign market and as a rule more profitable. But in our concern about the home market we must not neglect to give due attention to the requirements of the export market.

In times of prosperity such as we have recently been passing through there is a tendency to concentrate efforts on the home trade and let the foreign trade take care of itself. There is no doubt about this. The reports of the Canadian commercial agents scattered throughout many parts of the British Empire repeatedly refer to this.

The export market is a depository for the surplus products of the farm and factory. And unless we cultivate it with the same systematic and business intelligence that we do the home market the development of the natural resources of the country must be retarded.

But aside from the development of the natural resources of the country the importance of the export trade when business is quiet at home must not be overlooked.

The more numerous the countries with which we do business the more likely are we to keep our factories going and our farm products moving when trade lags at home. Great Britain found this out generations ago.

There are always some countries in which trade is good and fortunate are we when these nations are numbered among our customers. But if we want them when business is poor at home we must cultivate them when we are not so much concerned about our surplus merchandise.

The Germans are to-day probably the most aggressive of the nations in regard to the export trade. They are determined to master its every detail. Their young men study foreign languages and then settle down in importing countries the world over to learn their requirements and to ascertain their methods of doing business.

It does not pay to be self-contained in regard to foreign trade any more than in regard to home trade.

COMMERCIAL AGENTS' DUTIES.

There has been some criticism recently by Canadians resident in England, who are in a position to know whereof they speak, regarding the nature of the work

some of the Canadian commercial agents in Great Britain are doing.

These agents are presumably working for the development of Canadian export trade and yet it is reported by authoritative parties in England, and a study of the weekly reports issued by the Government's Department of Trade and Commerce would seem to bear this out, that a goodly part of the time of some of the agents is spent in calling on British manufacturers and exporters, seemingly with a view to encouraging their business with Canada and thereby stimulating competition with our own industries.

The weekly Trade and Commerce reports contain a file of trade inquiries which one would naturally suppose would be devoted to the interests of Canadian business. A study of several of these reports the other day revealed the fact that out of 197 inquiries, 95 were from English firms who wished to get in touch with Canadian buyers with a view to disposing of their manufactured product.

A representative of a Canadian firm, at present in England, tells of several instances he met with where the commercial agents had gone to a good deal of trouble to procure lists of Canadian buyers for English firms. In some instances, the firms in Great Britain making good use of the agents, are not even manufacturers of the goods they propose to market in Canada.

Some years ago one of the agents on his appointment expressed a desire to visit a number of Canadian manufacturers who were anxious to develop their export trade, and was instructed by the Minister then in charge not to do so. He reported the matter to some manufacturers who advised him to see Sir Wilfrid Laurier. His visit put a new face on the incident, and, as a result, his instructions were immediately reversed.

It cannot be the desire of the Government that the Canadian commercial agents should pursue the policy a few of them seem to be doing. And the matter would seem to repay some attention being paid to it immediately.

THE QUEBEC TRICENTENARY.

The festivities in connection with the tricentenary celebration in Quebec this summer will draw thousands of people from the United States and other foreign countries to Canada, and in the coming of this multitude there is opportunity for the retailer to benefit.

The fame of historical Quebec is world wide, and while the majority of visitors will be attracted by the quaint character of the celebration, there will be hundreds, in fact, thousands, who will avail themselves of this opportunity to see something of Canada as a

whole, and not alone as it is to be seen from Quebec.

This will result in their visiting the chief cities and towns, and the smaller places of interest. This influx of visitors will create a demand for groceries which will result in increased trade for he who begins to plan now.

When the visitors are actually here is not the time to get ready. Stock up right away. The higher priced staples and many fancy lines will sell freely, and they should be ordered early. Advertising space in the local papers can be used to advantage at the proper time telling visitors of your store and its contents, and reminding the housewives that you have just what they require for those visitors of theirs. But plan and order at once.

Naturally, the increase in trade will not be felt everywhere throughout the Dominion, but in Quebec City, Montreal, Sherbrooke, the smaller towns in Quebec Province, and in the larger centres of Ontario there will be an appreciable increase in demand, and grocers should prepare to meet and encourage it according as their location warrants.

ONE CENT DROP LETTER RATE.

In the House of Commons a few days ago a question was asked as to how much it was expected the postal revenue would be lessened by the proposal to give one cent drop letter rate to cities. The Postmaster-General in reply said that the department did not expect a decrease in the revenue. On the contrary they expected an increase.

It is a pity that previous postmasters-general since the one cent drop rate was done away with, twelve years ago, were not equally optimistic as Hon. Mr. Lemieux. In all experiences where there has been a decrease in the cost of postage there has been more than a corresponding increase in the revenue. The postal authorities in 1875, when they adopted the one cent drop rate, were wiser than those of 1897, who abolished it.

The post office revenue has certainly suffered from the doubling of the rate on drop letters in cities. With the one cent rate business men found it cheaper to use the mails than to have the letters delivered by other means. When the two cent rate went into force in 1897 a great many business men discarded the mails.

The increase in the rate was an unbusinesslike act and Mr. Lemieux is to be congratulated on his recognition of the fact.

The one cent drop letter rate will be a great convenience to business men and more so now than when it was formerly in vogue, because since then

the local free delivery system has been extended to a large number of towns and cities in Canada.

BUSINESS OUTLOOK IN WESTERN CANADA.

On May 1st, 1907, seeding had not been started in the Western Provinces; on May 1st, of this year, it was practically completed, and the acreage showed an increase of at least 25 per cent. Last year the West would have reaped the largest crop in its history if only there had been 10 days' more ripening weather before the September frosts. This year, with seeding completed a month earlier, and with most favorable warm weather, there is every reason to believe that Western Canada will produce and save another "bumper" crop, the proceeds of which will be more than sufficient to place business once more on the substantial footing of prosperity to which Western business men have long been accustomed.

Undoubtedly the depression of 1907 hit Western Canada a hard blow, but she stood it well and is rapidly recovering from the effects. A good crop this year will ensure a year of good business. Immigration this spring is encouraging, and the immigrants are a better class than in previous years. The great bulk of the immigration this year is from Great Britain and the United States, and most of the incoming settlers are bringing some little capital with them.

It is not too early yet to sum up some of the effects of the late depression which was caused by the partial crop failure and the world wide financial stringency. The effects have not been wholly bad; in fact, so much good is resulting that many shrewd business men consider the recent "depression" a blessing, but very thinly disguised.

In the first place, it put a stop to the mania for land speculation which was unduly inflating values and diverting capital from its legitimate channels. There will be more money for regular business now that land speculation is no longer employing all the spare cash of the business men of the country. Moreover, there will now be a reduction in the cost of living, which should hasten the day when the West will do more of its own manufacturing.

But, perhaps, the greatest benefit resulting from a little touch of hard times has been the death blow given the credit system. For years the credit system has been the bane of business in the West. It was a necessary evil in the pioneer days, but it was continued long after the reason for it had ceased to exist. The farmers had learned the habit of settling their store bills only once a year, and it was hard to teach them any other

habits. The merchants were disorganized, and, under stress of competition, permitted grave abuses of the credit system. They tried to shake off the system and for two or three years there had been a general tendency towards the establishment of a cash system of business. But it required some general compelling influence to induce the great majority of the dealers to join in the movement. That influence was supplied last fall when the financial stringency was most keenly felt. The dealers simply had to get their money in and could no longer afford to allow indiscriminate credit. As a result, in every part of the West there was at least a resolute and substantial curtailment of credit, and in at least a third of the Western stores there is now a cash system in operation. It is not likely that in many places the ground gained will ever be lost for the dealer who has once shaken off the chains of the credit system will not be anxious to assume them again. The ground gained will be retained and never again will the credit system hold undisputed sway in the West. The tendency towards the cash system has been given a great impetus by the experiences of the last year, and, as a result, the business of the West will henceforth be conducted upon a much sounder basis than ever before.

With the evils of the credit system greatly lessened and with every indication pointing to a big crop and a year of resulting prosperity, it is small wonder that the business men of the West are optimistic as to the immediate future. The experiences of the last year have taught the West conservatism that was before quite foreign to its spirit, but it is an optimistic conservatism.

During the last year buying has been light, as it has been restricted to the filling of immediate requirements, and, perhaps, for two or three months to come the buyers will be cautious. But once the crop is assured, the empty shelves in the country stores will be filled and there will be a demand for goods which it will keep the manufacturers and jobbers busy to supply.

STATE-REGULATED CLERKS' SALARIES.

Australia is a country of peculiarities. To the average business man in other parts of the world one of the most striking of these peculiarities is the Industrial Arbitration Court and its methods.

In that country if an employe of a retail store is not receiving the salary he or she deems adequate, recourse can be had to the Industrial Arbitration Court.

To read the pleas which are put forward at these industrial courts as to

why higher salaries should be received is interesting. The fact is often revealed that many of the applicants who were trying to secure higher rates of wage through the court never received from any other employer what they deemed they were worth. And yet, in spite of this, the court in many instances ordered employers to pay considerable increases.

To us in Canada such a law seems absurd. At any rate it should be carried to a logical conclusion. Retailers ought to have the right to bring before the court customers who will not pay as high a price as they deem their goods are worth. Then the wholesaler should also have the right to bring up the retailer and the manufacturer the wholesaler, for the court to fix the price which their customers should pay for merchandise. Even if a law is silly it should be logical in its silliness.

KEEP TRACK OF NEW IDEAS.

A prominent wholesaler in discussing ways and means for making the best use of new ideas and new methods in the retail business said recently that he considered a scrap book for keeping a record of interesting items relative to the business, was one of the most valuable aids to the retail merchant that he knew of.

"Competition is growing keener every day in every line of business," he said, "and it is coming more and more to be a time when neither precedence nor capital count for business superiority. The conditions demand the survival of the fittest. The fact that yours is an old and well established firm has its weight; the fact that you have your own money to back your institution is much to your advantage; but neither of these conditions will secure your position against a competitor who has been thoroughly trained in the keenest kind of system. The man with business ability will soon find ample capital to back his enterprise, and his peer of strong and timely assertion will sooner or later, discount the reputation your firm has held in the past.

"The retailer of to-day finds many more details that require attention than the merchant of ten years ago and if your methods have not kept pace with progress, you may find that you are conducting your business at a far less profit to-day than you were with the same methods a few years back.

"Systems you may learn from others. They are developed from necessities that you with your established business do not feel until the other fellow has already evolved them and put them into practice. You must learn from him.

"If you are watching the trend of

trade methods, you see something every day that strikes you as particularly to the point. Do not let these ideas go by. Get them, preserve them, put them away where you will see them again when you will have time to think them over.

"The old idea of keeping a scrap book is a good one, though in its modern form it has developed into a science, the result of which is the many compact filing systems of to-day. No matter how small your business may be some system of this kind is almost a necessity if you wish to succeed in the greatest possible degree. You can devise some method of filing away valuable helps that will be of great service to you if properly looked after. Classify your heads so that you can easily find what you want, and when you get hold of an idea that may apply file it in its proper place at once—it may get away. If it does you will forget it.

"'Newspaper Advertisements,' 'Methods of Special Sales,' 'Handling the Sales Force,' 'Show Window Displays,' 'Dull Season Sales,' 'Business Methods,' 'General Interest.' These are some of the heads under which you will find ideas coming in daily that can be filed away in a minute's time, where at a leisure hour you can look them over and study the way in which you can apply them to your own business. This is the way the other fellow pays the interest on his capital and the rent on his house, and still sells at the same profit as yourself."

BUSINESS MEN SHOULD NOT HYBERNATE.

Cut down expenses when necessity demands it, but don't hibernate. To hibernate when business is dull is to court the sleep that knows no waking. When a stringency exists in the money market and trade languishes in the factory, warehouse, or store, all the more reason is there for activity, resourcefulness and enterprise.

It is when the supply exceeds the demand that a business man's capabilities are put to the test. If he can keep things going and going well, he is made of the stuff that breeds success. But no business man is exhibiting these qualities when under stress of trade he runs away and hides himself.

It is storms, not fair weather, that put the finishing touches on a sailor and it is trade storms that put the finishing touches upon a business man.

Don't crowd on too much sail; but on the other hand do not try to make headway under bare poles. Keep sails up, flags flying and let your customers know that you are on deck. Advertise the fact in the mediums that reach your customers or prospective customers. Have confidence in yourself and

your customers will have confidence in you. But don't get pessimistic and hide from the eyes of your customers by neglecting to use those mediums for keeping your factory, warehouse or store and the merchandise you sell in view.

Of course if hiding from one's customers is deemed wise, let it be done thoroughly. Do not stop at removing the advertisement. Take down the sign and obliterate from all business literature the name of the firm or reference to the goods it makes.

KEEP THEM BY ALL MEANS.

The Cannington Gleaner, a second time asks its readers to submit opinions as to whether the Woodward Biscuit Works should be allowed to remove to Lindsay without an effort being made to retain the works for Cannington. We should think that there could be only one opinion on this question, so far as Cannington's citizens and the Gleaner is concerned, and are surprised that the Gleaner has not yet taken the stand that the works should, by all reasonable means, be induced to remain.

The case as we see it, is simply this: Lindsay, a very progressive town, has made a proposition to G. H. Woodward & Co. to remove their biscuit works to Lindsay, and the Cannington Gleaner does not know whether the concern should be allowed to remove or not.

Unless there are some reasons, of which we are as yet not cognizant, we cannot for the life of us understand why the Gleaner does not put up a fight for the interests of its own town. It would have the support of all broad-minded persons, for it is in the best interests of the country that its industries be scattered over an expanse of territory rather than that they be hived in one or two localities.

QUALITY AS A FACTOR IN BUSINESS.

No one will ever be charged with not being sound in the faith who preaches quality. Quality is the very foundation of success in business. Capital, knowledge enterprise are important, but these will not stand when quality is absent.

It is quality that gives character, and character is as necessary to a business as it is to an individual.

Customers who have become converted to quality give in return their confidence; and this is the sheet anchor which holds business.

Goods sold on their reputation may not always earn a better profit than those that are sold on their price, but they do most of the time.

Quality is profitable unto all things in the business world.

THE SITUATION IN THE WEST

The Western Viewpoint, by our Special Winnipeg Correspondent.

Another week of the most glorious growing weather has been added to the history of the West. There was 24 hours of gently light rain all over the country but the balance of the week has been fine and warm and the oats and barley are nearing completion in the matter of seeding in the more southern sections. Every fresh report coming in from the country is encouraging, so far as crop conditions are concerned. There is a section covering part of Southern Saskatchewan and Southern Alberta that needs more rain, but they got a little last Thursday enough to keep them going for the present and almost every other section reports sufficient moisture in the soil to carry the crop until June.

The wheat market has been an erratic one but the general opinion is that all the Winnipeg shorts were squeezed out on the last sharp advance when something like 250,000 to 300,000 bushels of wheat were bought in at prices ranging from \$1.17 to \$1.18. Since that time July has experienced a serious drop, selling on May 16th, at \$1.13½. The highest point made by July was \$1.19½.

The shipments out from Fort William have been very large and stocks in terminals are now very much below those of last year at the same period while inspections for the week have been of the most limited character. Grain dealers are anticipating the quietest June for the past five years, and already brokers are leaving on long vacations. From the standpoint of the big grain dealers the crop of 1907 is practically marketed, the remainder to come forward being too small to make any material difference in the world conditions.

There is a general complaint on the part of interior millers that business is bad and that a number of them must close for want of trade or rather that wheat prices are so high that flour cannot be sold on the present prices for that article at a profit. The big mills on the other hand claim an improving western demand and that trade in the east is very fair.

The West's second big industry—the cattle—has been extremely active for the week. Receipts for the week ending May 9th were more than four times those of the corresponding week of last year, and the stock offered, taken as a whole, was decidedly better. This week the receipts have been large and there have been several bunches of ex-

ceptionally well finished steers. A noticeable proof of what has been said in these columns from time to time on the value of winter feeding in the open, was exemplified this week when Donaldson, of Brandon, one of the best known feeders of the West and winner of the \$200 prize for the best fed beef steer at the Winter Fat Stock Show, shipped in four cars of steers fed in the open on oat straw, a little meal and plenty of water and salt and received 5½ cents per pound, freight assumed by the purchaser. The steers averaged 1,350 pounds on the scales and were one of the thriest and smoothest bunches ever offered in the Winnipeg yards. The Nelson-Morris Packing Company shipped another long train of cattle through for Boston en route to Britain and there is a decided movement on the part of American buyers to purchase Canadian Western cattle. There have been eastern buyers on the market every day for the past three weeks and they are having a tight time of it holding their own against the resourceful western men who know every cattle man from Dan to Gath and think nothing of getting on the yards and buying by electric light, if a good-looking train comes in between two and three in the morning. Their presence, however, has given a very healthy and valuable stimulus to prices. The need of union stock yards and a regularly constituted market becomes more and more apparent every day, but certainly the man who still clings to the idea that there is a beef combine would have his belief rudely shaken if he struck the Winnipeg yards about a quarter to half-past five and found the various dealers trying to get in ahead of each other on the purchase of a choice bunch of steers. The market of this spring has proved what should have needed no proof, and that is, that well-finished cattle will have plenty of buyers and bring a good price, but scrubs are never wanted.

Sheep are among the most profitable of the lines of stock offering this season. Wool, of course, is very low, owing to the closing of many of the Eastern woollen mills but mutton is more than making up for it. Grant, of Moose Jaw, one of the first men to see the profit in feeding sheep on screenings, has sold 1,000 head to Gordon, Ironside & Fares at 7 cents a pound, Winnipeg. These sheep are being delivered in bunches of 200 to 300. A bunch of 300 the past week averaged 127 pounds off cars, Winnipeg. It is calculated that at the extreme outside these sheep did not cost

Mr. Grant more than \$5.50 to put on the market and as they averaged 127 pounds he had a clear profit of something over \$3 per head. Not a bad turnover for the period it takes to raise a 2-year old sheep.

Figures like these should put it so strongly to farmers that it will soon be unnecessary to bring our mutton from Prince Edward Island as we have been doing in the past.

A matter of great importance to business men in small towns is the new "C" tariff of the Board of Fire Underwriters on which they have been working for months and which was announced during the past week, though as a matter of fact, it really came into force on May 1, for tariffs issued by the Fire Underwriters really govern to a great extent those of other companies. There is always a feeling on the part of the assured that rates are too high and there is equally a tendency on the part of companies to increase rates in small towns because of inadequate fire protection.

The tariff of minimum fire insurance rates for risks in class "C" applies to towns and villages in all three western provinces not specially rated by the Board. It was revised first in October of 1904 and again in March of the present year and the new "C" tariff now presented is supposed to be up-to-date in every particular. Its general trend is rather to lower than increase rates. Dwellings are unchanged. It is in the matter of "exposures" that the Board have seen fit to reduce the charges a little and though the decrease is small it will, nevertheless, be welcome.

People continue to talk hard times and tight money in Winnipeg but as a matter of fact people have bought as many automobiles this year as they did last and have paid more cash for them and autos hardly come under the head of necessities.

There are some lines in which collections are better than others. For example, wholesale grocers find it much easier to get in their accounts than do lumber merchants, just why, it is a little difficult to explain. One thing is sure, that from the districts of Saskatchewan, where crops were supposed to be almost a total failure last year, it is simply surprising how well money is coming in. Dry goods houses report the same good conditions as the grocers.

Everything considered, the outlook in the West is most encouraging and the splendid start the crop has received will put it in such strong and healthy condition that it will be in a position to withstand minor ills later in the season

Markets and Market Notes

QUEBEC MARKETS

POINTERS—

Butter—Further decline.
Cheese—Declined.
Fruits—Decline in pineapples.
Beans—Firmer.

Montreal, May 20, 1908.

There is not much to comment upon during the last week outside of some rather sharp declines in butter and cheese.

The dealers appear to be holding off for still lower prices in butter and cheese, buying just enough to satisfy immediate demands. The weather has improved the pasturage, with the result that supplies are arriving from the country in largely increasing amounts.

The fruit market has had a few declines, which is due to perfectly natural conditions, as this is the season when we can expect such things in fruits. Beans still show an upward tendency, which, as stated last week, is due to the manipulations of the market by some of the large operators. Receipts of maple products continue good, and the price has remained practically unchanged.

The very latest advices from Japan indicate a shortage in the high grade teas, but importers say that prices will be practically the same as last year, although there will be some indication of a stiffer tendency.

SUGAR—There is nothing of any importance to comment upon in the sugar market. The demand remains only fair and the market steady.

Granulated, bbls	\$4 90
" 1/2 bbls	5 05
" bags	4 85
Paris lump, boxes, 100 lbs.	5 75
" 50 lbs.	5 85
" 25 lbs.	6 05
Extra ground, bbls	5 30
" 50-lb. boxes	5 50
" 25-lb. boxes	5 70
Powdered, bbls	5 10
" 50-lb. boxes	5 30
Phoenix	4 65
Bright coffee	4 60
No. 3 yellow	4 50
No. 2	4 40
No. 1 " bbls	4 57
No. 1 " bags	4 45

SYRUPS AND MOLASSES—The molasses market is not exceedingly strong, and dealers are looking for changes. At present the prices remain practically the same as last week in both syrups and molasses.

Barbadoes, in puncheons	0 31 0 35
" in barrels	0 33 0 35
" in half-barrels	0 34 0 36
" fancy	0 34
" extra fancy	0 35
New Orleans	0 22 0 35
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 08
" 1/2 bbls	0 08
" 3/4 lb pails	1 75
" 25 lb pails	1 25
Cases, 2 lb tins, 2 doz per case	2 40
" 5-lb. " 1 doz.	2 75
" 10-lb. " 1 doz.	2 65
" 20-lb. " 1 doz.	2 60

MAPLE PRODUCTS—Maple products are arriving in fairly large amounts,

while practically the same prices hold for this week as quoted last week.

Compound maple syrup, per lb.	0 04 1/2 0 05
Pure Townships sugar, per lb.	0 18 1/2 0 09 1/2
Pure syrup, 8 1/2 lb. tin	0 60 0 65

TEA—The demand for gunpowders is very good. Japans and Ceylons are only in fair demand. Prices remain practically the same as last week. The latest cables from Japan indicate scarcity in high grades, but advices say prices will rule about the same as last year, with a stiffening tendency in the market.

Choicest	0 38 0 45
Choice	0 32 0 37
Japans—Fine	0 27 0 30
Medium	0 22 0 23
Good common	0 21 0 22
Common	0 20 0 21
Ceylon—Frokin Orange Pekoe	0 20 0 38
Pekoes	0 19 0 20
Pekoe Souchongs	0 19 0 20
India—Pekoe Souchongs	0 17 1/2 0 18
Ceylon greens—Young Hysons	0 19 0 25 1/2
Hysons	0 18 0 20
Gunpowders	0 17 0 25
China greens—Pingsuey gunpowder, low grade	0 12 1/2 0 16
" " pea leaf	0 19 0 27
" " pinhead	0 30 0 45

COFFEES—The expected advances owing to higher French cables and Brazilian shortage have not yet materialized, and the market remains featureless, with practically the same prices ruling. The consumption of coffee is increasing on the whole, and the present demand is good.

Jamaica	0 16 0 20
Java	0 20 0 30
Mocha	0 19 1/2 0 25
Rio, No. 7	0 09 0 11
Santos	0 11 1/2 0 11
Marsaibo	0 14 0 17
Roasted and ground 20 per cent. additional.	

DRIED FRUITS—Prunes still command considerable attention owing to their scarcity. Dealers who have received advices from California and Oregon state that each letter places this year's crop at a lower figure, so high prices are likely to rule for some time yet. Apricots and peaches have excellent prospects. Prices remain the same as last quoted. The business passing is fair.

Currents—		
Filiatras, uncleaned, barrels	0 06 0 06 1/2
Fine Filiatras, per lb., in cases	0 06 0 06 1/2
" cleaned	0 06 1/2 0 07
" in 1-lb. cartons	0 07 0 07 1/2
Finest Vostizzas	0 07 0 08
Amalias	0 07 0 08
" 1 lb. packages	0 07 1/2

Sultana Raisins—		
Sultana raisins, per lb.	0 10 0 11
" 1-lb cartons	0 14
Eleme Table Figs—		
Six crown, extra fancy, 40-lb. boxes	0 09 1/2 0 11
Four crown, fancy, 10-lb. boxes	0 08
Three crown	0 07 0 08
Glove boxes, fine quality, per box	0 07 1/2 0 08
Fancy washed figs, in baskets, per basket	0 15 0 18
" pulled figs, in boxes, per lb.	0 15 0 20
" stuffed figs, " box	0 25 0 30

Valencia Raisins—		
Ripe off-stalk, per lb.	0 05 1/2 0 08
Selected, per lb.	0 06 1/2 0 08 1/2
Layers	0 06 0 06 1/2
Dates—		
Hallowees, per lb.	0 05 1/2
Sairs, per lb.	0 04 0 04 1/2
Packages	0 05 1/2 0 06 1/2

Malaga Raisins—		
London layers	2 25
" Connoisseur Clusters	3 40
" " 1/2 box	1 00
" Royal Buckingham Clusters, 1/2 boxes	1 37 1/2
" " boxes	
" Excelsior Windsor Clusters, 1/2 boxes	5 80
" " 1/2 boxes	1 50

California Raisins—		
Fancy seeded, 1-lb. pkgs	0 10 0 11
Choice seeded, 1-lb. pkgs	0 09 0 11
Loose muscatels 3 crown	0 08 0 09
" " 4 crown	0 09 0 10

California Evaporated Fruits—		
Apricots, per lb.	0 32
Peaches, " "	0 18
Pears, " "	0 18

Prunes—		
Oregon prunes 25-lb. boxes, 30-40s	0 10 0 12
" " " 40-50s	0 08 1/2 0 09 1/2
" " " 50-60s	0 08 0 08 1/2
" " " 60-70s	0 09
" " " 70-80s	0 07 1/2 0 08
" " " 90-100s	0 06 1/2 0 07

RICE AND TAPIOCA—London cables seem to indicate a slight stiffening up of the market in rice, although up to the present this has not affected this market, quotations remaining the same. No change has taken place in tapioca, and there appears to be no indication of any change. The demand for rice is still rather slow and tapioca decidedly so.

B rice in 10 bag lots	3 30
B rice, less than 10 bags	3 30
C rice in 10 bag lots	3 00
C rice in less than 10 bag lots	3 10
Tapioca, medium pearl	0 06 0 06 1/2

SPICES—The long quiet which has prevailed in this market remains unbroken, as nothing has occurred during the last week to disturb it. Prices have not shown any disposition to change during the week. Business, which has not been any too good, begins to show some slight brightening up.

Peppers, black	Per lb. 0 16 0 20
" white	0 22 0 27
Ginger, whole	0 16 0 20
" Cochin	0 17 0 20
Cloves, whole	0 17 0 30
Cloves, ground	0 25 0 25
Cream of tartar	0 25 0 32
Allspice	0 12 0 18
Nutmegs	0 25 0 60

BEANS—The bean market continues very firm with prices around \$2 and \$2.10. The demand is good.

Choice prime beans..... 2 01 2 10

EVAPORATED APPLES — Nothing new. Prices remain the same. Demand is rather less than fair.

Evaporated apples 0 07 0 07 1/2

CANNED GOODS

MONTREAL—The demand for canned vegetables is very good. Fruits, also, are still on the increase. Fish is rather slow, except for sardines, at moderate values. There is a moderate demand for Canadian brands and the American product is not wholly neglected. New prices ought to soon be out. They are being awaited with much interest.

TORONTO—Demand is fair in all lines but there is no rush. Interest is centred now in the expected new prices,

DEATH OF WILLIAM KINLOCH.**Familiar Figure Among the Trade in Montreal.**

Once more death has claimed its own in the person of William Kinloch, who passed away on Saturday, May 16. Mr. Kinloch was a native of Stonehaven, Scotland, and came to Canada when he was a lad of sixteen. Shortly after his arrival in Canada he entered the grocery business, and in 1843 became a member of the firm of Kingan & Kinloch, which he and his partner organized. He continued in the business until 1893, when he retired. Upon the death of Mr. Kingan, the firm was known as Kinloch, Lindsay & Co., under which style it continued until Mr. Kinloch's retirement. Mr. Kinloch was a familiar figure in the business district of the city up to almost the day of his death, as he found it difficult to relinquish his old habits and haunts, although well past the age when men generally retire to enjoy in the evening of their days a well earned rest. Those who frequent the reading room in the Exchange Hall of the Board of Trade saw his familiar figure there not more than ten days before his demise, and he might have been observed about his old haunts very recently. Mr. Kinloch has seen Montreal advance from a comparatively inconspicuous position to one of great importance among the cities of the continent. Among the many changes and improvements which have taken place during his life, though one of the most vital importance to the commercial life of this city probably has been the evolution of the ship channel between here and the sea. In 1850 ships with a tonnage of 400, made their way with difficulty up the 11-foot channel to Montreal. In those early days people had not dared to think even of many of the accomplished facts of to-day and which have contributed so largely to the progress of the city.

In days gone by Mr. Kinloch was one of the most familiar figures in the grocery world, and he watched the evolution of the foodstuffs trade during many important years. He was known to most all the older grocers who were glad to number him among their friends.

ACME CAN WORKS PURCHASED.**Jas. Campbell and Wm. Pratt Still Retained in the Management.**

The contemplated change in the affairs of the Acme Can Works, Montreal, has become an accomplished fact, and the firm will be known in the future as the American Can Company. The capacity of the plant will be greatly enlarged with the result that a more complete line will be offered the trade than heretofore. The same gentlemen who have

directed the destinies of the old firm will continue with the new organization. Jas. Campbell will have charge of the sales department and William Pratt will continue as factory superintendent. M. A. Reap will be associated with the above gentlemen in the capacity of office manager. Mr. Reap's headquarters will be the Montreal office of the company.

COMMISSION DEALERS' ASSOCIATION.**Will Make Shippers Pay Uniform Cartage Charge.**

The majority of the wholesale fruit and commission merchants of Toronto have recently formed themselves into an organization known as "The Toronto Fruit and Produce Association." The president is H. W. Thorpe, of McWilliam & Everist, and the association is formed for the ostensible purpose of mutual protection. A circular signed by the members of the organization has been sent to the growers and shippers of fruit and vegetables, which stated that, "owing to the high and increasing cost of handling goods and delivering them, a uniform cartage charge will be made to the shippers on all goods on commission." Then follows schedules for Canadian and foreign goods, which, with the exception of carload lots of potatoes, range all the way from half a cent each for all packages smaller than 11-quart baskets to five cents for barrels, sacks and large cases.

According to correspondents in Burlington and vicinity, the shippers and growers around Clarkson, Oakville, Bronte, Merton and Lorne Park resent the action of the association, and at a joint meeting held at Clarkson last week a resolution was passed to the effect that they would "refuse to submit to any such imposition," and if no further agreement could be reached they would place a man in Toronto to act as salesman for the fruit from these places, or the fruit would be sold f.o.b. at stations.

Just how the matter will result cannot as yet be ascertained, and the members of the so-called association are rather reticent about discussing the situation. The claim is made that with the increase of wages, feed for horses, and expenses generally, it is too much to ask the commission men to pay for delivery out of the commission they receive for making sales, especially when the rate of commission is no more than it was seventeen years ago. Delivery charges sometimes eat up all the profits and the dealers think these charges should properly be borne by the growers, seeing that they get an increased return for their goods over what was received some years ago.

DEATH OF BROCKVILLE CONFECTIONER.

John Grant, of Abbott, Grant & Co., proprietors of the Brockville Biscuit and Confectionery Works, Brockville, Ont., died in that city on May 13. He had been feeling unwell and underwent an operation the day before his death. Mr. Grant was a native of Brockville, sixty years of age, and leaves a large grown-up family.

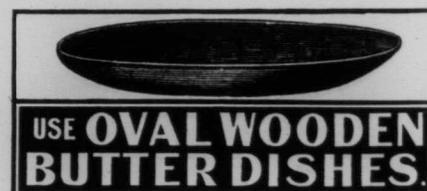
NEW TELEPHONE NUMBER.

Owing to inability to secure a sufficient number of lines into our Toronto office, in consecutive numbers, it has been found necessary to change the telephone numbers for that office. The numbers are Main 7324, 7325 and 7326.

NEW TORONTO OFFICES.

Rose & Laflamme, of Montreal, have moved their Toronto offices to more convenient premises. They are now situated in the Carrie Building, 65 Front Street east on the corner of Church, where W. T. Merriek, the Toronto manager, will be glad to see the firm's customers.

The United Factories, Limited, Toronto, have just issued a neat illustrated folder showing the various lines of Pöeckh's brushes for housecleaning purposes, such as scrubbing brushes, hair brooms, waxing brushes, closet bowl brushes, cornice dusters, bannister brushes and several other useful lines. Space is also left on the front cover for the address. Any of the trade desiring these circulars to send to their customers may have them on application by mentioning the name of The Canadian Grocer.



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

'WELLINGTON' KNIFE POLISH

JOHN Oakey & Sons, Limited
Manufacturers of

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

Wellington Mills, London, England

Agent:

JOHN FORMAN, - 644 Craig Street MONTREAL.

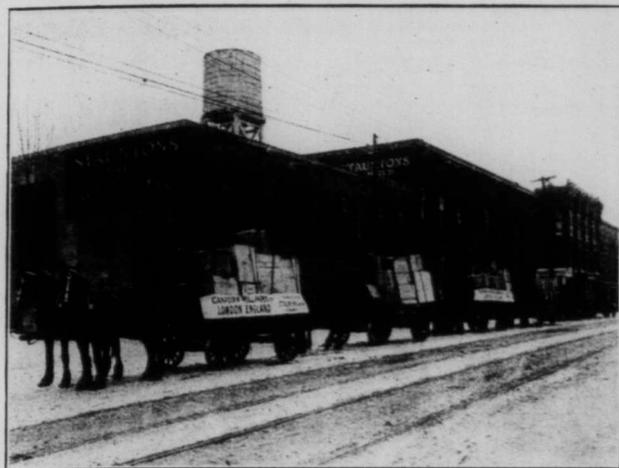
CONFEC-

Grant & Skville Biscuits, Brockton May 13. and under- before his native of age, and ily.

MBER. ure a suffi- ur Toronto rs, it has change the office. The 5 and 7326.

FICES. ntreal, have to more con- now situated Front Street h, where W. anager, will stomers.

imited, To- at illustrated ous lines of cleaning pur- brushes, hair closet bowl bannister useful lines. front cover the trade de- end to their on applica- ame of The



ONE DAY'S SHIPMENT TO LONDON, ENG. OVER A MILLION FEET OF PAPER.

FOR CANADIAN OR EXPORT TRADE

The **STAUNTON** *Line*
SUPERIOR WALL PAPERS

offers exclusive advantages in beauty, quality and adaptability. Made for a purpose beyond selling—it comprises the best selling patterns made in Canada.

Competes successfully in England with English manufactured paper.

Superior shipping facilities for the Colonies and South America.

Correspondence solicited from wall-paper dealers throughout the world.

STAUNTONS Limited

Executive Offices, 929 Yonge Street,

TORONTO - - CANADA

Represented everywhere in Canada

LONDON, ENGLAND. MELBOURNE, AUSTRALIA.
DUNEDIN, NEW ZEALAND. PORT OF SPAIN, TRINIDAD.

Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look-out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THE CANADIAN GROCER.

"The Confection of Quality"

We believe we have the finest values in

High-Grade CHOCOLATES

to be secured in Canada.

We call particular attention to our

"Chocolate Bordeaux"

as being in a class by itself.

Purity and unvarying good quality have made it the foremost chocolate line on the market.

It's not a matter of luck to sell "Chocolate Bordeaux." The quality has created an enormous demand; the goods sell at sight, and the dealer makes a handsome margin of profit.

"Chocolate Bordeaux" should be carried in stock by all wide-awake dealers who want the best and quickest-selling Chocolate specialty manufactured.

Every taste a delight. Each piece eaten produces a desire for more. You don't have to take our word for it. Write us for tasting samples and full particulars, and judge for yourself how well we can serve you. Refuse all substitutes. Get the genuine.

Write us. Do it now!

The Montreal Biscuit Co.
Montreal

Manufacturers of the Purest and Most Wholesome Confectionery in Canada.

HOW IS YOUR STOCK OF TEAS?

Our stock of Japan, Green "Gunpowder" and Black Teas is complete in all the different lines and grades. We are in a position to fill orders for all grades required by the trade. We offer exceptional values in the different grades at prices interesting to the trade. We especially recommend

"Victoria" and "Princess Louise" Japan Teas

brands which we guarantee to be strictly pure and of superior quality and for which there is a great demand.

CANNED GOODS

We are now booking import orders for **Canadian Canned Goods** also for **Imported Canned Goods** "Soleil" Brand canning of 1908. We have a large and varied stock of Canadian and imported "Soleil" Brand Canned Goods canning of 1907 and we are prepared to fill immediately all orders which we may receive for same.

Minerva OLIVE OIL

We are in a position to fill all orders for this celebrated **Olive Oil** renowned for its purity, its rich and delicate flavor and for its original packing; each bottle bearing the seal of guaranteed purity from the Municipal Laboratory of the city of Marseilles. The sale of this superior **Olive Oil** is constantly increasing. **We are now booking import orders for same.**

CHOICE PASTES from the firm of Blanc et Fils, Valence sur Rhône.

These Pastes have acquired a high reputation on account of their uniform quality. We have a complete and varied stock of these goods for immediate delivery and we are now booking orders for importation.

Castile Soap from the house of J. Tourasse of Marseilles.

These Castile Soaps "La Vertu" and "La Mouche" brands are highly appreciated in Canada where great quantities are used—We are in a position to take orders for immediate delivery. It is also the right time to give us your import orders for same.

All these goods are of the highest quality: we sell them at correct prices.

For all information, quotations, etc., write, telephone or wire at our expense.

LAPORTE, MARTIN & CO., Limited

WHOLESALE GROCERIES, WINES and LIQUORS

562 to 568 St. Paul St. (formerly College St.) MONTREAL, Canada

A Grocer's Flower Department

GOOD PROFITS WITH HIGH-CLASS TRADE, BUT FIRST EXPENSES HEAVY.

The question as to whether the selling of flowers can be made a profitable part of a grocer's business has become a very interesting one recently in all parts of Canada. In the cities, particularly, the grocer who regularly carries a line of flowers is most in evidence, but in the larger towns and in the country also a window decorated with plants and cut flowers is coming to be frequently seen. With a view to finding how profitable a department this was, and what opportunity it offered for the average grocer, some inquiries have been made.

Good Profits With High-Class Trade.

The general opinion of those who handle flowers is that such a department can be run satisfactorily and with good profit where the trade the store draws is of a high class. Flowers, of course, are considered more or less as a luxury, and unless customers have a little more money than they need to live on, they are hardly likely to buy many flowers.

For the grocer in the former class, however, the business has several factors of inducement. Nothing brightens up a store so much as flowers, and their very presence in the store is sure to be considerable attraction. Again, the profits that can be secured on these goods are rather better than on the staple groceries. People have been accustomed to paying rather high prices to the regular florists and when the grocer, by reason of facts which will be mentioned later, is able to sell them a little below the prices the florists regularly ask, they are quite ready to pay this.

Economy in Delivery.

Of course one of the large factors in the good profits in handling flowers is the fact that the same delivery suffices for both flowers and groceries. When Mrs. Brown comes in to order her groceries and green stuff for the next two or three days, she is attracted by the window or the inside display and orders a dozen carnations or some chrysanthemums for her dinner table. These goods are sent out in the same rig with the groceries and there is no additional expense for delivering. Ontario grocers this spring have been able to buy carnations at a cent apiece, and sometimes less. These sold readily at 25 to 40 cents a dozen. Easter lilies were bought at 7 and 8 cents a bloom and sold for 15 cents. Potted plants of

various kinds, such as geraniums, fuchsias, spireas and others, bought for 20 to 35 cents, sell for 50 to 65 cents. Pretty fair profits, those.

Some Difficulties.

Of course there are drawbacks to this as well as any other line of the business. Flowers are perhaps the most perishable stock a grocer can carry. He cannot calculate on carrying any of the cut flowers over more than one night, and even then he runs a risk. The ideal way, of course, is to get the goods fresh from the wholesale florist in the morning and clear the whole stock out by night, reducing prices a little, if necessary, at the end of the day. This ques-

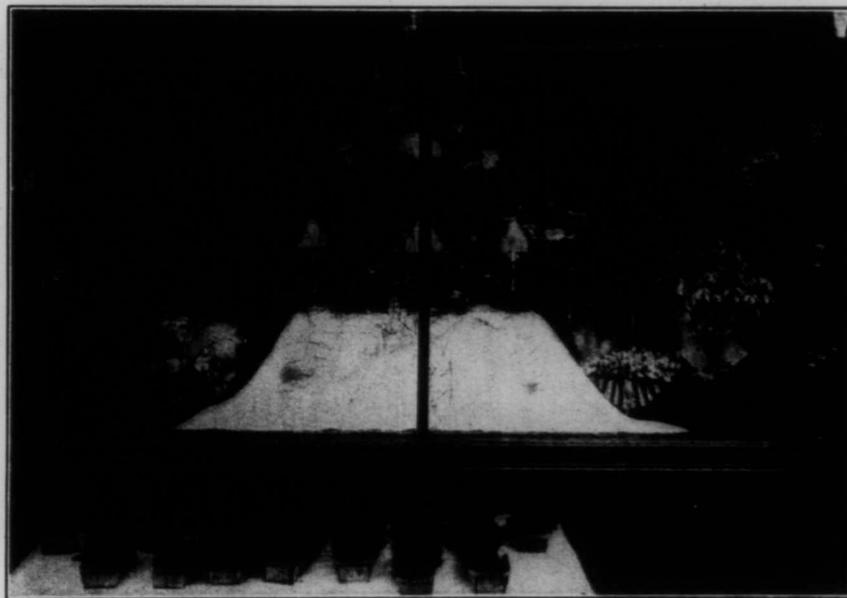
will always stop to look at flowers and perhaps a carnation, or a rose that is just at the danger point, given away, occasionally will work wonders.

If the flowers are held over one day, of course considerable refrigerator space is necessary. This is another drawback. They require considerable attention too, but a young lady clerk usually knows a good deal about handling such goods. If you have one who doesn't send her out to the greenhouse some quiet afternoon to have a talk with the florist about it.

A Few Hints.

According to the testimony of several grocers, it doesn't seem to pay to display flowers outside the store. Even though they are not in the sun, the wind dries them up very quickly.

One grocer who does a nice little trade in this line, has a large tin pan about five feet by six, which just fits his window. When he is showing flowers he simply sets this in the bottom of the



SUGGESTION FOR A GROCER'S FLORAL WINDOW.

tion of the perishable nature of the goods is one a grocer must consider carefully before he begins to handle flowers. The trade in this line must be cultivated. It cannot be worked up all in a Saturday. And at first, before the regular customers are induced to buy a certain amount of flowers, the department is likely to lose more or less money. It is a case of investing a little now to get handsome returns later on.

It is astonishing too, as some grocers tell us, how regular customers can be induced to buy flowers. A little education carried on steadily, with hints and suggestions thrown in as the customers are examining the stock, and women

window, with the pots and vases of cut flowers in it, and he can then water the stock—and the law won't prevent him either—as much as he pleases.

Some grocers keep a small edition of a ribbon counter with a view to making the outgoing sprays of flowers look as dainty and presentable as possible. This is scarcely necessary, however, unless special attention is given to this department.

Several city grocery stores have recently gone more or less extensively into supplying floral decorations and schemes for weddings and holiday decorations and even wreaths, sprays and built-up designs for funerals. In these cases, of course, someone has to be in

THE CANADIAN GROCER

charge who understands this side of the florist's business.

For the Country Grocer.

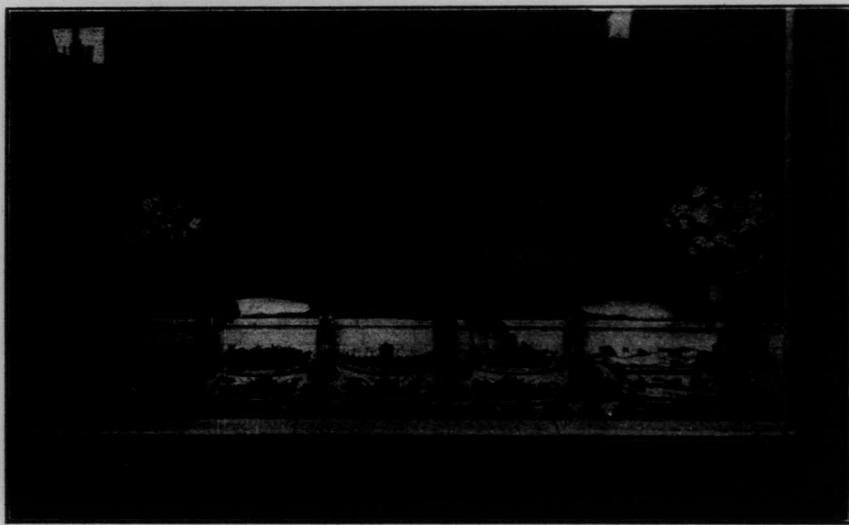
For this grocer in the country or in a small town, some distance away from the greenhouses, the foregoing will prove of little service. There is a branch of the business, however, which can be developed to yield a revenue well worth while. That is the handling of flowers on commission.

A druggist in a small town in Western Ontario told the writer that he had cleared between \$30 and \$40 during two weeks at Easter simply over the business he did by special order and through the sale of Easter lillies. He telephoned the orders to the nearest florist and secured the goods promptly, with no trouble and at little risk to himself. This, of course, can be easily held to a strictly cash business.

There is no reason why a grocer in the same town should not have had this business. He has better facilities for looking after and delivering the goods and they are more in accordance with the lines he regularly carries. The matter of securing business of this kind, not only at holiday time, but also for weddings, funerals, church decorations, parties, etc., might well be considered by the country grocer. The people in your town may need educating but the business is sure to grow and be profitable, if energetically pushed.

THE WINDOWS ILLUSTRATED.

The first engraving illustrating this article is from a photograph of the win-



A WELL DRESSED FLORAL AND FISH WINDOW.

dow of F. Simpson & Sons, Toronto. The window was dressed by R. Riegelmeier, who has charge of the flower department. The second engraving illustrates a window in the store of Robert Barron, Toronto. Both these firm have been handling flowers for some years.

necessitated the procuring of larger quarters in which to manufacture the goods to fill these orders. The present factory was acquired last October, and has been remodelled to suit the needs of the company, so that it stands to-day one of the finest of its kind in Canada.

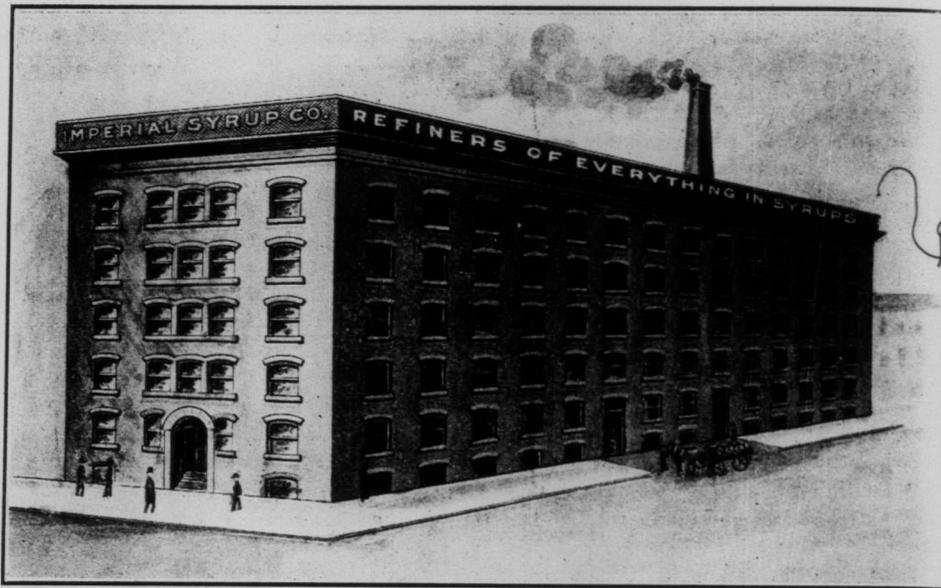
IMPERIAL SYRUP CO.'S NEW HOME.

Modern Factory and Equipment Recently Completed in Montreal.

The engraving shown herewith is from a photograph of the new factory

The building is 140 feet long and 50 feet wide, being five storeys high, and containing 30,000 square feet of floor space.

The ground floor is used as a warehouse, there being two doors affording excellent receiving and shipping faci-



NEW FACTORY AND WAREHOUSE OF IMPERIAL SYRUP CO., MONTREAL.

of the Imperial Syrup Company, Montreal, which is located at 29 to 31 Vitre Street West, in the centre of the city.

Although only eight years established in Montreal, the business of the Imperial Syrup Company has grown very quickly, and the wonderful increase in sales

ties. Back of the warehouse is the steam plant, and the engine which supplies power. The next floor is devoted to the workers having charge of the filling of packages with syrup and the packing thereof. At the front of the building on this floor will be found the commodious offices. The third and fourth floors are used for the manufacture of confectionery, while the fifth floor is where the syrup is refined.

Throughout, the equipment is most modern, each floor containing some piece of machinery which is right up to the minute, the last invention to facilitate manufacture and cheapen cost of production.

One of the finest plants in the building is that for the coating of chocolates. It is made by Werner & Co., Rochester, N.Y., and so regulates the temperature of the chocolate in use as to ensure a perfect confection.

Everything is spotlessly clean.

It is largely through the efforts of Col. Walker that Imperial Maple, Kitchen Molasses, Goldenette Table Syrup and other lines made by this company are in such steady demand from Halifax to the Klondike. G. H. Ramsay, is manager of the present business, and has done much toward making it as successful as it is. There are agents in Winnipeg, Calgary and Edmonton, while the Pacific Coast business is looked after by Ramsay Bros. &

Co., Vancouver, of which the Montreal house is a branch.

The making of chocolates is a new departure with the company. This fall they will be turning out their own chocolate confectionery, and Manager Ramsay says he is going to make the goods such as to warrant their causing more talk than the Merry Widow hats are at present.

TRADE NOTES.

Wm. Willison, grocer, Ayr, Ont., has assigned.

Harry B. Kelly, grocer, Baneroff, Ont., has assigned.

Wm. J. McFarland, grocer and fruiter, Toronto, has assigned.

McCoy & Boa, grocers, Montreal, have dissolved partnership.

R. Warren, grocer, East Bay, Man., has moved to Million, Man.

J. W. Brown, grocer, 176 Christie St., Toronto, has sold his business.

A. Goodman & Co., fruit merchants, Montreal, have been registered.

R. Watson, general merchant, Birnie, Man., is retiring from business.

E. A. Bruce & Co., produce merchants, Montreal, have been registered.

J. Wylie & Co., grocers and commission dry goods merchants, 561 Bloor Street West, Toronto, have assigned.

S. Brownscombe's grocery store, Owen Sound, was damaged by fire last week, due, it is said, to a stock of fireworks in the show window being ignited by the sun.

E. Denning, for years with A. W. Grant, the produce house, Montreal, has started in business for himself, having opened an office at B29 Board of Trade Building. He will represent Kearley & Tonge, London, Eng.

A writ has been issued by the Eze Manufacturing Co., Limited, manufacturers of Star Ammonia, against the Union Chemical Co., for an injunction against imitation of the packages and labels which are used in the sale of Star Ammonia.

C. H. McDonald, direct tea importer and blender, St. John, N.B., has removed from 12 Water Street to larger quarters at 55 Dock Street, where his package tea, Red Clover, will be put up in larger quantity than ever, to take care of the increasing demand for the line.

The Regina Fruit & Produce Co., Regina, has just started business, carrying on a general wholesale and retail produce trade. G. Pepper, the manager of the new concern, has had considerable experience in this line, both in the west and in England. He was formerly in the same business in Cambridge, England.

New Calgary Wholesale Houses

MODERN BUILDINGS AND EQUIPMENT IN THE WEST.

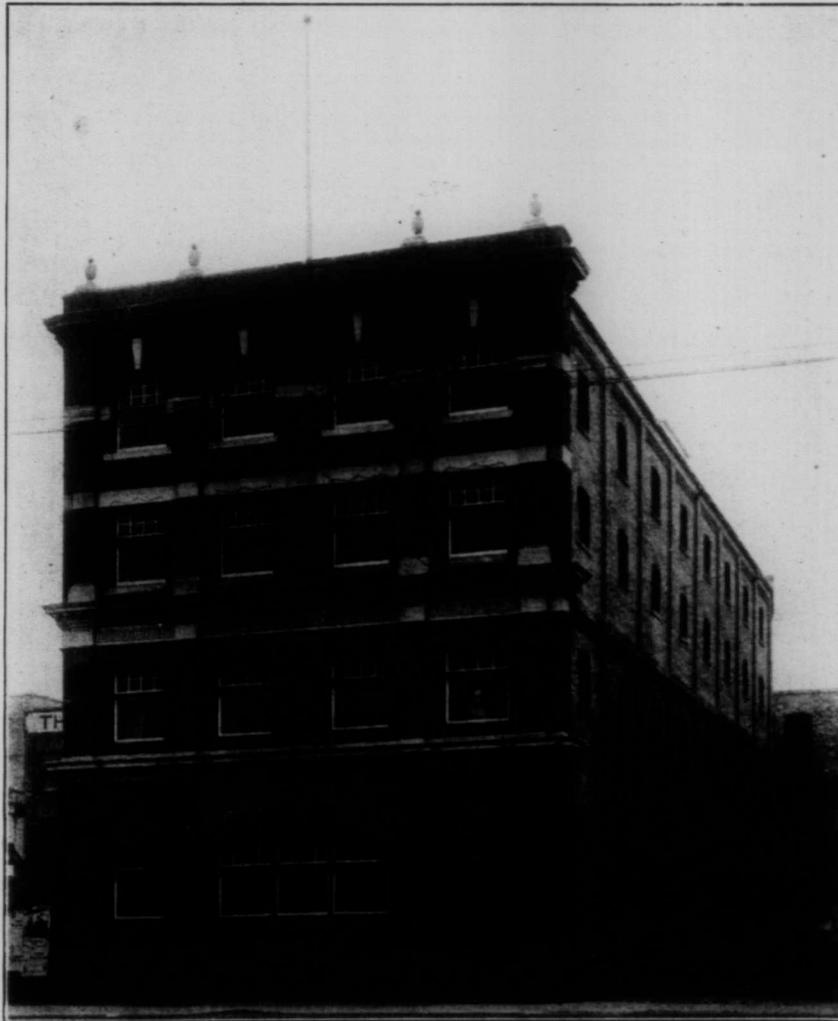
The engravings shown herewith are from photographs of two large grocery warehouses recently erected in Calgary and are a good evidence of the growing importance of that town as a commercial centre.

The larger engraving shows the splendid new wholesale grocery, offices and warehouse of the Georgeson Co., Limited. The building is of four stories, of brick with red brick and cement front, which presents a very handsome ap-

pearance. The building is practically fire-proof.

The smaller engraving shows the new warehouse of Plunkett & Savage, fruit and produce dealers. It is of brick and stone construction, also with offices in the front of the ground floor and is well adapted to the handling of the lines of goods the company carries.

Next to the Plunkett & Savage building may be seen the wholesale grocery warehouse of Campbell Wilson &



NEW GROCERY WAREHOUSE OF THE GEORGESON CO.

pearance. The construction has been particularly thorough in every way and the interior equipment is quite complete. A handsome suite of offices occupies the front of the ground floor. Excellent shipping facilities have been provided and the system of construction follow-

Horne Co., another of the large jobbing houses of the city.

Calgary's growing importance as a wholesale centre is becoming very evident.

There are in the neighborhood of 150 commercial travelers who make their

THE CANADIAN GROCER

head-quarters in the city. The greater portion of these represent local firms while some are traveling for Eastern Canadian houses.

Thirteen banks, one hundred wholesale houses and over forty industrial and manufacturing plants go a long way to make Calgary the commercial metropolis of the last west.

The wholesale houses include the following: Groceries, dry goods, men's furnishings, boots and shoes, fruit and produce, bread, biscuits, candy and confectionery, furniture, agriculture implements, harness and saddlery, paints and oils, glass, wagons, buggies and sleighs hardware lumber, building materials, rubber goods, stoves, cement, cigars, liquor, meats, flour, plumbers' supplies drugs, electrical goods, paper and stationery, tents and mattresses.

Among the industrial and manufacturing plants there are a soap factory.

SOME ORDINARY HAPPENINGS.

An ordinary man usually thinks it a very easy thing to run a grocery. Easy to stand behind a counter all day? Of Course. It doesn't look to be very hard, but just wait until a crank comes into the store with a frown on his face; next a taster who tastes and prices for half an hour, and gets a good square meal and doesn't buy a cent's worth, says an exchange. Then others come in and tell you how much cheaper other stores are selling groceries and refuse to trade with you unless you cut. Then comes an order over the 'phone thick and fast in a woman's high-keyed voice, who rings off without giving her name. In an hour or two she rings you up again and asks why you haven't sent those groceries. While you are explaining matters to her in comes a man who sings off an order of flour, potatoes, sugar, coffee, etc., and who shoots out of the door and down the street. If you haven't caught the order

yourself you call up Mr. A. and find that he owes \$100.

Then there is this kind of a customer—a man who has always paid cash, who meets with reverses and asks you for credit. You can't turn him down, as he has been a good customer. You let him have the goods. The bill keeps growing larger and larger and finally gets so large the man goes elsewhere to trade. Then you are out again.

I have found that the man who owes the largest bill is the one who can take in all the theatres, circuses and excursions.

Then there is the customer who rings up just before dinner and wants you to deliver a package of yeast foam 13 blocks away at once.

Another thing we have to contend with is the girl who comes in to call up her sweetheart and talks for 15 or 20 minutes when our regular customers are waiting to use the telephone.—Grocers' Advocate.

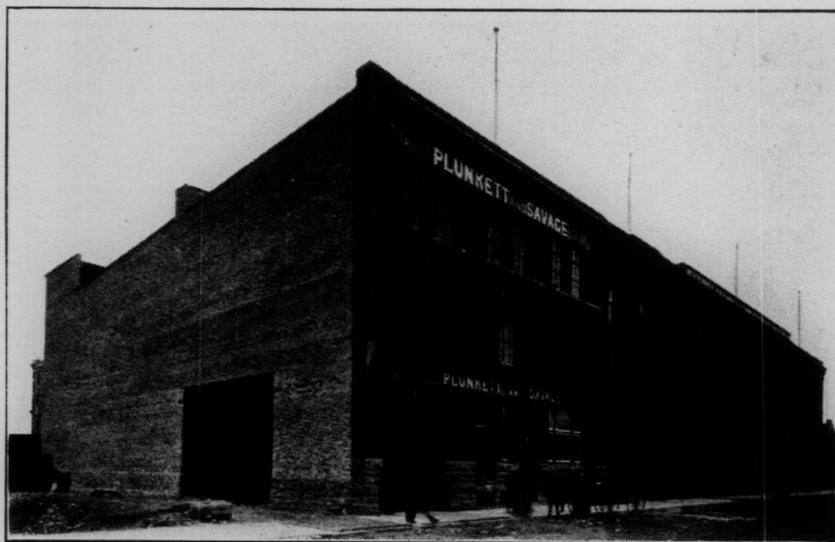
SELL WHOLEHEARTEDLY.

Do you really believe that you pay sufficient attention to the art of salesmanship in your daily transactions?

In the retail grocery business, it is a fact, that too many merchants, take it for granted that their customers come into the store to purchase certain things, and when supplied with those articles or their equivalent, there is, no necessity for any further effort to sell some other commodity.

A writer who takes a keen interest in the art of salesmanship as practiced by the retail merchants, states in an exchange, that he has been making trips to various stores in his home city recently, buying small articles, one at a place, solely for the purpose of studying the methods of salesmen. They are pitifully wanting. In ten stores visited only one salesman made any real, whole-hearted effort to sell goods not asked for. We did not resist his blandishments, but bought several additional articles. By eight of the others the article requested was produced and wrapped up, the change given, and that ended the transaction. In the ninth the salesman inquired in a perfunctory manner, "Is there anything more?" There is need for a stirring up in stores among the salesmen. This is not the way to make a record as a clerk nor is it the way which leads to promotion and independence. Not one of the ten was rude or discourteous. Not one showed neglect. But only one made a real effort to interest the buyer in other goods. He did it in an intelligent manner.

Ellis & Steward, general merchants, Wolseley, Sask., are succeeded by Steward & Co.



NEW CALGARY WAREHOUSES—BUILDING OF PLUNKETT & SAVAGE, FRUIT AND PRODUCE DEALERS.

a biscuit factory, three confectionery factories, two iron works, two breweries, two cigar factories, a meat packing plant, a breakfast food factory, a cement works, three brick-making plants, three harness and saddlery factories, three flour mills, a coffee and spice factory, two tent and mattress factories, a bedding factory, two dyeing and cleaning plants, two cold-storage plants, two electric light and power plants, two electric power plants, a gas plant, a natural gas plant (at present under construction), two lumber mills, two show-case and office fixture factories and several planing, sash and door factories, including the largest one in Canada.

you are expected to guess at it; then there is a roar.

Next comes a man who wants credit. He has traded at other stores and paid cash, and now has a job where he gets his pay only every two weeks. He pays promptly for several weeks, then he has a small balance. This keeps on for a while and finally his bill is all balance.

The next customer who comes in and asks for credit you politely ask where he traded last. He says: "I used to trade at Mr. A.'s, but he cheated me, so I thought I would try you."

"Shall I call Mr. A. and ask him if you are all right?" I ask. "No, you needn't go to that trouble," he says. "I don't have to trade here." And he goes out and slams the door. Just to satisfy

The INGERSOLL PACKING COMPANY, Limited

BEAVER BRAND HAMS AND BACON



"Beaver Brand" Ingersoll Hams and Bacon are to-day more widely and favorably known and consequently in better demand than any other brand of pork products sold in Canada. You have to spend no time in introducing this brand to your customers. Every piece bears the government mark "Canada Approved." Combined with this safe-guard is the careful selection of every ham and side of bacon, the **guaranteed sugar cure**, the uniform quality. The price is a little higher but then the **proved results**, a satisfied and regular customer and an increasing trade. If you are not selling **Ingersoll Products** give them a trial. Ask your friends who are selling them, communicate with our representatives or write direct to,

The INGERSOLL PACKING COMPANY, Limited

Pork Packers

INGERSOLL

ONTARIO

CANADA



Dairy Produce and Provisions

CHEESE AND BUTTER BULLETIN

With the wave of warm weather which is prevailing fairly generally throughout Eastern Canada at the present time some considerable activity has been engendered in the butter and cheese markets. From reports received from the country the pasturage is improving very rapidly, indeed, and the cows are beginning to display evidence of this favor of nature. During the last week prices for butter and cheese have eased off considerably, quotations to The Grocer for fresh creamery being around 24c as against 26½c and 27c for the same time last week. Dairy tubs are now at 17c and 18c, instead of 21c to 24c as last week. Fresh, large rolls have also joined in the downward tendency, now being quoted at 20c to 21c, as against 22c and 23c for last week. There is a feeling among dealers that the prices are going to continue in their downward tendency, therefore, many of them are holding back to take advantage of this anticipated condition. This together with the fact that supplies are arriving in large amounts from the country, has depressed the prices to their present low levels.

Cheese has fairly well duplicated the behaviour of butter during the past week and is much lower. Large, new cheese is now quoted to The Grocer at 11½c to 12c, as against 12c to 12½c last week, and new cheese (twins), which was selling at 12½c to 12¾c last week is now quoted at 12c to 12½c. Old cheese remains practically the same at 15c to 15½c to the retailer.

The demand in the cheese market cannot be said to be more than fair. The Board of Trade receipts for the week ending May 16 for butter were 2,391 packages, as against 3,710 packages for the corresponding period last year, while the total up to the same time is 4,118 packages against last year's total of 10,651 packages for the same period.

Cheese receipts show the same condition of affairs, practically.

For the week ending May 16, total receipts were 15,794 boxes, as against 25,954 boxes for the corresponding period last year. The totals compare unfavorably also, being up to the present time 36,798 boxes, as against 56,915 boxes for the total of last year. The

shipments of cheese to the Old Country have been very small during the past week as compared to the two previous seasons, showing a falling off of nearly two thirds for the corresponding week of last year.

According to advices from England there is not much interest displayed in the Canadian market, as the lethargy which seems to have taken hold of them appears to still hold them in its grasp. There is very little of the Canadian product in England, and the small shipments which are arriving there will not alter this situation if the production here does not soon improve.

In Brockville there was not much ac-

tivity displayed at the recent Board meeting, and buyers and sellers held widely divergent views in regard to prices. These conditions lead to decidedly slow bidding. The uniform offer for choice of 10½c was turned down by the sellers, so the Board was closed without any sales being effected.

Shipments of cheese from Montreal for the last week make a very poor showing compared with the same week of the previous year. For the week shipments to Great Britain were 11,413 boxes, as compared with 32,758 boxes for the same week of the previous year. Total exports since May 1 are 49,970 boxes as compared with 74,919 boxes for the corresponding period of last year.

THE PROVISION SITUATION

There has been little change in conditions in the Canadian packing industry since last week. The English market remains stagnant and with the continued heavy imports of Danish bacon is not at all encouraging for the sale of Canadian pork products, and while some export business has been done during the past week by one or two firms, this has been at a disadvantage and has not been at all general. Not only does the condition of the English market affect this trade. At present the number of hogs coming in is not much more than sufficient to provide for the provincial demand which has been fairly active during the past week and until this is supplied there is not much chance of doing export business.

There is always a demand for a certain amount of Canadian bacon on the British market, but of late supplies have been short and holders are sustaining high prices.

The whole matter seems to fall back on the Canadian farmer who is certainly seriously neglecting his opportunities as regards hog raising. If the farmer continues to pursue the same policy he has done for the past year or so, Canada's bacon trade in England, decreasing as it has been, will become practically nil.

A correspondent, writing from England recently, regarding the matter, says: "It seems to be the case that

the Canadians think that to sell at big prices even for a small amount is the best plan. The Danish and Irish shippers are satisfied to work on the opposite basis."

The way the Danish farmers and shippers appreciate the opportunity afforded by the British market and the manner they have built up this trade, has been shown by the continued heavy shipments, aggregating 37,000 to 54,000 weekly, during the past few months. The United States packers also have been doing heavy business, but this has fallen off seriously lately on account of significant local conditions. Conditions prevalent in American markets are given in the following summary from the New York Journal of Commerce:

"There has been very little interest in these markets within the last week, either legitimate or speculative. Receipts of hogs have been larger and prices lower both east and west, but demand has not been stimulated by the decline. Packers have favored lower hogs and bought sparingly at the same time, not supporting the market for products, though not selling sufficiently to produce much decline. The shorts have been about the only buyers of futures and that demand has not been general, leaving the markets very dull. Spot demand has been no better than for some weeks past and prices have

TORONTO.

PROVISIONS—The market is quiet this week and prices remain unchanged, except that dressed hogs have dropped half a cent. The prospect is only fair, though it is expected a few warm days will dissipate whatever gloom seems to pervade the trade. Sales are made in small quantities only, the buyers hoping and waiting for lower prices later on.

Long clear bacon, per lb.	0 10 1/2	0 10 1/2
Smoked breakfast bacon, per lb.	0 14	0 15
Roll bacon, per lb.	0 10 1/2	0 10 1/2
Small hams, per lb.	0 14	0 15
Medium hams, per lb.	0 13	0 14
Large hams, per lb.	0 12 1/2	0 13 1/2
Shoulder hams, per lb.	0 09 1/2	0 10
Backs, plain, per lb.	0 16 1/2	0 16 1/2
" pea meal.	0 17	0 17
Heavy mess pork, per bbl.	18 50	1 0
Short cut, per bbl.	21 00	22 50
Lard, tierces, per lb.	0 11 1/2	0 11 1/2
" tubs "	0 12	0 12
" pails "	0 12 1/2	0 12 1/2
" compounds, per lb.	0 9	0 10
Plate beef, per 100-lb. bbl.	14 00	14 50
Dressed hogs.	0 8	0 08 1/2

BUTTER—A drop of one cent in almost every grade of butter is reported this week. The supplies are fair, but the demand is light. Changes are expected during the week and traders are buying economically because of the tendency towards lower prices. Very little, if any, creamery solids are being offered. The following prices prevail on the market at present:

	Per lb.
Creamery prints.	0 23 0 29
Creamery solids.	0 27 0 28
Farmers' separator butter.	0 26 0 27
Dairy prints, choice.	0 24 0 25
" ordinary.	0 23 0 24
Large rolls.	0 23 0 24
Baker's butter.	0 20

EGGS—Like butter, traders are holding out for lower prices, and the prospect is that egg prices will decline within the week. They are at present firm,

and though the demand is rather light the supply is increasing daily and is at present more than the demand. Prices are the same as reported last week.

Eggs, new laid 0 18

CHEESE—Prices have a slight upward tendency, especially for old cheese, which is now getting scarce. New cheese is coming in a little better but the demand is not heavy.

Cheese, large, prime old.	0 14 1/2
" " new.	0 17
" " twins, new.	0 13

HONEY—A light demand prevails and though last season's output was small, supplies on the market seem sufficient for the demands made. Honey is firm in price, considering the competition with maple syrup and the small number of inquiries received compared with a year ago.

Honey, strained, 60 lb tins.	0 12 0 13
" " 10 lb tins.	0 12 1/2 0 13 1/2
" " 5 lb tins.	0 13
" " in the comb, per doz.	2 00 2 25
Ruckwheat honey, per lb.	0 8 0 10
" " in comb, per doz.	1 25 1 50

POULTRY—The market for poultry is again opening up and quite a few lots of fowl have been offered during the week. The turkey gobblers are not so good as they will be later on, being a little floppy on the breast, and are, consequently, marked lower in price, but spring chickens are in splendid condition.

Hens.	0 10 0 12
Chickens.	0 15 0 17
Turkeys.	0 15 0 20
Spring chickens, live weight.	0 40

WINNIPEG.

BUTTER—Dairy butter is not in very good supply as the farmers have been so

weakened on all articles, both speculative and non-speculative. Exporters have practically been out of the market except for a little city lard, while a leading refiner said he never knew it duller. Nobody is buying anything but for immediate wants and this characterizes the whole trade, causing a depressed feeling. The increased receipts of hogs have been attributed in part to the weather being so wet that the farmer could not plant his corn and has marketed hogs more freely. The larger proportion of light weights and smaller proportion of heavy weights seem to indicate that they are marketing quite freely, especially as corn keeps advancing and offers a bigger inducement to sell than to feed, though the receipts of corn have not materially increased, owing to bad roads and wet weather."

Local packers this week are offering \$5.75 to \$5.85 f.o.b., with a slight tendency to firmness. For hogs off cars at factory, \$6.10 is offered. Deliveries are light with apparently no prospects of improvement.

PROVISION MARKETS

MONTREAL.

PROVISIONS—No change since last week. The demand is good. Business which is passing is steady in character and very even in volume.

Lard, pure tierces.	0 12 1/2
" " 50-lb. pails, wood.	0 12 1/2
" " cases, 10-lb. tins, 60 lbs. in case.	0 13
" " 5-lb.	0 12 1/2
" " 2-lb.	0 12
Lard, compound, tierces, per lb.	0 08 1/2 0 09 1/2
" " tube.	0 08 1/2 0 09 1/2
" " 50-lb. pails, wood.	0 09 0 09 1/2
" " 30-lb. pails, tin.	0 09
" " cases, 10-lb. tins, 60 lbs. in case.	0 08 1/2 0 10
" " 5-lb.	0 08 1/2 0 09 1/2
" " 2-lb.	0 08 1/2 0 09 1/2
Wood, net; tin packages, gross weight—	
Canadian short cut mess pork.	22 50
Canadian short cut clear.	22 00
American fat back.	23 00
Breakfast bacon, per lb.	0 13 0 15
Hams.	0 12 1/2 0 14 1/2
Kerry plate beef, per bbl.	13 00 14 50

BUTTER—A fairly sharp decline may be recorded in the butter market, which is due to the increasing supply, and to the fact that dealers are not buying more than is necessary for their immediate needs, all anticipating a still greater decline if they wait a little while. Roll butter is plentiful and the prices are much lower.

Fresh Creamery.	0 24
Dairy, tubs.	0 17 0 18
Fresh large rolls.	0 23 0 24

CHEESE—Cheese has eased off some during the week. The demand, however, is only fair. Export returns show a very small business passing as yet.

Cheese, old.	0 15 0 15 1/2
" " new, large.	0 11 1/2 0 12
" " twins.	0 12 0 12 1/2

HONEY—This product is still very scarce and very little business is being done in this commodity. Prices remain the same.

White clover comb honey.	0 14 0 15
Buckwheat, extracted.	0 09 0 11
Clover, strained, bulk.	0 10 0 11 1/2

EGGS—Eggs have declined slightly since last week, due to increased receipts. The demand is fair.

New laid.	0 17 0 18
-----------	-----------

...ESTABLISHED 1849...

BRADSTREET'S

Capital and Surplus, \$1,500,000.

Offices Throughout the Civilized World

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

THE BRADSTREET COMPANY gathers information that reflects the financial condition and the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the merchants, by the merchants, for the merchants. In procuring, verifying and promulgating information no effort is spared, and no reasonable expense considered too great, that the results may justify its claims as an authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have been steadily extended, and it furnishes information concerning mercantile persons throughout the civilized world.

Subscriptions are based on the service furnished, and are available only by reputable wholesale, jobbing and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations. Specific terms may be obtained by addressing the Company at any of its offices. Correspondence invited.

—OFFICES IN CANADA—

CALGARY, ALTA.
HALIFAX, N.S.
OTTAWA, ONT.

HAMILTON, ONT.
QUEBEC, QUE.
VANCOUVER, B.C.

LONDON, ONT.
ST. JOHN, N.B.
WINNIPEG, MAN.

MONTREAL, QUE.
TORONTO, ONT.

Wm. & Irving, Gen. Mgr. Western Canada, Toronto.

WILSON'S FLY PADS

Pay retail Grocers a much larger profit than any other well-advertised article.

Wilson's Fly Pads are sold by all Canadian Wholesale Grocers



**CORONA
BRAND**

HAM AND BACON

IS ONE OF YOUR
CONSTANT SELLERS

The exquisite flavor and juicy tenderness of Corona Brand simply can't be duplicated. Try a slice of Corona Brand for your breakfast. Then you'll understand why it is so popular with your customers.

THE MONTREAL PACKING CO.
Limited
MONTREAL, : P. Q.
WE HAVE NO RETAIL STORES.

New Butter

Creamery or Dairy. Supplies are coming in more freely, and prices are lower.

New Cheese

are now on the market—not so good as old cheese, but lower in price.

New Hams and Bacon

Always new, because we keep no old stock.

F. W. Fearman Co.

Limited

Hamilton, Ont.

**THE
WHYTE
Packing Co. Ltd.**

Beg to notify their customers throughout Canada of their removal to Ayer's Block

**33, 35, 37 William Street,
MONTREAL**

Here they will be in a position to take care of your wants, expeditiously and to your complete satisfaction. Splendid large warehouses fully equipped with most modern cold storage facilities.

Consignments of

**BUTTER,
POULTRY,
EGGS**

and other produce solicited. Quick and satisfactory returns. Large connection.

WRITE TO-DAY.

Particular People Prefer

Ryan's

Short Roll Bacon

At once the cheapest and the most delicious meat on the market. You really don't know how brisk your provision trade can become until you start selling this ideal bacon. Made only from the most carefully fed young hogs, mild-cured, sweet and tender.

ORDER SOME TO-DAY.

Prices Mailed on Request!

The WM. RYAN CO.

LIMITED

70-72 Front Street East
TORONTO, - ONT.

BACON
 HAMS
 PURE LARD
 LEAF LARD
 SHOULDERS
 ROLLS
 PICNIC HAMS
 BONED HAMS
 PLAIN BACKS
 PEAMEAL BACKS
 LOINS
 TENDERLOINS
 HOCKS
 SPARE RIBS

The opinion of the public and your trade with the public go hand in hand.

The public have the highest opinion of

O'MARA'S BACON

And you can increase your trade by stocking it.

My price list will be sent you on request and I will gladly quote you prices delivered your station.

JOSEPH O'MARA
 Pork Packer PALMERSTON

BOLOGNA
 PORK SAUSAGE
 HAM BOLOGNA
 NEW ENGLAND
 HAM
 HEAD CHEESE
 COOKED HAMS
 COOKED ROLLS
 JELLIED MEATS
 COOKED FEET
 WEINERS
 MESS PORK
 LONG CLEAR
 ETC, ETC.

CLARK'S SPECIAL OX-TONGUE CAMPAIGN

in all leading newspapers from coast to coast commences this week.

Over 1,000,000 people will read these advertisements.

Be prepared for the demand this will create.

Send in your orders now for Clark's Ox Tongue. Specify 2s as that is the size which is pushed.

WM. CLARK
 Manufacturer
 MONTREAL

There is only one

BOVRIL

the Standard preparation of concentrated beef. It will always do you credit. Do not load your shelves with inferior imitations which even when sold will not please your customers.

BOVRIL LTD., have the honour to hold the appointment by special warrant to

H.M. King Edward VII.
 H.M. the King of Spain.
 H.M. the King of the Belgians.

Supplies can be obtained from—

BOVRIL LIMITED,	- - - - -	MONTREAL
	27 St. Peter Street	
A. B. MITCHELL	- - - - -	HALIFAX, N.S.
	Mitchell's Wharf	
R. S. McINDOE	- - - - -	TORONTO
	120 Church Street	
W. L. McKENZIE & CO.	- - - - -	WINNIPEG
	308 Ross Avenue	
A. C. URQUHART & CO.	- - - - -	VANCOUVER
	338 Hastings Street West	

and from all wholesale houses throughout Canada

busy seeding that marketing of dairy supplies has been neglected. For No. 1 produce houses are paying 24c per lb., and for good No. 2 20c to 21c per lb.; for poorer grades 18c per lb. Prices all f.o.b. Winnipeg.

EGGS—Produce houses are paying 15c f.o.b. Winnipeg.

CHEESE—Ontario cheese is selling to the retail trade at 13½c to 14c per lb.

T. J. Leary, the chocolate man, Montreal, has opened another store, this time at 464 St. Denis St. Mr. Leary has now three retail stores in the city to cater to his growing number of consumer customers.

**Flour, Pork, Grain,
Smoked Meats**
and
General Provisions
also
Hay and Oats
GEO. TANGUAY,
Lower Town, - QUEBEC

Saskatchewan Merchants!!
Get highest **CASH** prices on the
REGINA MARKET
(and prompt returns) for your
BUTTER, EGGS and POULTRY
by shipping direct to
**THE REGINA
FRUIT AND PRODUCE CO.,**
ROSE ST. REGINA, SASK.
Trial orders and correspondence solicited

R. F. CREAM & CO.
General Brokers and
Commission Merchants
**Flour, Grain, Provisions,
Teas and General
Groceries**
75 Dalhousie St., Quebec, P.Q.

BUTTERFLY BRAND
FUSSELL'S
'GREEN BUTTERFLY' MILK
BEST KNOWN—BEST LIKED.
Sometimes children and others who would benefit by a milk diet have trouble in digesting milk, owing to its curdling on the stomach. This milk is immediately assimilated with splendid results. Insist on Fussell's.
Keep your Labels to get a Gold Watch Free
FUSSELL & CO., LTD., LONDON & NORWAY.

Prices and Particular of the Agent

John W. Bickle & Greening,	-	Hamilton, Ont.
Carman Escott & Co.,	-	Winnipeg, Man.
J. S. Creed.	-	Halifax, N.S.
C. Fairall Fisher	-	Montreal
Sol. Oppenheimer	-	Vancouver, B.C.

THE _____
Canadian Vinegar Co.
HIGH GRADE
Vinegars and Pickles
MONTREAL

EMOND & COTE
Leading Firm in
Butter, Cheese, Eggs, Pork
Hams and Bacon.
BUYERS AND SELLERS
Before either buying or selling
communicate with us
22 St. Peter St., - Quebec

Dairy Butter, Eggs
ALWAYS A BUYER AND SELLER
WHOLESALE
GEO. W. PROUT, Winnipeg

SALT
Car lots of Fine, Medium or Coarse,
in Barrels, Sacks or Bulk.
TORONTO SALT WORKS
128 Adelaide Street E., Toronto

The **GRAY, YOUNG & SPARLING CO., Limited**
**SALT
MANUFACTURERS**
Granted the highest awards in competi-
tion with other makes.
WINGHAM ESTABLISHED 1871

**We want to Buy
EGGS from YOU**
If you have any to sell, better
write or phone us. Our policy
is: "A square deal every time."
EGG CASES SUPPLIED
Rutherford, Marshall & Co.
Wholesale Produce Merchants,
TORONTO.

EUGENE PICHER & CO.
Buyers and Sellers of
BUTTER EGGS CHEESE
LARD and DAIRY SUPPLIES
GRAIN and HAY
Grain Dealers Please Write
87 DALHOUSIE STREET, QUEBEC

Cereals and Confectionery

The past year has been a rather remarkable one in the flour markets of the world, due to certain circumstances in the wheat production which had its inevitable result on the flour markets.

The most salient feature of the last season's wheat production was the general shortage in the crop of the world, and especially Canada, and the United States.

While this condition was most marked here and in the United States, Russia, India and the Argentine all failed to produce enough to fill up the deficiency caused by the shortcomings of the former countries, and the result was higher prices for wheat. No sooner was this fact well established than the flour market commenced its upward climb, and with almost mathematical precision the price has mounted higher and higher until the close of the last season, when firsts were quoted at \$6.10 a barrel, and seconds at \$5.50, as compared with \$4.60 a barrel for firsts, and \$4.10 for seconds for the previous year. These advances, which finally led to the above high quotations, were generally from 10 to 20 cents at a time. Notwithstanding the shortage in Canada of wheat, there was an increase in exportations of flour of 143,959 sacks and 3,558 barrels. The year's export returns were 1,128,256 sacks and 182,333 barrels.

At the present time markets in all lines of flour and cereals are very quiet. The high basis at which flour is held practically prohibits any export business and with light demand from local markets and very light deliveries of supplies there is not much to talk or write about.

Reports of good prospects for all grain crops are being received with enthusiasm as an earnest of better business later on.

MONTREAL.

FLOUR—There are no further advances in flour, the market remaining the same as last week. There is a very good local demand, but not much export call.

Winter wheat patents.....	5 50
Straight rollers.....	4 70 4 80
Extra.....	4 00 4 10
Royal Household.....	5 30
Glenora.....	5 70
Manitoba spring wheat patents.....	6 10
" strong bakers.....	5 50
Five Roses.....	4 10
Harv. at Queen.....	5 50

FEED—There is nothing new passing in this market and prices remain practically the same as last week. The demand is good.

Ontario bran.....	23 00 24 10
Ontario shorts.....	25 00 27 00
Manitoba shorts.....	25 00 27 00
" bran.....	23 00
Mouille, milled.....	27 00 31 00
" straight grained.....	27 00 33 00
Feed flour.....	1 50 1 60

ROLLED OATS—There is nothing new this week. Prices remain the same. Fair demand prevails.

Fine oatmeal, bags.....	3 30
Standard oatmeal, bags.....	3 20
Granulated ".....	3 30
Gold dust oatmeal, 98-lb. bags.....	2 25
White cornmeal.....	1 85 1 70
Rolled oats, 90-lb. bags.....	3 00
" 80-lb. bags.....	2 75 2 80
" bbls.....	5 85 6 00

TORONTO.

FLOUR—The market continues quiet, with no new features to report. Local demand is only fair and at present prices there is no chance of any export business. Prices are unchanged.

Manitoba Wheat.	
60 per cent. patents.....	5 50 5 70
85 ".....	5 30 5 50
Strong bakers.....	4 90 5 10
Winter Wheat.	
Straight roller.....	4 50 4 60
Patents.....	4 80
Blended.....	5 00

CEREALS—Dullness continues in all lines, with no changes to report. Local demand is light and supplies are coming in rather slowly. General reports of good crops in all grains are received with enthusiasm by dealers, in the hope that this means better business later on. Prices are unchanged.

Rolled wheat in barrels, 100 lbs.....	2 90 3 00
" oats in bags, per bag 90 lbs.....	2 85
Oatmeal, standard and granulated, in bags 98 lbs.....	3 00

FOLEY BROS. SOLE OWNERS.

Winnipeg Wholesale Firm Loses Partners.

Important changes have been made in the wholesale grocery firm Foley, Lock & Larson, Winnipeg. The Lock brothers in the firm have sold their interest to the Foley brothers and have retired from the business. Foley brothers are now the sole owners and proprietors of the business.

About five years ago the wholesale grocery firm of Foley, Lock & Larson commenced business in Winnipeg. The members of the firm included Peter Larson, four Foley brothers, John, Thomas, Timothy and M. D., and four Lock brothers, T. H. Lock, W. G. Lock, J. A. Lock and A. S. Lock. During the last few months three members of the firm have died, Peter Larson and John and Thomas Foley. By the present arrangement Timothy and M. D. Foley, who reside in St. Paul, are the sole owners of the business. They are large railway contractors with thousands of men engaged in work on the G.T.P. contracts.

In addition to their wholesale grocery and fruit business, Foley, Lock & Larson have built up a big manufacturing business in biscuits and confectionery.

H. C. Beckett, of W. H. Gillard & Co., Hamilton, is making an extensive business trip through the Canadian West.

Mooney's Perfection Cream Sodas

are the sodas which particular people insist on having. That's why more grocers sell Mooney's than sell any other brand. To sell one box of Mooney's is to create at once an active demand. They are the self-advertising sodas. Their delicious, lasting crispness is their recommendation.



The Mooney Biscuit & Candy Company, LIMITED

STRATFORD, - CANADA



COX'S INSTANT POWDERED GELATINE

The Purify of this GELATINE is GUARANTEED by Messrs COX, who themselves both MANUFACTURE and PACK their Brand under scientific supervision.

Canadian Agents:
C.E. Colson & Son, Montreal
D. Masson & Co., "
A. P. Tippet & Co., "

J. & G. COX, Ltd.
Gorgie Mills
EDINBURGH



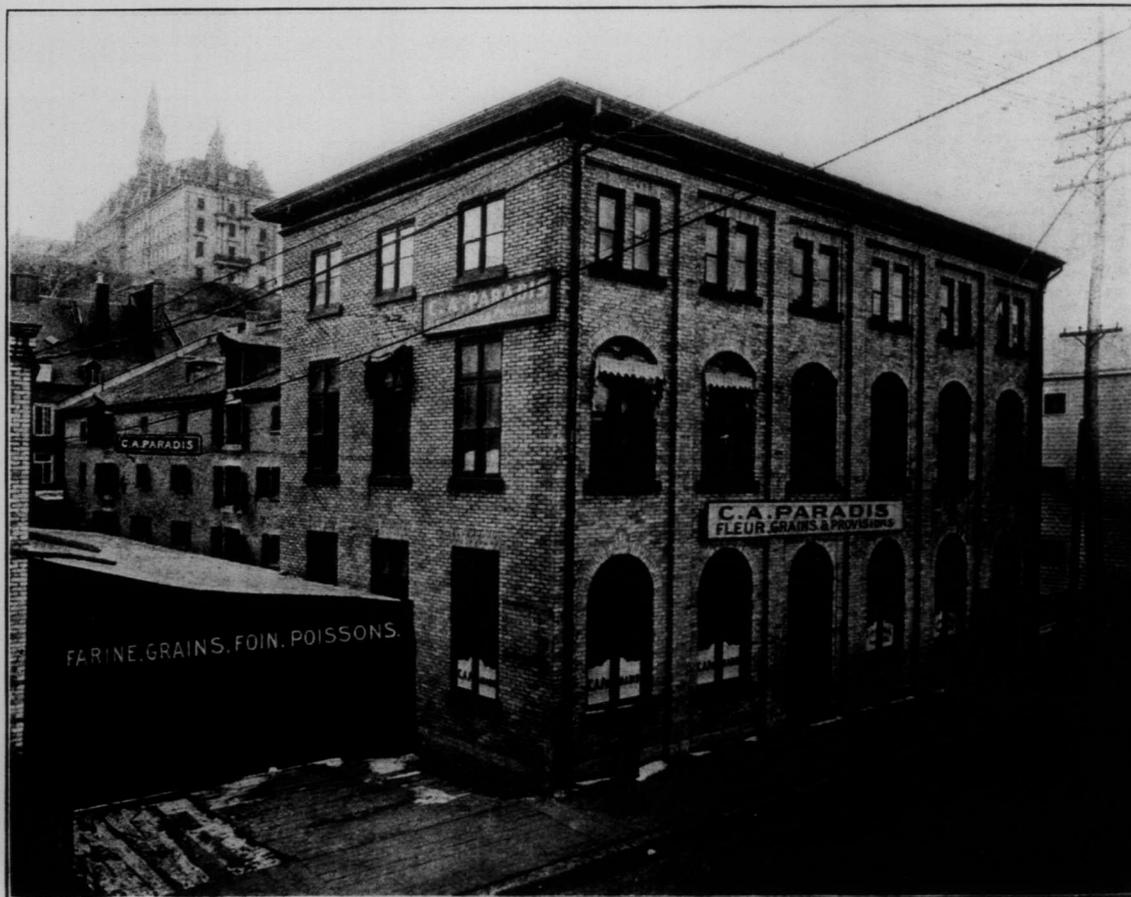
MR. C. A. PARADIS

Quebec's Leading Flour and Feed Firm

C. A. Paradis, 81 Dalhousie St., Quebec,

has established for himself an enviable reputation as an up-to-date flour, feed, grain and provision dealer. Though only 33 years of age he has made himself a power in the business field which he entered in Quebec. Mr. Paradis believes that his business cannot be successfully carried on unless his establishment is modern in every respect. He has several warehouses, aggregating 40,000 square feet of floor space. He has fitted these up in the most up-to-date fashion to give his clients the best possible service. He has at his disposal, among other things, a large vault for the storage of provisions. He has the best organization, the best of facilities for handling trade, that a man can desire.

C.
A.
P
A
R
A
D
I
S,
Q
u
e
b
e
c



VIEW OF THE OFFICE-WAREHOUSE OF C. A. PARADIS, QUEBEC

BELL TELEPHONE 1324

BELLECHASSE 1008

C. A. PARADIS

Commission Merchant and
Wholesaler.

Flour, Grain, Seeds, Provisions and General Produce

Buyer and seller of all qualities of Flour from Ontario and Manitoba Millers; also Canadian and American **Corn**; Quebec, Ontario and Manitoba **Oats**; **White Beans**; **Peas**; **Seed Grains** of all kinds, **Middlings**; **Barley**; **Bran**.

Corn Meal, Oat Feed, Barley Feed, Wheat Feed
A Specialty.

Full line of Groceries

Canadian and American **Pork** in barrels; Pure and compound **Lard**; **Salt Fish** of all kinds; **Pressed Hay** to suit every buyer.

Open to accept agencies for
grocery and allied lines. Home
and foreign manufacturers are
guaranteed up-to-date and
thorough representation.

Small Profits
Quick Returns
Orders Promptly Attended to
Satisfaction Guaranteed.

81 Dalhousie Street,
Quebec

The Grocer's Confectionery Department

HINTS FOR BUILDING UP PROFITABLE BUSINESS.

There seems to be a tendency in a good many grocery stores at present to neglect the confectionery department. Some grocers pay no attention to this whatever, and a good many others, who do carry a small stock, leave the department to take care of itself and as a consequence what little business they did have dwindles away. This is a serious mistake.

A Lesson From the Druggists.

What the grocers are losing in this respect the drug stores are gaining and it is a lesson to see how extensively Canadian druggists are taking up the confectionery trade. This is something the grocer should not let escape him and he need not if the business is properly handled. There is no reason why a young man, say on a Saturday evening, after getting his half-dozen oranges at the grocer's, to do him over Sunday, should call at the drug store two doors down for a couple of packages of chocolates.

The Children's Trade.

A good many grocers will say: "Oh, I can't be bothered with the stuff. The youngsters come in for a cent's worth of trash and it takes more time than it's worth."

While there's a good deal in this there's another consideration, and that is, that if you get the youngsters coming to your store the fathers and mothers are pretty sure to come, sooner or later, and, looking at it from this standpoint, it pays to treat the youngsters pretty well also. Whether the benefit derived from this fact is large enough to pay for the trouble it causes is something the grocer will have to settle for himself. In some stores the middle of the forenoons and afternoons are rather slack times and it is then when the most of this juvenile purchasing is done.

An Example Quoted.

But if the retailer does not care to bother with this class of business there are other ways in which good profits can be realized. A store which comes to mind at the moment, and which does a mighty fine business, too, carries a line of first-class chocolates in a show case placed suggestively near the door so that one can't well get in or out of the door without seeing them. The goods are

arranged tastily in a fair-sized show case and the various piles of the different lines are kept clean and tempting in appearance. Only good chocolates are sold and the name of the maker, a name that carries weight, is well displayed. Many a half-pound of these goods has found its way into the writer's pocket before he left the store, even though he had no thought of them when entering. The sight of the goods, like the "fizz" to a soda fountain, created a hankering and after all, that's the best part of the sale.

This is simply quoted as an instance of what one bright store does. That confectionery department certainly pays. It requires little attention beyond keeping the goods looking fresh and dainty, which can be done in odd moments.

Some Hints.

The stock carried should not be large in order that they may be sold before they get stale. This is not such a hard thing, either, as a good many suppose. Really good chocolates require a little time to ripen and if they are gotten from the manufacturer a short time after dipping they can be kept several months without any deterioration. Don't expect to sell chocolates, though, which have been lying around your store in a pasteboard box absorbing foreign odors and drying up for a year.

The matter of wrapping, too, is one that will repay attention. Don't put good chocolates, or in fact, any good candy in a bag. Its enough to shock its self-respect and the results, particularly in warm weather, are likely to be unsatisfactory to the customer. Boxes labelled with your own name are not prohibitory in cost, if a fair order is given. These are preferable to buying the ready-filled boxes in two or three ways. First, the customer sees the box filled and is quite satisfied as to the freshness of the goods. Second, you can often give the buyers a choice of various lines they like which they would not get in the ready-filled boxes. Third, your own name on the box is, if you sell really good candy, a bit of cracking good advertising which you might as well have.

If the customer has lots of time don't handle the goods with your fingers or, least of all, with a scoop, but take a

small pair of candy tongs which come in workable shape with the larger boxes. The moral effect of all this trouble is well worth while.

Seasonable Suggestions.

It is at holiday time, of course, when the confectionery department has its biggest chance, but other times offer good opportunity. Lots of people do a deal of buying on Saturday night, and usually take home some candy of some kind for the Sunday treat. Here's a chance to get in a good suggestion and to dispose of many a choice half-pound.

It will help, too, to keep changing to new lines and to let the people know about them. A certain class of customers are always looking for novelties, even in luxuries, and the mere mention of a new line of candy makes these people anxious to test it.

Some of the best fun the writer has had in the way of an outing has been toasting marshmallows over the hot coals of a camp fire in the country. Why not lay in a stock of these and make a suggestion of the kind to people you know are preparing for a picnic. It should be very easy to send half a pound along with the bottle of olives and the ham for the sandwiches. Be sure the marshmallows are fresh, though, or they won't give satisfaction.

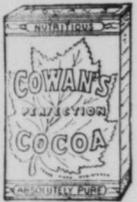
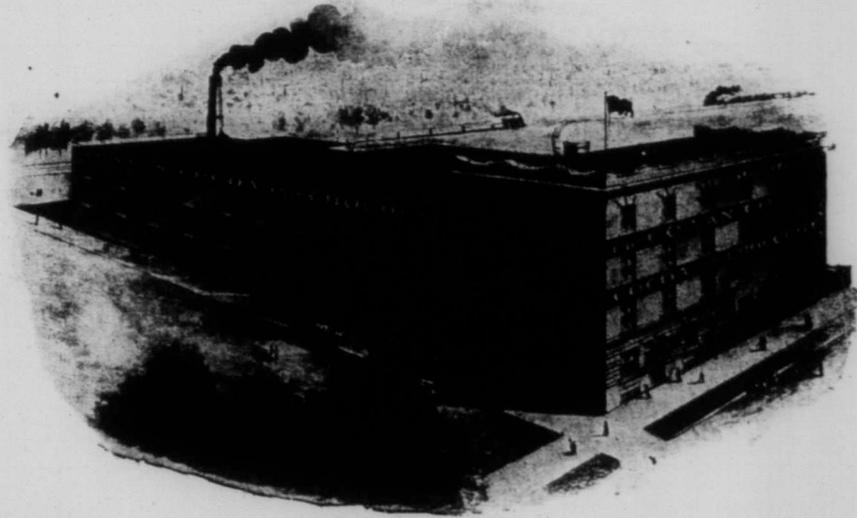
The summer season offers a good chance to develop the confectionery department. Visitors are always more or less numerous in every town and they nearly all are ready to buy a box of chocolates particularly if they are made to think about it. A tasty window display occasionally might help. Don't let the sun get at the goods, though, or woe betide them.

The smaller package goods, such as the drug stores are beginning to handle should also show a good profit. Don't get too many lines of these but stick to a few good ones which represent fair value.

If the confectionery department is studied and given an amount of attention commensurate with its importance it should be a source of satisfactory profit in the general run of groceries.

ANOTHER INDUSTRY FOR CHILLIWACK.

Messrs. Fiedenhagen and Wetzel, of the Mount Vernon Condensed Cream Co., a United States concern, are endeavoring to interest dairymen about Chilliwack, B.C., in the matter of a condensed cream plant there. The company wish to manufacture and sell in Canada to escape paying the present duty of \$1.50 per case.



Where Cowan's Celebrated Perfection Cocoa is Made.



COWAN'S PERFECTION COCOA



Maple Leaf Label



The Cowan Company Limited

Stirling Road, Toronto



The Phillips & White Company, Limited

ST. JOHN, - N. B.

Manufacturers of High Grade Chocolates and Fine Confectionery.
We manufacture a big line of Original Specialties, Package Goods, Bottled Goods, Caramels, Kisses, Penny Goods, Etc.

The Phillips & White Company, Limited

ST. JOHN, - N. B.

The GOLDIE MILLING COMPANY, Ltd.

AYR, ONTARIO, CANADA

Millers of

Ontario and Manitoba Wheats

Makers of Famous "Star" Blended Flour

AT LAST

**NATION'S
TON-NIK**

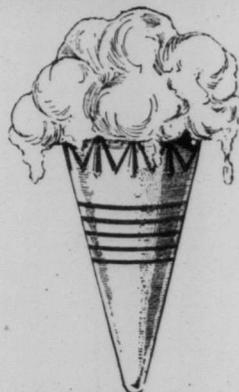
LEMONADE POWDER

Non-intoxicating but a "pick me up."

Always Ready in 1/2 lb. Tins.

Agents: **GREEN & CO.**, 25 Front St., E. Toronto
CARMAN-ESCOTT CO.,
141 Bannatyne St. WINNIPEG
Manufactory - BRISTOL - ENGLAND

THE DOMINION WAFER CO.



Dealers in
Choice
Ice Cream

44 St. Vincent Street,
MONTREAL

BISCUIT CUPS

A specialty

Ice Pies,

Ice Cornets,

etc., etc.

TEL. MAIN 1310.

Meurisse Chocolates

include

**Croquettes
DeLuxe
Pure Milk**

**Tablets
Assorted
Cream**

also the famous

Orange Chocolate Cream Bar

and a variety of other lines.

Most fastidious customers have pronounced these confections the finest. Manufactured by the old established firm of Meurisse, in Antwerp, Belgium.

We are advertising extensively to help you introduce the goods. You should be prepared for the demand there will be.

CHOCOLATS MEURISSE

J. A. HERREBOUDT, Manager

22 Lemoine St. Montreal

Also Agents: Mathewson's Sons, Montreal; T. E. Charest Quebec, and W. C. Scott 76, Queen St., Ottawa.

BUDA FLOUR

Is a Good Seller!

Dealers and Customers satisfied

It is a splendid blend of Ontario and Western wheat, and sold at a price which leaves the Dealer a good profit.

**Buda Comes Nearer Pleasing
Every Family Than Any Flour
on the Market.**

Buying at our prices, and under the guarantee of the Millers, it is to your advantage to handle BUDA Flour. May we have the honor of filling your order? Why not wire it to-day, at our expense?

SHIRK & SNIDER, Millers

Bridgeport and Baden, Ont.

Branch Sales Office, Pictou

Wire

J. B. HARTY, Sales Manager,
PICTOU, N.S.,
Maritime Provinces and Newfoundland

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

J. A. Taylor Montreal R. S. McIndoe Toronto Jos. E. Huxley Winnipeg Arthur Nelson Vancouver
Arthur M. Loucks Ottawa R. G. Bedlington Calgary

We are continually receiving Repeat Orders from last year's **SUCCESSSES** for the



Fruit and Fountain Syrups

Crushed Fruits

Confectioners' Flavorings

Ice Cream Powders

THE T. A. LYTLÉ COMPANY LIMITED
TORONTO

DUSAULT'S

Biscuits

and

Confectionery

The goods manufactured by this firm have long been standards of excellence. In turning out 400 varieties of biscuits and candy only skilled help is employed and the factory, which is large, airy and sanitary, is equipped with latest and most expensive machinery. Ingredients the best.

It's Quality from start to finish

Manufacturing being as perfect as years of experience can make it, the packages are exceedingly attractive—help the grocer to make first sale, after that QUALITY does the rest.

It's economy on your part to secure our splendid price list before ordering.

**BEST QUALITY—BEST PRICES
PROMPT SHIPMENT**

Factory and Head Offices:

The Dusault Co.
JOLIETTE, QUEBEC Limited

OUR AGENTS—

Ottawa Valley—Jos. Grant, Ottawa
Quebec—Latulippe, Chouinard & Co.
Sherbrooke—V. Archambault
Toronto—Green & Co.



"It's All in the Shreds"

**THE GROCER
WHO MIXES BRAINS
WITH HIS BUSINESS**

is always trying to make "satisfied customers"—and the easiest way to make them in these pinching times is to recommend

Shredded Wheat Biscuit and Triscuit

the food that supplies all the energy needed for work or play at smallest cost. The cleanest, purest, most nutritious and most economical of cereal foods.

**A Good Profit for You, and a Satisfied Customer
—What More Can You Ask?**

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ont.

**They
Can't
Use
This
Signature.**



W. K. KELLOGG

on a package is your absolute protection in getting the original genuine.

Head Office and Factory, London, Ont.

Branches, Carman, Escott & Co., 141 Bannatyne St., Winnipeg, Man.

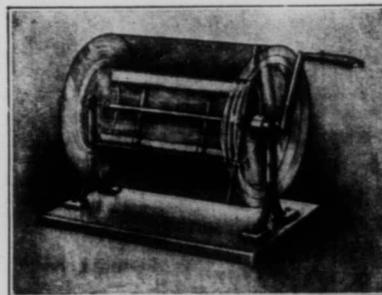
Shallcross, McCaulay & Co., Vancouver and Victoria, B.C.



MACE'S ORIGINAL ICE CREAM POWDER

The present is the time to stock this fast selling specialty, which was invented, and is now put up, by A. H. Mace, in Montreal.

Makes a delicious ice cream by simply adding milk. Once sold it is always a household necessity. Put up in popular priced packages yielding the dealer a fine profit. Inquire further, or better, send in a trial order.



MACE'S ICE

CREAM FREEZER

You have the powder—you want the freezer also. This is undoubtedly the most practical, simple and most economical freezer ever put on the market. Half the labor of other machines; none of the dirt; a child can operate it. Made in all popular sizes.

SEND FOR OUR CATALOGUE.

A. H. MACE & CO. - - MONTREAL
746 NOTRE DAME ST. W.



YOU GET A SQUARE DEAL ON "FORCE"

We give YOU as good a profit on "FORCE" as any competitor can get. No deals or schemes of any kind. We know you can and will do us good, so we give you a good clean profit and keep "FORCE" moving by extensive advertising.

The average profit is

33¹/₃ %



PHONE: MAIN 777

107 WEST LAGAUCHETIERE STREET



SPECIALTIES:
White Moss Coconut, Essential Oils,
Extracts, Colorings, all kinds Shelled
Nuts, French Fruits and Pulps, Egg
Powder, Ice Cream Powder, Icing
and Marshmallow Powders.

CANADIAN COCOANUT CO., - MONTREAL

Grocers, Bakers and Confectioners will do well to send in their orders at early date as possible.

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.

POT AND PEARL BARLEY FEED
 CALEDONIA MILLS
John MacKay Limited **Bowmanville, Ont.**

E. M. Lennon & Co.
 Wholesale Dealers in
FLOUR, GRAIN AND PROVISIONS
 Opposite Grand Trunk Station,
 Wellington Wharf, Lower Town,
QUEBEC.

EPPS'S GRATEFUL COMFORTING
 IN 1/4-LB. LABELLED TINS. 14-LB. BOXES
 Special Agents for the entire Dominion, **C. E. COLSON & SON, Montreal**
 In Nova Scotia, **E. D. ADAMS, Halifax.** In Manitoba, **BUCHANAN & GORDON, Winnipeg**

THE MOST NUTRITIOUS COCOA
BODE'S CHEWING GUM
 High Quality and absolute Cleanliness Guaranteed.
 Largely advertised and good profit. Private brands to order.
THE BODE'S GUM CO., LIMITED, 30 St. George St., MONTREAL

48 Highest Awards In Europe and America
WALTER BAKER & CO.'S CHOCOLATE & COCOA

 Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.
Walter Baker & Co., Limited
 Established 1780, Dorchester, Mass.
Branch House, 86 St. Peter St. MONTREAL, CANADA

Keep Posted on Sugar
 Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write
SMITH & SCHIPPER, No 38 Front Street, NEW YORK.

TRADE WINNERS.
 Pop Corn Poppers,
 Peanut Roasters and
 Combination Machines.
 MANY STYLES.
 Satisfaction Guaranteed.
 Send for Catalog.
KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, C

H. CONSTANT
 First and sole maker in Canada
 of all kinds of
MACARONI, VERMICELLI AND PASTES
92 Beaudry Street MONTREAL

MEGS
NUTMEGS AT FIRST-HAND. To wholesale only
C. H. BINKS & CO., MONTREAL

OPEN TO BUY
 Feed and Seed Oats, Wheat and Barley
 Quebec's leading Flour and Grain
 House.
C. A. PARADIS, Quebec



Three famous brands well known in Canada as the
Purest and Best for All Purposes

Made in Ingersoll, Ontario, and sold by all progressive Grocers. No trouble. No loss. Always ready and never fails. **EVERY CAN GUARANTEED.**

THE ST. CHARLES CONDENSING CO.

FACTORIES : Ingersoll, Canada. St. Charles and Chemung, Ill., U.S.A.

We have the most up-to-date mill in Canada for the manufacture of

Rolled Oats, Oatmeal, Split Peas, Flaked Wheat,
 White Corn, Flour, Gold Dust, Cornmeal, Etc.
 All Kinds of Feed.

MIXED CARS A SPECIALTY.

EXPORT BUSINESS SOLICITED.

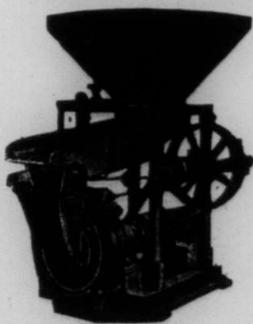
McCann-Knox Milling Co., Limited

TORONTO, CANADA

Cable Address:
 "Eureka"—A.B.C. 5th Edition.

Office and Mills:
 Foot of Jarvis St.

The Champion Feed Mill



Grinding capacity greatest, proportionate to power used, of any mill on the market.
 Presently giving greatest satisfaction to hundreds of millers throughout Canada. Its wide use is the best guarantee of its unquestionable merits.

REQUEST US TO MAIL YOU CATALOGUE AND PRICE LIST.

S. VESSOT & CO.
 Joliette, Que.

MANUFACTURERS



**CAPSTAN BRAND
 PURE MINCE MEAT**

Package Mince Meat
 Put up in ¼ gross cases.
 Bulk in 7-lb. Pails,
 ½ dozen in crate.
 25-lb. Pails and 75-lb. Tubs.

Capacity one ton per hour.
 Sold by all Sale Dealers

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

PINEAPPLES

This is the week to get your customers to take their Canning Fruit, they now being at their best. Our imports are arriving in fine shape—are offering some fine trades in oranges, **Murcia's, Sorrento's, Paterno's, Bloods and Paterno Ovals**, any of these will fill the bill for Holiday Trade. Kindly get your orders in early.

McWILLIAM
Mc. AND E.
EVERIST
25-27 Church St., TORONTO



QUEEN QUALITY PICKLES
Sweet—Mixed and Chow
Bulk Pickles
Tomato Catsup
Worcester Sauce
Buy and use the best Pickles
TAYLOR & PRINGLE CO., Limited
OWEN SOUND

Fruits, Vegetables and Fish

Pretty good business is now being done in the different lines. The weather is more favorable and as the days grow warmer a greater variety of fruits, vegetables and fish is offering.

Although the markets do not show the activity of a year ago in that the demand is not so heavy, for which our old enemy "Financial Stringency," is held responsible, the quality and quantity of goods offering is fully equal to that of a year ago, and the prices are much easier.

The navel orange season is about done and there is a consequent tightening in price. Valencias, too, are a little stiffer, in Toronto, at least, but the recent sale of 11,000 boxes in Montreal should bring down the price again. Lemons are firm, with a very good quality being offered for sale. Pineapples and bananas are coming in freely and the former are being taken up not a little by the housewife for preserving. Strawberries continue firm, though sales are frequent and large quantities are on the market. The feature of the market is the first arrival of this season's cherries. They come by express from California and are more of a novelty than a selling line. Coconuts, too, are new, and Canadian rhubarb has completely displaced the southern States variety. Strawberries are now coming from Missouri and Alabama.

Canadian early vegetables are now arriving more freely and already we have new Canadian onions, carrots, celery, lettuce, cucumbers, radishes, spinach, and asparagus on the market. These will supplant the green lines we have been importing from the southern and eastern States. New potatoes are easier and the old variety are firm. Florida tomatoes are nearly over and though the prices are much higher, the demand is still good. Cabbage has come some more, but there are rumors of an advance, though we are unable to find any reason in the rumor. Beans of all varieties are now being offered and small lots of cauliflower, too, are seen.

The brook trout season is now open and these and all fresh lines are being asked for more frequently daily. In fact, in the interior markets they have quite displaced the competing lines of standard varieties. The market is fair and the outlook bright. Fresh salmon is high on account of the dearth of supply from both the Pacific and Atlantic coasts. In the larger fish centres the market prices remain about the same.

MONTREAL.

GREEN FRUITS—Pineapples have experienced a considerable decline since the last quotations, now being quoted at from \$3 to \$3.25. Strawberries have not altered during the week, with the exception of a lower minimum price by one cent. Other lines remain practically the same. Dealers report a fair business passing. Express cherries are now arriving in small lots from the south.

They will be coming in by freight in a few days.

Bananas, fine stalks	2 00	2 25
Coconuts, new, per bag	4 50	4 50
Lemons	1 85	3 00
Navel oranges	3 03	4 25
Florida oranges, box	3 50	3 50
Mexican oranges	2 50	2 50
Porto Rico oranges, box	2 50	2 50
Jamaica oranges, bbl	4 00	4 00
Valencia oranges	4 00	5 50
Pineapples, case	3 00	3 25
Grape fruit, box	3 25	3 25
Almeria Grapes, keg	6 00	6 00
Strawberries, qt.	0 7	0 20
Apples	3 75	5 50
Bitter oranges	1 25	1 25
California Blood Oranges	3 50	4 25

VEGETABLES—Although the season is right for rapid changes in this market, nothing very startling seems to have taken place in the last week. The prices remain practically the same. Trade on the whole is very good, the demand being about normal for this time of the year.

Parsley, per doz. bunches	0 40	0 40
American parsley, large bunches, doz.	1 00	1 00
Sage, per doz.	0 80	0 80
Savory, per doz.	0 80	0 80
Cabbage, bbl.	2 50	2 50
Turnips, bag	0 75	0 95
Celery, doz.	0 25	1 00
Water cress, large bunches, per doz	0 75	0 75
Spinach, bbl.	3 00	3 25
Green peppers, crate	3 50	3 50
Boston hot house cucumbers, doz.	2 00	2 00
California asparagus, bunch	0 60	0 75
Potatoes, per bag	1 05	1 10
Sweet Potatoes, basket	3 25	3 25
Beets, bag	0 75	1 00
Carrots, bag	0 80	0 75
Tomatoes, Florida, crate	3 50	4 10
Tomatoes, hot house, per lb.	0 30	0 30
Spanish onions, small crates	0 70	1 05
" " large crates	3 00	3 00
Canadian onions, lb.	0 03	0 03
Egyptian Onions	0 63	0 63
Boston lettuce, hot house, per doz.	0 25	1 00
Radishes, doz.	0 40	0 40
Bermuda parsley, crate	3 03	3 03
Mushrooms, per lb.	0 75	0 75
Horse radish, per lb.	0 15	0 15
Beans, green, basket	3 00	3 25
French beans, wax	6 25	6 50
Egg plant, doz.	2 50	2 50
California cauliflowers, per crate of 16.	8 00	8 00
New cabbage, crate	2 75	2 75
Florida Celery crate	2 75	3 00
New potatoes, per lb.	0 66	0 66

FISH—Fresh salmon continues high owing to the fact that there is nothing arriving from the Pacific coast, and eastern salmon is not yet plentiful. These two conditions continue to keep the price very high. Oysters have eased off a little, choice Malpeques now selling for \$5. They were quoted around \$6 at our last quotation. Haddock also has declined in price slightly. Otherwise the fish market remains about the same as last week.

Fresh and Frozen Fish.

Haddock, per lb.	0 4	0 04
Fresh halibut	0 09	0 10
Mackerel, "	0 08	0 08
Dore, "	0 07	0 08
Pike, lb	0 04	0 15
Whitefish, lb	0 05	0 08
Flounders, lb.	0 05	0 08
Bluefish, lb.	0 15	0 15
Shad, each	0 40	0 40
Striped Bass, lb.	0 12	0 12
B. C. salmon, lb.	0 09	0 10
Qualla Salmon, lb	0 07	0 08
Smoked and Salted—		
Haddies, boxes, per lb.	0 67	0 08
Kipperd Herring, 50 in box	1 00	1 00
Yarmouth Bloaters, per box	1 10	1 10
Prepared and dried—		
Shredded cod, box of 2 dozen cartons	0 9	0 9
Skinless cod, 100 lb. cases	5 10	5 10
Strictly boneless pure cod, boxes	0 08	0 13
Boneless cod, 20 lb. boxes	0 08	0 08
Boneless fish, 20-lb. boxes, blocks	0 05	0 05
Boneless fish, 25-lb., boxes, per lb.	0 04	0 04
Oysters and Lobsters—		
Malpeques, bbl.	5 00	5 00
Standards, bulk, per imp. gal	1 50	1 50
Standards, quart tins, sealed	0 40	0 40
Paper pails, 100, pint size	1 10	1 10
" " 100, quart size	1 50	1 50

Pickled fish—

No. 1 Labrador herring, per half bbl	3 00
No. 1 Mackerel, 20-lb. kits	1 75
Green cod, large, lb.	0 04
Green cod, 1 lb.	0 03
Labrador Salmon, 1-bbls.	8 51

TORONTO.

GREEN FRUITS—A more than fair business has been done during the past week, and activity seems to be the order around the market. Navel oranges are still going up with the end of the season in sight, and an advance of 50c is noted during the week in this line. Valencias are now being sold in half cases only, a slight advance in price being asked. The other varieties, principally Mediterranean lines, are priced about the same with an easier tendency in sight. The few Canadian apples yet left on the market are higher priced than last week, but pineapples and bananas are coming in well and are lowering in price. Coconuts, too, are arriving and the first California cherries are offered this week. Coming in small lots by express the price is rather high for the general trade and are more of a novelty than anything else as yet. Our own Canadian rhubarb seems to have completely shut out the imported article. Strawberries are arriving plentifully, but the prices remain rather firm.

Oranges, Navel	3 25	4 00
Valencias, half cases	2 50	3 00
Bahamas	2 00	2 25
Oranges, Blood	3 75	3 00
Lemons, California, 240, 300, 360, 420	2 50	3 00
Massina, new crop	2 50	3 50
Lemons, California, new	3 00	3 25
Grape fruit, 54's 80's, 96's	5 75	6 25
Grape fruit, Bahamas	3 00	4 00
Apples, No. 1 winter fruit, fancy spies	4 00	5 50
No. 2	3 25	3 00
Apples, fancy spies	3 50	4 50
Bananas, Jamaicas, eights	1 25	1 25
Bananas, Jamaicas firsts, per bunch	1 75	2 00
Bananas, jumbo bunches	3 00	2 25
Almeria grapes, per keg	5 50	7 00
Pineapples	3 00	4 00
Pineapples	2 75	3 25
Strawberries, qts	0 17	0 18
Rhubarb, Canadian per doz.	0 25	0 50
Cherries California, per box	2 75	3 00
Coconuts, per 100	4 15	

VEGETABLES—From week to week we have to note new lines of Canadian green stuff being placed on the market. This week we have Canadian cucumbers and asparagus being offered. Old potatoes remain stationary in price and new potatoes are easier. Delawares were expected to go out rather freely for seed, but inquiry seems to show that the seeding is now over and our farmers seeded again with the Ontario variety. The farmers, as a rule, are rather conservative and perhaps feel it is better to try to raise a proven variety than to take chances on a kind that, though selling better, might not be so well adapted to Ontario soil.

As in the case of rhubarb, so it is with the early greens, and the imported varieties are being replaced gradually but surely with the Canadian kinds. Speaking generally, all the Canadian greens are easier and are coming on the market in increased quantity. Imported cabbage is much easier and a great many cases are offering.

New Brunswick Delawares, per bag	1 10
Potatoes, Canadian, per bag	1 05
Potatoes, new, bbl	5 00
Potatoes, Bermudas, per bush	3 00
Sweet Potatoes (Jersey), per bbl	3 00
Onions, Bermudas, per 50 lb. crate	2 00
per bag	1 45
green, per doz., Canadian	15 00
Onions, Egyptian, per sack	3 00
Cabbage, new, per c ate	1 75
Carrots, Canadian, per bag	0 50
Carrots, new, per doz. bunches	0 85
Turnips, per bag	0 45
Parsnips, per bag	0 75
Paraley, per doz.	0 10
Celery, Florida, per crate	3 50
Celery, California, crate	4 75

FANCY RIPE

Pineapples, all sizes
Bananas, fat fruit

LOWER PRICES THIS WEEK
also

FLORIDA TOMATOES, Fine Quality
CAROLINA STRAWBERRIES, quart boxes

Send us your orders

HUGH WALKER & SON
GUELPH, ONT.

Our Man on the Spot (Montreal)
wires

"Have carefully examined Fremona cargo—"St. Nicholas"
and "Home Guard" exceptionally superior November cut fruit.

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

The Uniform
High - Grade
Quality of

Ridgways TEA

has built up our reputation and steadily increased our
business until now our sales amount to fourteen million
dollars yearly, a fact that will prove RIDGWAYS
TEA is a business-getter.

CANADIAN OFFICE: VANCOUVER, B.C.

CANADIAN FRUITS WANTED

We desire to secure from you shipments of Canadian fruits, for which we will pay highest market prices.

Let us know what you have to sell and we will quote you prices. Get into communication with us at once.

We are importers of **Bananas, Oranges, Lemons, Strawberries**, in fact all fruits in season and we can fill your orders promptly and satisfactorily at attractive prices.

Send us an order next time you are in want of any line.

Auctions 3 Times A Week

Dominion Fruit Exchange

52 Nicholas Street, Ottawa

Butter Fruit

The best is always satisfactory. We handle Butter, Cheese, Eggs, Fruits and Produce.

Let us handle your stock.

We buy, we sell.

When handling on commission we get best possible price and make prompt returns.

Write us to-day.

NICKERSON & HART, HALIFAX, N. S.

P. O. BOX 352



"Sun Burst" Reg'd.

"Non-Pareil" Reg'd.

"Salad, Edible and Cooking Oils"

WINTER PRESSED

- Highly recommended.
- Guaranteed under the Pure Food Act.
- A substitute for Lard.
- The Quality of these Oils is their recommendation.
- Be sure and specify these brands when ordering from your wholesaler.

Stock carried at Montreal.
Prices and Samples on application.

Phone M, 6785

J. M. BRAYLEY,

MANAGER KENTUCKY REFINING CO., Incorporated
55 ST. PAUL ST., MONTREAL

"We are Fishing for Your Business"

LEONARD BROS.

20, 22, 24 and 26 Youville Square, - MONTREAL

Curers, Smokers, Packers and Producers of all kinds

Fish and Oysters

Fresh Fish every day in the year.

Bulk and Shell Oysters in season

Prompt Shipment.
Prices Quoted on Request.

Mail Orders a Specialty.
Get on Our Mailing List for Regular Quotations.

P.O. Box 639.
FIVE
LONG
DISTANCE
TELEPHONES

Phone, Write or Mail inquiries receive prompt attention.

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

Brunswick Brand



we now offer

NEW PACK Sardines

- 1/4 Oil Sanitary
- 1/4 Oil Hand
- 1/4 Mustard
- 3/4 Mustard

WRITE FOR SAMPLES

Connors Bros., Limited

Black's Harbor, N.B.

There is a lot in a name

This is particularly so in the matter of Sardines. The name of

"King Oscar" Brand of Sardines

is a guarantee to the buyer that the best Norwegian Sardines, packed in perfectly pure Olive Oil (not cotton seed oil) are contained in the tin.

This guarantee makes for easy and repeat selling by the dealer.

Ask for "KING OSCAR" SARDINES and you will get the BEST.

J. W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, HAMILTON

Celery, Canadian, per doz.....	0 35	0 40
Lettuce, imported.....	1 00	1 50
Lettuce, Canadian, doz.....	0 30	0 30
Cucumbers, Canadian, per doz.....	1 25	1 25
Cucumbers, imported, per doz.....	1 75	2 25
Tomatoes, imported, per crate.....	4 00	4 00
Mushrooms, per lb.....	0 65	0 65
Radishes per doz, Canadian.....	0 50	0 50
Spinach, Canadian, bush.....	0 50	1 00
Asparagus, Canadian, per dozen.....	0 75	1 75
Asparagus, imported, per doz.....	1 50	1 50
Beets, dozen bch.....	0 75	0 75
Carrots, dozen bch.....	0 75	0 75
Egg plant, each.....	15 20	15 20
Beans, wax, per bush.....	2 75	2 75
" white.....	1 75	1 75
" lima, per lb.....	0 66	0 07
Cauliflower, per doz.....	2 50	2 50

FISH—Fair business and increasing supply of all kinds of fresh fish are ruling the market these days. Another tumble in prices is noted, an average of a cent being taken off nearly all lines. Lake Erie and Georgian Bay fish are leading sellers, and certainly these lines look very tempting to the buyer, even when shown along with the many other varieties offered for sale.

Perch, large, per lb.....	0 06	0 07
Blue pickerel, per lb.....	0 05	0 07
White fish, Georgian Bay, per lb.....	0 09	0 09
Herring, medium, per lb.....	0 05	0 05
Whitefish, Lake Erie.....	0 10	0 10
Cod, fresh.....	0 08	0 08
Finnan Haddie.....	0 07	0 08
Trout, fresh, per lb.....	0 09	0 10
Ossoes, per basket.....	1 00	1 00
Halibut, fresh caught.....	0 10	0 10
Shredded cod, per doz.....	0 80	0 80
Live lobsters.....	0 18	0 18
Bluefins, small white, per lb.....	0 07	0 07
Oysters, in shell, per 100.....	1 01	1 01
Haddock, fresh.....	0 07	0 07

NEW FISH CAR.

The Intercolonial Railway Co. will, during the summer, one day a week, attach to their Maritime Express a special fish car. This innovation by the company is greatly appreciated by the

dealers in Montreal, as it enables them to open their consignments in a much fresher condition than when they depended on slower methods of transportation. The new arrangement went into effect on Wednesday, May 12.

BUSINESS SOLD TO UNITED STATES CAPITALISTS.

Bright & Johnston, wholesale fruit merchants, Winnipeg, have sold their business to a number of American capitalists represented by Herbert Emery, of the Fruit Dispatch Co. A joint stock company, to be known as the Bright-Emery Co., will carry on the business in future.

LOW PRICES AT FRUIT SALE.

During the week ending May 16 two fruit auctions, which were the first of the season, were held. The first one was the cargo of oranges and lemons of the Danish SS. Nordboen. Unfortunately the stock on this boat did not turn out satisfactorily, owing to its bad condition. Large and extra large cases of oranges were sold at prices ranging between 75c and \$2 per case, and the latter price was the highest figure reached.

The small cases of oranges from the Nordboen which were in good, sound

condition, brought from \$1 to \$1.75 per case being almost as much as the large cases. The stock was sent to Montreal on consignment and owing to the bad condition of the fruit sales were made with considerable difficulty.

The cargo of the S.S. Fremona was in prime condition with the result that the sale Friday was a greater success. This boat had on board the enormous number of 65,000 cases of oranges and lemons, being one of the largest cargoes which have come into Montreal. Oranges brought from \$1 to \$2.25; half boxes, 75c to \$1.50. Lemons, \$1. to \$2.50. Prices obtained Friday were from 25c to 50c better than New York prices.

NEW BRUNSWICK GUILD MEETS.

Elect Officers to Attend Quebec Meeting in June.

A meeting of the New Brunswick Wholesale Grocers' Guild was held at St. John, N.B., on Wednesday, May 13. Among other business the following delegates were elected to attend the meeting of the Dominion Wholesale Grocers' Guild at Quebec on June 17: R. F. Randolph, Fredericton; A. I. Teed, St. Stephen; G. Ernest Barbour, Andrew Malcolm and A. P. Patterson, St. John.



TORONTO WAREHOUSE.

WHITE & CO., Limited

**Wholesale Fruit Importers
Auctioneers and Apple Exporters**

ALSO

Wholesale Produce and Fish Dealers

LONG AND FAVORABLY KNOWN TO THE TRADE

**Bananas, Pineapples, Oranges, Lemons, Tomatoes,
Cucumbers, Cabbage, Butter, Eggs, Cheese, Lard
and Fish of all kinds in season.**

BRANCH AT HAMILTON

32-34 YORK ST.

Cable Address: WHITCO

**Toronto
Church & Front Sts.
Phone Main 6505**

The Progressive Merchant

Supports the Pure Food movement. He understands the consumer's demand for quality and meets it by handling honest goods.

He knows the regard in which

HEINZ 57 VARIETIES

PURE FOOD PRODUCTS
(the kind that contain no preservatives)

are held by the public and that they are known by State and Federal authorities everywhere to meet the requirements of all Pure Food Laws.

That is why Heinz products are always found in up-to date stores where the principles of high quality are observed.

Anything that's "HEINZ" is Safe to Sell.

Ask us about our free Retailers' Advertising Service.

H. J. HEINZ COMPANY,

New York Pittsburg Chicago London

Royal Salad Dressing

has been made for 35 years. Last year's sale was largest. It is easy to tell why; holds old friends and makes new ones. It's the old story of quality and merit. The finest stores throughout the country furnish to their finest trade **ROYAL SALAD DRESSING**. Manufactured in Canada only by

Horton-Cato Mfg. Co.
Windsor, Ont.

Canners, Manufacturers

Do You Sell In Ottawa?

If you do you require storage. We have the best. Our warehouses are commodious, convenient to rail and water navigation, equipped with all modern conveniences to facilitate the handling of your warehousing business in a satisfactory manner. Bond and Excise Warehouses, Insurance, etc. Rates, which are fair, on application.

If you are doing business in Ottawa, or in the Ottawa Valley, it is wise for you to have our rates before you. Having the largest and most modern storage warehouse in the valley we can assist you.

The **DOMINION WAREHOUSING Co.**

52 Nicholas Street. - OTTAWA

J. R. ROUTH, Manager

Attractive Labels and Their Selling Effect

By H. A. SOMERVILLE, WATERVILLE, QUE.

Nowadays when everyone who has something to sell is striving after those means which may increase their sales a sharp outlook is kept for anything new, which is feverishly embraced and sometimes in the wild haste to conquer new fields and achieve new results, the old and primary essentials to a complete success are forgotten. Frequently these novel ideas present such alluring features that it is difficult to keep from falling a prey to their excesses and fantasies, whilst in some of them we recognize rediscovered truths presented in a new light.

Proof in Experience.

In a long experience as a grocer I have tried many experiments with more or less gratifying results, but from the sum it is not difficult to isolate a few of the more salient lessons which these experiments have taught. In this article I want to discuss the efficiency of the attractive label and package as a factor in helping to make a sale.

Now we appreciate the fundamental principles of good taste in any of the various phases of our experiences because it is gratifying to be the possessor of it and is highly pleasing to others, which, in an ordinary way, makes it present only a dual aspect whereas in this instance it will be shown to have a value commercially.

An Experiment With Labels.

To satisfy my conjectures in this respect I tried two experiments which proved conclusively the expediency of following this plan.

First, I placed two packages of raisins on the counter within the easy reach of any lady who might come in. These raisins were the same in price and so far as I could learn, the same in quality, but differed very largely in the package. One was cheap and tawdry in appearance, due to the decoration on it, while I am sure it was the more expensive of the two. The other package was clean and neat in its appearance with a simple trade mark in two colors and bearing the name of the packers.

Invariably, if the customer had no preferences, she would select the attractive, simple package.

Same Applied to Pickles.

To still further satisfy myself I placed two bottles of pickles on the

counter. One bottle was the product of a house comparatively widely known in Canada, whose reputation had been founded on a basis of honesty and good value. Their bottle was of the orthodox style, round, with nothing original in its form and the label was cut into a meaningless shape and on its face was a wild riot of glaring colors not blended but thrust together quite oblivious of any proper color scheme whatever, and into this mad medley was introduced the usual legend about purity, and the name of the firm was almost indecipherable except on the closest scrutiny. I never doubted the veracity of their statement regarding the purity of their pickles and the vinegar in which they were packed, but sometimes it seemed to me it would have been a lesser felony to have employed a bleaching agent rather than preserve the distinctly dark appearance which they had.

In striking contrast was the other bottle, which was the product of a recently established house who had not yet had sufficient time to make a name and enjoy the prestige of an old institution; but they had been in business long enough to learn one valuable lesson, which was so well illustrated in the product which they knew would really adorn the shelves of some grocery store.

Their bottle and label were excellent and their pickles, light in color had a firm, fresh appearance, neatly packed and suspended in a crystal clear, lightly colored vinegar.

The bottle displayed originality and yet could not have been called freakish. It was square and smaller at the bottom than at the top, so well made that it had the appearance of cut glass with a top always neatly sealed. The label was extremely simple and very striking, conveying its message to those who looked upon it without a suggestion of confusion and without effort to decipher it. It was plain, heavy, glazed white paper bearing in a good imitation of copper plate engraving the words "Mixed Pickles," and underneath the single word "Pure." These few words occupied the upper half of the label and the centre contained a heraldic design clear cut and definite, with the firm's name at the bottom, whilst running across the entire front in a similar style but larger and printed in violet was

the name of the brand. In addition to these qualifications the utmost care had been exercised in pasting these labels on the bottles, as they were absolutely uniform in position.

As a result of my experiment I found that almost invariably the customer would select the bottle of pickles with the more attractive label, although I was fully convinced in my own mind that the quality of the former was slightly superior to the latter. However, this seemed to make no difference. I have cited these two cases as examples and could mention numerous other cases where the sale of an article was greatly assisted by its appearance.

Light Colors Desirable.

In a store where no stock stands on the shelves for any length of time, the brightest effect may be obtained by displaying goods with light colored labels. One reason why white or light colored labels are best is the fact that they convey to the mind an idea of cleanliness. As regards cost, the simple white label relieved with one color or perhaps two, is much cheaper than the multi-colored lithograph. Therefore, it should recommend itself to the manufacturers; but, what they must do is to display a little originality and good taste, and then they will have a label which will be quite as serviceable fifty years from now as at the present time. The art of putting goods up in attractive packages is the same as any other art. It is not necessarily the expenditure of vast sums of money which accomplish the best results, but the exercise of a little taste and judgment. It is always well to follow prevailing styles, but sometimes it pays to stand at a safe distance and exhibit a little originality rather than be continually shackled to this arbitrary dame. There is vast room for improvement among the manufacturers in this respect, and if they do bestir themselves they will find a wonderful return for their efforts because in the large majority of cases the purchaser is a woman and the same quality in her which makes her select a horse at a meet because it has a pretty name, will inevitably predispose her in favor of the product which has the nicer appearance.

CONTINUED EVAPORATIONS.

"Look here," said the indignant lady customer, "I bought a pound of evaporated peaches of you yesterday and when I got home I discovered that I only had about three-quarters of a pound. How do you account for it?"

"Oh, I gave you a full pound, all right," answered the grocer, "but I suppose they evaporated some more on your way home."



It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.

All grocers should carry a full stock of Royal Baking Powder.

It gives the greatest satisfaction to customers and pays the grocer a greater profit, pound for pound, than any other baking powder he sells

ROYAL BAKING POWDER CO., NEW YORK

Good Profits From Bottled Drinks

SOME IDEAS THE GROCER MIGHT CONSIDER.

So narrow are the profits on groceries becoming, dwindling as they are every year, grocers are being forced to carry side lines in greater number than ever—varieties of goods which give them a better margin for their investment and labor in selling.

There has been the tobacco department in the grocery store for years, confectionery has been sold for ever so long also, while there are numerous other specialties which are finding a place in the store every few years.

One of the lines which is meeting with much favor is aerated waters, which are being sold freely in almost every part of the country in the grocery and general stores.

In the city it is understood that such a line does not meet with as much favor on the part of the grocer as might be desired—so close is the competition of saloons and "ice cream parlors" where soft drinks are served up in style.

The Family Trade Pays.

But it is not the "over the counter" sales of soft drinks that are desired by the grocer pushing aerated waters. He is after the family trade, and he is finding this a paying proposition, more so every year as his customers increase in number.

There are such a number of really excellent soft drinks manufactured in Canada to-day that it is opportunity lost for the retailer who does not carry some stock if he is located in the country.

In most cases it is simply a matter of educating customers to the fact that these goods are obtainable in the store. It is an undoubted fact that many a household would always be supplied with a case of soft drinks, but for the fact that these must be ordered from some hotel or saloon—and what housewife is going to give the order?

The writer knows of one grocer in a town of about 1,500 who is doing a remarkable business in just one line of soft drinks. He has secured the agency for his town, and he has let his townsmen know that he has the goods. As a result he has worked up a summer trade which is rapidly growing and yielding him splendid profits. He has not sunk large sums in stock, having begun on two or three cases, which were quickly sold. To-day, during the summer months, his business in soft drinks

amounts to almost as much as his whole grocery trade.

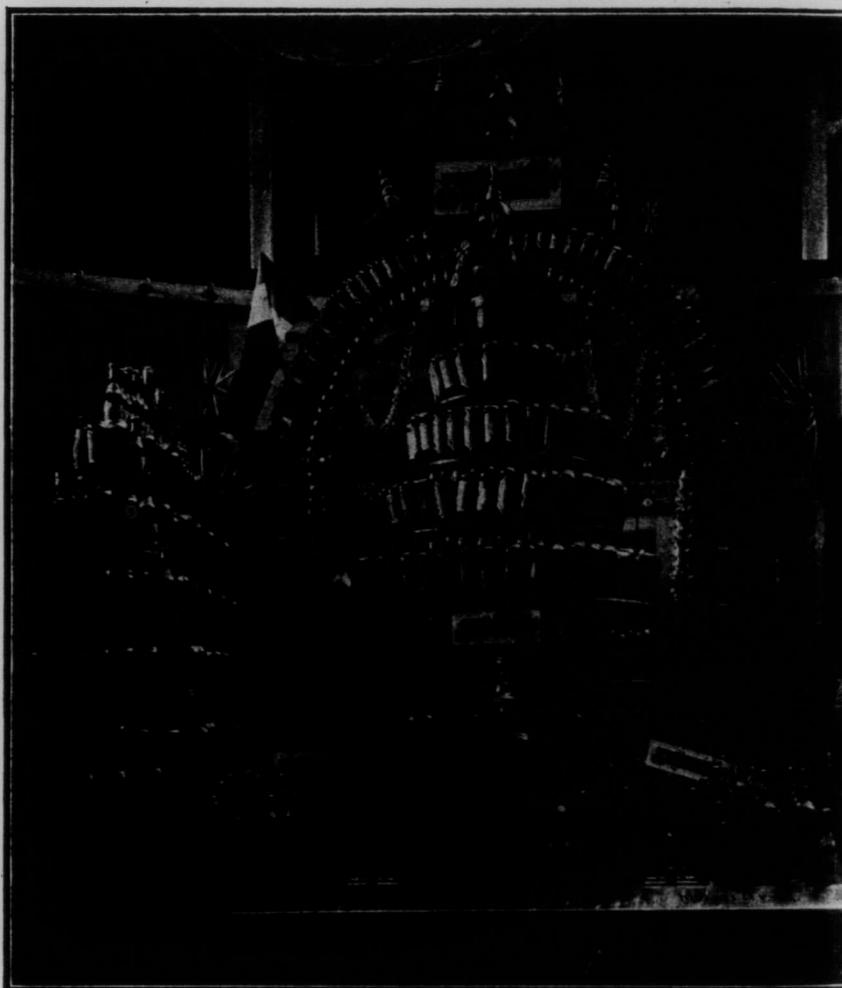
Hints on Stocking.

In stocking up it is advisable to procure such lines as are extensively advertised in your neighborhood. There must be consumer demand for these drinks if at all possible. But for a progressive

sarsaparilla are popular and sell freely while there are a number of excellent non-intoxicating beverages put up under copyrighted names.

A Window Display Will Help.

A number of these registered brands are advertised extensively and by letting the people know you have them sales are sure to result. A good plan is to run a window display once in a while, using the various colored goods for an artistic arrangement which attracts the attention of passersby. An exceedingly pretty "night" window can be secured by pyramiding the bottles on a series of shelves and placing a light behind them. This shows up the clearness of the



AN ATTRACTIVE DISPLAY OF BOTTLED DRINKS.

grocer the lack of it need not be a hindrance to his taking up the goods.

Most of the manufacturers have any amount of cards, hangers, illustrated booklets and advertising literature which they will send gladly with the smallest orders, that their goods may be introduced. They will co-operate all they can.

Such lines as ginger ale, ginger beer, lemon sour, cream soda, birch beer,

liquids and makes the pile so attractive that few can resist the impulse to stop and examine more closely.

The illustration accompanying this article gives one an idea as to the nature of a display it is possible to make.

Caledonia waters and mineral waters are lines worth touching upon also, as are lime juices and lime juice cordials. These drinks are in demand during the summer from June to October. The

earlier they are stocked up and the sooner the grocer begins to prepare for the business there is awaiting him, the greater will be his profits.

A SUCCESSFUL COLLECTION LETTER.

The collection of accounts is one of the bugbears of the grocer who does at all an extensive credit business. While a personal call is, of course, the most effective way to reach the delinquents, a letter will often do the business.

The following is a sample letter which has been adopted for this purpose with exceeding success by a Cleveland grocer. It is tactful, polite and yet striking, and its arguments are quite convincing:

Dear Sir,—Looking over our accounts we find that you owe us. It is not a pleasure for us to ask you to make settlement, but conditions of the times prompt us to press payment on all accounts. In fact, we are pressing all customers to work close to cash payments. Wholesalers are hard pressed for money, not being able to make loans from the banks to carry on their business. They have organized and are demanding close settlements from all men in business. Commission merchants ask us to pay bills every Monday, even if the goods have been bought the previous Saturday. Flour men ask us to pay previous bills before sending out a fresh lot. Wholesale grocers are a little more lenient, giving us thirty days, 2 per cent. fifteen days.

This 2 per cent. is quite an item. It means an extra profit to us. For example: If you owed us \$10 for one year and we lose this 2 per cent. every fifteen days, our not being able to use this money in our business means a loss to us of about 20 cents each fifteen days, 40 cents each month or \$4.80 per year.

The total of your bill and the condition of your account cost us a pretty penny in lost discounts. The saving of this percentage almost pays our operating expenses, if figured on all outstanding moneys. A quick settlement at this time would be very much appreciated.

Respectfully,
.....
—Grocery World.

B. R. James Norris has taken a position on the traveling staff of Melagama Tea and will represent Minto Bros. in the eastern ground. The addition of this traveler to the territory is an evidence of Melagama's growth.

NOXIE-KOLA



Canada's most popular temperance beverage.

The drink that everybody likes

Brewed from healthful Roots and Barks and is absolutely free from alcohol.

No first-class Grocer should be without it to supply his family trade by case or bottle.

Send to-day for prices.

Advertising matter free with first order.

Correspondence Solicited from Jobbers where agencies are not as yet established. Made by

Crystal Spring Bottling Works
WATERLOO, QUE.

Bauld Bros. Ltd., Halifax, N.S., Agents for NOVA SCOTIA and Bermuda Islands.

C. O. GENEST & FILS

Wholesale Groceries

Flour, Grain, Provisions,

Seed Grains, Timothy, Clover, Oats, Barley, Etc.

Leading Wholesale House of the Eastern Townships.

SHERBROOKE, - QUEBEC

Your orders will have prompt and careful attention.

Ship your **DRIED APPLES** before warm weather sets in

O. E. ROBINSON & CO.
Established 1856
Ingersoll - Ontario

COLLECTING AGENCY

FOUNDED BY T. R. Ridgeway 1880.

11 St. Saorament St., Montreal
Tel. Main 1677



GURD'S CALEDONIA WATER

is rapidly finding favor as a

"SELECT TABLE WATER"

Nature to begin with has produced in it a good article—every virtue of which has been brought out by expert bottling.

The result is that for PURITY, APPEARANCE, TASTE and EFFICACY it is unexcelled. GURD'S CALEDONIA, like GURD'S Ginger Ale, will soon be popularly known as

"THE BEST"

Charles Gurd & Co., Limited Montreal

"Montserrat" Weather

is coming around

"Montserrat" Lime Fruit Juice is so satisfying—so refreshing—so thoroughly enjoyable—that it has come to be everybody's favorite

summer drink. "Montserrat" is the pure juice of ripe West Indian limes—with all the natural flavor of the fresh fruit.

"Montserrat" not only makes delicious limeade and other hot weather thirst quenchers, but also mixes perfectly with Mineral Waters, Wines and Liquors. Your customers will want "Montserrat." See that **your** order to your wholesaler calls for

"Montserrat" Lime Fruit Juice

CANNED GOODS

We handle exclusively "Old Homestead Canned Goods." Communicate with us. We will make it interesting for carload buyers.

S. J. CARTER & CO.

58 McGill Street,

MONTREAL



They Are Really Delicious

The public demand for a true non-alcoholic beverage with a distinctly original character, a clean palate taste and fulness of bouquet and flavor is now satisfied by

LIMLITHA

(REGISTERED)

“The Drink of the Gods”

We are offering the trade a new natural mineral water,

“CLAIRE FONTAINE” which is upon our own premises, from an artesian spring 271 feet deep in solid rock, and of the finest quality. It is clear, soft, sweet and refreshing. A sparkling delicious, healthful table water, and is superior to any imported waters as per report of Government analyst.

Ask Us For Samples

M. TIMMONS & SON

Quebec

P.Q.

ESTABLISHED IN 1842

Brusson's Macaroni

3,000 Boxes just received into store, including:

VERMICELLI, SPAGHETTI, FANCY LETTERS, FANCY PACKAGES

The Best brand to-day on this market.

The reputation of BRUSSON is known the world over.

L. A. PRICE, Bordeaux.

This large shipment just received, including the highest class of table delicacies.

500 Cases

PEAS, tins and glass, **MUSHROOMS**, tins and glass. **ASPARAGUS**, tins and glass.

OLIVES, Queens, stuffed and pitted. **OLIVE OIL**, bottles and tins.

ANCHOVIES, PATES DE FOIE GRAS,

GAME PATES, HORS D'OEUVRE, Etc., Etc.

SARDINES to arrive in a few days.

500 CASES of the best brands, in $\frac{1}{4}$ s, Amer. $\frac{1}{4}$ s, and $\frac{1}{2}$ s, in oil and tomato.
Also Norwegian, nicely smoked.

PRUNES—ONE CARLOAD, Choice "Oregon" to arrive end of this month.
All sizes, 25 lbs. 30/40, 40/50, 50/60, 60/70, 70/80. Quality A1.

Water is Very High Everywhere To-day.

EXCEPT CRYSTAL SPRING, OF LIBERTYVILLE, ILL., U.S.A.

50 Quarts, per case, \$3.50 cases.

100 Pints, per case, \$5.00 cases.

100 Splits, per case, \$4.50 cases.

WE HAVE THE STOCK. WE HAVE THE ASSORTMENTS.

PRICES CORRECT. WE SOLICIT YOUR ORDERS.

L. CHAPUT, FILS & CIE.

SOLE AGENTS, MONTREAL

The Tobacco Trade in Canada

Despite the numerous crusades against the use of tobacco in all forms, and especially in the form of cigarettes, the consumption of this product is on the increase in nearly all the countries of the world. It would be difficult indeed to get at the reason of this and at the same time without our special province to attempt to do so. In the tobacco trade, as in all other branches of commercial life in Canada, the demand is becoming more varied every year, with a tendency for a better grade. It is not a long time ago that European manufactured tobacco was comparatively rare in the average tobacco stores of this country and to-day, even in the remote quarters of the country, may be observed a demand for Russian, Turkish or Egyptian cigarettes, and several well known British brands of smoking tobaccos are kept for sale in nearly every tobacconist's shop in Canada.

Industry Developing.

It may be thought by this that the introduction of European goods to the Canadian market may have decreased the sale of the home product, but such is not the case, however. Owing, perhaps, to the wholesale distribution of literature by the Department of Agriculture throughout the country, treating the subject of tobacco culture, this industry, which some years ago was comparatively inconspicuous, has developed into a very considerable national industry. While the farmer of days gone past was accustomed to plant only a small patch of his garden with tobacco, now in passing through certain portions of the country whole fields may be observed which are given up to its cultivation, and it may be remarked that the enormous increase in the demand for domestic tobacco has been a vast financial asset to the farmer. With the increase in skill of manufacture and the art of blending, it has found its way into many mixtures, and to-day we can purchase it in almost every form in which tobacco is offered for sale. It will be seen that the dealer to-day must keep a wide range of varieties, calling together almost from the four corners of the earth the various growths of these countries which individually possess some quality different from the other that recommend them to the consumer. In any brochure on the tobacco trade such localities as Havana or Virginia suggest themselves to us in the Western Hemisphere, and in the manufacture of cigars we know that to produce a first-

class article it is necessary to bring at least a part of it from far-off Sumatra.

Cigarettes From Turkey.

The stock which enters into the cigarette comes chiefly from Turkey and Virginia. We speak of Egyptian and Russian cigarettes, but this should not imply that these countries grow the tobacco which seems to be largely an erroneous idea that is extensively entertained to-day by many. Turkey grows the tobacco, and the Egyptians, who are probably the most expert blenders in the world of cigarette tobaccos, manufacture the Turkish product into cigarettes and place it on the market under the Egyptian Government stamp. The Russians also possess some peculiarities in the art of blending which recommend their goods to the taste of some.

In very few of the commodities of life does it become necessary in the production to draw upon so many sources of supply. These conditions have led to varied results and the people to-day who use tobacco are as a rule well versed in the generalities of its production so that the dealer must exert himself to offer every inducement to his customers, and especially the grocer, who keeps it only as a part of his whole stock.

Tobacco Pays Well.

Tobacco, with a reasonable amount of attention, is a source of considerable

Handle

OLD CHUM

Cut Plug Smoking Tobacco

It's a Trade Bringer

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., Glasgow, Scotland.

Display a Few Boxes of the

5c. CHAMPLAIN CIGAR 5c.

and watch your sales jump.

The cigar is right. Your profit is right.

The Tercentenary is working for your benefit.

JOS. COTE, QUEBEC

Importer

Established 1887

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

BLACK WATCH

The Big Black Plug Chewing Tobacco.

Already a Big Seller

Sold by all the Wholesale Trade



revenue, especially in the country where it would not be profitable to carry this line alone. To obtain a successful and profitable trade in tobacco, a few of the absolutely necessary essentials to success in any sphere of business must be observed. Great care should be taken to keep the stock clean and prevent it becoming too dry. The latter difficulty in the sale of cigars and cigarettes can be overcome by the use of humidors and other apparatus which is made for the purpose. It might be stated here, however, that the successful dealer also is a keen observer of individual tastes. Some like their tobacco extremely moist, while others prefer it rather dry.

Care of Chewing.

With chewing tobaccos, which are packed in caddies, care should be exercised in taking away the individual plugs not to disturb the others, because by so doing the entire surface of the next plug may be exposed to the air and this both dries it and removes its fresh appearance.

Catering to Customers.

As a rule a man will buy his tobacco at the nearest place to which he may be for the greatest length of time, and it is only a matter of a little thought and interest in him to anticipate his peculiarities and pamper his desires. If a customer wants a certain brand of tobacco, whether it be a cigar, cigarette, or chewing tobacco, and you do not have it in stock, it very frequently pays to tell him to call again and you will have it for him then. Of course in catering to individual tastes it is a matter of judgment who you should do it for as for example it would not do to get a special brand for a customer whose trade you would have no opportunity of cultivating afterwards. It appears to be the experience of all tobacconists that men appreciate the fact that all they are required to do is to walk into a store and before they reach the counter have their favorite brand ready for them, and this becomes a far greater pleasure when they find it is not too moist or too dry, but precisely what they want. Every season brings with it its novelties in the tobacco business, with their advantages and disadvantages, and it is the successful merchant of to-day who picks his way among them, always well abreast of the times, but never indulging in their excesses.

Study Personal Tastes.

Perhaps after more than a cursory glance at the factors which constitute success in this line of business it might be wise to emphasize the feature of personal and individual tastes and the anticipation of their various shades, as this makes the customer feel that he is

not going to be disappointed. It may be safe to say that men who are habitual users of tobacco prefer a bad dinner to a bad cigar, as they regard the latter as the great soother of all the disgruntling events of the day so it behooves the dealer to cater to these individual fancies and foibles and thereby incorporate in his business the salient features of success.

WILL IMPROVE CANADIAN TOBACCO.

Government Said to be Arranging Campaign for This Purpose.

The Government is said to be taking in hand a campaign for the improvement of Canadian tobacco. Two years ago a tobacco expert, Felix Charleau, was brought from France to see what were the possibilities of the Canadian tobacco. He has been conducting careful experiments with selection, raising and curing of tobacco in Quebec, Ontario and British Columbia, and is said to have found that a high grade of tobacco can be produced, and that the methods of production and curing followed in the past have been defective, thus preventing the Canadian leaf from taking the place to which it is properly entitled.

The recent changes in the excise law which place the Canadian leaf on a par with the imported leaf were made for the benefit of the grower. Now the Government is going to undertake a campaign of education for the benefit of the producer, M. Chevallier, an expert in the growing and curing of tobacco, has been secured, and will soon arrive from France to assist Mr. Charleau in the work. An English-speaking expert is to be hired for Ontario, and it is expected that next year there will be a man for British Columbia. Last summer the department leased a number of plots from tobacco producers, and had them planted with the proper sort of seed, and attended to in the most scientific way. Remarkable results were obtained, and there was an object lesson afforded the tobacco growers of the neighborhood, who could contrast the results obtained from the experimental plots with their own fields in the neighborhood.

There will be many more of these plots this year in different parts of Canada, and demonstrations and lectures on the way to cure tobacco will be continued.

MACARONI FOLLOWS IMMIGRANTS

The customs house returns in the United States show, according to a recent Canadian Trade and Commerce Report a large increase in the importation of

macaroni into the country. This condition is due to the fact that the Italian who comes to America has to deny himself in a large measure of this national delicacy in his own country, but when he arrives in America the increased wages which he receives renders it possible for him to enjoy a greater indulgence in his favorite dish. In spite of the 40 per cent. duty on this product the Italian wants the best product of his own land.

As previously observed in this paper Canadian wheat is finding its way into this product as it has been found by the Italian manufacturers that Canada produces the variety of wheat which is peculiarly adapted to the production of this article. In 1904 the value of the exports of macaroni from Naples and Castellamare to the United States alone amounted to 308,1511. This in 1905 increased to 415,8481. and in 1906 to 532,4001. The figures for 1907 are expected to amount to 600,0001.

NEW FIRM OF WINNIPEG BROKERS.

S. C. Richards, broker, Winnipeg, has taken into partnership Arthur H. Brown, who was formerly connected with the National Cash Register Co. and more recently with the National Drug & Chemical Co., manufacturers of St. George's Baking Powder. The new firm, known as Richards & Brown, is conducting an aggressive campaign in pushing the sales of the various lines handled. Among other lines they have control of St. George's Baking Powder, from Winnipeg to the Pacific Coast. This entire territory will be covered twice a year.

Ridgway's Limited, of London, Eng., have opened a branch in Winnipeg for the sale of Ridgways teas and coffees. They have appointed S. C. Richards as manager.

NEW COMPANIES INCORPORATED.

A charter has been granted to the Dominion Agencies, Limited, with head office at Toronto, and a capital of \$40,000, to engage in business as commission merchants, etc. The provisional directors are F. H. Potts, A. R. Bickerstaff, T. A. Silverthorn, Mary G. Carroll and Edith M. Carruthers.

A charter has been granted to the Beaver Mfg. Co., Limited, with head office at Galt, Ont., and a capital of \$100,000, to take over the business of M. Griffin, and to manufacture food products, flavoring extracts, coffees, cereals, etc. The provisional directors are H. M. Griffin, W. Griffin and J. P. MacGregor.

LEA & PERRINS' SAUCE

THE
GREATEST
GLOBE TROTTER
OF THE
CENTURY



WELL
KNOWN AND
APPRECIATED
THROUGHOUT
THE WORLD

Making the dinners in millions of homes
more tasty and appetizing.

Lea & Perrins' Sauce gives a rare relish
to Fish, Meats, Game, Salads, Cheese, etc.
Look for the signature!

"We advertise to the general Public in
Newspapers and Magazines that this fam-
ous Sauce can be had from all Grocers."

J. M. DOUGLAS & CO.

Est. 1857, - MONTREAL

Canadian Agents.

HIGH GRADE EMBOSSED CAN LABELS

One of the largest manufac-
turers of embossed Can Labels,
Cigarette and folding boxes in
the world.

Write for Samples and Prices.

STECHER LITHO. CO.
ROCHESTER, N.Y.

FRUIT CANS

Two and one-half pound size.

We are now equipped to
furnish any quantity of this
package in the standard
American diameter, pro-
files and height, for fruits
offered in competition with
California goods.

Lacquer lined or plain.

THE
Norton Manufacturing Co.
HAMILTON

ALEX. CAIRNS & SONS

(PAISLEY, SCOTLAND)

JAMS, JELLIES, MARMALADES

THE GOODS WITH THE HIGH REPUTATION

Such goods as these win you trade. Put up in the finest factory in Scotland in the most scientific manner. Every pot a jar of delight for your customers, and a source of profit for you. Canada's largest wholesale grocery house stands behind each package, guaranteeing its quality.

JAMS

1-lb. Patent Glass Jars
Cases, 2 doz.

Plum	\$1 90
Blackberry	2 10
Damson	2 10
Gooseberry	1 90
Apricot	2 10
Assorted	2 10
Red Currant	2 10
Strawberry	2 20
Greengage	2 10
Raspberry and Red Currant	2 20
Black Currant	2 30
Raspberry	2 20
Strawberry, cases, 12-7 lb. tins	11 00
Raspberry, cases 12-7 lb. tins	11 50
Assorted, cases, 12-7 lb. tins	10 25

JELLIES

1-lb. Porcelain Pots
Cases, 4 doz.

Apple	\$2 00
Gooseberry	2 00
Plum	1 90
BRAMBLE	2 10
DAMSON	2 20

1-lb. Patent Glass Jars
Cases, 2 doz.

Black Currant	\$2 80
Red Currant	2 80

PURE CALVES' FEET TABLE JELLY

Orange	\$2 10
Lemon	2 10
Vanilla	2 10
Plain	2 10

1-lb. Square Glass
Patent Air-tight Caps.

2-lb. size, same flavors....	\$3 75
Champagne	2 50
Cognac	2 50
Maderia	2 50
Port	2 50
Sherry	2 50

1-lb. Square Glass Jars
Cases, 2 doz.

MARMALADES

1-lb. Patent Glass Jars
Cases, 2 doz.

Scotch Orange	\$1 70
Home-made Orange	2 20
Tangerine Orange	2 30
Apricot	2 30
Fig and Lemon	2 40
Ginger	2 40
Ginger and Pineapple....	2 40
Green Fig	2 40
Green Fig and Ginger	2 40
Pineapple	2 40
Scotch Orange, 2-lb. glass 2 doz. in case	3 00
Scotch Orange, 2-lb. pots, 2 doz. in case	3 00
Scotch Orange, in 7-lb. tins, 12 tins in case	7 80

Send in your Order.

Remember the Name

Net within 30 days.

No discount.

In lots of Five Cases or more, 5 per cent. off above prices.

AGENTS FOR CANADA:

HUDON, HEBERT & CO.

MONTREAL LIMITED

The Most Liberally Managed Firm in Canada

Quality Counts

Keep up your Prestige by selling the BEST

Canned Fruits and Vegetables

THE BRANDS ARE:—

Auto

Kent

Lynnvalley

Canada First

Lion

Maple Leaf

Grand River

Little Chief

Thistle

Horse Shoe

Log Cabin

PACKED AND GUARANTEED BY

Canadian Cannery, Limited

Head Office, - Hamilton, Canada

AGENCIES WANTED

For
Pickles, Canned Goods, Jams,
Biscuits, Molasses and other Grocery
Staples and Specialties

First class representation by a live up-to-date
house in

Quebec City and District

Splendid connection. Established fourteen
years. Successfully placed already many lines
on this market. Only A1 agencies desired.
Your enquiries will receive prompt attention.
Best attention to your business personally, and
through our travellers.

Write to

AGENT,—Canadian Grocer, Montreal



R. U.

Selling

NAPTHO SOAP?

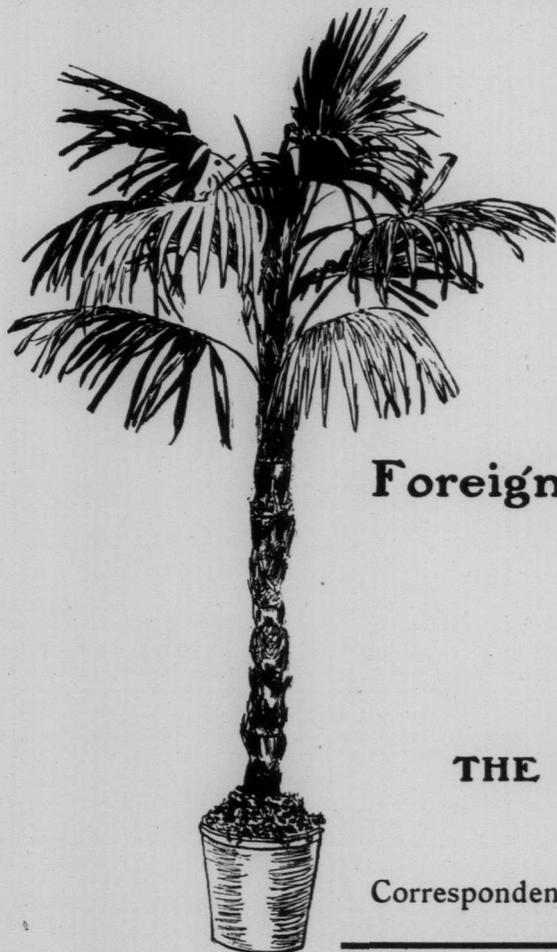
If not, it will increase your trade
to carry it.

**For Quality
Appearance
Price**

Naphtho is the Best

The Welcome Soap Co.
Limited

St John, - N.B.



The Dawson Commission Company

RECEIVERS AND HANDLERS OF

Foreign & Domestic Fruits, Vegetables

Poultry, Butter, Eggs and
other Country Produce

APPLES one of our specialties.

**THE DAWSON COMMISSION COMPANY
TORONTO**

Correspondence and consignments solicited.

Talking About Purity!

We want every grocer in Canada to know that

BALMORAL Jams, Jellies, Marmalades,
Preserved Fruits, Etc.

(REG.)

are guaranteed

AB-SO-LUTE-LY PURE

If all the strictest Government analysts were to apply the most conscientious tests upon these goods they could not do otherwise than pronounce them the purest it is possible to produce.

Made from the finest selected fruits, carefully preserved, and, as for cleanliness, it is reduced to a science.

Write for prices and particulars about these goods that will interest you.

J. W. Windsor

Packer and Preserver of the largest assortment of Jams, Jellies, Marmalades, etc., etc., in Canada.

Montreal

How About Soup?

You cannot get anything better than
"CONNOISSEUR" and "GLENCAIRN" Brands

Real Turtle
Mock Turtle
Ox Tail
Tomato
Julienne
Macaroni
Game

20 others



Cock-a-leekie
Hotch-Potch
Mulligatawny
Kidney
Chicken Broth
Vermicelli
Giblet

20 others

FINEST QUALITY

Put up in Glass and Tin

Cunningham & Defourier Co., Limited
London, Eng.

Canadian Agents:
ROSE & LAFLAMME, LIMITED, Montreal

William Galbraith & Son

Wholesale Grocers

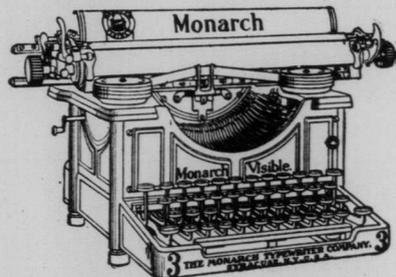
80-82 St. Peter St., - MONTREAL

Teas
Coffees
Raisins
Currants
Prunes

All at bottom prices and quality guaranteed.

Write for quotations.

THE BEST



way to advertise
is by pointed, per-
sonal typewritten
letters addressed
to customers.

EVERY ONE

reads personal let-
ters ; few, news-
paper advertise-
ments.

IT IS SECRET:

Your competitor
cannot know the
lines you are push-
ing or the prices
you are quoting.

IT IS CHEAPEST:

A little time and
effort and postage
is all that is re-
quired.

The Monarch Visible

is simple, easy to
operate and most
durable. With it
you can write your
invoices and state-
ments as easily as
your letters.

Write for Booklet C.

The MONARCH TYPEWRITER COMPANY, Limited
98 King Street West Toronto, Ont.



We are now having weather suitable for

House Cleaning

and Scrubbing Brushes will be in demand.

We give you

115 lines to choose from.

Book your order with us.

Stevens-Hepner Co., Ltd.

Port Elgin, Ontario, Canada

R. Burger,
Swiss Consul
for
Ontario and Manitoba.



Toronto, Canada March 17th 1908.

The Mac Lean Publishing Co.,
10 Front Street,
Toronto.

Gentlemen: Pray to accept my sincerest thanks for the kindness to forward to me so promptly the different numbers of your weeklies, viz. 'The Canadian Grocer', and 'The Dry Goods Review', for which I had applied through your Mr. J. H. Taylor.

Those publications contained just that sort of information on a certain very important subject, viz. the Canadian trade with foreign countries, for which I had been vainly looking in our daily newspapers. Your issues furnished excellent material, and to the point too. They have been forwarded at once to the Federal Department of Trade and Commerce at Berne, Switzerland.

Yours very respectfully

Remy Burger
Swiss Consul.

Classified Advertising

Advertisements under this heading, 1c. a word each insertion.

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

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

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

Yearly Contract Rates.

100 words each insertion, 1 year.....	\$30 00
" " " " 6 months.....	17 00
" " " " 3 months.....	10 00
50 " " " " 1 year.....	17 00
" " " " 6 months.....	10 00
25 " " " " 1 year.....	10 00

AGENCIES WANTED.

PARTY starting a jobbing and commission business would like city agency for some good lines. Best of references. Box 355, Moncton, N.B. (21)

WANTED—Wholesale grocery broker in Montreal is open for few more lines, canned goods a specialty. Highest connections, fifteen years experience. Apply Grocer Office, Toronto. (46)

FOR SALE

FOR SALE—Second-hand National Cash Register, six drawers, used two years, in good condition, Bargain for cash. Apply to W. C. Latimer, Beaverton, Ont.

MAPLE SUGAR—Guaranteed pure. Woodman & McKee, Coaticook, Que. (22)

SITUATIONS VACANT.

WANTED—First-class grocery clerk. Apply to Geo. Benger, Port Arthur, Ont. (21)

BOOKS FOR THE GROCER.

TEA BLENDING as a fine art, by J. M. Walsh. This work is especially designed for the use and instruction of those engaged in the tea and grocery business, containing formulae for the scientific and judicious combination of the different varieties and grades of tea. Price, \$2.00 postpaid.

TEA, its history and mystery, by J. M. Walsh. The contents of this practical and exhaustive work include cultivation and preparation; adulteration and detection; arts of testing, blending and preparing; chemical and medicinal properties, etc. Price, \$2.00 postpaid.

COFFEE, its history, classification and description, by J. M. Walsh. This interesting and instructive book deals with the commercial classification and description, adulteration and detection, and the art of blending and preparing of coffee. Price, \$2.00 postpaid.

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., 10 Front Street E., Toronto.

MISCELLANEOUS.

STORAGE suitable for out of town manufacturers or brokers, central in Toronto. Office room if required. Address "Storage," THE CANADIAN GROCER, Toronto. (116)

THE WHAT, THE WHY, THE WAY.—If you want to get well and stay well you can—without drugs or medicines. Learn the wonderful mission of the INTERNAL BATH. Our free booklet proves that 90 per cent. of human ailments are due to one cause, and tells you how to remove it. Write to TYRRELL'S HYGIENIC INSTITUTE, 285 Fifth Ave., New York, N.Y.

HIGH CLASS COLOR WORK—Commercial stationery, posters. The Hough Lithographing Co., Limited. Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods.

MERCHANTS—Have you accounts hard to collect? Try our up-to-date system. It brings results, costs little, saves money and worry. Write for particulars to Imperial Collecting Agency, 315 McIntyre Block, Winnipeg, Man.

BUSINESS CHANCES.

JOHN NEW, Real Estate and Business Broker 156 Bay Street, Toronto. Established fifteen years. No charge unless sale effected.

GROCERY BUSINESSES—I have several choice grocery businesses for sale in Toronto, good stores and dwellings, rent reasonable, genuine money makers, stocks from seven hundred to twenty-five hundred. John New.

\$4,500—GENERAL country stock for sale, fifty miles from Toronto, splendid farming community, all new goods, satisfactory reasons for selling, eighty cents on invoice. John New.

\$1,800—GROCERY, splendid stand, excellent store and dwelling, trade exceeding three hundred weekly. John New, Toronto.

If you want to buy or sell a business, write, John New, Toronto.

WANTED.

WANTED—A computing scale that will weigh fifty pounds. Box 503, Havelock, Ont.

PERIODICALS.

ADVERTISING writers and business men interested in good printing should subscribe to Canada's only printing trade paper, THE PRINTER AND PUBLISHER. Subscription price \$2 per annum. Address, 10 Front Street East, Toronto.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. THE BUSY MAN'S MAGAZINE, Toronto.

COMPLETE information on books, stationery, fancy goods, music, photo supplies and kindred lines is given each month in THE BOOKSELLER AND STATIONER, of Canada. Subscription price \$1.00 per annum. Address, 10 Front Street East, Toronto.

THE market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price is \$2 per year. Address **HARDWARE AND METAL**, Montreal, Toronto or Winnipeg.

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, 10 Front St. East, Toronto.

OFFICE SUPPLIES.

ELLIOTT-FISHER ADDING TYPEWRITERS

Elliott-Fisher Limited, 129 Bay St., Toronto

WANTED

A first-class Pork Packing-house Man to act as Assistant Manager. One with experience of the Canadian trade in all its branches preferred. Apply stating experience, salary expected and give references. Address Box 195, care of Canadian Grocer, Toronto.

Good
PAPER
will increase your business
100%
Headquarters for
**PAPER, BAGS, TWINE,
BUTTER PAPER, Etc.**
Geo. Powley & Co.
Wholesale Paper Merchants and
Importers
Toronto —and— Hamilton

Ridgeway's Collecting Agency
11 St. Sacramento Street, Montreal
Established 1880

Has the confidence and patronage of the banks and leading merchants such as Forbes Bros., S. J. Carter & Co., John Robertson & Son. Overdue claims collected everywhere, no collection, no charge. Tel. Main 1677.

Executors' Sale

Tenders will be received by the undersigned until 12 o'clock noon of Monday, June 1st, 1908, for the purchase of the Dried Apple Exporting portion of the business of the W. A. Gibb Company, Hamilton, as a going concern, including all machinery and plant, good will, right to use name, and registered trade brands "Excellenz," "Nonpareil," "Magnifica," and "Majestic." This is an old established business with valuable British and German connections. Purchaser can obtain new lease of present premises if desired.

Terms:—Marked cheque payable to undersigned for 10 per cent. of tender to accompany tender; 40 per cent. in cash on completion of sale; balance on approved notes at three and six months at 6 per cent. For further particulars and inspection of plant apply at the office of the Company, 7 Market Street, Hamilton, or to

NESBITT, GAULD & DICKSON,

Canada Life Chambers, Hamilton

The evaporating plants of the Company will be advertised for sale as soon as Inventories are completed. 21

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.

TALBOT FRERES

BORDEAUX, FRANCE

Were it not for their superiority over other lines, and their incomparable excellence, these goods would not have the hold they now have on the Canadian public. The strong demand there is for them is the best guarantee of merit for the grocer.

GREEN PEAS—On the spot for immediate delivery.

Sur—Extra—Fins, case 100 1-lb. tins,	17.00
Extra Fins, case 100 1-lb. tins	15.00
Fins, case 100 1-lb. tins	13.00
Mi-Fins, case 100 1-lb. tins	11.00
Extra Fins, case, 2 doz., glass jars, doz.	3.50
Fins, case, 2 doz. glass jars, doz.	3.10

FRENCH ALIMENTARY PASTES—
Boxes 25 lbs.

1-lb. Packages—	
Assorted	8c
Letters and Figures	8c
Nouilles	8c
Spaghetti	8c
Macaroni	8c
Vermicelli	8c
Alphabets	8c

Loose—

Macaroni	7½
Nouilles	7½
Vermicelli	7½
Spaghetti	7½
Coudes	7½

GREEN PEAS—New pack, delivery
June—July

Sur—Extra—Fins, case 100 1-lb. tins	16.00
Extra Fins, case 100 1-lb. tins	14.00
Fins, case 100 1-lb. tins	12.00
Mi-Fins, case 100 1-lb. tins	10.00

Also Packers of—

Asparagus, whole
Asparagus, tips
String Beans
Mushrooms
Artichoke (Bottoms)
Lima Beans (Flageolets Fins)
Brussels Sprouts
Mixed Vegetables (Macedoines)

TERMS—Net 30 Days

HUDON, HEBERT & CO.

CANADIAN AGENTS:

MONTREAL

LIMITED



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.

EDMONTON.

F. J. FOLEY & CO.
Manufacturers' and General Commission Agents for
ALBERTA and SASKATCHEWAN
Agencies Solicited
Office and Warehouse—
LARUE-PICARD BLOCK, EDMONTON, ALTA.

HALIFAX, N.S.

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

HOWARD BLIGH & SONS
HALIFAX N.S.

Importers, Exporters and General Commission Merchants.
Firms wishing to be represented in the Maritime Provinces will do well to communicate with us.
Domestic and Foreign Agencies Solicited.
Highest References.

HAMILTON.

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

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. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
General Commission Merchants
MONTREAL
Fish, Oils, Beans, Peas and Produce.
Agents: "Royal Crown" Skinless Codfish.
Representing Morris & Co. Chicago, Pork and Lard.

NEWFOUNDLAND

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

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

ONE OR TWO
more agencies will be well looked after by the undersigned. Just able to take proper care of one or two more only. Excellent connections in Montreal and Quebec Province, and highest references.
Communicate at once.
C. A. Morin
Room 35, Alliance Bldg.
107 St. James St. - Montreal

J. WALTER SNOWDON
MANUFACTURERS' AGENT AND BROKER
Open for exclusive representation of one or two more reliable houses with good grocery lines. Correspondence solicited.
Address
23 Burton Ave., Westmount, Montreal

REGINA.
Grocery and Fruit Broker
REGINA, SASK.
J. L. PEPPARD
First to Start. Your Account Solicited.

G. C. WARREN
Box 1036, - REGINA
Manufacturers' Agent and Commission Merchant. Direct Importer of all grades of pure Ceylon Teas, and Dealer in Coffees, Spices, Mustard, etc. Established over 10 years. Can handle more lines.

TORONTO.

RICE
CHOICE PATNA
224s
Now on Spot.
Anderson, Powis & Co.
Agents
15 Wellington Street East, Toronto

FRASER & AISTHORPE
Manufacturers Agents and Distributors.
AGENCIES SOLICITED
107½ VICTORIA ST. - TORONTO

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

ON SPOT
Currants
Evaporated Apples
Canned Strawberries
Valencia Raisins
W. H. MILLMAN & SONS
Grocery Brokers
TORONTO

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

Manufacturers' Agents—Continued.

VANCOUVER

TORONTO.

W. G. Patrick & Co.
Manufacturers' Agents
and
Importers
29 Melinda St., Toronto

THOS. B. GREENING & CO.
TORONTO

Consignees direct from primary markets, and distributors of
GREEN COFFEE
Our samples will invariably indicate current market value.

MOOSE JAW

BUNNELL & LINDSAY
MOOSE JAW

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

ELSON & WHITLOCK
MOOSE JAW, SASK.

Manufacturers' Agents and Commission Merchants
Wholesale Fruits and Produce
Large Track Warehouse Accommodation
Correspondence Solicited

THE MOOSE JAW FRUIT AND PRODUCE CO.

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

JOLIETTE, QUE.

Chevalier, Poullot & Cie.

Wholesale Grocers
Proprietors famous "Congo" Brand Guaranteed Goods.
Correspondence Solicited. Address us at
Joliette, - - Que.

ESTABLISHED 1876

L. Z. MAGNAN

Wholesale Grocer
JOLIETTE, - - - QUE.
Prompt shipment of all orders. Prices just right. Goods Guaranteed.
Send us your orders
Correspondence invited

QUEBEC.

T. E. CHAREST

Manufacturer's Agent, Quebec
Extensive connection with retail and wholesale grocery trade of this city.
Highest References.

QUEBEC

J. P. THOMAS

WHOLESALE GROCERY BROKER AND COMMISSION MERCHANT
TEAS A SPECIALTY
Open for one or two more first-class agencies
Correspondence invited
25 ST. PETER STREET, - - QUEBEC

WINNIPEG.

Wholesale Grocery Brokers, Commission Merchants.

First-class connection with the trade. Established 1895. First-class references.
Your correspondence and business solicited.

GEORGE ADAM & CO.

430½ Main St. W.

GROCERY BROKERS

and Manufacturers' Agents
CARMAN, ESCOTT CO.
WINNIPEG, CALGARY and EDMONTON
GOODS STORED AND DISTRIBUTED
Head Office and Track Warehouse,
141 Bannatyne Ave. WINNIPEG, MAN.

STRANG BROTHERS

Commission Brokers and Manufacturers' Agents
233 Fort Street, Winnipeg
Correspondence Solicited

STUART WATSON & CO.

Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

RICHARDS & BROWN

Wholesale Commission Merchants and Brokers
34 Arthur St., WINNIPEG, Man.
Correspondence Solicited

ST. JOHN

J. HUNTER WHITE

MERCHANDISE AND CUSTOMS BROKER
FORWARDING AGENT
ST. JOHN, NEW BRUNSWICK
Wholesale Trade Frost-proof Storage

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers
WAREHOUSEMEN
ST. JOHN, - N.B.
Open for a few more first-class lines

F. G. EVANS & CO.

Grocery Brokers and Commission Merchants
139 Water St., - Vancouver, B.C.
Correspondence Solicited.

L. E. DASTOUS & CO.

Grain and General Brokers

Sherbrooke, - - Que.

Correspondence Solicited
from Foreign Shippers.

Specialty—Grain and Mill Feed.

EXPORT TRADE DEPARTMENT.

Firms Abroad Open for Canadian Business.

DAVID SCOTT & CO.

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

JAMES MARSHALL

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

QUEBEC MARKET

Any Important firms willing to be represented in our city would do well by writing to

ALF. T. TANGUAY & CO.

Commission Merchants and Brokers

18 St. James Street

20 Years Experience



Whenever you want
really close prices
on high-grade
nicely finished

Earthenware

Crocks, Churns, Jugs, Butter Pots,
Flower Pots, Vases, Fire Bricks, Fire
Clay, Fire Sand, Rockware etc.
Just write to us.

Write us anyway about

Hart's Family Filter

It is a really satisfactory
filter for people who
prefer germ proof drink-
ing water.

Belleville Pottery Co.,
BELLEVILLE, - ONT.



EUREKA REFRIGERATORS

Manufactured by the
Eureka Refrigerator Co.

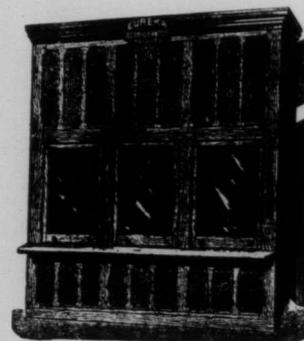
56 Noble Street, TORONTO

are being used by hundreds of
GROCERS and BUTCHERS in
all parts of the Dominion.

THE EUREKA PATENTED
SYSTEM OF DRY COLD AIR
is the result of nearly 25 Years

devoted exclusively to the
work, and is superior to
anything else.

Ask
anyone
who has
used one
what he
thinks of it.



The Harris Lithographing Co.

Lithographers, Engravers, etc.

Fine Colored

Show Cards
Calendars and
Catalogue Covers

Special attention to Canned
Goods, Coffee, Spice, Extract
and Grocers' Sundries Labels.

468 Wellington Street W.

Phone Main 3120

Orsi?

respo
Gro

Diam
1-lb. tin
1-lb. tin
1-lb. tin

Canes
4-doz...
3-doz...
1-doz...
3-doz...
1-doz...
1-doz...

MA
BAK
POW
NEW STY

Royal-1
" 8
" 1
" 1
" 1
" 1
" 1
Barrels-
cent.
OLI

Cleveland
"
"
"
"
"
Barrels-
cent.

Crown E
1-lb. tin,
1-lb. "
1-lb. "
TI
White S
1-lb. tin
-lb.
1-lb.

Keen's O
In 10
Gillett's 1

Nelson's
Pansy
Shamro
Thistle
Daisy
Special
Bambo

Wheat O

Meat of V
Wheat O
Pickani





REINDEER condensed COFFEE



**A CUP OF COFFEE
A SPLENDID SELLER**

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

Hot Water
Only

Required
for

Tomato Pulp

(HIGH GRADE)

May we submit sample
and quote you?

Write us.

J. H. WETHEY, LIMITED

ST. CATHARINES

Jams and Jellies.
BATGER'S WHOLE FRUIT STRAWBERRY JAM
 Agents, Rose & Ladhamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz 2 20
 THOMAS J. LIPTON
 Prices on application.

T. UPTON & CO.
 Compound Fruit Jams—
 12-oz. glass jars, 2 doz. in case, per doz. \$1 00
 2-lb. tins, 2 doz. in case.....per lb. 07½
 5 and 7-lb. tin pails, 2 and 3 pails in
 crate.....per lb. 0 07
 7 and 14-lb. wood pails.....per lb. 0 07
 30-lb. wood pails.....per lb. 0 08½

Compound Fruit Jellies—
 12-oz. glass jars, 2 doz. in case, per doz. 1 00
 2-lb. tins, 2 doz. in case per lb. 0 07½
 7 and 14-lb. wood pails, 6 pails in crate
 per lb. 0 07
 30-lb. wood pails.....per lb. 0 08½

Pure Jams—1-lb. glass jars (16-oz. gem) 2 doz. in case.....per doz. \$1 80
 in 5, 7, 14 and 30-lb. pails.

Jelly Powders
 GENESSE PURE FOOD CO.



JELL-O
 The Dainty Dessert

Assorted Case, Contains 4 doz. \$3.60
 Assorted Case, Contains 2 doz. \$1.80
 Lemon (Straight) Contains 2 doz. \$1.80
 Orange (Straight) Contains 2 doz. \$1.80
 Raspberry (Straight) Contains 2 doz. \$1.80
 Strawberry (Straight) Contains 2 doz. \$1.80
 Chocolate (Straight) Contains 2 doz. \$1.80
 Cherry (Straight) Contains 2 doz. \$1.80
 Peach (Straight) Contains 2 doz. \$1.80
 Weight 8 lbs. per case; freight rate 2nd class

IMPERIAL DESSERT JELLY
 Cartons each 1 doz.
 Ca e each 12
 cartons, per
 gross..... \$10 50
 Terms net 30 days,
 or 1 p. c. 10 days.
 Flavors—Lemon,
 Orange, Vanilla,
 Pineapple, Rasp-
 berry, Strawberry,
 Red Currant,
 Cherry, Calves Foot

MacLaren Imperial Cheese Co., Limited.

THE ROBERT GREIG
 White Swan, 15 flavors.
 1 doz. in handsome
 counter carton, per
 doz., 90c.



List price
 'Shirriff's' (all
 flavors), per doz. 0 90
 Discounts on ap-
 plication.

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



Tierces.... \$0 09½
 4-bbls. 0 09½
 Tubs, 20 lbs. 0 09½
 30-lb. Pails. 2 00
 30-lb. tins.. 1 90
 Cases 3-lb.. 0 10½
 " 5-lb.. 0 10½
 " 10-lb.. 0 10½

Licorice.
NATIONAL LICORICE CO.

5-lb. boxes, wood or paper....per lb. \$0 40
 Fancy boxes (36 or 60 sticks)....per box 1 25
 " Ringed " 5-lb. boxes.....per lb. 0 40
 " Acme " pellets, 5-lb. cans....per can 1 50
 (fancy boxes \$0) per box
 Tar licorice and Tolu wafers, 5-lb.
 cans.....per can \$ 00
 Licorice lozenges, 5-lb. glass jars.... 1 75
 " 30 5-lb. cans..... 1 50
 "Purity" licorice 10 sticks..... 1 45
 " 100 sticks..... 0 75
 Dulce large cent sticks, 100 in box....

Lye (Concentrated).
GILLET'S PERFUMED. Per case.
 1 case of 4 doz..... \$3 50
 3 cases of 4 doz..... \$3 50
 5 cases or more..... \$ 40

Marmalade.
J. W. WINDSOR, MONTREAL



Scotch Marmalade, 1 and 2 lb. glass jars
 1, 4, 5 and 7 lb. tins.
 Orange Jelly Marmalade, 1 and 2 lb. glass
 5 and 7 lb. tins
 Preserved Ginger Marmalade, 1 lb. glass jars.
 Pineapple " 1 " "
 Green Fig " 1 " "
 Green Fig and Ginger " 1 " "
 Lemon " 1 " "
 Grape Fruit " 1 " "
 Prices and special quotations.

T. UPTON & CO.
 12-oz. glass jars, 2 doz. case....per doz. \$ 1 00
 Home-made, in 1-lb. glass jars 1 40
 In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07
 Golden shred marmalade, 2 doz. case,
 per doz..... 1 75

SHIRRIFF BRAND

"Imperial Scotch"—
 1-lb. glass, doz... 1 55
 2-lb. " " 2 80
 4-lb. tins, " 4 65
 7-lb. " " 7 35
 "Shredded"—
 1-lb. glass, doz.... 1 90
 2-lb. " " 3 10
 7-lb. tins, " 8 25

THOMAS J. LIPTON
 Prices on application.

Mince Meat.
 Wethey's condensed, per gross net ...\$12 00
 per case of doz. net \$ 00

Mustard.
COLMAN'S OR KERR'S.
 D.S.F., 1-lb. tins.....per doz. \$ 1 40
 " 1-lb. tins..... 2 50
 " 1-lb. tins..... 5 00
 Durham 4-lb. jar.....per jar. 0 75
 " 1-lb. jar..... 0 25
 F. D. 1-lb. tins.....per doz. 0 85
 " 1-lb. tins..... 1 40

Olive Oil.
LAPORTE, MARTIN & CIE, LTD
 Minerva Brand—
 Minerva, qts. 12's ... \$5 75
 " pta. 24's 6 50
 " " 34's 35

Sauces.
FATERSON'S WORCESTER SAUCE.
 Agents, Rose & Ladhamme, Montreal and Toronto.
 1-pint bottles, 3 & 5 doz., per doz. 0 90
 Pint " 3 doz. 1 75
THOMAS J. LIPTON
 Prices on application.

Soda.
COW BRAND.



Case of 1-lb. contain-
 ing 60 packages pe-
 box, \$3 00.
 Case of 4-lb. (con-
 taining 120 pkgts.
 per box, \$3 00.
 Case of 1-lb. and 4-
 lb. (containing 80
 1-lb. and 60 4-lb.
 pkgts), per box, \$5 00.

Case of 50. pkgts. containing 96 pkgts. per
 box, \$5

MAGIC BRAND. Per case
 No. 1, cases, 60 1-lb. packages..... \$ 7 75
 No. 2, " 120 1-lb. " 3 75
 No. 3, " 60 1-lb. " 3 75
 No. 5 Magic soda—cases 100—10-oz. pkgts.
 1 case 2 85
 5 cases 1 75

Soap and Washing Powders.
A. F. TIPPET & CO., Agents.

Maypole soap, colors.....per gross \$10 20
 " black..... 16 20
 Oriole soap..... 16 20
 Gloriosa soap..... 12 00
 Straw hat polish..... 12 00

Starch.
EDWARDSBURG STARCH CO., LIMITED
 Laundry Starches—
 No. 1 White or blue, 4-lb. carton. \$
 No. 1 " " 8-lb. " 3 00

THE CANADIAN GROCER

INDEX TO ADVERTISERS.

This index is made up on Tuesday. The insertion of the advertiser's name in this index is not part of his advertisement, nor does he pay for it, but it is placed here entirely for convenience of readers. We endeavor to have the index as complete as possible.

A	Accountants & Auditors..... 184	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Acooms, Geo. & Co..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Adams, J. T., & Co..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Agencies Wanted..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Allan, Robt., Co..... 56	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Allison Coupon Co..... 57	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	American Computing Co..... 165	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	American Tobacco Co..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Anderson, Fowis & Co..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Aylmer Condensed Milk Co..... 4	Accountants & Auditors..... 184	Accountants & Auditors..... 184
B	Baker, Walter, & Co..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Balfour, Smye & Co..... 31	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Batger & Co..... 18, 183	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Barard, Frank H..... 58	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bazin Mfg. Co..... 15	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Beardwood Agency..... 57	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Belleville Canning Co..... 37	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Belleville Pottery Co..... 183	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bell Telephone Co..... 184	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Benedict, F. L..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bickle, J. W., & Greening..... 153	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Binks, Chas. H., & Co..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bligh, Howard & Sons..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bloomfield Packing Co..... 34	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Blue Ribbon Tea Co..... 62	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bode Gum Co..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bourque, T. A. & Co..... 25	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bovril, Ltd..... 137	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bowyer, S. F. & Co..... 137	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bradstreet's..... 30	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Brand & Co..... 1-2	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Brayley & Co..... 184	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	British American Assurance Co..... 184	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	British Canadian Crockery Co..... 5	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Bunnell & Lindsay..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
C	Campbell's, R., Sons..... 47	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Canada Sugar Refining Co..... 6	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Canadian Cannery..... 33, 119	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Canadian Coconut Co..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Canada Brokerage Co..... 52	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Canadian Salt Co..... 146	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Canadian Shredded Wheat Co..... 133	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Canadian Vinegar Co..... 57	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Capitan Tent & Awning Co..... 149	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Carman, Escott Co..... 4	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Carter, Crum Co..... 67	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Carter S. J. & Co..... 160	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Casson, John, & Co..... 47	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Ceylon Tea Ass'n..... 19	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Charest, T. E..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Chaput, Fils & Cie..... 20	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Chase & Sanborn..... 174	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Chausse & Co..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Chevalier, Pouliot & Co..... 145	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Chocolats Meurisse..... 44	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Christmas, W. C..... 48	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Church & Dwight..... 137	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Clark, W..... outside back cover and	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Clawson & Co..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Computing Scale Co..... 60	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Connors Bros..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Constant, H..... 53	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Corlon, Wm..... 164	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Cote, Joseph..... 143	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Cowan Co..... 139	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Cox, J. & Co..... 138	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Cream, R. F..... 159	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Crystal Springs Bottling Co..... 172	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Cunningham & Defourier..... 32	Accountants & Auditors..... 184	Accountants & Auditors..... 184
D	Dalley, The F. F., Co., Limited..... 48	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Dastons, L. E..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Davidson & Hay..... 170	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Dawson Commission Co..... 52	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Dawson Molasses Co..... 152	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Dominion Fruit Exchange..... 144	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Dominion Warehousing Co..... 155	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Dusault, J. M., & Co..... 167	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Dusault & Co..... 146	Accountants & Auditors..... 184	Accountants & Auditors..... 184
E	Eby-Blain Limited..... 5	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Eckardt, H. F., & Co..... 161	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Edwardsburg Starch..... 174	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Elliott-Fisher Co..... 133	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Elsom & Whitlock..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Emond & Cote..... 165	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Empire Tobacco Co..... 55	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Enterprise Mfg. Co..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Epps, Jas., & Co..... 16d	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Essex Canning Co..... 45	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Estabrook's..... 178	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Eureka Refrigerator Co..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Evans, F. Geo..... 18	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Ewings, S. H., & Sons..... 182	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Eze Mfg. Co..... 55	Accountants & Auditors..... 184	Accountants & Auditors..... 184
F	Fabien, C. P..... 42	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Fairbank, N. K., Co..... 37	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Farmers Canning Co..... 136	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Fearman, F. W., Co..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Foley, F. J., & Co..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Fraser & Aisthorpe..... 138	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Fussell & Co..... 172	Accountants & Auditors..... 184	Accountants & Auditors..... 184
G	Galbraith, Wm., & Son..... 29	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Gandy & Allison..... 47	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Genesee Pure Food Co..... 40	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	G. O. Genesee..... 40	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Gillett, W. H., & Co..... 84	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Gillett, W. H., & Co., Ltd., inside back cover	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Girard, P. J., & Co..... 18	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Goodwillie & Co..... 144	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Goldie Milling Co..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Gorham, J. W., & Co..... 126	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Graham Bros..... 138	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Gray, Young & Spaulding..... 11	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Greig, Robt., & Co..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Greening, Thos. B..... 160	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Gurd, Chas..... 178	Accountants & Auditors..... 184	Accountants & Auditors..... 184
H	Harris Litho Co..... 115	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Harty, J. B..... 59	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Ham & Nott..... 60	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Hamilton Cotton Co..... 155	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Heinz, H. J. Co..... 58	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Hillock, John & Co..... 24	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Holbrooks Ltd..... 155	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Horton Cato Co..... 147	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	H O Co..... 184	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Hotel Directory..... 174	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Hough Litho Co..... 55	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Howard Bros..... 168, 175	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Hudson, Hebert & Co..... 43	Accountants & Auditors..... 184	Accountants & Auditors..... 184
I	Imperial Extract Co..... 52	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Imperial Syrup Co..... 133	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Ingersoll Packing Co..... 58	Accountants & Auditors..... 184	Accountants & Auditors..... 184
J	James, J. Howell..... 181	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	James Dome Black Lead..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
K	Kingery Mfg. Co..... 54	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Kinnear, Thos., & Co..... 53	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Kit Coffee Co..... 40	Accountants & Auditors..... 184	Accountants & Auditors..... 184
L	La Cie Des Savon Francais..... 36	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Lakeside Canning Co..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Lambe, W. G. A..... 128	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Laporte Martin..... 8, 9	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Lea Pickling & Preserving Co..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Leonard Bros..... 153	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Lipton, Thos. J..... 50	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Lucas, Steele & Bristol..... 31	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Luxfer Prism Co..... 145	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Lytle, T. A. Co..... 147	Accountants & Auditors..... 184	Accountants & Auditors..... 184
Mc	McCann-Knox Milling Co..... 31	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	McCready & Sons..... 165	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	McDougal, D., & Co..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	McFarlane & Field..... 2	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	MacLaren's Imperial Cheese Co..... 150	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	McWilliam & Kverlist..... 147	Accountants & Auditors..... 184	Accountants & Auditors..... 184
M	Mace, A. H..... 183	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Mahique, Domenech & Co..... 148	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	MacKay, John, Ltd..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	MacNab, T. A., & Co..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Magnan, L. Z..... 1	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Magor, Frank..... 12	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Malta Vita Pure Food Co..... 11	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Maple Tree Producers' Association..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Marshall, James..... 7	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Mason, Geo., & Co..... 29	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Mason, Geo. & Hikey..... 21	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Mason, Geo., & Co..... 13, 70	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Mathewson's Sons..... 67	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Mathieu, J. L., Co..... 184	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Merchants' Counter Check Book Co..... 54	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Metropolitan Bank..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Midland Vinegar Co..... 32b	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Millman, W. H., & Sons..... 174	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Minto Bros..... 160	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Mitchell, H. W..... 127	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Monarch Typewriter Co..... 127	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Monserrat Lime Juice..... 134	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Montreal Biscuit Co..... 131	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Montreal Packing Co..... 177	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Mooney Biscuit and Candy Co..... 176	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Moore Jaw Fruit & Produce Co..... 184	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Morin, C. A..... 184	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Morse Bros..... 145	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Mott, John P., & Co..... 141	Accountants & Auditors..... 184	Accountants & Auditors..... 184
N	Nation, E. J. & Co..... 50	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	National Licorice Co..... 16c	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Nelson, H. W., & Co..... 16	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Nicholson & Bain..... 162	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Nickerson & Hart..... 11	Accountants & Auditors..... 184	Accountants & Auditors..... 184
	Nishimura, S. T. & Co..... 182</		

his advertise-
or to

R
uce Co..... 138
..... 48
..... 177
..... 151
ng Agency.... 174, 159
o..... 159
er Co..... 39
l & Co..... 157
..... 138
..... 136

S
..... 41
n Flakes..... 32a
Sealer Co..... 146
..... 39
..... 177
..... 27
..... 164
..... 148
..... 35
..... 54
..... 57, 176
achinery Co..... 58
ing Co..... 146
..... 127
..... 157
..... 61, 172
..... 174
g Co..... 60
..... 177
o..... 151
d..... 46
..... 42

T
..... 177
..... 137
..... 170
..... 177
..... 38
..... 161
t Co..... 3, 51
l & Co..... 17
Co..... 15a
..... 138
ilk Co., Limited... 180
Son Co..... 164
o..... 17

U
td..... 61
cialty Co..... 55

V
..... 48
..... 149

W
..... 28
Fixture Co..... 56
Son..... 151
..... 176
..... 29
..... 127
..... 170
Co..... 184
..... 180
..... 154
..... 177
..... 49
..... 136
..... 135
..... 171
..... 53
..... 39
..... 22
Do..... 87
rds..... 61
..... 61

Y
ap Co..... 28
..... 64
..... 64

When Ordering

Valencia Raisins

Remember these Marks—

“M.D. & Co.” Special Fancy Quality
“W. Abel” Standard Quality

4 Cr. Layers
Selected
Fine Off-Stalk

They will please you.

Packed by
Mahiques, Domenech & Co.

AGENTS:
ROSE & LAFLAMME, LIMITED
Montreal and Toronto

... FOR ...

Picnics, Camping, Yachting
ETC.

BATGER'S

LIME JUICE CORDIAL

IS
JUST THE THING

ORDER FROM YOUR JOBBER

AGENTS:
ROSE & LAFLAMME, LIMITED
Montreal and Toronto

English Brewed

Ale and Stout

The most healthful drink of Old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our six large breweries situated in London, Birmingham, and elsewhere, are kept busy all the year round.

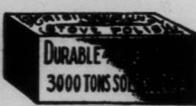
Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine bitter taste, but are entirely free from anything of an injurious nature. **THEY ARE ABSOLUTELY NON-INTOXICATING.** Good for all the year round trade. Let us correspond with you and send you Analytical report, with other information.

CANADIAN AGENTS—Hudson's Bay Co., Vancouver, B.C. W. L. MacKenzie & Co., Ross Ave., Winnipeg.
Kenneth H. Munro, Coristine Bldg., Montreal. Kyle & Hooper, Front St. E., Toronto. Royal Stores, St. John's, Nfld.

KOPS BREWERIES, - - London, S.W.



A CUSTOMER PLEASED
RISING SUN  **SUN**
SUN  **PASTE**
STOVE POLISH **STOVE POLISH**
IN CAKES **IN TINS**

means a friend for the grocer. It is just as true that the sale of inferior goods in the long run loses friends for the grocer. Then why take chances of losing trade by passing out cheap and inferior stove polishes when the best stove polishes may be sold by you at a good profit and help make friends for you every day.

That is a good reason for urging the sale of our very popular **RISING SUN** Stove Polish in Cakes and **SUN PASTE** in Tins. Every package is right when you sell it and makes friends for you and for us day in and day out. Just what you want to push. We know you think so.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A BUSINESS CHANCE
 is often missed when it might have been easily embraced by
Systematic Saving

Begin now to prepare for the day of opportunity by depositing your savings in *The Metropolitan Bank*. In the *Savings Department* \$1.00 or upwards opens an account. Interest is allowed from date of deposit, and compounded *four times a year*. No delay in withdrawal.

THE METROPOLITAN BANK
 Capital Paid Up \$1,000,000.00 Reserve Fund and Undivided Profits, \$1,183,713.23

WESTERN ASSURANCE COMPANY. Incorporated 1851
FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over \$3,570,000
 Income for 1906, over 3,609,000

HON. GEO. A. COX, President,
 W. R. BROCK, Vice President
 W. B. MEIKLE, General Manager
 C. C. FOSTER, Secretary

 **THE TELEPHONE**

Is a companion, friend and servant combined.
 Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
 Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA

British America Assurance Company
 A. D. 1833
FIRE & MARINE
 Head Office, Toronto

BOARD OF DIRECTORS
 Hon. Geo. A. Cox, President W. R. Brock, Vice-President
 Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
 D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
 Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
 Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL \$1,400,000.00
 ASSETS 2,182,753.85
 LOSSES PAID SINCE ORGANIZATION, 29,833,820.98

HOTEL DIRECTORY

TOWER HOTEL GEORGETOWN DEMERARA
 BRITISH GUIANA.
 This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer stappings, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

WINDSOR HOTEL
 HAMILTON, BERMUDA
 This house is pleasantly and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and Pool. Hot and cold water baths. A. MCNICOL, Prop.

HALIFAX HOTEL
 HALIFAX, N.S.

WINTER RESORT
QUEEN'S PARK HOTEL
 PORT OF SPAIN, TRINIDAD, B.W.I.
 JOHN McEWEN, Manager. For Rates, etc. apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

THE GRAND UNION
 The most popular hotel in
 OTTAWA, Ont. JAMES K. PAISLEY, Prop.

VICTORIA LODGE
 HAMILTON, BERMUDA
 Mrs. J. F. SMITH Proprietress.
 Opposite Victoria Park and Cedar Ave.
 Private Board \$12 to \$14 per week.
 Open Nov. Closes in May.

ACCOUNTANTS AND AUDITORS
JENKINS & HARDY
 Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 154 Toronto St., Toronto.
 445 Temple Building, Montreal.

Made in Canada

Useful for 500 purposes.



Royal Yeast Cakes
Most Perfect Made



Food products that are produced
in CLEAN factories are BEST.



Guaranteed to be Chemically Pure.



Imperial Baking Powder,
an absolutely pure
Cream Tartar Baking Powder.



Magic Baking Powder
HAVE YOU TRIED IT?

Food products that are produced
in CLEAN factories are BEST.

grocer. It is just as
superior goods in the
the grocer. Then
ing trade by pas-
rior stove polishes
shes may be sold
it and help make
y.
n for urging the
-RISING SUN
d SUN PASTE
ge is right when
ends for you and
it. Just what you
v you think so.

U.S.A.

**FIRE
AND
MARINE**

ONT.

0,000
9,000

ager,
Secretary

Company

President
Geo. A. Morrow,
C., LL.D.
Z. A. Lash, K.C.

Secretary
400,000.00
162,753.85
833,820.98

OTEL
S.

ORT
HOTEL
D, B.W.I.
For Rates, etc.
Trading Co.,
York.

AUDITORS

BY
ants, Estate and
nto St., Toronto.
ontreal.

W. CLARK
CANNED AND PRESERVED MEATS
MONTREAL-CANADA

*Clark's Cattle and
 Beans are the Standard of quality.
 These are known throughout
 the Dominion.
 Keep up your stock
 they are ready sellers and return you
 a good profit. All the material used
 is of the best, and approved by
 the government
 Get your wholesalers for them,
 and find on having
 Clark's*