

CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg.
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Winnipeg: 34 Royal Bank Building
New York: 115 Broadway

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No. 43

KEEN'S OXFORD BLUE



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

For Sale by all the Canadian Jobbing Trade.

MAGOR, SON & CO., 403 St. Paul Street, **MONTREAL**
30 Church St., Toronto

Agents for the Dominion of Canada

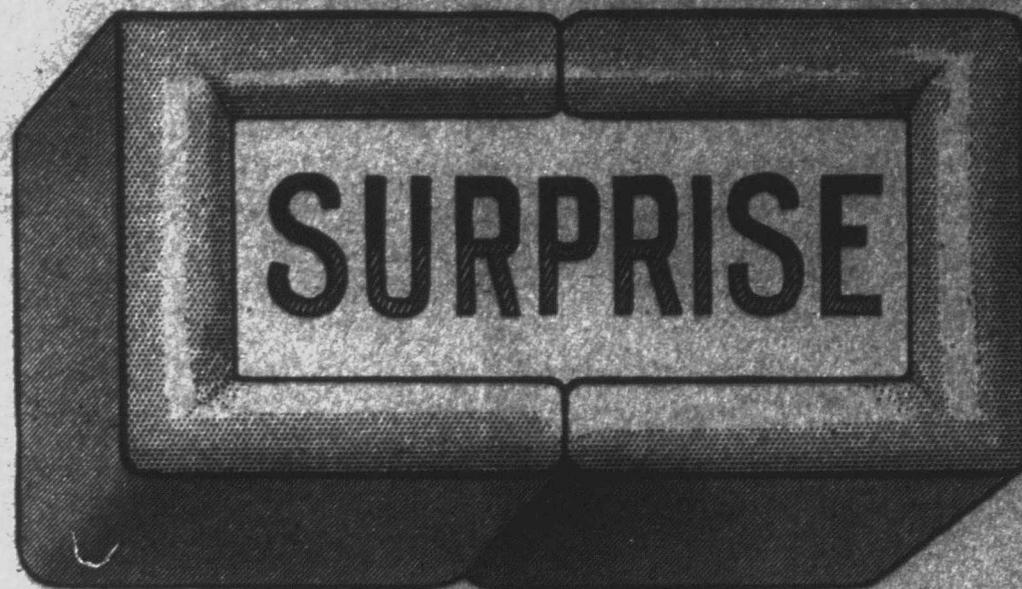
REMIND YOUR CUSTOMERS

That Benson's Prepared Corn possesses an extreme delicacy that is never imitated by other corn starches which try to equal it. You can tell them that

Benson's Prepared Corn

readily takes the full flavor of any kind of seasoning and gives results in cooking that are quite impossible with a starch of less fineness and purity.

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



THIS SOAP

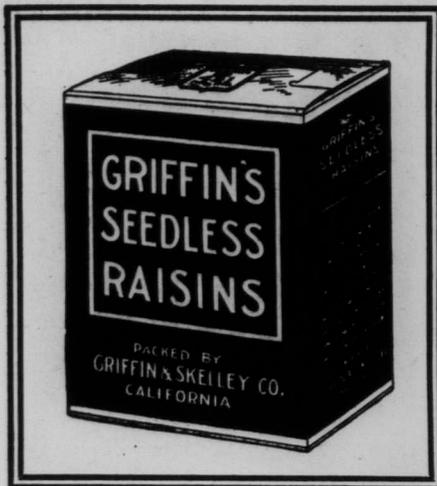
has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging—and so he sticks to SURPRISE.

THE ST. CROIX SOAP MFG. CO.

Factory at ST. STEPHEN, N. B.

Branches MONTREAL, TORONTO, WINNIPEG, VANCOUVER, WEST INDIES

FOR THANKSGIVING—



"GRIFFIN'S SEEDLESS" are a specialty of Griffin & Skelley Nothing superior is packed or obtainable

What the consumer says:

"I find 'Griffin's' Seedless Raisins the best I have ever used, I tell all my friends how clean and nice they are."

We have hundreds of such letters.

Griffin & Skelley's Seedless Raisins

There can be only one best, one leader, one nearer than another in the hearts of good cooks. And in the Raisin World that distinct and individual production, "Griffin's Seedless Raisins," easily takes first place.

Free from dirt, as well as seeds—carefully chosen by skilled hands and alert brains—the seedless raisin, standard of quality everywhere!

"THE FINEST AND CHOICEST CALIFORNIAN RAISIN GROWN."

**Highest
Quality**

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame.

Cox's Gelatine

It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all—"Cox's." Highest quality to-day, to-morrow, and all the to-morrows to come.

Codou's Macaroni, Vermicelli, Spaghetti, etc., represent the top notch of quality—the highest attainment of skill, experience and cleanliness in a model factory.

Codou's Macaroni

A Macaroni whose delicacy bears witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Nutritious to the highest degree. The name on every package "Codou" serves to assure you of highest quality when you buy.

**Highest
Quality**

**SOLD THROUGHOUT CANADA BY
ALL THE BEST DEALERS**

CLARK'S

English Mince Meat

1s. "Inglass" (one size only) and in cans.

Thoroughly Cooked Perfectly Sterilized
Absolutely Guaranteed

CLARK'S

Christmas Plum Puddings

In Cans, - - - - 1s and 2s.

Will remind your customers of what Puddings
used to be like.

Above everything else, Get Your Orders In Early.

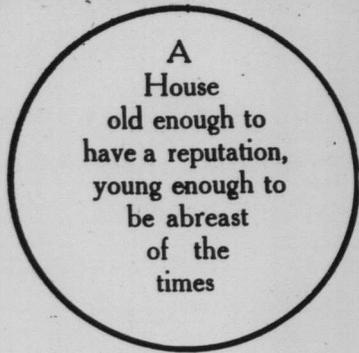


W. CLARK :: Montreal

MANUFACTURER of the Celebrated

"CHATEAU" BRAND CONCENTRATED SOUPS





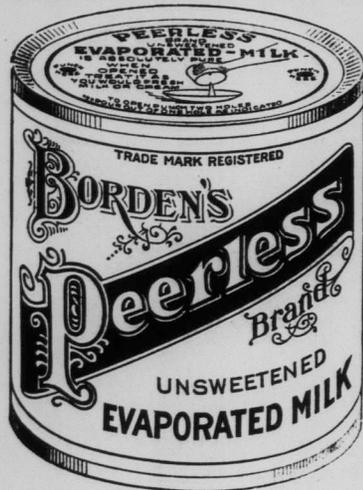
Packer's Celebrated Chocolates

NEW IDEAS — NEW BOXES — NEW CENTRES

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

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

**BORDEN'S
EVAP-
ORATED
MILK**
PEERLESS BRAND



**Makes
Your
Customers
Satisfied**

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

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

By Special
Appointment



to His Majesty
King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

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

SAMPLES AND FULL PARTICULARS FROM

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

Biscuits may be
grouped into two
general classes—
FOOD Biscuits and
FANCY Biscuits; but

"Granola Digestive" Biscuits

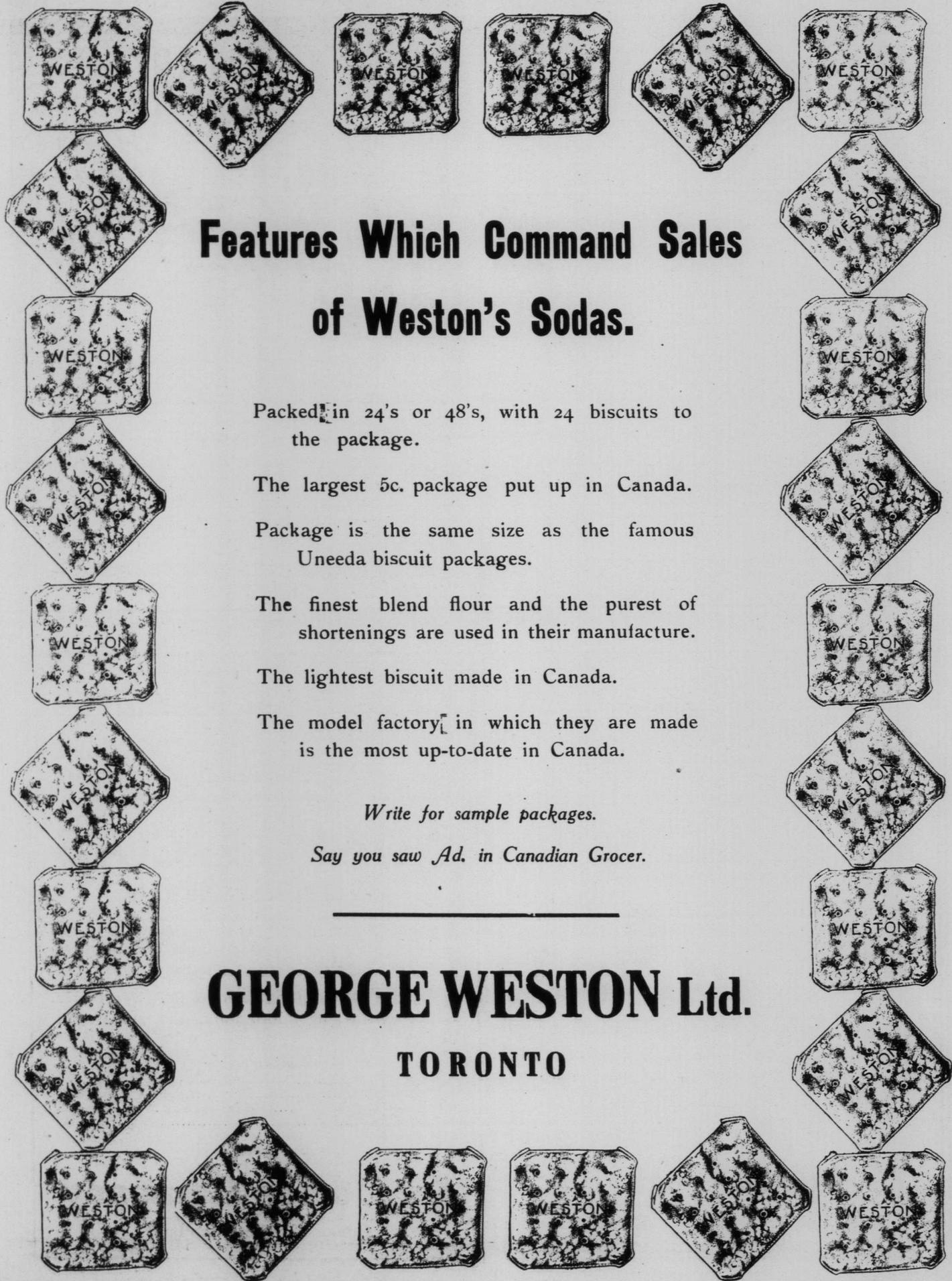
possess the whole-
some nutritive
qualities of the
former with all the
appetising attractive-
ness of Fancy
. . . Biscuits . . .

They are thus
specially suitable
for general house-
. . . hold use . . .

Macfarlane Lang & Co's

Biscuit Manufacturers,
Glasgow and London.

THE CANADIAN GROCER



Features Which Command Sales of Weston's Sodas.

Packed in 24's or 48's, with 24 biscuits to the package.

The largest 5c. package put up in Canada.

Package is the same size as the famous Uneda biscuit packages.

The finest blend flour and the purest of shortenings are used in their manufacture.

The lightest biscuit made in Canada.

The model factory in which they are made is the most up-to-date in Canada.

Write for sample packages.

Say you saw Ad. in Canadian Grocer.

GEORGE WESTON Ltd.

TORONTO

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



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

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



When she asks for salt she means of course

WINDSOR SALT

She never thinks of using any other kind for the very good reason that she knows no other kind is as good as "Windsor" Salt for table or dairy.

Are you prepared to supply her?

THE CANADIAN SALT CO.,
WINDSOR, ONTARIO. LIMITED

The Best Quality

There is no other Brand on the market with a higher reputation for absolute purity of materials and deliciousness of flavors than

ADAM & CO.'S Worcester Sauce

The ingredients of this sauce are guaranteed absolutely pure and prepared under conditions of scrupulous cleanliness and efficiency.

If you are not handling Adam & Co.'s Worcester Sauce—write for information, the profit will interest you.

Canadian Agents—

ALEX. TYTLER.....Temple Building, London, Ont.
J. A. CROOKS.....Bedford, Halifax, N.S.
KIRKLAND & ROSE38-40 Cordova St. E., Vancouver, B.C.
G. C. WARREN.....Regina, Sask.

PROPRIETORS:

Kit Coffee Company

Govan, Glasgow, Scotland

—1911 Christmas 1911—

An Assortment of

PERRIN'S

Attractive

F A N C Y

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not
add an assortment to your Christmas Order?

Pink's Table Jellies

with the flavor of the Fresh, Ripe Fruit

MAKE DAINTY, DELICIOUS DISHES. PREPARED FROM PURE FRUIT JUICE AND FINEST SUGAR, THEY CONTAIN NO CHEMICALS OR INJURIOUS INGREDIENTS, AND MAKE AN IDEAL DESSERT.

Made in all flavours and packed in 1 quart, 1 pint and 1/2 pint packets.
Sole Canadian Distributors:—

The Manufacturers' Agency Co.

MONTREAL
ST. JOHN, N.B.
HALIFAX, N.S.
BOSTON, U.S.A.

J. W. WINDSOR
S. CECIL IRVINE
C. E. CREIGHTON
GEN. SALES OFFICE

22 St. John Street
48 Princess Street
Bedford Chambers
330 Board of Trade Bldg.

E. & T. PINK, LONDON, ENG.



Lawrason's Snowflake Ammonia



HOUSEWIVES demand ammonia powder that is pure—they say there is nothing to equal Lawrason's for its purity and cleansing properties.

The demand is large and it is daily growing larger by reason of the large size package, which is sold at half the price of any competitors.

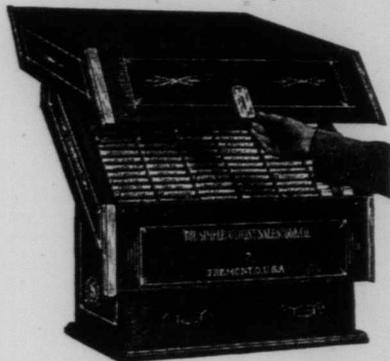
Guarantee of \$500

accompanies each package with the statement that it equals in power any similar powder on the market selling at twice the price.

Don't let your competitor get the lion's share of this trade—Order a stock to-day and be a winner too.

S. F. LAWRASON & CO., London, Ontario

New 1911 Model
Keith Account System



As convenient to operate as a roll-top desk.

FIRE! FIRE!

6 STORES BURN;
ACCOUNTS ALL SAVED
THROUGH THE KEITH
SYSTEM

A COMPLETE STORY IN 6 VOLUMES.
HERE IT IS.

1. D. D. BOWERS, Liberty Center, Ohio
2. A. F. BENDER, Cumberland, Md.
3. W. D. DICKEY & SON, Springfield, Ohio
4. GUSTAVE KRATZIG, Pittsburg, Pa.
5. J. KUMMER & CO, Uhrichville, Ohio
6. THOS. H. CARROLL, Hartford, Conn.

(Write any of the above parties if you wish to verify these statements)

LISTEN!

Every one of these merchants had large stores in which buildings with contents were completely destroyed, but they all saved their accounts through the Keith Fire-proof System.

This positive evidence of the fire-proof qualities of the Keith Systems actually spreads all over the United States, and yet, strange as it may seem, certain manufacturers of drop-leaf systems who would first sell their system and would then afterwards sell you an expensive safe in which to store the accounts—call us fire-proof takers.

They have an axe to grind.

We have given you facts backed by sworn affidavits and we, therefore, feel safe in leaving this matter to your intelligence. The fire-proof feature is only one of the many points of protection offered by the Keith System.

WRITE AT ONCE FOR CATALOGUE "H" FOR FULL INFORMATION.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE

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

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont.



One-writing Self-Indexing
Fire-proof



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

"ENTERPRISE"

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

"ENTERPRISE"
Self-Priming and Measuring
PUMP

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

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

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco



Your Particular Trade

demands pickles and relishes of known reputation. You fortify your reputation by stocking



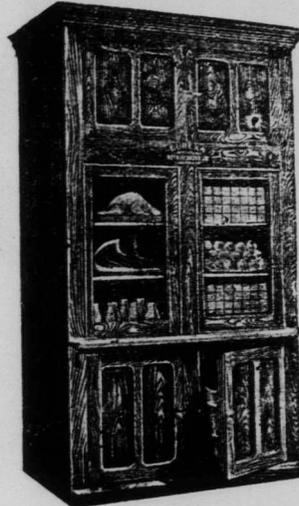
**BRAND
RELISHES**

table luxuries of absolute purity, whose delicious flavor leaves a lasting impression that will bring repeat orders. Be convinced yourself of that distinctive flavor by trying a bottle on your own table—your enthusiasm will result in many sales, for which the profit is a good one.

The T. A. Lytle Co., Limited
Sterling Road - - Toronto, Canada

“EUREKA”

Canada's Scientific and Sanitary
REFRIGERATOR



There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd.
54 Noble Street - TORONTO
Montreal Representative
JAS. RUTLEDGE - Telephone St. Louis 3076

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

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

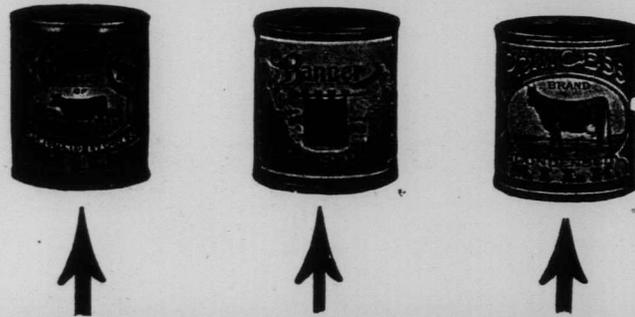
**SUGARS
MOLASSES**

and all West Indian Produce

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

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

West India Co., Limited



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

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

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

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

J. MALCOLM & SON

ST. GEORGE - - - - - ONT.

When your customers ask for "something different" for breakfast, tell them about

“**FORCE**”

Nourishing, because made from wheat; easily digested, because blended with barley malt.

THE H-O COMPANY

HAMILTON, ONTARIO



SANITARY CANS

FOR

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

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

ANOTHER WINNER
BLACK KNIGHT
Stove Polish

We have completed the largest house to house
Sampling Campaign ever undertaken in Canada, with
Two Superintendents and 24 Boys in uniform.

From Quebec City to Vancouver

Ask Your Jobber
for
this Line

1 doz., 75c.
Packed 3 doz. in a case.



Non-Inflammable
Dustless
Brilliant and
Lasting Shine

Shows a Handsome Profit to the Retailer.
Largest Advertised Stove Polish in Canada

Manufactured
By

The F. F. Dalley Co., Limited,

Hamilton, Canada,
Buffalo, N.Y.

MAKERS OF THE FAMOUS 2 in 1 SHOE POLISH



THEY ARE A SUCCESS BECAUSE

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

“DUNOYA” BRAND SARDINES

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

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

ARE YOU INSURED

AGAINST ADULTERATION
 on the spices you handle?

The Government Form of Warranty
 is your only safe insurance,
 and is attached to every

TIN - PAIL - BOX - PACKAGE
 AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH
 EVERY SPICE PURCHASE YOU
 MAKE AND PLACE THE ONUS
 ON THE MANUFACTURER.



KO - KO - BUT

“The Key to Good Cooking.”

You have in KO-KO-BUT a means of making good contented friends of your customers. Helps them to do what they cannot do with lard or butter—keep down the greasy odor in the kitchen.

Ko - Ko - But
 THE PERFECT COOKING BUTTER
 100% PURE VEGETABLE FAT

Price within the means of all, and put up in tins to prevent waste.

Give it a Trial

DOMINION COCOANUT BUTTERS, LIMITED
 MONTREAL



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

Wagstaffe's Jams, Jellies, Marmalade.

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

Phone 3595. Exchange to all departments.

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

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

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

No other sugar will compare with it.

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

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

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

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

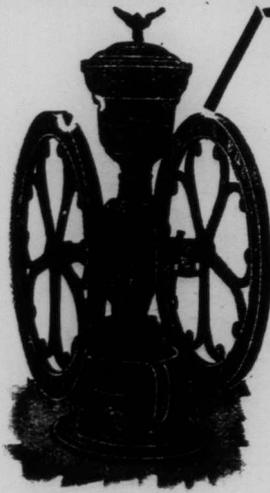
Established in 1854 by John Redpath

**Tell Your Jobber
You Want**



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

Place Order Now for
Fall Delivery



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

**ELGIN
National Coffee Mill**

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty

Ask any of the following Jobbers for our Catalogue: 

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

MADE BY

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

By Royal  Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

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

If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in.

In many ways H.P. is unique, its flavor is unique, its deliciousness is unique, its value is unique--it makes customers--it makes business--it makes profits--

Why Not Sell it?

H.P.

SAUCE

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



THE
"WALKER BIN"
SYSTEM



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

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

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

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

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—

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

Berlin, Ontario



RIDEAU HALL COFFEE

has the distinction of being a line that will secure new trade for you, besides keeping it. Its perfect blending and roasting have given it an enviable reputation among coffee experts.

Besides, it gives you a decent margin of profit. This profit is all profit. There is nothing to be subtracted from it at the end of the season. No bad or unsaleable stock. No time or trouble spent in persuading people to have it. Rideau Hall Coffee sells all the year round.

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

**Canada
First**

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely



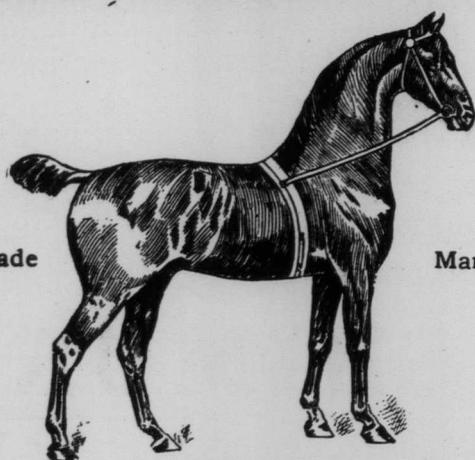
**Evaporated
Milk**

and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

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

Head Offices: Hamilton, Ontario



Trade

Mark

QUINQUINOL

A Stock Food for Horses, Cattle, Sheep, Hogs, Dogs, Poultry, etc., etc., offering you a good opportunity to build up a strong "Stock Food" business with your country patrons. We can show you copies of hundreds of orders received from grocers for Quinquinol, surely a guarantee of its great qualities.

THREE DIPLOMAS GAINED
Three Rivers, Sherbrooke and Ottawa Exhibitions.

The only Stock Food awarded a diploma at any of the above big Exhibitions.
Recommended by the Minister of Agriculture.

\$4.00 per doz. gallon tins.

Retails at \$6.00.

50% profit

No Loss from Vermin or Moisture

Packed in tins, attractively got up, making a nice display for shelves. It will attract customers. You can offer any of them \$500 if they can find any deficiency in Quinquinol.

No Loss to You from Sales

We will guarantee you by personal letter, that you can be at no loss whatsoever. You are at liberty to "money back" the goods. We will make it right. But you will have no cause.

One dealer in each town wanted.

Register now.

Exclusive territory.

Advertising matter provided.

Your sales safeguarded.

The American Pure Food Co., Montreal

AN OPPORTUNITY AWAITS YOU

to add considerably to your income.

Instead of wasting your evenings doing nothing—sometimes pretty expensively, too—you can make good money as a circulation salesman for the MacLean Publishing Company.

Get new subscribers for MacLean's Magazine, the publication which by virtue of the many and expensive improvements recently made, has jumped to the forefront in the national magazine field. It is essentially Canadian in spirit, and is published especially for Canadian readers and those interested in Canadian affairs.

We pay you most liberally for new and renewal subscriptions.

October, November and December are the three best circulation months in the year.

Now will be a splendid time for you to commence.

Write to-day to

MacLean Publishing Company

143-149 University Ave.,

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::

TORONTO, CANADA

The **RETAIL GROCER** makes considerably more money selling **JAPAN TEAS** and can unhesitatingly assure his customers that they are absolutely **PURE** and give better general results.

JOBBERs, kindly ask our Agents for samples of New Crop on hand of all grades.

FURUYA & NISHIMURA



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

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

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

Put up in tins—2's, 3's, 5's, 10's and 20's, Pails—1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The
Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

½ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

George Borwick & Sons
Limited

LONDON, ENGLAND

Canadian Agent: **KENNETH H. MUNRO, 333**
Cortina Building, MONTREAL

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

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

CANADIAN AGENTS:—

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

THE CANADIAN GROCER

LUMP SUGAR

The sale of lump sugar is steadily increasing. It is known to the trade and consumers under several names. When they get to know it

CRYSTAL DIAMOND LUMP SUGAR

will satisfy and please them as the finest and most attractive table sugar produced in the world.

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

MACARONI VERMICELLI SPAGHETTI

There are more and more people every day awakening to the fact that the daintiest of dishes, and cheapest too, can be made from these products, and you should put in a supply and push them.

Don't Take "Any" Brand

BUT TRY

L'ETOILE

the line that always gives satisfaction because it is manufactured by "men who know." Our machinery is of the very latest type, installed by a Parisian expert, and worked by men brought all the way from sunny France.

L'Etoile---the line that pleases.
TRY IT

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, MONTREAL

**It sells
like Lightning**

Yes - CAMP sells just as you'd expect the best Coffee Essence in the world would sell!

The Quality of the Coffee, combined with the convincing advertisements continually appearing in the press and on the hoardings on its behalf, results in 'Camp' being half sold before you get it.

CAMP

COFFEE

THE TEST OF TIME

has both proved the value and reliability of

JAMES DOME BLACK LEAD

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

DOMELINE

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

FIVE CENTS

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

HOUSEWIVES' FAVORITE



WHITE DOVE
Cocoanut

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

W. P. Downey
MONTREAL, QUE.

THE PEOPLE OF
JAMAICA

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

KINGSTON
"GLEANER"

might bring inquiries. Better write for rates to

I C STEWART, Halifax

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

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

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 this paper

MOP-STICKS

OF DURABILITY
are the "TARBOX BRAND"
No. 8 Plain Cloth Holder.
No. 10 Combination Brush
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
TARBOX BROS., - Toronto, Ontario

The GRAY, YOUNG & SPARLING CO., Limited
SALT
MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871



It drives them up **Common Sense**
KILLS { *Roaches and Bed-Bugs*
Rats and Mice

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

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cecoa 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

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Manufacturers and Buyers of Dried, Evaporated and Canned

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ESTABLISHED 1886

WINDSOR SALT

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

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

TRY A

Condensed Ad.

IN

This Paper

JELLY TALK

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Club Jelly Powder

We can guarantee its quality and assure you that it will give general satisfaction. All you want to point out is the fact that there is a rich custard powder with the package besides, and you'll surely find sales good.

"Double Event" Package

Give it a Trial

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MONTREAL, Branch TORONTO



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HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME

GET PRICES

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MONTREAL

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

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

Are ready, steady and profitable sellers.

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Your Reputation

is in the balance if you are given to selling inferior sardines.



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Have been selling for several years, and the enormous demand which has been created by their known good quality has given them a sound footing among the high-grade stocks of a grocery.

The sardines are the finest, packed in a modern sanitary factory, put up in pure French Olive Oil, making them an immensely popular line with all classes.

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

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Grocery Brokers

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Wholesale Commission Brokers and
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WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited

—WINNIPEG—

H. G. SPURGEON

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

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MANUFACTURERS' AGENT**

and
IMPORTER

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Brokers and Manufacturers' Agents. Cars Dis-
tributed, Warehoused and Forwarded. Warehouse
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tion is your opportunity.

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—MOOSE JAW—

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Business Solicited.

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Trade Established 17 Years.
Domestic and Foreign Agencies Solicited

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P. O. Drawer 99

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Manufacturers' Agents, Commission Mer-
chants, Warehousemen.

Truck connection with all Railroads.

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When wanting, wire us!!
[for, quotations.]

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and
Importers

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TORONTO

Grocery Brokers and Agents.

Established 1885

MacLaren Imperial Cheese Co.
Limited

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Grocery Brokers

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Headquarters for

New Orleans Fancy Molasses

Barrels and Half Barrels
PRICES RIGHT

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Brokers

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lines

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Open for a few more first-class lines.

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tention to all business. Highest Canadian and foreign
references. Cable address: "Macnab," St. John's.

Codes: A.B.O. 5th edition, and private.

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Manufacturers' Agents and Wholesale Commission
Agents

852 6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Gro-
cery Agencies. Highest Reference.

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The present high price of Sugar will undoubtedly have an effect on the price of confectionery. Many makers will raise their prices and cut down your profits, but

John Gray & Co., Ltd., of Glasgow, Scotland

bought heavily before the rise and are offering their famous Boiled Sugar Goods at right prices to give you a worth-while profit.

We have a reputation of over one hundred years for high class candy making.

Prices and Particulars from

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A staple article that will give satisfaction has its effect upon the user by prompting other sales from the same store.

THE DOMINION MATCH

is the surest satisfaction-giver among staple articles. Each match makes a light, because it is perfectly made in every respect.

The boxing is attractive and entices sales. Secure a stock right away and be convinced—your profit is assured.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto.
A. Macdonald Co., Winnipeg, Man.



"GLOBE" MACARONI

The Scientifically
Manufactured Food

makes good by its purity and high quality.

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

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

A SPLENDID
STAPLE LINE

D. SPINELLI & CO.
REGISTERED
MONTREAL - - - QUEBEC

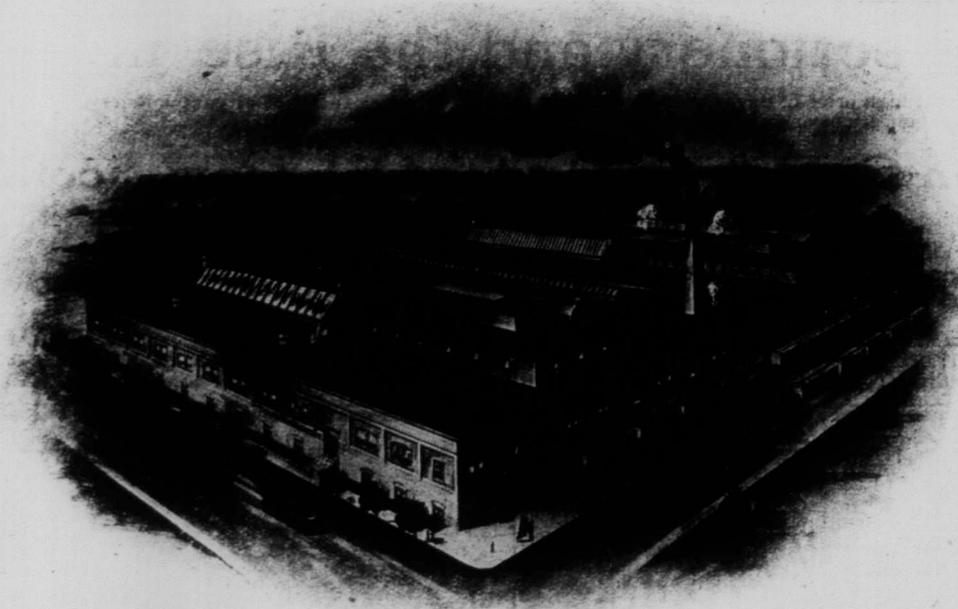
No Alum

in the old reliable

Cook's Friend Baking Powder

The only powder with a pedigree

Order from your jobber



WAGSTAFFE'S

**FINE OLD ENGLISH MINCE
MEAT AND PLUM PUDDING**

NOW READY FOR DELIVERY

☞ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

☞ Our goods may be a little dearer, but look at the quality.

☞ Mince Meat, packed in 1-lb. 2s, 5s, 7s; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON

Only a limited quantity being packed.

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton

- -

Canada

IN STORE—New Season's Crop

Currants

Figs—Finest Eleme.

Raisins—
Valencia and Malaga.

Peel—Finest Dripped; also
Cut Peel in $\frac{1}{2}$ and 1 lb. pkgs.

NEW SANTA CLARA PRUNES

All sizes 40/50—90/100 in 25 and 50 lb. boxes

WE CAN MAKE IMMEDIATE SHIPMENT OF THE ABOVE

EBY-BLAIN, LIMITED

Wholesale Grocers.

TORONTO

**“I KEEP EVERY COPY ON
FILE FOR REFERENCE”**

¶ This is what one of Edmonton's (Alta.) best grocers told our circulation representative who called on him not long ago. He pointed to his file of Canadian Grocers carefully placed in his office.

¶ Still further he said:—“I consider it one of the best helps to me in the business.”

This paper is read by leading dealers all over Canada. Not only that, but it is kept on file for future reference, which explains to a large extent its high advertising value.



L. & B.

Banner Brand Jams and Jellies

A popular-priced line of unequalled quality, guaranteed to contain nothing but pure fruits and best granulated sugar. Our Bakers and Biscuit Manufacturers' Special is without equal for quality and consistency.

**LINDNER & BENNER
TORONTO**

Western Agents—LAING BROS., Wholesale Grocers, Winnipeg.

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

COLES MILLS

Ask yourself what you want in and of a coffee mill. Write out your own specifications. Then compare what you want with what COLES MILLS offer.

The more particular you are the more COLES MILLS will appeal to you. They meet your every desire. They qualify on every requisite.



COLES MFG. CO., PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than \$100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

**MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.**



The Public Demand



Never before has the demand for purity in food and drink been so insistent as to-day. You can always uphold the purity of "SALADA" Tea. Its scientific cultivation, the cleanliness of its preparation, the sealed lead packet, combine to protect the fragrant leaves from all contamination. It's pure—recommend it to your customers—they'll come back for more.

"SALADA" TEA COMPANY

TORONTO

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MONTREAL

INDEX TO ADVERTISERS

A

Adamson & Co., J. T. 23
 Allison Coupon Co. 51
 American Pure Food Co. 17
 Armsby, J. K. 15
 Ayimer Condensed Milk Co. 16

B

Baker, Walter, & Co. 51
 Balfour-Smye & Co. 14
 Benedict, F. L. 20
 Bickle, J. W., & Greening. 14
 Borden Condensed Milk Co. 3
 Borwick Baking Powder. 18
 Bowser, S. F. & Co. 51
 Brand & Co. 47

C

Campbell Bros. & Wilson. 41
 Canada Sugar Refining Co. 15
 Canadian Coconut Co. 50
 Canadian Salt Co. 6
 Chivers & Co., F. 42
 Cie Francaise de Pates Alimentaires. 19
 Clark, W. 2
 Clawson & Co. 22
 Clements Co., Ltd. 53
 Coles Mfg. Co. 26
 Common Sense Mfg. Co. 20
 Connecticut Oyster Co. 55
 Connors Bros. 57
 Crescent Mfg. Co. 49

D

Dalley, F. F. Co. 13
 Davids Co. Thaddeus. 48
 Distributors, Ltd. 22
 Dominion Cannery, Ltd. 9
 Dominion Coconut Butters, Ltd. 14
 Dominion Match Co. 23
 Dominion Molasses Co. 18
 Downey, W. F. 20

E

Eby-Blain, Limited. 24
 Edwardsburg Starch. outside front cover
 Enterprise Mfg. Co. 10
 Epps, James & Co. 42
 Escott, W. H. Co., The. 2
 Estabrooks, T. H. 41
 Eureka Refrigerator Co. 11
 Ewing & Sons, S. H. 20

F

Fairbank Co., N. K. 6
 Farrow & Co., Jos. 18
 Fearman, F. W., Co. 44
 Furuya & Nishimura. 18

G

Gillard, W. H., & Co. 62
 Gillett, E. W., Co., Ltd. 47
 Gorham, J. W., & Co. 22
 Gorman, Eckert & Co. 16
 Gray, John. 23
 Gray, Young & Spurling. 20
 Guelph Soap Co. 62
 Gunns, Ltd. 44

H

Halifax Cold Storage Co. 55
 Henderson, Thos. 51
 H. O. Co. 12
 H. P. Sauce. 16

I

Imperial Tobacco Co. 58
 Irish Grocer. 20
 Isaac, Robert. 42
 Island Lead Mills Co. 50

J

James Dome Black Lead. 19
 Jameson Coffee Co. 51

K

King, Frederick. 40
 Kit Coffee. 6

L

Lake of the Woods Milling Co. outside back cover
 Lambe, W. G. A. 22
 Lascelles de Mercado & Co. inside back cover
 Lawson, S. F. & Co. 8
 Lemon Bros. 51
 Lind Brokerage Co. 22
 Lindner & Benser. 26
 Lytle Co., T. A. 11

M

MacFarlane, Lang & Co. 4
 MacLaren Imperial Cheese Co. 22
 MacNab, T. A., & Co. 22
 McCabe, J. J. 52
 McDougall, D., & Co. 53
 McLaren, W. D. 23
 McLeod & Clarkson. 22
 McVitie & Price. 48
 McWilliam & Everist. 52

M

Magor, Son & Co. outside front cover
 Malcolm, Jno. & Son. 11
 Mathewson's Sons. 57
 Mathieu, J. L., Co. 57
 Millman, W. H., & Son. 22
 Mooney Biscuit and Candy Co. 49
 Mott, John F. & Co. 48

N

Nelson, Dale & Co. 15
 Nicholson & Bain. 43
 Nickel Plate Stove Polish Co. 62

O

Ocean Mills. 20
 Ontario Lantern and Lamp Co. 59
 Oxo Company. 25

P

Packer & Co. 19
 Paterson, R. 19
 Patrick, W. G. & Co. 22
 Perrin, D. S. & Co. 7
 Phoenix Packing Co. 21
 Pickford & Black. inside back cover
 Pink, E & T. 8

Q

Queen City Oil Co. inside back cover

R

Reindeer, Ltd. 44
 Robinson & Co., O.E. 26

Rock City Tobacco Co. 59
 Rowat & Co. 21
 Ryan Co., Wm. 44

S

St. Croix Soap Mfg. Co. inside front cover
 St. Lawrence Sugar Refining Co. 19
 Salada Tea. 27
 Sanitary Can Co. 12
 Silver, H. R. 22
 Simple Account Salesbook Co. 10
 Smith, E. D. 50
 Smith & Proctor. inside back cover
 Snap Co., Ltd. 43
 Spinelli, & Co., D. 23
 Spurgeon, H. G. 22
 Stewart, I. C. 20
 Stringer, W. B. 53

T

Tarbox Bros. 20
 Taylor & Pringle. 50
 Tilton, J. A. 22
 Tippet, Arthur P., & Co. 1
 Tomlinson & Semmens. 22
 Toronto Salt Works. 20
 Tuckett, Geo. E., & Son Co. 59

W

Wagstaffe Ltd. 24
 Walker Bin and Store Fixture Co. 16
 Walker, Hugh, & Son. 53
 Warren, G. O. 22
 Watson & Truesdale. 22
 Wellington Mills. inside back cover
 West India Co. 11
 Western Distributors, Ltd. 22
 Weston, Ltd., George. 5
 Wethey, J. H. 42
 White & Co. 53
 White Swan Spice & Cereals, Ltd. 14
 Whitlock & Marlatt. 22
 Wiley, F. H. 22
 Wilson, Joa. R. 39
 Winn & Holland. inside back cover
 Woods & Co., Walter. 63
 Woodruff & Edwards. 15

The Cocoanut and Why Market is High

Nine Years Required for Tree to Bear Fruit—Cyclones are Damaging—Dealers Constantly Selling More of It—How the Cocoanut Grows and What It is Used For—Care Should be Taken in Selecting Place in the Store for It.

Montreal, Oct. 26—(Special).—A few weeks ago a slight advance was announced in the price of cocoanut, as it is ordinarily sold in grocery stores. This article is staid and sober in its market transactions and very rarely attracts attention. It might, therefore, be well to consider the cocoanut and some of its history:

Tropical countries are subject to cyclones and other severe window storms and it is only recently that many plantations were ruined in this manner. As it requires about nine years for the young trees to arrive at a good bearing state, the supply has been greatly reduced while the demand has increased. Some of our large manufacturers have been taxed beyond their capacity and are working day and night to fill the deluge of orders on hand.

The Cocoanut Palm.

From a mere trifle the industry from this tree has developed into one of world wide scope and represents the turning over of from ten to twenty million dollars a year. The tree serves the natives with liquor from the sap, vegetables from the small roots, sewing materials from the stems of the leaves, and in many places its fruit is the natives' chief source of food. The life of the tree is upwards of fifty years and commences to yield about the fifth year and continues to do so continuously until it dies of old age.

Unlike most other trees it never ceases bearing fruit and on the same tree you will find everything from a blossom to the ripe fruit. Each tree will produce about fifty nuts annually, and three months are required to ripen the nut, which falls as soon as ripe.

The industry in oil made from cocoanuts is extensive and has been greatly developed in Europe. This article is now refined so as to keep perfectly sweet and is extensively used for culinary purposes, soaps and cosmetics.

The Cocoanut.

While the cocoanut comes from many parts of the tropics, Jamaica produces a nut that is highly regarded by the manufacturers of fine strip cocoanut, the kind that the grocer sells. The history of the nut and the story of how it eventually reaches the market is interesting, but it is too voluminous for this article. The cocoanut grows on a palm tree whose round regular trunk rises unbrokenly to a height of from 20 to 50

feet, terminating in a cluster of leaves that have won such unlimited admiration for the palm. Young palms are to be seen in hotel rotundas, conservatories and elsewhere, and enable the northerner to form a good idea of the appearance of the full-grown tree. It is in the cluster of leaves that the cocoanut is found, and imagine its fall from this lofty position upon reaching maturity.

Growth of the Nut.

The growth of the nut is most interesting. We are accustomed only to the form in which we have seen it, the hard shell enclosing the meat and milk. When the nut is ready to fall it is enclosed in a thick fibrous covering which serves several purposes. The whole nut, therefore, is about the size of a pumpkin with the nut proper, snugly and securely enclosed in its casing of fibre. When green the hard shell, that we know, is soft and pulpy and the whole nut could be easily cut in two. But as it grows and begins to ripen the shell becomes firm and hard, and finally the nut is fully developed and becomes too heavy for the slight stem that has held it to the tree.

Fibre a Protection.

It is then that the fibrous outside covering proves its usefulness. In a drop of fifty feet a nut might easily be broken, but the spongy fibre casing acts as a "buffer" to the nut which remains intact. The palm tree shows a preference for growing near the sea and again the outside fibrous substance proves its worth by keeping afloat, carrying the nut to some shore where eventually it becomes the seed of another tree. Thus does nature provide for its reproduction.

The husk covering, or fibre, also protects the nut from numerous insects in the tropics and from mice and rats. There are several "eyes" at one end of the nut, any one of which may be easily punctured, and the milk drained. It quickly sours if the eye is disturbed. Hence the protection.

Ready for the Market.

Then comes the collection of the nuts by the natives. They are gathered from the ground, collected at various points and brought by boats to some port where they are sold to representatives of fruit dealers or cocoanut manufacturers. In former days there was no hitch to this method, but of late the nuts are practically double their former cost and the native sells as suits him. He may

have promised you 5,000 nuts and is on his way to a port with the shipment, but another buyer intercepts him and the native suddenly forgets that you ever existed. This is one of the hazards of the business and frequently inconveniences manufacturers of fine strip cocoanut. Of course, the nut has been stripped of its fibrous case before delivery and arrives on the market in the form the small boy knows best.

Such, then, is a brief outline of the growth and marketing of the cocoanut. When it reaches the manufacturer the shell is removed and is thrown away, and likewise the milk. The meat is pared and is ready for the machines through which it passes coming out in fine thin strips. A certain amount of sugar is added, mostly as a preservative. Next comes a drying process and other details depending upon the manufacturer. Cleanliness is a watchword of the factory and in its final state cocoanut of the highest quality is certainly a delight to the housewife.

Profits Have Been Small.

It is generally admitted that the profits to the manufacturer have been dwindling. The price to the retailer has remained unchanged for 18 years according to one authority, but practically everything connected with the cost of manufacture has increased. As stated above, the nuts themselves are about twice as dear as they were a few years ago. Labor now demands a much higher wage, and the actual cost of operating has certainly not diminished. Everything has been going up except the price to the retailer. These are the facts that account largely for the recent advance.

Advice to Retailers.

The handling of cocoanut is a point demanding the grocer's careful attention. This article should be kept cool and dry. A place of even temperature is required and an absence of moisture is desired. A Quebec wholesale house had placed a shipment of cocoanut in a position where the sun glared down upon it during a part of the day with the result that there were complaints about the quality. The room happened to be damp at the same time and the result was disastrous to the quality of the cocoanut. It should be kept away from mustard, spices, coffees and other odorous groceries like matches and coal oil, for cocoanut is decidedly susceptible to

strong flavors. In this respect it is even worse than butter. Dryness and an even temperature, are the points to be remembered.

Quality in Cocoanuts.

There is another feature worthy of note. The grocer knows that almost every article has several qualities. This is true of potatoes, apples, eggs, butter and so on. It is also true of cocoanut, both in the raw and shredded state. Cocoanuts when collected may be punky or spongy, they may be immature, they may have been damaged in some way. The old principle of quality applies to this article just as it does to almost everything else. When it is prepared for the consumer it appears in different forms. It may be snowy white, or rather yellow. It may be in long shreds, the desirable form for household

requirements, and is always to be found in packages, or in the macaroon form mostly used by bakers. And so it goes. Years of careful experience are required to produce a first-class article for the housewife. The grocer knows that there are different qualities and that the housewife will get the best results by using cocoanut of highest quality.

What becomes of the fibrous casing, mentioned above. To-night when you go home you will find before the welcome door of your own domicile an ordinary doormat. In this utilitarian age when it seems nothing is going to waste, it has been found that the fibrous casing of the cocoanut makes a fine line of door mats and matting.

These facts are vouched for by a manufacturer who has had an experience of twenty-five years in the business.

Displays Lines Separately.

Quebec, Oct. 26.—A local grocer recently gave an interesting talk on window display.

“The value of a window, well trimmed as a selling agent is not questioned by any dealer who has studied the matter. However, there are good and bad methods of window display.

“The window with a number of lines jumbled together fails in its purpose. It does not attract attention. While it is best to show only one line at a time, the small merchant cannot afford this nor has he generally a large enough stock of any one line to make a fitting display. I am in the same position, I overcome it by showing associated lines at the one time, and separating them as far as possible. That is, I do not pile one line upon another but show each one separately, preferably raised slightly on some manner of pedestal above the window floor. In showing fruit, for instance, I separate the varieties by showing each individual line in a fancy basket.”

Ham Guessing Contest.

Ripley, Ont., Oct. 26.—Charles Pollock recently held a guessing competition on the weight of a ham. Fifty persons competed for the prize, which was a large ham. Rev. W. A. Bremner was the nearest to the exact weight, and bacon became the favorite dish at the manse for a time.

Wide Awake Methods of Retailing

Western Ontario Dealers Annual Fall Catalogue—Believer in Displaying Individual or Associated Lines—Weight Guessing Contest.

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

His Annual Fall Catalogue.

Hartford, Ont., Oct. 26.—B. W. Thomas has this year again issued his Fall bargain sale catalogue. As there is no printing establishment here, he has printed it himself, covers being in 2 colors. The sale days are Nov. 1, 2, and 3 and this announcement is made quite plainly on front cover.

The catalogue is 7 x 5½ inches in dimensions and was distributed in a large envelope printed in blue and red with the slogan: “Ring in the annual fall bargain sale, etc.” Cut of a bell makes this appropriate.

The Telephone.

Montreal, Oct. 26.—“When a woman prepares a list of groceries, calls up her grocer and gives him her order, there is little or no chance of salesmanship entering the transaction,” says a local dealer. And while the phone may be highly regarded by the customer, the trade are by no means a unit in approving it.”

There seems to be an effort here on the part of a few of the very best grocers to bring the women to the store as frequently as was the custom before the phone orders became the rule. When the customer cannot see new goods it is much more difficult to sell them to her than when she used to call regularly and often at the store. One prominent grocer holds the telephone a doubtful asset to the trade. He is

now planning to lessen the tendency to use the phone for orders.

The thought is one that grocers should not overlook. Salesmanship and the personality upon which it appears in its best form are something to be considered.

CARTOON TALKS ON SERVICE



Scooping something that has been spilled on the counter into the paper bag is not the height of cleanliness. Sanitary methods are absolutely necessary in the modern store of to-day.

Lesson 6--Short Course in Card Writing

The Brush Stroke Roman, One of the Most Speedy Styles of Letter in Practical Use—Sample Card Introducing Simple Form of Decoration — The Edwards Short-Cut Course.

By J. C. Edwards. Copyright, Canada, 1911.

This style of lettering, the brush stroke Roman, is considered one of the most speedily-made styles used to-day in modern card-writing. The slant style, which will be taught in a few lessons farther on, is the speediest, as the forward slant of the strokes has a decided tendency to promote greater speed. This lettering was executed with a No. 7 red sable brush (in albata), the corner of the brush being used to make the fine lines and the width for the strokes.

Correct Use of Brush.

Don't try to just touch one corner of the brush to the card. Draw the brush flat and use it as we have already indicated in previous lessons, and as shown in the corner picture on the lesson chart, but instead of using the T square, except for very long strokes, let the hand rest as shown in the picture at the upper left-hand corner and draw the brush (edgewise) from top to bottom by simply resting fingers very lightly.

Practice this stroke steadily for a while and you will find it comparatively easy. If you do not accomplish the results desired at first, try again and again. The hardest stroke of all, which you will come in contact with in this lesson, is the small horizontal stroke, as stroke 3 in A, stroke 1 in T, stroke 2 in L, and so on, but if you would persevere, always remember that the edge of the brush is used for the fine line and that you press it according to the width stroke you desire. The heavier you rest the brush the broader stroke you get, no matter whether it is the edge or width of the brush you use.

How to Add the Spurs.

There is one point in this lettering that the student will find quite hard to master at first, and that is the adding of the spurs to a fine line in such letters as A, N, M, V, W, X and Y. The corner of the brush alone being used (not the whole stroke, except for the horizontal stroke, as No. 5 in A and others).

In the letter A you commence to add the spurs with No. 4, using the left-hand corner of the brush and without lifting it from the card, draw the brush edgewise, as indicated by stroke 5, and finish up with the right-hand corner of the brush with stroke 6.

The addition of spurs to the broad stroke is comparatively easy, as the whole brush is used without danger of covering the edge with the opposite side of the brush that is not actually in use. In the letter B you will find with practice that you can accomplish great accuracy as well as speed. This also applies to such letters as P and they being composed of practically the same strokes as the B. The P is really the first stroke of the B, with an enlarged second stroke; the R is a P with the addition of the No. 3 stroke, which may be made as shown in the plate or a straight stroke brought down on a slant and finished with spurs. The other letters are easily understood by

close examination of the plate. The finished card illustrated here is a half-sheet (22x28 inches) and lettered entirely in brush stroke Roman capitals.

Simple Form of Decoration.

The display line, "WALLPAPER," is brought out more prominently by being shaded with a left-hand lower shade of grey; the reader is underlined with broad strokes of grey. We are here introducing the first and most simple form of decoration. The effect being accomplished by pasting a section of foliage cut from wallpaper, on one corner of the card and breaking the line border. This is easily executed and adds greatly to the appearance of a window card (not for interior display purposes).

The display line is lettered over it, giving the whole a more real pointed effect, which is, of course, desirable. The same brush was used for all the lettering on this card; the top line was made with two strokes of the brush for the wide parts of the letters.

Try one of these cards, using any kind of an illustration or flower you wish, as long as it is in keeping with the inscription.

For any further information re the lesson or about brushes, outfits, etc., write to J. C. Edwards, the author, care MacLean Pub. Co., or to The Canadian Grocer.

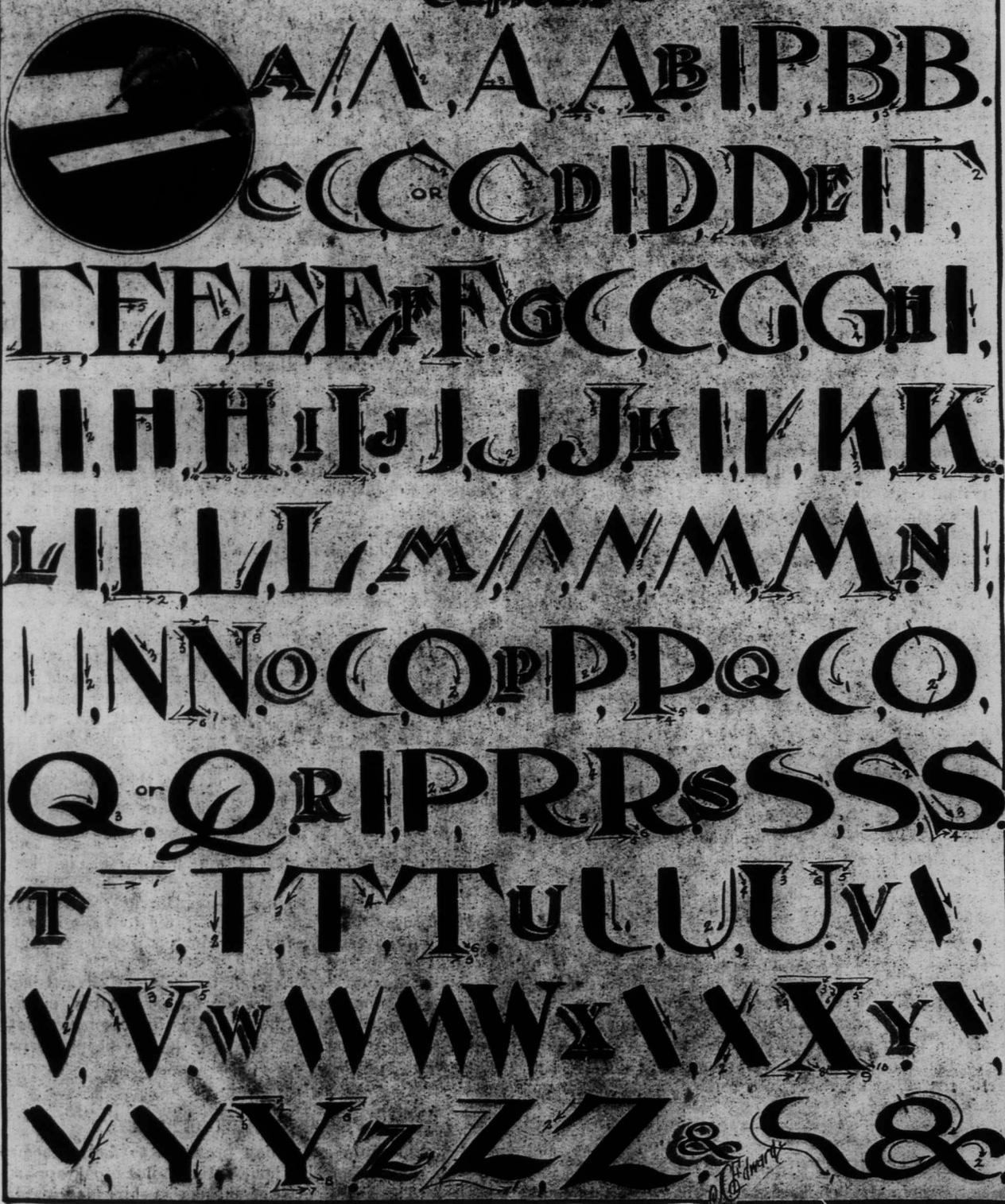


A show card showing simple but effective use of brush stroke Roman and neat ornamentation.



Showing position of brush in hand while lettering.

Plate No. 6 - Brush Stroke Roman
~ Capitals ~



This plate is illustrative of the brush stroke Roman letter. For full instructions see accompanying article by J. C. Edwards.

THE CANADIAN GROCER

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PUBLISHED EVERY FRIDAY.

FALL CAMPAIGN NUMBER.

Our next issue will be our big Fall Campaign number. Special efforts have been made to produce a bright, practical issue, and one which dealers will keep on file for future reference. It will contain an unusually large number of advertisements, and therefore as a directory will be invaluable to the trade.

The editorial matter will consist of actual methods in use by Canadian dealers for increasing fall, Christmas and winter trade, looking after various departments, delivery, etc.

See that you get your next week's copy. It may be a little late, but you should receive it shortly after day of publication, Nov. 3.

WESTERN WHEAT CROP SITUATION.

Considerable speculation has been roused as regards the extent of damage done to the growing crop in the West during the last few weeks, owing to the severe wet weather, which has delayed threshing operations to such an extent that at the present time only 50 per cent. is completed in Manitoba, 10 to 15 per cent. in Saskatchewan and 20 per cent. in Alberta.

So far the most reliable figures which can be received show an estimated loss of 8,925,000 bushels of wheat, 37,980,000 bushels of oats and 1,200,000 bushels of flax. Barley remains unchanged.

The former estimate, from which this estimate was made, during the last week in August showed a total yield of 178,650,000 bushels for wheat. Apart from this loss in yield, the depreciation of grade is a serious factor, and of the three provinces Manitoba is the safest. Not only is the wet weather delaying harvesting, but men are also scarce, and farmers in the neighborhood make up the threshing gangs.

NEWS OF ADVANCING BROOM MARKET.

Some complaints have been made by retailers that they knew nothing of conditions affecting brooms until prices had been raised to a high figure.

The Canadian Grocer has been giving to its readers the conditions of the broom and broom corn market, as any

features bearing on it arose. The careful reader will have noted this, and will probably have benefited by getting in on brooms when they were considerably below the present prices.

In the markets of Sept. 22, the first news of the rising market was given to readers. On Sept. 29 not only was the broom situation dealt with in our general markets, but a good-sized editorial on that date forewarned the grocers of Canada on what they could expect. The last sentence said: "Conditions would indicate a continued strong market on brooms." Thus was the reader supplied with knowledge that if acted upon meant dollars and cents to him.

Since then, the issues of Oct. 6, 13 and 20 have all made reference to the situation, which could not be taken by readers to mean anything but a strong market. Such is found to be true, and those who have kept in touch with the situation have benefited.

MAKE AN EXTRA EFFORT.

Grocers should make a decided effort to profit by Thanksgiving Day and Hallowe'en coming together. It is not only a season of re-unions, but of home parties, socials and friendly gatherings. Nuts, oranges, grapes, apples, confectionery, besides pickles, jams, jellies, and a host of goods that will be asked for.

The last Saturday in October is going to be one of the busiest days in the year, and to get the most from the natural demand, there should be an effort to attract attention and business. Windows and interiors should be appropriately arranged, and the store should be given a festive appearance.

Cast a herring to catch a salmon is often a good business motto.

VALUE OF ADVERTISING.

An Ontario farmer had an orchard which yearly produced a large volume of apples. He had been each year selling them to a certain apple dealer as they stood on the trees. He had to take just about what that dealer offered him, as he was the only man who approached him to buy.

Suddenly the idea dawned on him that probably if other buyers knew what he had to offer he would be able to get a larger figure.

With this in view, he had circulars printed and sent to a number of buyers, telling him what he had to offer, and soliciting their bids.

That farmer with the increased price he received for his apples over the previous year, figured that the investment in the advertising brought him just 5,000 per cent. dividend.

This is just another proof of the value of advertising. The grocer cannot expect the amount of returns on his advertising to be quite as large as this in percentage, but he will certainly find that it pays to let the people know what he has to sell.

RETAINING PUBLIC CONFIDENCE.

A merchant the other day promised to deliver some goods before a certain hour. He failed to keep his promise. The customer's confidence in him decreased. Next time that customer will probably go to Jones, on whom she can depend.

The same merchant recommended a certain brand of preserved fruit as of the best quality. The customer

found it was not the best, but about the worst she had purchased in years.

The next time he recommends an article, she will probably not believe him, whether he tells the truth or not. Thus he proceeds to destroy his customer's confidence in him.

A merchant must keep faith with his customers if he wishes to succeed. A man who does not live up to his promises or statements cannot maintain the confidence of his customers, and without their confidence, business cannot be expected to increase or even maintain its present standard. It will show a gradual decrease as customers' confidence in him dwindles. As far as lies in his power, every effort must be put forth to make good every single promise or statement made by a merchant. Unless he does, success is certainly difficult.

LOSS OF A GOOD CUSTOMER.

In a Canadian city, a woman customer, settling up her summer account with the grocer, wrote: "Herewith is the amount of your account as rendered. I think, however, you have been charging me rather high prices on some goods."

The grocer, on receiving this hint of overcharge from his customer went into a rage and answered: "You had better find some place else to deal if you think I am overcharging you." Of course, that is exactly what the customer did when she received the note.

Did this grocer act just in the best manner in this case? It was certainly not to the good of his business anyway, for the customer, if she had not received his reply, would have continued to deal at his store, as she had undoubtedly received good service and good goods. The letter, of course, was in a certain manner a charge against his honesty and he refuted it by showing that he could do without her trade, and it no doubt appeased his anger somewhat.

Nevertheless, considering the matter seriously, it would have been better not to have glaringly displayed his anger. The dealer is in business to do as much trade as possible and it is well that he handle these questions tactfully. Perhaps, it would have been best to have allowed the matter to drop without any comment. If he felt he should try to convince the customer that his prices were reasonable, he might have at least done so diplomatically. He might have explained to her that in comparing prices, she consider the quality of the goods; that he made a special effort to give the best goods and service possible. He was in reality not charging too much for the goods and service supplied. If he had explained this, he would likely still be receiving the trade which amounted to an appreciable figure.

CARE OF FIXTURES.

Most fixtures in the grocery stores to-day are substantially made. It is essential that the manufacturer put an article of the best quality on the market if he hopes to make a success. They are so constructed that they will with proper use last indefinitely. They must, however, be given some care.

Many of these fixtures are put together in such a way that with use will become loosened. They should immediately be tightened, if the life of the fixture is to be made as long as possible. Some portion of a fixture

may get out of place or some part of it slightly damaged. The best time to give attention to these things is just as soon as noticed. If left, the damage will probably become much greater. It only requires a moment or so, and does much to prolong the life of a machine.

If there is any portion of a counter fixture that will move, there are some clerks who take particular enjoyment in monkeying with it, generally to its depreciation. This is not what the fixture was made for, and should not be played with in this way. Manufacturers are sometimes blamed for poor fixtures, when the employes are at fault in not handling them properly.

SALESMANSHIP NIPPED IN THE BUD.

A case of salesmanship nipped in the bud was related to the writer the other day by a clerk in a grocery store.

A new delivery boy had been engaged. He was a hustler, and while on the route tried to secure any orders possible. The second day he came in as if he were proud of what he had done. "Mrs. Jones wants me to bring her up two cans of tomatoes," he said.

"We can't be running up there with two cans of tomatoes," gruffly replied the proprietor, who was out of sorts that day. "Why can't she order all she wants at once?"

The young delivery man was taken back. He expected that, being able to sell some goods, he would be praised, instead of meeting with such a reception. After closing-up time, he took the tomatoes up to Mrs. Jones, as he had promised, but his zeal to secure additional orders for his employer had disappeared.

Thus had the proprietor crushed the ambition of a budding salesman, and at the same time caused direct loss to himself. Words should be carefully considered before they are spoken, especially when the temper is ruffled or aroused.

THE FUTURE AND THE DRUMMER.

American and English contemporaries are having a great deal to say just now about the commercial travelers, some urging that his day of usefulness is past, others saying a word in his defence. There seems to be a certain amount of ground for both contentions.

At present there are travelers calling upon the merchants who really have little of value to show. They are working on commission pure and simple, and are trying to sell something which is at best only a fad. They are worrying the merchant, and blocking the way for the legitimate traveler who represents some house which has goods of value to sell.

The day of these travelers has not passed. They will likely be used more and more. They advertise goods as well as actually sell them. They give the retailers selling ideas, as these could not be given by circulars. They answer questions, meeting the need of each customer.

A good staff of road men means much to a firm. They stimulate trade and get the company well known. Indeed there are many dealers who come to respect a wholesale house by learning to respect the man who travels for it.

No, the drummer has not lost his usefulness. It is only the counterfeit drummer who has made himself unpopular.

Looks Like a Mercantile Gold Mine

Retail Business With a 6.63 Per Cent. Expense and Net Profit of 11¼ Per Cent.—The Normal Gross Earning Placed at 25 Per Cent.—More Light on a Previous Financial Statement.

*By Henry Johnson, Jr.

On Sept. 15 I reviewed a statement which seemed really too good to be true so I asked my correspondent for further details, and I have them now as follows:

Editor Canadian Grocer,—

Gentlemen:—We note in your last issue of The Canadian Grocer our statement sent you recently for your criticism and note that your Store Management editor wants more information, which we are pleased to give herewith.

"We enclose our balance sheet, inventory taken July 1st, 1911. In explanation of some of the accounts, beg to state: Store building is net cost after allowing due rent per year; Telephone Stock is cost of line—our investment in same; Personal Accounts of \$4,051.83 is what our customers owe us. This generally extends from April 1st to December 1st following; the item of Foreign Personal Accounts, \$1,891.43, is amount of outside accounts due us for wood, and are paid promptly when due. Now regarding the Loss & Gain Account, wish to explain as follows: The Suspense Account is lost customers that failed to pay, and is considered lost. Telephone account is telephone rent over lines other than in what we are interested. The Expense account includes salaries, stationery, light, fuel, donations, and all other charges not included in the other accounts. Furniture and Fixtures is depreciation in value. Inventory July 1st, 1910, was \$5,600; amount due us on personal accounts was \$3,723.45, which was paid by April 1st, 1911. We do a large credit business as we are in the timber and the farmers here make wood along in the spring and summer and begin to haul the wood in the fall and mainly in the winter, and in this way pay up their store bills, and as a rule pay up by April 1st each year for bill contracted for from spring previous.

Nearby Competition.

"We trust you will understand how our business is run here and bear in mind we have neighboring towns to compete with that practically do business on a cash basis, hence we are not getting fancy prices. We of course are aware that we do a large business with small help, and the writer thinks he has

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 20 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

a system that is hard to beat in running this store with little help.

Please answer through your paper as before. Thanking you for your kind attention to this matter,

Yours very truly, C.M.S.

Sept. 22, 1911.

P.S.—We have not included interest on the investment which, on July 1st, 1910, was, in round numbers, \$20,300.

This is the accompanying statement:

RESOURCES.

Real Estate, Timber Land	\$ 2,800.00
Cash on hand and bank	2,510.10
Bills Receivable (Good)	2,294.55
Bank Stock	300.00
Furniture and Fixtures	150.00
Store Building	1,260.00
Telephone Stock	36.77
Personal Ac., due us (Good)...	4,051.83
(Begin 4-1-11; run to 12-1-11)	
Personal Accounts, Foreign	1,891.43
Wood on hand, Inventory	3,675.22
Merchandise, Inventory	5,700.00

\$24,667.90

LIABILITIES.

Amount due on Bark	14.50
Owe on personal ac., not due...	685.20
Capital	20,000.00
Loss and Gain Account	3,968.20

\$24,667.90

In some respects this statement serves to obscure more than elucidate matters. For example:

The item of Store Building is so accounted for as to leave its status in doubt. Did it cost \$1,260 to build? If so, what kind of building can it be? Or have they credited against it, as an investment, a liberal rental which rental has covered all charges, including interest, and operated to reduce the investment besides? It were much better to give the cost of the building and the ground under it, and hold it as a resource at a fair value, crediting any surplus to Loss & Gain; because this method would more correctly show the status of the assets.

The Doubtful Accounts.

Suspense account nowhere appears in either statement. If it be a temporary method of carrying doubtful accounts for a period or permanently, so that unexpected payments may be credited thereon and so get into Loss and Gain, the idea is a good one. Perhaps this is the reason why it does not appear. It cer-

tainly should not appear, if this is its character, because it presently is not a resource. The practice of boldly wiping out doubtful accounts is the best of management.

Furniture and Fixtures is said to be depreciation in value; but I cannot make that jibe. In the previous statement Depreciation of \$500 was taken from the stock inventory, making the net \$5,700 apparently very conservative. If the one item of F. & F., \$150 is depreciation, then it cannot properly go under Resources. What should appear there under F. & F. is the present fair value of the business equipment. Is that not correct—or do I not get the right idea?

Phenomenal Net Profits.

All these points are, however, of comparatively minor importance. The great, big fact is, that these people are operating on a phenomenally light expense and making net profits which I have never known to be equalled anywhere in this line of business. The entire capital is turned 1¼ times annually including every item of ownership and investment. The working capital is turned only 1½ times, but the very light expense and the fine average margin, considering light expense, offsets this slow overturn. The expense of 6.63 per cent. remains a marvel, and the net 11¼ per cent. stands as monumental in its significance. The net annual gain on the investment is 25 per cent., which is surely good enough for anybody.

This writer is surely correct in thinking he has a system that is "hard to beat." Indeed it is, and he may well be proud of it. He may be a bit backward in the matter of lucid statement, but he sure knows how to handle things to earn a fine profit. I have nothing whatever to suggest for the improvement of this business, but frankly take off my hat to the management thereof. I wish I knew how to do even nearly as well in the way of net profits and light expenses. If I could figure out that way in my business, with my 5 2-3 times overturn, I should show about 100 per cent. on my invested capital every year.

Twenty-Five Per Cent. Normal.

The lesson may be here: That the retail business may be likened to the bond business in that, one way or another, it works out about the same. Investments in bonds and, in fact, all securities, works out to about 4½ per cent. That is to say that, over a long period of years, if one seems to earn a higher rate, his losses will reduce his average to 4½ per cent. If he wants absolute security, he must be content with 4½ per cent. to begin with. So, too, 25

(Concluded on page 39.)

Latest Review of the Grocery Markets

Various Lines of Dried Fruits are Now on Canadian Markets — Large Sized Prunes Scarce—Firmness Still Present in Rice—Markets in Producing Sections at High Level—Strength Still in Coffee—Spot Tomatoes Held at High Price.

QUEBEC MARKETS.

POINTERS—

Manila paper.—Down to 2½c.
Coffee.—Price is higher.
Dried Fruits.—New prices quoted.
Brazil Nuts.—Up 1½ cents.
Rice.—Firm at advance.

Montreal, Oct. 26.—Seasonable business is booming, and the prospects for a good fall and Christmas trade are glowing. Such are the opinions rather freely expressed by those in a position to know the trend of affairs, and to gauge to a certain extent the outlook for the near future. Prices are generally firm and are by no means low, but withal there is a feeling of security, based upon the prosperity of the country, that is taken as a basis for splendid business. Just now things are brisk and bright, and the season is only beginning. While this satisfaction and hopefulness reigns among the wholesale trade, it may be safely taken for granted that the retailers are in a similar position.

Sugar.—The market remains steady with a fair demand. It is out of the question to estimate the next movement. Opinion is divided. High prices have held for quite a time, and a reduction would be welcomed by many heavy users of sugars. The falling off in demand may result in easier prices, but the principal conditions in the primary markets have not been extensively changed.

Granulated, bags	5 85
" 50-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" 50 lb.	6 65
" 25 lb.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" 100 lb. boxes	6 65
" 50 lb.	6 75
" 25 lb.	6 95
Crystal Diamond Dominos, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 30
" 50-lb. boxes	6 20
" 25-lb. boxes	6 70
Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45
Bbls. granulated and yellow may be had at 5c. above bar prices	

Syrups and Molasses.—The demand for syrups and fancy molasses has been encouraging and for the former especially there should be a good seasonable enquiry. This is the beginning of the period when syrups are in particularly good demand, and special efforts to get new trade will surely be effective.

Fancy Barbados molasses, puncheons	0 35	0 37
" " barrels	0 36	0 38
" " half-barrels	1 11	0 41

Choice Barbados molasses, puncheons	0 30	0 32½
" " barrels	0 32	0 35½
" " half-barrels	0 34	0 37½
New Orleans	0 25	28
Antigua	0 30	30
Porto Rico	0 40	40
Corn syrups, bbls.	0 03½	0 03½
" 4-bbls.	0 03½	0 03½
" 2-bbls.	0 03½	0 03½
" 50-lb. pails	1 75	1 75
" 25-lb. pails	1 25	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40	2 40
" 5-lb. " 1 doz. "	2 75	2 75
" 10-lb. " 1 doz. "	2 65	2 65
" 20-lb. " 1 doz. "	2 60	2 60

Dried Fruits.—Jobbers are now offering new prunes, Valencia raisins, and some currants. These goods have arrived at an opportune time, for already there is a demand for dried fruits, and it should be only a short time until the season reaches its height. A glance at the appended list will show that the larger prunes are quoted at a high price, just as intimated some time ago. The smaller sizes are more plentiful, and are a little easier. The market as a whole, however, is firm.

New figs by direct steamer will be here next week. The price is firm. Retailers report a good demand for the supplies they received by express some time ago. Malaga table raisins are a little higher than formerly. Valencias are likewise rather firm. New dates will not be here until some time next month, and according to reports will be higher in price. The Persian date crop was short and the existing international troubles have increased insurance risks with the result that freight rates are higher. Nothing has occurred to relieve the general firmness in dried fruits and nothing of that nature is now expected. Hallowe'en dates are quoted at old prices, and the earliest arrivals at open prices. One jobber remarked that the open quotations are the highest he has seen in many years.

Evaporated apricots	0 22	0 24
Evaporated apples	0 11	0 13
Evaporated peaches	0 17½	0 18
Currants, fine filigras, per lb., not cleaned	0 07	0 07½
" cleaned, cleaned	0 07½	0 08
" 1-lb. packages, fine filigras, cleaned	0 08	0 08½
" Patras, per lb.	0 08½	0 09
" Vestizas, per lb.	0 07½	0 08
Dates, 1-lb. packages	0 06½	0 07½
Figs, 3 crown	0 09½	0 10
" 4 crown	0 09½	0 10½
" 5 crown	0 11½	0 11½
Glove boxes, 16-oz., per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07½

Prunes—		
30-40	0 14	
40-50	0 13	
50-60	0 12	
60-70	0 11	
70-80	0 10	
80-90	0 09½	
90-100	0 09	
Raisins—		
Choice seeded raisins	0 10½	0 11
" fancy seeded, 1-lb. pkgs.	0 09½	0 10
" loose muscatels, 3-crown, per lb.	0 08	0 08
" " 4-crown, per lb.	0 09	0 09
Select raisins, 7-lb. box, per box	0 63½	0 63½
Malaga table raisins, clusters, per box	2 50	2 75

Malaga table raisins, clusters, per 4 box	0 80	1 90
Valencia, fine off stalk, per lb.	0 06½	0 07
" select, per lb.	0 07½	0 07½
" 4-crown layers, per lb.	0 07½	0 07½

Nuts.—The market has a firm tone, although of new stocks there is not a great deal of information at hand. Reports from producing centres show that prices will likely rule high

In shell—		
Brazils	0 17½	0 18½
Filberts, Sicily, per lb.	0 11½	0 13½
" Barcelona, per lb.	0 10	0 10
Tarragona Almonds, per lb.	0 13	0 16
Walnuts, Grenobles, per lb.	0 18	0 19
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.	0 11½	0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 85	0 37
" 3-crown	0 82	0 33
" 2-crown	0 81	0 32
" (in bags), standards per lb.	0 27	0 28
Cashews	0 15	0 17
Valencia shelled almonds	0 40	0 42

Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon, green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12½	0 13½
Bon Ton, green	0 11	0 11½
Sun, roasted	0 11	0 11
Sun, green	0 10	0 10
Spanish, No. 1	0 12	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.	0 22	0 23

Walnuts—		
Bordeaux halves	0 36	0 37½
Broken	0 30	0 32

Rice.—Yet another instance of high prices, giving business a new impetus, is found in recent transactions in rice. The demand for rice this fall has been fifty per cent. heavier than during the same period last year. Prices are very much higher, and yet it is a fact that business shows a big improvement. The market is firm, primary market conditions remaining unchanged, if not firmer. It seems to be generally held that prices will go higher, as there are no indication of relief in the districts of production.

Rangeons—		
Rice, grade B, bags, 250 lbs.	3 55	3 65
" " 100 lbs.	3 55	3 65
" " 50 lbs.	3 55	3 65
" " pockets, 2½ lbs.	3 85	3 75
" " " 12½ lbs.	3 80	3 90
" " C.C., bags, 250 lbs.	3 45	3 55
" " 100 lbs.	3 45	3 55
" " 50 lbs.	3 45	3 55
" " pockets, 25 lbs.	3 55	3 65
" " " 12½ lbs.	3 60	3 70
Fancy Patna—		
Patna polished	3 85	3 95
" Pearl	4 10	4 20
Imperial Glace	4 60	4 70
" Sparkle	4 70	4 80
Japan—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina Head	6 55	6 65
Brown Sago, lb.	0 05	0 06
Tapioca, medium pearl, lb.	0 07	0 07
Seed, lb.	0 06½	0 06½

Teas.—The market for Japan teas still remains high and firm. Several shipments of better grade which were intended for Canada, have diverted to the United States, where they will meet a higher market, realizing fully ten per cent. more than in Canada.

THE CANADIAN GROCER

The United States markets are very short of Japan teas, as also desirable China green teas. A review of the Indian market for last month, remarks that some falling off in quality was noticeable. The choicest lots were therefore keenly competed for and realized top prices, as it is felt that the tendency of the quality will be downward to the end of the season. It is of interest to note that the shipments from Calcutta to the United Kingdom from April 1st to September 30, were 92,677,000 pounds, against 87,348,000 pounds in 1910. Common Ceylons showed a poorer quality at times than the average for the early autumn, and buyers seemed unwilling to operate except at a decided reduction.

Japan	
Choicest	0 46 0 50
Choice	0 55 0 57
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pigeon eye	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—The present situation is certainly vexatious to the trade. Not quite two weeks ago, medium and low grade coffees in the world's markets advanced a cent a pound, and the better grades responded in sympathy to a greater or less extent. A local coffee house remarks that there are pronounced indications that still higher figures may be reached, "as the October flowering is reported as comparatively poor, and with bad weather conditions, less than the average crop is predicted." That, however, is only one factor contributing to this period of artificial prices, but it helps the big interests, with whom the Brazilian Government is in league, to keep absolute control of the market, and although there is ample coffee in sight for the world's requirements, we see no immediate prospect of relief from the present fictitious conditions. Prices are almost up to the highest point reached in thirty years, and these may be surpassed, as the big interests seem determined to force prices to the utmost limit. From the viewpoint of most coffee dealers, such control of the market seems piratical, but whether it is called piracy or conspiracy, does not help matters in the least.

Valorization was introduced at a time when there was an overproduction of coffee. It was intended as a relief to the planters and traders when prices were too low. The governments of Sao Paulo and Rio Janeiro borrowed money to buy up coffee and put restriction upon its export. Now the tables are turned and there is an underproduction

One can make a good guess as to whom the valorization scheme is benefiting most.

Mocha	0 25 0 28	Santos	0 20 0 22
Rio	0 17 0 18	Maraibo	0 23 0 26
Mexican	0 25		

Spices.—Fair business is reported, with the market steady.

Per lb		Per lb	
Allspice	0 13 0 18	Ginger, whole	0 17 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	0 85
Cloves, whole	0 28 0 35	Nutmegs	0 25 0 60
" ground	0 21 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 25 0 32	Peppers, white	0 22 0 27

Beans.—Jobbers are quoting \$2.40 for white beans, with a good demand felt.

Manila paper is now quoted at 2 3/4 cents a pound, as the result of competition with a new make that has met with some success.

Canned Goods.

Montreal.—There is nothing very new to report in canned goods this week. One house reported a complete delivery of tomatoes, evidently desiring to further the goodwill of their customers, by thus filling their orders completely. Of course, they had to go outside for supplies, possibly being among those who were reported purchasers in Maryland markets. There is a good demand for canned goods, but there is no particular feature this week.

FRUITS

	Group A
2s—Cherries, black, pitted, heavy syrup	1 92 1 95
2s—Cherries, black, not pitted, heavy syrup	1 52 1 55
2s—Cherries, red, pitted, heavy syrup	1 92 1 95
2s—Cherries, red, not pitted, heavy syrup	1 52 1 55
Gal—Cherries, red, pitted	8 12 8 55
Gal—Cherries, red, not pitted
2s—Cherries, white, pitted, heavy syrup	2 02 2 05
2s—Cherries, white, not pitted, heavy syrup	1 82 1 85
2s—Currants, black, heavy syrup	1 52 1 55
2s—Currants, black, preserved	2 27 2 30
Gal—Currants, black, standard	5 27 5 30
Gal—Currants, black, solid pack	8 27 8 30
2s—Currants, red, heavy syrup	1 97 1 97
2s—Currants, red, preserved	2 27 2 30
Gal—Currants, red, standard	5 27 5 30
Gal—Currants, red, solid pack	8 27 8 30
2s—Gooseberries, heavy syrup	2 25 2 27
Gal—Gooseberries, standard	7 00 7 02
2s—Lawtonberries (blackberries), h. syrup	1 77 1 80
2s—Lawtonberries, preserved	1 97 2 00
Gal—Lawtonberries, standard	7 02 7 05
2s—Pineapple, sliced, heavy syrup	1 77 1 80
2s—Pineapple, whole, heavy syrup	1 77 1 80
3s—Pineapple, whole, heavy syrup	2 32 2 35
2s—Raspberries, black, heavy syrup	2 25 2 27
2s—Raspberries, black, preserved	2 25 2 27
Gal—Raspberries, black, standard	7 25 7 27
Gal—Raspberries, black, solid pack	9 50 9 52
2s—Raspberries, red, heavy syrup	2 00 2 02
2s—Raspberries, red, preserved	2 25 2 27
Gal—Raspberries, red, standard	7 25 7 27
Gal—Raspberries, red, solid pack	9 50 9 52
2s—Rhubarb, preserved	1 52 1 55
2s—Rhubarb, preserved	2 27 2 30
Gal—Rhubarb, standard	3 50 3 52
2s—Strawberries, heavy syrup	2 25 2 25
2s—Strawberries, preserved	2 02 2 05
Gal—Strawberries, standard	7 25 7 27
Gal—Strawberries, solid pack	9 0 9 25
3s—Apples, standard	1 10
3s—Apples, preserved	1 80
Gal—Apples, standard	3 05
Gal—Apples, preserved	5 30
2s—Blueberries, (huckleberries) standard	1 50
2s—Blueberries, (huckleberries) preserved	1 80
Gal—Blueberries, (huckleberries) standard	5 30
Gal—Blueberries, (huckleberries) preserved	2 00
Gal—Gooseberries, solid pack	8 80
2s—Grapes, white Niagara, preserved	1 55
Gal—Grapes, white Niagara, standard	3 55
2s—Peaches, white heavy syrup	1 90
2 1/2s—Peaches, white heavy syrup	2 57 1
3s—Peaches, white heavy syrup	2 90
1 1/2s—Peaches, yellow flat, heavy syrup	1 55
2s—Peaches, yellow flat, heavy syrup	1 90
1 1/2s—Peaches, yellow flat, heavy syrup	2 60
3s—Peaches, whole, yellow heavy syrup	2 90
Gal—Peaches, pie, not peeled	1 10
3s—Peaches, pie, not peeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal—Peaches, pie, peeled	5 55
Gal—Pie fruits, assorted, add 5 p.c.
2s—Pears, Bartlett, heavy syrup	1 80
2 1/2s—Pears, Bartlett, heavy syrup	2 15

3s—Pears, Bartlett, heavy syrup	2 40
2s—Pears, Flemish Beauty, heavy syrup	1 80
2 1/2s—Pears, Flemish Beauty, heavy syrup	2 15
3s—Pears, Flemish Beauty, heavy syrup	2 40
2s—Pears, light syrup, globe	1 35
3s—Pears, light syrup, globe	1 75
3s—Pears, pie, not peeled	1 40
3s—Pears, pie, peeled	1 55
Gal—Pears, pie, peeled	4 55
Gal—Pears, pie, not peeled	4 10
2s—Plums, Damson, light syrup	1 90
3s—Plums, Damson, light syrup	1 30
2s—Plums, Damson, heavy syrup	1 05
3s—Plums, Damson, heavy syrup	1 45
Gal—Plums, Damson standard	3 55
2s—Plums, egg, heavy syrup	1 45
2 1/2s—Plums, egg, heavy syrup	1 70
3s—Plums, egg, heavy syrup	2 20
2s—Plums, green gage, light syrup	1 00
2s—Plums, green gage, heavy syrup	1 30
3s—Plums, green gage, standard	1 90
Gal—Plums green gage, standard	4 05
2s—Plums, Lombard light syrup	90
2s—Plums, Lombard, light syrup	1 30
2s—Plums, Lombard, heavy syrup	1 05
3s—Plums, Lombard, heavy syrup	1 45
Gal—Plums, Lombard, standard	3 55

Clover Leaf and Horseshoe brands salmon—
 1-lb. talls, per dozen..... 2 45
 1-lb. flats, per dozen..... 1 55
 1-lb. flats, per dozen..... 2 50
 After December 1st prices advance 2 1/2 cents per dozen.

Other salmon—all talls—
 Red Sockeye, per doz..... 2 25 2 55
 Red Spring, per doz..... 3 00 2 10
 Cohoes, per doz..... 1 80 1 90
 Pinks, per doz..... 1 25 1 35
 Lobster—

1-lb. flats, dozen, \$2.90; 1-lb. talls dozen, \$4.50, \$4.75
 1-lb. flats, dozen, \$5.00, \$5.10.

Canadian sardines, per case..... 3 25 3 50
 Imported sardines, per case..... 7 00 8 00

TORONTO.—There are no particular features, other than those in evidence before, to be reported this week. It can be said that the general tone of the market is steady and prices are well maintained.

From \$1.60 to \$1.75 per doz. is being quoted for spot tomatoes, but with retailers having just received their season's supply, there are but few purchases. Indeed wholesalers just at the present have few to offer. Gallon tomatoes are quoted at \$4.50 to \$4.80.

Inquiry among retailers brings out the fact that already a good demand for canned goods is being found. With prices in a number of cases high, consumption is accordingly smaller than it would be under lower market conditions, but it is true that consumption as a whole is on the increase.

New pack salmon is coming forward. Based on what he got compared with the amount he wanted, one wholesaler says he only received 25 per cent. delivery of sockeye. Of cohoes, 50 per cent. was received and a full delivery of humpbacks. With sockeyes at such a high figure, a heavier demand will be thrown on the other lines, and the general opinion is that a strong market can be expected in the lower grades.

It is reported that the supply of lobsters is not all that could be desired. Last year there was a considerable period during which the market was bare. Some dealers expect the same thing this year.

FRUITS

	Group A
3s—Apples standard	1 10
3s—Apples, preserved	1 80
Gal—Apples, standard	3 05
Gal—Apples, preserved	5 30
2s—Blueberries (huckleberries) standard	1 50
Gal—Blueberries (huckleberries) standard	1 80
Gal—Blueberries (huckleberries) preserved	5 30
Gal—Gooseberries, solid pack	2 00
2s—Grapes, white Niagara, preserved	8 80
Gal—Grapes, white Niagara, standard	1 55
2s—Peaches, white heavy syrup	3 95
3s—Peaches, white heavy syrup	1 90
1 1/2s—Peaches, yellow flat, heavy syrup	2 90

THE CANADIAN GROCER

ONTARIO MARKETS.

POINTERS—

Rice—Firmness still present.
Spot Tomatoes.—\$1.60 to \$1.75.
Coffee.—Steady at advance.
Beans—Stronger.
Salmon—Position considered strong.
New Fruits on market.

Toronto, Oct. 26.—A good steady demand for groceries from wholesaler to retailer is apparent. Wholesalers are making no complaints regarding business. A fair amount of orders from different sections for shipment before the close of navigation is reported, but it is believed that some retailers are holding off in their purchases in this regard as long as possible. That at least is the opinion of one wholesaler. Navigation will not close until well on in November.

Reports from the retail section of the trade reflect a general healthy condition of affairs. General lines are moving freely. Canned goods and new dried fruits are coming into their hands and they are using them as a lever for more trade.

Sugar.—Sugar remains unchanged, \$5.95 per cwt. still ruling. There has been no change in price since Sept. 8th. The raw market is fluctuating within a narrow margin with futures in European beets about the same as spot but Cuban cane is about 1c lower. When pressure of domestic beet is brought to bear on the raw market, there is a belief that an adjustment will be brought about. At the moment the market is steady. First crop estimates giving something definite regarding the out-turn of European beets are now awaited. Demand for sugar is good for the season.

Extra granulated, bags 5 95
" " 20 lb. bags 6 05
Imperial granulated 5 75
Beaver granulated 5 75
Yellow, bags 5 55

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.
Extra ground, bris. 6 35
" " 50-lb. boxes 6 55
" " 25-lb. boxes 6 65
Powdered, bris. 6 15
" " 50-lb. boxes 6 15
" " 25-lb. boxes 6 55
ed Seal, cwt. 7 10
St. Lawrence Crystal Diamonds 6 85
Paris lumps, in 100-lb. boxes 6 95
" " in 50-lb. " 6 95
" " in 25-lb. " 7 15

Syrup and Molasses.—A good volume of trade in syrup is being found by the grocer who is pushing it. Several conditions increase the opportunity for its sale, one being the high prices of various lines of canned goods. Both syrups and molasses are quite strong.

Syrups—
2 lb. tins, 2 doz. Per case Maple syrup
in case 2 40 Gallons, 5 to case 4 80
5 lb. tins, 1 doz. 2 75 " " 12 " 5 40
10 lb. tins, 1 doz. 2 75 " " 24 " 5 40
in case 2 65 " " 34 " 5 00
30 lb. tins, 1 doz. 2 65 Molasses—
in case 2 60 New Orleans,
Barrels, per lb. 0 03 medium 0 30 0 35
Half barrels, lb. 0 03 New Orleans,
Quarter 0 03 bbls. 0 28 0 32
Pails, 55 lbs. ea. 1 75 Barbados, extra
" " 35 " 1 25 fancy 0 45
Porto Rico 0 45 0 52
Muscovado 0 30

2s—Peaches, yellow flats, heavy syrup	1 90
3s—Peaches, yellow flats, heavy syrup	2 90
3s—Peaches, whole yellow, heavy syrup	2 10
3s—Peaches, pie, not peeled	1 50
3s—Peaches, pie, weeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal—Peaches, pie, peeled	5 15
2s—Pears, heavy syrup	1 80
3s—Pears, heavy syrup	2 11
2s—Pears, light syrup, globe	1 35
3s—Pears, light syrup, globe	1 75
3s—Pears, pie, not peeled	1 40
3s—Pears, pie, peeled	1 55
Gal—Pears pie, peeled	4 55
Gal—Pears, pie, not peeled	4 10
2s—Plums, light syrup	0 90
3s—Plums, light syrup	1 30
2s—Plums, heavy syrup	1 05
3s—Plums, heavy syrup	1 45
Gal—Plums, standard	3 15
2s—Plums, egg, heavy syrup	1 45
2s—Plums, egg, heavy syrup	1 70
3s—Plums, egg, heavy syrup	2 20
2s—Plums, gr. engage light syrup	1 10
2s—Plums, greengage, heavy syrup	1 30
3s—Plums, greengage, standard	1 90
Gal—Plums, greengage, standard	4 15

Group B is 2½c less than above.

2s—Cherries, black pitted, heavy syrup	1 92½	1 95
2s—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2s—Cherries, red, pitted, heavy syrup	1 92	1 95
2s—Cherries, red, not pitted, heavy syrup	1 52	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2s—Cherries, white, pitted, heavy syrup	2 02½	2 05
2s—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2s—Currants, black heavy syrup	1 97	2 00
2s—Currants black preserved	2 27½	2 30
Gal—Currants, black standard	5 27½	5 30
Gal—Currants, black, solid pack	8 27½	8 30
2s—Currants, red, heavy syrup	1 97½	2 00
2s—Currants, red, preserved	2 27½	2 30
Gal—Currants, r-d, standard	5 27½	5 30
Gal—Currants, red, solid pack	8 27½	8 30
2s—Gooseberries, heavy syrup	2 25	2 27½
Gal—Gooseberries, standard	7 10	7 02½
2s—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2s—Lawtonberries, preserved	1 97½	2 10
2s—Lawtonberries, standard	7 02½	7 05
2s—Pineapple, sliced, heavy syrup	2 25	2 25
2s—Pineapple, grated, heavy syrup	2 25	2 25
2s—Pineapple, whole, heavy syrup	2 25	2 25
3s—Pineapple, whole, heavy syrup	2 32½	2 35
2s—Raspberries, black heavy syrup	2 25	2 25
2s—Raspberries, black, preserved	2 35	2 37½
Gal—Raspberries, black, standard	7 25	7 27½
Gal—Raspberries, black, solid pack	9 50	9 52½
2s—Raspberries, red, heavy syrup	2 25	2 25
2s—Raspberries, red, preserved	2 25	2 27½
Gal—Raspberries, red, standard	7 25	7 27½
Gal—Raspberries, red, solid pack	9 50	9 52½
2s—Rhubarb, preserved	1 52	1 55
3s—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 52	3 75
2s—Strawberries, heavy syrup	2 00	2 25
2s—Strawberries, preserved	2 05	2 25
Gal—Strawberries, standard	7 25	7 27½
Gal—Strawberries, solid pack	9 50	9 52½

VEGETABLES

2s—Beans, red kidney	1 15
2s—Beets, blood red Simcoe	1 00
2s—Beets, whole, blood red Rosebud	1 30
3s—Beets, sliced, blood red Simcoe	1 35
3s—Beets, whole, blood red Simcoe	1 40
3s—Beets, whole, blood red Rosebud	1 55
3s—Cabbage	1 00
2s—Carrots	1 10
3s—Carrots	1 30
2s—Cauliflower	1 67½
3s—Cauliflower	2 10
2s—Corn	1 05
2s—Corn, fancy	1 07½
Gal—Corn on cob	4 80
3s—Corn on cob, golden dwarf	1 80
2s—Parsnips	1 15
3s—Pumpkins	1 30
3s—Pumpkins	1 00
Gal—Pumpkins	3 12½
3s—Squash	1 15
Gal—Squash	3 35
2s—Succotash	1 15
2s—Tomatoes	1 07½
3s—Tomatoes	1 60
Gal—Tomatoes	4 80
3s—Turnips	1 15

Group B is 2½ p.c. less than Group A.

2s—Asparagus Tips	2 52½	2 55
2s—Beans, crystal wax	1 10	1 25
2s—Beans, golden wax, midget, Auto brand	1 10	1 30
2s—Beans, golden wax	1 10	1 25
3—Beans, golden wax	1 37½	1 40
Gal—Beans, golden wax	4 25	
2s—Beans, refugee or valentine (green)	1 10	1 25
3s—Beans, refugee (green)	1 37½	1 40
2s—Bean refugee midget, Auto brand	1 30	
2s—Peas, extra fine sifted size 1	1 75	1 77½
2s—Peas, sweet wrinkle, size 2	1 40	
2s—Peas, early June, size 3	1 35	
2s—Peas, standard size 4	1 30	
2s—Spinach, table	1 27½	1 30
3s—Spinach, table	1 75	1 80
Gal—Spinach, table	5 31	5 32½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Ochoc, per doz.	1 90	2 00
1-lb. flats, doz.	1 55	Red Spring, doz	2 10	2 25
1-lb. flats, dozen	2 50	Lobsters, halves,		
Other salmon prices		per dozen	2 75	2 85
Humpbacks, doz	1 35	Lobsters, quar-		
Pinks	1 35	ters, per dozen	1 60	
Northern River Sockeye			2 45	
Chicken	4 00	Soup, 2s.	1 9	
Turkey	4 00	Soup, 1s.	1 40	
Ducks	4 00			

Dried Fruits.—A good array of new crop dried fruits are now to be found on the local market. Besides new prunes and Valencia raisins which have been here for some time, there have been arrivals of currants, peels, Malaga raisins and new table figs. The first shipments of new dates are expected by Nov. 15.

There are not many large-sized prunes on the market yet, and no plenitude can be expected during the season, as the large sizes are extremely scarce this year.

The new arrivals are welcomed by the trade, for already an appreciable consuming demand will be found for them.

In primary markets both Valencia raisins and currants have been steadily stiffening up, and indeed raisins have ascended so rapidly that some dealers would not be surprised at a slight setback.

Peaches—			
30 to 40, in 25-lb. boxes	0 17		
40 to 50 " "	0 16½		
70 to 80, in 25-lb. boxes	0 10½		
80 to 90, in 25-lb. boxes	0 09½		
90 to 100, in 25-lb. boxes	0 09		
name fruit in 50-lb. boxes ½ cent less.			

Apricots—					
Choice, 25 lb. boxes	0 25	0 25			
Fancy	0 27	0 28			
Candied Peels—					
Lemon	0 09	0 11	Citron	0 13	0 15
Orange	0 10	0 12½			
Figs, 2 to 2½ inches, per lb.	0 12½	0 13½			
Fignets, "	0 04	0 04½			
Bag figs	0 04½	0 06			
Dried peaches	0 15	0 16			
Dried apples	0 09	0 09½			
Evaporated apples	0 11½	0 12			
currants—					
Pine Filletas	0 07½	0 08	Vostizzas	0 10	0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana	0 10	0 12			
" fancy	0 11	0 13			
" extra fancy	0 14	0 16			
Valencia selected	0 07½	0 08			
Seeded, 1 lb. packets, fancy	0 09½	0 10			
" 16 oz. packets, choice	0 09½	0 09½			
Seeds					
Dates—					
Hallowees—			per lb.	0 06½	0 06½
Full boxes	0 05½	0 06	Fards choicest	0 10	0 10½

Tea.—A report from London, Eng., on tea says that the stocks of tea there are considerably below those of the same period of the past few years. However, a fair increase is expected from India. From Ceylon, it is expected there will be more tea during October, but even so, it is not believed that deficiency of the previous months can be made up before the end of the year. The world's consumption is still going ahead, states this report, so even anticipating this increase from India, it is difficult to foresee anything but a strong market from now onwards.

Coffee.—The late advances in prices are well maintained. Reports from New York indicate an exceedingly strong market, and in very strong hands, so that present conditions would indicate no weakening.

Manufacturers have been finding it necessary under the higher prices they have had to pay to advance their standard blends. One dealer reports his own brand up 5 per cent. Others report an advance of 2 to 3 cents per pound.

THE CANADIAN GROCER

Rio, roasted..... 0 22 0 23	Mocha, roasted. 0 30 0 2
Green Rio..... 0 20 0 21	Java, roasted... 0 22 0 35
Santos, roasted. 0 24 0 25	Mexican..... 0 27 0 28
Maricao, .. 0 24 0 25	Guatemala... 0 24 0 25
Bogotas..... 0 26 0 27	Jamaica..... 0 24 0 25
	Chiocry..... 0 12

Nuts.—There are no special features bearing on the nut markets. The arrival of the cool evenings and the family gatherings around the fireplace work for a better demand for nuts from the dealer who gives them prominence. Chestnuts are selling well just now and are quoted at 10 cents per pound.

Spices.—There is a general steadiness in spices covering the whole list. Nutmegs are firming up. Drought in the producing sections has curtailed the yield of pimento, and only about 1-3 of an average crop will be made. A good steady trade in this line is reported.

	Tins	4-lb. pkgs. d	4-lb. tins dce
Allspice.....	15-18	60-70	70-80
Cassia.....	24-32	85-115	95-125
Cayenne pepper.....	22-31	89-105	94-115
Cloves.....	22-29	75-95	85-110
Cream tartar.....	28-40	50-60
Curry powder.....	25-40
Ginger.....	22-29	65-85	75-95
Malice.....	50-59	90-2 75
Nutmegs.....	35-49	50-99	1 50-2 50
Peppers, black.....	22-40	67-75	82-94
Peppers, white.....	23-40	50-1 02	1 65-1 15
Pastry spice.....	17-27	65-95	75-110
Pickling spice.....	18-22	75-90	75-90
Turmeric.....	16-23

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk.....	0 12
Celery seed, per lb. in bulk.....	0 20
Shredded coconut, in pails.....	0 19 0 22

Rice.—Even with the advances which have taken place in rice in the past two months, there is still marked strength, due to the poor outturn of the crops in the producing sections of the East, and the high level of prices there. The position of Java is strong in keeping with the reduced crop and the practical prohibition put upon the export from the country of origin. Trade is said to be good in this line despite the advances.

Standard B, from mills, 500 lbs. or over, f.o.b.		
Montreal.....	3 55	
Rice, standard B.....	3 65	
	Per lb.	
Rangoon.....	0 03 1/2 0 03 1/2	
Patna.....	0 05 1/2 0 05 1/2	
Japan.....	0 05 1/2 0 06 1/2	
Java.....	0 06 1/2 0 07 1/2	
Carolina.....	0 08 1/2 0 10 1/2	
Sago, medium brown.....	0 05 1/2 0 06 1/2	
	Tapioca—	
	Bullet, double.....	0 08
	goat.....	0 07
	Medium pearl.....	0 07
	Flake.....	0 08
	Seed.....	0 06 1/2 0 07 1/2

Beans.—While beans are quite strong, considering that the new crop is just forthcoming, and \$2.35 is being generally asked this week, apparently farmers are not anxious to sell just at present and are holding supplies. The West and East have both been taking large quantities; even shipments to Nova Scotia having been made.

Prime beans, per bushel.....	2 30 2 35
Hand picked beans, per bushel.....	2 40 2 45

MANITOBA MARKETS.

POINTERS.

Syrup.—Advanced.
Beans.—Advancing.
Salmon.—Very scarce.
Winnipeg, October 26.—The grocery trade still continues to show large in-

creases in the volume of trade transacted from week to week this fall, in spite of the unsettled weather conditions which have been delaying the harvesting of the crop. Wholesalers report that the demand is just as strong as ever and that their orders show no inclination to falling off. Collections are reported to be a little better this week as a fair quantity of grain is being marketed, and in spite of the fact that the yield has been affected considerably, the price of wheat is remaining high and farmers are receiving good prices for the grain.

Advances in price have been noticeable this week in many lines and the tone of the entire grocery market is strong. Syrup has bounded upward another 5c per case per 2 lb. pails and 10c per case for 5, 10 and 20 lb. cases. Salmon is very scarce. One wholesaler stated that only 25 per cent. of purchases in the Fraser River Sockeyes would be delivered this season. The northern sockeyes are more plentiful and it is estimated that about 50 per cent. of purchases in this line will be delivered.

Sugar.—Sugar prices remain the same as last week, and the market appears on the weak side. No predictions can be obtained from any reliable source but it seems to be that the feeling is that prices will not go down rapidly.

Montreal and B.C. granulated, in bbis.....	6 40
" " " in sacks.....	6 35
" " " yellow, in bbis.....	6 50
" " " " in sacks.....	6 55
" " " icing sugar, in bbis.....	6 75
" " " " in boxes (25 lbs.).....	7 00
" " " powdered sugar, in bbis.....	6 55
" " " " in boxes.....	6 55
" " " " in small quantities.....	6 30
" " " lump, hard, in bbis.....	7 25
" " " " in 4-bbis.....	7 35
" " " " in 100-lb. cases.....	7 25

Syrup and Molasses.—Syrup continued its advance of last week by going up another 5 and 10c per case this week, and is expected to even reach higher figures if sugar maintains its present price. The demand at the present time is only normal, but it is not expected that the present advances will affect it much. Molasses are in good demand.

Syrups—	
24 2-lb. tins, per case.....	2 33
12 5-lb. tins, per case.....	2 68
6 10-lb. tins, per case.....	2 56
3 20-lb. tins, per case.....	2 57
Half barrels, per cwt.....	4 00
Barbadoes molasses, in half barrels, per gallon.....	0 82
New Orleans molasses, half barrels, per gallon.....	0 45
New Orleans molasses, per barrel, per gallon.....	0 47

Dried Fruits.—There is little new to be offered in dried fruits except that the market continues serious and there is no reduction in prices yet. Currants are scarce and hard to obtain. New prunes are going out fairly active, but the predicted drop in price has not taken place.

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

Evaporated Apples.—The market shows a slightly easier tone this week although prices have not declined to any extent. There is a difference in the prices quoted by different houses, some offering No. 1 stock at 12c and medium at 11 1/2, while others are still on the basis of 11 to 11 1/2 per lb.

Coffee.—At last the predicted advance has taken place in one house in coffee prices. This firm having sold its supply was forced to buy on the New York markets and at the present time is quoting green coffee at 18c per lb. The same wholesaler expressed the opinion that a 20c market was being looked for by his house in the near future. Other firms, however, have not made any increase in prices yet.

Coffee, standard Rio. 0 16	Coffee, choice..... 0 16
	Coffee, extra choice... 0 16

Beans and Peas.—An advance at 5c per bus. took place in beans last week contrary to expectations. This was wholly unlooked for, and although the market is not very active at present, no serious trouble is expected.

Beans, 3-lb. picker, per bushel.....	2 45 2 50
Hand picked, per bushel.....	2 50 2 60
Peas, split, 100 lbs.....	4 00

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., Oct. 25.—Eggs, butter and potatoes, three great essentials of regular diet, are among the articles reported scarce on the local market. With a big consumption here, potatoes have not been very plentiful for several seasons past, and the scarcity is being looked for ahead of time now.

It is the usual thing for eggs and butter to begin creeping up in price at this season, and newly laid eggs, jobbed at 50 cents, are hard to get. There is a great run on case eggs, and these graded, run from 30 to 34 cents. Bulk butter from the east has a quality that compares favorably with the best creamery here.

Apples are also on the scarce list this fall. The softer kinds, such as the Rome Beauty, are sold at \$1.50 while choice Jonathans, imported from eastern Washington, climb up another dollar. Apples on the local market are as dear as oranges, retailing at from 30 to 50 cents a dozen.

NOVA SCOTIA MARKETS.

Halifax, Oct. 26.—Wholesale grocery business shows marked improvement. Markets have recovered from recent stagnation and jobbers report brisk demand for nearly all lines. Collections show steady improvement, and prospects for big autumn trade are excellent.

New prunes are now on the market and prices are lower than those of last season. They are going to the trade at 7 1/2 to 8 cents.

The price of canned tomatoes shows a heavy advance. The wholesalers report that the canneries have filled only forty per cent. of orders. They are now quoted at \$1.75 per dozen.

Extra standard granulated sugar is quoted at \$6 per hundred pounds. Molasses is unchanged.

Flour prices are firmer, there being an advance of ten cents per barrel during the past week. Manitoba high patents are quoted at \$6.15 to \$6.25, and Ontario blends from \$5.10 to \$5.20. Feed flour is \$1.70 to \$1.75 per bag.

Large cheese are quoted at 15½ cents, and twins 16 cents.

Potatoes are selling freely, and there is a good export demand. This week several thousand barrels were shipped to New York, something that has not occurred for a long time. They are quoted here at 60 cents per bushel.

NEW BRUNSWICK MARKETS.

St. John, Oct. 26.—Local grocers are looking forward with interest to the Hallowe'en trade, and are of the opinion that it will be quite brisk this year. Business in general is encouraging, although there are few changes in the markets. Sugar still remains well advanced, with no change since the latter part of September, while molasses is still on the upward grade. For fancy Barbadoes 36 cents is now being asked, and the prospects are that the price will reach 40 cents before long. The market is reported as being particularly strong and stocks are light. Manitoba flour advanced 10 cents on Saturday, Oct. 21. The market in beans is strong, and new beans are selling a few cents cheaper at present than spot stock. It is doubtful if there will be any lowering of prices, for reports from the West are not encouraging. Much strength is being shown in cheese, and those who made early purchases are congratulating themselves. Butter and eggs are bringing good prices and are none too plentiful, so that the market is firm,

Bacon.....	0 16	0 18	Eggs, henney	0 28	0 30
Beans, hand			Eggs, case	0 23	0 24
picked, bus	2 50	2 55	Fin. Haddies	4 40	4 50
Beans, yellow			Fish, cod, dry	6 25	
eye, bus	2 60	2 65	Flour, Manitoba	6 45	
Butter, dairy			" Ontario	5 55	
lb	0 21	0 23	Ham	0 15	
Butter, cream			Lard, compound		
ery, lb	0 24	0 25	lb	0 10	0 11½
Buckwheat,			Lard, pure, lb	0 12½	0 13
west, grey, bag	2 65	2 70	Lemons, Mess-		
Cheese, new, lb	0 15½	0 18	na, per box	4 50	
Currants, 1s, lb	0 08½	0 09	Molasses, fyr		
Canned goods—			Barbados, gl	0 35	0 36
Beans, baked	1 15	1 25	Oatmeal, rolled	5 75	
Beans, string	1 02½	1 05	Oatmeal, std.	6 35	
Corn, doz	1 00	1 05	Pork, domestic		
Feas, No. 4	1 20½	1 20½	mess	22 00	22 50
" No. 3	1 25	1 25	Pork, Ameri-	21 25	23 00
" No. 2	1 30	1 30	can clear	1 50	1 75
" No. 1	1 60	1 60	Potatoes, bbl.	0 10½	0 11
Peaches, 3s,			Raisins, Cal.	0 03½	0 04
dozen	1 95	2 00	seeded	0 10½	0 11
Peaches, 5s,			Rice, lb	0 03½	0 04
dozen	3 00	3 05	Salmon, case—		
Raspberries,			Red spring	7 75	8 50
dozen	2 05	2 10	Oohoes	7 25	7 50
Strawberries	1 85	1 90	Sugar—		
Tomatoes	1 70	1 75	Standard gran.	6 00	6 10
Clams	4 00	4 25	Austrian	5 90	6 00
Cornmeal, gran.	5 25	5 25	Bright yellow	5 80	5 90
Cornmeal, bags	1 80	1 80	No. 1 yellow	5 50	5 60
bbls.	3 75	3 75	Paris lumps	7 00	7 25

LOOKS LIKE A MERCANTILE GOLD MINE.

(Concluded from page 34.)

per cent. seems about normal for the retail business.

I work much harder in many ways than this man does. That is, I have deliveries and fussy city customers to whom I must often send goods five times in a day, and many other troubles which this man wots nothing of; and I make 2 per cent. or 2½ per cent. more than he does, gross. Then I have twice his expense and have to watch that item constantly, lest it wipe out all the net margin. But in the end I make 24½ per cent. on my capital—yes, I forgot; I make 24½ per cent. after I have charged up 6 per cent. interest, so I really make 5½ per cent. more than he does, net. But I hasten to say I would exchange places with him in a minute, for the sake of working with one or two others and cutting out a load of work and worry from which he is free. In fact, I regard this man's statement as delineating about the happiest lot to which anyone could aspire: To have a good business, entirely within one's own immediate control; to be the "big frog in the little puddle," interested in all the town's movements, consulted and looked up to as a substantial man by everyone about one; to steadily pile up a solid competence with such regular certainty of outcome that one need have no real anxiety about it. Where is there a happier lot to be found?

Best wishes to you, friend; let us hear from you again.

The people of the United States spent \$78,000,000 on candy last year.

A DEER'S DAILY FOOD.

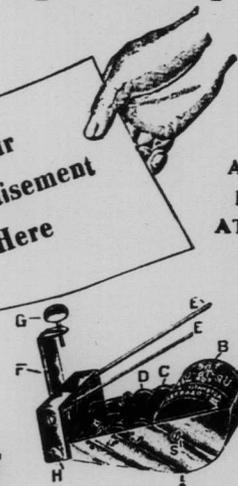
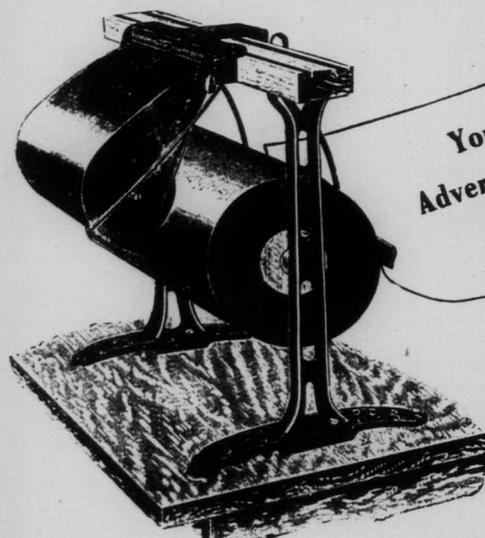
The accompanying illustration shows a young deer, which according to the storekeeper of the International Timber



Co., Campbell River, B.C., was raised on Canada First Milk. It will be seen that the deer is making vigorous attempt to satisfy its thirst.—Advt.

Charles Chaput, of L. Chaput, Fils & Cie., wholesale grocers, Montreal, has been elected to the directorate of the Ogilvie Flour Mills Co., Ltd.

Printing and Advertising are Expensive



Think of the saving you effect by doing your own advertising. By just a pull of the roll of paper

THE AUTOMATIC PRINTING ATTACHMENT

places whatever message you wish to convey to your customers in neatly printed form on every bag or wrapper that leaves your store.

Write for demonstration and information.

Agents Wanted.

JOSEPH R. WILSON

Dominion Agent, Phone Adelaide 199, 204 Stair Bldg.

Plate No. 5 Single & Double Stroke Block Numerals



Single Stroke 1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

Single & Double Stroke 1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

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1 2 3 4 5 6 7 8 9 0

J. Edwards

Cut used in Lesson 5 of Mr. Edwards' article on Show Card Writing. See pages 30 and 31 of this issue.

Have You Been After The Pedlar ?

You can put him out of business if you try. Never as good a chance as right now.

He is selling wretchedly poor tea, and beside, making much less profit.

He is losing at both ends—losing customers—and losing profits.

Go after these customers that are rightfully yours.

One of your good clerks, with a package of Red Rose Tea in his hand, could in a couple of days bring in orders that would surprise, and I am sure, greatly please you.

It's really worth trying.

7 Front Street East,
Toronto, Ont. } Branches
315 William Ave.
Winnipeg, Man. }

T. H. ESTABROOKS
ST. JOHN, N.B.

ROYAL — BRAND



SHIELD TEAS

Campbell Bros.

& Wilson, Limited WINNIPEG

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

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

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

Dealer Criticises Railway Companies

**Blames Them for Majority of Damage Done to Goods in Transit
—Says That They are Slow in Settling Claims—Some Experiences are Given.**

Editor Canadian Grocer:—Something was said in a recent issue of The Grocer regarding the method of procedure the grocer has at hand in tracing shortage of goods. I would like to voice some of the grievances of the retail dealer in regard to damaged goods, which is a big source of trouble, especially in the smaller towns and villages.

While this is more marked in some portions of the country than others, and on some railroads more so than others, nevertheless it is present to a greater or less extent all over.

As I see it, if goods are damaged, a dealer has two alternatives.

He can refuse the shipment. But he needs the goods and he orders again. The second order has arrived, or is on the way, when the railway company, seeing they cannot bully you, allow you to take the goods and they will pay the damages. I believe that the railway is the one that the dealer should apply to in regard to damage to goods in shipment. The wholesaler's responsibility ceases when he passes the goods over to the railroad and receives a receipt stating that the goods were received in good condition.

Long-Drawn Out Settlement.

If, on the other hand, the agent at the receiving point requests you to take the goods and put in a claim, it is only with the greatest difficulty that it can be collected. I have had ex-

periences where they stood you off with useless red tape until the interest amounted to a considerable sum, and I had to threaten to sue for it before they finally settled. There have been other cases where the amount was only small and it was nearly eaten up in postage.

There should not be such delay in the payment of damages, and if there is no legislation on our statutes at the present time limiting the time which a claim can be held off, it is high time we did have.

Here is another example of damaged goods where the grocer has little or no relief. A pail of candies was opened in transit, a quantity removed, the lid fastened on, and thus delivered to the dealer. When he finds this out what is he to do?

He applies to the railway and they say it must have been that way when they received it, and "at any rate you have signed a receipt of delivery in good order," so they consider themselves free. The shipper is written and states he delivered a full pail to the railway, and thus the dealer is without means of securing redress. Such goods are weighed in bulk and not separately, and so it is almost impossible to secure payment for the damage.

All Counts Up.

These amounts individually may not be great, but if a grocer had the total

for the year added to his bank account, they might look big.

ONTARIO RETAIL GROCER.

October, 1911.

James Moore, St. Marys, Ont., who operates the general parcel delivery service there, will add, it is said, two auto delivery rigs to the rolling stock, and dispense with some of the delivery horses.

**FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME**

**Venison
Exporters**

CORRESPONDENCE INVITED

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

50%

is the guaranteed clear profit the Retailer puts into his cash drawer at every single sale of the following everyday household necessities:

CHIVERS'

Carpet Soap
Soap for Cleaning Suits
and Dresses
Motor Soap
Plate Powder
Floor and Linoleum Polish
Furniture Polish

Each article is attractively got up, and ready to hand to the customer, with full instructions as to use enclosed. Ask the Canadian Agents about these old English preparations.

Harrison & Son

St. Nicholas Building, Montreal

If you want mince meat that is MINCE MEAT IN REALITY

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

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

TEST US

Drop us a postal card.

Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.½			

Also our condensed in cartons.

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

**BUILD UP YOUR
WESTERN SALES**



The most rapid'y develop-
ing market in all the world
is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

Write to-day

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.
HEAD OFFICE - WINNIPEG, MAN.
Winnipeg, Regina, Saskatoon, Edmonton, Calgary.

**BIG
SALES**



**BIG
PROFIT**

For every grocer who is handling **BJELLAND'S**
Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON
Canadian Agents

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.



**SMITH
AND
PROCTOR**

SOLE PACKERS
Halifax, - N.S.

One of our seasonable
Specialties

MINCEMEAT

"PI-CRUS" Brand—A specially fine
grade for fancy trade.

ROYAL Brand—put up especially for
regular trade.

In all standard packages.

"PI-CRUS" CONDENSED—in car-
tons 3 doz. to a case.

No other quite so good!

GUNNS Packers
Limited Toronto

MINCE MEAT

Purity is the first consideration in the
Mince Meat which we offer you.

Fresh Beef, Good Apples and Finest
Dried Fruits only are used in making it.

The most scrupulous cleanliness is
required in putting it up.

5-lb. tins; 12-lb., 25-lb. and 75-lb. pails.

MADE UNDER GOVERNMENT
INSPECTION

F. W. Fearman Co.
HAMILTON LIMITED

The Reindeer-Jersey Evaporated Milk

(UNSWEETENED)



is enriched by evapora-
tion to the consistency
of Cream; perfectly steril-
ized, yet retains the nat-
ural fresh Cream flavor.
No smoky taste on
REINDEER - JERSEY
BRAND. Consumers
generally realize the
many advantages of
JERSEY over fresh milk

in Coffee and for general cooking. Now
suggest to your customer trying REINDEER-
JERSEY in oyster stews—It's great.

Manufactured only by



Truro, N.S., and Huntingdon, P.Q.

Roll Bacon

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

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

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses

FERGUS

70-72 Front St. East

TORONTO

20 cents and even below that for the poorer birds.

Fowl, live, 0 18 0 10 Ducks, live, 0 10 0 12
Spring chickens . 0 11 0 12

Honey.—Some dealers' ideas on honey are a little above present values. It can be said that prices are well maintained. A fair trade is reported.

Clover honey, strained, 60-lb. tins, 0 12
Clover honey, No. 1 comb, doz, 2 25 2 75

WINNIPEG.

Butter.—There has been a great improvement in the quantity of cream that has been sent to the creameries during the last week. Prices remain unchanged for Manitoba fresh made creamery bricks which are quoted at 30c per doz., while boxes have advanced 3c per lb. during the week, and are quoted at 29c. Dairy butter shows considerable advance in price owing to the improved quality, and strictly No. 1 is now offered at 21c, No. 2 at 18c, No. 3 at 15½c, No. 4 at 13½c per lb.

Cheese.—The product of the Manitoba farms is noticeable by its absence and practically none is being offered at the present time. Until the harvest is out of the way there will no doubt be little doing. Ontario cheese is being offered at the present time.

Eggs.—What has been said about cheese applies to eggs as well. The situation is unaltered and they are very scarce. Jobbers are offering 25c per doz. for Manitoba fresh gathered in cases. These are being retailed at 35c per doz., while guaranteed strictly fresh are bringing as high as 45c per doz.

THE SMELL-LESS ONION.

If there can be a spineless cactus why not a smellless onion? A Chinaman named Wing Hop, who for years was an employe of the California plant wizard, Luther Burbank, claims to have developed a variety of the onion which is without an odor, though possessing all the valuable qualities of the common or garden variety of onion that advertises people who eat it. Eat the Wing Hop onion, if what is claimed for it be true, and nobody but yourself will be the wiser, for it will not scent your breath. But will the smellless onion appeal to the palate as do the varieties of onions heretofore known to man? The thing is worth looking into. Thousands of people who crave for onions in their diet, but who abjure them out of regard for society, would be very glad to experiment with the new variety.

The London, Ont. city council are considering a food protection by-law, similar to that in Toronto. The matter has been sent on to the Board of Health.

Hamilton Grocers Favor Shorter Hours

Agitation on Foot For Holiday on Wednesday Afternoon During Whole Year—Some Objection to the Idea—Different Grocers Express Their Opinion on the Matter.

Hamilton, Ont., Oct. 26.—(Special)—As in nearly every city, town and village throughout the Dominion, Hamilton grocers are giving unusual attention to the "early closing" and "shorter hours" question. There has been a feeling, well founded indeed that the hours of the grocery trade are too long and should be materially shortened.

Not alone is there a general clamoring for early closing among grocers in general at a set hour but there is now an agitation on foot for a half holiday each week during all the year, namely on Wednesday afternoon, the same as has been in practice during the summer months.

However this latter proposal is meeting with some opposition, especially by the grocers in the down town section who maintain that with other stores such as dry goods, hardware, etc., open, it would be practically impossible. Those who are backing this scheme are mostly dealers in the residential sections of the city.

One Who Favors It.

One of the big grocers who is in favor of a holiday on Wednesday afternoon when interviewed by The Grocer stated that "the retail merchants of Canada are confined altogether too much to their business and of all the retailers, the grocer is the man who has the fewest holidays. How can a man going on from week to week without a holiday expect to be in shape to deal carefully with the many business propositions, or how can he expect his clerks to put life and energy into their work?"

"And I want to tell you that one of the reasons that capable men shun the grocery trade is because the hours are so long and the holidays so few. Most of the other trades have a 9 hour day with a half holiday each week and if we wish to maintain good men as clerks we must give them reasonable hours.

"In Europe there are many holidays, the merchants prosper just the same, make money and retire from business.

"In our sister colony, Australia, there has been an almost general establishment of early closing and a half holiday each week. They have lifted the grocery trade into a higher plane and we here in Canada must do the same.

"Right here in Hamilton, we have plain evidence that the idea of a weekly half holiday is workable. During the summer months the stores closed every Wednesday afternoon and I have heard no complaints that business was ad-

versely affected. All we need is to educate the public. Other trades demand a weekly half-holiday and the public should be educated to give the grocer the same."

Opposition to Half Holiday.

Jno. Carpenter, a grocer, on Market Square, in the centre of the city is in favor of early closing but not of a weekly half-holiday. He already closes every night at six o'clock except on Saturday and the night before holidays.

"Possibly the dealers in the residential section of the city might find the idea workable but here in the business section with dry goods, hardware, jewelers, etc., keeping open, the public expect to find the groceries open also. With the department stores also open, they would get the trade while we would lose. It works all right during the summer months when all branches of trade are closed, but I do not consider it would do all the year round.

"If general early closing throughout the city was worked for, I think it would be much better."

Advocates Early Closing.

Alderman John Forth, a grocer on Queen St. in the residential section is in favor of early closing, and also of an earlier hour on Saturday night.

"When a man, proprietor or clerk," he said, "starts in at an early hour on Saturday morning and works until 11 at night, he does not feel like going to church next morning, or in fact he does not feel like doing anything but sleeping. Therefore, I think that an earlier hour for closing on Saturday night should be established.

"It might be secured by a by-law but I think that it is much better to attempt it by an educative campaign. It is hard work to drive the public into anything like that but they may be led."

While the matter of shorter hours has received consideration from the grocers' association for several years back, it has been prominent in discussion during the past few meetings but that is as far as it has been carried. Time will tell whether or not the Ambitious City is to be the first in Canada to adopt a weekly half holiday all the year round in the grocery trade.

Gray, Bernie & Co. have sold their general store at Listowel, Ont., to H. S. Alexander & Co., of Belleville. The firm has been established in Listowel about nine years, the business being in charge of J. W. Bernie.

GILLETT'S PERFUMED LYE

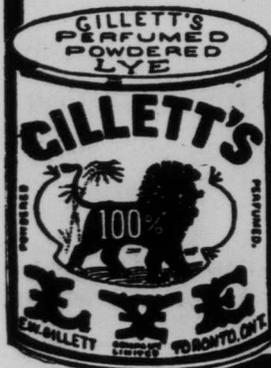
CAUTION.

Put a strong glass on the label and examine it closely every time. Always look for the name "**Gillett's.**"

Like all good articles, which are extensively advertised, **Gillett's Lye** is frequently and very closely imitated. In some instances the imitators have actually copied directions and other printed matter from our label word for word. Be wise, and refuse to purchase imitation articles for they are never satisfactory.

Insist On Getting Gillett's Lye

and decline to accept anything that looks to be an imitation or that is represented to be "just as good" or "better," or "the same thing." In our experience of over fifty years in business we have never known of an imitation article that has been a success, for imitators are not reliable people. At the best the "just as good" kinds are only trashy imitations, so decline them with thanks every time.



E.W. GILLETT COMPANY LIMITED

WINNIPEG. TORONTO, ONT. MONTREAL.



Sauce That Lends Zest To The Appetite!



Customers who use a relish or sauce with their meals you will find to be particular in that respect. Nothing can hold them closer as customers than **BRAND'S A1 SAUCE.**

The sauce that will appeal to your particular trade.

It is made from an old English recipe which is used extensively in England from Royalty down. Its particular flavor lends zest to a rare delight by reason of that piquant flavor it gives.

You have but to get up your trade who are not using Brand's A1 Sauce to try a bottle, from then on you can assure yourself of their patronage.

Send your order to-day and be convinced of its reliability. The profit is a good one.

BRAND & CO., LIMITED Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENGLAND.

NEWTON A. HILL, 25 Front St. East, TORONTO. H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER, B.C.

CANADA:

No better
Country



MOTT'S:

No better
Chocolate

"Elite"

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

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

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

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

M^CVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

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

DAVIDS'

A WATER
COLOR FOR
PEN or BRUSH

Letterine

READY FOR
USE—IN ALL
COLORS:

**Recommended and Used by Prominent
Card-writers as a Rapid Drying, Lustrous**

Prices as follows:

	Quarts	Pints	2 oz.
Black	\$1.25	70c	15c
Red	\$1.25	70c	15c
Blue	\$1.25	70c	15c
Green	\$1.25	70c	15c

SHOW CARD INK

Prices as follows:

	Quarts	Pints	2 oz.
Violet	\$1.25	70c	15c
Yellow	\$1.25	70c	15c
White	\$1.25	70c	15c
Gold, 2 oz. bottle	for 25c.		

A Water Color. Ready for Use.

For use with Brush, Steel Stub or Shading Pen. Extra glossy, strong bright colors. For making Show Cards, Advertising Signs, Price Tickets, etc.
Write to our Canadian Agents for prices on Red Sable Brushes and Text Writers' Stub Pens.

THADDEUS DAVIDS CO.

Established 1825.

CANADIAN AGENTS:

BROWN BROS. Ltd, TORONTO, Ont.

New York, U.S.A.

Flour and Cereal Markets are Firm

Markets in General Strong—Another 10 Cent Advance in Manitoba Flour Announced at Some Centres — Wheat is Grading Very Low—Corn and Oats Both at a High Level—Good Season for Trade.

This week there is again a stronger tendency in flour, and another advance of 10 cents per barrel is announced at some centres, although this cannot be said to be general. Some mills in Ontario are quoting a higher price, and the product in the Maritime Provinces is also firmer. The delivery of Ontario wheat is exceedingly small, and prices on the flour made from it are somewhat higher.

Oat quotations are still on the upward trend, and in sympathy rolled oats prices are firm. The estimated yield of oats, placed at one time as high as 224,000,000 bushels, is now down to 185,000,000 bushels.

Wet weather has seriously interfered with threshing operations in the West, while the wheat coming forward is grading very low. In some sections of the trade there is a feeling that with the large yield of wheat in Canada this year, that when threshing can be commenced in full swing and deliveries become more free, that an easing off will be seen. "The slow deliveries and the poor grading is holding wheat prices up," said one dealer. "I believe that prices will have to come down to an export basis."

Others maintain that the poor grading is liable to hold prices. "If grading doesn't improve," said one such dealer, "prices will be firmly held."

Corn prices are at a high level, putting firmness in the cornmeal market. For the dealer who features these lines the present is a good season for the sale of both flour and cereals.

MONTREAL.

Flour.—The local and district demand for flour continues very favorable. Prices are firmly held, as they are lower than those of a year ago, while quotations for wheat announced by cable are higher. Enquiry from European sources for spring wheat flour have been good but do not quite meet the figures of the millers. It is noticeable that the report from Winnipeg continue, to show a large percentage of third grade wheat. The Winnipeg Free Press crop report of Sept. 4 says one communication from the west put wheat yield of three provinces at 178,650,000 bus. They are now out with 169,725,000, a loss of 8,925,000

bus., by bad weather and frost. The crop is therefore pretty big.

Winter wheat patents, in bags.....	4 80
Straight rollers, in bags.....	4 30
Manitoba 1 & Spring wheat patents, in bags.....	5 50
" straight patents, in bags.....	5 00
" strong bakers, in bags.....	4 80
" second, in bags.....	4 30

Cereals.—Rolled oats remain firm and in good demand; no price changes are reported. The estimated yield of oats placed some time ago at 224,000,000 is now down to 185,000,000 bus. The tone of the market is firm in sympathy with the higher prices ruling in the primary markets. The cornmeal market is also steady and has a rather firm tone.

Fine oatmeal, bags.....	2 86
Standard oatmeal, bags.....	2 86
Granulated oatmeal, bags.....	2 86
Bolted cornmeal, 100 bags.....	1 75
Rolled oats, jute bags, 90 lb.....	2 61
Rolled oats, cotton bags, 90 lb.....	2 65
Rolled oats, barrels.....	5 45

TORONTO.

Flour.—Some mills have marked Manitoba flour prices up another 10 cents per barrel during the past week, although this change cannot be said to be general, so that prices range from \$5.40 to \$5.50 per barrel per car lots with an additional 10c per barrel being asked by a number of mills for flour in cotton sacks.

The future of the market is problematic. While in some quarters there prevails an opinion that prices are slated for an easy tendency, on account of the large Canadian crop and the freer deliveries expected later, there is also an opposite view taken by other millers who maintain that the present low grading of wheat coming forward is likely to hold prices steady.

Ontario flours are higher in price. Millers are complaining that they cannot secure enough Ontario wheat to keep them going. Blended varieties are ranging from \$4.50 to \$5.00 per barrel.

Manitoba Wheat	
1st patent, in car lots.....	5 40 5 50
2nd patents, in car lots.....	4 90 5 10
Strong bakers, in car lots.....	4 70 4 90
Feed flour, in car lots.....	3 00 3 20
Winter Wheat.	
Straight roller.....	4 21
Blended.....	4 50 5 03

Cereals.—Quotations for cereals remain unchanged. Oat prices are still higher and there is accordingly a firmer tendency in rolled oats. There has been some further advance in prices for export. Those dealers who are pushing cereals are finding a good trade.

Rolled oats, small lots, 90-lb. sacks.....	2 60
Rolled oats, 25 b. s to car lots.....	2 50
Standard and granulated oatmeal, 90-lb. sacks.....	2 86
Rolled wheat, small lots, 1 0-b. barrels.....	2 90
Rolled wheat, 5 barrels to car lots.....	2 75
Cornmeal, 100-lb. bags.....	2 00
Rolled oats in cotton sacks, 5 cents more.....	

Soda Biscuit Profit

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 soda biscuit soon spreads because, as you know, a pleased customer is a splendid advertisement.



is the brand of unparalleled excellence. They have that flaky crispness that cannot be duplicated in many other brands of sodas.

Sell Mooney's if you desire to give your customers continued satisfaction. There is good profit for you, too.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

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

MAPLEINE

THE POPULAR FLAVOR

A STRONG DEMAND HAS BEEN CREATED for this new and delicious flavoring. It adds richness and delicacy to Cakes, Cakes, Icings, Ice Cream, Puddings, Etc., and makes a Table Syrup better than Maple, at a cost of 60c, a gallon.

See Price List

Order a supply from your jobber or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, WN.



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

A Combination that's Sure to Please

Quality of the best. Flavors that charm the palate are to be found perfectly united in

QUEEN QUALITY Pickles

You can safely recommend them as digestible, perfectly treated, tempting to the appetite and thoroughly wholesome.

Get details, the profit is worth while.



MADE BY

TAYLOR & PRINGLE CO., LIMITED

Owen Sound, Ont.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

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

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO. TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T GORDON, MONTREAL



M'CLEAN'S

"White MOSS"

COCOANUT

The purest shredded (not ground) cocoanut, fresh and full of the rich, nutty flavor. Don't hesitate to recommend M. Lean's.

CANADIAN COCOANUT CO.

Sole Makers : Montreal



Food Products of Absolute Reliability

In selling your customers "E. D. S." preserves, you don't run the risk of losing their goodwill. You will be offering food products of the highest standard of purity and flavor. Perfectly clean methods in cooking and packing, along with the highest quality of fruit and pure sugar, have given "E. D. S." brand the preference over all other preserves.

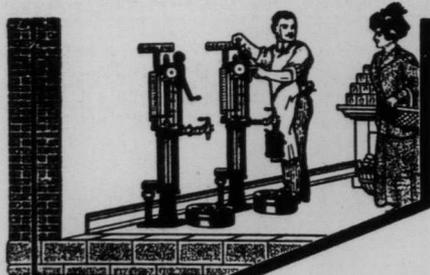
We are telling the public through attractive street car, newspaper and magazine advertising, of the distinctive quality and flavor of "E. D. S." preserves. This will cause a demand; for which it will pay you well to be able to supply.

Order a stock TO-DAY



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

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



Mr. Merchant

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

**No Funne's—No Measures---No Waste---
No Dirt. Saves Space, Time and Money.**

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

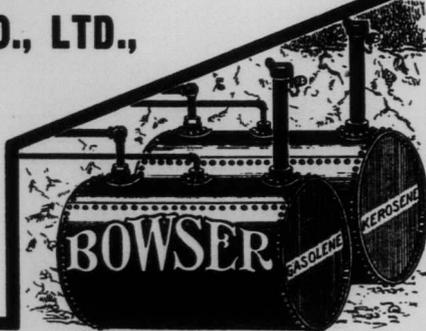
It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

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

Ask For Book No. 5.

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

TORONTO
66-68 Fraser Ave.



Apples! Apples!

GEORGIAN BAY DISTRICT

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

Georgian Bay District

The Quality is No. 1

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

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

Headquarters for Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor. A good seller and repeat order producer.

Sold in bottles or in bulk.

*Let us quote you prices
and submit sample.*

THOS. HENDERSON

Manufacturing Chemist
86-88 Fulton St., - New York

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered
Trade-Mark

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

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Why Lose Money on Credit Business?

There's ONE system that will put the credit customer on practically a cash basis, and please him well besides.

Allison Coupon Books

Increase your profits by eliminating loss and "bad debts," slow collections and errors.
HERE'S HOW THEY WORK:—



For sale by jobbers everywhere.

Allison Coupon Company
INDIANAPOLIS, IND.

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

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of
"Feather Light" Brand Baking Powder

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

Mail orders promptly attended to.

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

Fruits in Demand for Thanksgiving

Retailers Have Been Ordering in Anticipation of a Good Sale—Imported Fruits Given More Attention—New Crop Lemons on the Way—Shipment of Potatoes From West to East Reverses General Rule.

Thanksgiving and Hallowe'en are accountable for a somewhat brisker movement of fruits this week, retailers throughout the country anticipating increased sales around the holiday. Trade in domestic lines of fruits, with the exception of apples and grapes, and a few belated shipments of pears, is small. Imported lines have accordingly to be brought to the fore, in order to appease the public appetite for fruits.

Valencia oranges are on the up grade. That is, prices are. Shipments are on the wane, which with the better demand under the falling off in domestic fruits, is causing the stronger tendency. Florida oranges, the quality of which is said to be good, are now on their way to Canadian markets.

The first shipment of new crop lemons is on its way across the water, and should adorn at least the eastern Canadian markets some time next week. Prices for first arrival will no doubt be high. However, a fairly high range of values, according to importers, can be expected.

Prices of Florida grapefruit are ranging higher than last year, the yield this year being considerably smaller.

MONTREAL.

Fruits.—Present business in fruit is good. Apples are naturally a feature. Grapes are moving well, with Malaga and Trokeys among the leaders. Canadian stocks are running low.

Apples, bbl.	3 0 5 00	Lemons, 4 00 4 50
Apples, Fair-use, bbl. 5 0		Limes, s box 1 25 1 50
Bananas, bunch. 1 00	1 75	Oranges—
Bananas, crated. 1 75	2 00	Valencia, 4 50 5 00
Coconuts, case 4 00	4 10	Jam lins, bbl. 2 75 3 75
Grape fruit, Florida, case	4 50 5 00	Sorrento, 3 25 3 50
Grapes, Malaga, per keg	4 50 5 00	Mexican, 2 75 3 00
Grapes, Canadian, has et. 0 20 0 25		Pears, Cal fornia. 2 25 2 75
Grapes, Cal., box 2 10	2 5	Pineapples—
		Florida, case ... 4 00 4 50
		Flums, California box ... 1 50 2 00

Vegetables.—New green beans in hampers are on the market. Potatoes are steady, and are arriving freely. Canadian tomatoes are of good quality. Celery and cranberries are receiving considerable notice.

B-ans, green, hamper 3 00	Leeks, doz. 1 50 1 75
Carr. l., doz. 0 95	Canadian lettuce per doz. 0 45 0 70
Cabbage doz. 0 75	Onions—
Celery, doz. 0 60 0 75	Spanish, crate. . 3 75 4 25
Corn per doz. 0 20	Canadian reds, 10 lbs. 3 00
Cranberries, Cape Cod, bbl. 9 00	Sweet potatoes, . 2 00
Cranberries, N.S. 7 00	Montreal potatoe, new, bag. 1 15 1 25
Cucumbers, doz. 0 60	Tomatoes, Canadian, box. 0 60 0 75
Garlic, 2 bunches 0 25	
Green Peppers, bushel basket 1 75 2 25	

TORONTO.

Green Fruits.—The locks have again been snapped on the fruit market at the foot of Yonge St., the summer

home of the fruit and produce merchants, and business has been transferred to their up-town quarters. Canadian peaches have served their time for this year, although Colorado, may be had at \$1.50 per box. Florida grapefruit of excellent quality has arrived on the market, and is selling at \$5.50 to \$5.75 per case, while a recent addition to offerings is Almeria grapes at \$5.50 to \$6.50 per keg. There are still some of the Canadian variety obtainable, while supplies are also being brought from California. Valencia oranges are scarce and high. Indeed, one firm quotes 150s and 176s at \$6.00 per case. There are some shipment of new crop Florida now on the way, and the quality is said to be good. Tomatoes are drawing to a close, while the quality is not exactly all to be desired. Lines are firmer.

Apples are quoted all the way from \$2.25 to \$4.00 per barrel, and supplies on the market now are quite plentiful.

Cooking varieties are offered at the former price, while No. 1 snows are bringing the latter figure.

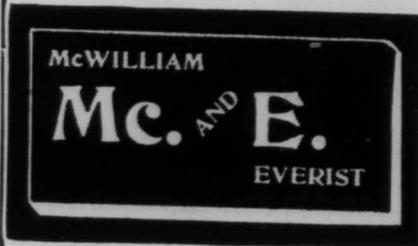
Bananas, 1 25 1 75	Canadian pears, 11-qt. basket. . 0 75 0 50
Lemons—	Grapes, small. . 0 25 0 30
Vendell, 4 00 4 50	Grapes, California box 2 00 2 25
Limes, box. 1 50	Peaches, Colorado, box. 1 50
Oranges	Cranberries, Cup Cod, bbl. 8 50 9 00
Late valencias. 5 00 5 50	Apples, bbl. 2 25 4 00
Late tomatoes, 1-qt. basket. 0 15 0 25	
Grape fruit, case 5 50 5 75	
Grapes, Almeria p r keg. 5 50 6 50	

Vegetables.—In past years it has been the general rule for Eastern Canada, Ontario inclutp., to ship potatoes to the West. Is this rule to be reversed? This week marks the arrival on the Toronto market of a car of Manitoba potatoes. The quality is said to be generally good, and the price will be such as to compete with Ontario stock this year. The crop in Ontario has been generally lower than elsewhere, and below the past two years. As a result there have been large supplies brought in from New Brunswick, while now a first shipment has been made from the West.

Conditions are more settled in Spain, and while shipments of onions have not returned to normal, they are expected to soon. Canadian onions are a little firmer this week.

Canadian beet, per bag. 0 75	Onions—
Cabbage, Canadian, dozen. . 0 65 0 75	American cooking 10-lb. bag 2 50
Carrots, box. 0 75	Spanish, case 3 75
Egg plant, bak. . 0 25 0 30	Canadian, 5-lb. bags 1 65 85
Celery per doz. heads. 0 40 0 50	Potatoes, N. B. s'ock, bag. 1 25
Caulliflowers, doz. 0 75 1 25	Potatoes, Ontario, bag. 1 15
Green peppers, basket 0 15 0 20	Sweet potatoes, barrel 4 00 4 40
	hamper. 1 85

Cape Cod Cranberries
N.S. Cranberries
Florida Grape Fruit
Almeria Grapes
New Figs,
 Finest pack imported.
Jersey Sweet Potatoes
Late Valencia Oranges
Lemons, Nuts
 of all kinds.
Spanish and
Domestic Onions.



25-27 CHURCH ST. TORONTO
 are Largest Receivers

EVERY

time you purchase a box of

“St. Nicholas”

OR

“Home Guard”

Lemons you are getting the

B. L. O. E.

Best Lemons on Earth

J. J. McCABE

AGENT

TORONTO, : : ONT.

WINNIPEG.

Fresh Fruit.—Trade continues active in all these lines and in spite of the cold weather orders continue to arrive in large quantities. The crop of new lemons are on the market, and are selling at \$7 a crate. California Tokay grapes have risen 25c, and are selling at \$2.50 per case, while Red Rogers are going for 35c per basket. There has been no change in the apple situation except that Canadian MacKintosh Reds are now quoted at \$5.50 to \$6 per bbl.

Bananas, bunch	2 75	3 50
Valencia oranges	2 25	
California oranges, crate	7 00	
Wash. peaches, box	1 15	25
American Waltheie, bbl	5 00	
King, p-r bbl	5 00	
Nova Scotia Gravensteins	3 50	00
B. Hardy pears	3 50	
Red Rogers grapes	0 35	
Cal. Tokay grapes, case	2 50	
Mont. crab apples, per box	2 00	2 25
Cape Cod crab apples, bbl	10 00	
Can. McIntosh reds	5 50	6 00

Green Vegetables.—The situation has been little changed during the last week and the supplies continued to arrive in first-class condition. Native head let-

Almeria Grapes

Fancy Winter Keeping.

Pink Tinted Varieties now arriving.

Our range is a large one, and great care has been exercised in selecting only the best obtainable fruit.

Your Orders will have care and attention.

WHITE & COMPANY, LIMITED
TORONTO and HAMILTON

FOR—

"Green Mountains,"
"Delewares"

or other varieties of

POTATOES

for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

Malaga Grapes

The quality is exceptionally good, bright color and sound. Large clusters and fine flavor.

Grape Fruit

The quality is good for first arrivals.

Late Valencia Oranges

The only real good orange on the market now is the California Late Valencia. We have all sizes.

New Figs

We expect our second lot of New Figs this week—the very finest packed.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



LEMONS

THE YEAR AROUND

☞ GIVE YOU THE MOST SATISFACTION.

☞ SHOW YOU THE MOST PROFIT.

ORDER THIS BRAND.

W. B. STRINGER, Toronto
Sales Agent

FOLLINA BROS., Palermo
Growers and Packers

tuce and cucumbers are off the market. In their place imported lettuce is being quoted at \$1.50 per dozen, and cucumbers at 90c per doz.

Native mint, per doz	1 25
Native green onions, doz	0 25
Native parsley, per doz	0 10
Native lettuce, per doz	0 25
Native water-cress, d. z.	0 35
Ontario tomatoes, large basket	0 75
Imported head lettuce, doz	1 50
New cabbage, per cwt	1 00
Am. ricini peppers, doz	0 20
Native carrots, per cwt	1 00
Native beets, per cwt	1 00
Native radishes, per doz	0 25
Native turnips, per bus.	1 00
Native celery, doz	0 40
Imported cucumbers, doz	1 50
Vegetable marrow, doz	0 50
Pumpkins, per lb	0 11
Citrus, lb	0 12
Hubbard squash, lb	0 02
Brussels sprouts, lb	0 17
Jeeks, per doz	0 55
Spanish onions, 10 lb. crate	1 25
Valencia z. crate	4 50
Cauliflowers, per doz	1 00
Red cabbage, per oz.	1 00

Potatoes.—The supply of potatoes continues to be very plentiful and carload lots are being received every day by wholesale houses in the city. Up to the present offers have been confined to a radius of about 60 miles of Winnipeg, but in spite of this there is no scarcity and the condition also is stated to be "up to the mark." In consequence of this increased supply, prices have fallen and are now quoted at 50c per bushel.

Manitoba, 5 to 10 bus.	0 70
Manitoba, 10 to 20 bus.	0 65
Buying price, carlots, f. o. b. Winnipeg	0 50 0 55
Virg. sweet potatoes, bbl.	
Jersey sweet potatoes, bbl.	

KEEP VINEGAR ON BULK PICKLES.

"The main reason why bulk pickles go bad," said a manufacturer, "is because the retailer does not take enough care when scooping them out of the barrel or keg. Pickles will not keep unless they are covered with vinegar. Many grocers keep continually scooping out of the centre, so that there is a wall of pickles around the edge of the barrel not covered with vinegar. The result is they spoil. If they are kept well covered properly with vinegar, they will keep for any reasonable length of time."

Those grocers who have had cause to complain at any time, will probably find this the reason. They should give the necessary attention in the future.

JUST ANOTHER EXAMPLE.

"A customer of mine," remarked an Ontario grocer, "wanted a certain biscuit, which she said cost her 16c. I rang up the wholesaler and was quoted 14c. Selling at 16c. was too small a profit, so I sent to the grocer who was offering the biscuit at 16c. to get the required pound. He only charged 16c., but when I placed them on the scale, I found he was charging 18c. per pound."

Just another example of those who cannot last long, but who demoralize the trade while they are in business.



Fish - Oysters



Supplies of Fish None Too Plentiful

Shipments of Such Lines as Fillets and Haddies are Slow While Unfavorable Weather Has Interfered With The Catch of Fresh Fish—Frozen Lines are More in Evidence—Weather Not Exactly Favorable for Trade.

The weather is not exactly all that could be desired to be most beneficial to the fish trade. There is a fair movement of general lines, but the briskness that real cool weather would bring is not in evidence.

Supplies of a number of lines are none too plentiful. It seems somewhat difficult to secure shipments of fillets, haddies, and kindred lines, from the eastern provinces. Receipts of fish on the east coast have been rather small, owing to unfavorable weather. The halibut catch has been small owing to stormy weather, and the frozen article is being used. Offerings are turning more from the fresh to frozen varieties, as for instance, the season for fresh pike and pickerel is over, and the frozen article is now going out.

Oysters are moving fairly well, but in this line also, the weather is not exactly favorable.

QUEBEC.

Montreal.—While the fine weather may appeal to people in general, it is not very encouraging to the fish trade. Business has been fair but there has been lacking that impetus which regular cold weather contributes. In fresh fish there is a noticeable advance in the price of halibut, arising from stormy weather on the coast and consequent scarcity due to the delay in operations. Lower prices are not expected for some time. In the meantime supplies of frozen halibut will have to meet the demand. Steak cod is likewise none too plentiful, but other fish are in fairly good supply. The season for fresh pike and pickerel is completed, but supplies of frozen will have to serve the trade. The quality is good and should give satisfaction. Among the lines of smoked fish, fancy haddies and fillets, too, are not over plentiful. New fancy haddies are bringing a rather high figure. Oysters are in good demand and will move more rapidly and steadily as soon as the cold weather has arrived for the season.

FRESH	
Bluefish, per lb.	0 12
Dressed perch, per lb.	0 10
Dressed bull-heads, per lb.	0 10
Eels fresh, each	0 25
Flounders, per lb.	0 8
Mackerel	0 12
Haddock, per lb.	0 05
Halibut, per lb.	0 12
Herring, each	0 03
Steak cod headless, per lb.	0 06 0 07
Halibut, express per lb.	0 10
Salmon, B.C., lb.	0 14
Salmon, Gaspe.	0 18
Sea trout	0 10
Sea bass, per lb.	0 12
Smelts, fancy	0 10
Lake trout, lb.	0 10 0 12

FROZEN	
Haddock	0 04
Halibut, per lb.	0 09
Pike round lb.	0 06
Pike, dressed & headless, cases	
150 lbs. per lb.	0 07
Steak cod	0 05
Mackerel	0 10
Round pink salmon	0 09
Gaspe salmon, per lb.	0 18
Qualla salmon	0 10
No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Whitesh, large, lb.	0 09
Whitesh, small	0 06

PREPARED FISH	
Boneless cod, in blocks or packages, per lb.	7, 8, 10, 11 12
Strip cod, boneless 3-lb boxes, per lb.	0 12
Shredded cod, 2 doz. in box, per box	2 00
Skinned cod, 100 lb. case	6 10

SALTED AND PICKLED	
New green cod, medium, per lb.	0 04
New Labrador herring, per bbl.	5 50
New Labrador herring, per half bbl.	3 00
Labrador sea trout, bbl.	12 00
Labrador sea trout, half bbl.	6 00
No. 1 mackerel, pail.	2 00
No. 1 mackerel, 1/2 bbl.	8 00
Scottish herring, No. 2, bbl.	
Lake trout, half bbl.	6 00
Choice mackerel, half pail	2 00
Salmon, B.C., red, bbl.	14 50
Salmon, B.C., half bl.	8 00
Salmon, Labrador, bl.	15 00
Salmon, Labrador, half bl.	8 50
Salmon Labrador, 100, 300 lbs.	21 00
Salt eels, per lb.	0 07
Salt sardines, 1 lb.	6 10
Salt sardines, 1/2 lb.	3 10
Sea trout, 1/2 lb.	6 50
Sea trout, 1 lb.	12 00
Scotch herring	6 00
Scotch herring, keg.	1 00
Holland herring, 1/2 bl.	5 00
Holland herring, keg	0 75

SMOKED	
Smoked eels, per lb.	0 10
Bloaters, large, per box	1 10
Haddies, fancy, 15 lb. boxes per lb.	0 07 0 08
Fillets fancy, 5-lb boxes, per lb.	0 09
Herring, new smoked, per box	0 10
Kippers, (fancy, large) per box	0 25
Kippers (small)	1 01
New fillets, per lb.	0 11

SHELL FISH	
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, select	1 60
Oysters, fancy cape, large bbls.	9 0
Malpeque Oysters, per bbl.	7 10 12 00
Solid meats—Stan. ards, gal., \$1.75; select, gal.	\$2

ONTARIO.

Toronto.—Fish are moving out quite freely for the season and real cool weather would start a good many more retailers handling this line. Oysters are meeting with a good reception. Labrador herrings are firmer at \$6.00 for barrels. Supplies from the eastern coast are hard to get, there being a scarcity of fillets, haddies and kindred lines reported at the present. There is a plenty of fresh caught trout, however.

FRESH CAUGHT FISH	
Steak cod	0 03
Fresh halibut	0 09 0 10
Perch	0 06
Fresh trout	0 10 0 11
Fresh caught white	0 12
Fresh caught herring	0 06
Haddock	0 06 0 07
Pickerel	0 10



YOU'LL HAVE A SMILE

and a big one at the end of the season if you take our advice and make an increase in your business by handling fish. We are not telling you week in and week out that there is money in the business for you, just for fun. We want you to get started and try Reciprocity for a while. If it does not pan out, then there is something wanting. But it will, if you handle the proper lines.

"Canada" Brand Pure Boneless Cod Fish

is the line that many a good dealer has found a trade winner. Look at the range.

CANADA TABLETS, 20 1-lb. Tablets.

CANADA CRATE, 12 2-lb. Boxes.

CANADA STRIP, 30-lb. Boxes, Whole pieces.

COD BITS, 25-lb. Boxes, Bulk and SKINLESS FISH.

MARINER BRAND, 25-lb. Boxes, Bulk.

Ocean Brand:-

HADDIES

KIPPERS

BLOATERS

Make other brands jealous. That's enough. You can guess the reason.

BOUTILIER'S

SMOKED

FILLETS

Make the housewife smile. That's all you want to do also. You know why she smiles, eh? Satisfaction, of course.

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD, NEW FAT JULY SALT HERRING
IF YOUR WHOLESALE CANNOT SUPPLY YOU, WRITE DIRECT

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

Connecticut Oyster Co.

Growers and Shippers of "Coast Sealed" Oysters

50 JARVIS STREET, TORONTO

Dear Mr. Merchant:

It's well to be careful about these things in connection with your oyster business:—

See that your oysters come from communities that produce oysters with the best flavor and that these oysters mature sufficiently firm to retain that flavor for the longest time possible. See that shipment is made in the most sanitary package obtainable; and that the oysters are refrigerated at a low temperature, and also protected from freezing. And be sure you display them attractively.

Let us add that "Coast Sealed" Oysters are grown on ground that is famous for the flavor of its oysters; shipped to you in the "Coast Sealed" Carriers—the acknowledged peer of all packages, properly refrigerated all the way.

We solicit your enquiry,

CONNECTICUT OYSTER COMPANY

P.S.—We can supply you with a Vacuum Insulated Cabinet that will protect your oysters from freezing and save at least 75 per cent. of ice.

Canadian Goods Now Going to England

FROZEN FISH			
Gold eyes.....	0 05	Sea herring, lb.	0 04½
Pike.....	0 05	Sea herring, 55-lb. bri	2 25
New Pink sea salmon	0 04	Mackerel, lb.....	0 12
Whitefish.....	0 11	Mullet,.....	0 04
		Bluefish.....	0 13
SMOKED			
Kippers, per box	1 25	Cod, Imperial.....	0 07½
Bloaters, per box	1 25	Quail on coast.....	0 07
Finnan Haddie, lb	0 09	Filets of halibut.....	0 12
		Cisco es, basket.....	1 25
PICKLED			
Lake herring, per keg	4 00	Labrador her-	
Oysters, sea shell, gal	1 5	ring, bbbs.....	6 00
Oysters, standards, gal	1 5	Labrador her-	
		ring, half bbbs.....	3 25

NOVA SCOTIA.

Halifax.—A good run of mackerel struck in on the Nova Scotia coast last week. At Canso, one day, fifteen thousand fish were taken. At some other places smaller catches were made. The fish are large and fat. Mackerel are now in excellent demand, and the fish caught this week found a ready sale. Some of them were shipped on ice to Boston, and the balance were placed on sale on the local market.

The receipts of fish here during the past week have been comparatively light. Haddock continue scarce, and only small quantities of halibut are offered for sale. The weather has been unfavorable for the fishermen, and this is mainly the reason for the falling off in the receipts. Fresh fish, however, outside of mackerel are in light demand at present. The salt article is selling much more freely, herring in particular.

The price of salt codfish remains unchanged. The receipts have been light this week, but some large cargoes are now on the way. One steamer, now due from St. John's, Newfoundland, has 4,500 quintals on board. This is one of the largest shipments of the season.

Fishermen on the west coast of Newfoundland held a meeting this week and advanced the price of herring. According to government regulations, the price is \$1.25 per barrel, that is, they cannot catch them for less than that figure, which has been the standard for several seasons on green goods. The fishermen went on record as binding themselves not to sell this coming season at that figure. They agreed not to sell any American or Nova Scotia herring at less than \$1.50 per barrel, this price to hold until December 15, and after that date the price is not to be less than two dollars per barrel.

POTATOES IN MANITOBA.

Two million bushels more of potatoes are expected to be raised in Manitoba this year than last. Some shipments have been made to Ontario, while last year Ontario shipped west.

The imports into New Zealand from Canada for the quarter ending June 30, amounted to \$244,620, an increase of \$9,285 over the corresponding period of last year.

Our Fruit Being Well Received — Canadian Canned Apples and Pears on the British Market—Canned Salmon and Lobster Among Our Exports—Prospects for Onions and Condensed Milk.

Leeds, England, Oct. 25.—Inquiries are being made by local importers as to the extent of the cultivation of onions in Canada with a view to their export to this market. In former years Canadian growers have been at a disadvantage owing to the proximity and consequently cheaper prices quoted by shippers on the Continent. This year, however, the hot and dry summer is reported to have been very unfavorable to the crops in Holland and Silesia, which together with Spain, are the chief sources from which supplies are sent to the English market. The prices quoted by Hamburg shippers already show an upward tendency and during the coming winter onions are expected to command enhanced prices. For shipment to this market it is suggested that onions could be packed in barrels to hold about 168 pounds, the top and bottom being slightly perforated to keep the contents in cool condition.

Arrangements for Canadian Fruit.

The crop of English apples has turned out larger than was at one time expected and liberal supplies are now on sale in the local markets. The fruit is of varied character, some being exceedingly small in size, while, on the other hand, arrivals from certain districts are of satisfactory quality. It is expected that these supplies will be finishing about the time the Canadian apples begin to arrive.

Some local firms have already concluded arrangements with Canadian apple exporters for shipments this season, and others are now in correspondence with exporters on information furnished by this office. Canadian shippers who may be desirous of increasing their business on this side should correspond with this office, giving particulars as to the quantities they wish to send and other details, which information will be placed before reputable firms.

Local merchants are also looking forward to a continuance this season of the shipments of dessert pears from Canada. The trade in this class of fruit, so far as this district is concerned, was initiated last year, when a number of boxes of fine looking fruit were sent direct to Leeds and disposed of with results which were regarded as entirely satisfactory to the shippers and receivers interested.

Canadian Canned Goods.

Certain lines of canned goods put up

by Canadian firms are coming more into evidence on this market. In fruits, a progressive trade is being done in canned apples in tins holding approximately one gallon. These are supplied mainly to restaurants, hotels and boarding houses, and at present three Canadian brands are on sale. Canned 'Bartlett' pears of Canadian origin have also been introduced on to this market.

In fish, British Columbia canned salmon is largely sold under various labels, but the demand for canned lobster among the public is now a limited one owing to the enhanced price ruling. Canada, however, continues to do the largest trade with the British market in this class of goods, and last year contributed 84 per cent. of the imports.

Condensed Milk and Canned Meats.

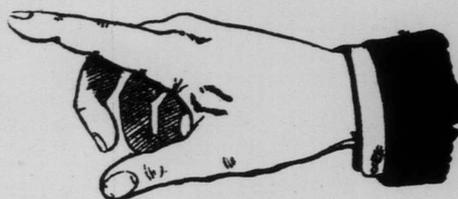
At present, the condensed milk sold in this district comes mainly from Holland and Switzerland and so far as can be ascertained, no condensed milk of Canadian manufacture is on sale although inquiries regarding the trade have been received at this office in the past from Canadian firms. Canned tomatoes are chiefly of Italian origin although there is one brand put up by an Ontario firm which is sometimes seen. The import of canned meats from Canada to this market is but small in comparison with those received from other sources.

It may be stated, however, that the trade done in this class of goods has fully recovered from the set-back of a few years ago, the opinions expressed by merchants indicating that this article is more than ever a necessity to the large industrial population in this part of England.

PECULIAR LEGAL CASE.

An interesting case came up in an English court recently, when one grocer sued another for damages, by reason of having given the plaintiff a false character of an employe. The plaintiff was awarded £21 while the employe had only absconded with £14 12s 3d, the balance being for expenses incurred in searching for him.

The judge stated it appeared to him that the defendant, having knowledge of the clerk's dishonesty, when he was asked by the plaintiff if he knew anything against him, while not necessarily answering the question, could have given such a reply as would have put the plaintiff on his guard.



When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

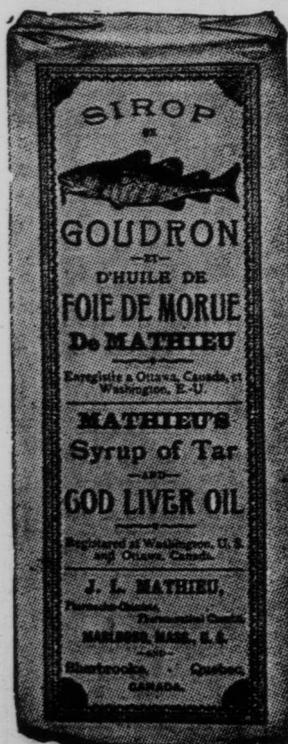
Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

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

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP

OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend **Mathieu's Nervine Powders** the great Headache and Neuralgia Remedy.

Quaker Brand

Baking Powder

has proven itself a great friend of the housewife because of its unwavering high-grade quality and uniformity.

Always gives the same satisfactory results.

Contains no injurious ingredients. Positively
"Contains No Alum."

Package Neat and Attractive.

Ask for Quotations.

Mathewson's Sons

MONTREAL

The Grocer's Encyclopedia—Cranberry

Interesting Features About the Growth of the Cranberry—Grown in Swamp But Requires Considerable Attention—Cape Cod the Largest Producer—Also Grown in Certain Sections of Canada.

It is but early in the fall when the sumach is turning a brilliant scarlet, and down in the swamp the foliage is sending forth a blaze of color, that swamps on Cape Cod take on an air of briskness. It is again cranberry picking time, and the residents of that district are about to go forth to gather a remunerative harvest, that of the cranberry.

Whole families, women and men, boys and girls turn out to assist in the work. Besides the profitable side of the cranberry period, with the hard work it entails, it is made a time of merriment, and is somewhat akin to the husking bees so well known in Canada.

Industry Sixty Years Old.

It was about 60 years ago that a Cape Cod resident saw the possibilities of cranberry growing. He began by planting a few vines, was successful, and kept at it. The result is, that the Cape Cod cranberry industry is now a large one, and there the greatest amount are produced.

There is, perhaps, no other place in the country with so many bogs as on Cape Cod. Bogs require hard physical labor, such as weeding, fighting insects, rot and frost. There is also the flooding of the bog, which plays so important a part in the preservation of the berry.

Bogs are rather expensive too, as the first four years of their existence only small profits or none are realized. In the latter part of each May, the swamps are flooded to drown out the insects. This is repeated again in June. They are flooded for the winter some time in November or December, for the safety of the vines.

Fires to Prevent Frost.

Some years when the berries have developed and are about ready for picking, it is necessary to keep fires burning around the edge of the bogs, in order to keep the berries from being damaged by frost.

As has been said, Cape Cod is the largest producer of cranberries. The yield in Wisconsin is also considerable. In Canada, both Nova Scotia and Prince Edward Island are quite large growers of the berry. In North Ontario, in the neighborhood of Parry Sound, they also grow, and in fact the cranberry, or bogberry, as it has been called, can be grown in almost any swampy place if given proper attention.

Cranberry picking is hard work. The

picker has to creep along the low vines in a stooping manner all day. Then too, the fingers get wounded by the brambles on the vines, and have to be protected by gloves.

Various Brands.

One of the most noted brands of the cranberry is the Early Blacks. Usually these command high prices, because they are the first to go on the market. Then comes Mathews, the Howes, the Early Reds and the Bells. The choicest berries are always hand-picked as then there is no danger of bruising them.

The cranberry, besides its food value, market for some time, but with the cooler weather it is generally in even greater demand, and now is a profitable season for the grocer to feature it.

The cranberry, besides its food value, like other varieties of fruit, is of great assistance in the digestion of other foods.

CURRENT JELLY FROM GREECE.

Glucose to be Admitted Free Till 1925—Provides Outlet for Surplus Currants.

New York, Oct. 26.—The National Assembly of Greece during its closing session enacted an amendment to the tariff law in virtue of which glucose may be admitted into Greece free of duty, when intended for manufacture into sweets for export.

The action greatly facilitates the operation of a recently drawn contract,

by which a Greek firm is to manufacture currant jelly in Greece on an extensive scale for export to the United States, utilizing as an important ingredient American glucose furnished by a New York firm. The arrangement, which looks to the establishment of a number of currant jelly plants in Greece, extends to 1925. It permits the use of 12,000 tons of glucose the first year, and increasing amounts in the future, as the development of the business warrants.

This is intended to have the double effect of providing a market in Greece for this important American corn product, and of enabling the Greek company concerned, to dispose of a portion of the annual surplus of the currant crop, which it is under contract to take from the privileged company. It will also promote the sale of glasses, jars and other containers, labels, etc., from the United States, since it is the idea of the parties to the undertaking to obtain all this material from United States.

WHAT IT MEANT.

Shopper.—What do you mean by such items in your bill as "one handful of raisins, ten lumps of sugar, three pocketfuls of almonds."

Grocer.—It means, madam, that people who bring their children with them when they come shopping must take the consequence.

CLAY PIPES	Those made by McDOUGALL
	are peerless. Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.	

You cannot too highly praise it—

Black Watch

The Biggest and Best
Plug Chewing Tobacco

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



Quality Counts

We readily understand why your business has increased so much during the past year. We know that many grocers have realized that quality is the best basis on which to found any department of their business, and that they have given preference to

Maple Sugar Chewing Tobacco

in their tobacco department. This is a really high-class and agreeable article, and never fails to please those who give it a trial.

Write for Quotations

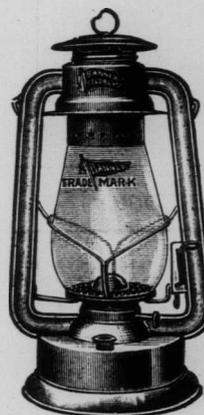
Rock City Tobacco Co.

Quebec Winnipeg

"BANNER" Is not
"Just as Good"

IT'S
BETTER

Good
Points
of
The Banner
are
Brought
out in
Bad
Weather



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

Send Coupon for Calendar

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

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE Milder
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton,

Ont.

CLASSIFIED ADVERTISING

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

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

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

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

GROCERY FOR SALE.

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

MISCELLANEOUS.

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

BOOK-KEEPING STAFF IN ITSELF, DOING the work with machine precision and accuracy—the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street, Toronto.

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

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

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

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

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

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (11)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egrý Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258¹/₂ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

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

POSITIONS WANTED.

COFFEE EXPERT (with wide experience in green and roasted coffees in buying, blending and superintending roasting) desires position as manager of coffee department in wholesale grocery or coffee firm. Winnipeg or West preferred. "Coffee Blender," Box 401, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

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

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

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

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

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

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (11)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (11)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price \$2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

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

Grocery Advertising

By Wm. Borsodi

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

PRICE \$2.00

ALL ORDERS PAYABLE IN ADVANCE.

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

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO.,

Wholesalers

HAMILTON, ONT.



Good
Value
Soap

Are you selling the kind of soap that makes your housekeeping customers think yours is the only store for good value. You can do this by selling

WONDERFUL SOAP

It is pure, hard, and will do more work to the bar than any other soap you ever handled. Its purity allows it to be used in the washing of the daintiest fabrics without harming them.

Wonderful Soap is acknowledged by all housewives as the soap for washday.

Write for Quotations.

THE GUELPH SOAP COMPANY

GUELPH, ONTARIO

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

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

BLACK JACK

QUICK, CLEAN, HANDY



TRY IT

SOLD BY ALL
JOBBERs

1/4-lb. tins—3 doz in case.

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., Toronto, Canada.

Brooms

Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON

WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

Per doz	
No. 1, 4 doz.	0 50
in case	0 50
No. 2, 2 doz.	0 90
in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 4, 1 doz.	1 40
in case	4 00
No. 12, 1 doz.	6 50
in case	6 50

LAFORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

Sur Extra Fins	hacons, 40 Bou.	11 00
Extra Fins	100 tins	15 50
Tres Fins	100	15 0
Fins	100	14 00
Mi-Fins	100	12 50
Moyens No. 1	100	11 00
Moyens No. 2	100	10 00
Moyens No. 3	100	9 50
Asparagus, Haricots, etc.		8 75

MINERVA PURE OLIVE OIL.

Case-	Case-	
12 litres	24 pinta	6 25
12 quarts	24 1/2-pints	4 25
Tins-	Tins-	
2 gals., 2s	1 gal., 20s	13 50
2 gals., 6s	1 gal., 48s Sq.	17 00
1 gal., 10s	1 gal., 48s Rd.	15 50
1 gal., 20s		26 00

BASSIN DE VICHY WATERS.

La Capitale, 50 qts.	5 00
La Neptune, 50 qts.	6 00
St. Nicolas, 50 qts.	7 00
La Sanitas Sparkling, 50 qts.	8 00
" " 100 pta.	9 00
" " 100 splita.	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

Le Soleil, 75 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 1/2 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 1/2 lb.
" 50 lbs., 1 lb. bars	3 50 case
" 200 lbs., 3/4 oz. bars	3 75 case
" La Lune, 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2 1/2 lb. bars	0 08 lb.
" 50 lbs., 1 lb. bars	3 25 case
" 100 lbs., 3/4 oz. bars	1 80 case
" 200 lbs., 3/4 oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07 1/2
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
" 24 pts.	5 15
" 36 splita.	4 75
Apple Juice, 12 qts.	4 50
" 24 pts.	4 75
Champagne de Pommes, 12 qts.	5 00
" 24 pts.	5 50
Matts Golden Russett—Sparkling Cider, 12 qts.	5 00
" 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50



Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Roys)

Per doz.	
1 lb. Carbonized Fibre packages	0 85
1/2 lb. Carbonized Fibre packages	0 45



DRUDGE

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs. 1 lb.	0 05 1/2
300 lb. Barrels	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape	doz. 0 85
3 doz. in wood box	

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box	per doz. 0 85
1 doz. in carton, 12 in wood box	0 75

HAND CLEANER Moody's Electric

In Fancy tins, 3 doz. in wood box, doz.	0 85
---	------



KLENZINE AMMONIA

POWDER (Moody's)

Washing Compound—	
Large size, 1 1/2 lbs.	0 90
Small size, 10 oz.	0 45
Packed 3 doz. in wood box	

JAM

20-lb. wood pails	0 06 1/2
Pure assorted jam, 1-lb. glass jars, two Assen in case	1 75

Pastes.

THE O. H. CATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06 1/2
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkgs., 1-lb.	0 07
Egg noodles, cases of 10 lbs., loose	0 06 1/2
Lasagnes, cases of 10 lbs., loose	0 06 1/2

Cereals.



Grape Nuts—No. 22, \$3.00; No. 23, \$4.50.
Post Toasties—No. T3, \$2.35.
Postum Cereal—No. 0, \$2.25; No. 1, \$2.70.



Force, 36's..... 4 50
Gusto, 36's..... 2 85

Jelly Powders



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. to case.	Freight rate, 2d class.	



Assorted Case,	Contains 2 doz.	\$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50
Weight 11 lbs. to case.	Freight rate, 2d class.	



Assorted flavors—gross 18.75.

Mustard

COLMAN'S OR KEEN'S	Per doz.
D.S.F., 1-lb. tins	1 40
" " 1-lb. tins	2 50
" " 1-lb. tins	5 00
F.D., 1-lb. tins	0 85
Durham, 4-lb. jar	0 75
" " 1-lb. jar	0 25

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

LARD

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.	
Per lb.	
Tierces	\$0 09 1/2
1-bbls	0 10
Tubs, 60 lbs	0 10 1/2
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10 1/2
" 5's	0 10 1/2
" 10's	0 10 1/2

F.O.B. Montreal



GUNNS "FIRST" LARD COMPOUND.

Tierces	0 09 1/2
Tubs	0 09 1/2
20-lb. pails	0 18
20-lb. tins	0 09 1/2
18-lb.	0 16 1/2
5-lb.	0 10 1/2
3-lb.	0 10 1/2
1-lb. cartons	10

Lye (Concentrated).



GILLETTE'S PERFUMED LYE Ontario and Quebec Prices.

Per case	
1 case of 4 doz	\$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.
12-oz. glass jars, 2 dozen case, per doz. \$1; 16-oz. glass jars 3 doz. in case, per doz. \$1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen \$2.25.

SHIRIFF BRAND "Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Vermicelli and Macaroni.

D. SPINELLI CO., MONTREAL, Fine.

4 lbs. box "Special"	per box 0 22
8 lbs. " " "Standard"	0 44
10 lbs. " " "Standard"	0 27 1/2
60 lbs. cases or 75 lbs. bbls.	per lb. 0 55
25 lbs. cases 1 lb. pkgs (Vermicelli)	0 06

Globe Brand.

5 lb. box "Standard"	per box 0 30
10 lbs. " " "Standard"	0 60
25 lbs. cases (loose)	per lb. 0 66
25 lbs. cases, 1 lb. packages	0 06 1/2

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON,

JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

What Snap Will
Do No Other
Hand Cleaner
Can Do

Snap Company, Limited
Montreal, Quebec



SNAP
IS
GOOD
STOCK

SNAP
WILL
PAY
YOU

A SLIGHT
DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and
therefore GOES FURTHEST of any
Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS

MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a
Pickford & Black steamer
leaves Halifax for Ber-
muda, St. Kitts, Antigua,
Barbados, Trinidad and
Demerara; the round trip
occupying thirty days.

For further particulars
apply to

PICKFORD & BLACK, Ltd.

MONTREAL, P.Q.

OAKEY'S

The original and only
Genuine Preparation for
Cleaning Cutlery, Gd.
and 12. Cutlery.

WELLINGTON

KNIFE POLISH

JOHN OAKLEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass
and Flat Cloths and Papers, etc

Wellington Works, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

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

FOR SALE EVERYWHERE

THE CANADIAN GROCER



The last bag going out meets the first bag coming in

FIVE ROSES never outstays its welcome. Each bag is a *transient* visitor—*A paying guest.* It comes with a profit for you—*delivers it*—moves on. Not a minute longer does it stay. Remember, its a *full* profit you get from FIVE ROSES. With nothing taken off for storage charges, long time insurance, idle capital, deterioration, and other expenses of slow-moving stuff. FIVE ROSES *never* falls in love with your shelves. Its character is active, energetic, pushful. It simply must keep on the move — naturally a *quick seller.* Regular as clockwork are your FIVE ROSES sales. Each bag is a link of *uniform satisfaction* in the rapidly moving drive-chain of your *permanent patronage.* And as this chain moves faster, the bags move faster through *your* hands. And the movement is quickened because— Each bag is a salesman which *never* misrepresents. The language FIVE ROSES speaks is *unmistakeable* — the housewife hears and heeds.

Each bag from your store *increases* the kitchen happiness from the bag that has gone before it— and that's *Goodwill.* It opens wide the *sales door* for the goods that will come after it—and that's *Confidence.* Stretching from the mill doors to your store, there's a long line of *FIVE ROSES* sales waiting for YOUR door to open. There's an equally long line of *profit opportunities* between many expectant housewives and you. Let *your* store be the missing link. Let it be the point where FIVE ROSES meets the user— *Where the profit is really made.* Sell FIVE ROSES—*cash in* on its splendid reputation, its purity, its uniformity. Thousands of successful retailers—*just like you*— never knew the *really* profitable side of flour sales till FIVE ROSES showed the way. This steady, *clock-like* profit—is business so very good that *you* can ignore it? Write our nearest office—or ask your jobber. *Now* is the time to be more prosperous. *Don't delay.*

LAKE OF THE WOODS MILLING COMPANY, LIMITED
"The House of Character" MONTREAL

Five Roses Flour

Not Bleached



Not Blended