

# CANADIAN GROCER

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

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 10 Front St. East. Winnipeg: 511 Union Bank Building. London, Eng.: 88 Fleet St. E.C.  
Chicago: 933-935 Monadnock Block. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIII.

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NO. 43.



## KEEN'S OXFORD BLUE

The only argument necessary to convince your customers of the undeniable superiority of KEEN'S OXFORD BLUE is to get them to try it once—they will buy it always thereafter. That's what you want, steady trade.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE.

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

Agents for the Dominion of Canada

Every live grocer is now selling Syrup. Syrup is seasonable and a good seller. Of all brands on sale their is ONE that makes for satisfaction and profit to dealer all the time.

## "Crown Brand" Corn Syrup

For table use, made from the finest selected white corn. A suggestion to your customers for a trial tin will make steady business. For sale by all jobbers in Canada.

**EDWARDSBURG STARCH CO., LIMITED**

ESTABLISHED 1858

88 Front-St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal

THE CANADIAN GROCER



# MACONOCHE'S

Pickles, Sauces, Peels, Marmalade, Jams, Canned Fish, etc.

should be on your shelves. They do not  
stick with you, but win you good customers,  
who always come back for more.

Order Through Your Jobber

Full Particulars Supplied by Our Agents

MACLAREN IMPERIAL CHEESE COMPANY, Ltd.

:

:

TORONTO, ONTARIO



**Highest  
Quality**

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth.

*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. A safe and certain asset for a grocer's stock - in - trade — always worth its face value of 100 cents on the dollar.

Codon's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world.

*Codon's  
Macaroni*

A macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codon" serve to assure you of highest quality when you buy.

**Highest  
Quality**

ARTHUR P. TIPPEL & CO.

Montreal

Agents

Toronto

S  
etc.

Agents  
MARIO



Montreal Office

# Manufacturers' Agents and Brokers' Directory

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



Winnipeg Office

### Oh! You Manufacturers

I still have time for another "live one." Don't you want your goods pushed? Write me to-day.

#### G. WALLACE WEESE

Manufacturers' Representative 30-32 Main East  
"Face-to-Face Business" HAMILTON

#### Canadian Manufacturers and Exporters:

Are you aware of the fact that there are 4 1/2 millions Irishmen prepared to buy Canadian Goods? Don't you want some of this business? You can get into touch with 5,000 distributors every week by advertising in THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES JOURNAL, the best known general store and grocery paper in Ireland. Write for sample copy and particulars to

10, Garfield Chambers, Belfast, Ireland

#### J. W. GORHAM & CO.

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

### FOR SALE

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

#### J. T. ADAMSON & CO.

Customs Brokers  
and Warehousemen

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

If you want the real thing, buy MUNN'S genuine, non-freezing Cod Liver Oil, Norwegian Process. In 25-gallon, tin-lined barrels. Highest Prizes and Gold Medals at European Exhibitions. Stock carried. Wholesale only.

#### ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

#### WAREHOUSE ACCOMMODATION IN OTTAWA

Largest warehouse in Ottawa Valley, Fireproof; low insurance rates; direct connection all railways. Convenient to navigation. Centrally located. Write for rates.

Special rates for large quantities

Dominion Warehousing Co., Ltd.  
52 Nicholas Street, Ottawa

J. R. Routh, Manager.

#### D. STAMPER

Wholesale Grocery, Fruit and Confectionery Broker.

Manufacturers' Agent and Warehouseman.  
Importing Commission or Buying Agent.

Warehouse: City Spur Track.  
Office and Sample Room: Masonic Temple Building,  
Main Street, next door to Customs Office.  
P.O. Box 793 MOOSE JAW, SASK.

#### CLARE, LITTLE & CO., WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehouse-d and forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON,  
Western Canada

#### W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines

Selected Raisins,  
Currants,  
Evaporated Apples.

Prices Right.

#### W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

#### NEWFOUNDLAND

#### T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

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

#### G. C. WARREN

Box 1036, Regina

IMPORTER WHOLESALE  
BROKER, and MANUFACTURERS'  
AGENT

Ceylon Teas, Coffees, Spices, Mustard, Canned Goods, Grocery and Drug Specialties. Importer and distributor of the Dagoba Brand Pure, High-grade Ceylon Tea stood the test in Western Canada for over 12 years—sales always increasing. Sold in bulk, 1-lb. packets and 5-lb. boxes. Popular prices. Grocers: it will pay you to stock this line. Manufacturers: it will pay you to place your account in my hands. Business established over 12 years.  
Yours truly,  
G. C. WARREN

#### W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885.

#### W. G. PATRICK & CO.

Manufacturers' Agents  
and  
Importers

29 Melinda Street, Toronto

#### MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale  
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

#### RAW SUGAR ON SPOT

One Car Barbadoes Muscavado  
One Car Bright Jamaica Crystal

PRICES SUBMITTED

LIND BROKERAGE CO. Toronto  
23 Scott Street

#### WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and  
Manufacturers' Agents.

WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

TO

## Brokers and Man- ufacturers' Agents

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

Write for particulars to

### The Canadian Grocer

Montreal Toronto Winnipeg

Try a business card in  
The Canadian Grocer.



Are You Stocking

# **“PICKANINNY” Brand**

## **Buckwheat and Pancake Flours ?**

If you are not, you are losing trade and also money.

It sells for **10c.** per package and sells well.

SEND US YOUR ORDERS.

# **EBY-BLAIN, LIMITED**

Sole Wholesale Agents

TORONTO

## **A PHENOMENAL SELLING LINE**



40c.	Grade costs you	30c.	per lb. in lead packages.
50c.	“ “ “	35c.	“ “ “
50c.	“ “ “	35c.	“ in 5lb and 3lb fancy tins.
50c.	“ “ “	36c.	“ 1lb and 1/2lb “ “
60c.	“ “ “	42c.	“ in lead packages
75c.	“ “ “	50c.	“ “ “
1.00	“ “ “	70c.	in 1/2lb fancy tins
1.00	“ “ “	72c.	“ 1/4lb “

In the 40c and 50c grades (lead packages only) we can supply you in Black, Green or Mixed ; other grades all Black.

A card to us will bring you all the information required.

**RAM LAL'S PURE TEA CO., Limited**

266 St. Paul St., MONTREAL

# The United Cannery of Canada, Limited

Incorporated under the Manitoba Joint Stock Companies' Act

**PROVISIONAL BOARD OF DIRECTORS**

The following gentlemen have consented to act as Provisional Directors:  
 J. W. deC. O'GRADY, Broker, Winnipeg. H. F. MOULDEN, Manufacturers Agent, Winnipeg. J. B. HUGG, Barrister, Winnipeg. D. C. MUNRO, Canner, Alvinston. J. A. ANDERSON, Broker, Winnipeg.

It is intended that after the Stock has been subscribed for the number of Directors shall be increased, and other names substituted for some of those who are now acting, from those who become stockholders.

Head Office - WINNIPEG, MAN.

Factories located at Tilbury, Essex County, Ontario. Alvinston, Lambton County, Ontario. Jordan Station, Lincoln County, Ontario, and others which will be acquired.

Auditors: WEBB, READ & HEGAN, Winnipeg

Solicitors: HUGG, McKAY, KELLY & HUGG, Winnipeg

**INCORPORATION:** The Company has been incorporated under the laws of the Manitoba Joint Stock Companies' Act, with an authorized capital of \$500,000, divided into shares of \$100 each.

**OBJECTS:** The object of the Company is to acquire by purchase, build or control, a number of specially selected Canning Factories situated in different parts of Ontario and British Columbia, each so located as to be in the best district for the choicest growth and cultivation of the special classes of fruit and vegetables which it is proposed to handle at the particular plant chosen, and to be able by concentrated management to curtail to a minimum the overhead or office and general expenses, and to purchase all supplies on the most economical basis.

It will further be an object of the Company to have its entire stock taken up by the retailers of general groceries from Port Arthur to Victoria, in co-operation with the fruit and vegetable growers in the respective localities where the factories are situated, thereby assuring, through the joint co-operation of Growers and Distributors, a market for all the goods the factories can produce.

**OUTPUT:** It is intended that the following fruit and vegetables, among others, shall be handled:

Apples, Cherries, Gooseberries, Beans, Pumpkins, Lawton Berries, Peaches, Pears, Corn, Plums, Raspberries, Strawberries, Peas, Tomatoes, Pork and Beans, also to manufacture all kinds of Jams, Jellies and Pickles, so that the patrons of the Company will be able to obtain an entire line of their requirements from the Company's factories.

It is confidently anticipated that, through connections already possessed by the organizers of the Company, and the channels of output which it is expected to form by means of the present Company as outlined above, there will be no difficulty found in the Company's being able to dispose readily of all goods it may be able to put up.

**PROPERTIES:** Options have been obtained upon three of the most modern equipped factories in Ontario with a present combined output capacity of approximately 125,000 cases.

It is proposed to add to the equipment of these establishments so as to bring their combined output for the coming year up to approximately 250,000 cases.

The Plants upon which options have been obtained are:—  
 The Tilbury Canning Co. Ltd., situated at Tilbury, Essex Co., Ontario, in the heart of the best tomato district.

The Jordan Station Canning Co. Ltd., which was built in 1908, situated on the G.T.R., at the village of Jordan Station, Lincoln Co., Ontario, and is surrounded by thousands of acres of the best fruit growing lands on the continent, where are grown in great abundance all lines of fruit generally packed.

The Alvinston Canning Co. Ltd., situated at Alvinston, Lambton Co., Ontario, a district which grows as fine corn as is grown anywhere on the continent of North America, and is also favorably located for the production of Peas, Beans, Pumpkins, Beets, etc.

It is proposed to add to these by the purchase of additional plants if they can be obtained on a satisfactory basis.

both in Ontario and British Columbia, also possibly to erect one or two new plants at very desirable points.

**MANAGEMENT:** It is intended that this Company shall be controlled by the Western Directorate, composed of the most reliable and competent business men obtainable, and that the management of the Company shall be in Winnipeg.

**PROFITS:** It is a difficult matter to attempt to predict with any close degree of accuracy the profits to be obtained from the operation of a Company of this description because of the varying prices of the raw materials from season to season, also the varying prices to be obtained for the finished output, but, basing a calculation upon the figures actually obtained in an average year, it is calculated that a mixed pack of the fruits and vegetables enumerated above of 225,000 cases can be put up for a cost of \$269,000, and the selling price, based upon the results obtained in a recent average year, would be \$444,000, showing a gross profit on manufacture, exclusive of any profit on jams, jellies, pickles, etc., of \$175,000.

From this would have to be deducted management, office and selling expenses; cost of manufacture being covered in the cost of the pack.

Allowing \$50,000 for these expenses, which is a very liberal estimate indeed and probably far in excess of what will be expended for those purposes, there would be left a net profit on operations of over \$125,000, or 25 per cent. per annum on the proposed capital, and, deducting \$25,000 per annum for depreciation of plant, repairs and additions, an earning of 20 per cent. per annum could still be obtained.

**SELLING PRICE:** It is to be borne in mind that the above estimate of profits is based upon the intention of the Company to sell its produce to its own shareholders at the regular prices paid by the Wholesale Trade to the Manufacturers for a like class of goods, thereby enabling the Company's shareholders to purchase their goods at the same prices as paid by the wholesale trade, with the additional benefit of participating in the profits of manufacture through their stock dividends.

**SUCCESS OF COMPANY:** A careful perusal of this brief prospectus will make it easy to see that splendid financial results will surely be obtained by the Company provided it receives the loyal and hearty support of those whose sympathy and assistance it is hoped to secure as shareholders.

**STOCK:** Shares in the Company are now being offered for subscription at par, and it is hoped they may all be placed with friends who will be customers of the Company for its products.

The terms of payment are set forth in the application form.

As the options obtained on the factories mentioned are good for very limited periods a prompt response will be most desirable.

All payments for Stock are to be made by cheque or order to

Messrs. O'GRADY, ANDERSON & CO., Ltd.  
 Grain Exchange, Winnipeg

**APPLICATION FOR SHARES**

**The United Cannery of Canada, Limited, Head Office: Winnipeg, Man.**

To the Directors, The United Cannery of Canada, Limited

I, ..... in the Province of ..... hereby apply for ..... shares of The UNITED CANNERS OF CANADA, LIMITED, of the par value of \$100 each, and I agree to pay for the same on the following terms and conditions:

- 20 p.c. viz. \$..... at the time of signing this application
- 20 p.c. viz. \$..... on..... 1909 (60 days) after signing this application
- 20 p.c. viz. \$..... on..... 1910 (4 months) " "
- 20 p.c. viz. \$..... on..... 1910 (6 months) " "
- 20 p.c. viz. \$..... on..... 1910 (8 months) " "

I hereby appoint J. A. Anderson, Acting Secretary of the Company, of the City of Winnipeg, Province of Manitoba, as my attorney, to accept on my behalf an allotment or transfer to me of these shares, with power to sign and subscribe my name to the subscription agreement in the Stock Book of the said Company, and to register me as holder of such shares.

Dated this ..... day of ..... 19.....  
 Name in full ..... Occupation .....  
 Witness ..... Address .....

The  
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 ESSEX



# The Canning Season Is Now Over

*and Eighty Per Cent. of Our Pack is  
Already in the Hands of the Trade*

Can Still Book a Few Assorted Cars of the Following :

## VEGETABLES

Tomatoes . . . . .	2s	3s	Gallons
Corn . . . . .	2s		
Pumpkin . . . . .		3s	Gallons
Squash . . . . .		3s	
Beets, Choice . . . . .	2s		
Peas . . . . .	2s,	Standards, Early June, Sifted.	

## FRUITS

Raspberries . . . . .	2s		
Strawberries . . . . .	2s		
Pears . . . . .	2s	3s	
Peaches . . . . .	2s	3s	Gallons
Plums . . . . .	2s		Damson, Purple Egg.
Lawtonberries . . . . .	2s	3s	
Blueberries . . . . .	2s		
Cherries . . . . .	2s		

Write us at once for prices on assorted cars.

**AFTER NOVEMBER FIRST WE WILL HAVE GALLON APPLES  
TO OFFER**

Keep this in mind and write us for price.

**ESSEX CANNING AND PRESERVING CO., LIMITED**  
**ESSEX, ONTARIO**

No single line you stock reflects more directly on your stock in general than the CANNED GOODS you handle.

Our claim to your patronage lies in the fact that we use only the freshest of the choicest fruit and vegetables procurable, prepare them and can them in an up-to-date sanitary factory and place them on the market in first-class condition.

# OLD Homestead Brand

Canned  
Fruit and  
Vegetables

is the name of the brand  
thus prepared — the  
brand you can rely on.

**Old Homestead Canning Co.      Picton, Ont.**



The True

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**TRURO QUALITY BRANDS**

**JERSEY CREAM**

**REINDEER CONDENSED MILK**

**TOP THE WORLD FOR QUALITY**

**Reindeer Milk and Jersey Cream**

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

## A Genuine Trade Builder

Quality goods are the kind you have to handle if you wish to build up the best class trade.

# ROWAT'S

### IMPORTED PICKLES AND OLIVES

are pickles of quality and will be found genuine trade-builders. They are made to sell at a price that will surprise you. See about your winter stocks.

## ROWAT & CO.

GLASGOW SCOTLAND

AGENTS IN CANADA:

Snowdon & Ebbitt, 325 Coristine Building, Montreal<sup>1</sup>  
 Quebec, and Ontario  
 F. K. Warren, Halifax, N.S.  
 F. H. Tippet & Co., St. John, N.B.  
 C. E. Jarvis & Co., Vancouver, B.C.  
 Nicholson & Bain., Winnipeg, Edmonton, Calgary

# CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market.  
 "NARCISSUS," fine FILIATRA currants,  
 "NAUSICAA," fine FILIATRA cleaned currants

and importers and distributors of highest grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season. We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

W. H. ESCOTT, Winnipeg  
 J. A. KAVANAGH, Hamilton and London  
 W. G. A. LAMBE & CO., Toronto  
 H. D. MARSHALL, Ottawa  
 ARTHUR P. TIPPET & CO., Montreal

## GREEK CURRANT CO.

260 West Broadway, - NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE

**SIROP**

**GROUDRON**

**D'HUILE DE FOIE DE MORUE**

**Do MATHIEU**

Registered at Ottawa, Canada, et Washington, E.-U.

**MATHIEU'S Syrup of Tar**

**AND GOD LIVER OIL**

Registered at Washington, U.S. and Ottawa, Canada.

**J. L. MATHIEU,**  
 Pharmacien-Chimiste, Pharmaceutique  
 MONTREAL, MARI, E. S.  
 Sherbrooke, Quebec, CANADA.

### WHY YOU SHOULD SELL MATHIEU'S SYRUP

of Tar and Cod Liver Oil

REASON NO. 3

It is not a secret fake medicine

It contains no dope, nor anything else that is injurious. It is just a scientific combination of pure Cod Liver Oil and Syrup of Beech Tar.

Therefore, in selling Mathieu's Syrup, you are promoting the welfare of your community, and also aiding in the war against disease and death. Mathieu's Syrup is the best thing for Coughs, Colds, Bronchitis, etc.

Mathieu's Nerve Powders—another simple family medication—that is very good for headaches.

Just look over your stock and send us your order.

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

Sold by wholesale trade everywhere

Distributors for Western Canada:

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

If  
you  
have  
not  
ordered  
**QUAKER SALMON**

It is  
high  
time  
that you  
should!

**MATHEWSON'S SONS**

Wholesale Grocers  
202 McGill St. : : MONTREAL

**Ginger-Bread  
BRAND  
Molasses**

(The Best There Is)

Produced and sold under the British flag

When ordering from your wholesaler specify the above  
well-known brand

**RESULTS**

Satisfied Customers      Increased Sales

**Dominion Molasses Co.,  
LIMITED**

Hallifax, - Nova Scotia

**OK**  
THE  
**COLD  
MEAT  
SAUCE**

**GEO. MASON & CO., LTD.**  
Sole Manufacturers,      London, Eng.

Sole Canadian Agents:  
**S. T. Nishimura & Co.**  
MONTREAL

SUB-AGENTS:  
Toronto, Ont.—Geo. Stanway & Co.  
Hamilton, Ont.—James Somerville  
Ottawa, Ont.—Mackenzie & Co.  
London, Ont.—Wm. G. Coles & Co.  
Quebec, Que.—The F. Abel Co.  
Kingston, Ont.—James Craig

**Snap**



**Sells**

- ¶ Not alone the service you render, but the goods you sell, carry weight in influencing the trade to your store.
- ¶ The daily household work entails soiled hands—and SNAP is the most easily applied, and most effective preparation for the cleansing of soiled hands in existence. ¶ SNAP is harmless and antiseptic, and the handling of SNAP means many repeat orders and a liberal profit.

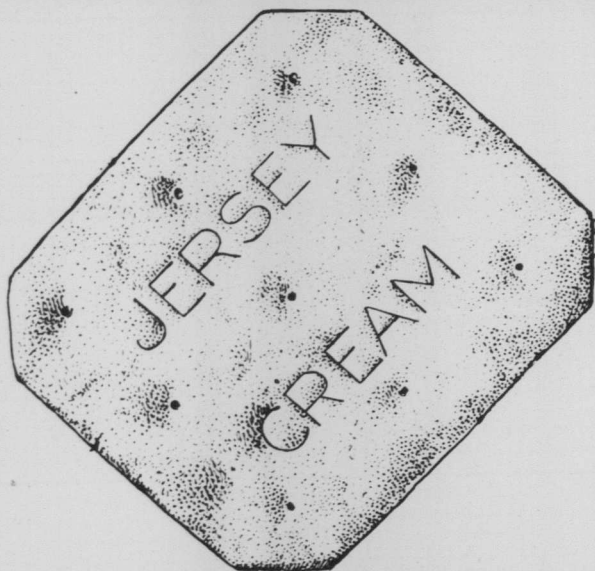
**ORDER FROM YOUR JOBBER**

**THE SNAP CO., Limited**  
MONTREAL : : : CANADA

Don't  
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## The New Kind of Soda Biscuits

WHAT every grocer knows will sell like hot cakes—soda biscuits in a real dainty design. Here they are—McCormick's FANCY Jersey Cream Sodas. Much thinner, smaller and neater than ordinary sodas. Wonderfully crisp, flaky and tasty!

The demand is already large. In a couple of months it will be tremendous! Mail orders will be filled promptly.

Put up only in 5c. and 10c. Blue Label Packages.

# MCCORMICK'S

FANCY JERSEY CREAM SODA **BISCUITS**



Factory at London. Warehouses: Montreal Ottawa Hamilton Kingston  
Winnipeg and Calgary.



Made  
in  
Canada

### CAN'T YOU CALL AGAIN?

How often do you tell your customers that the books are not posted and ask them to call again?

Don't you know that many of them are pleased to hear you say "Call again?"

Don't you know that the customer had the money to pay you? And don't you know that the customer will go and spend that money somewhere else where there is a merchant **that is ready to take it?**

If you can't tell a customer the amount of his indebtedness to you **the minute he asks the question** your account system is wrong.

With the McCASKEY REGISTER SYSTEM the accounts are handled with but **one writing**. Balances are brought forward with every purchase and every account is **ready for settlement at any minute** without making another figure.

If you want the cash let us tell you about the McCASKEY, one writing, total forwarding system.

**DOMINION REGISTER COMPANY, Limited**

Successors to the McCaskey Register Co. in Canada

96 to 104 Spadina Ave. - - - - - TORONTO

## Old Friends Are Best

An old friend that has stood  
the test of years is

## Cooper Cooper's Delicious Tea

"Tea Plant" Brand  
Packed in 1/2 lb. sealed canisters

at 40—50—60 cents per lb.

You **MUST** Stock Cooper Cooper's  
Tea if you stock the **BEST**

CANADIAN AGENTS:

Green & Co., 25 Front St. East, Toronto, Ontario  
D. Stamper, P.O. Box 793 Moose Jaw, Sask.  
W. S. Clawson & Co., 11 and 12 South Wharf,  
St. John, N.B., Canada  
W. S. Silcock, 33 St. Nicholas Street, Montreal

Head Office—71 & 73 Tooley St., London Bridge, S.E.  
London, England

*To the Trade:*

THAT  
**CEYLON  
TEA**

HAS THE CALL,—

A statement recently made by the Grocery House which has the greatest number of important Retail Establishments, and is consequently in touch with the greatest number of consumers, of any in the country,—

IS

Convincing Evidence

THAT

Ceylon Tea is the Best

AND THAT

Ceylon Tea is the Cheapest

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W. D

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Purity and



Perfection

are the theme of nearly every Canned Goods Advertisement: But when you come to ask these firms to give you a positive guarantee of purity or to produce a Government Analysis they nearly all fail to make good.

## E. D. S. Brand Jams and Jellies

have been found by the Government Analyst to be 100% pure. Think what it means to sell a guaranteed article like "E. D. S." goods. *Let me have your enquiry*

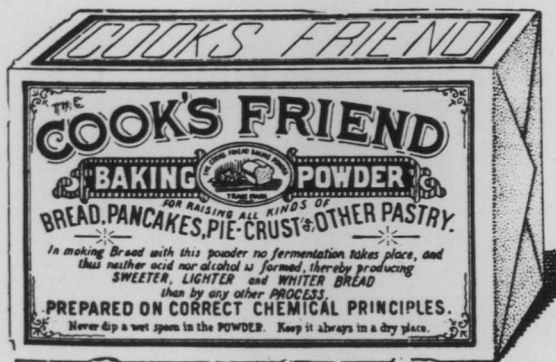
## E. D. Smith's Fruit Farms, Winona, Ont.

AGENTS: W. G. Patrick & Co., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg;  
R. B. Colwell, Halifax, N. S.; J. Gibbs, Hamilton.

# A LEADER

FOR OVER

# 50 YEARS



W. D. McLAREN, LIMITED

Manufacturers

583-585 St. Paul Street - MONTREAL

## Mr. Grocer :

When buying canned goods always remember that

## "CANADA'S PRIDE"

can be relied on as being the best packed and can be recommended to your customer for fine natural flavor. Every line is packed fresh from the grower and in a factory without an equal for machinery equipment, sanitary arrangement and cleanliness, by thoroughly trained help, thus assuring the best quality possible to pack.

Give "Canada's Pride" a trial and be convinced.

To be had of the following wholesale grocers :

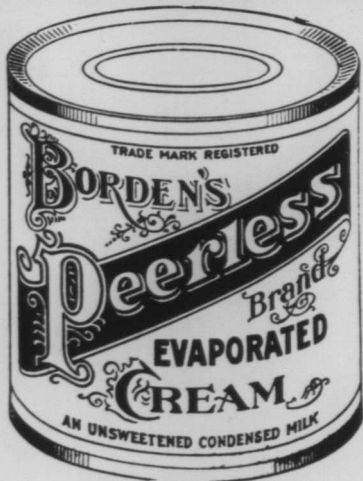
Messrs. W. Galbraith & Sons, Montreal  
Messrs. Fenwick, Hendry & Co., Kingston  
Messrs. Medland Bros., Toronto

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THE NAPANEE CANNING CO., Ltd.

W. A. Carson, Manager

NAPANEE, ONTARIO



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Retails at 5c.

A New Size Package of Borden's

## "Peerless Brand"

## Evaporated Cream

Just what your customers have been clamoring for. Will sell like hot cakes. \$2 per case of 4 dozen. Why not order a few cases now.

Retails at 5c.

**BORDEN'S CONDENSED MILK COMPANY** ESTABLISHED 1857

**WILLIAM H. DUNN**

**Montreal and Toronto**

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### Canada First

is the purest, richest and most digestible product in the line of evaporated cream that any grocer can handle.

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### Evaporated Cream

It is a perfect infant food, efficiently sterilized and unsweetened. It creates steady custom.

YOUR JOBBER.

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Every Wholesale Grocer and Specialty Manufacturer should have a supply of these Clutch Nails. Save time and expense to the shipper and a safeguard to goods being stolen in transit.

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207 St. James St.  
MONTREAL.

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Banner and Princess Brands of Condensed Milks—and two brands of Powdered Milk—manufactured by J. Malcolm & Son, St. George, Ont., are the best brands that skill and science can produce. No dead stock on your shelves if you handle these lines.

Write for prices

**John Malcolm & Son,**  
ST. GEORGE, - ONT.



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How many customers have you

who have not asked for H.P. Sauce? Our new extensive advertising is creating a large demand and if you are not supplying them they are buying it—SOMEWHERE.

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

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MIDLAND VINEGAR CO., BIRMINGHAM, ENG.





**Money in This?**  
**WELL, RATHER**

Medical men say that the food we offer you for sale is about the finest and safest proposition in the eating line yet manufactured.

**Holland Rusks**

You can offer to your trade with the guarantee that they are something safe and nourishing for every member of the family.

HOLLAND RUSK CO., HOLLAND, MICH.  
Sole Makers in America

If your jobber cannot supply you, please notify  
**McGREGOR SPECIALTY CO.**  
672 Yonge Street, TORONTO



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CONDENSED  
**MINCE MEAT.**

MAKES MOST DELICIOUS PIES  
FRUIT CAKES OR PUDDINGS.  
MANUFACTURED BY  
**NICHOLSON & BROCK,**  
TORONTO CANADA.

**BULK—25 lb. Pails and 60 lb. Tubs**  
**ALL WHOLESALERS.**  
**NICHOLSON & BROCK, TORONTO**



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Stands for all that is highest in Cocomnut.

**PURITY**  
**QUALITY**  
**SALABILITY**

Known from Ocean to Ocean

MADE BY

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**VINCENTELLI**  
& CO.  
ANTWERP, BELGIUM

**THE OLDEST CORSICAN MAKERS OF**  
**CANDIED PEELS**

*Specialties*  
**CITRON, LEMON, ORANGE**  
*Drained, Cut and Candied*  
*Prices and Samples on Application*

**Snowdon & Borland**  
MANUFACTURERS' AGENTS

Open to represent another good manufacturer. First-class connection with trade, especially retailers.

Write to  
**34 GUARDIAN BUILDING**  
MONTREAL

**BASKETS**

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

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

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

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

*No Odor*



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

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

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**Always Reliable      Always Uniform      Always Satisfactory**  
**The Leader for a Quarter of a Century**

Packed in 6 oz. 12 oz. 16 oz. and 5 pound tins.      For sale by all jobbers or direct.

**GORMAN, ECKERT & CO., Limited**

LONDON

HIGH GRADE FOOD PRODUCTS

WINNIPEG

## MAHIQUES, DOMENECH & CO.

"M. D. & CO."      Special Fancy Quality.  
 "W. ABEL."      Standard Quality.

4 cr. layers.      Selected.      Fine off stalk.

Ask for these brands  
 when buying

## Valencia Raisins

They are recognized standards and leaders in the market.

The quality and appearance of these raisins are such as will please customers immensely.

Now is the season for Valencia Raisins. The above brands will interest you.

ROSE & LAFLAMME, LIMITED  
 AGENTS  
 MONTREAL AND TORONTO

## SUGARS

The best are the cheapest.  
 Ask for, and see that you get

*Redpath*

## Extra Granulated

and other grades of refined. Supply your customers with only the best sugars obtainable.

IT WILL PAY!

Manufactured by

**The Canada Sugar Refining  
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There is a Reason Why

you will find the handling of

## SHIRRIFF'S IMPERIAL SCOTCH MARMALADE

a paying proposition. The reason is because it is absolutely pure---pure Seville Oranges and finest sugar only. No admixtures or preservatives. Hence its unique flavour. Send along a sample order, with request for prices of our other lines.

**Imperial Extract Co., 18-22 Church Street, Toronto**



W. S. C.  
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ESTABLISHED OVER 200 YEARS

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## IS THE BEST VINEGAR



LONDON, ENGLAND  
COMMANDS A PREFERENCE OVER ALL OTHERS

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Trade is kept moving by  
having ready for customers  
goods timely for the par-  
ticular season.

## STERLING Brand MINCE MEATS

are now ready for Fall  
business. None better, as  
you know. Done up in glass  
and in 6½, 12, 28 and 50  
pound pails.

The T. A. Lytle Co.

Limited

Sterling Road :: TORONTO, Can.



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## Fine Old English Mincemeat and Plum Pudding

NOW READY FOR DELIVERY

Send in your orders quickly, please.

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Pure Fruit Preservers

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At the Ottawa Exhibition, Wagstaffe, Ltd., were awarded a diploma  
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your cars to us, and we will look after everything. This is  
our business, having been established for years. If in-  
terested, we will gladly furnish you with a list of satisfied  
customers.

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A QUICK TURNOVER!  
A GOOD PROFIT!  
for grocers selling

## “Soclean”

The Dustless Sweeping Compound

Sold to the consumer in nice neat litho-  
graphed pails. Prices 25c., 50c., \$1.00.

BUY FROM YOUR WHOLESALER

or

The Harnett-Ridout Company

Manufacturers TORONTO  
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Coffee better than the average. Coffee superior to others. Coffee so exquisite in flavor.

That people want it again—and again. That's what

**AURORA COFFEE**

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BRANCH HOUSE: SAULT STE. MARIE

**Malaga Table Raisins**

If you desire the highest quality in raisins—particularly in the table variety—the superb, neatly-packed fruit you secure under this name is what you should order from your wholesaler.

**Malaga Loose Muscatels**

Packed by

**JOSÉ SEGALERVA**

of  
**MALAGA, SPAIN**

**Jordan Shelled Almonds**

Your jobber will gladly quote you on these high-class nuts. No packer has a better reputation than Segalerva as a purveyor of the finest grade of shelled almonds.

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Persons having Poultry to ship to Montreal market should make a trial shipment to

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Prompt Remittance—No Commission  
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A pure cocomanut of many years' manufacture, which will satisfy your most critical customers. The paying cocomanut to handle.

The Canadian Cocomanut Company  
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Finest Selected Valencias, Sultanas, Malaga Raisins, all kinds  
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**Guggenhime & Co.**  
CALIFORNIA

Packers and shippers of the celebrated

**"Pansy" and "Daphne"**  
BRANDS

Evaporated Fruits, Prunes,  
Seeded Raisins, etc., etc.

Selling these Brands means  
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G. B. Thompson	-	Winnipeg, Man.
Shallcross-Macauley & Co.	-	Calgary, Alta.
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H. Donkin & Co.	-	Victoria, B.C.
H. Donkin & Co.	-	Vancouver, B.C.

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Sugar

GRANULATED

and

**GOLDEN YELLOWS**

made only from  
the choicest West India Crystals

SOLD BY ALL WHOLESALE GROCERS

**The St. Lawrence Sugar  
Refining Co., Ltd.**  
MONTREAL

**Club Jelly Powders**

Made of pure calves' foot jelly—a delicious table dessert.  
Two parcels in each package, the jelly powder itself and  
a powder with which to make a cream for the jelly.

ALL FLAVORS

NEAT CARTONS

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

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

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**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.

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**MEN** selling on commission, or men whose time is not fully employed, should become our agents. The Canadian Grocer, Dry Goods Review, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Steamfitter, Canadian Machinery and Power House are all well known and highly regarded trade papers, with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for new subscribers. If you can do anything in this way write the Circulation Department, giving references. The MacLean Publishing Co., Toronto.

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**CASH AND PACKAGE CARRIERS.**—20 years' experience inventing and building modern store service appliances. Our guarantee.—We will install a system of our Carriers in your store; you use them ten days, and if you do not find that they give you better and quicker service than any other wire carriers, pneumatic tubes, cable carriers or cash registers, we will remove them at our expense. Write for catalog and testimonials from reliable houses using our carriers. The Gipe Carrier Co., 99 Ontario Street, Toronto, Canada. (tf)

**IN SEVERAL GOOD TOWNS** we have not yet secured a satisfactory resident agent. This is a permanent agency worth from \$600 to \$1,500 per year, according to the capacity of the representative to build it up. If you are well regarded in your home town we can probably make a place for you. Send your references, state experience. Box 319, THE CANADIAN GROCER, Toronto.

**KEEP AN ACCURATE ACCOUNT** of your Employees' time. The Bundy Autograph Time Recorder is the ideal Time Recorder for retail merchants. It is the only machine where one employee cannot register for another, as each employee signs his name and the employer knows the signatures of his men. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for illustrated catalog. International Time Recording Co. of Canada, Limited, Office and Factory, 9 Alice Street, Toronto.

**PEERLESS CARBON PAPERS AND TYPEWRITER RIBBONS** are unequalled in typewriting, manifolding and wearing qualities. Our "Klear Kopy" Carbon was awarded a contract over 43 competing lines by one of the world's largest governments. All up-to-date dealers in stationery, typewriters and office supplies, handle our goods. Ask them or write us direct for prices and samples. Peerless Carbon & Ribbon Manufacturing Co., Toronto, Canada.

**SAVE 50% OF THE COST OF HANDLING** merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling and greatly facilitates the loading of cars, drays, etc., and for handling goods in and about the warehouse and factory, reduces the cost of labor because far less warehouse help is required. S stems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

**SIR GILBERT PARKER** is to the fore again with his latest book entitled "Northern Lights." It pictures the life of that portion of our country upon which all eyes are now turned. The stories portray conditions in the Great West before and after the effects of modern civilization and treat the subject with a master-hand. For sale at all bookstores. Cloth bound, illustrated, \$1.50. The Copp, Clark Co., Limited, Publishers, Toronto. (tf)

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**WHEN BUYING BOOKCASES** insist on having the best in the market—"Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Limited, General Offices, Woodstock, Ont. (tf)

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**ELLIOTT-FISHER** Standard Writing-Adding Machines makes toil easier. Elliott-Fisher Limited, 513, 83 Craig St. W., Montreal and 129 Bay St., Toronto.

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**TO GROCERS**—If you are looking for an opening in Vancouver or in any other part of British Columbia, it will be to your advantage to get in touch with us. We have a very large list of good paying businesses which only need aggressive people with some capital. This country is growing rapidly and there are many excellent opportunities for prospective buyers to get in and grow with the country. Correspondence solicited. The buyer pays us no commission. **VANCOUVER BUSINESS MART, 9 Hastings Street East, Vancouver, B.C.** (tf)

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Messrs. Gordon, McDonald & Co., 6-7 Cross Lane, East, cheap, London, invites correspondence, either from Exporters of Canadian produce or Importers of general groceries. From their long experience in Glasgow, Liverpool, and London, they have a wide and comprehensive knowledge of both trades on every side. All goods imported paid cash against documents. References to Montreal firms with whom we have done business for many years. Cable address, "Gordon, Glasgow." Codes—"A B C," fifth edition, Riverside and Adams.

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Allison Coupon  
American Tobac  
Aspto Mfg. Co.  
Aylmer Condens

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Balfour, Smye &  
Beardwood Agen  
Benedict, F. L.  
Blue Ribbon Tea  
Borden Condens  
Bostock, J. J.  
Brack & Co.  
Bristol, Geo. & C

Canada Sugar R  
Canadian Biscuit  
Canadian Cocoa  
Canadian Produ  
Capstan Manufac  
Cargill, H.  
Ceylon Tea Ass'n  
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Christie, Brown,  
Church & Dwight  
Clare & Little  
Clark, W.  
Clawson & Co.  
Common Sense  
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Safeguard your interests

by selling the

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TORONTO, ONTARIO



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This index is made up on Tuesday. The insertion of the advertiser's name in this index is not part of his advertisement, nor does he pay for it, but it is placed here entirely for convenience of readers. We endeavor to have the index as complete as possible.

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# The Selling of Groceries from a Scientific Standpoint

Before Locating Study Class of Customers to be Served—Buy Goods Accordingly and Give the Service That Such Customers are Likely to Require—Standards Set From Three Classes of Purchasers—A Successful Business Worked on These Principles.

By Finley Acker.

Years ago the average person would have smiled in derision at the idea of designating the retailing of groceries as science. In fact it was frequently thought if a man failed in all other things he could always, as one last resort, turn to the retail grocery business, and if he had sufficient capital and was willing to work sufficiently hard and long, make at least a living out of the business.

This old idea was the natural outgrowth of conditions which then prevailed; conditions which were very different from the keen, aggressive competitive conditions which exist to-day, and which ruthlessly enforce the operation of that inherent law of the "survival of the fittest."

Probably one of the most vital differences between ancient and modern trading is that in the comparatively easy-going spirit of "olden times," the average "shop keeper" (which, literally interpreted means a "keeper" of a shop) merely sold what his patrons demanded. Therefore if small grocery shops were located at points convenient to the local buyer, and the stock embraced their daily wants, and the prices were reasonable, the dealer had only to "keep shop" and feel reasonably assured of a certain amount of trade.

But modern innovations have completely revolutionized these old conditions. Aggressive methods of newspaper advertising, circularizing, personal solicitations by suave salesmen, combined with prompt and convenient methods of transportation and delivery have resulted in invading all localities and have educated all buyers into fuller knowledge of what their money can purchase. More than this, the former passive "shop-keeper" who required the customer to do his own thinking and educating as to his wants, has been transformed into, or is being supplanted by, the well informed, experienced merchant who knows so thoroughly the qualities and characteristics of food products that he logically becomes the educator and regulator of the wants of his patrons, and when buyers of food products have full confidence that this condition actually exists, most of them appreciate being relieved of the trouble of personal investigations and comparisons, and accept the recommendations of the firm they have learned to trust.

Consequently successful modern retailing of groceries has necessarily become a science, and a very exacting science, for if its vital and inherent laws are violated, punishment through the loss of trade or loss of net profit is sure to follow.

## Count Men Who Pass.

A most instructive instance of how retailing is elevated to a science is found in the history of the United Cigar Stores Company. Every one is familiar with the distinctive character of these stores. They have invaded many cities and are doing an enormous business. Some superficial observers have "guessed" that their great success was due to the possession and liberal expenditure of enormous capital, and that on account of this great wealth, the dealer with limited capital is unable to compete. Some have also made the same "guess" regarding the success of certain chain stores of cut price grocers, and certain popular lunch and restaurant companies. But a careful investigation reveals the fact that very little of the work of any of these concerns is based on "guessing," but is regulated almost entirely by scientific reasoning. In the selection of sites for their stores, the United Cigar Stores Company pursues an analytical method of determining how many men pass the site per day; also whether the crowd is ordinarily slow moving (which suggests a normal percentage of purchasers) or very quick moving, as when men rush for a train or a very hurried lunch, which suggests few purchasers; also the character of the men, whether poor or well-to-do; also the character of the business in that district, their experience having proven that the proximity of banks, for instance, is undesirable. In the development of their plans they take into consideration the normal tobacco buying conditions of each city. The show windows have been carefully worked out to ensure maximum drawing power to get the passer-by to "come in," and the interiors are also carefully planned to ensure the making of every possible sale—and to make it quickly and with the least number of clerks. When their methods are intelligently analyzed it will be found that their success is in reality due to the fact that their busi-

ness is conducted scientifically, and while their enormous capital and their extensive facilities make it comparatively easy for them to continually develop, a smaller business conducted as scientifically and having the advantage of the genial personality of the proprietor, should also be successful.

## Study Class of People.

To conduct the retail grocery business scientifically requires, first of all, a clear knowledge of what class of people it is intended to serve. There are three distinctive classes, which again might be sub-divided into a greater number.

1st. Fancy Trade.—This takes in the aristocratic and well-to-do classes, who want the best of everything; and it also includes some of the poorer classes, who want the best of a few things, such as coffee, tea, olive oil or other specialties. To satisfactorily serve this class, requires the store to be located where it will be convenient and congenial for this class of trade to visit; the store must be kept scrupulously clean; all the goods must be of first quality; the clerks must have manners which are very agreeable; the drivers must be cleanly and polite. If the store is centrally located, the system must include the prompt filling of mail and 'phone orders, and outside salesmen must call regularly for orders. Where the quality of the goods and the service is strictly first-class, "slashing of prices" is not necessary; on the other hand, however, exorbitant or unreasonable prices cannot be permanently maintained. With this class of trade it is absolutely essential that the management be thoroughly up-to-date in its knowledge of all food products, and in the utilization of executive methods which ensure reliable and pleasing service.

## Some Changes Necessary.

2nd. Standard Trade.—This takes in principally the great middle classes, who want good and healthful products, but who cannot afford to pay the price for the strictly select or fancy qualities. This class is not so exacting as the other class; they are more lenient in case the quality or the service is occasionally below the standard, but they are wide-awake and well informed and the dealer will soon discover his error

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if he imagines they can be frequently imposed upon. For such trade the store should be advantageously located; goods displayed in liberal quantities with prices marked, and the dominating appearance of the store, in addition to being cleanly and orderly, should be active business rather than the ultra-daintiness or artistic. Less cultured clerks and other assistants can be employed than in the fancy store—but every clerk should be cleanly in appearance, active in his movements and cheerful and pleasing in his personality. All the prices must be reasonable, and all well-known staple or proprietary goods must be sold at as low prices as are quoted by competitors. Cutting of prices—especially for a day or a week—is appreciated by many buyers of this class, but temptation to buy off quality goods in order to advertise sensationally low prices, will be followed by severe penalties through impairment of confidence. This class of trade may be successfully prosecuted in the business centres of large cities, but, on account of the unavoidable expense and delays of delivery, the business is better adapted to the neighborhood of the buyer.

**Buyers Not so Exacting.**

3rd. Cheap Trade—This class represents those who are found principally among the poor (although it also represents some who are quite wealthy) with whom cheapness or low price is the first consideration. As a matter of mere profit, I am inclined to believe that more money can be made upon the same amount of capital by catering to this trade than to either of the other two classes. The buyers are not so critical either of quality or service. The business is all cash. Most of the goods are taken away by the buyer—thereby eliminating order department, delivery service and bookkeeping expenses. Goods that are positively bad cannot, of course, be satisfactorily sold, but "seconds" of goods that are edible, but imperfect in appearance, can be advertised at a sensationally low price and with satisfaction to that class of buyers. By this I do not mean to suggest that the goods sold in the cheap stores are necessarily undesirable from a hygienic standpoint. This may have been true at one time, but in recent years consumers of all classes have become more and more exacting, and I know of one extensive cheap-goods grocer controlling a large chain of stores, who is most exacting on his purchases to require every article to conform strictly to the laws. This same party has also materially advanced his average standard of quality during recent years.

From the above it would seem that the science of retailing merely requires that every successful establishment

must have a clearly defined policy as to what class or classes of trade are to be catered to; and after this is clearly understood, then to carefully study the characteristics or whims of those particular classes and satisfactorily meet their requirements.

**Where Errors are Made.**

The above may be accepted as the fundamentals of the science, and from these fundamentals can be worked out all the logical details—and in working them out, it is unwise to become "rattled" by the methods of those who cater to an entirely different class of buyers. The distinctive fancy grocer blunders when he experiments with the methods of the "cut-rate grocer," and the latter makes a similar blunder when he yields to the temptation of incurring the additional expenses of the fancy grocer by adapting his more expensive methods.

I think it will interest many to know that the unique establishment known as the "Acker Quality Shop," located in the finest and highest priced shopping district in Philadelphia, and fitted up in a style which classes it among the most beautiful salesrooms in the world, has proven a commercial as well as an artistic success.

And its success is based upon an attempt to conduct it in accordance with the above principles of scientific retailing.

**CANNED FRUIT CONFISCATED.**

**Came to Montreal Firm From Singapore—About 5,000 Tins Destroyed.**

Four thousand nine hundred and twenty-two tins of pineapples, of 1 lb. and 2 lb. size, were confiscated in Montreal, by the Health Department, this week.

Standard Imports, Ltd., received the shipment from Singapore, and noting the rusty condition of numerous tins and their swelled appearance, advised Dr. McCarrey, chief food inspector, who, when his inspectors had examined several tins, ordered about 5,000 tins to be taken to the incinerators.

The city may take action against the shippers of this food, if they discover them, and learn that the merchandise was maliciously shipped in poor condition.

C. H. Binks, of Standard Imports, Ltd., said to The Canadian Grocer in reference to the matter:

"There is certainly no evidence that the goods were 'shipped' in bad condition, and, as they took about three months en route, and travelled 12,000 miles, it is not wonderful that part of them (about 8 per cent of the shipment), were rusty outside the tins.

"This was caused (the papers suggest) by 'lying in water, and, of course, if any tins got rusty and burst, the juice soon damaged any other tins with which they came in contact.

"We understand that many of those sent to the dump were in perfect condition inside, but any suspicion of rust on the tin showed that later they might become leaky and the contents spoiled, and the Health Department decided to send them to the dump.

"The remainder of the shipment is in first-class condition. The trouble from occasional 'swells' is common to all canned goods, but the damage is easily detected, and is not likely to mislead anyone into using 'swells' for consumption."

Two months ago the civic health authorities confiscated some four thousand tins from Marcotte Bros., public auctioneers, who had the lot in store, to be auctioned off.

Geo. Fulcher, formerly clerk with John Dipiose, London, Ont., is opening a grocery store on the corner of William Street and Hamilton Road. F. L. Ross, an ex-grocer, is to carry on the butcher store in connection with the business.

**TRAVEL ON YOUR OWN POWER.**

*The force that is going to carry you to your goal is coiled up inside you—in your energy, your pluck, your grit, your determination, your originality, your character, says Dr. Marden, in an article to young men on "The Precedent Breaker." Further, he says:*

*"The sooner you become disillusioned as to getting any great assistance outside of yourself, and fall back upon your own inherent force, the better.*

*"It is a pitiable thing to go through the world borrowing other people's ideas, plans, methods; other people's judgment—running to this one and that for advice—never developing your own power, independence, self-reliance.*

*"Originality is force, life; imitation is weakness, death. There is nothing else which will kill the creative faculty and paralyze growth more quickly than imitating others, following precedent in everything, and doing everything in the same old way."*

# Successful Methods Adopted by Canadian Grocers

Time to Paint Delivery Sleighs—Western Merchants Base Much of Their Success on Their Good Salesmen—Effect a Well-Lighted Store had on Business of a Montreal Grocer—Bargain Day Controversy in Berlin—How Chatham Merchant Builds up Mailing List—Good Advertising Suggestions.

## Feature Shelf Display.

Montreal, October 19.—The accompanying cut shows the interior of the St. James St. store of Murphy Bros., grocers, Montreal. This progressive firm has two stores, the one shown here, and another at 831 St. Catherine St. West. One of the most notable features of the store is the fine shelf display. Nearly every "displayable" article is where it can be seen, the whole effect being one of attractiveness and plenty.

The store manager, Mr. Fournier, said their trade was composed, to a large extent, of transients on account of the location, near the Windsor station. For

surest way to hold your customers," they claim.

## Packing Fruit Sealers.

Perth, Ont., October 19.—Some of The Grocer's correspondents have reported that fruit jars arrive in good condition this year. This is not always the case however. Some still reach this town in as bad shape as ever. It looks sometimes as if the way the cases are made brings about this condition. The sides of boxes are solid but the bottom and top are very often but open slat work. If a case happens to be laid down on a nail, small stone or something else of

by playing the game; one of the important moves is to advertise," and the majority of grocers, and in fact merchants in general, recognize the value of advertising; so does J. E. Adams, the enterprising head of Adams Bros., yet he does little advertising, and still more he has built up a large country and town trade and one that is paying dividends.

Adams Bros. have one of the oldest grocery businesses in the town, having followed the Blackwell Company. At present they employ, all told, eight men and a lady bookkeeper, the eight men, including the three Adams Brothers, J. E., Delbert and Frank—and the firm is considering seriously the advisability of adding still another to their staff, so that the senior member of the firm might get a chance to get around more in the country and surrounding towns and hustle for more business.

In conversation with the senior member of the firm the other day he stated that he believed in advertising, but not in the advertising of general lines. He had no faith in the advertisement that simply stated that So and So was in business and was selling this and that and the other thing, but he did believe that business could be increased and sales made by advertising special lines of goods. He stated in part: "The advertisement has to be got up in an attractive manner and has to call attention to some special line of goods. It is the fellow with ideas that coaxes the coin toward the sales department."

"However, I believe," said Mr. Adams, "that every man in business must be courteous and treat all customers alike. This principle should be inculcated in the minds of the clerks as well."

"Be prompt, bright, courteous, sell good goods and give the people value for their money and make them feel that they are getting good value for their money, and business simply cannot help but come your way," said Mr. Adams, thus giving one reason why he still gets the business.

## Pay Your Bills Promptly

Ottawa, October 19.—In conversing with a small but prosperous Ottawa grocer recently, he made the remark that many grocers wonder at the credit he had. "Well, the secret of it is," he said, "that though my capital was very small to begin with, I always paid my bills promptly. In this way I established a line of credit which has enabled me to expand to my present business."



Interior of Murphy Bros. Grocery, Montreal.

that reason good window displays were the most satisfactory method of advertising. A large banana rack, capable of holding twenty bunches at once, occupies the middle of the ceiling, and a good fruit display, in this particular line, is always shown in season.

Murphy Bros. are owners of the "Jersey Cream" brand of butter. In other lines their business is also, to a certain extent, wholesale, but the bulk of it is retail.

One great trouble due to the location near a railroad station, is the soot from the locomotives. It is very hard to keep the store looking neat in such circumstances. Politeness and quick service are the watchwords of the store. "It is the

that description there is nothing to protect the jars and breakage results.

## Would Advertise Specialties.

Lindsay, October 20.—All grocers, or at least the majority of them, recognize the value of being courteous in business and of training clerks to be the same, but there are perhaps few grocers who have made civility habits take the place of advertisement in the progress of business. Yet this is what is occurring in the business of Adams Bros., of Lindsay.

Recently a number of timely hints which appeared in The Grocer, read as follows: "Work for more trade; coax your business to grow; you can do it

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**The Late Delivery Question.**

Berlin, Ont., October 20.—There is room for great reform in Berlin in respect to late delivery on Saturday nights. As a matter of fact, some delivering is done in the wee sma' hours of Sunday morning. The matter has been brought up several times before the Retail Merchants' Association and feeling is always unanimously against the evil but there appears to be no abatement of it. This is one of the grievances the salesmen and deliverers have, and public sentiment backs them up.

**Employs Good Salesmen.**

Stoughton, Sask., October 18.—Although Geo. A. McCullough has only reached the age of 27 years, he has acquired a fine business here. In 1907 he came from Carnduff and purchased the grocery business of W. J. Ross. In two years his trade expanded splendidly. He has now a handsome dwelling and the company to which he belongs—Geo. A. McCullough & Co.—has recently purchased the general store business here of the McLeod Hamelin Co. The company make it a point to keep the best salesmen that can be secured and to advertise as well. This, no doubt, has much to do with their success.

**A Well-Lighted Store.**

Montreal, October 19.—It is always unpleasant to customers to enter a poorly lit store. In a recent conversation a grocer in Montreal said that for several months he had let his store remain in a badly lit condition and now, after changing this he had increased his trade. He laid it all to the fact that he had improved the lighting.

Look your store over and see if it needs anything of this kind.

**Telephone Convenience.**

Lindsay, October 20.—Modern conveniences count for a whole lot in the make-up of the up-to-date grocery store. The grocer wants to be able to serve his customers with dispatch and in fact to be as prompt as possible in waiting on them all; so it is very important that he has not got to run away to the rear of the store to the business office in order to answer the phone. Many a time the customer at the other end of the line will not order goods from any body else but the proprietor of the store, and when the store is crowded with customers much time is lost by running back to the telephone.

L. A. Primeau, one of Lindsay's progressive grocers has found it thus at any rate and to get over the inconvenience and to save time, he some time ago installed an extension phone, which is situated immediately behind the main or centre counter and which is convenient at all times. It is not a desk phone but in fact is much handier. It is fastened to one of the numerous drawers on a middle shelf and projects very little. He now states that he would not be

without it, as it saves time and costs very little.

**Adopting New Methods.**

Berlin, Ont., October 20.—All the Berlin factories are working full time again and some overtime and business is picking up. The grocers in general are anticipating a return of good times. Stores are being improved and liberal appropriations being made for advertising.

Many of the merchants have adopted time saving devices for the handling of accounts and one after another the stores are having modern fixtures installed, glass front bins replacing the old drawers and boxes. There has also been a big improvement in the way in which windows are used. Practically all the principal stores now have modern fronts. The displays are changed frequently and made so interesting that people watch for the changes.

**Bargain Day Controversy**

Berlin, Ont., October 20.—Berlin grocers do not agree on the question of holding a weekly bargain day. In fact there is a sharp dividing line, those against the institution strongly criticizing those who have adopted the bargain day method, asserting that while the bargain-day men do more business they do not make any more money but simply take business away from other merchants creating a class of chronic bargain hunters. Even some of the grocers who feature bargain day would like to see it disappear altogether.

**Advertises A Leader.**

Montreal, October 19.—"I always make it a policy to have a daily leader and advertise it well," says a St. Catharines St. grocer. "It will bring new customers to your store as nothing else will. Women are the great bargain hunters and incidentally they form the large proportion of a grocer's trade."

**Interest Your Clerks.**

Montreal, October 19.—"Why don't grocers make it to their clerks' interests to see that goods are sold," said a Montreal traveler recently. "If they would only have their goods divided up and make one clerk responsible for the sales of one or two particular lines, offering prizes for the greatest increase or any other method which suggests itself, to accomplish the main purpose in view it would be to the clerks' interest to sell the goods."

**Brighten Delivery Wagons.**

Ottawa, October 20.—There is no better advertisement a grocer can have than to keep up the appearance of his delivery systems. Supposing he has only one express or sleigh; let that one be nicely painted and lettered. People like to see a smart delivery outfit outside their door and nothing looks more prosperous to a firm than these traveling advertisements. Now that the winter is

approaching, in most of our Canadian cities and towns sleighs will soon be used extensively, and a sleigh painted and lettered will last three or four seasons. Get them out now and give the painter a chance to do good work and allow the paint to dry before using.

An ordinary flat sleigh to paint and letter will cost about \$7, while an express sleigh with bobs, the cost will figure around \$12. As regards to color, nothing gives a more attractive effect than the gear painted red with medium black stripe, and the box in ultra marine blue, with a block letter in gold leaf shaded with sky blue to throw out the letters.

The above mentioned prices are for the most expensive colors such as mentioned, the gold leaf being very costly indeed. In other colors the cost would be considerably less.

**Another Co-Operative Store.**

St. Thomas, October 19.—Another attempt is being made, this time in St. Thomas, to organize a co-operative grocery store. After the failure in Toronto and elsewhere the people in St. Thomas ought to know something more about it than what they are told by the promoters. P. J. Whelan, who seems to be the man who tries to enlighten them, has discovered the hitherto unknown fact, that if people would buy more goods at a time it would cost the merchants less to deliver them, and also if they would exercise patience when they call in the store, and wait when the clerks were busy, the cost of extra clerks could be saved. What a revelation! If Mr. Whelan has no patent in this, he had better secure the exclusive right, for on this alone the co-operative scheme will gain a substantial advantage over all other "old fogies" who never tumbled on this grand idea. He also points out that the company would be limited and therefore stockholders could not lose more than the stock they subscribed for. This is all such valuable information.

**An Education For Clerks.**

Toronto, October 20.—Now since the fact is established that the grocery trade requires a higher and more proficient service, would it not be in order to provide means by which the salesmen could receive the necessary instruction in the art of storekeeping. It might be suggested that the city provide a room, or different rooms in different parts of the city, where grocery salesmen could meet and receive instruction through lectures or otherwise on bookkeeping, butter, cheese, milk, tea, etc. If this were done once a week during the long winter evenings, great good could be accomplished not only for the clerks, but good results would come to the general public. Experts on all these lines could be secured at little cost to give lectures and rooms in school houses could be utilized, so that the cost would be no comparison with the amount of good which should naturally result from it.

**Building Up A Mailing List.**

Chatham, October 20.—In connection with the work of building up mailing lists and securing new customers, there is a grocer here who makes a specialty of newly married couples. He watches the columns of the daily papers with a particularly sharp eye for those significant two name headlines with a hyphen between, and makes a note every time of the names and future place of residence—if it is within reach of his business—as well as the probable date set for returning from the honeymoon. The name (the new one) goes on his mailing list, and usually the enterprising grocer contrives to strike a very early acquaintance with one or other of the contracting parties, with the result that not a few new customers have come his way.

He gives particular attention to suiting new housekeepers. Usually they are rather unskilled at the start, and are consequently grateful for anything in the way of advice that pans out successfully.

He reasons that every newly married couple forms absolutely new ground for working on and therefore gives him far more opportunity for securing patronage than people who are already customers of other merchants. True, the parents of the new couple have had their own business affiliation; but experience shows quite conclusively that the tendency of most new couples is to strike out an entirely new path when it comes to buying household supplies. They seem to think they can do better than their parents did, and are anxious to experiment with merchants whom their parents never tried.

Here would seem, too, to be a place where the "old family merchant" would do well to look after his fences. The merchant previously referred to sees two good points in his policy. He can help the beginners, he says, by leading them to buy good goods in preference to cheap goods; and he can train them to do business on proper lines, by paying their accounts monthly, or, preferably, in cash.

**Want Assessment Lowered.**

Toronto, October 20.—The retail merchants of Yonge St. think they have a grievance, and the assessment commissioner, Mr. Forman thinks differently. During the last few years Yonge St. property has gone up so that it more than doubled itself, and the assessment commissioner thought he was justified in doubling the assessment. The merchants however, claimed that some properties on which the assessments were based were speculative prices and not selling or earning values. They claimed further, that some stores are not doing as much business as they did three and even 15 years ago, when both taxes and rents were not more than half of what they are to-day. The commissioner undertook to prove that he based his assessments on real selling values, on prices that have actually been paid for properties,

and also that merchants in other parts of the city had equally as good reasons to complain, for in some other parts, he said that the assessments were also doubled. He also went on to show that some of the properties about which they were complaining were not assessed over one half of their present values. A special committee was appointed to investigate the matter and assist the merchants in their appeal before the Court of Revision.

**Seek Aid From Government.**

Ottawa, October 20.—The Ottawa Retail Grocers' Association will go after the peddlers and hawkers this year with greater effort. The action taken last year by the organization came a little late in the year and therefore no bill was brought up in the provincial legislature as had been proposed. This late start was mostly due to the organization waiting for the other trades to join them, particularly the dry goods, which is asking for a law restricting transient traders.

The grocers have now decided to go on without them and only take up the question of hawkers and peddlars. It will be necessary to get a bill through the provincial legislature to enable the city council to pass any by-law which would help the grocers. The great complaint is that the peddlars pay no taxes into the city and the license is so small that it does not count. Yet they are able to compete against grocers paying heavy taxes and rents. Many of them pay only the fee required to get on the market—namely 10 cents—and there they buy their leads from the different producers, often before the bell rings, which is contrary to the by-law. Immediately they go out and peddle the goods over the city. The grocers will call their first meeting since the summer this week when they will map out their campaign for the winter and along with other questions will take up the matter of price-cutting, which unfortunately has begun again among the larger dealers after two years of quietness.

**Autumn Window Decorations.**

Chatham, October 20.—A local confectioner uses autumn leaves effectively in connection with a window display of chocolates. The chocolates, placed in dishes, are ranged upon the bottom of the show window, which has been covered loosely with white cheesecloth. Between the dishes red imitation maple leaves are placed. Maple leaves are also fastened at the top of the mirror which backs the window and streamers of imitation maple leaves are hung from the ceiling to about half way down in each of the four corners. These leaves are in green, red and yellow.

In this case imitation leaves are used. In fact, real leaves dry so quickly that they speedily lose their color. This can be avoided by varnishing, however. Besides maple leaves, there are vines whose

leaves turn a brilliant red, and these lend themselves very effectively to window decorations. The leaves, of course, should be kept in subordination to the goods displayed, merely giving the entire display a seasonable touch. They prove especially attractive with candy displays.

**An Ad. on the Wrapper.**

Perth, Ont., October 19.—A local drug store has printed on sheets of paper about the size of an ordinary dodger an ad. for pepper and cream of tartar. This ad points out plainly the purity of these articles if bought at that store.

These sheets are used as wrappers for small packages and this merchant believes this advertising brings good results.

**Just "Thanks!"**

Chatham, October 20.—A merchant here makes it a rule, when receipting any bill, however small, to add the one word, "Thanks."

It takes but a few more strokes of the pen or pencil, but that one little, appreciative word seems to have been something of a factor in holding business for him, once it has been captured.

"I have never done any other way," he remarked, when questioned. "It just seemed to come natural to me. It seems to affect my customers more than the familiar words, Thank you, call again! Quite a few have remarked on it, so that I imagine the practice is not as general as it might be."

**Clean Advertising Matter.**

Chatham, October 20.—"I use quite a bit of printed advertising matter in the way of cards, cartoons, posters, etc.," remarked a grocer the other day, "but I have one rule to which I rigidly adhere.

"That is, that the moment a card or other article becomes badly soiled, it goes straight into the bonfire.

"It may seem wasteful, but the way I look at it is this. The moment an advertising card becomes dirty, its advertising value is gone. It might as well be blank so far as selling power is concerned. If my customers come in and see a breakfast food carton covered with fly-specks, the sight of it will in many cases inspire a dislike to that particular breakfast food. And it is the same with many other lines. I don't think it is fair to the manufacturers to use advertising matter that has been injured in this way. Furthermore, I don't think it is fair to myself."

**Price Cutting.**

Montreal, October 19.—"So many grocers use poor judgment in their special sales," said a broker in Montreal, "that if a competitor cuts the price of eggs, they do the same thus giving him an advantage by allowing him to show that they simply followed his lead. Why don't they cut the price of tea or sugar if they wish to accomplish something?"

In other words he meant that they should not imitate but originate.

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## Special Window Displays for Hallowc'en Times

**Such Displays Attract Customers When They are in the Mood to Purchase—How to Construct a "Jack-O-Lantern" Window—Can be Illuminated at Night.**

Hallowc'en time is near at hand so that a few suggestions on a special window display may be appropriate at this time. Holiday and special season displays are always valuable in as much as they attract customers at times when they are in a particularly receptive mood towards purchasing.

Of course windows should be carefully attended to at all times but at holiday times and before special seasons they should be watched very closely.

The pumpkin or "Jack-O-Lantern," shown in the illustration, was constructed of wagon rims  $4\frac{1}{2}$  feet in diameter, forming the ribs. Over this was pasted heavy building paper, painted with water color paint to imitate as nearly as possible the color of a pumpkin. A large

same material stuffed with excelsior and protruding slightly from the mouth, and the mouth lighted up with electric lights

## Validity of Fixing a Selling Price by Contract

**Western Paper Claims That Producer Has the Right to Fix His Own Price—Standard Price on a Proprietary Article Does Not Restrain Competition With Other Articles Having Similar Use it Says.**

From Commercial News, Seattle.

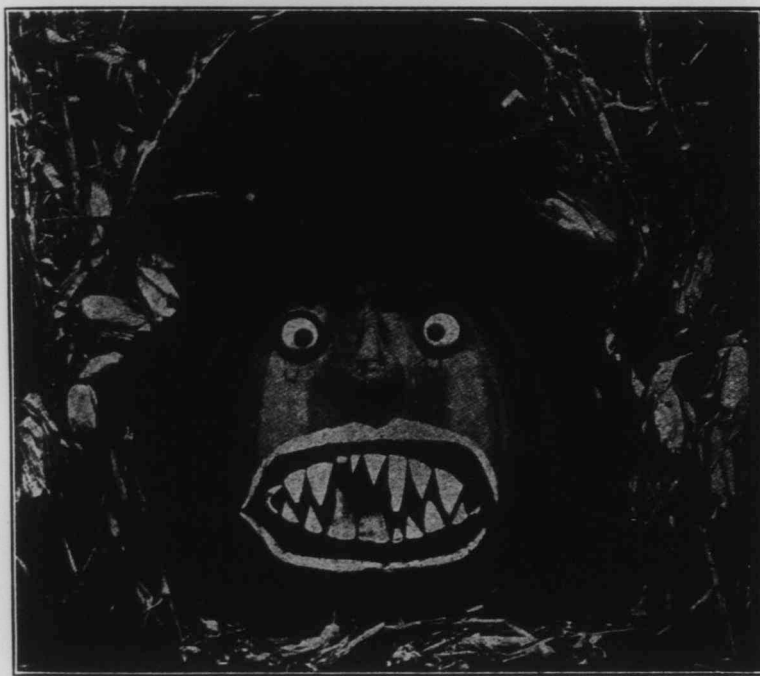
Two recent cases in this city of manufacturers refusing to sell their goods to certain wholesale dealers, after they have violated a contract to sell to retailers only at a fixed price, and a judicial decision in a Pacific Coast case restrain-

had somewhat the effect as shown in pictures of the infernal regions. No background was required owing to the size of the "pumpkin," but shocks of corn were used on the sides, while at the top was a quotation from one of James Whitcombe Riley's poems as follows:

"When the frost is on the pumpkin  
And the fodder's in the shock."

commerce by fixing a uniform price at which it may be sold, has obvious advantages for the manufacturer, and for the trade as a whole, says the New York Journal of Commerce, and if the price is a fair one, there seems to be no reason why it should not be maintained. The manufacturer can undoubtedly refuse to sell to any dealer who refuses to contract to charge the regular price. If the selling contract is alike for all and one or several dealers violate it, it is unfair to those who honorably abide by it, and may be a serious injury to the business of the manufacturer by restricting his sales as a whole. The remedy usually resorted to is that of refusing to continue supplying the article to dealers who violate the contract. Not long ago a western concern tried by a resort to the courts to compel a manufacturer to sell to it, notwithstanding a refusal to make or abide by such a contract, and the claim to a right to purchase was not sustained. It was in effect held that fixing and maintaining a price by such agreements was lawful and nobody could be compelled to sell without making such a condition.

In the case just decided in the State of Washington, the court went further, and held that a retail dealer purchasing goods of the manufacturer under a contract, fixing the price at which he was to sell could be restrained by injunction from selling them at a lower price, "from whatever source now or hereafter to be obtained." In that case it was a "trade-mark" and widely advertised proprietary article, and the chief ground upon which the decision rested was that cutting the price caused other dealers to refuse to buy and handle the article in question, "causing the plaintiff to lose many sales, and much profit, and to set at naught and destroy the effect of all the aforesaid advertising, and creating the impression with the public" that the article was "of inferior grade, of no more value than the price asked and received for it, all tending to destroy the confidence of the public" in it, etc. This appears to be a somewhat novel decision, likely to excite considerable interest if it is taken as a valid precedent.



Novel Hallowc'en Window Display Likely to Attract Attention.

banana stem was used to represent the stem of the pumpkin. The nose was made of a large squash which was hollowed out, nostrils cut in it and an electric light put inside. The mouth and teeth were made of a large sheet of steel, the teeth being cut very irregular and painted white, and the outside edge of the steel painted red to represent lips. The eyes were made of six-inch glass balls painted white, with the pupils black and crossed. Inside these glass eyes were electric lamps which produced the winking effect. The eyebrows were made of black curled hair placed over each eye, and a goatee was made of a bottle brush. The mouth was lined with red calico, and the tongue made of the

ing a retailer under a similar contract from cutting the contract price, direct attention anew to the question of the validity of such price agreements. They have been generally held lawful whether enforceable or not. It is an admitted principle that the producer of any article has a right to fix his own price for it, and to refuse to sell it to anyone for any reason satisfactory to himself. With reference to any proprietary article it may be important for business reasons to maintain a standard price, and that does not restrain competition with other articles having the same or a similar use.

Restraining competition among those dealing with the particular article of

## Purposes of the Western Retailers' Association

**Organization Getting in New Members Before Advanced Steps are Taken—Strong Business Men at the Head—What is Necessary to Become a Member of the Association.**

Staff Correspondence.

Winnipeg, Oct. 19.—The Western Retail Merchants' Association are making arrangements to thoroughly canvass the retailers in every part of the west with a view to increase the membership of the association. Little difficulty has been met with in getting local merchants to sign up, and the association is strong in point of numbers in Winnipeg alone. At a recent meeting of the merchants, however, the matter was taken up for discussion, and the consensus of opinion was that the organization was such an advantage to the merchants in any line of business that for the benefit of all concerned every merchant available should be given an opportunity to become a member of the association, which had for its aims the betterment of the retailer's position.

The present secretary, J. S. Clark, has clearly brought to the attention of the local merchants on more than one occasion, that to be without an association as a protective body, retailers were acting contrary to true principles of business enterprise. Every other organization finds it extremely advantageous to have an association for the protection of the individuals who are struggling to realize the same aims and purpose in life. Labor is organized, manufacturers are organized, wholesalers are organized, in fact, practically every branch of business is thoroughly organized but the retailers. The day is coming, however, when they shall be united and that which effects the one shall effect the whole, and every man shall be his brother's keeper.

### Get a Copy of the Act.

It would be well to read the act incorporating the association to do business in Manitoba. This act will be mailed to any merchant by writing to J. S. Clark, secretary Western Retailers' Association Winnipeg.

The first four sections of article 2 of the act reads:—

2. The said association shall have power,—

(a) To promote the consideration and discussion of all questions affecting the retail business and generally to watch over and protect the interests of persons engaged in the retail business.

(b) To give the legislature and public bodies and others facilities of conferring with and ascertaining the views of persons engaged in the retail business as regards matters directly or indirectly affecting that business.

(c) To communicate with chambers of commerce, boards of trade and other mercantile and public bodies throughout the Dominion of Canada, and concert and promote measures for the protection of retail merchants.

(d) To originate and promote improvements in the law, and to support or oppose alteration therein, and to effect improvements in administration, and, for the purposes aforesaid, to petition parliament, and take such other steps and proceedings as may be deemed expedient.

This is only an instance of what the association purposes to do in a more comprehensive way. It surely will ap-

peal to every retailer that he cannot afford to remain outside the pale of that which is originated for the development and the success of his own enterprise.

At present the association is organized in Winnipeg, with a complete staff of officers, including a board of directors. They are already discussing various questions, with a view to relieving some greivous situations respecting the life of the trade.

### Some of the Purposes.

A movement is on foot to establish sections for the purpose of carrying out the detailed work of the whole body. Some of these are, insurance, credit and debit department, shipping section, etc. These, however, cannot be decided upon until the whole field is canvassed, and retailers in every section are represented.

It is purposed further, to have sectional organization with respect to districts. Each district, comprising a town, city or municipality will have an organization to co-operate with the head office in Winnipeg. Matters of interest in any particular section of the country will be dealt with by the general executive representing the association as a whole. Thus every individual matter will arouse the interest of every individual in the association, and the affair will be adjusted for the general good of all.

The association is on a very strong footing in Winnipeg. There are men of money and men of brains working day and night to bring into effect such an organization as will have a strong legislative influence. We could mention such men as A. M. Nanton, John Leslie, D. R. Dingwall, J. A. McKerchar, W. H. Stone and many others, who are standing behind the association that is being managed as any strong firm would be managed. J. S. Clark, secretary pro tem, has given his time and ability to the work, and was greatly instrumental

in preparing the and the by-laws tion is to be run

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### APPLICATION FORM

## WESTERN RETAIL ASSOCIATION

303 Travellers' Building, Winnipeg, Man.

APPLICATION FOR MEMBERSHIP ..... 19 .....

To the Executive Committee :

I, ..... of .....

in the Province of ..... being a Retail Merchant, do hereby make application to become a Member of the Western Retail Association, to be incorporated, with no personal liability, beyond the amount of the annual fee, and do promise, if admitted, to faithfully observe all the rules and regulations which its membership may require.

#### EXTRACT FROM BY-LAWS—ARTICLE V.

Sec. 1. The Annual Membership Fee shall be Ten Dollars, payable, Five Dollars in advance on the 1st of January and the 1st of July in each year. The membership fee for the current half year shall accompany the application.

Signature .....

Firm Name .....

Address .....



## The Grocer's Encyclopaedia From Week to Week

in preparing the act of incorporation and the by-laws under which the association is to be run.

Regarding the membership the local body decided to invite E. M. Trowern, secretary of the Dominion Retail Merchants Association, to come west to assist in the campaign for more members.

Accompanying this article is inserted a blank form for the use of retail merchants everywhere in the west who wish to join the "Western Retailers Association."

Merchants are requested to fill in and send it to the secretary.

W. P. Taylor, Dunnville, Ont., has purchased a grocery business in Walkerton.

### CHRISTMAS WINDOW DRESSING AND ADVERTISING CONTESTS.

Christmas is once again not far in the distance. It is the one time in the year—if there is any special season—when the grocer should apply all his ability and energy to make his trade as extensive as possible. Christmas comes but once a year, and therefore an extra effort can easily be made. Window dressing and newspaper advertising should be foremost in the minds of merchants—and in fact, any other project that will tend to make this year's Christmas sales better than ever before.

In accordance with the custom of The Canadian Grocer, the past few years, we have again decided to institute a Christmas Competition in both window dressing and advertising—so fruitful have our previous efforts been.

Contestants in the window-dressing competition will be divided into two classes:—

(a) Grocers and grocery clerks in city stores.

(b) Grocers and grocery clerks in country districts.

Prizes to the extent of \$20 will be given, the first prize in each class being \$7, and the second \$3. All that is necessary to be done is to send in a photograph of one or more of your windows, with a description of it and the name of the artist who dressed it.

In the advertising contest all that is necessary is to send in a Christmas advertisement clipped from the local newspaper. An award of \$5 will be given for the best written advertisement, the contest to be judged by an advertising specialist.

The last day for the receipt of window photographs and advertisements is December 31st.

Begin early to make your plans and be first in the race.

### Source of Our Supply of Cranberries—Cape Cod the Most Important Place of Growth—The Industry in Canada and the Quantity Consumed by Canadians.

CRANBERRIES—Just now cranberries are playing an important part in the sales of grocers, who handle them. The season explains the reason. Cranberries are on the market in large quantities and the demand is good.

Cape Cod on the New England coast has long been recognized as the most important home of the cranberry and down there the fishing industry is rivalled by that of growing these berries in the bogs. Cranberries are the basis of an enviable income for the people of that district.

Nearly everyone has his cranberry bog, some only a small patch, others sufficiently large ones to enable their owners to live comfortably the year round on the proceeds.

Cape Cod, of course, is not the source of the world's supply. Large quantities, nevertheless comes from there. The industry forms the principal means of support for the inhabitants. During the season, everyone, young and old, is occupied in harvesting his or her share, and after that is done, helping some one else with the same purpose in view. Boxes and barrels are in evidence from one end of the Cape to the other. From dawn till dusk everyone is busily engaged in "pickin'" or "packin'" the fruit. A family which has its big "bog" is independent for life, while anyone who lacks this sign of prosperity is looked down upon by his neighbors as incompetent or lazy.

At present about 10,000 acres of the Cape are under cranberry cultivation, and over 300,000 barrels will be gathered there this year. In cash this means over \$2,000,000 to those engaged in growing them.

Cranberry sauce at Thanksgiving and Christmas dinners is almost a necessity in every well-regulated household. Everyone is familiar with the finished article of food, but how many know where the delicious fruit comes from and what it has come to mean to the Cape Cod people? Even the children there are taught to regard the industry as the one which furnishes them with what comforts and pleasures they enjoy.

Cranberry picking forms an out-of-door occupation which is, in a great measure responsible for the fine general health of its devotees, and is, at the same time, so lucrative that poorhouses are almost unknown to the people of the Cape.

#### Grown in Canada.

Wisconsin is also a large factor in cranberry growing. It is estimated that the crop there is about two-thirds of that at Cape Cod. Nova Scotia and Prince Edward Island are large growers too, although this year the crop is esti-

mated at less than last. In 1908 these two provinces produced about 25,000 bbls., while this year the estimate is 10,000.

Parry Sound in northern Ontario is also attracting attention as a producer of cranberries. In fact, they can be grown profitably in almost any swampy place if carefully looked after. The United States variety is said to be better than the Canadian, because the former has the better color and also the packing is looked after more carefully. Canadian shippers should, in the estimation of dealers, pay more attention to the picking, cleaning and packing of cranberries—if they did their trade would extend.

It was estimated that last year Canada consumed about 50,000 bbls. of this fruit.

#### HINTS TO BUYERS.

Information supplied by sellers but for which the editors of The Grocer do not necessarily hold themselves responsible.

J. A. Marven, Ltd., Moncton, N.B., have now full possession of the addition to the office and warehouse, which they occupy on Main Street. The addition is 87' x 20', and two stories high. It will facilitate things much, as it will give the firm more room for receiving and sending out goods as well as larger space for storage purposes. The biscuit factory is now well equipped for the handling of the firm's business, as last year, new machinery was installed. Mr. Marven has been hustling, especially this last couple of years and results are showing.

The Wm. Davies Co., Toronto, are just now looking for large shipments of poultry. This firm is one of the largest buyers of poultry in Canada and merchants will find it a pleasure to do business with them. It will be particularly advantageous to be connected with them in a business way, as they make it a point to pay for shipments daily.

#### CARE IN DELIVERY.

"A new customer came to me the other day from one of my competitors," said a St. Catherine Street, Montreal, grocer, "and eventually told me why. She had ordered a list of things, among others a can of kerosene. When the goods arrived at the house it was discovered that the tea and bread tasted of kerosene. It simply showed a lack of judgment. A little more care in the placing of the goods in the wagon would have obviated the accident. It taught me a lesson," he added.

**The Canadian Grocer**

Established 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN . . . . . PRESIDENT

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

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**HIGH FIG PRICES.**

Fig prices this year are high. A cable recently received by a Canadian importer states that the crop of Smyrna figs this season barely reached 100,000 loads, while last year it amounted to 115,000 loads. This leaves a shortage of 15,000 loads in comparison with the crop of 1908, and last year the supply was quite insufficient to meet the world's requirements.

There has lately been a sudden demand for naturals, and the heavy sales put the primary market up fully 2s. Layers have also advanced steadily since the opening of the market about the middle of August. American buyers have still large wants for natural figs to be supplied, and there is not much prospect of any recession in prices, and in the opinions of brokers they are likely to go higher.

The market is now from 20 to 30 per cent. higher than the opening, which means that retailers who purchase figs will likely be requested to pay higher prices. Some wholesalers have advanced their quotations a quarter of a cent per pound, so that from present indications it is to the interest of the grocer to purchase figs before the market goes up further.

**THE DECLINE THAT FAILED.**

There is a peculiar situation existing just now in the cured meat trade—one that does not present itself more than once in a score of years.

It is the failure at this time of the year for the usual decline in the prices of hog products. Invariably in the autumn season prices of cured meats decline on the British market. This affects

the great hog markets of the world. But this year such a decline did not occur and the reason why it didn't is ascribed to the fact that the customary extra supply of hogs did not materialize, and also because the demand has been better maintained than usual.

The extra supply and the decrease in demand have always at this time caused the decline. The occurrence of the opposite has kept up the prices. That this happens infrequently is illustrated by the assertion of the general manager of a large Canadian packer and exporter, who declared that he had never known it to occur before.

Just how cured meat prices will rule in a year from now is mere speculation. This week in Chicago nearly 1,000 packers gathered in convention, and among the reports presented was one to the effect that higher prices for meats were sure to come.

"Prices now are higher than they have been for years," a committee reported. "Prices in all probability never can go lower and in all probability must go up. There is little chance for the decrease in live stock prices, and if they continue to go up it will be necessary to charge more for meat."

The advances that recently have taken place in hogs and hog products have, of course, been due to the scarcity, and the scarcity was due to the prevailing high prices of feed. Farmers evidently have considered that selling the grain was more profitable than raising hogs. But as to how long this will last cannot be forecast. Nobody knows how long the farmers of the world will decline to raise hogs, and, as an influential Canadian packer states, any person who predicts anything to occur in the future in the hog market is merely guessing.

**A FINE POINT OF LAW.**

An interesting case developed in the London, Ont., police court last week in connection with the alleged unlawful peddling of fruits and potatoes from door to door by a grocer.

His counsel contended that the defendant was within his rights since the fruit had been ordered through his grocery store and since the potatoes were the products of the Province of Ontario.

The question raised, therefore, was whether a hawker had the right to peddle goods which are the growth of the province without first taking a license. This point was strongly argued by the counsel for the defendant, but the magistrate was of another opinion. He contended that if the grocer had kept a market garden and was growing potatoes and other products of his own he would be a producer and not a middle-

man, and therefore would have the right to take vegetables around in his wagon and sell them. But not being a producer, he claimed that the defendant was getting an unfair advantage over those hawkers who were called upon to pay the license even on goods produced within the province, and that his act was unlawful.

Although the grocer was not convicted of breaking the law, the magistrate stated that if in future it was proven that anyone was peddling products of the province without a license he would hold him guilty and fine him accordingly.

**LARGE APPLE SHIPMENTS.**

The apple business is now booming in Nova Scotia and large shipments are going forward to the London markets. One of the Furness Line steamers that sailed from Halifax last week for Liverpool took 21,000 barrels. The crop is turning out much better than expected earlier in the season. The color is splendid, and few wormy apples are found; the chief fault is with the large number of codlings.

The weather has been particularly favorable for the picking of fruit and the warehouses are rapidly filling up. Several buyers for the foreign market were in Nova Scotia recently picking up the fruit. Fairly good prices are quoted and better are expected in the near future.

The show of fruit at the Horticultural Exhibition recently held in Middleton was the finest ever seen in Nova Scotia. From now on the shipments will be very heavy. Large quantities are also being sent to Cape Town and Newfoundland.

**WESTERN MERCHANTS UNITING.**

There is no better medium of obtaining rights that are due a trade than by an organization of that trade. Every merchant realizes that alone he is practically powerless in effecting trade remedies, but that by united effort, if it is strong enough, almost anything can be accomplished.

The Western Retail Merchants' Association has now been completely organized and it is the duty of western merchants to join the ranks and make the organization as powerful a one as is possible. Manufacturers and wholesalers have associations to look after their common interests, and why not retailers? An organization is of little use unless it is strong. It, therefore, needs members, and not only members, but their active co-operation at all times.

On another page of this issue appears a Winnipeg despatch, setting forth the purposes of the Western Retail Mer-

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**NOVA SCOTIA**

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chants' Association, and what has already been accomplished. This should be carefully read by merchants, and particularly those in the west, and if it appeals to them, let them join the organization and aid in the betterment of the retail trade in general.

#### NOVA SCOTIA MERCHANTS ORGANIZE.

The organization of the Retail Merchants' Association of Nova Scotia has been completed and a definite course to follow has been decided upon. The merchants of Nova Scotia are determined on considering the prominent questions affecting the retail trade with a view to effecting reforms, as the objects below given indicate:

To deal with weights and measures of goods, as we are led to believe that there is a great amount of injustice done to the retailers and consumers in this way, and it should be the duty of all members of the said association to report to the secretary any cases of shortage, with the names of the parties responsible;

To enquire into telephone rates, which we find exorbitant in some districts; we consider this a matter in which we may have to ask special legislation;

To enquire into the matter of parcel post business, as it affects retail trade;

To ask the government to hold the manufacturer responsible for the adulteration of goods instead of the retailer;

To ask the government to make a uniform rate of bank discount not exceeding six per cent., in view of the fact that interest paid is only three per cent.;

To advocate the consolidation of the transportation companies in order to reduce the freight rates;

To prevent the retailing of goods by wholesale houses; all such cases to be reported to the secretary;

To establish a universal cash system in selling goods.

During the next few weeks the officers will communicate with the retail merchants throughout the province, and advise them of the formation of the association and asking their support in perfecting the organization. A set of by-laws were adopted and the membership fee was fixed at \$20. The annual meeting will be held in Halifax the third week in January.

#### MERCHANTS HAD TO HELP.

Out in the west there was never a better crop. Business is already proving this to be so, but probably the mention here of an actual condition of affairs during the harvest-time will more strongly illustrate the fact that the crop of 1909 has beaten all its competitors.

It is well known that many farm assistants left eastern Canada, and par-

ticularly Ontario, to work in the harvest fields of the west. Thousands went out to help garner in the crops, as has been the custom year by year. But this year sufficient help could not be secured, even with the addition of the vast army from the east, and to overcome this handicap, and in order to get the crop harvested before it was too late, many merchants in smaller places throughout the west closed their stores and went out into the harvest fields themselves. In other cases, as reported by travelers, women and boys were left in the stores, while the merchants hired with the farmers to help with the crop.

These are actual facts and go to show not only the vastness of the grain production of western Canada, but indicates very pointedly the great possibilities of this section of the Dominion.

#### CHEESE INSURANCE.

The present depression in the English cheese market is partially responsible for a new idea—the insurance of cheese values.

The London Grocer, of October 2nd, contains an advertisement which is self-explanatory:

"This offer is to the retail trade, and only to those outside the metropolitan area of London and the cities of Liverpool and Manchester; and Aberfalls, Ltd., reserve the right to withdraw or vary the price should the market conditions alter before your application is received. Will September cheese go higher? It may. It is shillings cheaper than last year or 1907, and nearly all foods are on a higher basis. Will September cheese go lower? Perhaps it will. The higher prices may have stimulated production. But we are not going to discuss the prospects with regard to cheese prices. We are here to put your mind easy whichever way it goes.

"During the last year or two you must have realized that a cutting line in cheese has helped your competitors to get in. You have found the company shops, who are able to take advantage of the market, selling cheese at a less price retail than you can buy wholesale. These things need not be. Your trade can be covered. Protect your position!

"Listen to this:

"You can, for a trifling sum, secure your stock for the next few months. We shall be pleased if you will let us protect your interest. You can use our capital and experience. We will buy for you first-hand, and you have no further responsibility. By these methods you are in the same position as the millionaire multiple shop-keeper.

"Our Proposition: We will give you the option to call (on the terms of the form herewith) for from 10 to 10,000 for one shilling per cheese! Finest Can-

adian cheese (white or colored). If the market goes down and you do not call for delivery, you only lose 1s per cheese. If it goes up, you, by exercising your right of call, will secure cheese made in the best months of the year—viz., September or October—at a price which will not hurt you if you have to sell a cutting line at 6d retail. Many schemes—soap, margarine and tea—have been placed before you recently, but none, we venture to say, so sound and attractive as this. 10s will secure the right the right to call for 50 cheese; £5 will secure the right to call for 100 cheese, and £500 will secure the right to call for 10,000 cheese. Intermediate quantities at proportionate prices."

"Our exporters of cheese state that they cannot understand the working of this trade innovation. Suppose, for instance, that the above firm agrees to give A. the option to call for 10,000 boxes of finest Canadian Western colored cheese. September make, at 55s per cwt. c.i.f. terms (the price mentioned in their form of contract) and the price advances 3s to 4s per cwt., is it to be understood that for a margin of 1s per cheese the firm will deliver the goods at a loss of 2s to 3s per box? It seems to us that the firm in question is figuring on low prices, in which case the buyers might not call for the goods, and the firm would make 1s per box. Some firms here think cheese is good property at 55s c.i.f. for Western and 54s c.i.f. for Eastern."

#### ALWAYS COPY ORDERS.

Many merchants neglect to take a copy of orders given to traveling salesmen, relying upon their memory to keep track of the stock, and upon the salesman to see that the order is filled properly.

This system is to be condemned, however, as a loose method likely to cause trouble for the merchant sooner or later. With few exceptions, salesmen can be relied upon to treat customers fairly, but the exception proves the necessity for a rule, and none should object to hand the retailer a carbon copy of the order booked. This will aid the merchant in checking the receipt of goods and will also be a guide in giving further orders.

A case in point occurred during the past week, when a retailer stated that he had placed an order with a salesman for a special line of goods. These were not delivered when promised, and the merchant could not remember the name of the firm with whom he placed the order, although he remembered the post office address. He was unable, therefore, to write a letter regarding the order until he had made inquiries and secured the name of the concern.

# Traveler Tells of Weaknesses of Retail Merchants

**Too Many Forget Importance of the Store Window — Sufficient Care Not Taken With the Goods—Thinks None Should be Left on the Floor—How a Grocer Lost a Good Customer Through a Basket of Peaches.**

Written for the Canadian Grocer by a Traveler.

Of all men who visit the retail grocer perhaps the traveler has the greatest opportunity to know how a dealer may improve his business. He sees all classes of merchants and after some years of experience is in a position to competently pass judgment upon the methods and habits of the retailer. The traveler, too, who is anxious to do business is particularly desirous to have the goods which he is selling move well, and in his own mind often devises means by which the dealer might to a better advantage handle the goods. He is often tempted to voice his sentiments, but he learns to curb his wanton advice under such circumstance as where it is not well received.

The drummer who is writing these words is going to conceal his identity for once, and just draw attention to a few points where the retailer might improve his business in a general way.

I enter into sympathy with every dealer who makes mistakes or fails to recognize those things which it would most surely benefit him should he do so. The details of the business are so distracting while in operation that many things are overlooked for the moment. When overlooked a few times they are forgotten. Merchants, too, often pursue old methods which they have learned years ago and which now have become habitual, though with the advanced civilization and the change in customs and etiquette, they become repulsive to those who deal with him.

It is always necessary that the merchant should "keep up to the times." This takes in much. In these days crudeness is fast wearing off the surface of things. This is a refined age, modernization is being emphasized and it is just as necessary that this spirit should prevail in the grocery trade as any other institution.

## Purpose of the Window.

To come to specific instances, the first thing I wish to mention is the matter of display and more particularly window display.

Optical sensation is the feature of this age if not a prominent feature of every age. Whether this is right from a moral view point or not cannot be discussed, but merchants are justified in falling in with that tendency which is so dominant everywhere. Often grocers build new stores, giving little thought to the display end of the business, with the result that they have not the facilities when the building is complete. It is a mistake not to plan the business so that the display feature will be one of the most fundamental for the success of the business to which your whole life is given over.

We hear much in these days about sunlight. The introduction of sunlight within the walls of a building has become so popular that at present it is almost a craze on the part of architects and modern house dwellers. Now why do not all merchants take advan-

tage to a greater extent than they do of this feature, which is so necessary and build more spacious windows. The more glass in front of the store the better. Enlarge your window seat and let the light come in upon the whole store, making the whole scene attractive from without and more cheery within.

I once heard of a lady who was driving past a grocery store which had made the display feature a leading one, and she saw from the buggy seat an article on the wall shelf fully twenty feet from the front window, she stopped at once, went in and made a dollar and a half purchase.

The open front gives the customer the assurance that there would be no objection to going inside. The more they can see inside the greater to them is the welcome.

## Taking Care of the Goods.

Tastiness and refinement cannot be too strongly emphasized. It is the custom in many places to leave cases of goods exposed to the dust and flies, not to speak of the tendency of customers to pick and nibble at the goods. It is much nicer to see cases of dried fruit and the like, covered with glass. Cases as a rule are a uniform size and it is not very difficult or expensive to keep a stock of glass plates on hand cut the proper size to fit neatly on the case. Think about it, and try it. It will appeal to you, and it will certainly appeal to your customers.

I have seen grocers and clerks handling goods with the bare hand which the customers had to carry home and eat. Yes, I have seen it so often that my stomach feels queer when I think of it. It may be said that the grocer's hands are clean and that that sort of thing is expected, but it does not matter it is naturally repulsive to a twentieth century mortal. It is habitual and really there is little excuse for it.

How much more tasty it is to see a dealer lay oil paper on his hand before he lays sliced meat on it so that he can roll it up without touching it. Details of this kind count for much. Customers notice them and appreciate your endeavor to cater to their tastes.

## Keep Vegetables off the Floor.

In some places more than others, I have noticed that grocers insist upon leaving such goods as vegetables on the floor, or in boxes on the floor. Goods on the floor give the interior the appearance of overcrowding. Get the goods up and your stock will look better and you will have plenty of room in which to turn around.

Goods also can be kept cleaner if they are off the floor, and whether this is true or not they assuredly look cleaner. A neat shelf built separately for vegetables about the height of a barrel is much better than the floor

where dogs smell them, and customers of a rude sort may spit on them.

## Smoking Behind the Counter.

Should the grocers smoke behind the counter? There are few who will admit that it would be policy for him to do so. There are many grocers who take a whiff at the pipe between customers and perhaps run back to the rear to spit and return to the counter wiping the mouth.

If we could see ourselves as others see us, we would dispense with many of our crude traits.

But the merchant above all should endeavor to win rather than repel by his personality. It is personality that counts.

## How Customers are Lost.

The lack of working harmony between the employes of the same store often leads to serious blunders that is an impediment to business. For instance a case comes to my mind of a lady who ordered a basket of peaches, picking out a special basket in doing so. Her name was put on the basket by the salesman, who in this case was the proprietor, she ordered a long list of goods besides this and left the store. The proprietor handed the list over to a junior clerk to fill out without drawing his attention to the special basket of peaches. The result was that the clerk innocently picked up the most convenient basket and had them delivered. The peaches were rotten.

If the grocer had been within reach of the lady when the peaches arrived, something would have happened. She never entered his store again, and only phoned once and then there was an "electric storm."

This was an oversight on the part of the grocer, but his working machinery should be such that such a thing could not occur. I cannot name the system you need. There are more ways than one to get over the difficulty. Devise your own systems to suit the circumstances.

In conclusion I wish to state that it is in the minor details that many merchants are weak. They would be giants in the larger sphere of business could they get over the little things.

Be clean in appearance, civil and courteous to customers and to everybody including, of course, ourselves, the travelers.

It pays to be genial, pleasant and painstaking to all who enter your store whether to "do business" or "to get business."

## PERSONAL NOTES.

J. B. Cullens, who was for several years with Bovril, Ltd., Montreal, has joined the selling force of the E. W. Gillett Co. His territory will be the north shore, province of Quebec.

Ald. S. J. Carter delivered an interesting address before the Literary and Debating Society of the Y.M.C.A., Point St. Charles, Montreal, last week, on "Our Municipal Government." The lecture was appreciated by a large audience. W. C. Murray occupied the chair in the absence of Ald. Manning, of Verdun.

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## Membership of Montreal Association Increasing.

**More Than 600 Now Belong to the R.G.A.—Annual Meeting Held and Officers Elected—New Fee of the Retail Merchants' Association Discussed.**

Montreal, Oct. 12.—The annual meeting for the election of officers of the Retail Grocers' branch of the R. M. A., took place at the offices, 270 St. Catherine St. East. Last year's officers were returned with the exception of the 2nd vice-president and the auditors. The results are as follows:

President—J. A. Dore.  
1st Vice-President—J. B. Boileau.  
2nd Vice-President—J. I. Lussier.  
Treasurer—A. Laniel.  
Secretary—A. Sarrazin.  
Auditors—J. A. Labonte and P. Daoust.

Those present at the meeting, in addition to the above were: R. Gervais, P. St. Pierre, L. E. Panchand, R. Martel, J. B. de Baulieu, E. P. Lalonde, W. Girardin, A. D. Paquette, L. P. Tongas, E. Dubuc, A. Dubuc, Z. Colpron, E. H. Montpetit, F. J. Beaulieu, O. Dupuis, A. Landreville, S. Gagne, W. Fleury, H. Benoit, E. Brais, J. Denault, J. A. Beaudry and J. G. Watson, all of Montreal.

A letter was read from the National Brewers, Ltd., regarding the sale of beer to peddlers. They stated it would at present be impossible to do what the grocers wished—restrict the sale to peddlers—as some one else would simply take the business.

The importance of the peddler system to the grocers of Montreal is very great and a continuous effort is being put forth to curtail their trade. At present the peddler's license is \$50, but it looks as if, through the efforts of the Grocers Association, it would be raised to \$200 within a short space of time. The city council has recommended that change in the city charter to the provincial government which has ratified it.

Regarding the trip to Albany, Boston and New York, recently taken by fifty members of the association, all seemed to have had a most enjoyable time. They were particularly pleased with the reception accorded them in Boston by the Fleischmann Yeast Co. To quote the words of one of the men "our money was no good" explains the hospitality precisely.

An invitation was read from the Saloonkeepers' Association, for the members to take part in a banquet at the Windsor, but no action thereon was taken.

J. B. Boileau suggested that it was high time the association took an active part in local elections. At the next

meeting plans for such a step will probably be made.

The main object of the meeting, outside the election of officers, was to consider the amendment recently passed by the parent organization, the R.M.A. raising the dues from \$2 per year to \$5. It was pointed out by J. A. Beaudry and J. G. Watson, that the work could be much more efficiently and thoroughly carried out if more money were available to do so. It was found impossible to continue on the present basis. The \$5 is to be divided as follows: R.M.A. Dominion Board, \$1, R.M.A. Provincial Board \$2.50, and local branches, \$1.50.



J. I. LUSSIER,

The Only New Officer Elected at Annual Meeting of The Montreal Retail Grocers' Association. He is the 2nd Vice-President.

Some of the members seemed dissatisfied with the new fee, but nevertheless most of those present paid up. The matter will be further discussed at the next monthly meeting. It was not definitely accepted. In talking the matter over afterward with some of the representative grocers, the feeling seemed to be that they had been neglected for the other branches. Membership of the local section is now over 600 and is growing daily.

### TRADE NOTES.

Wm. Brawley, Orangeville, Ont., has purchased the grocery stock of S. E. Buchanan. Mr. Brawley is putting in a full line of choice groceries, flour, etc. Butter and eggs will be accepted as cash.

The Wylie Milling Company have decided to rebuild their large flour mill at Almonte, Ont., recently destroyed by fire, and the contract has already been awarded. The mill will be a one hundred and fifty barrel capacity, larger than before, and will be up to date in every respect.

M. R. & M. H. Cox, of Morell, P.E.I., who have for some years conducted a general store in the village, are dissolving partnership the first of the New Year. M. R. Cox will continue the business in the old stand. M. H. Cox is fitting up a store building on the opposite side of the street, where he intends to open out a new business early in the year.

J. J. Hughes, Souris, P.E.I., is erecting a large and up-to-date store building on the opposite side of the street from his present stand. This structure, when completed, will be a creditable addition to the business blocks of the thriving town and will enable Mr. Hughes to take ample care of his increasing business.

J. H. Magor, of Frank Magor & Co., Montreal, has been unable to make his usual fall trip through Western Canada, owing to an illness of several weeks duration in London, England. He is now improving, and hopes to be able to return to Canada before the end of October.

### THE FIRST OFFICERS.

The officers of the recently-formed Retail Merchants' Association of Nova Scotia are as follows:

President—C. H. Clements, Port Medway.

Vice-President—A. S. Burgess, Canning.

Secretary—Ed. Fulton, Bass River.

The executive committee is composed of the above named officers and the following members—R. H. Lemont, Kings; T. E. Bentley, Annapolis; L. C. Layton, Colchester; A. W. Shafford, Halifax; G. W. Silver, Lunenburg; A. A. Morrison, Richmond, C. B.; Mr. Carter, of A. W. Whitman & Son, Guysboro; H. J. Smith, Cumberland; A. D. McIsaac, Inverness; A. B. Dean, Pietou.

### NEW STORAGE WAREHOUSE.

The new building of the Storage & Transfer Co., Hamilton, Ont., is now practically completed, and will be opened on Nov. 1st. The warehouse is represented as fireproof and is situated so that it has the accommodation of three railways. It has 20,000 square feet of floor space, and a capacity of 220,000 cubic feet. Jno. H. Precious is the manager.

# Canadian General Markets and Market Notes

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

## QUEBEC MARKETS

### POINTERS.

Teas.—A few low grades expected.  
Coffee.—Strong in primary market.  
Spices.—High.  
Sugar.—Steady at reduction.

Montreal, Oct. 21, 1909.

The canned goods situation is much the same as last week except that dealers are beginning to feel more keenly the shortage of peas. The lucky men who got all the peas they ordered are feeling very happy over it.

The disastrous fire at Quebec partially destroyed the dried fruit cargo of the S.S. Bellona, and has caused the firms to whom they were consigned considerable loss and inconvenience, owing to the fact that most of the goods were already sold.

Sugar is steady at the reduced prices and trade is good. The market, as a whole, is quiet, and presents no sensational features.

SUGAR—The demand continues good with little prospect of any immediate change in the situation. The raw sugar market continues high but it is not thought it will become strong enough to affect local conditions.

Granulated, bags	4 99
" 20-lb. bags	4 70
" Imperial	4 35
" Beaver	4 35
Paris lump, boxes, 100 lbs.	5 40
" 50 lbs.	5 50
" 25 lbs.	5 70
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" 25 lb. "	5 70
5 lb. cartons, each	0 37 1/2
Extra ground, bbls.	5 05
" 50-lb. boxes	5 25
" 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 05
Phoenix	4 60
Bright coffee	4 55
No. 3 yellow	4 45
No. 2 "	4 35
No. 1 "	4 20
Bbls. granulated and yellow may be had at 5c. above bag prices.	

SYRUPS AND MOLASSES—The demand for molasses is good, while that for syrups is only fair. Supplies of both are short, but sufficient to fill present demands.

Fancy Barbadoes molasses, puncheons	0 38	0 40
" " barrels	0 41	0 43
" " half-barrels	0 43	0 45
Choice Barbadoes molasses, puncheons	0 41	0 43
" " barrels	0 44	0 46
" " half-barrels	0 46	0 48 1/2
New Orleans	0 27	0 28
Antigua	0 30	0 30
Porto Rico	0 40	0 40
Corn syrups, bbls.	0 03 1/2	0 03 1/2
" 1-bbls.	0 03 1/2	0 03 1/2
" 38 1/2-lb. pails	1 80	1 80
" 25-lb. pails	1 30	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50	2 50
" 5-lb. " 1 doz. "	2 85	2 85
" 10-lb. " 1 doz. "	2 75	2 75
" 20-lb. " 1 doz. "	2 70	2 70

TEA—Some low grade teas are expected this week from Japan. They will in all probability, be taken up immediately. No immediate change in the present situation is expected.

Choicest	0 40	0 50
Choice	0 35	0 37
Japan—Fine	0 32	0 37
" Medium	0 27	0 30
" Good common	0 22	0 25
" Common	0 20	0 22
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 20

Ceylon greens—Young Hysons	0 20	0 25
" Hysons	0 20	0 22
" Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

COFFEE—Coffee are still very strong in the primary markets. Prices here are unchanged.

Mocha	0 18 1/2	0 25
Rio, No. 7	0 09	0 11
Santos	0 12	0 15

DRIED FRUITS—Valencia raisins are in good demand owing to the fact that they came in on a bare market. The quality of newly arrived goods is only fair.

The Quebec fire destroyed a considerable proportion of the goods recently landed from the S.S. Bellona, and seriously damaged more. The full extent of the damage is not yet known.

Currants, fine Blitras, per lb.	0 05 1/2	0 05 1/2
" Patras, per lb.	0 07 1/2	0 08
" Vostizzas, per lb.	0 08	0 09
Dates		
Hallowees, per lb.	0 04	0 05
Sairs, per lb.	0 05	0 05
Raisins		
Australian, per lb. (to arrive)	0 08 1/2	0 09
Old seeded raisins	0 06	0 06
California, choice seeded, 1-lb. pkgs.	0 07	0 08
" fancy seeded, 1-lb. pkgs.	0 08 1/2	0 08 1/2
" loose muscatels, 3-crown, per lb.	0 07 1/2	0 08
" " 4-crown, per lb.	0 08 1/2	0 09
" sultana, per lb.	0 07 1/2	0 08
Valencia, fine off stalk, per lb.	0 05	0 05
" select, per lb.	0 05 1/2	0 05 1/2
" 4-crown layers, per lb.	0 06	0 06

NUTS—Almonds and walnuts are very scarce and prices unusually high. Filberts have recently advanced. No. 1 Spanish peanuts are entirely off the market. Sales in most lines are very good, but supplies are not what they should be.

Unshelled		
Filberts, per lb.	0 09 1/2	0 10
Tarragona Almonds, per lb.	0 10	0 10
Walnuts, per lb.	0 09 1/2	0 09 1/2
Shelled		
Almonds, 4-crown selected, per lb.	0 32	0 33
" 3-crown "	0 31	0 31
" 2-crown "	0 30	0 30
" (in bags), standards, per lb.	0 26	0 27
Cashews	0 15	0 17
Peanuts		
French, No. 1	0 07 1/2	0 07 1/2
Spanish, No. 1	None	None
Virginia, No. 1	0 10	0 10
Pecans, per lb.	0 65	0 65
Pistachios, per lb.	0 75	0 75
Walnuts		
Bordeaux halves	0 23	0 24
Broken	0 18	0 19

SPICES—Whole cinnamon is up, owing to the shortage in crop. There is a big demand for all lines, though individual orders are small.

Speculative buying of peppers in New York and Europe is now the cause ascribed for the recent rise in these lines. Many also think the price has only reached its natural level. Possibly a combination of the two is a good solution. At any rate they seem to be up to stay.

Peppers, black	0 16	0 22
" white	0 22	0 29
Ginger, whole	0 15	0 20
" Cochin	0 17	0 20
Cloves, whole	0 18	0 30
Cloves, ground	0 20	0 25
Cream of tartar	0 23	0 32
Allspice	0 13	0 18
Nutmegs	0 30	0 60
Cinnamon, ground	0 15	0 19
" whole	0 16	0 18

BEANS AND PEAS—Not many peas are being offered, and those which are, have been rapidly taken up. Prices are steady.

Ontario prime pea beans, bushel	1 90	2 00
Peas, boiling, bag	2 50	2 50

RICE AND TAPIOCA—Rice continues in pretty fair demand. The feature of the tapioca market is the rapid rise in values in the primary markets, they having advanced more than 1/2 per cent. or 1/4c. per lb. from lowest quotations. In some quarters a return to old-fashioned prices is looked for, but the wish seems to be father to the thought, from present indications. When the demand from the States slackens a little, there will probably be a reaction.

Rice, grade B, bags, 250 pounds	2 35
" " " 100 "	2 35
" " " 50 "	2 35
" " " pockets, 25 pounds	2 35
" " " " 12 1/2 pounds	2 35
grade e.c., 250 pounds	2 35
" " " 100 "	2 35
" " " 50 "	2 35
" " " pockets, 25 pounds	2 35
" " " " 12 1/2 pounds	2 35
Tapioca, medium pearl	0 09 1/2

EVAPORATED APPLES—None of the winter stock is yet on the market, though two cars are expected this week. Prices of the few old goods available have declined. The quality of the new stock is reported good.

Evaporated apples, prime	0 08	0 08
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MAPLE PRODUCTS—There are no changes in last week's conditions, except the appearance of considerable Beauce sugar. Apparently holders are letting go. Prices remain the same.

Compound maple syrup, per lb.	0 04	0 05
Pure Townships sugar, per lb.	0 07	0 08
Pure syrup, 8 1/2 lb. tin	0 60	0 65 1/2
" " 10 1/2 lb. tin	0 70	0 75

## CANNED GOODS

MONTREAL—The demand for peas continues particularly strong, owing to the short pack. Other lines of vegetables are in good demand. It is thought that from now on fruits will show a decline, owing to the expected arrivals of dried California fruits.

Peas, standard, doz	\$1.00	\$1.05
Peas, early June, doz.	1.05	1.07 1/2
Peas, sweet wrinkled, doz	1.07 1/2	1.12 1/2
Peas, extra sifted, doz.	1.52 1/2	1.60
Peas, gallons	3.87 1/2	3.92 1/2
Beans, doz.	.75	.80
Corn, doz.	.77 1/2	.82 1/2
Tomatoes, doz. (Ontario and Quebec)	.82 1/2	.90
Strawberries, doz.	1.37 1/2	1.40
Raspberries, 2's, doz.	1.75	1.75
Peaches, 2's, doz.	1.95	1.95
Peaches, 3's, doz.	2.65	2.65
Pears, 2's, doz.	1.60	1.60
Pears, 3's, doz.	2.30	2.30
Plums, Greengage doz.	1.50	1.55
Plums, Lombard, doz.	.95	1.00
Lawtonberries, 2's, doz.	1.60	1.60

Clover Leaf and Horseshoe brands

salmon:		
1 lb. talls, per doz.	1.87 1/2	1.87 1/2
1/2 lb. flats, per doz.	1.30	1.30
1 lb. flats, per doz.	2.02 1/2	2.02 1/2

Other salmon:

Humpbacks, doz.	\$ .95	\$1.00
Cohoes, doz.	1.35	1.40
Red Spring, doz	1.60	1.65
Red Sockeye, doz	1.85	2.00

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THE CANADIAN GROCER

TORONTO.—The Canned goods situation becomes more settled, and the canners now know where they are at. The canning work is finished and packers know just what stock they have to handle. Prices are unchanged, but a somewhat easier feeling prevails.

Beans .....	\$ .75	.80
Corn .....	.80	.85
Peas .....	1.00	1.40
Tomatoes, 3's .....	.82½	.85
Strawberries, 2's .....	1.32½	1.37½
Raspberries, 2's .....	1.60	1.65
Peaches .....	1.55	1.55
Lawtonberries .....	1.50	1.50
Red pitted cherries, 2's....	1.60	1.65
Gallon apples .....	2.40	2.50
Bartlett pears, 2's .....	1.45	1.50
Lombard plums, 2's .....	.85	.90

Clover Leaf and Horseshoe brands salmon:  
 1 lb. talls per doz ..... 1.87½  
 ½ lb. flats per doz ..... 1.15  
 1 lb. flats per doz ..... 2.12½

Other salmon prices are:  
 Humpbacks, per doz. .... .95 1.00  
 Cohoes, per doz. .... 1.40 1.50  
 Red Spring, per doz. .... 1.55 1.65  
 Red Sockeye, per doz. .... 1.55 1.65

ONTARIO MARKETS

POINTERS—

Coffee—Tending to higher prices.  
 Sugar—Steady demand.  
 Dried Fruits—More new arrivals.  
 Figs—High prices.  
 Nuts—Firm market.

Toronto, Oct. 21, 1909.

The wholesale grocers are all reporting excellent business. One said that "it is exceptionally good." Orders are satisfactory and accounts are promptly paid. Advances are noticeable in some lines, but declines in none. On the whole trade is healthy and active. Brooms are "up in the sky." Some of the dried fruits are higher, and somewhat different from former reports, are also below the average in quality.

Coffee also is taking an upward tendency. Tea is firm. Although the fruit preserving is practically over, the retailers stocks of sugar are pretty well sold out and the demand for sugar still continues.

SUGAR—Owing to the strong feeling in raw sugar it was thought that the drop of 10c in refined sugar would again be recovered, but it is likely it will stay for some time where it is at present.

St. Lawrence "Crystal Diamonds," barrels .....	5.40
" " " " 4 barrels .....	5.50
" " " " 100 lb. boxes .....	5.60
" " " " 50 lb. boxes .....	5.70
" " " " 25 lb. boxes .....	5.80
" " " " cases, 20-5 boxes .....	6.45
Paris lumps, in 100-lb. boxes .....	7.45
" " " " in 50-lb. " .....	5.60
" " " " in 25-lb. " .....	5.70
Red Seal .....	0.25
St. Lawrence granulated, barrels .....	4.75
Beaver granulated, bags only .....	4.45
Redpath extra granulated .....	4.75
Imperial granulated .....	4.45
Acadia granulated (bags and barrels) .....	4.65
Wallaceburg .....	4.65
St. Lawrence golden, bbls. ....	4.25
Bright coffee .....	4.65
No. 3 yellow .....	4.50
No. 2 " .....	4.40
No. 1 " .....	4.30
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

SYRUPS AND MOLASSES—There is no change in prices in these goods,

although quite an improvement in the output.

Syrups—	Per case.
2 lb. tins, 2 doz. in case .....	2.50
5 " " " " .....	2.85
10 " " " " .....	2.75
20 " " " " .....	2.70
Barrels .....	0.03
Half barrels .....	0.03
Quarter .....	0.03
Pails, 38½ lbs. each .....	1.80
25 " " " " .....	1.30
Maple Syrup—	
Gallons, 6 to case .....	4.80
12 " " " " .....	5.40
Quarts, 24 " " .....	5.40
Pints, 24 " " .....	3.00
Molasses	
New Orleans, medium .....	0.31 0.33
" " " " bbls. ....	0.29 0.31
Barbadoes, extra fancy .....	0.45
Porto Rico .....	0.45 0.62

DRIED FRUITS—New raisins, currants and figs are in stock, but prunes, dates and apricots have not arrived yet. While some of the dried goods are not up to the usual standard, layer figs appear to be of exceptionally good quality, and prices will rule high. Prunes are up on the California market on account of scarcity due to wet weather. High priced prunes are being widely sold contrary to the usual custom. The 70 to 80 size are about the smallest called for by many merchants.

Prunes	Per lb.
30 to 40, in 25-lb. boxes .....	0.10
40 to 50 " " " " .....	0.09
50 to 60 " " " " .....	0.08
60 to 70 " " " " .....	0.07
70 to 80 " " " " .....	0.07
80 to 90 " " " " .....	0.06
90 to 100 " " " " .....	0.06
Same fruit in 50-lb. boxes ½ cent less	

Apricots	
Standard .....	0.13
Choice, 25 lb. boxes .....	0.14
Fancy, " " " " .....	0.15

Candied and Drained Peels	
Lemon .....	0.09 0.11
Orange .....	0.09 0.11

Figs	
Elemes, per lb. ....	0.08 0.10
Tappets, .....	0.03 0.04
Bag figs, .....	0.03 0.04
Dried peaches .....	0.08 0.08
Dried apples .....	0.07
Currants	
Fine Filiatras, 0.06 0.07 .....	Vostizzas, 0.08 0.09
Patras, 0.08 0.08 ½ .....	
Uncleaned ½ cent less.	

Raisins—	
Sultana .....	0.05 0.05
" " fancy .....	0.06 0.07
" " extra fancy .....	0.08 0.09
Valencia, .....	0.06 0.06
Valencia, new .....	0.07
Seeded, 1 lb. packets, fancy .....	0.08
" " 16 oz. packets, choice .....	0.07
" " 12 oz. " " " " .....	0.06
Dates	
Hallowees, 0.05 ½ .....	Fards choicest, 0.08
Sairs, 0.05 " " " " .....	choice, 0.07

TEA—The tea market continues firm with a very strong feeling.

COFFEE—Coffee also has taken the notion to be in line with almost everything else, and has started on the climb.

Rio, roasted .....	0.12 0.13
Santos, roasted .....	0.15 0.17
Maricao, roasted .....	0.16 0.18
Mocha, roasted .....	0.25 0.28
Java, roasted .....	0.27 0.30
Rio green .....	0.08 0.09

RICE AND TAPIOCA—These lines are also waking up and think they are worth more money, and in consequence the market is firm.

Rice, stand B. ....	Per lb.
Standard B from mills, 500 lbs. or over, f.o.b., Montreal .....	2.85
Rangoon .....	0.03 0.03
Patna .....	0.05 0.05
Japan .....	0.05 0.06
Java .....	0.06 0.07
Carolina .....	0.10 0.11
Sago .....	0.05 0.06
Seed tapioca .....	0.05
Tapioca, medium pearl .....	0.04

SPICES—September is the great month for spices which is generally followed by the quiet month of October.

Peppers, black, pure .....	0.14 0.17
" " white, pure .....	0.20 0.25
" " whole, black .....	0.16
" " whole, white .....	0.23

Ginger .....	18 0.25
Cinnamon .....	0.25 0.40
Nutmeg .....	0.20 0.30
Cloves, whole .....	0.25 0.35
Cream of tartar .....	0.22 0.25
Allspice .....	0.14 0.18
" " whole .....	0.14 0.16
Mace, ground .....	0.75 0.80
Mixed pickling spices, whole .....	0.15 0.16
Cassia, whole .....	0.20 0.25

NUTS—It is still too early in the season for nuts. Retailers are waiting for new stock to arrive. New nuts are on the way and the market particularly for almonds and walnuts will be firm. Filberts recently advanced on the first markets.

Almonds, Formigetta .....	0.12
" " Tarragona .....	0.11
" " shelled .....	0.28 0.32
Walnuts, Grenoble .....	0.13
" " Bordeaux .....	0.11
" " Marbots .....	0.11
" " shelled .....	0.23 0.26
Filberts .....	0.12 0.12
Pecans .....	0.16 0.18
Brazils .....	0.15
Peanuts .....	0.08 0.09

EVAPORATED APPLES—Evaporated apples are still firm, and in good demand. The high price is firmly maintained.

Evaporated apples .....	0.08 0.09
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BEANS—The second car of new beans has arrived and the price is expected to be a little lower.

Beans, per bushel .....	1.85
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ST. JOHN N. B. MARKETS.

St. John, October 19.—In the local markets last week Ontario flours advanced ten cents; new beans came in causing a decline in quotations; pork advanced again and in several other lines prices were marked up or down. The following quotations prevail:

Sugar, standard granulated .....	4.75 4.85
" " Austrian .....	4.45 4.65
" " yellows .....	4.25 4.55
Flour, Manitoba .....	6.45 6.65
" " Ontario .....	5.85 5.95
Cornmeal, in bags .....	1.60 1.65
Rolled oats, bbls. ....	5.40 5.50
Val. raisins, lb .....	0.06 0.07
Cal. raisins, seeded .....	0.08 0.09
Currants, lb .....	0.07 0.07
Prunes, lb .....	0.06 0.09
Rice, lb .....	0.03 0.03
Beans, hand picked, bus .....	2.10 2.15
" " yellow eye, bus .....	3.50 3.70
Cheese, lb .....	0.13 0.13
Lard, compound, lb .....	0.12 0.13
" " pure, lb .....	0.16 0.16
Pork, domestic mess .....	28.50 29.00
" " American clear .....	27.00 27.50
" " clear backs .....	29.50 30.00
Beef, American plate .....	18.00 18.50
" " Canadian plate .....	16.75 17.50
Molasses, fancy Barbadoes, gal .....	0.24 0.25
Butter, lb. ....	0.20 0.24
Eggs, doz. ....	0.26 0.30
Potatoes, bbl. ....	1.10 1.25
Canned goods—	
Peas, doz. ....	1.10 1.50
Corn, doz. ....	0.80 1.00
Tomatoes, doz. ....	1.07 1.10
Raspberries, doz. ....	1.85 2.00
Strawberries, doz. ....	1.45 1.50
Salmon, case .....	6.00 6.50
Peaches, 2's, doz. ....	2.00 2.05
" " 3's, doz. ....	3.12 3.15
Baked beans, doz. ....	1.15 1.25
Fish—	
Cod, dry .....	2.75 4.00
Herring, salt, half bbls. ....	2.30 3.50
" " smoked, box .....	0.10 0.11

VANCOUVER MARKETS

Sugar, standard granulated .....	5.50
Val. raisins, lb. ....	0.05
Cal. " " " " .....	0.06
Prunes .....	0.05 0.07
Currants .....	0.06 0.07
Dried apricots, 0.11 0.15 .....	
Flour, Standard, bbl. ....	7.10
Cornmeal, p. 100 lbs. ....	2.60
Beans, per lb. ....	0.03 0.04
Rice, per ton .....	68.00 76.00
Tapioca, per lb. ....	0.03
Evaporated apples .....	0.08
Butter, Eastern .....	0.29 0.30
Butter, local .....	0.35
Butter, Western .....	0.21 0.22
Eggs, Eastern .....	0.33
Eggs, local .....	0.50
Cheese, per lb. ....	0.15 0.15
Canned Goods—	
Peas .....	1.00
Tomatoes .....	1.32
Corn .....	1.10
Apples .....	3.42
Strawberries .....	2.15
Raspberries .....	1.65





## New Sugar Refining Company Formed in Vancouver

**Capitalized at \$2,000,000—Nothing New Regarding Ultimatum of the B. C. Sugar Refining Company—Dealers Awaiting Ashcroft Potatoes — Ripe Olives From California — Important Change in Fish Companies Advances Halibut Prices.**

Vancouver, Oct. 18.—There is something doing in the local sugar situation, another refining company being in the process of organization. The name is the Vancouver Sugar Refining Co., with a capitalization of \$2,000,000, the main movers being Robert Kelly, of Kelly, Douglas & Co., wholesale grocers; J. W. Stewart, of Foley, Welch & Stewart, railway contractors; E. J. McFeely, of McLennan, McFeely & Co., wholesale hardware merchants; T. McCaffry, manager of the local branch of the Union Bank, and Macdonald, Marpole & Co. It is proposed to go ahead as quickly as possible, a site having been purchased, and at a meeting of the company on the 14th instant, progress was reported. Those in the trade state they are not surprised, as the local company already established here is firm in its terms of 14 days. This they claim, does not allow the wholesaler time to even hear in many instances from his customers in the interior to whom he may have shipped sugar, let alone getting any returns. It means a big investment alone for a company that handles much sugar, and large quantities of such a staple article are turned over.

Nothing further has been heard of the notice sent out by the B. C. Sugar Refining Co. that no sugar would be sold to dealers who sold the product of any other refinery. More outside sugar has come along, and it is not being sold surreptitiously, but in some instances is being prominently displayed.

Kelly, Douglas & Co., have purchased 12 feet frontage on Cordova street, adjoining their present location, and it is proposed to extend their warehouse.

Vancouver dealers are daily expecting potatoes from Ashcroft, where some of the best come from. They are late in arriving on the Coast this year. Revelstoke is now achieving a reputation for growing high-class potatoes. There is no reason why good potatoes could not be grown all through the dry sections of the interior, and with the gradually clearing up of the land it is probable that people will see the advantage in growing potatoes for which there is a steady demand, good market and firm prices.

Ripe olives from California, done up in deep cans, are being placed among the dealers here. They are practically new in Vancouver, and somewhat of a luxury.

An important move in the fishing industry has been the disposal of the business in Canada of the New England Fish Co., to the Canadian Fishing Co., a move which is rather misleading. The New England Fish Co. is a United States concern, which has been catching fish in the north, and shipping its product

from Vancouver, through in bond to the markets in the eastern states. Objection has been raised time and again, since Canadian companies could not operate successfully, with the foreign company enjoying these privileges. Objection was also raised since it was able to do business in Canada also, although duty was paid on what fish it brought in. Now it is announced that it has sold its Canadian business to the Canadian Fishing Co., which has been known to be a Vancouver organization. Since the sale was an-

business in Cornwall, Ont., only a short time yet they find their methods are bringing good results.

### CROWN BRAND TABLE SYRUP.

The exhibit of the Edwardsburg Starch Co., Cardinal, Ont., at the Owen Sound fall fair was one that met with much favor from the many visitors. This progressive company has had remarkable success in selling Crown Brand Table Syrup, and the miniature pails of this popular brand, which were given away to the crowds which surrounded the booth will do much to further increase the demand for it in the district contiguous to Owen Sound. Attractive literature was handed out including recipes in which Crown Brand Table Syrup figured prominently. This pure and wholesome product is made from select Indian corn and is a table



Exhibit of the Edwardsburg Starch Co. at the fall fairs in Owen Sound, Collingwood and Elmvale, Ont.

nounced, it has been discovered that the New England Fish Co. controls the stock of the Canadian Fishing Co., the Vancouver men having sold out. As the thing stands, the New England Co. practically sold to itself, the company with the new name having all the appearances of being a purely Canadian concern, when in reality there is little difference in the former conditions. In the meantime, the sale has been marked by the advance in the wholesale prices of halibut from 4½ to 6½ cents, almost 50 per cent. A. L. Hager, manager of the New England Fishing Co., who was very eager to have the news of the sale made public, without the additional information, is now on his way east on a business trip.

Fawkes & Co., dealers in choice family groceries, fruit and vegetables and salt and cooked meats, have been in

commodity that most retail dealers find absolutely necessary to carry.

The booth at Owen Sound was artistically arranged, pyramids of the yellow label Crown Brand tins standing out distinctly on a background of snow white. It made the exhibit the most talked of one in the main building and as nearly every house in Owen Sound was provided with a sample of syrup, this exhibit will do much to aid the retail trade in that district.

The same booth was also shown by the Edwardsburg Starch Co. at the fall fairs in Collingwood and Elmvale, where the same receptions were given Crown Brand syrup. As these places are in the midst of splendid farming communities, and as every visitor from the country carried away a sample, the company has already realized the advantages of this system of advertising. The exhibits were in charge of J. T. Paul and F. A. Verey, the Toronto agent, was also present during the fairs.

# The Real Nature of Selling Work—



Do judge of the value of the trade paper as an advertising medium, the real nature of selling work must be kept in mind.

Remember that advertising, except for mail order propositions, is never designed to complete sales—that's what you employ a staff of salesmen for.

Yet, trade paper advertising performs necessary selling work, because it carries the buyer through at least two stages toward the buying point—the attention and interest stages.

The inquiries that come from your trade paper advertising must therefore always be regarded as incidental to the real selling work this advertising is doing.



# The Selling Talk that Sells

The strongest selling argument is the self-interest of the buyer. And you know, if you have tried Red Rose Tea in your home, that it is the best value in tea, and that it is **always** "good tea." You convince your customer that the best tea for her is Red Rose Tea, and she is going to buy it. When you sell it to her once she will keep on buying it, and there is where **your** self-interest is rewarded. You know that so long as you supply her with Red Rose Tea, she will not be going elsewhere to buy tea—and the rest of her order.

Try  
Recommending **Red Rose Tea**

It will please more of your customers than any other tea.

3 Wellington St. E.  
Toronto, Ont.  
315 William Ave.  
Winnipeg, Man.

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

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**A MUCH LARGER PROFIT** THAN YOU HAVE BEEN RECEIVING ON SIMILAR GOODS.

**A TIN CONTAINING** ABOUT A QUARTER POUND MORE LYE THAN IS USUALLY GIVEN.

**A TIN WITH ROTATING COVER** AND SIFTING TOP

YOU WANT MORE PROFIT  
YOUR CUSTOMERS MORE PURE GOODS  
OPPORTUNITY OFFERS TAKE IT TO-DAY

**WHITE SWAN SPICES AND CEREALS LIMITED**  
TORONTO

MANITOBA MARKETS

(Corrected by Telegraph.)

POINTERS—

Advances—Butter, eggs, brooms and coffee.

New Goods—Beans and brooms.

Weaker—Salmon and matches.

Winnipeg, Oct. 21, 1909.

There has been a noted falling off in the demand for several lines this week. This is probably due to the fact that merchants are ordering futures for Christmas trade at present, and also because farmers everywhere are engaged with their fall work. The collection departments in the wholesale houses are working overtime just now sending out receipts. Yesterday a local house received four letters each containing cheques for four figured accounts. The manager said, "it is coming in bunches now."

Markets are firm with the exception of the cereals, which are plentiful at this season of the year.

SUGAR—Orders are coming in freely since the recent decline, and prices are firmer again. It is interesting to note that to-day's prices are 10 cents lower than the quotations one year ago.

Montreal and B.C. granulated, in bbls.	5 10
" " in sacks	5 15
" " yellow, in bbls.	4 70
" " in sacks	4 65
Iceing sugar, in bbls.	5 45
" " in boxes	5 65
" " in small quantities	5 70

Powdered sugar, in bbls.	5 25
" " in boxes	5 45
" " in small quantities	6 0
Lump, hard, in bbls.	5 35
" " in 1/2 bbls.	6 05
" " in 100-lb. cases	6 05

SYRUP AND MOLASSES—The following prices in syrup are maintained this week. Molasses is also firmer than usual, this output having revived considerably.

Syrup "Crown Brand," 2-lb. tins, per 2 doz. case	2 27
" " 5-lb. tins, per 1 " "	2 72
" " 10-lb. tins, per 1 " "	2 57
" " 20-lb. tins, per 1 " "	2 60
" " 1/2 barrel, per lb.	0 03 1/2
Sugar Syrup, per lb.	0 03
Beehive Brand, 2-lb. tins, per 2 doz. case	2 27
" " 5 " " 1 " "	2 72
" " 10 " " 1 " "	2 55
" " 20 " " 1 " "	2 60
Barbadoes molasses in 1/2 bbls., per gal.	0 50
Porto Rico molasses in 1/2 bbls., per gal.	0 60
Ringbread molasses, 1/2 bbls., per gal.	0 40
New Orleans molasses 1/2 bbls., per gal.	0 36

FOREIGN DRIED FRUITS — The 1909 crop of California apricots was about 14,000 tons, of which European buyers took 10,000 tons. This left a small amount for American buyers and was soon sold, so that now the market is practically cleaned up. Present holders are now offering for 3 cents above opening prices, and it is expected that the prices will go higher.

Advices state that the demand for peaches exceeds the supply. A big shortage in the eastern apple crop has increased the demand for peaches and prices are advancing.

Although the prune crop in California, Oregon and Washington is large, the demand has been correspondingly so, European buyers being the heaviest for the past 10 years. It is estimated that

three-fourths of the crop is already sold for shipment.

The dried fruit situation is strong, and it looks as if higher prices will rule on nearly every line.

Smyrna Sultana raisins, uncleaned, per lb.	0 06
" " cleaned, per lb.	0 07
Valencia raisins, Rowley's, f.o.s. per case, 28 1/2	1 90
" " selecta " 28 1/2	2 05
" " layers " 28 1/2	2 15
California raisins, choice seeded in 1/2-lb. packages	0 05
" " fancy seeded, in 1/2-lb. packages	0 06
" " choice seeded in 1-lb. packages	0 07
" " fancy seeded in 1-lb. packages	0 08
Raisins, 3 crown muscatela, per lb.	0 05
" " 4 " "	0 06
Prunes, 30-100 per lb.	0 05
" " 80-90 " "	0 05
" " 70-80 " "	0 05
" " 60-70 " "	0 06
" " 50-60 " "	0 08
" " 40-50 " "	0 08
" " 30-40 " "	0 08
Silver prunes	0 09
Currants, uncleaned, loose pack, per lb.	0 06
" " dry, cleaned, Filiatras, per lb.	0 06
" " wet, cleaned, per lb.	0 07
" " Filiatras, in 1-lb. pkg. dry, cleaned, per lb.	0 08
Pears, per lb.	0 08
Peaches, standard, per lb.	0 07
" " choice	0 08
Apricots, standard, per lb.	0 14
" " choice, per lb.	0 14
Plums, black pitted, per lb.	0 11
Nectarines, per lb.	0 09
Dates, new, per lb.	0 07

HONEY—There is plenty of stock at present in local houses. The quality this year is said to be excellent. The following prices are the lowest quotations which have been made this week. The tendency is to go up. Ontario supplies the bulk of the product.

Honey, 2 1/2 lb. tins, per tin	0 37 1/2
" " 5 " " 1 " "	0 75
" " 12 oz. jars, per dozen	2 10
" " 60-lb. tins, per lb.	0 12

TEA AND COFFEE—Green coffee is moving at 10 cents per pound now.

Importers, Roasters and Grinders of  
**Coffee and Spices**

Manufacturers of  
**Jams, Jellies, Pickles,  
Sauces and  
Flavoring Extracts**

We manufacture a full line of these and are able to supply you quickly and cheaply.

OUR PRICES ARE RIGHT  
WE WANT YOUR BUSINESS

Before replenishing your stock get our prices

**Empress Manufacturing Co.**

Limited

VANCOUVER, B. C.

"It is simply splendid as a collector, and cuts out bookkeeping."

WM. JOHNSTON,  
Grocer, Sarnia, Ont.

The interior takes out and fits any safe, thus giving complete fire protection.



**Huber Account Register and System**

has done away with all bookkeeping and posting, and by avoiding errors has gained the customers' confidence. It is the latest, most accurate and most satisfactory way of keeping accounts, and is adaptable to any business. If you are alive to your own interests, you will send a request for our free booklet.

**R. B. Belden & Co., - 178-180 Victoria Street  
Toronto**



# Manufacturers' Agents

## And Brokers Directory

### BRITISH COLUMBIA

**JOHN J. BOSTOCK**  
Wholesale Broker  
SALMON Canned and Salted  
HERRINGS HALIBUT  
LOO BUILDING, VANCOUVER, B.C.

We have Competent Salesmen  
Best facilities for Distributing and Storing  
**W. HARRY WILSON & CO.**  
330-332 Cordova St. W. VANCOUVER, B.C.

**McLEOD & CLARKSON**  
Manufacturers' Agents and Wholesale Commission Agents  
-144 WATER ST., VANCOUVER, B.C.  
Can give strict attention to a few first-class Grocery Agencies. Highest References.

**W. A. JAMESON**  
**COFFEE CO.**  
MANUFACTURERS  
Coffees, Teas, Spices, Etc.  
"Feather-light" Baking Powder  
Cor. Langley and Broughton Sts.  
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN  
**R. Robertson & Co.**  
25 Alexander St.  
VANCOUVER, B.C.  
Wholesale Brokers  
GROCERIES, PRODUCE, FRUITS, GRAINS  
Importers and Exporters  
Reference—Bank of Montreal.  
Write us for information about B.C. trade.  
Cable Address—"Robin," Vancouver.  
Codes—ABC, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

Wholesale Manufacturers' Agents  
Correspondence Solicited.  
**F. R. McINTOSH & CO.**  
Vancouver, B.C.

W. C. FINDLAY W. CARTER  
**E. A. MARSHALL & CO.**  
Manufacturers' Agents  
SUITE 11 COURT HOUSE BLOCK, VANCOUVER, B.C.  
We have an established connection and can handle a few more good agencies to advantage.  
Highest References.

**F. G. EVANS & CO.**  
139 Water St. VANCOUVER, B.C.,  
Wholesale Grocery Brokers and  
Manufacturers' Agents  
*Correspondence Solicited.*

**EDMONDS & BAKER**  
MANUFACTURERS' AGENTS  
AND GROCERY BROKERS  
100 Loo Bldg., VANCOUVER, B.C.  
Open for a few more good agencies. We get results.  
CORRESPONDENCE SOLICITED.

TRY A  
**Condensed Ad.**  
IN  
**The Grocer**

**THE CANADIAN GROCER**  
British Columbia Office at Room 11, Hartney Chambers,  
Cor. Pender and Homer Sts., Vancouver.  
H. HODGSON Manager

**HERMAN ERB**  
Manufacturers' and Wholesale Commission Agent  
P. O. BOX 405  
522 Bastion Street, Victoria, B.C.  
Open for a few more agencies

**BALAKLAVA SARDINES**

None better and few of equal quality.  
The line for you to push for a good profit.

**The Eastern Canning Company - - Port Canada, N. B.**

Canadian Agents: C. A. Chouillou & Cie., Montreal; Green & Co., 25 Front St. E., Toronto; D. C. Hannah, London, Ont.; G. Wallace Woese, Hamilton; H. D. Marshall, 197 Sparks St., Ottawa; H. M. McBride, 312 Ross Ave., Winnipeg, Man.





# The Wonderful West!

## The Land of Golden Opportunities and Golden Realisations.

Are you participating in these chances that lead to fortune? This year there has been a record crop; and the farmer is a good spender, if the quality is right. We have a thorough grasp of the Western trade and its developments, and have large track warehouses at the three strategic business points. We are at your service, and offer efficient and conscientious help in the disposal of your merchandise.

Let us have details of your business, and we will advise you fully of the possibilities of selling your wares out West.

# NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

CALGARY                      WINNIPEG                      EDMONTON

Storage for all classes of Merchandise. Also Cars distributed at Calgary, Winnipeg and Edmonton.

## Thurston & Braidich

128 William Street      NEW YORK CITY

Direct Importers of

VANILLA BEANS  
TONKA BEANS  
GUM TRAGACANTH  
GUM ARABIC

Winnipeg Representative,

**W. H. Escott**

Wholesale Grocery Broker

141 Bannatyne Ave., East



**“Mephisto”**

BRAND  
**Lobster**

Our sole attention is given to the production of a choice canned lobster. We have no other business. If we cannot give you the regular quality you require, no other packer can. 1909 prices now out for Europe and America.

**Fred Magee**  
PRODUCER  
Port Elgin, N.B., and  
Pictou, N.S.                      Canada

**Do You Sell Sausage?**

**IF NOT — WHY NOT?**

Many Grocers find this a PROFITABLE  
"SIDE LINE"

You take no chances if you sell only

**GUNNS**  
**Fresh Pork Sausage**

Our reputation is behind them.

Your customers will appreciate this High  
Class Dainty.

Made in Canada's finest Packing Plant, under Govern-  
ment Inspection.

**GUNNS Limited** WEST TORONTO  
**PORK and BEEF PACKERS**

**SAUSAGE**

There is no line of meats more appetizing or more economical than fresh pork Sausage. Your customers will be asking for it as the weather grows colder, and we would recommend a constant supply. We guarantee our stock to be made of carefully selected Canadian pork and made under Government inspection.

Let us have your orders for daily or weekly shipments.

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

**VALUE OF GOOD COPY**

Personally, I believe "ads." in trade papers should be made so attractive, so interesting in some way that the merchant as he glances through the trade journal will stop and see what you have to say. The simple announcement that you are in business is not enough. I don't care how prominent a firm is, they should not get the idea they are so big that all they need to do is to reproduce their name on a page in a trade journal and say nothing more. They should do something to make the merchant curious; in fact, somewhat anxious to meet the travelling man you are sending out to represent you.

—TOM MURRAY, Chicago.

**SHIP YOUR DRESSED POULTRY**

TO

**DAVIES'**

We want large quantities of

**TURKEYS, GESE, DUCKS, CHICKENS**  
**and FOWL**

We have been 54 years specializing in Dressed Poultry. This valuable experience is at your service. We are the largest dealers and have the largest outlet of any house in Canada. All shipments paid for daily.

**THE Davies Co., Limited**  
Phone Main 119 James St., Toronto

**Breakfast Bacon**  
**Skinned Backs**  
**Hams and Rolls**  
**Pure Lard**

Finest Quality. Made from Selected Hogs  
Made under Government inspection.

**The WM. RYAN CO.**  
LIMITED

PACKING HOUSE:

**FERGUS, - - ONT.**

HEAD OFFICE:

**70 and 72 Front St. East, TORONTO**

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Pure Lard  
Boxes, 50 lb  
Cases, tins,  
" "  
Pails, wood  
Pails, tin, 2  
Tubs, 50 lb  
Terces, 375  
Compound Lard  
Boxes, 50 lb  
Cases, 10-lb  
" 5  
" 3  
Pails, wood  
Pails, tin, 2  
Tubs, 50 lb  
Terces, 375  
Pork  
Heavy Canada  
Canada short c  
Heavy clear por  
Clear fat backs  
Heavy flank por  
Plate beef, 100 l  
" 200  
" 300

Dry Salt Meat  
Green bacon, fl  
Long clear baco  
Long clear baco  
Hams  
Extra large size  
Large sizes, 18 t  
Medium sizes, 1  
Extra small size  
Bone out, rolled  
" "  
Breakfast baco  
Wendur baco  
Spiced roll baco  
Hogs, live, per c  
dressed, 1

BUTTER  
with light  
against 7.5  
week last



# Produce and Provision Situation of the World

**An Easier Tone Exists in Provision Market — Light Stocks on Hand—Opening for Canadian Butter Made on English Market on Account of Danish High Prices—Cheese Supply Above Requirements.**

The provision market is easier. The supply of hogs is still insufficient to meet the requirements, and as the stocks on hand are very light, if not entirely exhausted, cured meat cannot be expected to come down very much from the high point to which it has climbed.

Butter is also weak with the exception of the local trade. Prices for export had to give way to effect sales. The "Danish Selling Committee" in their efforts to force the English people to pay more for their butter, caused a little stir in the market, and made an opening for some of our Canadian butter, but they found out that they made a mistake and are now willing to accept from 1 to 2 shillings less. While a large quantity of Canadian butter is held by speculators, it is more concentrated and more in the hands of a few than last year, and therefore under better control.

Cheese remains dull and weak, and the supply keeps ahead of the requirements. Already the New Zealand prospects are eagerly watched, and as they are favorable to a large production, it has a weakening effect on the market in general.

With the exception of the hog product everything is in abundance and looking for buyers.

## MONTREAL.

**PROVISIONS**—Supplies are light and trade is only fair this week. The market presents no unusual features.

<b>Pure Lard</b>	
Boxes, 50 lbs., per lb.	0 16 1/2
Cases, tins, each 10 lbs., per lb.	0 16 1/2
" " " 5 " " "	0 16 1/2
" " " 3 " " "	0 17
Pails, wood, 20 lbs. net, per lb.	0 16 1/2
Pails, tin, 20 lbs. gross, per lb.	0 16 1/2
Tubs, 50 lbs. net, per lb.	0 16 1/2
Tierces, 375 lbs., per lb.	0 16 1/2
<b>Compound Lard</b>	
Boxes, 50 lbs. net, per lb.	0 10 1/2
Cases, 10-lb. tins, 60 lbs. to case, per lb.	0 11 1/2
" " " 5 " " "	0 11 1/2
" " " 3 " " "	0 11 1/2
Pails, wood, 20 lbs. net, per lb.	0 11 1/2
Pails, tin, 20 lbs. gross, per lb.	0 10 1/2
Tubs, 50 lbs. net, per lb.	0 11
Tierces, 375 lbs., per lb.	0 10 1/2
<b>Pork</b>	
Heavy Canada short cut mess, bbl. 35-45 pieces	31 00
Canada short cut back pork, bbl. 45-55 pieces	31 00
Heavy clear pork, bbls. 20-35 pieces	31 0
Clear fat backs	32 00
Heavy flank pork, bbl.	28 00
Plate beef, 100 lb bbls.	7 75
" " 200 " "	15 00
" " 300 " "	22 00
<b>Dry Salt Meats</b>	
Green bacon, flanks, lb.	0 14
Long clear bacon, heavy, lb.	0 15 1/2
Long clear bacon, light, lb.	0 16
<b>Hams</b>	
Extra large sizes, 25 lbs. upwards, lb.	0 14
Large sizes, 18 to 25 lbs., per lb.	0 15 1/2
Medium sizes, 13 to 18 lbs., per lb.	0 16
Extra small sizes, 10 to 13 lbs., per lb.	0 16
Roll out, rolled, large, 16 to 25 lbs., per lb.	0 17
" " small, 9 to 12 lbs., per lb.	0 17 1/2
Breakfast bacon, English, boneless, per lb.	0 18
" " "	0 17 1/2
Windsor bacon, skinned, backs, per lb.	0 18 1/2
Spiced roll bacon, boneless, short, per lb.	0 16
Hogs, live, per cwt.	8 50
dressed, per cwt.	12 50

**BUTTER**—The market remains steady with light receipts, 6,297 packages as against 7,339 packages for the same week last year. For the season they

are 326,032 packages as against 358,856 packages same season last year. There is some export inquiry, which tends toward the idea that stocks, although large, are not greater than will be required for local consumption.

Creamery, solids, lb.	0 25
Creamery prints	0 25 1/2
Dairy, tubs, lb.	0 19 0 21
Fresh dairy rolls	0 21

**CHEESE**—The English market is in a state of deplorable depression, owing to the expectation of a big New Zealand make. The New Zealand futures are now selling at the same price as Canadians for immediate delivery, thus making Canadian sales very slow. No improvement is expected until after the close of navigation. The Quebec factories will close in about two weeks. The cheese now coming forward is rather poor in quality, and will have to bring a lower price.

Receipts for the week are 60,790 boxes as against 61,814 boxes same week last year. For the season they are 1,694,099 boxes as against 1,667,221 boxes same period 1908.

Quebec, large	0 11 1/2 0 12
Western, large	0 11 1/2 0 12
" " twins	0 12 1/2 0 13
" " small, 20 lbs.	0 12 1/2 0 12 1/2
Old cheese, large	0 15 0 16

**EGGS**—The market continues firm, with a good demand. Country receipts have been small. For the week they are 2,404 cases as against 2,171 cases same week last year. For the season they are 176,151 cases as against 171,010 cases same period 1908.

New laid	0 32
Selects, dozen	0 28
No. 1, dozen	0 25
No. 2, dozen (nominal)	0 19 0 20

**HONEY**—The honey situation is unchanged, though supplies have been dropping off. The quality of this year's goods is fully up to the average.

White clover comb honey (nominal prices)	0 14 0 15
Buckwheat, extracted	0 08 0 09
Clover, strained, bulk, 30 lb. tins.	0 11

## TORONTO.

**PROVISIONS**—The provision market is easier, hogs a little more plentiful, and prices of cured meats a shade lower. The stocks are light and business, as a rule, from hand to mouth.

Long clear bacon, per lb.	0 15 0 15 1/2
Smoked breakfast bacon, per lb.	0 17 0 18
Roll bacon, per lb.	0 14 1/2 0 15
Light hams, per lb.	0 15 1/2 0 16
Medium hams, per lb.	0 15 1/2 0 16
Large hams, per lb.	0 14 0 14 1/2
Shoulder hams, per lb.	0 12 0 12 1/2
Backs, plain, per lb.	0 18 0 19
" " pea meal	0 18 1/2 0 19 1/2
Heavy mess pork, per bbl.	25 00 25 50
Short cut, per bbl.	27 00 27 25
Lard, tierces, per lb.	0 14 1/2 0 15
" " tubs	0 15 0 15 1/2
" " pails	0 15 1/2 0 16
" " compounds, per lb.	0 10 0 11 1/2
Live hogs, f.o.b.	7 15
Dressed hogs	10 50

**BUTTER**—The local demand for fresh, choice goods is keen, and outside prices are readily paid for suitable butter. Fall flavors which are not desirable, are beginning to be noticeable, and buyers are more careful in making their selections.

Fresh creamery print	Per lb.	0 25 0 26
Fresh creamery solids	0 24 0 25	
Farmers' separator butter	0 23 0 24	
Dairy prints, choice	0 22 0 23	
Tub butter	0 21 0 21	
Baking butter	0 17 0 18	

**CHEESE**—The cheese market remains dull and inactive, and if there is any change at all it is about 1/4c lower. The local demand is fair, and if the grocers would consider their own interests and act accordingly, they would talk up the food value of cheese, and very much increase their sales. Let any grocer post himself thoroughly on cheese, put it in an attractive condition and talk cheese intelligently as every good salesman should and he can easily double his cheese sales in a week. Try it and if you do not accomplish it, learn more about cheese.

Cheese, new, large	0 12 1/2 0 12 1/2
" " twins	0 12 1/2 0 13

**EGGS**—Strictly new laid eggs are very scarce and are selling at 35c a dozen. Ordinary held eggs are in good demand and prices are well maintained. Receipts from the country are light, and are not satisfactory.

Fresh eggs	0 25 0 26
Strictly new laid	0 35

**POULTRY**—To meet the Thanksgiving requirements poultry is beginning to pour in, in large quantities and of all grades of birds. As is usually the case, a large percentage of them are in bad condition. Farmers in some cases spend all summer in building the frames and then forget to put meat on them. This seems to be the height of folly. With this condition of affairs the farmers will never get paid for the cost of the frame, and the consumer pays for the weight of the bones without getting the meat he looks for, and the end of it is disappointment, dissatisfaction and loss all round. Failing in the attempt to teach farmers to dress their poultry properly, dealers prefer to buy them alive, and dress them themselves. In this way the dressing is very much improved, but the feeding which belongs to the farmer is still far from what it should be.

The writer saw a box of turkeys opened when it arrived this week, which were not fit to sell. A prospective buyer lifted one up and remarked: "This one must have died from consumption." It certainly looked like it.

Early spring chicken, alive, per lb.	0 11 0 12
Spring chicken, dressed	0 13 0 14
Hens, per lb. dressed	0 12
Turkeys, per lb., large	0 16 0 18
Spring ducks, alive	0 10 0 11
" " dressed	0 12 0 13
Old ducks	0 08

## FRESH FOR 26 YEARS.

An interesting feature of the reports from the Peary expedition was the statement of Prof. McMillan concerning the discovery of the abandoned base of supplies of the Greely expedition of 1881-3 at Fort Conger, in latitude 81 deg. 44 min. The storehouse, with its twenty-seven years of snow covering, stood just as the despairing Greely party had abandoned it when they made their dash southward to escape after vainly waiting for relief. In it the Peary party found quantities of supplies, including a great pile of bacon, which was just as sweet as the day it came out of the smokehouse.—The National Provisioner.

**SUGAR COMPANY ENTERTAINS.**

Wallaceburg, Oct. 19.—On Thursday of last week the Dominion Sugar Co., of Wallaceburg, formerly the Wallaceburg Sugar Co., entertained its beet growers to the number of more than 1,000.

Invitations were sent out some time before to all the company's beet contractors, to visit the factory and attend the Wallaceburg Fair at the company's expense. Upwards of 1,000 accepted. In the morning the visitors were shown through the factory, the various processes being pointed out and explained by guides from the company's staff. Between 11 and 2 o'clock the guests were entertained to dinner in the company's large new warehouse, after which such as desired were given a free electric car ride to the Wallaceburg Agricultural Society's grounds and furnished with free tickets.

This is the second time the company has entertained its patrons, and the affair was successful.

**THINGS THAT SHOULDN'T BE.**

**Pointers for Grocers and Their Salesmen While on Duty in the Store.**

Here are some suggestions picked up from visits to Canadian grocery stores on things that should not exist:—

A bundle of codfish within two feet of the butter.

A young clerk sitting in a chair waiting for a lady to tell him what she wants before he gets up.

A grocer lighting his pipe and throwing away the match carelessly before it is out.

A store where the goods are arranged in order, as follows: Butter, grapes, eggs, cabbages, biscuits, sugar, apples, flour, bread, lemons, and oranges.

A grocer who keeps his comb honey in the refrigerator.

Two clerks talking baseball while a lady is waiting to be served.

The habit of sprawling on the counter to take an order from a lady.

The "boss" soliciting orders and the clerk staying in a dirty, neglected store.

Handling candies with his hands instead of with a scoop.

**JAPANESE COMMISSIONERS.**

Four members of the Japanese trade commission passed through Montreal last Tuesday on their way to Ottawa. They were met by influential Japanese residents of Montreal and given a hearty reception. The Japanese commission consisting of about fifty men, all prominent in their own country, has been touring the United States and Canada with a view to establishing better trade relationships between the countries. The Canadian contingent is under the guidance of W. T. R. Preston, formerly Canadian Commercial Agent to Japan.

The Largest and Oldest Barley Manufacturers in Canada

LET US QUOTE YOU PRICES ON—

**Pot and Pearl Barley  
Split Peas and Feed**

**John MacKay, Limited  
BOWMANVILLE, - ONTARIO**

52 Highest Awards In Europe and America

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



Registered,  
U. S. Pat. Off.

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

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

**SUCHARD'S COCOA**

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes. Delicious in flavor; prices just right.  
FRANK L. BENEDICT & CO., Montreal  
Agents.

**CIE FRANCAISE des PATES ALIMENTAIRES**  
**Macaroni, Vermicelli, etc.**  
Strictly French Manufacture Guaranteed  
Manufactured at  
92 Beaudry Street MONTREAL

**J. P. THOMAS**

25 St. Peter St. QUEBEC  
Open to represent another progressive house in this territory. All connection and highest references.  
Write me to-day.

**Do You Want  
To Save Money?**

on discounts and freight.

We can put dollars in your pocket if you will handle



You will do a much more profitable soap business than ever before if you will stock our full line.

**RICHARDS—**  
Quick Naptha Soap  
Snow Flake Soap  
Chips  
Ammonia Powder  
100% Pure Lye  
Toilet Soaps

**Custard Powder**

The BIG Two-Power 50. pkg.

Manufactured only by  
**EDWARD J. NATION & CO.**  
BRISTOL, ENGLAND  
**WE STOCK IT**

**W. H. ESCOTT**  
Wholesale Broker  
WINNIPEG MANITOBA

Let us quote you on your  
**APPLE BARREL**

requirements for the coming season. Also staves, hoops and heading for sale.

**H. CARGILL & SON**  
CARGILL, ONTARIO

**SALT**

Car Lots of Fine, Medium or Coarse, in Barrels, Sacks or Bulk.  
TORONTO SALT WORKS, 128 Adelaide St. E., Toronto  
G. J. CLIFF, Manager.

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





# Royal Yeast Cakes.

Most Perfect Made.

Sold and Used Everywhere.



With Royal Yeast on your shelves you have in stock the Standard Yeast of Canada. **You** know it and **your customers** know it, two good reasons why you should not experiment with unknown and unsaleable brands.

Order from your wholesale grocer.

A Pure Dry  
Hop Yeast.



Highest Honors  
at all Expositions.

ESTABLISHED 1852.

## CLARK'S Well Made MEATS Well Advertised Well Known

All the factors of successful sales are in CLARK'S MEATS.

Their reputation and quality are never questioned.

They are known all over Canada.

Their sale is an absolute certainty.

The manufacturer assists the grocer most generously by liberal advertising.

The variety is large, meeting the requirements of every buyer—

- |                             |                             |
|-----------------------------|-----------------------------|
| Clark's Pork and Beans      | Clark's Mince Meat          |
| Clark's Ham, Tongue or Veal | Clark's Ox Tongue           |
| Clark's Sliced Smoked Beef  | Clark's Chateau Baked Beans |

and CLARK'S INGLASS BRAND MEATS

INGLASS BRAND includes a full assortment of Clark's Meats packed in air-tight glass containers.

WRITE FOR SPECIAL PRICE LIST.

**WM. CLARK, - MONTREAL**  
Manufacturer of High-Grade Food Specialties

# Cafe Francais

is a winner for you. It sells quickly and profitably. It is simply coffee, with none of that beverage's after effects. No caffeine in it.

Is put up in 1-lb. and 2-lb. cartons, retailing at 25c. lb.

Get a supply to-day from us, direct.

SAMPLES FREE

**Dominion Cereal Mfg. Co.**  
VICTORIAVILLE, QUE.

Also makers of Imperial Self-Raising Flour

**CANADIAN BOOKSELLER AND STATIONER'S SILVER JUBILEE.**

The Bookseller and Stationer, of Toronto, with its September number celebrates its silver jubilee, having evolved out of Books and Notions, started by J. J. Dyas, of Toronto, during the month of August, 1884. Year by year the journal taken over in 1888, by the MacLean Publishing Co., gained in strength, usefulness and influence until now in its twenty-fifth year it may compare itself with the best book and stationery trade journals in America. This is due as much to the editorial management as to the enterprise of its publishers.

Since its establishment Bookseller and Stationer has been in charge of several editors, and it is in fact worth noting that each of these men have achieved distinction in the work he has since taken up. After the acquisition of the paper by the MacLean Publishing Co., the first editor was C. A. C. Jennings, who was in charge until the summer of 1892. Mr. Jennings is now one of the editors of the Toronto Mail and Empire. Following him for three years was John A. Cooper, M.A., who resigned in 1895 to accept the editorship of the Canadian Magazine, and who is now the managing editor of the Canadian Courier. After him the paper was under the editorial control of Frank Smith, who is to-day financial editor of the Toronto News. His successor was Dr. A. H. U. Colquhoun, M.A., LL.D., now Deputy

Minister of Education of the Province of Ontario. In 1902 the present editor, W. A. Craik, succeeded Dr. Colquhoun, and has ever since been in charge.

In the name of the book trade of the United States, we offer congratulations coupled with the wish that our contemporary may enjoy many more years of usefulness and prosperity.—From Publishers' Weekly.

**WANTS ONLY PURE SPICES.**

**Perth Merchant Appreciates Visit of the Food Inspector.**

Editor Canadian Grocer,—J. G. Riekey, of the Inland Revenue Department, recently took a number of samples of pepper from stores in this town. Most 20th century grocers wish to handle pure goods only, so are glad to have their spices tested, looking upon this inspection as a safeguard to their own interests, and why should they not?

We buy from a wholesale spice house what is called pure pepper. If, upon analysis, this is found to be adulterated, we know where not to buy the next time. If, on the other hand, it is found to be as labeled, we are given greater confidence in our goods, greater confidence in our wholesale spice house, and we can, with full confidence, recommend our spices cheerfully to all customers.

PERTH MERCHANT.

Perth, Ont., Oct. 18, 1909.

**NEW SUGAR-REFINING PLANT.**

A syndicate of Vancouver capitalists has purchased a site in Vancouver for the establishment of a sugar-refining plant. The purchasers of the property are J. W. Stewart, of Foley, Welch & Stewart, railway contractors; Robert Kelly, head of Kelly, Douglas & Co., wholesale grocers; the Macdonald, Marpole Co., coal dealers, and E. J. McFeely, of McLennan, McFeely & Co., wholesale hardware merchants. It is stated that the price paid for the property was about \$350,000.

**"Premium Goods"**

Storekeepers wishing to handle premiums, write for our Picture proposition. We have the finest line in Canada.

**Merchants Portrait Co.**  
TORONTO

**ROLLED OATS**

FLAKED WHEAT and OATMEALS  
Bags or Barrels. Car or Broken Lots.  
WRITE FOR QUOTATIONS.  
Prompt attention to all orders.  
J. W. EWEN, - Uxbridge, Ont.

**BROOMS**

We Make

**Brooms of Quality**

ORDER NOW—Sample lot of our FINE CARPET, 4-String, Bamboo Handle, at \$3.60 per dozen. Sample lots only UP TO 10 DOZEN—just to show you our goods.

**Walter Woods & Co.**

Hamilton and Winnipeg

**Half the toil**

of household work is taken away when

**ASEPTO SOAP POWDER**

"The enemy of dirt"

is brought into the house.

This most efficient and economical SOAP POWDER should prove a powerful lever to move the whole of the family trade to your store.

SEND FOR PRICES

There's Money in It For You

**ASEPTO MFG. CO.**

ST. JOHN, N.B.



## Some Grocers have decided that it is not good business to import Fancy Biscuits

They do not question the quality of Fancy European lines—*before shipment*. But, they know that a long sea voyage depreciates the flavor of any food stuffs. Besides, it ties up cash in considerable quantities placing long orders months ahead. That's how they argue the point. They stock

### CHRISTIE FANCY BISCUITS

because Christie's are immensely superior in *Quality, Purity, Nutriment* and lasting *Goodness* to any fancy lines baked on this continent. Our Acorns, Wafer Rolls, Dominoes, La Fetes, Orange Wafers, Coffee Wafers, Philopenas, et cetera, are equal in every quality that makes for biscuit perfection to the best fancy lines in the old lands. Then our fancy goods have the merit of freshness. You can get them when you want them.

*N.B.—Our latest fancy lines "Madeira Mixed" and "Cherry Rings" are the delight of biscuit connoisseurs.*

**Christie, Brown & Co., Limited, Toronto**

PROGRESSIVE GROCERS HANDLE THIS MONEY-MAKER



Our  
VILLAGE  
Biscuit  
retails  
3 lbs. for  
25c.

DIGNARD, LIMITED, Biscuit Manufacturers MONTREAL



**CAPSTAN BRAND  
PURE MINCE MEAT**

Package Mince Meat  
Put up in 1/4 gross cases

Bulk in 7-lb. Pails  
1/2 doz. in crate

25-lb. Pails and 75 lb. Pails

Capacity one ton per hour.  
Sold by all wholesale dealers

The Capstan Mfg. Co., Toronto Ont.

## Biscuits Promptly Shipped

We can guarantee you expeditious delivery of all goods ordered from us. Next time you require any biscuits in a hurry try us, both for quality and prompt shipment.

**THE CANADIAN BISCUIT COMPANY, LIMITED**

LA PERADE, QUE.

You can very easily work up a snug little trade in

# Cowan's Bake Icings



Just get your customers who are not already using them to try a single package.

That will be pretty sure to make them regular users, to their satisfaction and your profit.

**The Cowan Co., Ltd.**  
Toronto, Can.

Canadian made Licorice  
**Y&S BRAND**  
All Druggists.



Manufactured by  
**NATIONAL LICORICE CO.**  
Montreal.

Grocers,  
Confectioners  
and  
Druggists

should not fail to handle a full range of our

## Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

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

Write for price lists and illustrated catalogue

Send  
To-day

### AGENTS

ONTARIO, R. S. McIndoe, 54 Wellington St. E., Toronto  
PROVINCE OF QUEBEC and MARITIME PROVINCES, W. H. Dunn, 394 St. Paul St., Montreal  
MANITOBA, E. W. Ashley, 123 Bannatyne Ave., Winnipeg  
BRITISH COLUMBIA, Shallcross, Macaulay & Co., Vancouver  
PROVINCE OF ALBERTA, Tees & Perse, Calgary and Edmonton

By Royal



Letters Patent

# NELSON'S POWDERED GELATINE

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

## NELSON'S Gelatine and Licorice LOZENGES

Should be in your confectionery department.

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

The above can be had from any of the following agents:  
The Smith Brokerage Co., Ltd., St. John, N.B.  
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.  
J. L. Watt & Scott, 27 Wellington St. East, Toronto.  
W. E. Ashley, Winnipeg.  
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

All the year round

# Mott's

"Diamond" and "Elite"

brands of

# Chocolate

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

EVERY JOBBER SELLS THEM

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

### SELLING AGENTS:

J. A. Taylor Montreal | R. S. McIndoe Toronto | Jos. E. Huxley Winnipeg | Arthur Nelson Vancouver  
Arthur M. Loucks Ottawa | R. G. Bedlington Calgary

## Flour,

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Glenora, bbl. ....  
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Fire Roses, bbl. ...  
Harvest Queen, bb

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Granulated "  
Gold dust cornmeal  
Bolted cornmeal, l  
White cornmeal.  
Rolled oats, bags.  
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Manitoba shorts, l  
bran, per  
Mouille, milled, l  
straight  
Feed flour, 98-lb.

FLOUR.—  
an advance a



## Flour, Cereals and Confectionery Department

**Peculiar Conditions Existing in the Wheat Market — Flour Market Firm—No Changes in Cereal Markets, but Trade is Active.**

### MONTREAL.

There is perhaps nothing so difficult to understand as the wheat and flour markets, and it appears that the older dealers do not seem to bother their heads about it. Supply and demand do not seem to figure much in the calculations, but all depends on what the other fellow is going to do. One day wheat is up and the next day it is down again, and no one can, or cares to give the reasons why, but accepts the situation because it happened so. With the crops in almost every wheat-producing country in the world, in excess of the estimates, still wheat holds its price firmly, and even future deliveries are higher than for present deliveries. This in itself would indicate that prices are not expected to drop. The crop of the United States according to the government report is 50 million bushels in excess of last year and the Canadian crop in the Northwest is now estimated at about 120 to 125 million bushels. Russia increased her shipments last week by nearly a million bushels, and yet the market is strong with only slight variations.

Considerable anxiety or even alarm is felt at the fact that the largest part of our Northwest wheat for export finds its way out through the U. S. via Buffalo, instead of through Canadian routes. The cause of this is principally owing to cheaper insurance.

**FLOUR.**—The market is very strong at present prices, and trade is unusually brisk. No immediate change in the present low prices is expected. The total exports of wheat and flour from the United States and Canada for the past week were the largest since August 26th, 1908, showing an increase of 3,471,157 bushels over last week, and of 71,208 bushels over the corresponding week last year.

Winter wheat patents, bbl.	5 45
Straight rollers, bb.	5 20
Extra, bbl.	4 80
Royal Household, bbl.	5 70
Glenora, bbl.	5 20
Manitoba spring wheat patents, bbl.	5 71
strong bakers, lbl.	5 20
Five Roses, bbl.	5 70
Harvest Queen, bbl.	5 20

**ROLLED OATS.**—The price of oats is somewhat lower, but not sufficiently so to affect the rolled oat market. Trade has been somewhat dull at present prices owing to the prospects of a future drop.

Fine oatmeal, bags	2 65
Standard oatmeal, bags	2 65
Granulated "	2 65
Goldbust cornmeal, 98-lb. bags	2 10
Boiled cornmeal, 100-bags	1 85
White cornmeal	2 00
straight grained, per ton	32 00
barrels	2 40
500	5 00

**FEED.**—The volume of business is only fair at present prices, and no changes are expected in the near future. Stocks in most lines are good, with even better prospects ahead.

Ontario bran, per ton	21 00
Manitoba shorts, per ton	23 00
bran, per ton	24 00
milled, per ton	21 00
straight grained, per ton	28 00
Feed flour, 98-lb. bag	32 00
	1 55 1 85

### TORONTO.

**FLOUR.**—The flour market is firm with an advance anticipated, although there is

no change since last week. Wheat however has fluctuated several cents but has settled to a point not much removed from last week. If there is such a thing possible, it may be said that the natural feeling is bearish while the speculative feeling is bullish.

Manitoba Wheat.		
1st Patent	5 20	5 30
2nd Patent	5 00	5 10
Strong bakers	4 90	5 00

Winter Wheat.		
Straight roller	5 00	5 20
Patents	5 20	5 30
Blended	5 20	5 30

**CEREALS.**—The cereal trade is active with a good healthy demand. Prices are firm but no change this week.

Rolled wheat, car load	2 75
oats	2 25
Oatmeal, car load	2 50
Rolled wheat in barrels, 100 lbs.	3 00
oats in bags, per bag 90 lbs.	2 40
Oatmeal, standard and granulated, in bags 98 lbs.	2 65

### CROP EXCEEDED ESTIMATES.

#### Optimism Expressed by Vice-President of Ogilvie Flour Mills Co. at Annual Meeting.

The annual general meeting of the shareholders of the Ogilvie Flour Mills Co., Ltd., was held at the head office of the company in Montreal on October 14th, 1909, C. R. Hosmer, president, in the chair.

The president's report gave a brief resume of the growth of the company during the year, one item of which was the acquirement of seventeen country elevators. In the vice-president's address the following interesting information, was given:

"At the commencement of the Northwest harvest, our official estimate of the crop was placed at 115,000,000 bushels, but the results of the threshing returns to date indicate that the yields are over running expectations, and this estimate, in my judgment, will be very considerably exceeded. Over ninety per cent. of the crop inspected to date is high grade. The production of oats, barley and flax is also heavy, and prices for all agricultural products being at very remunerative figures to the producer must have the effect of creating prosperous conditions throughout the whole Dominion. I believe fundamental conditions are sound throughout Canada, and in consequence of our magnificent harvest and the financial returns resulting therefrom, there will naturally follow a steady and conservative expansion in all branches of trade."

The following gentlemen were elected directors of the company for the ensuing year:—

C. R. Hosmer, president; F. W. Thompson, vice-president and managing director; Sir George A. Drummond, K.C.M.G.; Sir H. Montagu Allan, C.V.O.; Sir Edward S. Clouston, Bart.; H. S. Holt, Shirley Ogilvie.

And the following officers were appointed: W. A. Black, general manager Western Division; S. A. McMurtry, treasurer; T. Williamson, secretary; G. A. Morris, assistant secretary; F. H. Anson, general superintendent; Lt.



Don't experiment in handling so many kinds of **SODA BISCUITS**, when the public are insisting with no uncertain voice on

### MOONEY'S PERFECTION CREAM SODAS

The extra care taken in the mixing and baking and the effective methods of packing, give these Crackers the distinguishing flavour and crispness for which they are so justly famed.

Don't forget the name

**"PERFECTION"**

Order to-day

**The Mooney Biscuit & Candy Co.** STRATFORD, ONTARIO.

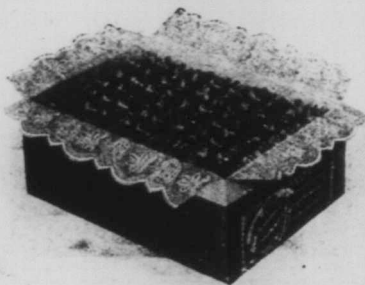
### Cox's Gelatine



When an **ARTIST** has held the **FIELD** for over **SIXTY YEARS** it must have **MERIT** on its side. That is why you should always supply **COX'S GELATINE**

Canadian Agents  
C. E. Colson & Son, Montreal  
D. Masson & Co., "  
A. P. Tippet & Co., "

**J. & G. Cox, Ltd.**  
Gordie Mills,  
EDINBURGH



**"BORDO"**  
(REG.)  
**CHOCOLATES**

What can they mean to you?

Just what you make them.

They're winners, profit-getters, customer-landers.

Why?

Because 25 years' experience in turning out this particular chocolate—our leader—has taught us just how to make it to suit the taste of the critical public.

Therefore, these Bordo Chocolates, pleasing the fancy of the public, meet a popular demand.

By having Bordo Chocolates in stock you cater to the public—get this profitable, "waiting to be taken" trade.

*A Sample and prices obtainable from*

**The Montreal Biscuit Company, "The Originators"**  
MONTREAL

Col. A. E. Labelle, Montreal Manager; George A. Coslett, Fort William Manager.

Among the items of note in the financial statement were the total active assets of \$1,996,070.10; profits for the year of \$716,054.01, and an addition of \$100,000 to the property reserve account.

**BURMA'S GREATEST INDUSTRY.**

**Two-thirds of the Land Produces Rice—How it is Cultivated.**

In all Burma there are probably 12,000,000 acres under cultivation, of which 8,000,000 acres are devoted to rice, says E. A. Wakefield, of Rangoon. Two-thirds of the entire cultivated area is in Lower Burma, and six-sevenths of this is paddy fields. In addition to this cultivated area there are arable tracts of unoccupied land aggregating 25,000,000 acres, waiting until the population is sufficiently large to provide cultivators.

The cultivation of rice—plowing, sowing, transplanting, and harvesting—is conducted in the most primitive manner. After reaping, the grain is separated from the plant by thrashing, rolling, or treading. It is then placed in bags or loaded in bulk into cargo boats for transportation to the mill. If for local consumption the rice is prepared in local mills, in the old-time primitive manner, but if intended for export it is shipped to Rangoon.

As Rangoon is the greatest rice port in the world, it is quite natural that the rice mills in and near the city should be distinctive industrial features. Many of these mills are of the most modern type, capable of handling very large quantities of rice, varying according to the quality of the rice to be milled.

Rice which has been highly polished is not considered by the Burman fit for food. Curry and rice, with a little meat or fish, is the ideal meal for a Burman. The rice available for export during the present season was estimated at 2,600,000 tons, valued roughly at \$65,000,000. Burma rice is marketed in Europe, Asia, Africa, North and South America, and Australia.

**FIG SHIPMENTS HELD UP.**

**Conditions Under Which They are Pack- ed Said to be Unsanitary.**

A report comes from Washington, D. C., U.S.A., to the effect that shipments of Smyrna figs had been held up by the Department of Agriculture on account of alleged unsanitary packing conditions. As to the precise nature of these unsanitary conditions, officials decline to speak on the ground of a clause in the food law, which directs that in such cases the investigation of food conditions shall be kept private until such time as the facts in the case have been carefully examined and a decision rendered.

There was, however, general unanimity of opinion among the officials that the action taken in holding up the figs was warranted by the facts that had come to their knowledge in the inquiries thus far conducted. But, of course, nothing could be given out definitely.

E. L. Harris, the United States consul at Smyrna, has sent in a report which has been placed before the Department of Agriculture for careful examination and verification, pending which it is the intention to hold up the importation of figs, where release has been refused by the authority of the Board of Food and Drug Inspection.

Inquiries were made at some of the offices of Canadian importers regarding this situation, but none could be found who had heard anything of it. Shipments of figs have arrived in this country apparently in good condition, with nothing they claim, to warrant the action of the United States authorities. One expressed the opinion that the Pure Food Law in the United States was so mixed up on account of Federal and State laws, that results were sometimes ridiculous. Another did not believe that all fig shipments could have been held up, as many exporting houses packed them in such a manner that they will stand all investigation. Their figs were of the finest quality and packed in a superior manner and their sanitary condition could not be questioned. A third spoke along similar lines, stating that he did not see why all shipments should be held up or why there should be any discrimination.

At any rate none had heard through cable or otherwise anything about the circumstances.

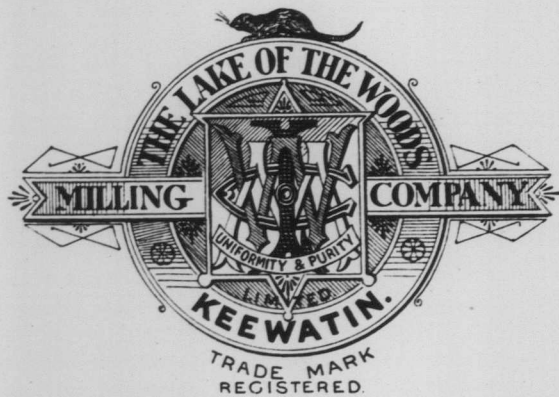
**THE HOTEL CECIL.**

As a first-class, comfortable hostelry, the Hotel Cecil, in Ottawa, has won its way into the regard of hundreds of commercial men, who cover the Capital. The patronage extended it by this class—to which it caters particularly—demonstrates the appreciation of the knight of the grip for perfect service in an excellently appointed house. Walter B. Walby, the proprietor, has been dealing with the traveling public for such a long time that he knows just what is desirable, and what should be eliminated. His new venture, The Cecil, he has made a most successful one, and he thanks the commercial travelers, in a large measure, for his success.—Advt.

The Yorkton Cereal Mills Co., Regina, Sask., has commenced building a new oatmeal mill, the contract price of the building is \$9,000.

Geo. "Mooney" Gibson, the catcher of the Pittsburg world's champion baseball team, is a London boy. The citizens are going to give him a royal welcome on his arrival home, and have organized a citizens' committee with Wm. T. Mullins, grocer, as treasurer and E. J. Ryan, grocer, as chairman of the Finance Committee.





## Compelling the Call-again

In our beloved Canadian Metropolis, Brother Grocer, the artful Street Railway exact Five Per.

But, if you invest a "quarter," you collar an *extra* ticket: you get *six* instead of five.

If, however, you spread yourself and "blow in" one whole dollar of the Hard-earned, you become the proud possessor of Five Free Fares. Surely, this is Unwonted Generosity, smacking of the "free, gratis for nothing"!

Well, hardly.

It is merely *Good Business*—it is to insure the "return of the Customer."

To make *sure* of that self-same dollar.

And to make sure of it they are willing to sacrifice 25 per cent

• • • •

Some members of the retailing fraternity hold the five-center so close to the eye that they fail to see the *dollar* in the offing.

To "bank" on the Come-again, Brother Grocer, are you willing to pay the price?

To sacrifice just a little immediate profit to-day for the sake of a *bigger* to-morrow?

To absorb out of your *permanent* profits the trivial difference between the "just as good" and the "has made good"?

The difference between "near good" flour and FIVE ROSES.

Would it help some, Brother Grocer, to know that this Deceptive Difference in first cost is fast swallowed up in lost sales and shelf-staying proclivities. That instead of continued profit on "near-good" flour, *you* are in fact a loser on "Call-again" sales which the price of Satisfaction would have engendered.

FIVE ROSES, Brother Grocer, has never been surpassed.

Its quality is the ideal which so-called "best" brands are forever striving to attain.

Its name is the *most copied and travestied* of any flour brand in Canada (names on request.)

That so many, besides the FIVE ROSES *legitimate* retailers, are anxious to cash in on its reputation proves its Popularity with the housewife.

• • • •

And now, Brother Grocer, why should YOU take the minimum profit when the maximum profit is yours for the taking?

Don't you want to handle a Swift Seller and Repeater?

Wouldn't you like to sell FIVE ROSES?

# FIVE ROSES FLOUR

LAKE OF THE WOODS  
MILLING COMPANY

LIMITED

MONTREAL  
TORONTO  
OTTAWA  
LONDON  
ST. JOHN  
WINNIPEG  
KEEWATIN  
VANCOUVER

MAKERS OF FIVE ROSES.

## Canadian Trade Changes of Recent Occurrence

Sales That Have Been Made During the Past Week—Losses by Fire and Assignments Made.

### Ontario.

E. R. Fuller, grocer, Toronto, is selling out.

Thos. E. Clark, grocer, Toronto, is out of business.

A. J. Smith, grocer, Toronto, has sold to W. J. Nogar.

Martha McLean, grocer, Toronto, has sold to D. Simpson.

Guymer & Co., wholesale fruit merchants, London, have dissolved.

R. E. Oliphant, grocer, Toronto, has sold to R. Saunders.

A. Willis, general merchant, Malvern, Ont., has sold to Mr. Cunningham.

C. Schleuter, general merchant, Preston, Ont., has sold to G. A. Schleuter.

R. W. Davidson, general merchant, Stanley Junction, Ont., has sold to R. A. Martell.

D. Gillespie & Co., general merchants, Stayner, Ont., have advertised their stock for sale.

Meyers & Kay, grocers and boot and shoe merchants, Stouffville, Ont., advertise their business for sale.

### Quebec.

J. Cardinal, grocer, Montreal, has compromised.

Assets of J. Phaneuf, grocer, Montreal, are sold.

Assets of John S. Boa, grocer, Montreal, have been sold.

Art. Leblanc, grocer, Montreal, advertises assets for sale.

J. Raymond & Co., manufacturers of preserves, Montreal, have registered.

The Standard Cigar Co., Montreal, has dissolved, Louis Rosin registered.

A meeting of creditors of J. N. Godin & Co., biscuit manufacturers, Three Rivers, Que., is called.

### Western Canada.

A. Minik, grocer, Regina, Sask., is succeeded by Clara Baru.

E. Sellar, grocer and butcher, Edmonton, Alta., is out of business.

Reid & Fries, general merchants, Perdue, Sask., are succeeded by Reid & Thompson.

Burlingham & Speers, general merchants, Battleford, Sask., recently suffered loss by fire.

Jas. A. Sturrock, grocer and dry goods merchant, Edmonton, has admitted his brother David L., under style of Sturrock Bros.

### New Companies.

The Dominion Produce & Cold Stores, is a new Ontario company, with head office at Morrisburg, to operate cold storage warehouses, and to deal in dairy products.

The Canada Fruit Company has been granted an Ontario charter to manufacture and deal in all kinds of canned

fruits, vegetables, jams, jellies, etc. The head office of the company is to be at Grimsby.

The Canada Gazette this week contains notice of the incorporation of the Western Sugar Refining Co. Those interested are Jas. R. L. Starr, Jas. H. Spence, Matthew C. Cameron, Andrew S. Grant and Lillian McHeal, all of Toronto, where the head office of the company will be located.

Allister Fraser Bentley, M.P.P., Wendell B. Bentley, Mary J. Bentley, Mabel Bentley and Anna Bentley, all of St. Martins, N.B., are applying for incorporation to take over and carry on the general store and lumber business now operated by A. F. Bentley & Son, under the name of A. F. Bentley & Son, Ltd., with a capital of \$75,000.

### RESPECT THE PASSERS-BY.

It is never good judgment for a retailer, or for that matter, any merchant, to so obstruct his sidewalk with packing boxes, ice or outside display, to such an extent that pedestrians must either go around or climb over, keep the front of your store neat if you wish the best results.

### UNFAIR PORTERAGE CHARGE.

A delegation recently waited upon the Hon. Mr. Brodeur, with a view to improving the situation of Montreal importers as regards portorage charges at Quebec. It was pointed out that goods landed at Quebec from one of the Empresses on a through bill of lading to Montreal, had to pay a portorage charge, whereas goods consigned to any other point paid none. The protest was lodged

by thirty representative Montreal importers.

### FELL THROUGH WINDOW.

Lawrence Lacy, of Bracebridge, Ont., had an unfortunate accident happen him last Saturday morning. He was on a ladder, in front of the store cleaning the window, when the ladder slipped and hurled him through the plate glass front.

H. Laporte, president of Laporte, Martin & Co., Montreal, has returned to the city from a two weeks pleasure tour in New York state.

ALL ABOARD  
GET READY TO SUPPLY THE  
DEMAND FOR  
**GREAT WEST**  
CUT PLUG  
SMOKING and CHEWING  
TOBACCO  
SALES INCREASING DAILY

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

Tel. Up 2076 Tel. East 5964  
**YOUNG'S PATENT PIPE**  
in Seven Shapes  
**W. J. GRANT**  
Sole Agent for Canada  
506 Lindsay Building, MONTREAL.

**Black Watch**  
The Big Black Plug  
Chewing Tobacco  
"A Trade Bringer"  
Sold by all the Wholesale Trade



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**BANISH  
"BLUE MONDAY"**

**SELL  
SUNNY MONDAY**

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

Your stock is not complete  
without our new **LAUNDRY SOAP**

**SUNNY MONDAY**

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

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

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

**THERE IS PROFIT IN IT FOR YOU**

**"SUNNY MONDAY BUBBLES WILL WASH AWAY YOUR TROUBLES."**

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

**IF NOT, WHY NOT ?**

**"Tuckett's Special"**

the new 10c. plug is the latest

**Order from Your Wholesaler**

**Manufactured  
from**

**Imported Leaf Exclusively**

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

**HAMILTON, CANADA.**

## Canadian Fruit, Vegetable and Fish Market.

Heavy Shipment of Apples to the Old Country — Season's First Florida Oranges Arrive—Cheaper Prices Than Last Year —Potatoes Likely to be Cheap—Oysters in Good Demand.

### MONTREAL.

**GREEN FRUITS**—Few crab apples are left on the market, but some are still available at last week's prices. Grapes are coming in freely, particularly Canadian varieties. Limes and peaches are very scarce. Other lines are much the same as last week.

Shipments of apples to England have been large this year. C. W. King & Co. report shipments for the week, of 67,837 bbls., as against 37,531 bbls. same week last year. This is almost up to the figures for 1907, when they were 71,306 bbls. For the season they have been 221,368 bbls., as against 149,013 bbls. same season 1908.

Apples, crabs, bbl	3 50	4 00
"    basket	0 35	
"    Duchess, No. 1	3 00	
"    Alexanders, No. 1	3 50	
"    Mackintosh reds	5 00	3 50
"    No. 2	3 50	
"    St. Lawrence, No. 1	3 00	
"    No. 2	3 00	
"    Wealthys, No. 1, bbl	3 00	
"    No. 2, bbl	2 50	
Bananas crated, bunch	1 75	2 25
Cranberries, per bbl	8 00	9 00
Cocoanuts, bag	3 00	3 25
Grapes, California, Malaga, crate	1 75	
"    Tokays, crate	2 75	3 00
"    Delaware, crate	1 50	
"    Concordis, per basket	0 20	0 22
"    Moore's, early	0 25	
"    Niagara	0 30	
Lemons, Verdillis, box	4 00	
"    Maoris, box	4 50	1 00
Limes, per box	1 50	
Oranges, late Valencias	3 50	3 75
"    California, box	1 50	1 75
"    Canadian, basket	0 50	1 00
"    Canadian, basket	1 75	2 50
"    Canadian, basket	0 40	0 70
Pears, California, (Bartlett) per box	3 50	4 25
"    Canadian (Bartlett), in bbls	4 50	5 50
"    Canadian, basket	0 60	1 00
Pineapples, Florida, box	4 00	5 00

**VEGETABLES**—Owing to the cold weather, supplies are short in most lines. Sufficient to fill all demands are on the market, however. Vegetables are slow in sale at present.

Beets, new, dozen bunches	1 00	
Carrots, dozen bunches	1 00	
"    bag	0 60	
Cabbage, dozen	0 15	0 30
Celery, Canadian, dozen	0 40	0 75
Cauliflowers, dozen	1 00	2 00
Corn, dozen	0 06	0 10
Cucumbers, dozen	0 05	0 10
"    basket	0 25	
Green pepper, crate	1 50	
Lettuce, dozen	0 40	0 50
Leeks, dozen	1 00	
Onions, doz. bunches	1 00	
"    red, per bag	1 00	
"    large, white, dozen	0 40	
"    Spanish, cases 150 lbs.	2 75	
"    half cases	1 65	
"    crates 50 lbs.	0 50	0 90
Potatoes, Montreal, bag	0 50	0 90
"    sweet, per bbl	3 50	
"    basket	1 75	
Parsley, dozen	0 10	0 15
Parsnips, dozen bunches	1 50	
Pumpkins, doz	1 25	1 50
Sage, dozen	0 40	0 50
Savory, dozen	0 40	0 50
Spinach, Canadian, box	0 50	
String beans, bag	0 35	0 50
"    basket	0 25	
Squash, Hubbard, per dozen	1 50	
Thyme, dozen	0 40	0 50
Tomatoes, Montreal, gin box	0 25	0 75
"    hot-house, lb	0 25	0 10
"    Chateauguay, per basket	0 35	0 40
Turnips, bag	0 50	
"    dozen	0 15	
Vegetable Marrows, dozen	0 50	0 60
Watercress, dozen	0 40	

**FISH**—Haddock and cod are again scarce, causing a rise in prices of those lines. Lake fish are more plentiful, and oysters in shell have arrived in such quantities, since the opening of the sea-

son, as to somewhat demoralize the market.

FRESH	
Barbotte	0 08
Bluefish, per lb	0 14
Dore, per lb	0 12
Eels, fresh, per lb	0 08
Flounders, per lb	0 10
Halibut, per lb	0 10
Haddock, per lb	0 06
Lake trout, per lb	0 10
Mackerel	0 12
Market cod, per lb	0 05
Perch, dressed, per lb	0 10
Pike, headless and dressed	0 05
Salmon, B. C.	0 14
Sea trout, per lb	0 14
Steak cod, per lb	0 07
Whitefish, per lb	0 10

FROZEN	
Dore, winter caught, per lb	0 08
Halibut, per lb	0 05
Mackerel, per lb	0 10
Steak cod, per lb	0 05
Salmon, B. C., red, per lb	0 14
Salmon, Gaspe	0 18
Salmon, Qualla, per lb	0 09
Whitefish, large, per lb	0 05
Whitefish, small, per lb	0 05

SALTED AND PICKLED	
Boneless cod, in blocks, all grades, at 5, 6, 8, 9 & 10c per lb	0 03
Green cod, No. 1 medium, per lb	0 03
"    small, per lb	0 02
"    large, per lb	0 02
Dry cod in bundles, per bundle	5 50
Labrador herring, bbl	3 25
Labrador herring, half barrel	2 80
Labrador sea trout, bbls	12 50
"    "    half bbls	6 50
No. 1 mackerel, pail	1 80
No. 1    "    half bbls	8 00
Skinless cod, 100 lb. case	5 25
Salmon, B. C., half bbls	8 00
Salmon, B. C., bbls	15 50
Salmon, B. C., pink	14 00
Salmon, Labrador, bbl	18 00
Salmon, Labrador, 1/2 bbls	9 50
Salmon, Labrador, tierces, 300 lb.	27 00
Salt sardines, 20 lb. pail	1 00
Sardines, Quebec, bbl	5 50

SMOKED	
Bloaters, large, per box	1 10
Baddies, 15 lb. bxs., per lb	0 08
Herring, new smoked, per box	0 12
Kippered herring, per box	1 10
Smoked salmon, sugar cured, per lb	0 25

SHELL FISH		
Labsters, live, per lb	0 25	
Oysters, choice, bulk, Imp. gal	1 40	
"    "    Sealship, standards, Imp. gal	1 75	
"    select	2 00	
"    shell, per bbl	6 00	10 00
Frogs legs, per lb	0 40	

PREPARED FISH	
Shredded cod, per box	1 80

### TORONTO.

**GREEN FRUITS**—The fruit market, which has been a busy spot all summer, is beginning to look forsaken. Most of the fruits which arrived from day to day are no more. Peaches are still coming in small quantity, but of inferior quality. The irrepressible California peach, which has fought it way against our best varieties, has now again a fair show. Grapes are now practically owning the market, and are King there. In spite of the snow storm with threatened frost they escaped with very little injury, and are arriving daily in large quantities, and in splendid condition. They are selling for 12c to 15c per small basket, and are looking for buyers. Pears still hold a respectable position. Apples are receiving more attention and are selling from \$1.50 to \$2.50 per barrel. They are fall varieties and in many cases they are culls. The first car of Florida oranges arrived this week and will be sold for a dollar to a dollar and a half cheaper than the first arrivals last year. New lemons are

also expected, to the retailer

Apples, green, basket per barrel  
Bananas, doz  
Cranberries, per bbl  
Grapes, small basket large  
Almeria  
Grape Fruit  
Lemons, Verdelli  
Oranges, Cal. Valenc  
Cal. small  
Porto Rico.

Peaches, Canadian, basket  
Pears, Can., basket  
Pineapples, per doz  
Quinces, per basket.

**VEGETABLES**  
Cabbage, and the least will be good this winter. All root crops are holding a liberal quantity.

Cabbage, cele and cheap.

Beans, per bag  
Cabbage, Canadian, Cantaloupes, Canada

Carrots, new, per basket  
Celery, Canadian, per dozen

Cauliflowers, per bush  
Egg plant, per basket  
Onions, Canadian, new, Valenc  
Spanish

Peppers, green, per basket  
Red, per basket  
Potatoes, Canadian, sweet, per basket

Spinach, Canadian, new, Valenc  
Spanish

Peppers, green, per basket  
Red, per basket  
Potatoes, Canadian, sweet, per basket

Spinach, Canadian, new, Valenc  
Spanish

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Spanish

Peppers, green, per basket  
Red, per basket  
Potatoes, Canadian, sweet, per basket

Spinach, Canadian, new, Valenc  
Spanish

## Sweet Potatoes Spanish Onions Almeria Grapes New Figs and Dates

Have also full supply of Oranges, Lemons, Cranberries, in fact everything in our line. Price lowest for best stock.



25-27 CHURCH ST. - TORONTO

## BE PRECISE

When ordering Lemons —to simply order Lemons is not the best for your pocket—by saying "St. Nicholas" or "Home Guard" you would be getting from one to four shillings per box more Lemon value.

Specify "ST. NICHOLAS" or "HOME GUARD" when ordering.

## BE PRECISE

## J. J. McCABE

AGENT

32 Church Street, TORONTO

Phone M  
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Ora  
Sv  
W. B.

DA  
We want to there is an give you be When orde  
"CAM  
"EAG  
"MONOG  
Extra F  
"CAM  
Extra C  
W M.  
W. B. ST



also expected, in a few days, which means to the retailer—get rid of your old stock.

Apples, green, basket	0 15	0 35
per barrel	1 50	2 50
Bananas	1 50	1 75
Cranberries, per bbl.	8 00	8 50
Grapes, small basket	0 12	0 15
large	5 50	6 50
Almeria		4 00
Lemons, Verdelli	3 25	3 50
Oranges, crate		1 25
Cal. Valencia	3 25	3 75
small		3 00
Porto Rico	2 00	2 50
Peaches	0 4	0 60
Pears, Canadian, basket	0 20	0 50
Pears, Can., basket	0 40	0 60
Pineapples, per doz.		2 40
Quinces, per basket	0 30	0 40

VEGETABLES—Potatoes are a great crop, and the likelihood is that they at least will be a fairly cheap article of food this winter. Turnips, beets, and in fact, all root crops are fine. Tomatoes are holding out well, and still arrive in liberal quantities, and in good condition. Cabbage, celery, etc., are also plentiful and cheap.

Beets, per bag	0 25	0 30
Cabbage, Canadian, per dozen	0 25	0 30
Cantaloupes, Canadian, per basket	0 40	0 50
per case	0 25	0 30
Carrots, new, per basket	0 08	0 19
Celery, Canadian, per doz.	1 00	1 50
corn, dozen	0 25	0 30
Cucumbers, per basket	1 00	1 25
Egg plant, per basket	2 75	3 00
Onions, Canadian, green, per bag		2 75
new, Valencia, crate		1 75
Spanish		0 30
half cases		0 50
Peppers, green, per basket	0 60	0 75
red, per basket	0 50	0 60
Potatoes, Canadian, per bag	2 00	2 25
sweet, basket	3 70	3 75
sweet, per hamper		
sweet, per barrel		

Radishes, per dozen	0 25
Tomatoes, Canadian, per basket	0 20
Turnips, per bag	0 50
Watermelons, Canadian, each	0 10

FISH—Lake fish are not as plentiful as they should be, owing to the continual

strong winds, which hinder the fishermen. The trade in Finnan Haddies is booming. The demand is great, and the turnover is immense. Oysters are also in

## For Thanksgiving

We are offering a fancy lot of goods for this festive occasion.

**New Raisins and Fancy Snow Apples,**  
**New Florida Grape Fruit,**  
**Cranberries,**  
**Figs of Every Kind,**  
**Oranges,**  
**Bananas,**  
**Grapes.**

**Long Island Native**  
**OYSTERS**  
THE FINEST IMPORTED  
SOLID MEATS.  
**\$1.85 per Imperial  
Gallon.**

**WHITE & CO., LTD.,** TORONTO and HAMILTON  
Phone Main 6565

"The Mark of Quality."

Phone Main 5115

Phone Main 5672

Finest  
Quality  
**Oranges**  
Sweet

# FLORIDA

**CITRUS EXCHANGE**

See that every box you buy bears this mark.

Finest  
Selected  
**Grapefruit**  
Appetizing

District Agent,  
**W. B. STRINGER,** TORONTO

# DATES

We want to state that we do not think there is any pack of dates that will give you better satisfaction to handle. When ordering, mention the Brands

"CAMEL"

HALLOWI  
(Packages)

"EAGLE"

SAIR  
(Packages)

"MONOGRAM"

**FARD**

Extra Fancy

"CAMEL"

Extra Choice

**W.M. HILLS, JR.**  
IMPORTER  
W. B. STRINGER, Agent, TORONTO

# FANCY

Jersey Sweet Potatoes

Bbls. and Hampers

Cape Cod Cranberries

Almeria and Domestic Grapes

Chestnuts

New Figs

New Dates Due Next Week.

(Established 1861)

**HUGH WALKER & SON**  
GULEPH, ONTARIO

good demand. The fish trade on the whole is satisfactory.

Bloaters, per box.....	1 20
Blue fins.....	0 06 1/2
Carp.....	0 03
Cod, fresh caught.....	0 07
Cod, Imperial, per lb.....	0 05
Cod, Arvadia.....	0 10
Ciscoes, per basket.....	1 10
Eels, per lb.....	0 08
Finnan haddie.....	0 07 1/2
Haddock, fresh caught.....	0 07
Halibut, fresh caught.....	0 10
Herring, medium, per lb., fresh caught.....	0 05
Herring, sea, per 100 count.....	3 00
Herring, Digby, per box.....	0 15
Lobsters, each.....	0 25
Macarel, each.....	0 20
Perch.....	0 07
Pike.....	0 06
Quail on toast.....	0 05 1/2
Sea salmon.....	0 17
Trout, fresh caught.....	0 10
Whitefish, fresh caught.....	0 10
Yellow pickerel.....	0 09
Oysters, selects, per gal.....	1 75
"    standards, per gal.....	1 60
"    extra selects.....	1 90

**KEEPING FISH FRESH.**

**New Method Which is Just Being Introduced into Maritime Provinces.**

Men engaged in the fish trade down by the sea are interested in a new method of handling fish that has been recommended by Inspector O'Reilly, who looked into the matter when he was in England giving expert advice to the counsel who were preparing the Colony's case for submission to The Hague tribunal. Each fish is wrapped in a specially prepared paper (the invention of Captain Solling, commissioner of the Danish Government Fisheries Department, and a man of reputation in Brit-

ish fishing circles), and then packed in ice. The moisture from the ice cannot touch the fish because of this envelope, but the cold water keeps the fish chilled or cool, and thus it will remain fresh for a longer period, as decomposition is slower in setting in, while the fish also retains its natural flavor. One firm in Fleetwood has been using this paper for nearly twelve months, and as an example of its efficiency, it is stated that they bought some turbot at 5s per stone, kept it fourteen days wrapped in this paper, and then sold it at 14s per stone.

An article in the Fish Trades Gazette, of May 22, states that fish caught on the west coast of Greenland and Iceland were wrapped in Captain Solling's paper, and after a lapse of twenty-six days were delivered to the Grimsby market in such perfect condition that they were equal to fish just taken out of the water.

Results of the use of the paper in India with the temperature 90 degrees F. indoors are said to be equally good.

On the strength of Inspector O'Reilly's report, Sir Edward Morris, the Premier of Newfoundland, has ordered \$200 worth of the paper, in order that experiments might be conducted with it in that Colony. It has also been arranged that Captain Solling shall come out to Newfoundland to set on foot the experiments.

**THERE MAY BE BETTER WAYS.**

Never become so set on doing business in one way that you will not take a better if it is demonstrated. Always be open for suggestions.

One Montreal grocer says he spends several hours each week with some of his fellow merchants, just to talk over new hints. "Read the best trade papers" is the maxim of another grocer.

H. Laporte, of Laporte, Martin & Co., Montreal, is expected back from the United States next week.

**Highest price paid for  
DRIED APPLES  
O. E. ROBINSON & CO.  
ESTABLISHED 1886  
Ingersoll - Ontario  
Would you like our Weekly Circular**

SEASON 1908-9  
**Dried Apples**  
Shipments Solicited  
Settlements Prompt  
**W. A. GIBB COMPANY**  
**HAMILTON**  
JAMES SOMERVILLE, Manager

**FINNAN HADDIE**

If you want something deliciously wholesome and appetizing try our

**" BEACON BRAND " HADDIE**

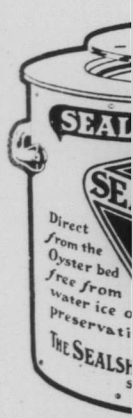
Something different and something better than the ordinary Haddie. Smoked and cured by Scotch experts and packed under our own registered trade mark. *Write us for quotations on all kinds of fish and oysters.*

**THE F. T. JAMES CO., LTD.**

**Wholesale Fish and Oyster Dealers - - TORONTO**



**YOU**  
are  
You don't  
ever  
You also  
**mor**  
And prob  
nice  
The que  
good







It is an  
**UNQUESTIONABLE FACT**  
 that a great majority of  
 the Grocers throughout  
 this Great Dominion  
 have pronounced

# BRUNSWICK BRAND SEA FOODS

to be the Acme of  
 Perfection. Every detail  
 that extra care and skill can  
 suggest has been embodied in  
 preparation and canning of this  
 brand of fish.

**QUALITY GOODS TALK**

You can talk through Brunswick Brand and get  
 the better-class family trade.

*See you get the name right*

**CONNORS BROS., Limited**  
**BLACK'S HARBOR, N.B.**

AGENTS Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; D. Rattray & Sons, Quebec; Leonard Bros., Montreal; Arthur M. Loucks, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

## YOU, Mr. Retailer

are not in business for your health.  
 You doubtless want to "get yours" out of  
 every sale.  
 You also without doubt want to make  
**more** sales to your trade.  
 And probably you would not mind getting a  
 nice slice of somebody else's trade.  
 The question always is, how to get more  
 good customers without such expense as  
 will eat up all  
 the profits.



The answer is: be-  
 come a SEALSHIPT  
 AGENT.

Write us to-day  
 and we will tell you  
 how it's done.

**The Sealshipt  
 Oyster System,**  
 SOUTH NORWALK, Inc.  
 Connecticut.



## "Concord" Norwegian Sardines

are distinguished by many exclusive  
 features. We reject all but the very  
 finest small fish, autumn caught. We  
 handle the fish with the greatest care,  
 pay every attention to sanitary details  
 and use only the highest grade oil.  
 They are the only sardine which has  
 an extra cover for use after the tin has  
 been opened. Between 24 and 30 sar-  
 dines of a most delicate flavor will be  
 found in each tin, which is guaranteed  
 by the CONCORD CANNING CO. of  
 Stavanger. *Send your order to any  
 Wholesale Grocer.*

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R. S. McIndoe, Toronto.      Watson & Truesdale, Winnipeg.  
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## THE MAXIMUM OF EFFICIENCY IN THE GROCERY

is within the reach of every practical merchant who will carefully study the particular requirements of his trade.

## "WALKER BIN" FIXTURES WILL HELP WONDERFULLY

as they provide every modern facility for the handling of a special or general grocery stock. They will

ADD TO YOUR **BUSINESS PROFITS PRESTIGE**

Write for Illustrated Catalogue: "Modern Grocery Fixtures"



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## Tea Hints for Retailers

by John H. Blake

The author of this book has had over 20 years experience in wholesale tea circles. His aim in this work has been to give the retail dealer ideas and information that will prove valuable in a business way.

Part I deals with:—

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275 Pages Price \$2.00 Fully Illustrated

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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,

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- 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

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IT WILL PAY YOU TO SEND AT ONCE.

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## Mr. Grocer! Look at the Situation as it exists

The credit customer is a valuable asset—IF HE PAYS. Right there is the vital point. He MUST pay, or YOU lose—he must be made to pay without being offended—or, again, YOU lose. There is one sure, safe, satisfactory way—the

## Allison COUPON BOOK SYSTEM

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



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## ABSORBINE



Will reduce inflamed, strained, swollen Tendons, Ligaments, Muscles or Bruises, Cure the Lameness and Stop pain from a Splint, Side Bone or Bone Spavin. No blister, no hair gone. Horse can be used. Horse Book 2 D free. \$2.00 a bottle at dealers or delivered.

ABSORBINE, JR., for mankled st. Reduces Strained Torn Ligaments, enlarged glands, veins or muscles—cures ulcers—allays pain. Book Free.  
W. F. YOUNG, P.D.F., 204 Temple St., Springfield, Mass.  
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## THE PEOPLE OF JAMAICA

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

## KINGSTON

## "GLENER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

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The "prise" v that they making

Nearl holding "Enterp sential t grocers.

The f: Coffee l or Elec Shavers Cutters. uring P found i all parts

A



WINNIP VANCO HAMILT TORON LONDO ST. JOH REGINA MONTR

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# "ENTERPRISE"

The great success of the "Enterprise" works is built on the policy that they have no time to waste in making anything but the *best*.

Nearly half a century of steady holding to this policy has made "Enterprise" articles absolutely essential to the success of enterprising grocers.

The famous line of "Enterprise" Coffee Mills for either Hand, Steam or Electric Power, Smoked Beef Shavers, Meat Choppers, Cheese Cutters, Measuring Faucets, Measuring Pumps, Etc., all are to be found in grocery establishments in all parts of the world.



This Company originated the quick, clean, convenient way of pumping and measuring molasses and heavy liquids from barrels, by means of the

## "ENTERPRISE"

### Self-Priming and Measuring Pump

It measures accurately, a gill to every turn of the handle, a pint to every four turns. Has a new Total Registering Device, showing total amount taken from the barrel. No. 97, shown here, costs only \$6.00; Auger, 75c.; Extended Tube, for pumping from cellar to first floor, per foot or fraction of foot, 50c. Order from your jobber. Write for our latest catalogue.

THE ENTERPRISE MFG. CO. OF PA.  
Philadelphia, U.S.A.

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## A PUMP THAT SHOWS A PROFIT

Exclusive  
**SPECIAL**  
Adjuster

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can be regulated to grind coarse or fine when running, and the special adjusting device is used on our mills only. All our mills are built on merit, are the highest standard of excellence, are strong, fitted with steel burrs and run easily, smoothly and satisfactorily.

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*Best Incorrodible*

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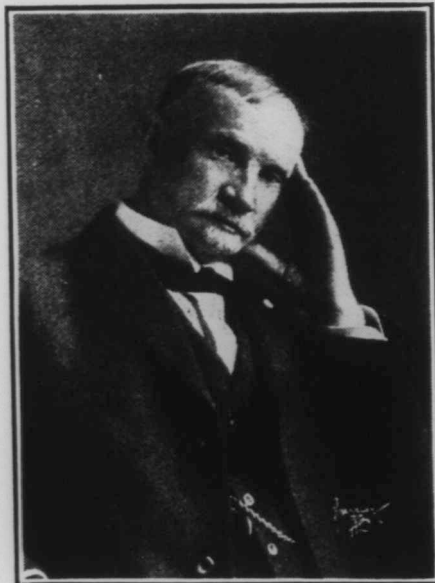
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**MONEY**  
Save Your  
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Save Your Bags  
Indispensable to every grocer.  
Get prices from  
**KILGOUR BROS.**  
19 Wellington Street West, TORONTO

**McGregor's Patent Bag Holder**



THOMAS MARTINDALE  
Prominent Philadelphia Merchant, Sportsman and Writer

## What a Millionaire Wholesale Grocer Says About Advertising in Trade Papers

"The advertising of wholesale grocers in trade papers is to be commended. The trade papers exist primarily to help in promoting the interests of the particular trades they represent, and they generally are filled with the latest trade news, advice, statistics, etc., pertaining to their field. Besides, it stands to reason that such advertising ought to be profitable in thus being directed right at prospective buyers."

The above is an extract from an address delivered by Mr. Martindale on "Advertising: Its Practice and Rewards," at a banquet given by the Canadian Club, of London, Ont., his former home. Mr. Martindale is one of the many Canadians who have won prominence as broad-gauged

business men in the United States.

If Mr. Martindale were in business in Canada he'd be a large user of space in The Canadian Grocer. He realizes what a powerful agent advertising of this sort can be made in building up good-will among possible customers.

Read next week what Mr. Martindale says about houses of big capital and fine reputation that have tried to hold trade without advertising.

**Bak**  
W. H.  
Diamond—  
1-lb. tins, 2 doz. 12  
1-lb. tins, 3 " "  
1-lb. tins, 4 " "  
IMPERIAL  
Cases.  
4-doz. ....  
3-doz. ....  
1-doz. ....  
1-doz. ....  
1-doz. ....  
1-doz. ....



CANADIAN  
Aylmer Jam  
Per  
strawberry .....  
Raspberry .....  
Black currant .....  
Red currant .....  
Raspberry & red  
currant .....  
Raspberry and  
gooseberry ..  
Damson plum ..  
stoneless .....  
Greengage plum,  
stoneless .....  
Gooseberry .....  
Pure!  
5 & 7  
strawberry .....  
Black currant .....  
Raspberry .....  
other varieties ..  
Freight allowed  
WHITE SWAN BAK  
White Swan Bak  
1-lb. tins, 3-doz  
1-lb. " "  
1-lb. " "



Cook's Fri  
No. 1, 1-lb., 4 do  
" " 2 " "  
No. 2, 5-oz., 6 do  
" " 3 " "  
No. 3, 2 1/2-oz., 4 do  
No. 10, 12-oz., 4 do  
No. 7, 4-oz., 6 do  
" " 3 " "  
No. 13, 1-lb., 2 do  
" 14, 8-oz., 3 " "  
" 15, 4-oz., 4 " "  
" 16, 2 1/2 lbs .....  
" 17, 5 lbs.....





QUOTATIONS FOR PROPRIETARY ARTICLES

**Baking Powder**  
W. H. GILLARD & CO.

Diamond—		
1-lb. tins, 3 doz. in case	.....	\$2 00
1-lb. tins, 5 " "	.....	1 25
1-lb. tins, 6 " "	.....	0 75
<b>IMPERIAL BAKING POWDER</b>		
Cases.	Sizes.	Per doz.
4-doz.	10c.	\$0 85
3-doz.	8-oz.	1 75
1-doz.	12-oz.	3 50
3-doz.	4 " "	3 40
1-doz.	2 1/2 lb.	10 50
1-doz.	5 lb.	19 75

**MAGIC BAKING POWDER**

Cases.	Sizes.	Per doz.
6 doz.	5c.	\$0 40
4 " "	4-oz.	0 60
4 " "	6 " "	0 75
4 " "	8 " "	0 95
4 " "	12 " "	1 40
2 " "	15 " "	1 45
2 " "	18 " "	1 65
1 " "	2 1/2 lb.	4 10
1 " "	5 lb.	7 30
1 " "	6 oz.	Per case
1 " "	12 " "	4 55
1 " "	18 " "	4 55

**ROYAL BAKING POWDER**

Cases.	Per Doz.
Royal—Dum.	\$ 0 95
" "	1 40
" "	1 55
" "	1 65
" "	1 70
" "	1 75
" "	1 80
" "	1 85
" "	1 90
" "	1 95
" "	2 00
" "	2 05
" "	2 10
" "	2 15
" "	2 20
" "	2 25
" "	2 30
" "	2 35

**CANADIAN CANNERS, LIMITED**

Aylmer Jams	Peach	1 80
Strawberry	Per doz	1 70
Raspberry	1 90	2 40
Black currant	1 80	2 40
Red currant	1 80	1 70
Raspberry & red	1 80	1 70
currant	1 80	1 70
Raspberry and	Marmalade	1 40
gooseberry	1 80	1 75
Damson plum	stoneless	1 70
Greenage plum	stoneless	1 70
Gooseberry	1 80	2 25
<b>Pure Preserves—Bulk.</b>		
5s & 7s per lb.	14s & 30s per lb.	
Strawberry	0 11	0 103
Black currant	0 11	0 103
Raspberry	0 11	0 103
Other varieties	0 09	0 084
Freight allowed up to 25c per 100 lbs.		
<b>WHITE SWAN SPICES AND CEREALS LTD.</b>		
White Swan Baking Powder—		
1-lb. tins, 3-doz. in case, per doz.	.....	2 00
1-lb. " " " "	.....	0



**Cook's Friend Baking Powder**

<b>In Cartoons</b>		per dozen
No. 1, 1-lb., 4 dozen	.....	2 40
" " " " " "	.....	0 80
No. 2, 5-oz., 6 dozen	.....	0 85
" " " " " "	.....	0 45
No. 3, 2 1/2-oz., 4 dozen	.....	2 10
No. 10, 12-oz., 4 dozen	.....	2 20
" " " " " "	.....	0 70
No. 2, 4-oz., 6 dozen	.....	0 75
" " " " " "	.....	3 00
<b>In Tin Boxes</b>		per dozen
No. 13, 1-lb., 2 dozen	.....	1 75
" " " " " "	.....	1 10
" " " " " "	.....	7 25
" " " " " "	.....	14 00

**Cereals**

<b>WHITE SWAN SPICES AND CEREALS LTD.</b>	
White Swan Breakfast Food, 2-doz. in case, per case, \$3.00	
The King's Food, 3-doz. in case, per case, \$4.80	
White Swan Barley Crisps, per doz., \$1.	
White Swan Self-rising Buckwheat Flour, per doz., \$1.00.	
White Swan Self-rising Pancake Flour, per doz., \$1.00.	

**White Swan Wheat**

White Swan Wheat, per doz.	\$1 40
White Swan Flaked Rice, per doz.	1 00
White Swan Flaked Peas, per doz.	1 00
<b>Blue</b>	
Keen's Oxford, per lb.	0 17
In 10-box lots or case.	0 16
Gillett's Mammoth, 1/2 gross box.	2 00
<b>Chocolates and Cocoas</b>	
THE COWAN CO., LIMITED	



**Cocoa**

Perfection, 1-lb. tins, per doz.	\$4 50
Perfection, 1/2-lb. per doz.	2 40
Perfection, 1/4-lb. per doz.	1 30
Perfection, 10c size 5-lb. tins	0 37
Solu le, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22
Special quotations or Cocoas in bbls. kegs, etc.	
Unsweetened Chocolate—	Per lb.
Plain Rock, 3/4 & 1/2, cakes, 12 lb. box	0 36
Perfection chocolate, 10c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, 1/2 & 3/4, 12-lb. boxes, per lb.	\$3
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/2-lb., 12-lb. boxes, per lb.	0 35
Panama, 6's, " "	0 30
Royal Navy, 1/2, 3/4, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" " " " " "	0 25
" " " " " "	0 28

**Isings for cake—**

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in 1/2-lb. pkgs., 2-doz. in box, per dozen	0 90
<b>Confections—</b>	
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, " "	0 39
Nonpareil wafers, No. 1, " "	0 30
Nonpareil wafers, No. 2, " "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 30
Milk chocolate, 5c cakes, per box	1 35
<b>BIRDSEY'S COCOA</b>	
A. F. MacLaren, Imperial Cheese Co., Limited, Agents, Toronto.	
10c. tins, 4 doz. to case	per doz., \$ 90
" " " " " "	2 40
" " " " " "	4 75
" " " " " "	9 00

**MOTT'S DIAMOND CHOCOLATE**

Elite, 10c size (for cooking) doz	0 90
<b>Mott's breakfast cocoa, 10c. size</b>	
breakfast cocoa, 1/2, 3/4, 1 lb.	0 35
" " " " " "	0 35
" " " " " "	0 32
" Navy, per gross	0 28
" Vanilla sticks, per gross	1 00
" Diamond chocolate, 1/2, 3/4	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

**WALTER BAKER & CO., LIMITED**

Premium No. 1 chocolate, 1/2 and 1-lb. cakes	\$0 38
Breakfast cocoa, 1-5, 1/2, 1 & 5-lb. tins	0 41
German Sweet chocolate, 1/2 and 1-lb. cakes, 6 lb. boxes	0 28
Caracas Sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes	0 35
Auto Sweet chocolate, 1-6-lb. cakes, 3 and 6 lb. boxes	0 35
Vanilla Sweet chocolate, 1-6-lb. cakes	0 35
6-lb. tins	0 47
Soluble cocoa (hot or cold soda)	0 38
Cracked cocoa, 1-lb. pkgs., 6-lb. bags	0 34
Caracas tablets, 100 bundles, tied 5e, per box	3 00

**CANADIAN COCOANUT CO., MONTREAL.**

Packages—5c, 10c, 20 and 40c packages packed in 15 lb. and 30 lb. cases.	Per lb.
1 lb. packages	0 26
1 lb. " "	0 27
1 lb. " "	0 28
1 and 1/2 lb. packages assorted	0 26
1 and 1/2 lb. " "	0 27
1/2 lb. packages assorted in 5 lb. boxes	0 28
1/2 lb. " "	0 29
1/2 lb. " " in 5, 10, 15 lb. cases	0 30

**THOMAS WOOD & CO.**

"Gilt Edge" in 1 lb. tins	\$0 33
"Gilt Edge" in 2 lb. tins	0 32
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30
Imperial	
Large size jars, per doz	8 25

**Bulk—**

White Moss, fine strip	0 19	0 21	0 17
Best Shredded	0 18	0 18	0 16
Special Shred	0 17	0 17	0 15
Ribbon	0 19	0 17	0 17
Macaroon	0 17	0 17	0 1
Desiccated	0 16	0 16	0 16
White Moss in 5 and 10 lb. square tins, 21c.			

**CONDENSED MILK**

BORDEN'S CONDENSED MILK CO.	
Wm. H. Dunn, Agent, Montreal & Toronto.	
Eagle Brand Condensed Milk	\$6 00 1 50
Gold Seal Condensed Milk	4 25 1 10
Challenge Condensed Milk	4 00 1 00
Peerless Brand Evaporated Cream	2 00 0 50
Peerless Brand Evaporated Cream family size	3 50 0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80 1 20
Peerless Brand Evaporated Cream hotel size	3 70 1 85



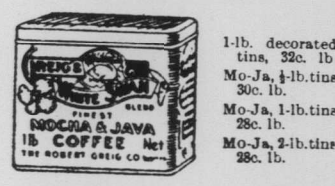
**TRURO CONDENSED MILK CO., LIMITED.**

"Jersey" brand evaporated cream per case (4 doz.)	\$4 00
Reindeer brand per case (4 doz.)	5 00



**COFFEES.**

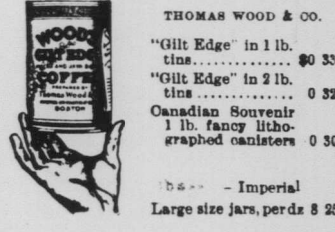
EBY, BLAIN CO. LIMITED.	
Standard Coffees.	
Roasted whole or ground. Packed in damp-proof bags and tins.	
Club House	\$0 32
Nectar	0 30
Empress	0 28
Duchess	0 25
Ambrosia	0 25
Plantation	0 20
Fancy Bourbon	0 18
Bourbon	0 18
Crushed Java and Mocha, whole	0 17
ground	0 17 1/2
Golden Rio	0 14
<b>Package Coffees</b>	
Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, 1/2 and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18
WHITE SWAN SPICES AND CEREALS LTD.	
White Swan Blend.	



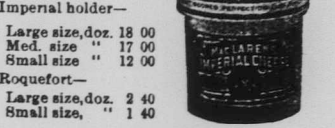
**Cafe des Epicures—1-lb. fancy glass jars, per doz., \$4.**

**Cafe l'Aromatic—1-lb. amber glass jars, per doz., \$4.**

with 8 tins, \$10 per doz.



Medium size jars, per doz. 4 50  
Small size jars, per doz. 2 40  
Individual size jars, per doz. 1 00



**Confections**

THE COWAN CO., LTD.	
Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box	1 35
" " " " 10c cakes, 36 in box	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " " " No. 2, " "	0 25
Maple Buds 5-lb. boxes, lb.	0 36
Nut Milk Chocolate, 1/2-lb. cakes, 12 lb. box, lb.	0 40
These prices are F.O.B. Toronto.	
MACLAREN'S IMPERIAL CHEESE CO. LTD	
Imperial Peanut Butter "Bobs," the Perfect Confectionery.	
Large size, cases, 25 cartons	\$3 50 each
Small " " " " 50 " "	3 60 " "
Assorted, cases, 25 small, 12 large	3 55 " "
Net 30 days.	

**Coupon Books—Allison's.**

For sale in Canada by The Ely Blain Co Ltd. Toronto. C. O. Beauchemin & Fils. Montreal \$2, \$3, \$5, \$10, \$15 and \$20. All same price one size or assorted.

**UN-NUMBERED**

Under 100 books	each 64
100 books and over	each 63 1/2
500 books to 1000 books	each 63
For numbering cover and each coupon, extra per book 1/2 cent.	

**Extract of Beef.**

LAPORTE, MARTIN & CIE, LTD.	
"Vita" Pasteurized Extract of Beef. Per case.	
Bottles 1-oz. case of 2 doz.	\$3 20
" " " " 1 lb. tins	3 00
" " " " 1 lb. tins	4 50
" " " " 1 lb. tins	4 75
" " " " 1 lb. tins	9 00

**Infants' Food.**

Robinson's patent barley 1-lb. tins	\$1 25
" " " " 1-lb. tins	2 25
" " " " 1-lb. tins	4 25
" " " " 1-lb. tins	2 25



**Flavoring Extracts**

SHIRIFF'S	
1 oz. (all flavors), doz.	1 00
2 " " " "	1 75
2 1/2 " " " "	9 00
4 " " " "	3 00
5 " " " "	3 75
8 " " " "	5 50
15 " " " "	10 00
32 " " " "	18 00
Discounts on application.	

**Milk Powder**

CANADIAN MILK PRODUCTS, LTD., TORONTO	
Trumilk, full cream, per case (4 doz), 1 lb tins	4 80
Milkstock (cooking milk), per case (4 doz) 1 lb tins	4 80

**Jams and Jellies.**

BATGER'S WHOLE FRUIT STRAWBERRY JAM	
Agents, Rose & Ladnam, Montreal and Toronto.	
1-lb. glass jar, screw top, 4 doz., per doz	2 20
T. UPTON & CO.	
<b>Compound Fruit Jams—</b>	
15-oz. glass jars, 2 doz. in case, per doz	\$1 00
5-lb. tins, 2 doz. in case, per lb.	0 07 1/2
5 and 7-lb. tin pails, 8 and 9 pails in crate	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 06 1/2
<b>Compound Fruit Jellies—</b>	
12 oz. glass jars, 2 doz. in case per doz	1 00
5-lb. tins, 2 doz. in case per lb.	0 07 1/2
7 wood pails, 6 pails in crate, per lb	0 07

**RISING SUN STOVE POLISH**      **SUN PASTE STOVE POLISH**



**ALWAYS RIGHT.** SUN PASTE Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

**MORSE BROS., Props. - Canton, Mass., U.S.A.**



**BLACK KNIGHT STOVE POLISH**

will earn for you that most desirable of all business assets--the good-will of the ladies. It comes quickly and goes slowly, and will not stain the hands. Be sure you are handling this profitable line.

**F. F. DALLEY CO., Ltd.**

Hamilton, Can.

Buffalo, N.Y.



AT THIS SEASON THERE IS ALWAYS A GOOD DEMAND FOR

**BRUSHES**

FOR HOUSECLEANING PURPOSES

We make a specialty of this class of goods--and have the largest range in Canada to choose from. You will also find our goods of SUPERIOR QUALITY AND FINISH --AND VALUES UNEQUALLED Place your order now for the Keystone Brand

Manufactured by

**STEVENS-HEPNER CO. LIMITED**

PORT ELGIN, - ONTARIO

**"VOL-PEEK"**

**GRANITE CEMENT**

**WON'T** wash clothes, but **WILL** mend holes in every kind of pot or pan.

Every household in the Dominion wants "VOL-PEEK." Tell the women what it will do. It sells at sight.

**H. NAGLE & COMPANY**  
LAPRAIRIE, QUE.



**T**HE RETAILER classes the houses who advertise in his trade papers as the most progressive in their line--the houses out hard after business, appreciative when they get it, and always trying to give a little better service than anyone else.



24th wood pails  
Pure assorted jam, 1-lb  
shown in case

Jelly Po  
IMPERIAL DE



Assorted flavor  
MacLaren Imperial C



Assorted Case,  
Assorted Case,  
Lemon (Straight)  
Orange (Straight)  
Raspberry (Straight)  
Strawberry (Straight)  
Chocolate (Straight)  
Cherry (Straight)  
Peach (Straight)  
Weight, 8 lbs. to case.

801  
The GENUINE. Pa



Prices--Ontario  
Less than 5 cases, .....  
Five cases or more, .....





# Goodwillie's PURE FRUITS IN GLASS

Q Possess that exquisite delicacy of flavor which arouses a desire for more which must be satiated.

Q If you make yourself the original vendor of GOODWILLIE'S it is to you the customer will return, and, with her request for "more GOODWILLIE'S," she will leave her order for other groceries.

Q Have you customers coming back for GOODWILLIE'S? You should and can.

You Can Secure Prices  
From Your Wholesaler.

Rose & Laflamme, Ltd. - Montreal and Toronto  
AGENTS

Per lb. 0 06  
Pure assorted jam, 1-lb. glass jars, two dozen in case. 1 75

Jelly Powders  
IMPERIAL DESERT JELLY



Assorted flavors—gross 10.75.  
MacLaren Imperial Cheese Co., Limited.



Assorted Case, Contains 4 doz. \$3.60  
Assorted Case, Contains 2 doz. \$1.80  
Lemon (Straight) Contains 2 doz. \$1.80  
Orange (Straight) Contains 2 doz. \$1.80  
Raspberry (Straight) Contains 2 doz. \$1.80  
Strawberry (Straight) Contains 2 doz. \$1.80  
Chocolate (Straight) Contains 2 doz. \$1.80  
Cherry (Straight) Contains 2 doz. \$1.80  
Peach (Straight) Contains 2 doz. \$1.80  
Weight, 8 lbs. to case. Freight rate, 3rd class

Soap  
The GENUINE. Packed 100 Bars to case.



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



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

THE ROBERT GREIG COMPANY.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



Lard

N & C FAIRBANK CO. BOARS HEAD LARD COMPOUND.



F.O.B. Montreal.



GUNNS  
"EASI-FIRST"  
LARD  
COMPOUND.

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb. 80 40  
Fancy boxes (36 or 30 sticks), per box. 1 25  
"Ringed" 5-lb. boxes, per lb. 0 40  
"Acme" pellets, 5-lb. cans, per can. 2 00  
" " (fancy bxs. 40), per box 1 50  
Tar licorice and tolu wafers, 5-lb. cans, per can. 2 00

Licorice lozenges, 1/2-lb. glass jars. 1 75  
" " 20 1/2-lb. cans. 1 50  
" " Purity" licorice, 10 sticks. 1 45  
" " 100 sticks. 0 73  
Dule, large cent sticks, 109 in box. ....

Live Concentrated

GILLETTS PERFUMED Per case  
1 case of 4 dozen. \$3 60  
3 cases of 4 dozen. 3 50  
5 cases or more. 3 40

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 doz. case. per doz. \$1 00  
16-oz. glass jars, 2 doz. in case. " 1 40  
In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07  
Pint Sealers (24 oz.), 1 doz. in case, per dozen. 2 00



SHIRRIFF BRAND

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



SPRATT'S PRICE LIST

Mixed Bird Seeds, 1-lb. pkts., 3 dozen cases per doz. \$0 95  
Parrot Food, 1/2-lb. pkts., 1 doz cartons 0 45  
Parrot Food, 2-lb. pkts. 1 35  
Bird Cage Sand, about 1 1/2-lb. bags, 1-gross cases, per doz. 0 30  
Bird Cage Grit, about 1 1/2-lb. bags, 1-gross cases, per doz. 0 30

Mince Meat

Wetley's condensed, per gross, net. \$12 00  
per case of 3 dozen, net. 3 00



ST. CHARLES CONDENSING CO.

PRICES:

St. Charles Cream—family size, per case \$3 50  
Ditto, hotel, 3.70  
Silver Cow Milk 4.55  
Purity Milk 4.25  
Good Luck 4.40

Mustard

COLMAN'S OR KEEN'S  
D.S.F. 1/2-lb. tins. per doz. \$ 1 40  
" 3-lb. tins. " 2 50  
" 1-lb. tins. " 5 00  
Durham 4-lb. jar. per jar 0 75  
" 1-lb. jar. " 0 25  
F.D. 1/2-lb. tins. per doz. 0 85  
" 1-lb. tins. " 1 45

Olive Oil

LAPORTE, MARTIN & CIE., LTD.  
Minerva Brand—  
Minerva, qts. 12's. \$ 5 75  
" pts. 24's. 6 50  
" 1/2-pt. 24's. 4 25

Sauces

PATERSON'S WORCESTER SAUCE  
Agents, Rose & Laflamme, Montreal and Toronto  
1/2-pint bottles, 3 & 6 doz., per doz. 0 90  
pint " 3 doz. 1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, \$3 00  
Case of 1-lb. containing 120 pkgs. per box, \$3 00  
Case of 1-lb. and 1/2-lb. containing 30 1-lb. and 60 1/2-lb. pkgs. per box \$3 00  
Case of 5c. pkgs. containing 96 pkgs. per box, \$3 00

MAGIC BRAND

Per case  
No. 1, cases 60 1-lb. packages. \$ 2 75  
No. 2, " 120 1-lb. " 2 75  
No. 3, " 60 1-lb. " 2 75  
No. 5 Magic Soda—cases 100—10-oz. pkgs.  
1 case. 2 85  
5 cases. 2 75







SELL SEEDS THAT FEED—  
**SPRATT'S**  
 MIXED  
**BIRD SEEDS**

Spratt's Patent Ltd., London, Eng. Montreal: 13, St. Therese Street, St. Gabriel's.

Comprise only such seeds as are known to be adapted for songsters to improve their health and develop their singing powers. They are properly cleaned and correctly balanced; always give the highest satisfaction, and the thoroughly satisfied customer is the most profitable one that a dealer can have.

**Ask your jobber for them.**

Packed in boxes containing 3 dozen 1-lb. packets.

## Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.  
 Apples, Peaches, Pears, Plums, Etc.

## Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"  
 "Bottom Like The Top"

Write for Samples

**Sanitary Can Company, Ltd.**

Niagara Falls, - - - Ontario

DWIGHT'S



BAKING SODA

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