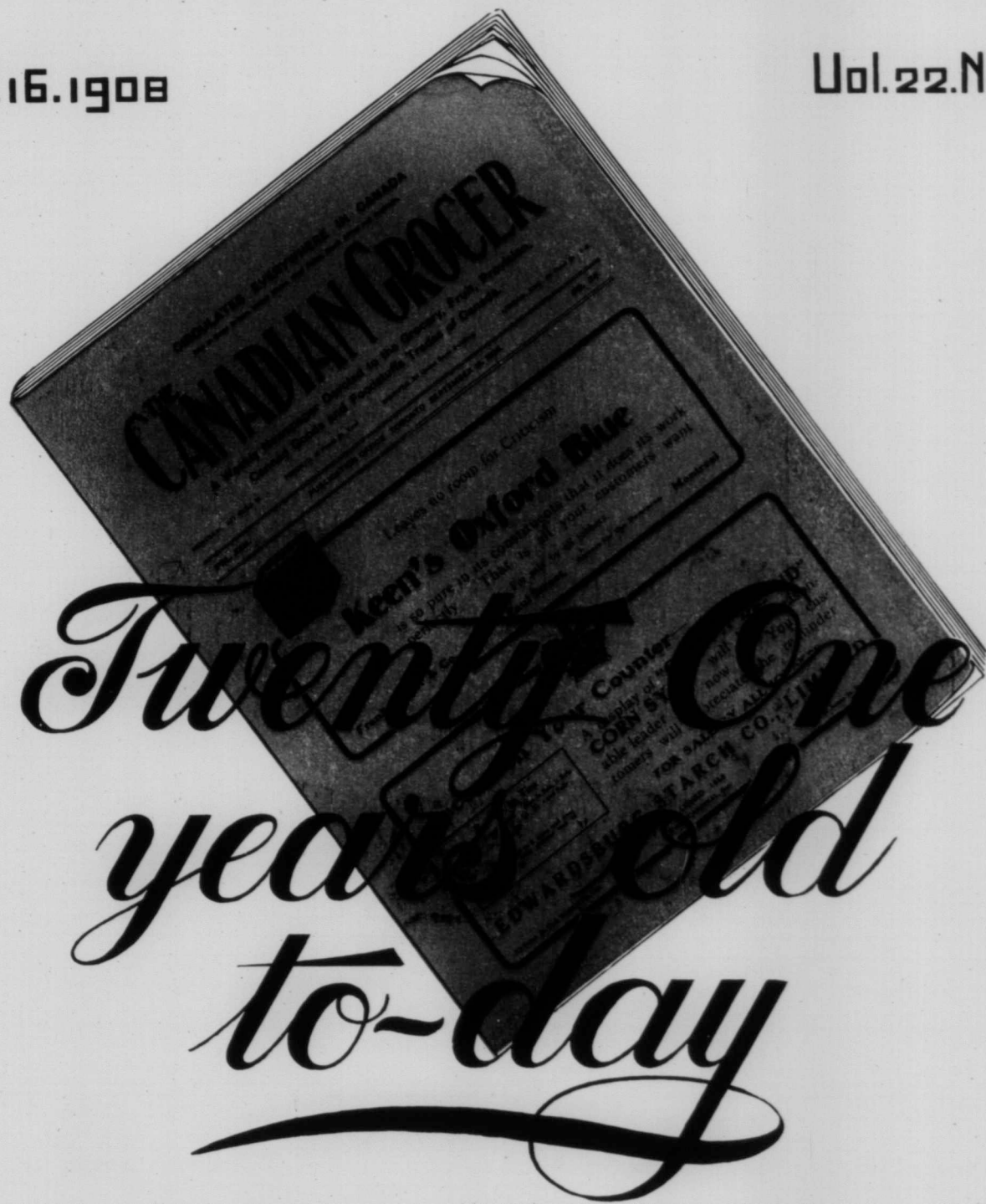


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# Coming-of-age Number

Oct. 16, 1908

Vol. 22, No. 42



The Maclean Publishing Company  
LIMITED

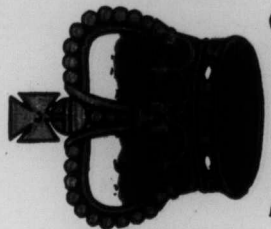
Montreal-Toronto-Winnipeg-London, Eng.

MANUFACTURED BY THE  
EDWARDSBURG STARCH CO.  
CARDINAL, ONT.

NET

**EDWARDSBURG**

**BRAND**



**CROWN**

REGISTERED

**PURE**

**TABLE SYRUP**

20 lbs.

WE GUARANTEE THIS  
**TABLE SYRUP**  
TO BE PURE AND WHOLESOME.

CIRCULATES EVERYWHERE IN CANADA

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

# THE CANADIAN GROCER

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

MONTREAL, 232 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 511 Union Bank Building.

LONDON, ENG., 88 Fleet St., E.C.

VOL. XXII.

PUBLICATION OFFICE: TORONTO, OCTOBER 16, 1908.

NO. 42.



THERE'S A LOT OF

## Robinson's Patent Barley

going into Canadian homes. The grocers of Canada have found it a ready and profitable seller. Every family should have it. Suggest it to your customers.

The world's Standard and Leading Laundry Blue is

## Keen's Oxford Blue

It never varies in quality, and is always your best seller.

For sale by all Grocery Jobbers.



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

## Two Important Lines

For Canadian Grocers

Edwardsburg "Silver Gloss" Starch (for the laundry)

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

These starches are the recognized "best sellers" in Canada.  
Every grocery jobber sells them.

In Table Syrups—The remarkable increase in the demand for "Crown" Brand Corn by the consumers of Canada shows that its richness, purity, flavor and healthful qualities are appreciated—Sell "Crown" Brand Table Syrup.

**EDWARDSBURG STARCH CO., Limited**

ESTABLISHED 1858

53 Front St. East  
TORONTO, Ont.

Works,  
CARDINAL, Ont.

104 St. James Street  
MONTREAL, P.Q.

MANUFACTURED BY THE  
EDWARDSBURG STARCH CO.  
CARDINAL, ONT.

# UPTON'S

## Jams, Jellies, Marmalade

**are made by Canadians for Canadians**

Canadian fruit is second to none, no matter in what part of the world it is grown. Sugar refined in Canada from the raw cane has a higher standard of purity than any other.



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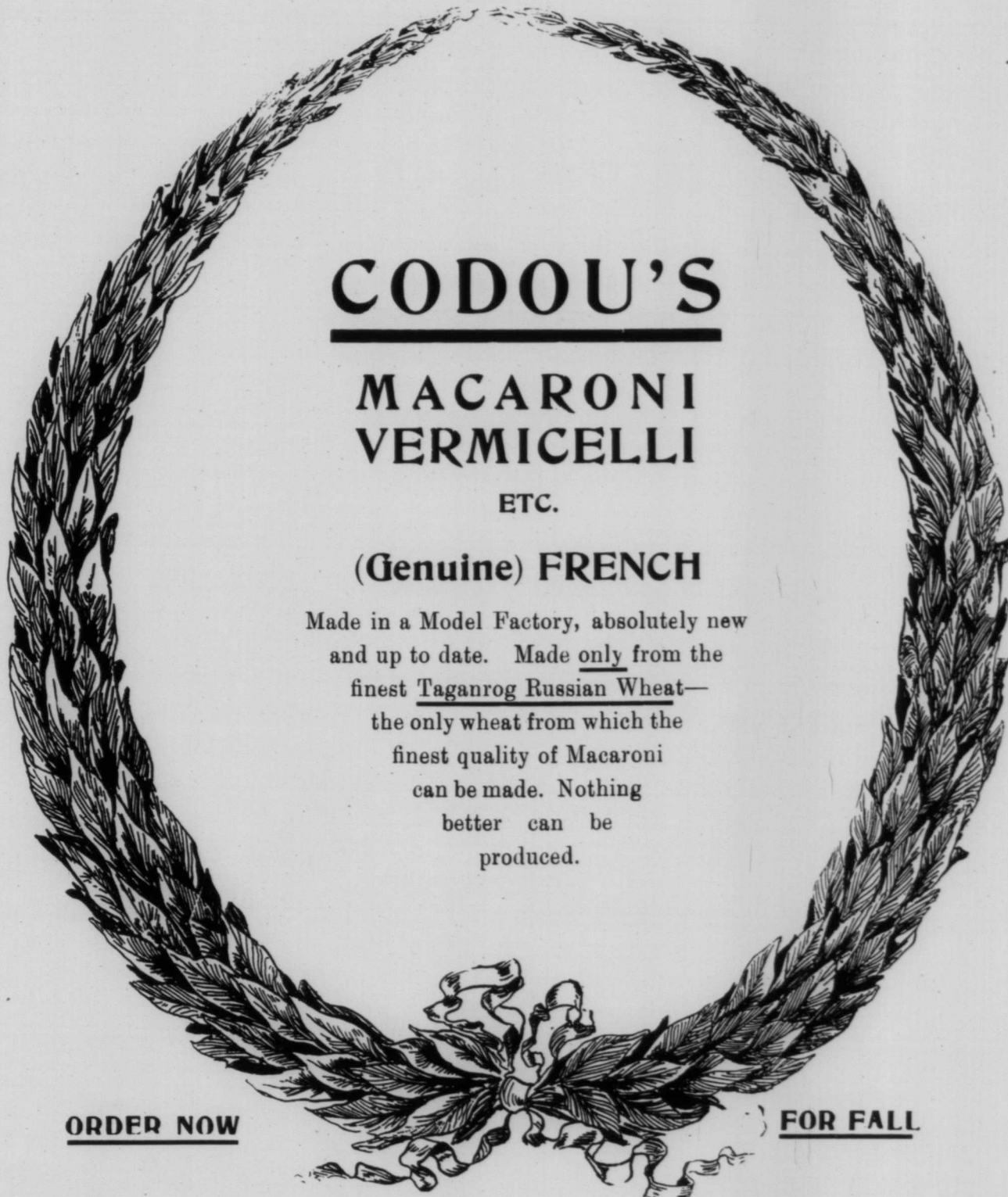
Our name on the label is the grocer's safeguard. During all the years we have been in business we have stood behind every bottle of our products— we are doing so to-day — and will ever do so.

### YOU ARE PROTECTED

when you handle our lines. YOU get value—your customers get honest value for their money. YOUR profit is good and sure, because the goods SELL. What is more, you get satisfaction; because UPTON'S appeal to your customers as no other preserve will, and as a Canadian you build up your trade in Canadian lines.

When you ask your jobber for Upton's Jams, Jellies or Marmalade be wary of the "just as good," insist and you can get the real thing.

**The Upton Company, Limited, Hamilton, Ontario**



**CODOU'S**

**MACARONI  
VERMICELLI**

ETC.

**(Genuine) FRENCH**

Made in a Model Factory, absolutely new  
and up to date. Made only from the  
finest Taganrog Russian Wheat—  
the only wheat from which the  
finest quality of Macaroni  
can be made. Nothing  
better can be  
produced.

**ORDER NOW**

**FOR FALL**

**ARTHUR P. TIPPET & CO., Agents**

**8 Place Royale,  
MONTREAL**

**84 Victoria St.,  
TORONTO**

Brands come and go, but "Tartan Brand" has stood the test of time. An ever-increasing demand. If you want to handle the best goods you must have the "Tartan Brand." Write for full particulars if our travellers have not called on you.

**Tartan**  
**BRAND**

SIGN OF PURITY

Soaps  
Spices  
Peels

Canned Vegetables  
Canned Fruits  
Canned Salmon  
Package Teas  
Baking Powder

Coffees  
Currants  
Extracts

FULLY GUARANTEED BY

**Balfour, Smye & Co., Hamilton, Ont.**

MAIL ORDER DEPARTMENT IN CHARGE OF EXPERTS

P. O. BOX 1137

Phone 3576

# MASON & HICKEY

## Manufacturers' Agents

Agents for

**E. D. Smith**

*Pure Fruit Jams, Jellies and Preserves*

**Gorman, Eckert & Co., Ltd.**

*Coffee, Spices and Olives*

**Wallaceburg Sugar Refinery**

**E. D. Smith**

*Canned Fruits and Vegetables*

**Lea Pickling and Preserving Co.**

**Sarnia Salt Co.**

**Ingersoll Packing Company**

**Standard Computing Scales**

**and Cheese Cutters**

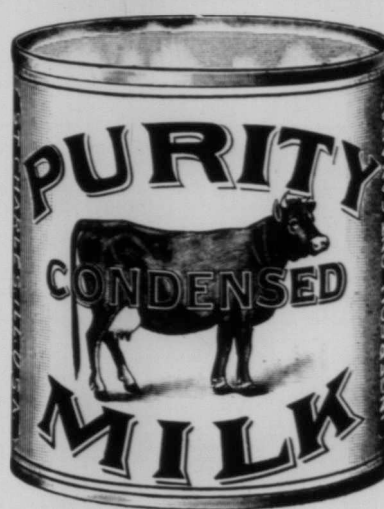
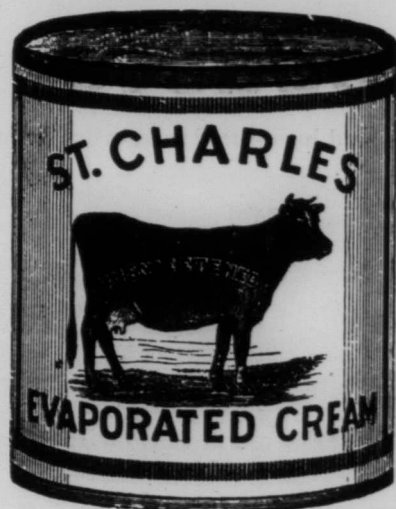
**Ingersoll Cream Cheese**

**Suchard's Cocoa and Chocolate**

WRITE US FOR QUOTATIONS—WE CAN SAVE YOU MONEY

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

**108 PRINCESS STREET, - WINNIPEG, MANITOBA**



Three famous brands well known in Canada as the

**Purest and Best for All Purposes**

Made in Ingersoll, Ontario, and sold by all progressive Grocers. No trouble. No loss. Always ready and never fails. **EVERY CAN GUARANTEED.**

**THE ST. CHARLES CONDENSING CO.**

FACTORIES : Ingersoll, Canada.

St. Charles and Chemung, Illinois, U.S.A.



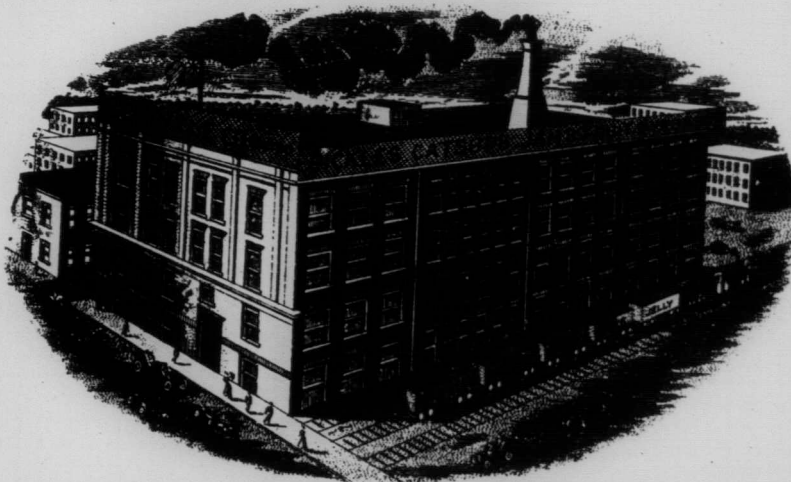
The word "Sterling" means more than "of excellent quality." It was originally written "Easterling" once the popular name of German traders in England whose **money was of the purest quality**—What it meant then in money it means now when applied to

# Sterling BRAND

## Food Products

Here's a list of our products sold by up-to-date grocers from the Atlantic to the Pacific.

- "Sterling" Brand Pickles in Glass
- "Sterling" Brand Chow-Chow in Glass
- "Sterling" Brand Sweet Pickles in Glass
- "Sterling" Brand Catsup
- "Sterling" Brand Sauces
- "Sterling" Brand South Africa Relish
- "Sterling" Brand Canadian Relish
- "Sterling" Brand Flavoring Extracts
- "Sterling" Brand Jams and Jellies
- "Sterling" Brand Marmalade
- Maple Syrup in Glass and Tins, all sizes
- Bitters—Bobs, Celery, Orange, Jack Canuck
- Unfermented Fruit Wines
- Unfermented Phosphate Wines
- Mixed Pickles in Bulk
- Chow-Chow in Bulk
- Sweet Mixed Pickles in Bulk
- Mince Meat in Wood and Fibre Pails
- Cake and Icing Colorings



### THE T. A. LYTTLE COMPANY

Manufacturers of Canada's Highest Grade

LIMITED

**PICKLES and RELISHES**

Factory and Offices: **STERLING ROAD, TORONTO**

PHONE, PARKDALE 376.

**SALTING STATIONS**—STERLING ROAD, TORONTO, HOLLAND LANDING, SCOTLAND,  
STOUFFVILLE, STREETSVILLE, ONT.

## Ready for Fall Business—

We have complete stocks of the following lines and are quoting at especially interesting prices for both **spot** and **future** shipment:

California Apricots, Peaches and Silver Prunes  
New Peels, Figs and Currants  
California Seeded, Malaga and Valencia Raisins

WE HAVE A SPECIAL \_\_\_\_\_

"Prosperity" Brand Canned Pears and Peaches

These will retail at **15c.** per tin—and show you a nice profit.

GET BUSY— ORDER NOW—

**EBY-BLAIN, LIMITED** Wholesale Grocers  
TORONTO

## THE DIFFERENCE

The difference between "SALADA" and all other brands manifests itself so readily in the "SALES TEST" as to convince the most skeptical of its superiority as a leader in his tea department. Every pound of

# "SALADA"

you sell presents a clear profit. You do not have to wait for months for part of it. You do not have to buy more than you want to make part of it. All the profit goes straight into your pocket every time you hand the packet across the counter. Then you have the satisfaction of knowing that every packet contains a tea uniform in excellence, purity, deliciousness and economy in use. A tea that has built up an Annual Sale of over

**18,000,000 PACKETS**

S

cers from



**PANY**  
LIMITED

ONTO

G. SCOTLAND.

“O.K.”

REGISTERED.

# England's Foremost Fruit Sauce

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

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

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

## \$5000 Challenge

We Guarantee every ingredient of the

"O.K." SAUCE

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

# MASON'S 'O.K.' SAUCE

Medals and Diplomas: London, 1885, 1888, 1889, 1890, 1904; Berlin, 1890; Paris, 1890; Edinburgh, 1890; Newcastle, 1903; Nisse, 1903.

**RETAILS 25 CENTS PER LARGE BOTTLE.**

REPRESENTED

BY **McTavish & Worts,**

**74 Yonge Street Arcade, Toronto.**

Telephone, Main 6285

**GEO. MASON & CO., LTD.,**

**LONDON, Eng.**

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

THE CANADIAN GROCER

# Trade Winners

To secure a successful fall trade it is necessary to buy the best goods the market affords, so it is in the interests of the retail trade to buy

**GLADIATOR CLEANED CURRANTS**

**CHAMPION CLEANED CURRANTS**

**PRIZE WINNER CLEANED CURRANTS**

**SOVEREIGN, IMPERIAL AND REGAL  
MALAGA RAISINS**



**AND BEAVER  
CANDIED PEELS**



## CANNED FRUITS and VEGETABLES

Tried and found satisfactory and gaining more trade every year.

**JAMES TURNER & CO., Limited** Hamilton, Ont.

Sold in 1 & 1/2 lb pk'gs retailing at 25, 30, 35, 40 & 50c a lb.

**BULK TEAS  
SPECIALTY.**

# RED CLOVER TEA



Is a  
**PURE  
INDO-  
CEYLON  
TEA.**

SPECIAL ATTENTION given to import orders.

**Charles H. McDonald**  
ST. JOHN N.B.

*Direct  
Importer*

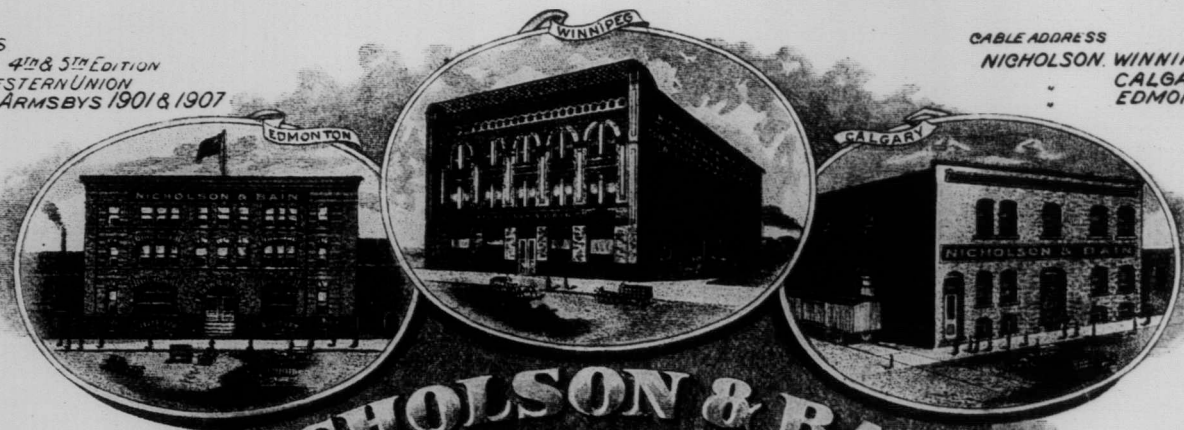
THE CANADIAN GROCER

E NICHOLSON

D H BAIN

CODES  
ABC 4<sup>th</sup> & 5<sup>th</sup> EDITION  
WESTERN UNION  
ARMSBYS 1901 & 1907

CABLE ADDRESS  
NICHOLSON. WINNIPEG  
CALGARY  
EDMONTON



EDMONTON BRANCH  
NICHOLSON & BAIN

CALGARY BRANCH  
NICHOLSON & BAIN

**NICHOLSON & BAIN**  
**WHOLESALE**  
COMMISSION MERCHANTS & BROKERS

BANNATYNE AVE EAST  
TRANSFER TRACK

*Winnipeg, Man.*

# A BUMPER CROP

TO THE TRADE:—

Herewith please find Acreage and estimated yield in the Provinces of **Manitoba, Saskatchewan** and **Alberta**:—

WHEAT.	Acreage.	Estimated Yield per Acre	Total
Manitoba.....	2,710,000	15 bushels	40,650,000 bushels
Saskatchewan.....	3,170,000	18½ "	58,645,000 "
Alberta.....	410,000	21 "	8,610,000 "
Total.....			107,905,000 "
	Total acreage in the three provinces.	Estimated Yield per acre	
Oats.....	2,660,000 acres	34 bushels	90,440,000 bushels
Barley.....	860,000 "	21 "	18,060,000 "
Or a total in the three Cereals of.....			216,405,000 bushels

September wheat is quoted at Fort William at 98c. per bushel, October 95¼c., December 92¾c. Deduct 10c. per bushel freight, and you have the returns in dollars and cents to the farmers. No. 2 White Oats, October, is quoted at 39¼c., deduct freight, say, 4½c., and you have the value in dollars and cents to the farmers. Future Barley is not quoted. So near as we can figure, the value of the three crops, Wheat, Oats and Barley, to the farmers is equal to **\$150,000,000.**

We are brokers and Commission Merchants exclusively. Can we not handle your goods in the Great West? Yours truly,

## NICHOLSON & BAIN

CALGARY                      WINNIPEG                      EDMONTON

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

D H BAIN

WIPES  
L GARY  
MONTON



L GARY BRANCH  
NICHOLSON & BAIN

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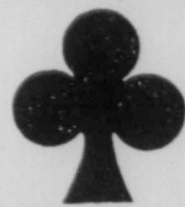
IN

IN

monton.



*The Best Always Cheapest*



# SAINT-LOUIS VICHY WATER

## RED CLOVER BRAND



*The Most Delicous*

*The Most Natural Sparkling*

*Superior to all Others*



A Sure Cure for

**STOMACH TROUBLES**  
**GOUT**  
**GRAVEL**  
**DIABETES, ETC.**

In case you cannot procure this water from your dealer,  
**Write us direct, and we will fill your order, PREPAYING**  
**CHARGES.**

A wine glass before or after meals will help digestion.

**SOLD EVERYWHERE**

**PINTS**

**QUARTS**

**AT ALL GROCERS**

**AT ALL DRUGGISTS**

**AT ALL BARS**

**L. CHAPUT, FILS & CIE., WHOLESALE IMPORTERS, MONTREAL**

SOLE AGENTS FOR CANADA

SAMPLES SENT FREE ON APPLICATION.

## Imperial Breweries, Ltd.

Montreal

Brewers of Finest

## Ales, Porters and Lager Beer

Brewers of the Famous  
Salvador Lager

A Trial order will convince you of  
our ability to give you and your cus-  
tomers entire satisfaction.

## Do You Sell?



### BRANDS:

Wonderful (Cake)  
Royal City Bar  
Peerless "  
Standard (Cake)  
Crystal Soap Chips in  
package and bulk.

A Woman Looks Down Upon  
the grocer who sells her in-  
ferior soap or cleansing pow-  
ders. She compliments the  
grocer who recommends to her  
the magic cleanser — WON-  
DERFUL SOAP which curtails  
her servants' work and  
heightens the effect in the  
wash. No laundry soap is so  
good as WONDERFUL SOAP  
and none so pure, perfect and  
uniform in quality. It whitens  
clothes and saves hard work  
and time. So will our celebrated  
Crystal Laundry Chips.

MANUFACTURED BY

Guelph Soap Co., Guelph, Ont.

## Mr. Canner Mr. Manufacturer Mr. Wholesaler

Every one of you doing business in Ottawa, or in the Ottawa Valley, will be interested in knowing that we offer you the finest, most modern storage at reasonable rates of any firm in this district. Every convenience to expedite your business. Direct connection with C.P.R., G.T.R., Ottawa & N.Y., and Pontiac railways. Large warehouses—bond and excise. Insurance.

A COMPETENT STAFF. A TRIAL WILL PROVE OUR CLAIMS TO SUPERIOR SERVICE.

ASK FOR OUR RATES TO-DAY

## The Dominion Warehousing Co.

52 Nicholas Street

OTTAWA

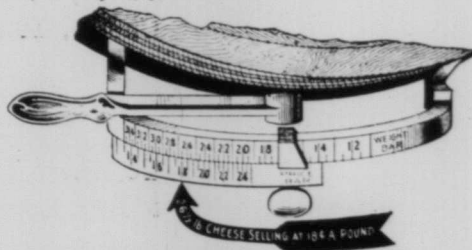
J. R. ROUTH, Manager

### ***Insist on Getting The "Perfection" Cheese Cutter***

***Don't Take Any Imitation***

Cheapest at any price. Lasts ten years longer than any other. Simplest in construction. Simplest to operate. Most accurate cutter made. Highly finished. All up-to-date wholesale grocers carry it or can get it on short notice.

**Price, \$17.50**



Set price mark opposite total weight mark. Now, every time lever is raised you measure off 5c. worth of cheese. ***That's all.***

***Manufactured only by***

***The American Computing Company of Canada***

***Hamilton - Ontario***

**Plic Books  
Counter Check Books  
Shipping Tags  
Monthly Account Systems**

—WRITE FOR SAMPLES AND PRICES—

**The Carter-Crume Company, Limited  
Toronto and Montreal**

Please mention The Canadian Grocer when writing.



**VALENCIA RAISINS**

Finest selected..... 5½  
 to arrive early November.  
 Selected Raisins, do ..... 5½

**CALIFORNIA SEEDED RAISINS**

Fancy, 16-oz..... 9¼  
 Choice, 16-oz..... 8¾

**TAPIOCA**

To arrive in about 3 weeks ..... 4½  
 5 Bag Lots ..... 4

**PRUNES—California (to arrive)**

	50-lb. Boxes	25-lb. Boxes
30/40 .....		9¾
40/50 .....		9
50/60 .....	7¾	8
60/70 .....	7¼	7½
70/80 .....		6¾
80/90 .....		6¼
90/100 .....		5½

**BOSNIA**

85/90.....55-lb. Boxes ..... 6  
 104/108 ..... 4¼

The above sizes are equal to 70/80 and 90/100 in California Prunes, principally owing to the smaller pit or nut.

**SARDINES**

“Stat” Brand of Norwegian Smoke Sardines (small fish) a special price to introduce the brand, per case \$8.50.

*We are headquarters for all staple groceries at reasonable living prices, fixed by ourselves.*

**MAKE YOUR DOLLARS COUNT.**

**Canada Brokerage Compa**

## SALMON

The finest quality at most reasonable prices. Money cannot buy better quality of their respective grades—but we are satisfied with a reasonable profit.

"Regal," Finest Fraser River Sockeye.....	\$1.90
"Yukon," Select Red Cohoes.....	1.45
"Cock o' the North," Select Red Cohoes.....	1.45
"Salad," Choicest .....	1.00

## TOMATOES

Something New. The whole Tomatoes hand-packed in Sanitary Can (without solder or acid). To introduce the brands we quote:—

Per dozen ..... 90c.

Special quotations for carload lots. Competitors ask \$1.25 for similar packed goods.

## FRUITS

A Special feature (Sanitary Can, lacquer lined), which insures original color and flavor of fruit being retained.

Strawberries.....	\$1.70
Raspberries.....	1.70
Lawton Berries.....	1.70
Crawford Peaches, 2s.....	1.70
Bartlett Pears, 2s.....	1.70
Lombard Plums.....	1.00

## "MAYBELL" CEYLON TEA

The old, reliable and satisfactory. The best evidence of its uniform quality is its steadily increasing sale. If you have not tried it, write for samples and quotations.

Company, Limited, Toronto

# “WAGSTAFFE’S”

Fine Old English Xmas

# Plum Puddings

in porcelain bowls, packed 1 doz. in case,  
2 sizes, to be retailed at 50 and 75 cents.

---

Our Celebrated

Mincemeat and Plum Puddings

are now ready for delivery. Get your orders in early.

---

## Our New Season's Jams, Jellies and Sealed Fruits

are now in hands of the jobbers from the Atlantic to the Pacific

---

The name WAGSTAFFE on the label is a sure guarantee  
of quality.

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# WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS

HAMILTON

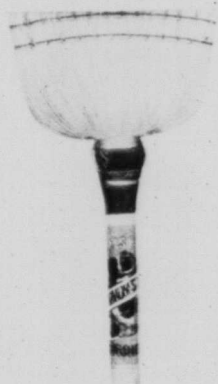
CANADA

THE CANADIAN GROCER

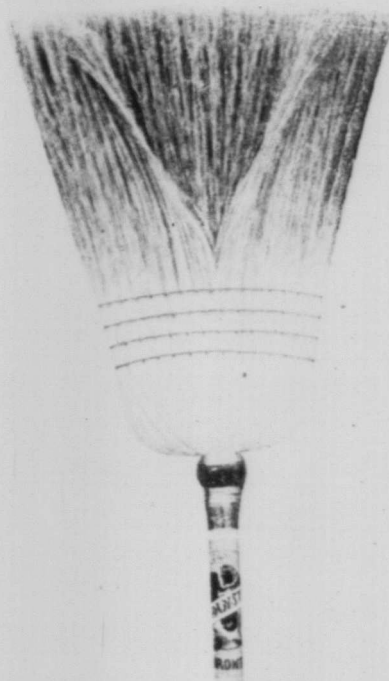
Established 1840.

Established 1840  
**Pansy Broom**

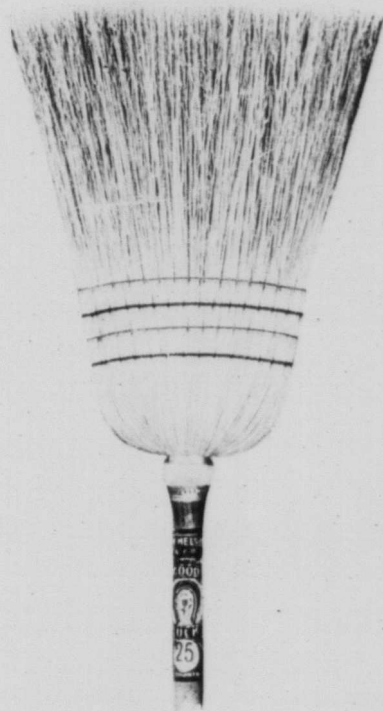
H. W. NELSON & CO.  
Toronto, Ont.



We give you the best  
value, no matter what  
price broom you order,  
but the best value of  
all is our



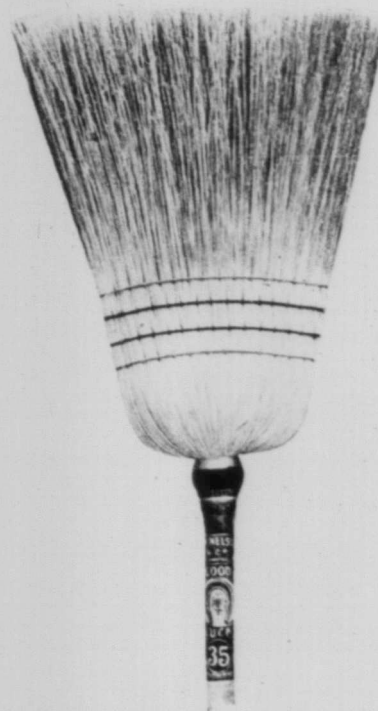
# Pansy Broom



Made by the most expert work-  
men out of the very best material  
obtainable.

Order direct from the makers.  
Freight paid on six dozen and over.

**H. W. Nelson & Co.**  
Toronto Limited



ESTABLISHED 1840

WHEN YOU WANT  
ANYTHING IN

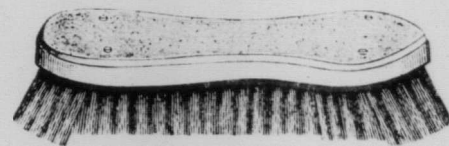
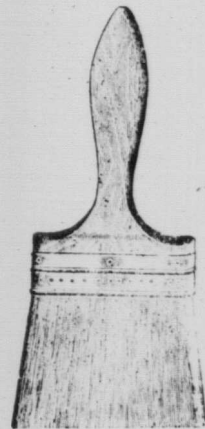
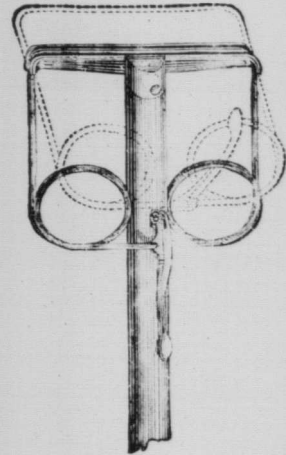
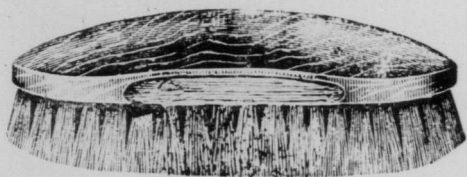
**Baskets**  
**Woodenware**  
**Fibreware**  
**Washboards**  
**Brushes**  
**Mops**  
**Grocers'**  
**Druggists' or**  
**Tobacconists'**  
**Sundries**

Write for our quotations.

**H. W. Nelson & Co.**

Limited

TORONTO



Ewing's Always



Pure Spices

Established 1845

This trade mark is your safeguard. No matter where you see it you can always depend upon its significance— **Absolute Purity**. To be sure of what you are selling and recommending to your customers always carry these goods under the above brand :

**Cream Tartar**  
**Black Pepper**  
**Allspice**  
**Cloves**

**Baking Powder**  
**White Pepper**  
**Gingers**  
**Nutmegs**

Spices whole or ground. Half a century's experience as a guarantee behind every package. Also **Corks** and **Capsules** for all purposes. The dependable kind.

**S. H. EWING & SONS**

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

20½ Front Street East, Toronto  
Phone Main 3171

THE WORLD'S  
STANDARD

**WHITTEMORE'S POLISHES**

ONCE USED  
ALWAYS USED

The Oldest and Largest Manufacturers of Shoe Polishes in the World



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

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

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



**"GILT EDGE"**

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

Shines Without Brushing  
Always Ready to Use

Also for gents' kangaroo, kid, etc.

Per gross . . . . .



**OIL PASTE**  
for  
ALL kinds  
of  
Black  
Shoes

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

Price per gross

Excellent for old rubbers.

**"SUPERB" Patent Leather Paste**



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

Large size per gross  
Med. size (blue tin boxes) per gross  
Per doz. ½ lb. boxes  
Per doz. ¼ lb. boxes

**"BOSTON" Waterproof Polish**

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

Per gross

**"BOSTON JUNIOR"**

10c. size, per gross  
Also in Russet and Ox Blood

**"ELITE" Combination**

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

Per gross

**"BABY ELITE" Combination**

10c. size per gross

**"DANDY" Russet Combination**

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

Large size, per gross .

**Star Russet Combination**

10c. size per gross .

**Russet Pastes**

Dandy, large per gross

Red Box, medium "

Per doz., 1-4 lb. tins . . .

Per doz. 1-2 lb. tins . . .

Elite, Ox Blood and

Brown Pastes same size and prices



If interested write for  
CANADIAN PRICES.

**WHITTEMORE BROS. & CO.,**

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

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

# If we could show you



just how and where our vinegar is made, you'd understand why it has won such distinction on both British and Canadian markets.

The best can't be beaten and our

## Pure Malt Vinegar

is par excellence the finest product offered. Submitted to any test, domestic, commercial or chemical, it still makes good and retains its high standard. Order now from nearest wholesaler or agent.

CANADIAN AGENTS—  
Hudson's Bay Co., Vancouver, B.C.  
W. L. MacKenzie & Co., Ross Ave., Winnipeg  
Kenneth H. Munro, Coristine Bldg., Montreal.  
Geo. Stanway & Co., Toronto.  
Royal Stores, St. John's, Nfld.  
W. A. Simonds, St. John, N.B.

**White, Cottell & Co.,**  
Camberwell, S.E. LONDON, ENG.



# THE A1 SAUCE

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

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

For full particulars and prices write our Agents :

GENERAL AGENT—H. HUBBARD, 27 Common St., Montreal  
HAMILTON MORTON CO., 1 Wellington St. E., Toronto  
W. H. AHRENS, 396 Victoria St., Winnipeg  
J. READ, St. John, N.B.  
R. T. TINN, 337 Hastings St. W., Vancouver, B.C.

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

## A WORD TO THE TRADE

Now is the time to consider placing your orders for the Fall and Holiday Trade.

You don't have to buy a sample order to be convinced that our goods are all we claim for them. All you have to do is to let us send you samples free of charge, and quotations; you can then make your own comparison with the goods you are using.

A fair test will prove our claim, and your order will follow. Isn't this a fair proposition? Of course it is. Then, don't keep putting it off. Write us to-day for tasting samples of our famous "**Chocolate Bordeaux**" and other lines of High-Grade Chocolates.

You may have tried the REST; now try the BEST. Our Chocolates are the toothsome morsels of confectionery you ever tasted. Tasting tells!

**Always Fresh      Always Good      Always the Same**

You want to be known as the leader in your locality. The surest way to do this, is to be recognized as the first to introduce the best products.

We manufacture a full range of Biscuits and Confectionery. Your enquiries solicited.

### THE MONTREAL BISCUIT COMPANY

MANUFACTURERS BISCUITS AND CONFECTIONERY

MONTREAL

## Carpet Tacks

### Shoe Tacks

Clean Cut

Uniform Goods

All sizes in blued and tinned



#### One of Our Selling Helps

A child's wooden bank, silver and gold finish, filled with carpet tacks—Retailers at 5 cents—Packed in half gross and gross boxes.

Samples and prices of our lines will interest you.

**THE BAZIN MFG. CO.**

94 ARAGO ST., - QUEBEC

ESTABLISHED 1887

## Carman Brokerage Co.

Commission Merchants and  
Wholesale Grocery Brokers

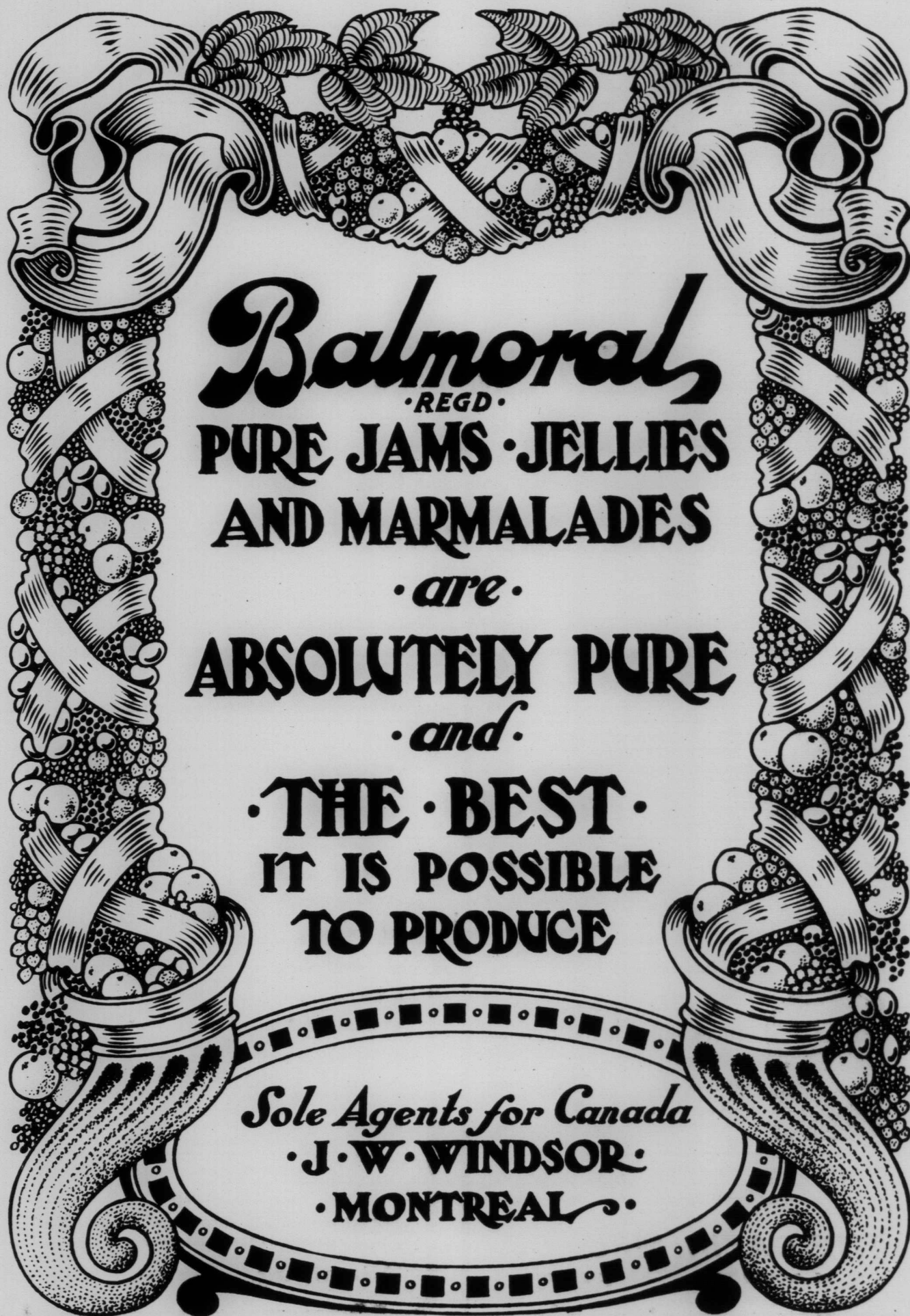
#### REPRESENTING:

J. H. Wethey Ltd.,	- - - -	St. Catharines
	Mince Meats and Canned Goods	
Leonard Bros.,	- - - -	St. John, N.B.
	Fish of all Kinds	
Van Camp Packing Co.,	- - - -	Indianapolis
	Pork and Beans, Soups, etc.	
D. Van Der Huel,	- - - -	Vlaardingen
	Holland Herrings	
J. Connell & Co.,	- - - -	London, Eng.
	Rangoon Rice, Spices, etc.	
Purnell, Panter & Co.,	- - - -	Bristol, Eng.
	Pickles, Sauces, etc.	
J. Mackay Co'y, Ltd.,	- - - -	Bowmanville
	Pot and Pearl Barley	
Dixie Peanut Co.,	- - - -	Petersburg, Va.
	Peanuts	
Arsenis & Co.,	- - - -	Patras, Greece
	Currants	
	and others	

Best References. Can attend to a few more foreign and Canadian agencies.

Winnipeg, - - Man.



An ornate, hand-drawn border surrounds the text. It features thick, flowing ribbons that crisscross and loop around the central text. Interspersed with the ribbons are clusters of various fruits, including what appear to be apples, oranges, and berries. The border is highly detailed with fine lines and shading, giving it a three-dimensional, decorative appearance.

**Balmoral**  
·REGD·  
**PURE JAMS · JELLIES  
AND MARMALADES**  
·are·  
**ABSOLUTELY PURE**  
·and·  
**·THE · BEST ·**  
**IT IS POSSIBLE  
TO PRODUCE**

*Sole Agents for Canada*  
**·J · W · WINDSOR ·**  
**·MONTREAL ·**

**TO THE TRADE:**

DO YOU KNOW WHY

**CEYLON  
TEA**

HAS

**Unvarying Excellence ?**

**IT'S BECAUSE :**

Ceylon's Climatic Conditions are Equable ;  
Ceylon's Volcanic Soil does not Degenerate ;  
Ceylon's Tea Culture is an Exact Science.

AND, STEP BY STEP,

**CEYLON'S MACHINE PREPARATION PROCESSES**

CAN BE RELIED ON TO

**GIVE UNIFORM RESULTS**

# The Brand of Quality!



My Attractive Package:  
1/2, 1 and 5 lb. tins.

Perfect  
Quality.  
Attractive  
Packages.  
Correct  
Prices.  
Satisfaction  
Always.



Packed in 5-lb. Tins, 12 to case.  
" 10-lb. " 6 "

## The Leaders in their Class!

Were they not pronounced perfect they would not sell as they do. **White Dove** signifies perfection no matter what it is applied to.

**White Dove Coconut** has been for so many years the leading cocoanut that it has become the standard brand. Housewives who have once used it never use any other.

**White Dove Almond Paste**—The acme of perfection. As perfect in quality as a modern plant, skilled help and pure ingredients can make it.

### For Perfect Satisfaction

Always insist on securing **Downey's White Dove Brands** when ordering from your jobber.

Write me direct if your wholesaler cannot supply you.

**W. P. DOWNEY,** 24 & 26 St. Peter St.,  
MONTREAL

Agents: Geo. A. Stone, Vancouver, B.C. Scott, Bathgate & Co., Winnipeg, Man.  
Frank M. Hannum, Ottawa, Ont. C. E. Macmichael, St. John, N.B. J. W. Gorham & Co.  
Halifax, N.S.

## IMPORTANT

Our Representative is visiting the Dominion establishing agencies for the sale of our renowned

### "TEA PLANT" PACKET TEAS

His address is, 303 Frank St., Ottawa. Write him.

For over half a century

## Cooper Cooper & Co's Teas

stand on the highest rung of the British TEA TRADE.

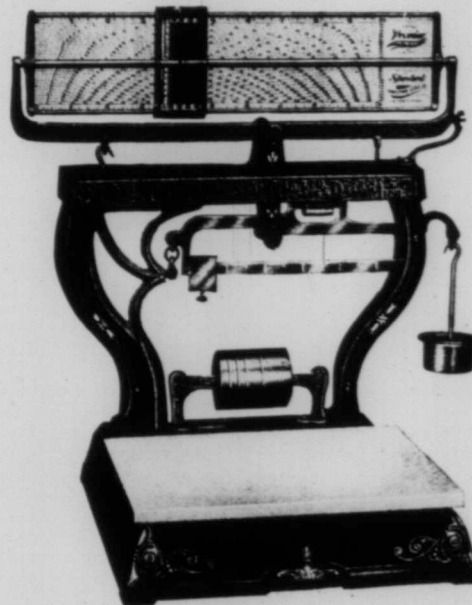
**OUR TEAS PAY YOU WELL**

## Cooper Cooper & Co. Ltd.

"The World's Most Famous Teamen"

Head Office: 71-73 Tooley Street  
LONDON, ENGLAND

WE SAVE YOU 30 PER CENT.  
ON A STRICTLY HIGH-GRADE  
COMPUTING CHART SCALE



Write for Illustrated Catalogue

Onward Manufacturing Co., - Berlin, Ont.

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



is  
**BEST in Quality**  
**SMARTEST in Finish**  
**KEENEST in Price**

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

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

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

DWIGHT'S



BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

## "Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is THE BEST, and it is always in packages *only*.

**CHURCH & DWIGHT**  
Manufacturers  
**MONTREAL**

# Now is the Time to Push BLACK KNIGHT STOVE POLISH

the most brilliant and durable stove polish on the market. Winter is coming on; and the stove assumes its due importance. A clean housewife likes a clean and shining stove—but she doesn't want to work too hard to attain it.



You can truthfully tell your customers that Black Knight Stove Polish gives a stove a more brilliant and durable polish than any other brand—and with a great deal less labor.

## Black Knight is Clean to Handle

It will not stain the hands

Black Knight is the most economical stove polish—a little of it does a lot of work and does it a great deal better than a whole lot of any other brand. It comes in a very attractive box. Each sale nets you a good profit; and its unparalleled excellence is a guarantee of repeat orders.

Order a trial case from your Jobber!

# The F. F. Dalley Co., Limited

Buffalo, U.S.A.

Hamilton, Canada

THE CANADIAN GROCER

# EASTERN TOWNSHIPS GROCERS

## \$10 A MONTH

is a  
small  
estimate

of what you can consider

### Added to Your Profits

if you buy your groceries from us. Figure it out yourself and you will find that by purchasing from us—located in your midst—you will save easily \$10 to \$25 in freight.

Why? you immediately ask. Because, being wholesalers, we can buy just as advantageously as other jobbers in the larger cities, and we can lay down groceries at a figure which makes it possible for us to quote you **exactly the same price as the Montreal or Quebec house, but minus the freight!**

We have everything you want—the very best. Just now we are shipping canned goods, salmon, dried fruits, confectionery and other fall lines.

Make up a trial order and send it to-day.  
We will guarantee to satisfy you.

No reason why you should not have that \$10.

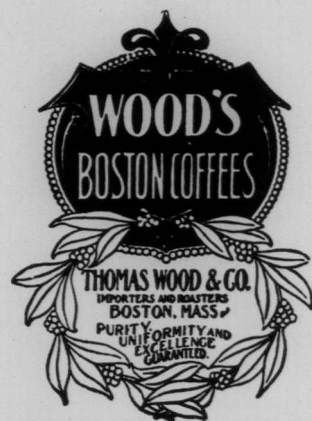
## T. A. Bourque & Co., Reg.

Wholesale Grocers

SHERBROOKE,

QUE.

# No "Missing Links"



Like a long chain they form a complete unbroken line.

Each one link in that chain represents the best and strongest of its own grade and quality, from the ordinary to the very highest.

The whole Coffee world is represented in this magnificent line that constitutes

## WOOD'S COFFEES

Canadian Factory and Salesrooms

No. 428 St. Paul Street

: : : : :

MONTREAL

Everything else being equal, a well-advertised article will always sell in preference to one that is not nearly so well known. That is one reason why

### Snap

"Better than Soap"

is such a large and steady seller. The main reason, though, is that there is nothing to equal it as a quick and satisfactory hand cleanser. Snap will do the work that soap won't do. It don't irritate the skin, but leaves the dirtiest hands smooth, clean and white.



SNAP SALES ARE QUICK SALES.  
ASK YOUR JOBBER.

### Snap Company

Limited

Montreal,

Quebec

**Fruit Jars**  
**Jar Rings**  
**Butter Tubs**  
**Butter Paper**  
**Brooms, Brushes**  
**Baskets**

**Walter Woods & Co.**  
**Hamilton and Winnipeg**

THE CANADIAN GROCER

# The Big

# —5—

No first class grocery stock  
is complete without these  
articles — each one is a  
S T A N D A R D

## CODOU'S Macaroni

Vermicelli and Pastes  
From Russian Wheat

## COX'S Gelatine

Perfectly Pure

### Griffin's

Seeded Raisins, Canned  
Fruits, White and Green  
Asparagus, Griffin's  
Prunes, Cured Fruits,  
Griffin's Seedless  
Raisins

## COURET'S "Shell" Soap

67% Pure Oil

## "THISTLE"

"Canned"

### Haddies and Herring

The best packed

*Arthur P. Tippet & Co., Agents  
Montreal*





## When in Doubt

ORDER THESE BRANDS OF RAISINS

**F. W. Rowley**  
DENIA

AND

**S. Bodi**  
DENIA

Extra Fine Selected

Finest Selected

**YOU** are always sure of the best when ordering these famous raisins. Uniform quality and packing, unchanged for years, have given them an individuality it is impossible to equal.

Our **SHELLED ALMONDS**, in 14-lb. and 28-lb. boxes, merit your consideration at this season.  
**GREAT STOCK**

## UNDERDOWN & CRICHTON

London, Eng. Valencia, Spain Denia, Spain

**Canadian Agents:** Wm. C. Christmas, Montreal; E. T. Sturdee, St. John, N.B.; Grant, Oxley & Co., Halifax, N.S.; Eugene Moore, Toronto; W. H. Escott, Winnipeg; J. A. Kavanagh, Hamilton, Ont.

## VALENCIA RAISINS

It is just as easy for you, and infinitely more satisfactory to your customer, to secure the very finest quality Valencia Raisins. You are assured of this, and also of uniform packing, if, when ordering, you specify

## "BEAVER" BRAND

**SPECIAL FANCY QUALITY**

This brand has the reputation of being the highest quality obtainable.

Packed by  
**Mahiques Domenech & Co**  
Denia, Spain

Canadian Agents:  
**Rose & Laflamme, Limited**  
Montreal and Toronto

## A Fair Proposition

We want to  
sell you some

## Paterson's Worcester Sauce

It sells well and  
gives good profit.

**Can we?**



**ROSE & LAFLAMME, Ltd.**  
Agents, Montreal and Toronto

Butter Pots, Churns, Jugs, Flower Pots, Vases




**Belleville Pottery Co.**  
Belleville - Ontario

FIRE BRICKS, FIRE CLAY, FIRE SAND, ROCK-WARE, EARTHEN FLOWER POTS

HART'S FAMILY FILTER

Ask Your Jobber  
for  
**American Washing Powder**

Best on the market. Good profit. People always asking for it.

**American Washing Powder Co.**  
1193 St. Hubert Street, - MONTREAL  
Telephone Bell East 6367

**FRUIT CANS**  
All sizes—All kinds.

**SYRUP CANS**  
For products of Maple, Corn and Cane.

**MILK CANS**  
For Sweetened Milk and Evaporated Cream.


**MEAT CANS**  
Bevelled, Round and Square.

**BISCUIT TINS**  
of any description.

**BAKING POWDER AND SPICE CANS**  
PROMPT SHIPMENT. SUPERIOR GOODS.

THE  
**Norton Manufacturing Co.**  
HAMILTON

The SHOE POLISH of QUALITY



**Peters' Polishes**

**PETERS' POLISH**

A line of shoe polish that has created great enthusiasm among those selling and using it.

Write and get the sale of it for your district. It is a money maker.

**M. Peters,**  
617 Queen St., West  
Toronto



**STAR AMMONIA POWDER**

Cheapest and Most Effective Article for All Household Cleaning Purposes Ever Introduced.  
Frees—Even the Worst of Greasy Surfaces.  
E.Z.E. Manufacturing Co., Limited, Toronto.

Its Merit Brings Repeat Orders

## What Is Profit?

You have been in the grocery business long enough to know that profits are not usually very large on one sale. To make money you've got to keep a customer with you.

## How Can You Do It?

By selling goods of sound quality. The most slashing cut rates ever offered will not keep the people coming unless the quality of the goods is all right.

# OLD HOMESTEAD BRAND

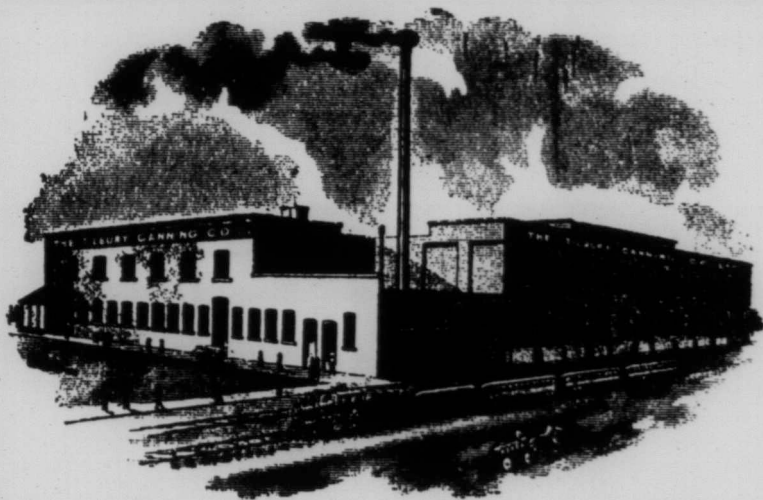
## Canned Fruits and Vegetables

never alienate a customer. The quality of every can is really first class. The consequence is, you never have any old stock to dispose of at a dead loss if you insist on your jobber filling your order with Old Homestead Brand.

Order a trial case from your  
jobber to-day then note results.

**The Old Homestead Canning Co.,**

**Picton, Ontario**



# "Tilbury Brand" Canned Goods

are in a group of their  
own—the **A1 GROUP**  
**Nothing Better Packed**

One of the best-equipped factories on the Continent  
situated in the heart of the best Tomato District in  
Canada.

**RYAN BROS., Winnipeg**  
WESTERN SALES AGENTS

Sales Agents for Manitoba, Saskatchewan and Alberta.  
A large stock carried in Winnipeg warehouse.

**The Tilbury Canning Company, Limited,** Tilbury,  
Ont.

## The Wise Grocer

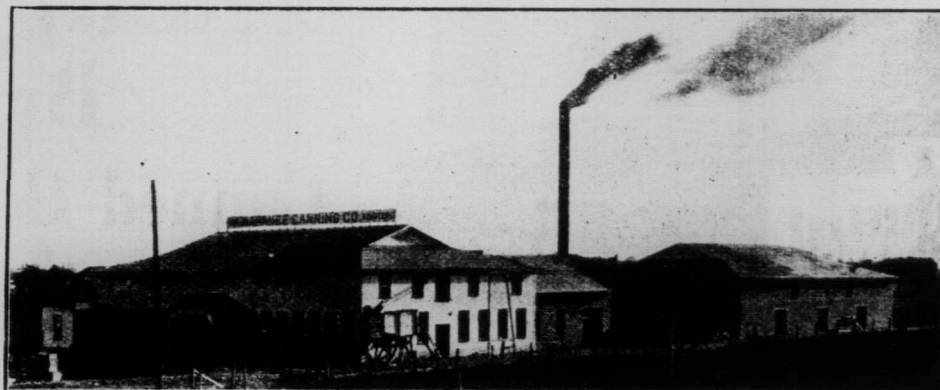
is placing his order for 1908 pack and buying

# "PEERLESS" Brand Canned Goods

Put up by the Beamsville Packing Co., Limited.

SOLE DISTRIBUTORS:

**WARREN BROS. & CO., - LIMITED**  
TORONTO and KINGSTON



# ***“Canada’s Pride”*** **CANNED GOODS**

Packed by the Napanee Canning Co.  
Under the Most Sanitary and Scientific Methods

---

QUALITY, FLAVOR AND DESIGN OF LABEL unequalled in the Dominion

---

***We Control the sale of “Canada’s Pride”  
for Montreal and East***

SPECIAL ARRANGEMENTS FOR CAR LOTS  
FOR DIRECT SHIPMENT. Write us for quotations

---

**WILLIAM GALBRAITH & SON**  
**80-82 St. Peter Street, MONTREAL**

# SANITARY CANS

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

**Sanitary Enamel Cans Preserve the Flavor and Color**

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



Entire End Open for Filling.

Sanitary  
Cans  
Sealed  
without  
Solder  
or  
Acid



Sanitary Can Sealed—"Bottom like the Top."

## SANITARY CAN COMPANY, Limited

NIAGARA FALLS - ONT.



# **“Just As Good” As Canadian Cannery Are Not As Good.**

In almost every line of merchandise there is some leader, in comparison with which other articles of the same class are claimed to be “just as good.” The claims of other packers that their brand is “as good as Canadian Cannery” is really a compliment to our brands. The shrewd merchant at once concludes that there is nothing to be gained by experimenting and that the way to hold and increase his trade is to stock the standard lines once more.

**ORDER FROM YOUR JOBBER:**

BRANDS:—“Canada First” (Aylmer), “Little Chief,” “Log Cabin,”  
“Horseshoe” (Bowlby), “Auto” (Canadian Cannery), “Kent,”  
“Lynnvalley” (Simcoe), “Maple Leaf” (Delhi), “Lion”  
(Boulter), “Thistle” (Brighton), “Grand River” (Lalor),  
“White Rose” (Lakeport).

**Canadian Cannery, Limited**  
**Hamilton, Canada.**





**GO** where you may, throughout the length and breadth of Canada, you will find nothing to equal in attractiveness and value, the Essex garden-farms. The pick of their best products is included in the season's pack of

**Essex Canned Goods**

We never had better satisfaction to offer the trade, and notwithstanding the competition of low prices we can discount any canning and preserving establishment as regards quality and flavor.

The Essex Canning and Preserving Co.,  
Limited  
Toronto and Essex, Canada.

# Did You Ever Hear the Story

of the grocer who said that people weren't very particular as to Brand. He's dead. But the retailer who handles

## FARMER BRAND Canned Fruits and Vegetables

is very much alive. He's got to be. It just keeps him on the jump supplying the demand for these goods. This only goes to show that QUALITY is at any time and always the first consideration with careful buyers. Handle the goods whose quality counts.

**Farmers' Canning Co., Limited**

BLOOMFIELD,

ONTARIO



100 per cent. pure  
makes their quality sure.

Agents:

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

The People  
Demand  
Pure Food

and the grocer who has the wit to supply such a well-defined demand is ordering big shipments of

# E.D.S. Brand Jams and Jellies

The brand declared by Government analysis to be the purest sold in Canada.

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

# Cerebos

By Royal Appointment to the KING OF ENGLAND  
and the CROWNED HEADS OF EUROPE

*Without Doubt the Finest Table  
Salt Manufactured*

Remember the difference between the  
ordinary Salt and

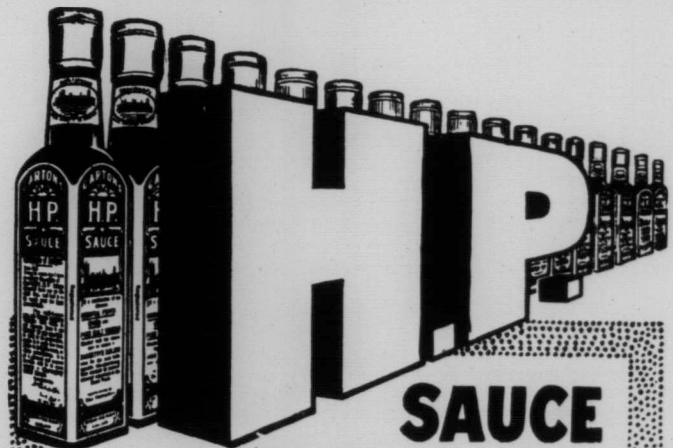
## Cerebos

IS

The one is a seasoning.

Cerebos is a splendid food containing the most nutritive qualities essential to the physical framework.

**W. G. PATRICK & CO.**  
AGENTS TORONTO



## SAUCE

### TO SETTLE DOUBT

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

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

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

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

Large and quick turnover on H. P.

W. G. Patrick & Co., Toronto and Montreal  
R. B. Seeton & Co., Halifax, N.S.  
Georgeson Co., Ltd., Calgary, Alberta  
Kelly, Douglas & Co., Ltd., Vancouver, B.C.  
Ellis & Co., Ltd., St. John's, N.F.

Midland Vinegar Co., Birmingham & London, Eng.

# EVERY TIME YOU SELL RED ROSE TEA YOU MAKE TWO PROFITS

**First**—You make the profit between the wholesale and retail prices.

**Second**—You make the profit which is so hard to measure in money: namely, the great profit of a reputation for selling **good tea**.

You can't afford to lose the **second profit**.

If you are not selling Red Rose Tea, may I send you a case ?

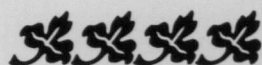
**T. H. ESTABROOKS**

TORONTO—3 Wellington East  
WINNIPEG—315 William Ave.

ST. JOHN, N.B.

# Seeded Raisins

to retail at 10c. (Full size pkg.)



We are offering 

## MALAGA SEEDED RAISINS

Freshly Processed and

In Excellent Condition

—At a Popular Price—

The **Malaga Raisin** possesses the delicious flavor which is characteristic of all Spanish grown grapes. In use it cannot be surpassed. They will give your trade entire satisfaction. Before ordering Seeded Raisins **it will undoubtedly pay you** to ask us for particulars and samples.

**If you need Seeded Raisins you can't afford to overlook this proposition.**

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

**Rose & Laflamme, Limited**

**Montreal**

**Toronto**

Proprietor of



SODA FOUNTAIN  
FRUIT JUICES and CRUSHED  
FRUITS.

ESTABLISHED 1890

# Wm. H. Dunn

Importer and Selling Representative for

## Grocers' Specialties

Sole Agent in Canada for

F. L. Cailler, Ltd.  
B. T. Babbitt, Inc.,  
J. L. Prescott & Co.

Switzerland,  
New York,  
New York,

Swiss Milk Chocolate  
Soaps and "1776"  
Enameline Stove Polish

Sole Agent in Ontario, Quebec and East for

Borden's Condensed Milk Co.,  
John Mackintosh, Ltd.,  
Royal Crown, Ltd.,  
Carr & Co., Ltd.,  
And Melrose & Co.,  
Curtice Bros. Co.

New York, U.S.A.,  
Halifax, Eng.,  
Winnipeg,  
Carlisle, Eng.,  
Edinburgh,  
Rochester,

Toffee  
Toilet Soaps  
Biscuits  
Fine Teas  
Blue Label Ketchup

Agent in Province of Quebec for

Pure Gold Mfg. Co.,  
Tillson Co. Ltd.,  
C. B. Knox,  
Bart. Cottam Co.,  
Libby McNeill & Libby,  
Ingersoll Packing Co.,  
Bensdorp & Co.,  
'La Diane' Brand,  
Gillard & Co.,  
Castle Bros. Inc.,  
Alart & McGuire,  
Geo. Lueders & Co.,

Toronto,  
Tillsonburg,  
Johnstown,  
London, Ont.,  
Chicago,  
Ingersoll,  
Amsterdam,  
Bordeaux,  
London, Eng.,  
San Francisco,  
New York,  
New York

Jelly Powder, etc.  
Rolled Oats  
Gelatine  
Bird Seeds  
Canned Meats  
Smoked Meats  
Royal Dutch Cocoa  
French Goods  
Pickles  
Dried Fruits  
Olives  
Essential Oils

and

E. D. Smith,

Winona,

Pure Jams

**Canned Goods, Bottled Fruits, Etc.**

Write for complete price list

**WM. H. DUNN,** Montreal and  
Toronto



# Borden's

## "Eagle Brand"

### Condensed Milk

Has no equal

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## LEADERS OF QUALITY

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### Borden's Brands :

- "Eagle Brand" Condensed Milk
- "Gold Seal Brand" Condensed Milk
- "Challenge Brand" Condensed Milk
- "Peerless Brand" Evaporated Cream

are made from richest milk thoroughly inspected and prepared by the most competent milk experts in America with most modern machinery and under absolutely perfect hygienic conditions. There can be nothing purer, cleaner and better than Borden's Milk Products.

Eagle  
Brand Condensed  
Milk



The Original

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EASTERN SALES REPRESENTATIVE

## WILLIAM H. DUNN

Offices and Sales Rooms

Toronto, Montreal and St. John, N.B.

# Borden's

## "Peerless Brand"

# Evaporated Cream

## SUPREME FOR PURITY

Peerless  
Brand Evaporated  
Cream



Unsweetened

The selling prestige of Borden's Brands insures increased business for the Jobber and Retailer.

Borden's Brands, for Canada, are prepared in Tillsonburg, Ontario, by

### Borden's Condensed Milk Co.

Leaders of Quality

ORIGINATORS OF CONDENSED MILK

Established in 1857

WESTERN SALES REPRESENTATIVES

### Scott, Bathgate & Co.

WINNIPEG, MAN.

### Shallcross, Macauley & Co.

VANCOUVER and VICTORIA, B.C.

Gold Seal  
Brand Condensed  
Milk



For household use



# BELLEVILLE CANNING CO.

(The Firm that Advertises through its goods)

We wish to thank our many Customers who have given

## QUEEN BRAND Fruits and Vegetables

first place on their shelves.

The Canning season is now at an end, and in spite of the drought, and short season, we wish to announce to our friends that we will fill all orders in full.

We have still unsold a small quantity of QUEEN BRAND CORN, and a few fruits. This surplus will not last long. Send in your order now, and be protected.

**Belleville Canning Co. - Belleville, Ontario**

### "EDINBURGH'S PRIDE"

EVERY BOTTLE OF



### Symington's "Edinburgh" Coffee Essence

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

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

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

**Thos. Symington & Co.**  
**EDINBURGH**

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

People Who  
are Asking for Pure Malt Vinegar

generally want English Vinegar, good vinegar. Don't cause dissatisfaction amongst your customers by offering any but the best.

## PURNELL'S Vinegar Sauces Pickles

are of highest quality, made for appreciative people and all who want to be sure of purity, flavor and delicate piquancy. The best never fails to please. Order to-day from our

AGENTS

**Purnell &  
Panter, Ltd.**  
**Bristol,  
England**

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

# Purity *versus* Profit

The crystal purity of Windsor Salt has never been questioned—the element of doubt is eliminated absolutely from “Windsor.” And the consequent profit from selling it is a bulwark of strength for the grocer’s standing with his trade.

The profit is legitimate—and permanent. Purity assures it—a profit as sure as the rise and set of sun. No argument can possibly avail against it. If it’s a question of purity against profit, let the great sales of Windsor Salt prove the case.

THE CANADIAN SALT CO., Limited  
Windsor, Ont.

# Windsor Salt



It is  
Quality  
that  
Counts!

## Blue Ribbon Tea

Has so long been recognized as the leader in quality that to-day grocer and consumer alike regard it as the standard.

The grocer has found that Blue Ribbon Tea consistently yields him 20% to 35% profit, and that his customers are always satisfied. It is a good proposition to him.

We have never deviated in the slightest, in the matter of quality, from the high standard we originally set for ourselves.

This is the secret of our success and of the universal satisfaction of grocers selling Blue Ribbon Tea.

*How are your Stocks?*

**The Blue Ribbon Tea Co., Ltd.**

266 St. Paul St.

Montreal

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IT is not a question of being able to dispose of  
**“MELAGAMA” TEA**

but of having it on hand to supply customers who will have no other.

We regret the delay in supplying our customers owing to rush of orders; although we are running our plant night and day. Our Coin System along with the splendid quality of Melagama ensures Good Profits and Quick Returns as well as satisfied customers.

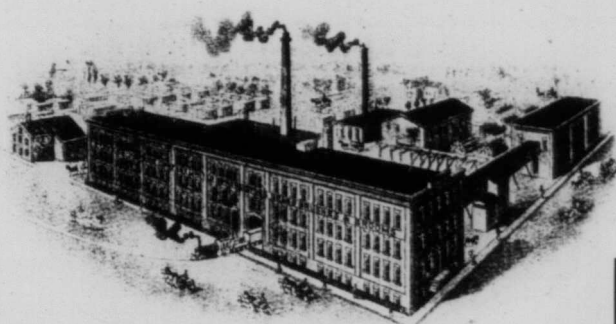
Our Fall stock of Japans are arriving daily and we have some good values to offer.

This is the time to buy Indians and Ceylons, we can save you money, our prices are right. See our travellers. Write, Telephone or Telegraph at our expense for samples and quotations.

**MINTO BROS., TORONTO**

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THE FACTORY WHERE  
THE WELL-KNOWN

**KEYSTONE BRAND  
BRUSHES AND BROOMS**

ARE MADE FOR  
HOME AND EXPORT TRADE.

**Stevens-Hepner Company**  
LIMITED

Port Elgin, Ontario, Canada

**Every Retail Merchant**

should use a typewriter

It saves time and stationery. It creates a business impression that no man can afford to miss. Typewritten circular letters form the cheapest, quickest and most effective means of advertising. Personal letters drawing attention to new importations bring personal responses.

Every retail merchant should use a

**Monarch Visible**

typewriter. Its great durability, ease of operation, and adaptability to all classes of work make it a most economical machine to buy.

**The Monarch  
Typewriter Company, Limited**

98 King St. West, Toronto

# You, Mr. Manufacturer!

Can do a good deal larger and more satisfactory business in Montreal, Quebec Province and Eastern Ontario if your lines are pushed by a live representative right on the ground. You want someone who thoroughly knows the field and to whom the grocery business is not a Chinese puzzle. This field is a big one and you cannot neglect it.

**Do you want work done here to  
build up your trade in**

**Pickles    Brushes and Brooms    Catsups**

**Teas                    ?                    Biscuits**

**Canned Goods**

If you do, communicate with me. For nine years I have been calling on the trade here—the best grocers particularly. I have their confidence, have an A1 connection. I want agencies, but only for first-class lines. Give me your proposition. If it is a square and fair one, I will put any amount of work into introducing your lines, provided they are quality goods.

**TAKE THIS MATTER UP TO-DAY. WRITE ME.**

**J. Walter Snowdon,    -    Commission Broker**  
**413 St. Paul Street, Montreal**

# St. Lawrence Sugars

Granulated<sup>a</sup> and<sup>n</sup> Yellows

are the

## Best and Purest

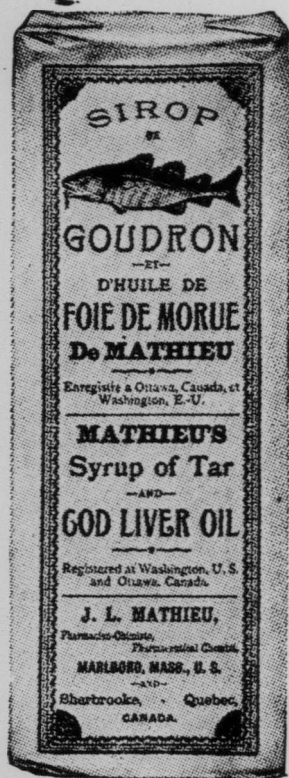
in the market

Made entirely from pure CANE SUGAR

### The St. Lawrence Sugar Refining Co., Limited

MONTREAL

# TWO GREAT REMEDIES



## An Open Letter to Our Friends:

Since erecting our large new building we are in a position to give your orders all the attention they demand.

The sale of Mathieu's Syrup of Tar and Cod Liver Oil and Mathieu's Nervine Powders is constantly increasing.

This is due to their excellence backed up by an aggressive advertising policy.



We are now planning our Winter Campaign. This in combination with the weather is sure to create a big demand all over Canada.

Place your orders early so as to be prepared with a sufficient stock.

## Mathieu's Syrup of Tar and Cod Liver Oil

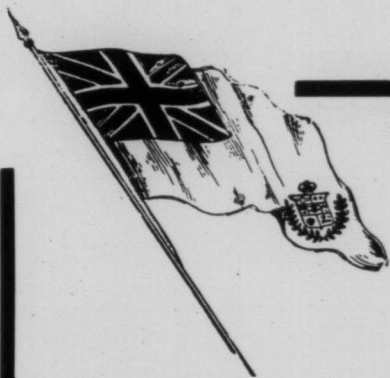
is known as the best cough and cold cure. It not only cures a cold but strengthens the system so that a recurrence is impossible.

## Mathieu's Nervine Powders

Known as the magic and harmless cure for all head and nerve pains. Taken in conjunction with Mathieu's Syrup it is the quickest cure for Grippe, Influenza, etc.

Sold by all Wholesale Dealers.

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



# The "EMPIRE" Brand

Stands for "QUALITY"

Teas, Coffees, Canned  
Vegetables, Salmon,  
Extracts, Etc.

Empire Brand

We pride ourselves on  
prompt attention to orders  
and quick despatch.

If you have not tried them do so.

They have brought business to other people,  
why not to you.

**4** Free Phones Here  
for Use.  
USE THEM

**GEO. E. BRISTOL & CO.**

(Successors to Lucas, Steele & Bristol)

Hamilton,

Ontario

## A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

# Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

**BRUNNER, MOND & CO.'S**

ENGLISH SAL SODA

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

**WINN & HOLLAND, LIMITED**

SOLE AGENTS

MONTREAL



"GLOBE" with Percolator.

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

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

**R. CAMPBELL'S SONS**

HAMILTON POTTERY

HAMILTON,

ONTARIO



## Coming of Age

**W**ITH this issue THE CANADIAN GROCER completes its twenty-first year. It has arrived at the time when men and businesses are considered to be of mature years—the time when they look over the past and plan their castles of the future.

It was my intention to have told in this issue the story of the building up of the paper, and of its plans for the future, but one of the most important developments in its history is now under way and its completion is necessary to round out such an article. Later in the year when these matters are arranged the story will be published with many interesting illustrations.

In the meantime let me say that I am giving much thought towards such improvement of the editorial organization as will give our readers a still better newspaper in every sense of the term. We still have a number of subscribers who began with us twenty-one years ago and thousands who have been on the lists for ten to twenty years. In that time fully a score of other papers have attempted a foothold on the field. Some lived a few weeks, some even a few years. Many of them were actually circulated free, but the readers of THE CANADIAN GROCER were ever loyal and they grew steadily in numbers. This may be taken as a clear indication that we have given a satisfactory paper to our Canadian, Newfoundland and West Indian readers. It has also found favor throughout the world. Probably no paper published in Canada is as frequently quoted in so many different countries. Articles are reprinted from it almost every week in the papers published in the United States, England, China, Japan, Germany, Spain, Greece, Ceylon, India and Italy.

Notwithstanding this tribute to its contents, there will be no standing still ; but, as I said, it will in the next few months be very materially strengthened in several directions. Just as soon as the growth of the country and the development of the business will permit, additional writers will be added to the staff. Even to-day I don't think any weekly paper of any kind anywhere in Canada carries as large an organization as does THE CANADIAN GROCER, and I believe the ratio of its growth as a strong, influential and reliable newspaper in the next twenty-one years will be vastly greater than in the period just closing.

*JOHN BAYNE MACLEAN*

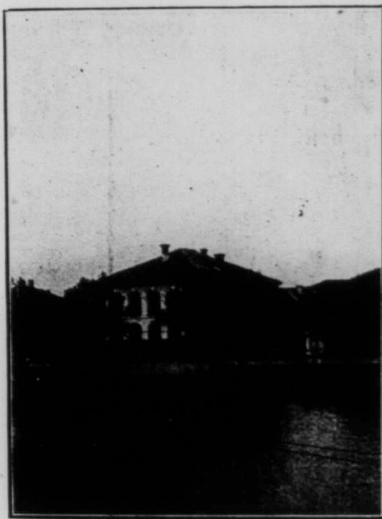
# Tea Buying in Lands of Growth

By J. M. LOBB, TORONTO.

When China was the principal or only country producing black teas to any great extent, European buyers had their offices in three ports. North China teas (commonly called Monings) were bought at two ports up the Yangtse river, Kiukiang, about 420 miles from the mouth of the river being the market for Keemun, Mingchow and Moning teas; Hankow, 180 miles further up, for all other North China blacks. In later years with the growth of Hankow, the several buyers have discontinued their offices in Kiukiang, and teas from this district are now sent up the river and put on the market in Hankow.

## Hankow and Its Surroundings.

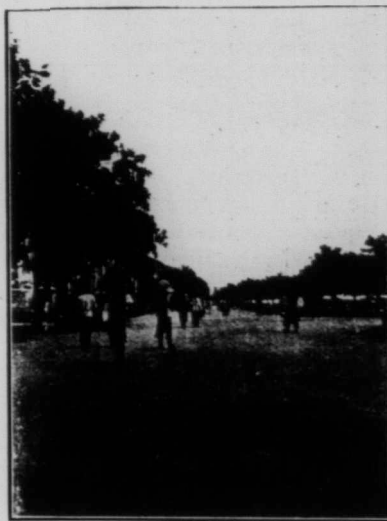
Hankow is, no doubt, the most interesting tea market in the world, possibly



Tea Buying in China—The "Hong," Taiping.

this is because it is the hardest. A city with a solid stone embankment for about three miles along the banks of the river, which is at this distance (600 miles from its mouth) a mile wide at high water, and rises every Spring from 36 to 43 feet above the low water mark, having a current midstream of 4 to 8 knots. The European Tea Hongs, which have offices down-stairs, living apartments upstairs, and tea rooms and warehouses adjoining, are nearly all situated in the British concession along the Bund and overlooking the river. Unfortunate are the few who are not so situated, for a breeze in Hankow in the latter part of June or in July or August is a treat,

if not a necessity. But the charsee (tea-taster) has little time to enjoy the sit-



Tea Buying in China—On the "Bund," Hankow.

uation or the breeze, especially at the first of the season when the rush in the endeavor to secure the choice chops, keeps him in the tea room from 6 a.m.



Tea Buying in China—Outside a Chinese Hong. J. M. Lobb, the Writer of the Article, is on the Extreme Right. The Chinamen in the Centre are Native Brokers.

to 4.30 or 5 p.m., continually tasting the teas before him on an open market,

so much depending on his taste and judgment in selecting best value from several districts which have each their peculiar flavor and character of leaf and liquor. It is, therefore, not the pleasure of being in Hankow that inspires interest in it to the charsee, for anyone would choose anywhere but there in summer and you might almost say that at this season it is the kind of a place that if you found the devil anchored to it you would pity him, but for the fact of it being an open market with its possibilities. A buyer in Hankow faithfully tasting the musters (samples) as they come in finds great interest in marking his selections for purchase, a buyer who shirks the standing and incessant tasting and trusts to luck can make horrible mistakes. There is little to guide one.



Tea Buying in China—Coolies Loading Tea.

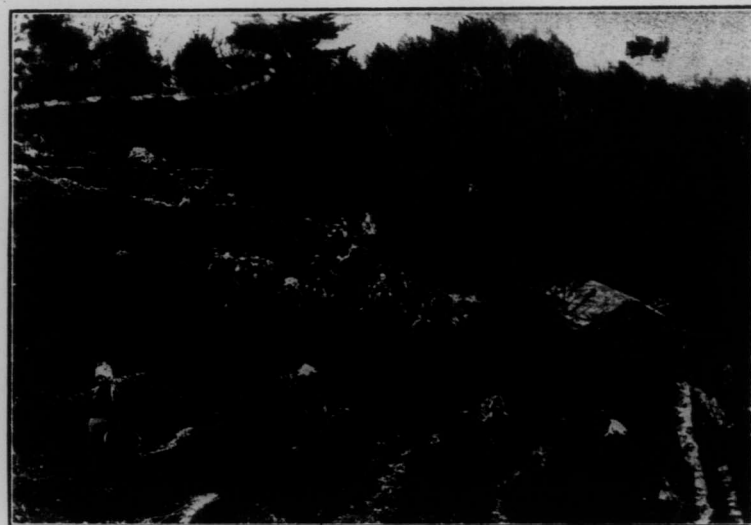
Lists of competitors purchases of the previous day, more or less accurate, are "found out" by one's Chinese staff and are somewhat of a guide, but were a charsee to depend on these he would usually find that the best chops were bought the day before.

Teas are put on the market in Hankow through Chinese merchants or firms who either buy outright from the farmers or sell for the latter's account. The Europeans receive small samples of all teas as they arrive at the different Chinese hongs and negotiate for purchase through Chinese brokers representing the several hongs. These brokers go about

in chairs carried by two coolies. They dress in silks, are as a rule gentlemanly, clever and honorable. One exception to this mode of transportation, at least, Hankow has seen in Chu Peter, who chose a rickshaw as a means to beat his competitors in his rounds. On wheels, with a runner in shafts, he could pass all "old custom" grandeur in chairs many times and have contracts signed and be back after new business before others get in their offers. Possibly the reason that his star did not reach the zenith, was that some buyers considered him too sharp.

**The Origin of "Pidgin."**

All educated Chinese in these days speak English with only a few traces of the old-time pidgin. A digression may be pardoned to explain the derivation of this term "pidgin." The Chinese cannot iterate sounds of "s" or "b," but would say for business, "pidginness."



TEA BUYING—A Typical Japanese Tea Garden.

Thus, in the old days, English tea buyers' language with Chinese was called pidginness English, afterwards contracted to pidgin English. Even at the present time, pidgin is the common term for business with Chinese, as well as Europeans in China.

**The Tea Hong Staff.**

The Chinese staff of an European tea hong in China consists of the compradore, head of all the staff, and the one who takes charge of all moneys, pays coolies, the expenses at the godown (warehouse), etc. It is through the compradore also that all teas are negotiated with brokers or the hong they represent. There is then a shroff (writer), who makes up invoices, books, etc., and usually is more proficient in the art of penmanship than the average European entry clerk, is very quick at figures and invariably accurate. Next is

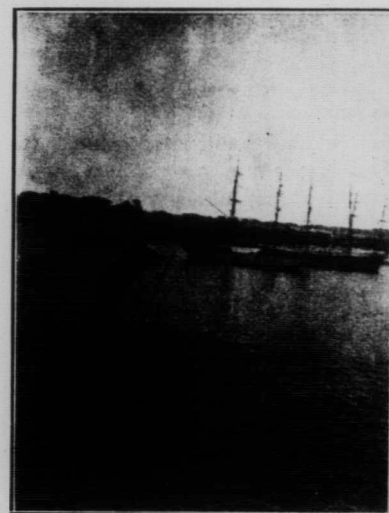
the godown man, the head of the godown, who superintends receiving, marking, labelling and shipping of teas. Tea boys sort and number the samples, weigh into the sampling pots, superintend drawing teas and keep the poor charsee well behind his work. One could wish these tea boys were not so quick and bright or untiring. They are on the spot with teas "reddy-hot" in the tea-room at 6 a.m., and as late as 11 p.m., may often be seen entering samples in their tea books, ready for the next day. These are the principal factors in the staff and they are waited on by coolies to any number as required.

**Methods of Buying.**

The selections of samples as made are offered to the Chinese broker, who reports to his hong and if the price is acceptable or approximate, a half-chest of the tea is sent in, inspected and price agreed upon, the broker signing con-

and it is the first best offer that usually takes the tea.

Of Kiukiang teas, which have to come up the river to Hankow, one or two are



Tea Buying in Ceylon—A View of Colombo Harbor.

sent ahead of the cargo, and in purchasing, the price is usually fixed before the half-chest, called "muster chest," is sent for inspection. There is never more than one muster chest of these teas available, and a buyer having this in his possession is sure of getting the lot it represents at the price originally offered, or if possible a little under. Once this muster is opened the buyer is morally bound to complete the contract, unless some distinct difference is found between this and the original small sample.



Tea Buying in Ceylon—One of Colombo's Main Streets. A Jinricksha Coolie in the Foreground.

Each purchase as completed is entered in a contract book and not taken into the godown until convenient or wanted for shipment. When wanted, the

offer that usual-  
h have to come  
one or two are

teas are ordered to be sent in, weighed gross, (five half chests of each), and tared, (three of each), samples drawn from five half chests are compared with the original muster chest and if satisfactory, paid for on average weight of those weighed and tared. The teas are ready packed, leaded and papered, but are labelled, matted and rattaned in buyers' godowns.

**Settling Differences.**

Should a difference be found in the samples drawn from the delivery and samples from the muster chest, the broker is called in, the difference brought to his notice as forcibly as possible that he may impress the tea man and secure the best "cut" (reduction) he can in original price. This is often a trying part of the business for if one buys fine tea and the delivery does not come up to expectations it is impossible to buy other lots, as the market is usually cleared quickly of choice chops. It is fortunate, however, that as a rule the Chinaman is honest and seldom does a



Tea Buying in Ceylon—View of a Section of Tea-growing Country.

glaring difference in delivery and sample occur, rarely, if ever, in the "crack" (best known) chops.

Inspection is thorough and careful, for cases have occurred proving the saying "for ways that are dark and tricks that are deep, the heathen Chinese is peculiar." Fortunately for the tea buyers, few of this class have entered into his sphere, however. In selecting, teas when first arrived fresh fired, change in character as fire goes off and must be watched so as not to get burnt teas or teas underfired. The latter are the most dangerous, as they cannot keep sweet for long. It is worthy of remark that in China lots of as many as one thousand and two hundred half-chests (chops), sold on one sample, will run evenly and up to "muster." All these teas are bulked by hand.

**Tea Room Appointments.**

The appointments of the rooms in China, as also in Japan, are carefully planned. A long black counter, facing a black wall, usually plank, slopes out

about fifteen degrees, with a window across the top, invariably facing north. Every facility for examining leaf and color of infusion is studied.

**The Chinese Season.**

The season in Hankow lasts from six weeks to three months, in which time buying is finished and most shipments completed and buyers betake themselves to other fields, Shanghai for green tea season, or home for a well-earned rest. The Chinese staff, after packing away musters for the next season, closing the office and tea rooms, take on other "pidgin," either in Shanghai or private ventures on their own account. One old broker remarked, when asked what he did when the season was over, "Mi go look, see beef." After much speculation it was discovered that he meant that he went to the country for his rest, a place where cattle graze quietly.

In former years six or seven British steamers went to Hankow, carrying full cargoes of black tea for London. With the growth of the tea industry in Ceylon, exports of China blacks have fallen to such an extent that it would not be possible for even one ship to get full cargo for London, and the best customers of China are now Russians. Usually four steamers go to Hankow and load for Odessa.

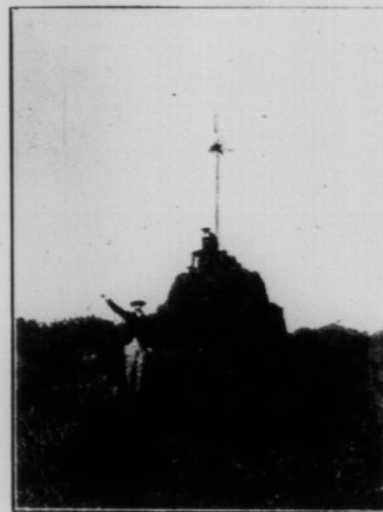
**Buying in Ceylon.**

Here the method of selection and tasting is much the same as in China. As the teas are sold by public weekly auctions, however, there is some chance of comparison with purchases in previous week's sale, as a guide in buying. The tea-tasters' office hours are not so strenuous as in China, but as tea never stops growing in Ceylon (the only country in the world producing tea all the year round) the work never ceases, and when at Christmas and Easter one or two auctions are cut out, the holiday only leads to an increase in the number of samples in the auction following. In Ceylon and India purchases are made through English brokers, each firm of brokers having their own consignments from different estates, and personally conduct the selling of teas printed in their particular catalogue for each week's auction. As the bidding is open, it is possible for the buyer to watch the operations of his competitor and make his selections accordingly. One's mind must be quickly made up as to limit of price, there being little delay in the fall of the hammer, and hesitation as to whether the value is there at the usual one rupee cent higher (about 1-3c of our money), means lost opportunity.

**The Brokers' Comprehensive Duties.**

Teas come down to Colombo from the estates for sale and small samples are

sent down to every firm of buyers, numbered according to brokers' catalogues. These samples are delivered four or five days before the date of auction. An ordinary sale would furnish from 2,000 to 2,500 samples of all kinds for the tea-taster to go through and make selections from. If he is in the market for every grade, viz, Broken Orange Pekoe, Broken Pekoe, Orange Pekoe, Pekoe, Pekoe Souchong, Souchong and Dust. The necessity of tasting and valuing all of these takes a deal of energy and patience to continue. Valuations are marked on catalogues, which the buyer takes to the auction sale for reference. It is necessary to remember from the notes on this catalogue the character of leaf, liquor and desirability of the tea for certain markets. Although the auctions are interesting to a keen buyer, there is not the same opportunity to beat the market as in China. One might even buy on the information he gets from



Tea Buying in Ceylon—Piduratallagalla, the Highest Point in the Island. Tea Grows to Within 200 Feet of the Point Illustrated.

others' bids in the auction room, without tasting the teas at all. This would be possible in Ceylon or India, but is impracticable in the open markets of China.

Ceylon and Indian teas are delivered upon payment of cash on date of auction or not later than ten days. The chests and half-chests are ready for shipment, requiring only to be marked with stencil shipping marks, and extra hooped when intended for American shipment. In all the branches of this great industry of Ceylon the tea-tasters and brokers, (a successful broker is necessarily conversant with the quality of his goods, hence a tea-taster also) do the work. The planters, who are for the most part a jolly lot of Britons, live in the beauty spots of this charming island, and although sometimes lonely and far from friends they can well enjoy life.

## Book-keeping in a Modern Grocery

By W. A. CHADWICK

In beginning this article it might be well to describe my idea of a modern grocery. It is a clean, well-ventilated store, having about a dozen departments employing about ninety employes, with its necessary equipment of teams and catering to the public in every possible way.

Our business has been established over twenty-five years, and, of course, in that time there have been many improvements in the method of their bookkeeping. But one feature they had continued all these years and that was the old-time pass-book. When I was appointed head bookkeeper one of the first things I suggested was doing away with the

left at the store and the duplicate sent with the goods. The original orders are then paged and posted to the route ledgers. After being posted they are put into holders holding about 2,000 pages. The salesmen in the store use the same kind of books in making their charges, giving the customer the duplicate or sending it with the order. Every afternoon at five o'clock these books are returned to the office and a new supply given out for the following day. These used books are taken by one of the bookkeepers and the original orders are all torn out. These are separated, and paid orders are distributed to their respective ledgers. They are also paged just

pages are distributed to their respective bookkeepers, each bookkeeper having a certain number of ledgers to keep, and the cash received is credited to their respective accounts. That done, the cash pages are filed away in holders, each holder containing one main cash record. We also receive a great deal of cash at the office. It is entered in a cash book and posted in the usual way, and each day's leaves are filed away in a holder.

On the twenty-seventh of each month we close our books and make out our statements, so as to have them ready for mailing on the first.

Here is where we have made a saving of time over the old pass-book system. By the old way the pass-books had to be returned to the office and compared with our ledgers, and all charges not entered on the pass-books had to be added, taking much time and causing a great deal of trouble. By the new system a bill of items goes out with every order, and on the first of the month we send out our statements calling for only dates and amounts.



CANADIAN GROCERY STORES—Interior of Jas. Clinkskill's Store, Saskatoon.

pass-book and issuing statements in their place, and the introduction of duplicate order books for our order men and store clerks.

These suggestions were immediately put into operation, and are working fine. With duplicate order book the order man takes his orders, and sends his book to the store to be filled, the orders are all filled and then the book is turned into the office to be audited. When that is done the original and duplicate orders are separated and the original order is

as the order man's slips were and are put in the same kind of holders. The paid orders are all checked up later when the cash is turned in.

Both order men and delivery men carry a duplicate cash book with them, and when receiving cash enter same on cash book, and every morning turn in their money and the original cash pages they used the day before, and their cash should agree with the amount on their cash pages. They retain the duplicate cash pages for reference. These cash

We have a book called a collection book, which each order man carries with him. These books are made up every week and show the amount owed by each customer right up to date, giving the amount of each individual purchase. Our ledgers are all divided into routes covered by our order men.

We have two ledgers for our customers who do not have our order men call on them, but who telephone most of their orders. We also have a petty ledger for small transient accounts.

# A Model Corner Grocery

CONVENIENCE AND COMFORT IN A COMBINED STORE AND DWELLING.

To combine a store and dwelling in such a way that convenience and comfort may both be realized to the highest extent and that neither business nor home life may interfere with each other looks at first sight to be no easy task. The dwelling combined with the store is perhaps not the ideal, but nevertheless, it offers many advantages, and to a great many grocers is an absolute necessity. A building of such a nature, which seems to carry out about as far as possible all requirements and this at a moderate cost, is illustrated and described

in the following article. It will be interesting to all grocers, but particularly so to those who anticipate building. The premises occupied are those of Geo. Lever, grocer, at the corner of Bloor and Major Streets, Toronto. The building is not altogether a new one, being erected a few years ago, but it was so well arranged and so carefully planned that few stores of a like class built more lately can show any improvement.

The store is situated adjacent to one of Toronto's newest and best residential

sections, a district that has become very popular with the better class of citizens in the last few years, and is rapidly being filled up. To the north of Bloor St. in the vicinity the homes belong nearly all to the professional class, and the housewives are naturally pretty good customers. To the south the section is older and not so pretentious, so that the store draws a pretty general class of trade. The location is fortunate from another standpoint, in that there is not, nor is there likely to be, another grocery nearer than a couple of blocks in

### Planned by the Owner.

Geo. Lever, the happy proprietor, who, by the way, may be seen standing in a very businesslike attitude in the doorway in the engraving of the store front here shown, has had a good deal of business in grocery stores in both city and country, having practically spent his life

in the business. "I've spent some time in a good many stores," he says, "and got a good chance to see the faults of all of them. When I got ready to build my own, I drew up a sort of suggestive plan of the whole thing, store, house, stable and all and turned these over to the architect. The whole thing was built according to my own ideas." The building, the exterior of which may be readily seen in the engraving, is of red brick, tastefully decorated with cut stone. It is set far enough back from the street line to allow for a good-sized

display of fruit and other goods when desired, and yet not far enough to lose the good effects from the windows. On the east side a little grass plot, which is kept in tidy shape, helps a lot in the general appearance of the place. Behind the store proper is a small yard, and in the rear of this a neat brick stable, which cannot be seen in the engraving.

### A Convenient Store.

Naturally the most interesting feature is the store itself, and through his plan-



A MODEL CORNER GROCERY—A View of the Interior.

THE CANADIAN GROCER



A MODEL CORNER GROCERY—The Store and Residence from the Opposite Corner.

ning Mr. Lever has managed to secure about as convenient an interior as one ordinarily sees. An excellent idea of the interior may be obtained from the accompanying engraving. The proprietor does not believe in filling all the floor space with tables and counters. "We like room to move round," he says, "and the way we hustle things out of

here on Saturday nights is a wonder." A great deal of attention has been paid to the arrangement of stock so that it will be both attractive, and so far as possible, within reach. As will be seen, the bottled and package goods most frequently called for are on shelves directly behind the one long counter. These shelves are covered with sliding glass

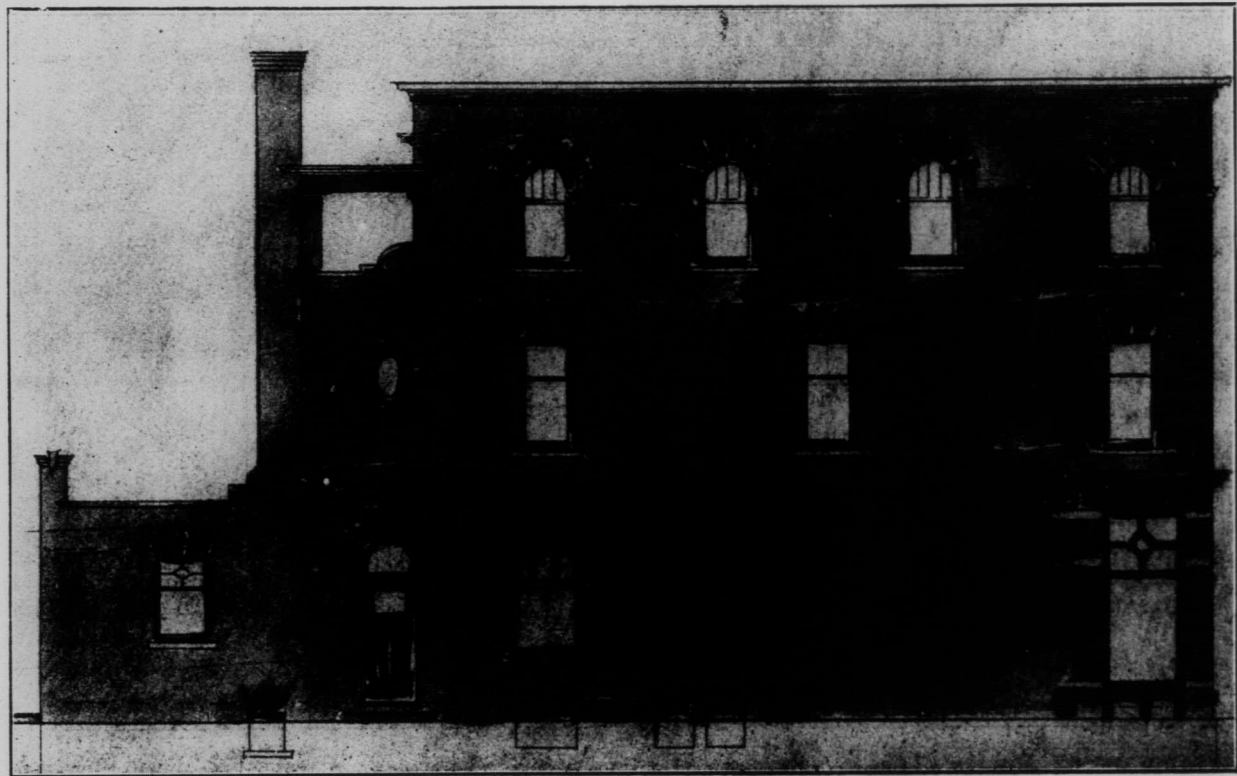
doors which aid a good deal in keeping the stock clean.

Immediately under the shelving a row of tin tea caddies for lines of bulk teas and the lighter lines of bulk goods are built in, in such a way as to allow them to be gotten at most conveniently. Below this again is a row of large zinc-



The Front Elevation.

lined tilting bins. Under the counter directly opposite is another row of these tilting bins for various lines of sugar, cereals, etc.



Side Elevation of Store and Residence.

## THE CANADIAN GROCER

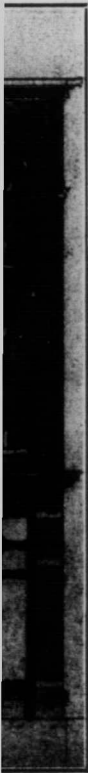
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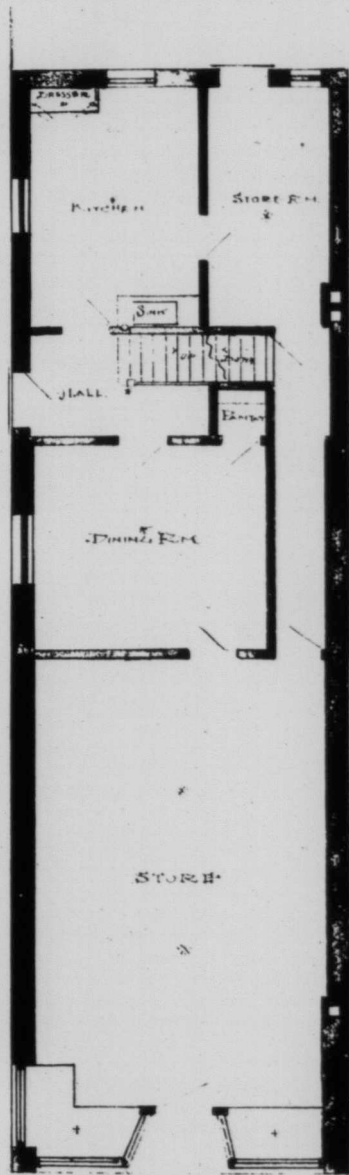
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On the other side of the store is another line of shelving in which is kept some of the less frequently called for lines of canned goods and other lines of fancy groceries. In the centre of the store at the rear the refrigerator is placed, and just in front of this, behind the coffee mill, shown in the illustration, is a little meat table, where ham and cooked meats are cut up.

Hidden behind the piles of goods toward the rear on the right a little office is fitted up, with a good-sized desk and small safe, all out of the way and hidden from the sight of the ordinary customer. On the end of the counter, near the door, is a fair-sized show case



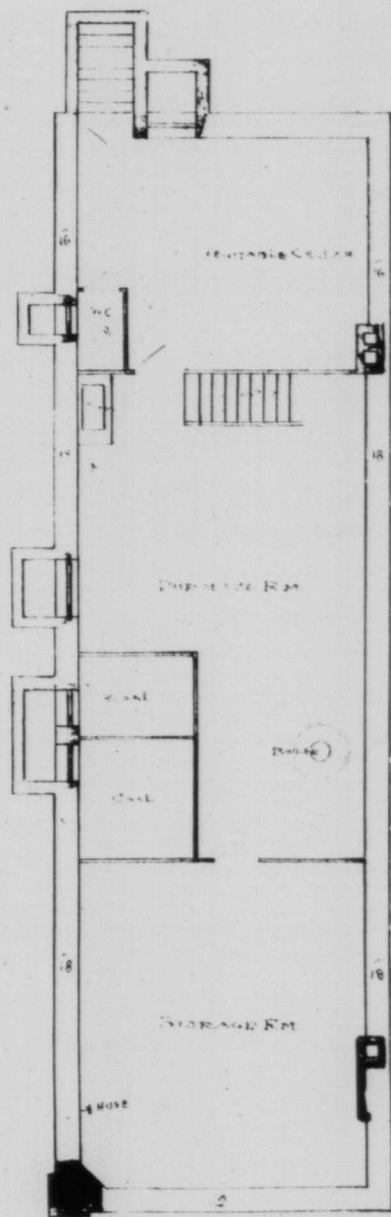
GROUND FLOOR

filled with a general line of confectionery.

### The Windows.

One of the store's best features are its two large front and one side window.

These are kept tastefully trimmed, and prove to be mighty good value as business drawers. Above the plate glass the neat diamond-shaped top is fitted with



BASEMENT

a refracting glass which helps to brighten up the store.

There is room enough in front, also, to allow for a good-sized display of fruit, in which the store specializes during the season, on either side of the doorway.

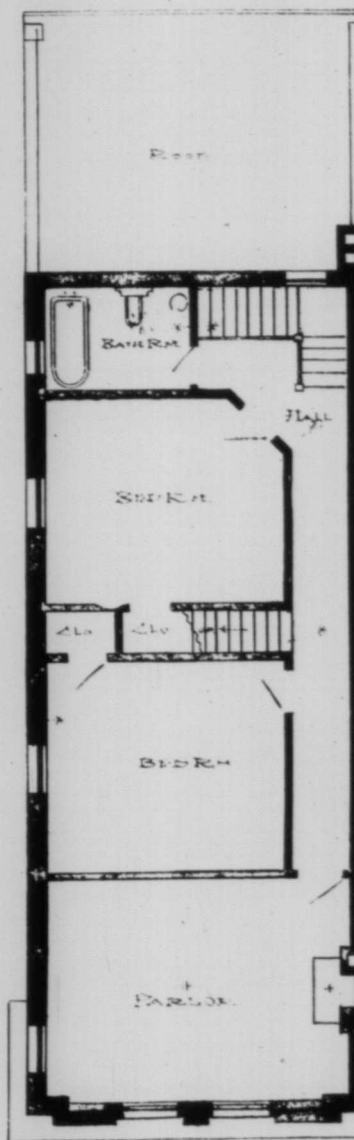
### Ground Floor Arrangement.

The convenient arrangement of the rest of the ground floor may be seen from a glance at the plan shown herewith. Directly in the rear of the store proper is a good-sized dining room, with a door opening directly into the store,

a very convenient arrangement during busy days. Alongside this runs a hallway. The partitions are so arranged, however, that they can be readily removed, if it becomes necessary at any future time to enlarge the store. At the end of the hall is a small store room, and this opens directly onto the yard. Behind the dining room is the hall of a very pleasant little side entrance, and a door from this opens into a good-sized kitchen.

### The Basement.

A stairway from the hall just out of the store leads to the basement. This is divided into three sections. The front



FIRST FLOOR

section is used as a storage room for canned goods, sugar, and other bulky stock. Here, too, a pipe running overhead carries off the water from the refrigerator in the store above. In the



northeast corner, too, a small water motor has been put in to drive the coffee grinder above. The middle section of the basement contains the hot water heating plant, coal bins, etc., and some of the household equipment. The rear room, which is reached by a flight of steps from the outside, is used for the storage of vegetables and fruit.

**Commodious Upper Floors.**

The plans of the two upper floors give a good idea of the abundance of room furnished for a good-sized family. A large parlor and two bedrooms on the first floor and three more on the second floor provide for stowing away a good many sleepers. With a family of four boys and a girl, however, Mr. Lever manages to fill them up pretty well. A good-sized balcony at the rear of the second floor, which may be seen in the plan of the rear elevation, provides a pleasant place to spend the summer evenings.

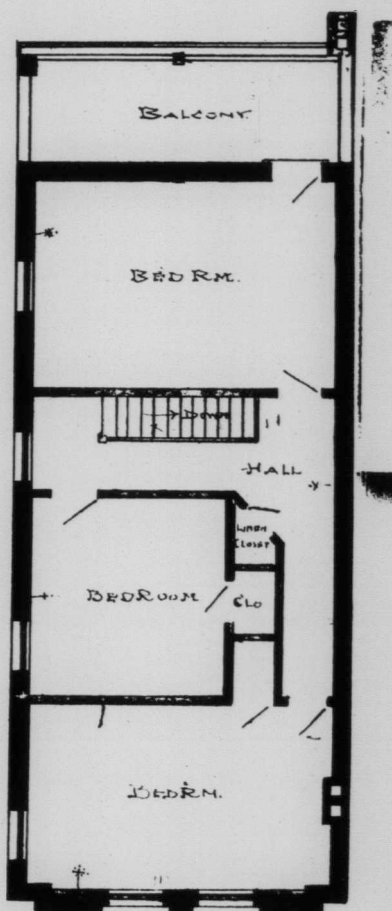
**A Convenient Stable.**

Directly behind the house, though far enough away to avoid any unpleasantness, is a neat brick stable, built also according to Mr. Lever's suggestions. It provides stallroom for two horses, and two or three rigs can be stored downstairs. One of these includes a trim little runabout, which is used considerably after business hours.

The front doors of the stable open on the yard. A door at the rear opens on a cross alley, so that it is possible to

of hay, and thus, with a capacious oat-bin, which connects with the floor below by a chute, takes up about all the room above.

A large door from the upper floor



SECOND FLOOR

opens on the alleyway and above this is fitted a sling and pulley for hoisting rigs, hay, etc., when necessary.

The delivery outfit belonging to the store may be seen in one of the engravings.

A study of the plans and the various conveniences of the building will convince one at once that taken altogether this store with its accompanying dwelling and stable, is about as complete as could well be imagined for a store of its class.

**The Architect.**

The plans and specifications of the building were prepared by J. Francis Brown, Toronto, who has also built several other grocery stores of a similar and of different class in the city.

**GET CLOSE TO YOUR CUSTOMERS.**

There is nothing which a customer appreciates quite so much, perhaps, as to feel that he or she is in close personal contact with the boss of the store.

This rule applies just about as well to the very big stores as it does to the small general merchandise establishment where all the work is done by the owner and one clerk.

There is a certain big dry goods store in the City of Topeka. Go into that store almost any day during the busy hours, and you will find the owner of the store himself walking about through the aisles, greeting the customers that he knows, watching to see that each customer is properly attended to, keeping his eye on the large force of clerks, and now and then stepping in politely and unostentatiously to help some slow customer make a selection. There is nothing that helps a slow customer so much as to get some personal consideration from the head of the establishment. It makes him feel that his visits to the store are appreciated, and that he will get the very best there is in stock for the money.

One merchant who ran a medium-sized store put in all his time in a little back office figuring on how to save two per cent. on this or that article, or how to get a little more profit out of some other line. He seldom was seen by the customers of the establishment, and his business proved very unsatisfactory until a shrewd business man suggested to him that he place his desk near the front of the store, where he might be able to greet people who came in, and turn them over to the proper clerk for attention. He tried the plan, and found that it worked amazingly well. It transformed a losing business into one of good profits.

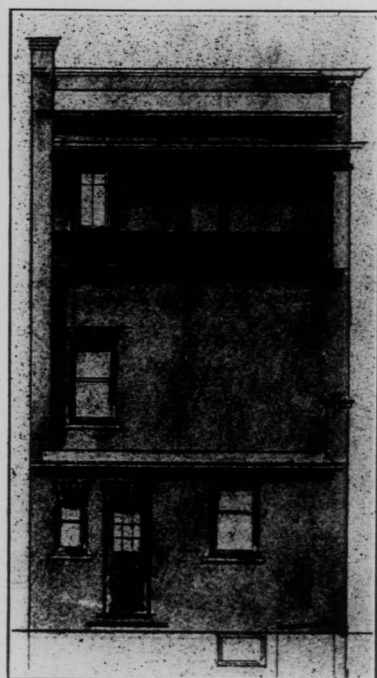
To be on hand to greet with courtesy a new customer and see that he gets what he wants, or to shake hands cordially with an old friend and say, "Hello, John. What are you looking for?" is worth dollars to the boss of the firm. He can't afford to lose this personal leverage, until his business grows so great and his field of operations is so immense that individuality disappears and the administrative details require his constant supervision.—*Merchants' Journal.*

**TWO EMPTIES.**

Two tramps approached a railroad telegraph office not far from New York the other day and looked hungrily through the window, but there was not even a dinner pail in sight to induce them to ask for food. One of them finally tapped on the window, and the operator left his key long enough to inquire:

"Well, what can I do for you?"

"Just report two empties going east," replied the tramp, with a grin, and started down the track toward New York.



Rear Elevation.

drive right through and backing in, and turning is obviated.

On the floor above a couple of winter rigs are stored, as are also several tons

# The Making of Brushes and Brooms

A DESCRIPTION OF THE MACHINERY AND PROCESSES USED IN A MODERN FACTORY.

To know how anything is made, the processes of manufacture that have been gone through, the good and bad points of any article is one of the biggest helps possible in selling manufactured articles. A good salesman must know his goods thoroughly and the better he is acquainted with them the better impression is he likely to give the customer.

Some of the most common articles handled by the grocer are those dirt removers so much in demand by the housewives, brushes and brooms, and yet in spite of their very common use and large sale, it is safe to say that very little is known about how either of these articles is made. How many grocers know, for instance, that the material in the ordinary scrubbing brush is rice root, imported from Mexico, or that the best broom corn comes from Illinois?

With a view to imparting some useful information along these lines, a representative of The Grocer took a walk recently through one of the most complete manufacturing plants for this kind of goods in Canada, the story of which is told herewith.

## The Evolution of the Brush.

A small edition of a saw mill performs the first operation in the evolution of a modern brush. The wood is brought in the form of lumber, carefully selected so as to be free from knots, and is sawn into rough "blanks," about the size, but rather far from the shape of the finished brush handle.

The next operation is shaping and smoothing, which is done by a series of machines of the planer variety, adapted to the different varieties of brushes. The blanks for some of the finer varieties of brushes are sawn in two to provide for inserting the filling.

Boring the holes to receive the hair or "filler" is an interesting operation. In most varieties of brushes these have to be put in at different angles, and this is done by a remarkable automatic machine which bores 64 to 100 holes, according to the size and nature of the brush, in a time almost unbelievable.

## The Brushing Material.

The material for filling the blanks, the real brush, varies, of course, according to the use to which the brush is to be put. Stable brooms, for instance, are filled with what is known as "bass," a

tough, fibre-like substance, which is grown in India. Most of the scrub brushes, so familiar to the grocer, are filled with rice root, which comes from Mexico and goes through a process of water curing before being ready for use. It is an interesting fact that this rice root is steadily increasing in value, the price to-day being three times what it was ten years ago. In other scrub brushes, again, bass and other fillers are used. The finer brushes are filled with hair and bristles of various grades and qualities, some of this material being exceedingly expensive.

fraction of a second, and the machine operates as fast as an attendant can feed in the blanks.

## A Triple Operation.

With scrubbing brushes, however, the holes cannot be all filled at one operation. The material, it will perhaps be remembered, is of three different lengths, the outer lengths set at a different angle. The holes for these have to be filled at another operation. After the brushes are filled, the rice root is trimmed off evenly in another machine. With the larger stable brushes the "bass" filler



MAKING BRUSHES AND BROOMS—A Corner in the Brush Department.

## Filling the Brush Blanks.

How they get the "filler" in the holes is usually a puzzle to the inquisitive small boy, and, indeed, also to many of his elders. In the finer, hair-filled brushes, the blanks of which are sawn in two, the hair is deftly shoved through the holes, bound with wire and glued in place, the top section of the handle being afterwards glued or screwed on. Scrub brushes are filled by a most ingenious machine, which has only recently come into use. A supply of the rice root fibre is fed into the machine and the brush handle, already bored, placed below. A set of plungers, carrying the requisite quantity of rice root filler and above that a wire staple, descend, shove the filler, doubled, into a loop, into the holes, and drive the staples in on top. This operation all takes only a

is shoved in by hand and stapled in a way similar to that followed in a machine. As a result of this stapling the brushes can be placed in hot water, or acids, without danger of loosening the filling. In other light brushes, where such hard usage is not expected, the hair or bristles are dipped in pitch and shoved tightly into the holes, being afterwards trimmed off uniformly.

## The Finishing Processes.

After being filled, the finer varieties of brushes are painted or varnished and then find their way, with the less pretentious scrub and stable brushes, to the packing room, where they are placed in cartons bearing the firm's name and trade mark and ultimately passed into the warehouse.

**The Development of the Broom.**

So much for brushes. The manufacture of brooms is even more interesting. Here, of course, the principal part is the broom corn, and a little homily on this is not out of place.

The ordinary round wooden handles are turned in a special machine, and then painted or varnished as the case may be. The bamboo for bamboo-handled brooms, is brought from Japan in large quantities, all ready for use.

a handful of corn, places it with the tips pointing to the upper end of the handle, then drives in a staple and bends the handful of corn over to its final position. This process is repeated and subsequent handfuls of corn added, each being bent over and pressed together by the machine, until the exterior assumes a somewhat symmetrical appearance. This all sounds easy, but it takes an immense amount of skill and experience to turn out a really first-class broom. Some idea of the quantity of broom corn used may be gained from the fact that there are about 20 to 25 pounds of corn in a dozen ordinary brooms.



MAKING BRUSHES AND BROOMS—Another View in the Brush Department.

The best broom corn, the manufacturers say, comes from Illinois. The climate and land there seem to be particularly favorable for the production of the tough, clear straw which is no necessary in a good broom. Broom corn is also grown to some extent in Oklahoma, Nebraska, Kansas and New Mexico, but Illinois holds the premier place as the grower of this much-used product. Broom corn is raised much like Indian corn, except that at a certain stage of its growth the plants are bent over. A field of corn treated in this way naturally presents rather a peculiar appearance, the bent-over plants forming a sort of roof. After a certain length of time it is pulled, dried, packed in bales and shipped off to the factories.

The broom corn, when a bale is opened at the factory, smells very like a field of new mown hay. Coming from the bale it is sorted according to length, quality and color, the best corn being utilized, of course, for the best quality of brooms, and the shorter lengths being made into various lines of whisks, as described hereafter.

**Broom Corn Advancing.**

Broom corn, too, is advancing in price, along with a great many other commodities. A few years ago it was possible to make a fairly good broom to sell at 15 and 20 cents. Since then the cost of material and labor has advanced so materially that a really good article cannot well be made now to sell below 25 and 30 cents.

**Building Up the Broom.**

The initial processes of broom making are particularly interesting. The broom maker, who goes through an apprenticeship and learns his trade, just as a gro-

**The Finishing Touches.**

At this stage, while the broom somewhat resembles the finished article in form, it is rather a crude affair, so far as finish is concerned. The ends of the strands of corn are trimmed off so as to give a uniform sweeping edge, and then the broom is run through a "scraper" to take out the seeds of the corn. These seeds, by the way, make excellent chicken feed.

**Sewing the Brooms.**

The last process, and the one which gives the broom its flat finished form, is that of sewing. The machines which do this work, while not resembling the ordinary sewing machine, work on somewhat the same principle, though a good deal of ingenuity has been applied to



MAKING BRUSHES AND BROOMS—Broom-makers at Work.

cer should do, stands in front of a peculiar machine, a combination of vise, and wheels and pulleys, driven by the foot, in which the broom is literally built. After the bare handle is clamped in the machine the broom-maker selects

adapt them to this special purpose. The broom is placed upright in the machine, and the needles, carrying the colored string, pass through the corn, binding the stalks closely together and pulling the broom into the smooth, flattened

## The Grocer and His Partner

HELPFUL HINTS AS TO HOW TO GET ALONG TOGETHER.

shape which aids so materially in sweeping. Four and five strings are put on the brooms, and sometimes, when to be used for special heavy purposes, they are bound with wire by hand. The machines, however, do nearly all this work. How rapidly the machines work is seen in the fact that with one attendant they sew about 40 to 50 dozen daily.

After being sewn and inspected, the brooms are packed in dozens and piled in the warehouse. The enormous piles one sees are considerable of a surprise and give an idea of the importance of the industry.

### Broom Corn Whisks.

Whisks are made in much the same way as brooms, from the shorter straw. The long barber's whisks or dusters are made of broom corn alone, the handle of the straw tightly compressed. Other whisks are provided with handles of various forms into which the broom corn stalks are pushed and fastened.

### How to Use Brooms.

A word in conclusion as to the use of brooms might provide a helpful hint for a customer. A broom should be hung up, and not allowed to stand on the floor as this latter treatment will shorten its life materially. Again, it should be used in sweeping with a brisk, brushing motion and should not be pushed before one so that the work must all be done by one side of the broom. Nothing so quickly breaks the corn and shortens the life of the broom as this. It pays, too, to buy a good broom. They last longer and are so much more satisfactory in the end that it more than makes up for the little difference in price.

Note.—For the information in the above article and also for the illustrations, we are indebted to the United Factories, manufacturers of Boeck's brushes and brooms, Toronto.

### HOW SHE GOT IT.

A little girl was sent by her mother to the grocery store with a jug for a quart of vinegar.

"But, mama," said the little one, "I can't say that word!"

"But you must try," said the mother, "for I must have vinegar, and there's no one else to send."

So the little girl went with the jug, and, as she reached the counter of the store, she pulled the cork out of the jug with a pop, swung the jug on the counter with a thud, and said to the astonished clerk:

"There! Smell of that and give me a quart!"—Mother's Magazine.

When partners disagree at least one of them ought to smile. A disagreement with a set face and no smile generally costs the firm some money.

Enthusiasm and harmony are necessary to a successful store and a successful partnership.

If you get team work throughout the store there must be team work among the heads of the concern.

You cannot get partners made to order. You must take them as you find them.

Sometimes the fellow you think would make the best partner turns out to be the least fitted for it.

And again the fellow who would be the last one you would hitch up with may make the best trotting mate for you.

If your partner is a worker, if he takes interest in the business, if he holds his end up or anywhere near it, you are well hooked up as partners go.

You have heard the old story about Push and Pullback. It has been told on this page several times, but it is worth repeating.

Push was popular. He was a good salesman. Every one liked him because he was agreeable. Always said the right thing at the right time and rarely said anything disagreeable. His voice was music to the ear of the customer. His face always shone with cheer.

Push wanted to do more business. He did everything in his power to make the people of the community like the store. Every one said that if Push was running the business and was not handicapped by Pullback the store would do twice as much business as it was doing.

Pullback was courteous, but very firm. He looked after the collections and the finances. He was not near as popular in any sense as Push. Some traveling salesmen passed an unfavorable verdict on Pullback when he cut down the orders placed by Push. Cutting down the orders sometimes made Push mad, but Pullback was firm and insisted that for the good of the business it must be done.

Before Pullback would cut down these orders he always discussed the matter with Push. Nobody could say that Pullback was grouchy or disagreeable. He had the same qualities as any other good watch dog of the treasury.

People came to Push asking for credit. It was agreed that Pullback was to have

the whole say on credits. Everybody liked Push as he passed them on to Pullback with his smile. Push frequently disagreed with Pullback about the financial responsibility of customers. Pullback firmly insisted upon the observance of certain rules in granting credit. He had iron-clad rules regarding a settlement day. Many people did not like Pullback on this account.

One day the firm of Push & Pullback dissolved. Push started a store of his own. Pullback kept the old business.

Many customers of the old store became the customers of Push. Everybody said Push's store was getting the most business. So it ran on for about two years. Push was doing more and more business and Pullback doing less.

At the end of two years the old feeling between the two men had worn out enough so that they could get together and talk things over. In comparing results Push found that he had done a wonderfully large business but had made no money; too many dead-beats and too much overbuying.

Pullback's business was in fine shape financially. Accounts were well cleaned up and the stocks contained few odds and ends or unsalable goods. But he had not done enough business to make it very profitable.

So the old firm decided to get together again and from that time on the team pulled toward a successful result. Each had learned his lesson.

Has your partner qualities which you have not? Have you qualities which he has not? Do not criticize him because he is not like you. Those differences in makeup are necessary to a successful partnership.

Above all things, do not talk about each other to any one outside. Keep still and "saw wood." Remember Push and Pullback. Maybe your case is similar to theirs.—Commercial Bulletin and Northwest Trade.

Keep the new things before your customers, both by display, advertising and suggestion. People can be persuaded to buy a grist of things they never thought they needed.

Alberta annually ships \$100,000 worth of butter to British Columbia, and some to the Orient, according to Hon. Mr. Findlay, Minister of Agriculture for the Province.

## Handling Customers the World Over

BY A. G. HALES IN THE STOREKEEPER.

The following article, by a gentleman who has traveled in most quarters of the world, and has made himself acquainted with the grocery trade of a good many countries, throws considerable light on methods of treating customers, and will be interesting from this standpoint, as well as the lessons taught.

There is no trade that should be kept up-to-date with more scrupulous care than the grocery trade, both wholesale and retail. And if I am to judge by the complaints I hear from housewives amongst all classes of the community, there is at the present time much room for improvement.

I go about a good deal, and mix with folk of all degrees, and I often think it is a pity that people in the grocery line do not hear some of the scathing remarks that fall upon my ears. The general consensus of opinion amongst the womankind of these isles seems to be, that the grocers badly want waking up. They are behind the times, and are content to move along in the same old ruts and grooves in which their fathers moved. By so doing they help to keep back the progress of the nation as a whole, for when one wheel lags, the whole coach is delayed.

### The Grocer in China.

In some circles it is considered witty to sneer at traders, either wholesale or retail. I do not belong to that circle; because the experience I have gained from travel in many lands, east and west, has taught me that the bona fide trader is the backbone of every nation; not the lawyer, the politician, the soldier, or the indolent aristocrat.

In many respects the Chinese are the wisest people in the world. They have lived and multiplied, whilst other nations have risen, fallen and passed away. In China a grocer ranks higher than a great actor; higher than a soldier, or a politician. The Chinese recognize that a grocer provides the wherewithal to live. He sells foodstuffs, and the comfort of many rests in his hands. He is an important factor in the welfare of a nation.

In Great Britain I have observed a certain amount of snobbery amongst the trading classes, which detracts from their manliness. A young fellow in the grocery line of business goes from his village shop, the city store, or his

wholesale house, to the seaside for his holidays, and, in most cases he either tries to palm himself off as something else, or he hides his trade as if it were something to be ashamed of.

### Be Proud of Your Trade.

He blushes to be called a grocer, forgetting that the grocers of old London were men of mark and high standing in the land at a time when writers, lawyers and actors were looked upon as being little better than vagabonds fit for the stocks. To my mind it is a sign of degeneracy, when a man tries to hide, in a shamefaced manner, all the evidences of his calling or trade. No man should be ashamed of his calling. If he is, he does not pick up much useful information from others, because he shuns the society of the very men who could be useful to him. He excuses himself by saying that he "hates to talk shop." Fools mostly do. The wise man picks up hints as he goes along, and turns those hints to his own advantage.

In this country there is too much snobbery, too much sham, too much posing, and I notice that the grocer is as bad as any in this respect, when he is away from his shop. He is ashamed to have it known that he sells tea and sugar, soap and candles. Just as if a smart, up-to-date seller of such articles were not as good a man as the person who sells law, or poetry, or pictures.

You should cut out the sub-heading, paste it on your hat, young man. The person who is ashamed of his daily work is seldom of much account. When he palms himself off as something else he is a fraud and a sham, and quite as much a fraud as an inferior article that is sold under a first-class but fraudulent label.

### What You Find in Germany.

There is not so much of this kind of humbug abroad. Take Germany, for instance. If you travel far with a young German grocer he lets you know what he is, and he is thirsty for knowledge concerning his business. If he finds out that you have been in lands where tea, coffee, tobacco, rice, sago, sugar, spices and so forth are grown, he is after you for information all the same. He talks "shop." He is not such a vanity-smitten fool as to lose an opportunity of learning something for nothing, which he may turn into money.

When a traveler finds a young man

trying hard to get something out of him, which is of no commercial value to the traveler, but may be of service to the questioner, he generally passes out the required information, and it leaves him none the poorer, whilst it enriches the seeker after knowledge. Your young British grocer will not so seek a knowledge, for fear he may give away the fact that when he is at home he works behind a counter for his daily bread. That makes him not only a snob, but it keeps him behind the times.

### Conditions in America.

The American grocer is not like that. He may lie a bit about his salary, and tell exaggerated stories concerning his 'cuteness in the matter of "deals" with his rivals. But he is proud of the fact that he is a grocer, and he lets you know that before he is bald-headed he is going to have a big store of his own. In Australia there is none of this same shabby pride. A man says "I'm in the grocery line" with just as much pride as the big stock jobber says "Oh, I'm on 'Change."

And why not? Surely it is as dignified to sell a ham, or a side of bacon, as to sell shares in a "salted" gold or a silver mine! If a young Australian were to travel on the "snobbing" business, he would not only be disliked by his fellow tradesmen, but everybody else would look down upon him as a fool. Yet, with all his frank independence, I think the Australian grocer is a more civil and obliging man to his customers than the grocers of the old land.

### The Australian Grocer.

Your Australian grocer looks upon himself as the equal of any man who comes into the shop where he is serving. And he treats his customers as he himself would like to be treated. He is not at all obsequious to the great squatters, neither is he rude to the tramp who comes in for his "six-penn'orth" of tea. He takes a greater pride in his work than the "born" grocer does. He is certainly on the lookout for what he terms "wrinkles of the trade," and it is his boast that he is as up-to-date as it is possible for him to be with the supplies at his command.

He is never above taking a hint. Let me explain. I was once walking along a street in Sydney with a celebrated color artist, who invariably dressed more like a tramp than a man of money. My artist friend stopped in front of a grocer's shop, and watched a man "dressing" his window. He was making a brave show with a vast pile of tinned fruits, meats and vegetables, the gaily-colored labels giving him ample material to make a fine display. After a while the grocer came out onto the footpath to survey the effect of his work,

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and it was evident he was well pleased with what he had done. My friend ventured to make a suggestion. He was one of the mildest-mannered men on earth, though a great artist. The grocer looked at the shabby figure and smiled, but he had the sense to listen, even whilst he smiled.

Something in the trampish-looking person's remarks held the grocer's attention, and it ended in his going inside and pulling down his pyramids of tinned goods. Then he and the artist went to work and rebuilt the pyramids, the artist entering into the spirit of it, because he loved color more than anything else on earth. When the window was finished it looked a picture, and crowds gathered round to admire it.

"If you're out of a job, mister," said the grocer, "I'll give you one!" "Right you are," answered the artist, "when you happen to have something in my special line let me know," and he pushed his card into the grocer's hand, and walked away laughing. The grocer laughed also, and well he might, as he had been taught how to make a window look lovely with gay labels, and that meant money to him.

Now I wonder how many window dressers there are in Britain who would not resent, as an impertinence, a hint offered them by a shabby fellow on the pavement!

The Australian likes hints, he likes criticism, because he gets something for nothing. He doesn't wait for trade to come to him; he goes out and looks for it. And when he has been out canvassing for orders, he doesn't say that he has been having a pleasant jaunt in the country. He's a business man, and proud of it.

**HONEST GOODS AND HONEST METHODS WIN.**

When put to the test of time, the people will be found to favor honest goods and honest business methods. Sometimes this does not seem to be apparent. Very often it appears unreasonable to have this confidence in humanity. And because this is another case of things not being what they seem, merchants who try to give genuine value sometimes become discouraged.

The people cannot be fooled all the time. They do not like to be humbugged. Only the ignorant and the very poor, the buyers of shoddy, the very cheapest trade, believe and respond to humbug advertising. In the long run, honesty pays, in advertising as in all things.

Let not the merchant who tries to give genuine value be discouraged. Sometimes honest merchants are inclined to refrain from advertising because they conceive, justly or otherwise, that competitors lie in their advertising. They

think that the effect of legitimate publicity is thereby discounted. Nothing could be more distant from good judgment than any such decision. If the competitor lies, all the better, from a purely selfish standpoint, for the honest merchant.

The people, averaging the majority, can discriminate, and do. When they are given satisfaction by an honest advertiser they cannot be lured away from him by a dishonest one.—Commercial Bulletin.

**CIDER vs. PICKLING VINEGAR.**

John H. Brown, a well known chemist, of Atchison, Kas., writes:

"We once heard a famous housekeeper say that she always used pure cider vinegar for pickling and to find out when it was just right for pouring over the pickles, she dropped an egg into it, but could not remember whether it would sink or swim. Cider vinegar is not suit-

the matter, but large packers of pickles have found by experience and enormous expense that white distilled vinegar is the kind to use for pickling, and accurate hydrometers and testers are used to determine the proper strength necessary for different vegetables, as they have to guarantee their pickles to keep in any climate, and for all time. We do not doubt that many housekeepers have put up pickles and kept them for years, and received many compliments on them, but it would surprise them how much better they would have tasted if they had used pure white distilled vinegar that tested 42, as required by the national pure food law."—Trade.

**KEEP UP STEAM.**

The difference between success and failure, between getting business and not getting business, is not always so much in the quality of the effort put forth, as in the amount. In other words, the ef-



CANADIAN GROCERY STORES—Interior J. G. Desjardin's Store, St. Denis Street, Montreal.

able for pickling because of its dark color and uncertain acid strength, unless it is first put through a vinegar generator, as the cause that changes it from apple juice will continue to change it, until its acid is exhausted. Good housekeepers use cider vinegar because their mothers did, and use it without any knowledge of how strong it is, or any thought as to whether cucumbers require it stronger or weaker than onions. Vegetables probably keep in cider because they are prepared in advance, by the addition of alum, spices or cooking. There is no question but that vinegar made by distillation from sound, selected corn is cleaner, more healthful and better adapted for pickling than vinegar made from wormy, rotten, rejected apples. Good cooks who have always used cider vinegar, have never investigated

fort which gets business frequently differs from that which does not get business, more in degree than it does in kind. Men who do things and are heard from accordingly, seem to do their work a great deal like other men who never are heard from. The difference is that they are a little more intense, they hold out a little longer, and when the other fellow stops, thinking that the case is hopeless, they make another big effort and win what they are after.

It takes a lot of fuel and heat to bring water to the boiling point. It takes just about as much fuel and heat to raise the temperature of the water to 210 degrees Fahrenheit, but if you take away the fire when you have reached 210 degrees the water will never boil.

Moral—Add a little more fuel and keep the fire going.—Leadership.

## Some Matters of Mutual Interest

An incident occurred the other day which illustrates the way The Grocer has been appreciated by many of its subscribers during its twenty-one years of publication. Wm. Binnie, who has conducted a grocery store at 467 Adelaide Street West, Toronto, for many years, came into the office recently to tell us he had sold his business and was leaving for California, where he will reside henceforth. Incidentally, Mr. Binnie mentioned that he has never missed a copy of The Grocer during its twenty-one years of publication. He is one of the first and oldest subscribers and has shown his appreciation of the paper by continuing his subscription regularly during this lengthy period. This is surely an evidence of the paper's continued value, as are also a number of subscriptions on our lists of a similar nature.

\* \* \*

Whenever a subscriber discontinues his paper the circulation department of the MacLean Publishing Co. ascertains the cause. As a result of this investigation it has been learned that out of every dozen that discontinues eleven do so because they have gone out of business. This is remarkable and shows the high appreciation in which MacLean's trade papers are held by their readers. The aim of the MacLean Publishing Co. is to make each issue of their numerous trade newspapers and magazines better than the preceding one and the results, as shown above, encourage to still greater effort.

It naturally follows that newspapers that can hold their subscribers so firmly must be good mediums for the advertiser. The best results are obtained from advertising when the advertisement is continuously being forced, issue after issue, upon the attention of the same readers. It is the constant seeing of an advertisement that makes the deepest impression upon a buyer, just as the more a man sees a pretty girl the deeper he falls in love with her.

\* \* \*

One of the newer departments of the MacLean Co., and one which is becoming exceedingly busy, has been arranged with a view to helping advertisers by

designing and writing their advertisements. If an advertiser does not wish to bother writing his ads. or feels that more striking work might be done by advertising specialists, he is perfectly at liberty to make use of this department. Advertisements will be prepared for him regularly, according to instructions and ideas furnished from time to time. Besides several expert ad. writers, the staff of the department includes an artist with wide experience in commercial designing, and the work turned out is being received with a great deal of favor.

\* \* \*

A copy of the Special Spring Number was sent by one of our subscribers to a friend in Tampa, Florida. What was thought of the number in that city is shown in the following letter, which came to our Guelph friend some time ago:

"It was with no small degree of interest and pleasure that I perused the pages of the special May number of The Canadian Grocer. I had just returned from an extended trip through the Southern States and upon my arrival home 'The Grocer' was among the first of the many things that claimed my attention.

"I was interested in the cover design, which shows the representatives of the various nations clamoring for Canada's products, but I was particularly struck with the fact that 'Uncle Sam' was the only one who carried the bag, or in other words had the cash with him with which to discount his bill.

"I showed the special number to the two leading grocers of this city, and they were very much pleased with the matter which it contained and the manner in which it was arranged. One of them said that it surpassed anything of kind that he had seen. I asked him to write me an extended opinion of 'The Grocer,' but he refused to do the literary work, not being accustomed to writing news articles. He said, however, 'If you want to have my opinion, you can write the publishers, let them put my firm's name on their mailing list, send me a bill for a

year's subscription, and I will mail them a cheque for the amount.' The firm's name is F. W. Ball Grocery Co., Tampa, Florida. I consider that the best endorsement a man can give of anything is to put some of his money into it.

"I am sure that the grocer who desires to enlarge his trade must keep in touch with the most up-to-date ways of doing so, and in my opinion he cannot do better than use from 'The Grocer' the many helpful suggestions it contains. The illustration showing the 'tasty' manner in which goods can be displayed is always an attractive and helpful feature of any publication, especially so of one which displays that which appeals to the gastronomic desires of the inner man. A great many grocers are yet in the kindergarten and need object lessons to show them how a thing is done and what it will look like, and for the grocer who is up-to-date in his methods they act as a stimulus to spur him on to improve and excel what the illustration reveals to him."

\* \* \*

Here's another letter, this one from an old subscriber in the west, who has done well and become a prominent figure in his chosen town, which speaks good words for The Grocer, as well as for another of the MacLean Company's papers:

"Replying to your favor of the 1st, during the fifteen years in which I was actually engaged in the retail business here, after coming to Portage la Prairie, I considered 'The Canadian Grocer' and 'The Dry Goods Review' among the most valuable publications that we received, and always looked forward to the weekly numbers with the greatest interest. The information furnished was a distinct help in the conduct of our business, and I certainly think that every retailer in Canada should be a subscriber.

"Yours truly,

"The Mayor of the City of Portage la Prairie."

# Johnson's Back Room

A STORY FOR GROCERS TELLING HOW ONE MAN MADE GOOD BY USING COMMON SENSE AND NEW METHODS.

The girl pulled in her horse and glanced sharply at the lad sprawled across the fence rails.

"Dreamin'?" she inquired. He laughed and nodded sheepishly. Then he shambled down into the road and leaned against her cart wheel.

"You're always dreamin'," she went on reproachfully.

He stretched his arms. The spring was in his blood. The April sun shone kindly on the girl in the buggy and lighted up the tints upon her face, the depths within her eyes.

"I'm through my work," he answered, "and I got a right to dream. I never dream till I'm through. There's another reason why I've got a right to dream . . . It's because I'm always dreamin' about you. I'm goin' to marry you some day."

The girl laughed boisterously. "No you're not, Bob Johnson," she replied; "when I marry, it's got to be a man who works, and not a man who dreams."

"Gee whiz!" he complained, "and don't I work? Say, has your old man ever had as good a man to help him since he started in to farm?"

The girl's face softened. "My old man," she repeated gently. Then she tapped her gloved hand with the whipstock sharply. "Oh!" she exclaimed, "I've got to get these opinions out of me. Bob Johnson," she added, "there's nobody loves my old man like I love him. But I want to let you into a secret, Bob." She lowered her voice. "I love my father, Bob, but I never can admire him. He ain't a success. He's a failure. Bob, a failure."

Robert Johnson—or "Bob," as the girl and the town familiarly knew him—opened wide his eyes. He did not speak, for the girl did not give him time. "My old man gets poorer every year. He ain't got an ounce of spunk in him. I love him—but look at my mother, Bob. They tell me she had me beat all hollow for good looks in her day. Look at her now. Thin, shriveled, without an idea in her head. That's my father and my mother, Bob. I love 'em, but they're just like all the rest of the fathers and mothers about here. Do you think I'm going to marry a man who'll turn out like my father? Do you think I'm goin' to slump into nothingness like my mother? Not much!"

"It's money you're lookin' for," protested Bob.

"No!" returned the girl hotly, "no! What I'm lookin' for is a man with success in him—with fightin' blood in him. I don't care whether he gets rich or not. I want him to have push, and snap and struggle in him. I can admire him then," she sighed. "And I'm beginnin' to think, Bob," she went on, "that I can't love a man well enough to marry him unless I can admire him."

She snickered gently. "Those are my sentiments, Bob, and I had to let 'em out on you."

Bob Johnson blinked his eyes. "Polly," he returned sadly, "you can have any man you want around here. I guess you know that yourself. But there's no such man as you've described—not around these diggin's, I can tell you."

She tossed her head. "Now, Bob," she exclaimed, "you keep to yourself what I'm sayin' to you. There's one man that comes pretty near to bein' a success—Hy Simpson."

"Hyler Simpson, the grocer?"

The girl nodded. "I'm goin' down there now," she said, "to get some flour and risin' powder. It ain't a question of whether I like him or whether I don't, Bob, he's a comin' man."

"Why," protested the boy, "why his father left him that there business. It was all made for him—"

"Makes no difference," she replied, "he's kept his end up, and they tell me he clears fifteen hundred every year. Fifteen hundred—cash. Ready money, understand."

Bob understood. Ready money—it was the shrine at which the farmers worshipped.

"Hyler Simpson's no man for you, Polly," he returned.

She smiled. "I didn't say he was, Bob," she answered, as she drove on. Bob stood and watched her, wondering.

"Maybe, after all," he told himself, "she's givin' me a hint."

Bob did not sleep that night. He did not even go to bed. He sat up in his bedroom staring out at the tree tops waving in the moonlight, and thought—thought hard. He thought specifically about every chance in town.

"I got fifty-three dollars in the bank"

he said to himself, "I could go down to New York and—"

Well, Bob Johnson did not go down to New York. He went down to Hyler Simpson's and determinedly interviewed Hy.

"If you come at two-fifty a week, Bob," he said at last, "which is fifty cents less than I'm payin' my clerk now, and you board at my mother's, I'll take you in. Otherwise—"

Bob Johnson took the job. He had figured it all out the night before. And he had known somehow that this was his only chance for business, for ready money, for success. It was a beginning, at any rate.

"Polly'd laugh," Bob assured himself, "me gettin' less than what her old man paid me, and takin' a job under Hy."

"What's the trouble with business, Hy?" Bob queried after a week had passed.

Hy knew. He pointed a long, lean forefinger down toward the trolley station, a quarter of a mile away. "I'm off the line o' travel, Bob," he said. "Every mother's son of 'em goes down to the trolley past the grocery store—Borchert's."

"That's queer," said Bob, "he's a new man, Borchert."

"He's cut in under me, somehow," said Hy.

Bob Johnson sniffed.

"Do you advertise enough, Hy?" he ventured.

Simpson laughed a raucous laugh. "There ain't a fence rail 'tween here and Donaldson that ain't got my name on it, hardly," he said, "and as for the County Chronicle, look at that."

Johnson looked at the County Chronicle ad. It did look all right. It looked enterprising and up to date.

"Pretty good ad, eh?" queried Simpson. Bob nodded his head.

"Simpson's name on every fence rail, and his ad in the Chronicle all the time. And yet—" Bob had read somewhere that if a man—a plumber, say—were mentioned (merely mentioned) in the prominent part of a newspaper every day for five years, his fortune would be made. It had not come to pass in Simpson's case.

"It's the tide of travel since that trolley came that's got us goin'," Simpson told Johnson.



"Well," said Bob, "it's just as well we've got a little leisure time. I've got to get to work."

"What you goin' to do?" queried his boss.

"Clean up the store a bit," said Bob.

"Well," returned the boss, "it don't need it. But go ahead. You might as well earn your salary, you know."

Johnson threw open a door that led into darkness. "What's this here room, Hyler?" he inquired. Hyler waved his hand.

"Less you have to do with that room the better, Bob," said the grocer, "that's dead stock. Old stuff. Won't sell."

"I'll take a look at it anyway, I guess," said Bob.

It was the night after Bob had explored the darkest recesses of that back-room cave—that very night that he saw the exhibition in the drug store on the corner. He was not the only man that saw it, nor woman, either. The store was crowded.

"What is it, anyhow?" the crowd inquired. Bob elbowed his way into the middle of the store and tapped Polly Anderson on the arm.

"What's goin' on?" he asked.

"Can't you see for yourself?" she answered, "it's a demonstration."

"Tooth powder?" he queried.

"Oh, no," she answered, "it's a correspondence school."

Bob plunged on into the front ranks. A young chap was explaining things. The crowd knew about correspondence schools. There were four men right there in town taking courses, and those four men had talked about it. But this, as Bob told himself, was the real goods. He drank it all in with his ears and his eyes. Not that he wanted any of it, but it was so interesting that he couldn't tear himself away. "You don't say so," he found himself exclaiming, when the young chap told the crowd that the school had nineteen pupils in one little speck of a town way off in India, and hundreds more even in the wilds of Africa. "Gee!"

He waited till the crowd thinned out. The young chap at the counter smiled and nodded to Bob. "See anything you like?" he queried. Johnson shook his head. "I'm a grocer's clerk," he answered. The chap swung upon him sharply and caught him by the arm.

"There are your specialties, right there," he said. Bob glanced vaguely at the list. "Which ones," he asked.

"Advertising," replied the demonstrator, "that—and Window Trimming. See!"

Bob smiled. "What do you folks know about advertising?" he asked doubtfully. The demonstrator smiled. "We drew the crowd to-night, didn't we, boy?" he answered, "and if you think

we don't know anything about advertising and window dressing, just watch our window in this drug store for about a week—we'll be here a week—and see how many people stop and read. And come around at the end of the week and I'll tell you how many people have joined us just because we know how to advertise our own business. They won't regret it, either, because it's a blamed good business to be advertised."

Bob smiled and sauntered on. He had been the last man in the store, and it was close to eleven o'clock at night. "I got sixty dollars in the bank," he told himself. At the end of the week he walked into the drug store for the fourteenth time.

"Done any business?" he inquired. The man showed him a list. "Know any of these names?" he queried, "I got permission to show this list as often as I like." Bob whistled. "Jerusalem!" he returned, "say! you sure do know how to advertise. Say, let me see that list. No, he ain't there. I was lookin' for a man named Simpson. An' I was looking for the name o' Borchert. But they ain't there. So, naturally, gotto—I just gotto—say," he went on, thrusting his hand into his trousers pocket, "give me a line on what this costs. An' let me have a pen."

It was a month later, one night, that Hyler Simpson stepped into the big parlor at Peter Anderson's.

"Miss Polly in?" he queried. He sighed as he asked it. For Hyler had expected long ago, to ask Miss Polly to become Mrs. Polly Simpson. But he had put it off, and put it off—he was down on his luck. Business was growing worse each day, and Borchert was robbing him steadily of his customers.

"Is Miss Polly in?" he asked again. Yes, Polly was in, and she burst into the room from the sitting room, her face wreathed in smiles. She did more. She laughed.

"Well, we got your postal card," she said. And she burst into a laugh again.

"My postal card?" he queried.

"Yes," she answered, "your postal card—to mother."

He shook his head vaguely. "Haven't the slightest idea," he answered. She ran back into the sitting room and returned with a postal in her hand. This is what it said:

"Dear Madam. In our back room—old stock—we have seventeen wooden pails, originally priced at 30c. Nobody would have them at that price—wanted galvanized iron instead. They are old, but watertight, and we want to get them out of stock. We will sell them to-morrow for seven cents apiece. You can sometimes use a wooden pail where you can't a metal one—making cider vinegar, etc. Come and get a pail for seven cents and help us out. Yours, Simpson's."

The postal was written in pen and ink—neatly, carefully done. Simpson read and re-read it. Then his face flushed.

"It's that idiot, Johnson!" he exclaimed, "what did he do it for?" He did not know that that idiot, Johnson, was standing just outside the window, trying to see who was inside, trying to see whether he would have a clear field to call on Polly. Bob was no eaves-dropper, but when he heard his name he listened through the shutters.

"Blamed idiot," cried Simpson.

The girl laughed and laughed again. "I should think he was," she answered, "to send out a postal card like that."

Polly Anderson's mother thrust her head into the parlor. "I'll tell you what, though, Mr. Simpson," she said, "I need a wooden pail, and I'll be down there in the morning to get one of those seventeen. Again the girl laughed, and again Simpson frowned and flushed. Hang it, what had Bob Johnson done it for? There was no point to it. It was trivial, foolish. And Simpson was a business man. He was not a child.

When he went home that night he found that Bob Johnson had gone to bed. "Blamed idiot," he growled, "what did you do it for?"

Bob rubbed his eyes. He smiled sleepily. "I wanted to clear out that old back room."

"They'll bring in a dollar-nineteen, and they cost over two dollars and a quarter just to buy. But that ain't it. They're old and they won't sell anyhow. The point is that you made me a laughing stock."

"Who laughed?" asked Bob. He knew.

"Well," returned Simpson, "the Anderson's—they laughed."

"But," protested Johnson, "you told 'em I did it, didn't you? Well, then, the laugh's on me, not you."

"Yes," answered Simpson, "you bet I told 'em you did it."

"Thanks," returned Johnson.

"For what?"

"For tellin' her—for tellin' them I did it and not you."

Bob Johnson turned over and slept the sleep of the just. Next morning Simpson wormed his way through the little crowd of customers in his store.

"I want one of them pails," said the first woman.

Simpson held up his hands. "Those pails," he groaned.

"And I want one of 'em, too," said another woman.

The pails were sold out inside of an hour and a half, and Simpson was glad of it. But still the farmers' wives came on.

"Thought I'd ride over and get one of them pails you wrote to me about," they said.

"Say," Simpson turned on Johnson, "how many of those blamed postals did you send out, anyhow?"

Bob Johnson grinned. "Just one for every cent that was comin' in on the pails. Just one hundred and nineteen cards."

"You'll ruin me, you idiot," said Simpson. But when things slackened up at noon, he turned again to Johnson. "Had a good business this morning," he exclaimed, adding up his sales, "sold about thirty-one dollars of real stuff today."

Johnson looked at him blankly, for an instant. "I kind o' thought you would," was all he had to say.

That night he took one of his postal cards and placed it over against Simpson's ad in the County Chronicle.

"You blamed blundering Simpson" he said, shaking his fist, "and I thought that was a crackerjack ad before I knew—before they taught me how." He settled down with a book on his knee "We'll pass on now to lesson No. 12," he told himself. Well, the next time, he resurrected twenty-one reed push brooms—just like the brooms the "White Wings" use upon the streets of the Borough of Manhattan. "They're dead as a doornail," he told his customers, "they wouldn't sell. Best thing in the world to clean up stables and the like, and you know it, too. But—you wouldn't take 'em at a dollar, so you've got to take 'em at 29c apiece. Come and get 'em right away. H. Simpson."

The day the push brooms sold, the farmers stocked up on shirts and boots. The hat trade did well, too.

"And while you're about it chuck in another bag of feed," a man would say. Bob Johnson never let a man get away with a push broom, and nothing but a push broom—never. At the end of a week Bob Johnson touched his boss on the arm.

"I figure that we cleaned up about sixty dollars on those push brooms," he commented.

"We did on the other stock," said Simpson.

"No, on the brooms," persisted Johnson.

Simpson didn't answer. He was beginning to understand—but he could not see exactly how Johnson was pulling the wires, nor where the motive power came from.

"Next thing," said Bob, "we'll sell out the whole back room—all the dead stuff, in a lump. We'll auction it off, if we can't do better. But we'll get rid of it, anyhow. See if we don't."

"Then what?" queried Simpson.

Bob Johnson cast a critical eye about the shelves. "Then," he decided, "we'll dump the whole store into the back room. Most of it's dead as a doornail, anyway. Watch out."

Bob Johnson did a dastardly trick—he killed the Simpson ad in the County Chronicle. He cut it out—side-tracked it, and put another in its place. And this new one read about like this:

"Simpson's Big Back Room Sale. Do you know what our back room is? We told you what it was when you bought our old wooden pails and our old push brooms. It's our cemetery. It's where we put our Dead Stuff—stuff we've tried to sell and can't. We want you to sell it for us, to yourselves. You can have it at your own price, if you don't like ours. It's as old as the hills, but most of it's good. And we'll make a bargain with you. You can never tell anything about a thing until you've had it in the house for a day and a night. If you buy at this sale anything you don't like, bring it back within a week, used or unused, and we'll take it back for cash. We're not going to tell you everything we've got in that back room. You must see the junk for yourself. But here's just a little bit that we can recommend: 51 Old-Fashioned Pillow Shams at 2c apiece; 16 silver-plated Butter Knives, vintage of 1895, at 7c; 5 Zinc Door Mats, rough on the shoes, but fine for the hired man at the back door, at 3c; 223 Neckties, for married man over forty (who don't care), for 3c."

Simpson was ready for them when they came. And they came all right. They found the back-room junk and pawed and haggled over it for a week. But they found something else at the store—something that had not been there before—a brand new stock of goods of every kind, good stuff, New York stuff, mostly seconds, which was the kind they could afford to buy; found fresh, new, cheap crackers, olives, delicatessen.

When the week was over, Simpson clapped Johnson on the back. "We took in—well, hundreds, this week, boy," he admitted. "Of course," he mused, "this can't last forever, but it was all to the good as far as it went. Say, Bob," he conceded, "those ads of yours are the blamedest, queerest, outlandish kind o' things—fact is, I'm ashamed of 'em. But they kind o' do the biz."

"Haw, haw," laughed Bob, pushing him across the floor, "why, they're nothin'. I'm just beginnin'. One o' these days I'll know somethin' about advertisin'. Don't you forget it. I'm just practisin' on you."

"What in thunder are you tryin' to do there," queried Simpson "with that framework? Why don't you leave it alone?"

Bob Johnson had been prying and jerking at the window frame of the big front window. He stopped for an instant. "I asked you to put plate-glass windows in here, Hyler," he said, "and you wouldn't do it. I'm goin' to un-

screw these window frames now, and fix this window up to suit myself."

The windows in Simpson's store, and the window spaces, had had their uses from time immemorial. In one window was the proprietor's desk—in the left-hand front window—a big ugly piece of work, blotched and scratched and stained with ink. That and a lot of dusty bill-boards, and newspapers and old boots. The other front window gave room to the safe. And on top of the safe was a wagon wheel, some old harness, and a broken coffee-grinder. Bob Johnson moved the safe and the desk to the back window. And he took out bodily the window frames, for the window panes were small ones and begrimed with paint and dust. He made the frames portable, and provided them with bolts. He took them down every morning, and put them up every night. Inside of each window he built a platform and on the platform he built a pyramid—a new one every week. So that the public passing by could see the goods.

"Nothin' is goin' in these here windows but five-cent and ten-cent goods. The American public'll buy anything it sees, if it looks good and if it costs only ten cents. And these look good, all right."

He was right. Everything looked good, from the shredded codfish to the dainty little boxes of vanilla wafers. People driving past stopped and investigated. Automobile parties were irresistibly attracted.

"Oh, let's stop and get some of those," a fair occupant would say.

"That's a pretty fair dodge of yours, Bob," his boss admitted, "it seems to go. The public seems to like it."

"Pshaw," exclaimed Johnson, "I don't know window trimmin' from a hole in the ground. I'm only just beginnin'. But say, Hyler, I do wish you'd get those plate-glass windows. There's so blamed much dust and stuff. This business ain't all looks, you understand."

"Well," returned Simpson, good naturedly, "I'll get 'em. Hanged if I don't." And he put in the order then and there.

Johnson pushed over the County Chronicle and laughed. "Borchert is gettin' worked up an' worried, Hy," he said.

Simpson took the paper, and looked at Borchert's ad, and laughed. "Borchert's Big Bargain Back-Room Sale," was what it said.

"He's a plagiarist," said Simpson.

"Yes, and he's about a month too late."

That night Hyler Simpson called at Polly Anderson's. He felt now that the psychological moment had arrived. Busi-

ness had come his way and was likely to stay his way.

"Polly," he said, "I—want you. I'm not comin' to you a beggar. There's my bank balance in the First National Bank. And I've made good this year, way beyond the last. I'm a growin' man, a comin' man. I like you and I love you. And I want you to love me and be my wife."

Polly smiled gently and shook her head. "No, Hy," she answered, "I can't do it. You're a good man and you'll make somebody a good husband. But I can't do it. You're not the kind of man I want. I want to marry a man who's got, well—success—runnin' in his veins."

"Success!" yelled Simpson; "is there a man in the county that's doin' better than I am? Look at the figures. They don't lie."

She laughed. "It isn't the money, Hy," she answered. "You're not the man I want. The man I want must have it in him, success, whether he's rich, or whether he's poor. I don't care, if he's got what I'm lookin' for—I don't care whether he's a millionaire, or whether he—whether he gets only two and a half a week and board."

Two years later Robert Johnson—or "Bob" Johnson, as the town knew him—sat down and wrote a long letter to the correspondence schools. "I want advice," he said, "I'm getting up an ad, and I enclose a copy just as I have set it up. I'm not sure that it is good. I want you to look it over and I want you to help me to fix it up in the best kind of style. I am shaky because it is about a new arrangement, and a big one. Please let me know as soon as possible what you think. Gratefully, Robert Johnson. P.S.—You see by the ad that the name of the new concern is the Johnson, Simpson & Borchert Company. Is the name O.K.? P.P.S.—You needn't hurry that criticism. I'm just going on my wedding trip, and I'll be back in just two weeks."

Polly Johnson leaned back against the seat in the parlor car. "It's a funny thing, Bob," she said, "you made a hit at the grocery business, and yet you told me once you thought you'd take up advertising. It's a funny thing you never did."

"Advertising," returned Bob. "Say, I've been in it ever since that day out on the road three years and more ago. Do you remember that day, Polly?"

"Yes," smiled Polly, "and I said that to you then because I knew you had it in you all the time. You were the man I meant, Bob."

"Only," added Bob, "we won't have to live in two rooms on a back alley, Polly girl, though I know you'd willingly do so."—Clothier and Haberdasher.

## The Man on the Rig

HINTS FOR THE GROCER'S DELIVERY SYSTEM, BY LAURISTON OF EKILDNA.

That the rig, its appearance and its management, constitutes one of the best—or worst—advertisements a grocer can have, is undeniable. And, in making the rig a good or a bad advertisement, as the case may be, the Man on the Rig is a most important factor.

One reason lies in the fact that the driver is very frequently placed in complete charge of the rig, and of the horse as well. He is responsible for their care and appearance. If he does not actually do all the cleaning himself, the cleaning is pretty generally done under his supervision and direction; and the praise or blame for the manner in which it is done may safely be laid at his door.

There are, roughly speaking, two classes of drivers: the drivers who care and the drivers who don't care. If you see a rig—particularly an elderly and otherwise decrepit rig—looking spick and span, you may rest assured that the man on that rig is pure gold. And if you see a brand new rig bespattered with mud and looking as though it had gone through the War of 1812—well, the moral is obvious.

### Must Learn His City.

Quick deliveries are an essential in the grocery business. Very few grocers in towns and small cities have as yet adopted a fixed system of deliveries to all parts of the town at regular hours during the day. In most cases the delivery system, so called, is very flexible and emergency calls are frequent. Where there are fixed hours of delivery and fixed routes, from neither of which the merchant deviates, the rapidity and accuracy with which the delivery man covers his ground is an important feature; but rapidity and accuracy are yet more important where the system is one of the hit and miss variety.

It is not essential that the man on the rig know his city at the outset, though it is always advisable; but it is most emphatically essential that he be willing and able to learn it. He must learn and remember streets and numbers, and must know in every case the most direct route to be pursued in reaching a given destination, or the approved manner in which to combine a series of destinations into a single route so as to make the shortest possible trip.

### Not Speed, But Directness.

Though it may seem a paradox, yet in securing rapid deliveries, actual speed is of little value. It is not the driver who sends his horse sweating and tearing down the city streets at a by-law-breaking pace, who does the most effective day's work. The public dislike the furious driver who just misses running over them at the street corner. The grocer's patrons waste no love on the man who smashes their high-priced eggs into an omelette which they did not order. Ten to one, this kind of driver, when he does reach the place which he has had in mind, will find it is the wrong place. Ten to one he will retrace his course half a dozen times to make the deliveries which a man of forethought could have made in a single trip.

The man of forethought has all mapped out beforehand the places to which he is going, the order in which he will make his deliveries, and the probable time he will take. Even when a half-dozen extra packages are slammed into his rig as he is on the point of starting his methodical mind can, with scarcely a jar, adjust those extra deliveries into his pre-arranged route.

### "How to Deliver."

Having learned how to reach his customer, the delivery man should pay a little more than passing attention to the art of "how to deliver." True, the sale itself has been long since made and the goods are usually paid for by the time they come within the driver's sphere of action. But, if the past sale is unaffected by the driver's way of doing things, that way counts a great deal in its effect upon future sales. It is the man on the rig who leaves the final impression upon the purchaser; and final impressions are often the most lasting.

Furthermore, if the man on the rig does not use tact for his employers' sake, he should certainly use it for his own. The man on the rig may be the man in the store, some day. The acquaintances he makes while on the rig will help him; and the habits he forms while on the rig will do much to make or mar his business career. A habit of courtesy is a good thing. It hits the mark every time.

**Courtesy and Tact.**

Hence, it is not sufficient in making a delivery, to just knock at the door, say, "Here's your groceries," dump them down as quickly as possible, and depart. A polite greeting, an exhibition of some interest in the welfare of the groceries, and a willingness to go a little out of your way now and then to help the housewife stow them away—these things count up quite a bit, in the long run, though they may seem trivial at the moment.

In cases of doubt, the query, "Is this where Smith's live?" may seem commendably direct; but, "Good morning. In this where Mr. Smith lives?" may nevertheless jar less upon the housewife's soul.

Tact is just as essential on a delivery rig as in the store; just as essential in delivering the goods as in making the original sale. The wise grocer is building for the future in this regard; and his helpers will, if they are wise realize that his success is theirs, and will do their best to help him build.

Tact seems born in some people. I have known young boys on their first rig to make a pronounced hit; I have known old drivers to "fall down" lamentably. But, though it may seem inborn, it can in all be self-taught; tactlessness is, at worst—or best—merely the fruit of the trees of carelessness.

**Things to Avoid.**

If the man on the rig is wise, he will use his horses well. A handsome and well kept horse is a good advertisement. No experienced driver will maltreat a horse; from a purely selfish point of view he knows better. There are times when the whip is needful; but the less it is used, the more effective does it become when finally called into requisition.

Many youths just graduated from the window-washer stage to the driver's seat, revel in the figure they cut when they race through the streets with whip flying. If they could only glimpse the inner thoughts of the passer-by, they would read something like this:

"Isn't it a fright, the way Jackson let's that man of his whip that poor old horse?"

There is a lot of sympathy latent in the public breast for the downtrodden delivery horse. Though people want their goods to arrive on time, they, with rare inconsistency, bellow loudly if the decrepit and slow moving steed is stirred into life with the whip. The driver's carelessness in this respect often antagonizes would-be and actual customers.

Furious driving has the same effect. With a furious driver, accidents are always liable to happen; and the running

over of a school child, even where the grocer escapes a damage suit, even where the child receives no more than a scare, nevertheless hurts business—such a powerful thing is public sympathy.

**Business is Business.**

And, above all, the driver should realize that his time is his employer's. It is better to keep in motion all the time than to dawdle half the day with the expectation of making up for it by covering the street at break-neck speed during the other half.

I remember one lad on a rig. He was about seventeen at the time, and we all used to wonder how it came about that Browns, who lived right next door to us, came to buy so many things from Mr. Grocer Jones that the rig had to appear there every day and had to stay sufficiently long to unload a ton of foodstuffs. But present sharp eyes discerned the fact that old Brown's girl and the youthful driver were in close communion at the front gate every day. And so things went on and on and on through many moons, and the twain, the world forgetting but not by the world forgot, lovey-dovey and goo-gooed, afternoon after afternoon, for hours and hours and hours.

That was several years ago. The young man has outgrown his folly, but not without paying the penalty. He is married to the Brown girl and has a family now. Moreover, he is still on the rig—and the only wonder I ever heard expressed was, that Grocer Jones had the patience to keep him there.

**GET READY FOR THE HOLIDAY SEASON.**

Have you begun yet to make preparations for the busy holiday season? If statements received from many retail merchants are authentic, the average man who handles holiday lines, cleaned up his stock in pretty good shape last year and there will be a good demand for this class of goods during the season of 1908.

Catering to holiday buyers is a matter which is deserving of a great deal of careful thought and planning and should not be left until the time arrives. when the actual goods are needed. Many retailers have already anticipated their requirements for the coming busy period, but others have been holding back with a view to waiting to see how business opens up during the late fall and early winter. This is a mistake. It is almost impossible to overlook the fact that this year is going to be a good one as far as holiday sales are concerned and the merchant who is alive to his opportunities, should without further delay, prepare himself for the season which is rapidly approaching.

**ENCOURAGE THE CLERKS.**

"The clerks will be as a rule what their employers make them," said a well-known grocer to the Inland Grocer. We keep an account here with every salesman to show the sales made by him, and another account showing what department of the trade he has given most assistance to. It works out well, encouraging competition among the clerks and among the departments.

"On Monday, when not much is doing, we have special sales, the object of which is to familiarize our customers with special lines of goods. One week we had a special sale of woodenware, including clotheslines, washboards, tubs, brooms and brushes. Every assistant was expected to call the attention of the customers to the woodenware department.

"The order clerk on his route and delivery clerk on his rounds were encouraged to talk woodenware, and the sales the first day we tried it were astonishing. A very large percentage of customers who would not have thought of their need of something in that line, on its being suggested to them would think of some item of which they were in need and give us an order. We kept a record of sales made and gave each assistant credit for his work.

"In a subsequent week we had a sale of farinaceous goods—beans, rice, hominy, grits, cornmeal and so on. They sold in increased volume.

"The next week we tried Callorn's canned fruits. For this we opened a few cans and gave customers visiting the store a chance to see and taste them. We took orders for them by the dozen, instead of by the can, as had been the rule.

"We showed, on another Monday, canned vegetables—little string beans the size of a toothpick and just the thing for garnishing; petits pois and Maine corn—giving many people an idea, as many of them never before had, of the variety and delicacy of dozens of items obtainable in cans.

"It was the best advertising we ever did and put the clerks on their mettle. They found that they could develop sales in any line if they once made the effort, and, knowing that we were crediting them with every sale, they made the effort.

"We never let a week pass nowadays, unless it is the holiday week, without a Monday sale, and we are training up the best lot of clerks we ever had.

"The thing to do is to let the clerks know what the goods are and to pass the information along to consumers. Both need to be informed, and there is no suggestion as good as the personal word."

# Some Facts About the Peanut

Rapidly Increasing in Importance as a Commercial Product—How They are Prepared for the Trade.

Mighty few grocery stores but have a box of peanuts stowed away somewhere. The number, too, who are keeping a roaster at the door for transient sales is rapidly increasing. Everybody likes peanuts, but very little is known about them. The following article, then, for which, with the engravings we are in-

rapid culture of the peanut was phenomenal, due probably to the knowledge of them acquired by the individual members of the various armies which at one time or another occupied the eastern section of Virginia. Each year doubled and at times increased threefold its crop over that of the preceding year, so that this

ture. These factories, which are large brick structures, range from two to five storeys high, with thousands of feet of floor space, some being run entirely by electricity. Many hands are given employment the year round, the labor used being mostly colored. These peanuts are shipped to foreign countries, and there is hardly a cargo leaving the ports of this country that does not carry a big supply of peanuts.

## Varieties of Peanuts.

Of the varieties of peanuts the following may be mentioned:

The Bunch peanut having large, fine pods. This is a popular nut with the buyers, always commanding a good price everywhere. It is prolific and the nuts grow all in a cluster, hence are picked by hand with greater facility than other varieties.

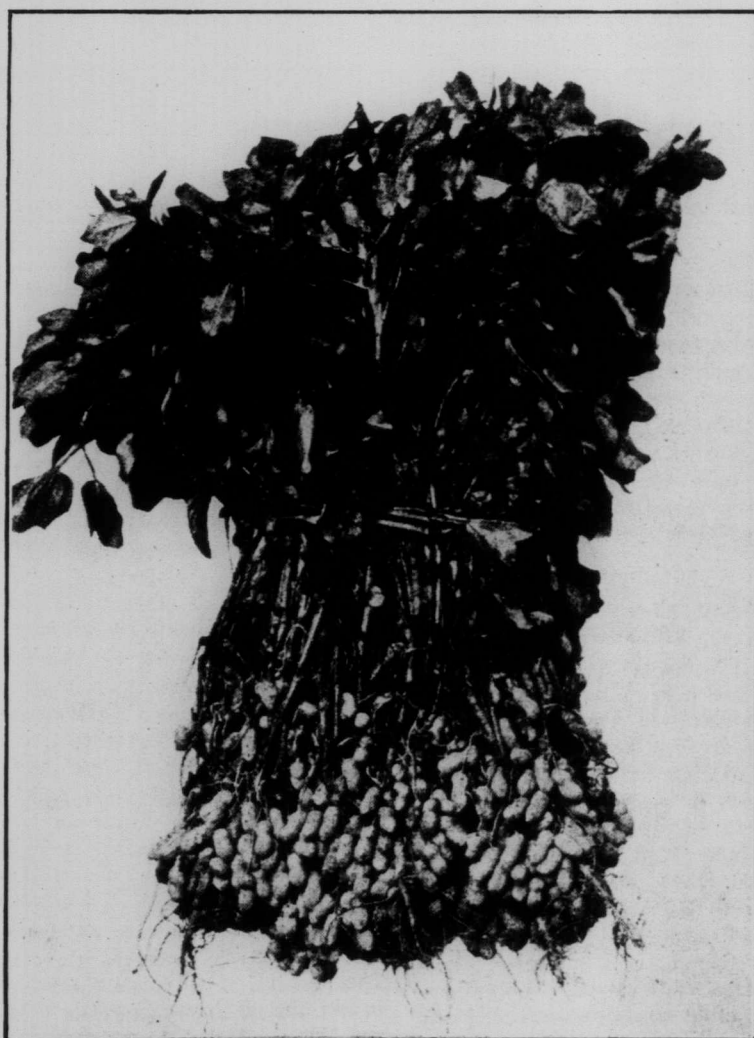
Flat or Running peanut, a large podded nut that is the staple and standard variety in Virginia and most States. At least seven-tenths of the entire annual output is of this kind. There are several varieties of the Flat nut, some of them having very small pods, which are not popular with the buyers nor profitable for the growers.

The Spanish nut is the smallest peanut of all. It is mild and savory, and, for eating, raw or cooked, it is the best nut of all. It is employed largely in the manufacture of candies, and it holds a place all alone in commercial circles that no other peanut can so well fill. The Spanish nut is grown almost exclusively in some districts, and the models of cultivating and harvesting are coming to be a distinct and separate branch of peanut culture.

Jumbo Running Variety of peanut is becoming a favorite where extra large nuts are desired. This variety is twice the size of the regular Virginia Running or Flat variety.

There is the Smooth-Podded Flat nut with a pod about one-half the size of the parent variety. Then there are two varieties in Tennessee known as the White and the Red. The White closely resembles the Virginia Running variety, and the Red, with somewhat similar pods, produces kernels of a dark red skin.

The North Carolina, or African variety, which is grown in the eastern part of North Carolina, has pods similar to



FACTS ABOUT THE PEANUT—Clust re of Spanish Peanut Vines.

debted to the Spice Mill, of New York, will be of general interest.

While the peanut had been cultivated in the United States to a limited extent for a long time, it is only since 1866 that the crop has become of primary importance to the eastern section of Virginia, which seems peculiarly adapted to its production. Between 1865 and 1870 the

country, from being a large importer of West African nuts, was soon able to supply the domestic demand with the home-raised article.

Suffolk, in eastern Virginia, can boast of the largest peanut market in the world. There are located there about numerous peanut factories, to say nothing of the many warehouses of this na-

the Virginia variety, but the kernels contain more oil than the other varieties.

The Georgia Red, as it is sometimes called, is similar to the Red nut of Tennessee.

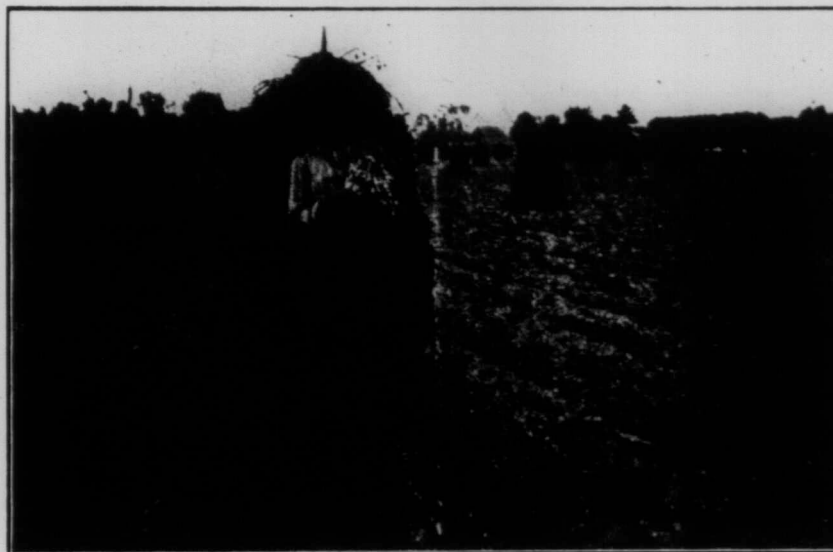
**How Peanuts Are Prepared for the Trade.**

Peanut cleaning and shelling is now one of the most important industries in Virginia. There are about twenty-five of these re-cleaning plants in this State, representing a capital of several millions of dollars.

The nuts, as marketed by the farmers, contain considerable quantity of dirt, vines, sticks, broken nuts and the like, and in the case of the Virginia peanut the first step in these re-cleaning plants is to remove this foreign matter. Most of the factories are five storeys high. The goods are elevated to the top floor, where they are graded according to quality, and dumped into large bins or hoppers. From these bins they pass through large cylindrical rollers, which remove the dirt and serve to polish the nuts; thence through a series of fans, which blow out the sticks, vines and trash, and the worthless hulls which contain no kernels. The goods then pass to the next floor, and after more fanning, which takes out the moderately light nuts, they pass over tables with endless belts, where negro women remove the dark and discolored nuts and the broken and cracked shells. This grade, which is known as Fancy Hand-Picked, drops to the lower floor, where it is put up in properly branded bags.

and made into grades known as No. 1 and No. 2 Virginia Shelled. The largest nuts from the Fancy Hand-Picked grade are screened before the goods are finally bagged, and go to make up what is known as the Jumbo grade of Fancy

of the kernels are split. These split nuts are screened from the whole kernels, and the unshelled nuts are picked by hand and go through the shellers the second or third time, or until they are shelled.



FACTS ABOUT THE PEANUT—Vines Shocked in the Field.

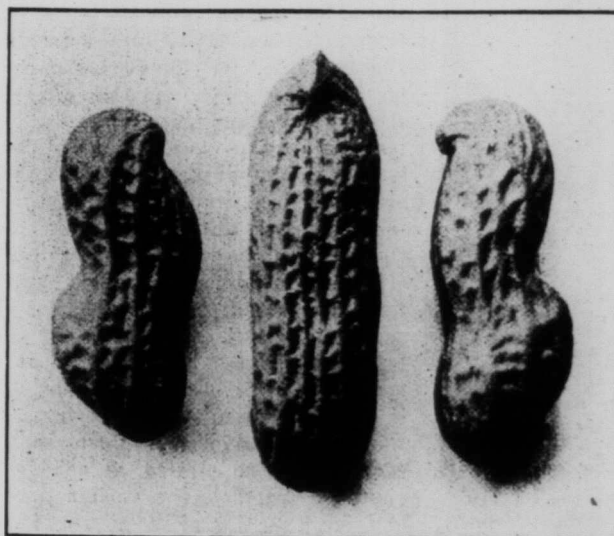
Hand-Picked, while the No. 1 Virginia Shelled are similarly treated, and the largest of these nuts graded as Extra Large Virginia Shelled.

The Spanish peanuts are cleaned by the same process as the Virginia nuts, only less care is given them, as these goods are shelled and the color of the hull kernels are sound.

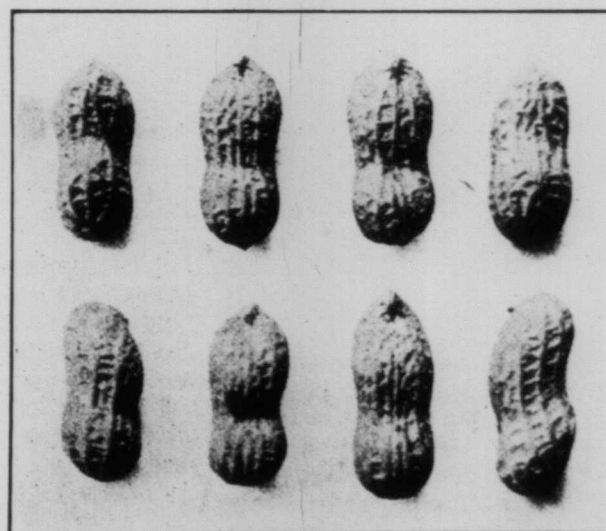
**Valuable Food Products.**

It has been shown that peanuts contain an average of 29 per cent of protein, 49 per cent of fat and 14 per cent of carbohydrates in the dry material, and take a high rank and are classed with such concentrated foods as soja beans, cotton seed, etc.

The vines are shown to be superior to



FACTS ABOUT THE PEANUT—Flat or running Virginia Peanuts (exact size).



FACTS ABOUT THE PEANUT—Improved Spanish Peanuts (exact size).

The moderately light peanuts, which have been blown out, and the discolored nuts, which are picked out, are run into extra or second-grade of hand-picked, while the still lighter nuts are shelled

The shelling is done with a revolving drum in a semi-circular bed or grating, while the hulls are removed by a system of fans. Some of the smaller peanuts do not shell, while on the other hand many

clover hay. The food value of the hay is higher the greater the percentage of nuts left on the vine in harvesting. The hulls possess considerable value as a feedstuff.

## The Grocer of the Old Country

HOW THE RETAIL STORES IN GREAT BRITAIN DIFFER FROM OURS.—  
BY MAC. J. RAY.

The first thing you observe about the grocery stores after landing in Liverpool is the height to which the outside displays and window trims are built up. In contrast with this country, where the people hurry so that it only pays to specialize in one, or at least a few things in a window, a big variety would hardly be observed. Over there they start a window at the bottom and dress it with everything they carry, clean to the ceiling. Customers seem to have more time and perhaps make their decision as to what to buy from the window before going in.

Of course, most grocery stores in England do not carry fruit or fish. These are handled separately, and a store with a big window trim would have little or no outside display. But any grocer could learn a lot by observing one of these fruit or fish store's outside displays.

### How They Handle Fish.

In handling fish, especially, they have us beaten. They wouldn't think of sending a fish out in the rough state we sell it. After you buy your fish, they have two or three men who do nothing but clean, scale and prepare the fish all ready for the pan. Then their window will probably consist of a sloping marble bottom, on which are displayed most temptingly the different varieties, all on chopped ice. They have hooks running up the sides of the window and along the top, and a big halibut will be hung on each, so that it looks as if a chain of fish enclosed the window.

### Utilizing Space.

In the grocery stores every inch of space is utilized—even the ceiling. It is apt to be hung with fancy baskets.

### Store Fronts in Belfast.

Suppose you come with me into Belfast and take a jaunting car ride about the city about 7 a.m. The stores are just opening up and you will be astonished to see what appears to be a solid store front of metal rise like a theatre curtain, and disappear. Riots and street rows are common in Ireland, and stores with expensive plate glass windows protect them at night with a heavy iron curtain made like an old-fashioned slat blind.

### Window Display Not General.

But it is only in the cities that the Old Country merchant believes in win-

dow dressing. In the country, except among a few of the more up-to-date, they believe window dressing is a waste of time, and the window, beyond the sign, is left bare, or is used as a waste box for any old rubbish. The writer won a bet by dressing a window for an Irishman in a little town—the bet being that the window couldn't sell one pound's (\$5) worth of goods in a week. The shopman has changed his opinion and now religiously changes his window.

### Working Under Difficulties.

The grocer of the Old Country is up against a hard proposition. There are co-operative stores everywhere—and chains of stores operated by big companies. These advertise and undersell special lines—and the poor, ordinary fellow doesn't get as good a living as his brother over here.

Taken altogether, I don't think I'd advise any Canadian grocer to go to the Old Country to make his future, unless he wants to organize a chain of stores on a big scale.

### THE VALUE OF TACT.

Almost any kind of business has a lot little things connected with its successful operation that are to be done and left undone. Each in itself amounts to little. But collectively they seem to mark the difference between a well-ordered establishment and a go-as-you-please house. One of these little things, often overlooked by both proprietor and clerk, is tact. There are many little things included in tact, but one of especial importance is that of addressing a customer by name.

"Good morning, Mrs. Bronson," says the tactful clerk. "What would you like to-day?"

There is no attempt at familiarity in this. It is just plain every-day civility.

Perhaps this is only the second visit Mrs. Bronson has made to the store. She may order the goods she purchases sent to the house, and when she asks the clerk to take her address he politely informs her that he knows her number.

Mrs. Bronson does not go into an analysis of all this, still she cannot help but wonder how the clerk knew her name and address so well. She feels flattered. She must be of some particular consequence in the neighborhood, and

she is surprised to find she is so well known.

This is a pleasant feeling to Mrs. Bronson, for she is like the rest of the human family, always well pleased at anything which tends to prove she is not a nonentity or an obscure person. She gets a favorable impression of the clerk and the store.

Public men have long understood the value of being able to address men whom they meet by their names, and many of them have cultivated this quality until it became simply marvelous the number of men they could call by name. The professional politician cultivates this quality until he is able in some instances to call by name every man in his particular district.

The really good salesman never says, "Good morning, sir," to one of his customers. It is "Good morning, Mr. Jones," and then he supplements this with some other purely personal allusion.

The clerk, as well as the proprietor of a retail grocery store should know the name and address of every household in the neighborhood. A list of these should be kept and studied. It is profitable to cultivate this kind of business tact.—Retailer's Journal.

### CLEAN COUNTERS.

One of the first things an apprentice should learn is to keep his counter clean. Not merely to dust it and polish it early in the morning, but to constantly keep an eye on every speck of dirt and dust that may arise during the day. It should be clean and clear of obstructions; parcels should not accumulate, and goods had out for display ought to be removed quickly, and that almost at the moment a customer leaves the counter, it should be clean and bright, ready for the next buyer. One of the rules prevailing in a drapery establishment is that the assistant should clear away goods shown before the customer leaves, oftentimes keeping a client waiting while he attempts the double duty of packing a parcel and clearing the counter. Method may be carried to an extreme, for it is obvious that any delay in completing the work of serving a customer causes annoyance. Counters, however, should be cleared as quickly as possible. Further, the modern practice of using a portion of the counter for the display of goods, curtailing the space for serving, is to be deprecated. It is quite possible to have a number of sundry articles ready at hand to show customers, to tempt them to buy if possible, without obstructing the counter by superfluous litter. This tendency to crowd too many articles on the counter requires checking—The Storekeeper.

## Loafers, Outside and In

A QUESTIONABLE FEATURE OF SOME STORES—ADVICE IN  
ELIMINATING THEM—BY J. W. PORTER.

In fancy I still see him, unkempt and dirty, loafing with his fellows beneath the decrepit porch of Jacey Creation's general store at Talbotville. Talbotville, 20 years ago, was a small place but even there the loafer loafed in all his glory, just as he and his class have loafed since corner grocery stores first were. Though it was in quiet Talbotville that I first beheld the loafer, I have found him in every town or city where I have resided since then. He seems omnipresent, He is the corner grocer's bete noir.

Now, a good many grocers don't like the loafer. His society is odious to them, and all the more odious from the fact that he seems to think he has a divine right to adorn the exterior of premises with his nprepossessing presence. They would be glad to rid themselves of him. "But," say they, in extenuation of their failure to do so, "if we drive these people away, we will lose their custom." That statement is generally accepted as conclusive, and finishes the remonstrance which the passer-by his just lodged against being compelled to wade through three inches of tobacco spit.

But, suppose the grocer does lose the custom of the hanger-on? What then? Is it a good proposition, from a purely business point of view, to compel the loafer to graze elsewhere?

### His Delightful Ways.

In the first place, it is very rarely that the habitual hanger-on buys anything. This is a sad but substantial fact. Two reasons are behind it. The first reason is that he hasn't the wherewithal; the second is, that he doesn't have to buy.

The majority of these outside loafers are boys, more or less overgrown—boys who have outgrown the manlier pursuits of swimming, fighting and playing hockey, and rather than earn a living, settle down to loaf. They buy nothing because they do not work; and, if a man work not, neither shall he eat—unless he steal. These "men" steal. They "snag" the tomatoes and cucumbers which the grocer has artistically grouped in baskets on the edge of the sidewalk; they pelt one another and objectionable passers-by with his potatoes; they demolish and secrete his watermelons when he isn't looking; on the pretense of "tendin' store" while he is away, they eat his confectionery and deplete his till. When not so vigorously employed,

they sit in the shadow of the decrepit porch in front of the store which has from time immemorial protected their kind from the ravages of sun and rain, chew tobacco and smoke cigarettes swiped from the grocer's show case, spit upon the sidewalk and ogle any ladies who may be passing by.

### Is Out of Date.

The grocer who tolerates this nuisance about his store is out of date. The custom he would lose by driving the loafers away doesn't amount to a hill of beans. It is as nothing compared with the custom he stands to gain by making his business premises respectable, eradicating the tobacco-spit trade mark from the front of his store, and protecting from gratuitous insult the passers-by, among whom he must secure the larger portion of his customers.

It is an incontrovertible fact, borne out by the police everywhere, that such hangers-on are at the bottom of a vast majority of the petty burglaries to which small towns are every now and then subjected. This fact should prompt merchants of all classes to united action, especially where the merchants individually concerned is unable or hesitates to remedy the nuisance himself.

### Dynamite the Porch.

The first step should be the removal, by dynamite if necessary of that time-honored porch, which, through bygone ages, has protected the genius loafer from the elements. Robbed of this shelter, under which he seems to thrive as do mushrooms in warm, damp shade, the loafer may usually be counted on to seek fresh fields and pastures new.

On a certain side street in my town are three groceries. One is crowded with loafers at all times; the two others have never known them. Oddly enough the one where the loafers congregate, is the one with the obsolete verandah. Significant, too, is the fact that the store with the verandah—and the loafers—has always done the poorest business.

### Firmness is Needed.

But the porch is not entirely to blame. Much rests with the grocer himself. There are some business men to whom these barnacles would never dream of attaching themselves. There are others to whom they almost instinctively cling.

Though it is easier to start right than it is to switch to the right path after

one has been following the wrong one for years, nevertheless, business demands that the loafer be eliminated. A little firmness will usually effect the desired result. It must be consistent firmness, however. The grocer cannot afford to be violent one day, and atone for his violence by holding forth the olive branch the next.

In an extreme contingency, the intervention of the police, provided they can be awakened for the purpose, will do good. But in the instance I have mentioned, the two stores which were free from loafers were kept so without the policeman's aid. The fault lies largely where the remedy must also lie, with the grocer himself.

### The Loafer Within.

Harder, perhaps, to deal with than the outside loafer, is the loafer within. I refer to the personal friend. Friendship is a good thing, doubtless; but the grocer is, first and foremost, a business man. It is his business to supply the public with certain recognized commodities, and anything which interferes with that business should be frowned upon.

So that, when your warm friend forms the habit of dropping in every day or so and talking to you by the hour, don't encourage him too much. The compliment is obvious; but it is not valuable in the upbuilding of your business.

Pleasure should never be allowed to interfere with business during business hours; just as business should never be allowed to intrude into the hours set forth for recreation or rest.

### A Little Gentle Discouragement.

Hence, when your friend drops in and commences to tell you funny stories at which he laughs before he finishes them and at which you do not laugh at all, when he chats of the day's glorious fishing he has had up the creek and expatiates upon the beauties of his new gasoline launch or the cleverness of his new son and heir—if, in the midst of it all a customer comes in, seize the opportunity to politely murmur, "Excuse me!"

I know a grocer who always breaks off his personal conversations that way whenever a customer comes in. Whether his clerks are busy or disengaged, he always greets the customer personally, whenever possible he takes her order himself. This is good business. First, it has a dampening effect upon the friend's ardor to waste the grocer's time. Second, the customer appreciates the compliment. The word goes round: "I like to deal with Grocer So-and-So. No matter how busy he is, he always stops to speak to me."

### A More Objectionable Type.

Occasionally the inside loafer is of a more objectionable type. Not only does



he consume your time in uninteresting conversation, but he makes your store his favorite "stamping ground." Here he meets his boon companions, when the party monopolize all the seats, and swap so-called "funny" stories. They usually smoke, they sometimes spit on the floor, then generally bear the aroma of booze upon their breath. The grocery, blessed with their presence, looks like a bar-room, just lacking the bar. While a case like this is exceptional, and rarely occurs where the proprietor himself is not of the same type, I have nevertheless known good businesses in other lines than groceries ruined by just such hangers on. It is scarcely necessary to point out that a practice of this kind must be nipped in the bud. The majority of the grocer's customers are housewives. The housewife is peculiarly sensitive on certain points; and the manner of store with which she deals is one of them. She will go further and pay more, rather than enter a store where there are two or three of these camp followers.

The grocer should never forget that business is business. The further he separates his business life from his private life the more successful he is bound to be. This is true with reference to his associates, as well as with reference to his handling of his business and private finances. From the mere point of view of money-making, it is good business to eliminate the loafer, whether inside or out. But the grocer's business is not mere money-making. He is concerned in supplying the needs of a vast army of people. Just as the commissariat department is the most important to the success of an invading army, so the grocery business is vital to the onward march of the world's work. In introducing honest goods at honest prices to an added army of workers, the grocer is doing good, not to himself alone, but likewise to them. And, in discouraging anything which stands in the way of the successful fulfilment of his mission, he is doing an integral part of his simple yet important duty.

#### THE REWARD OF VIRTUE.

People like to be talked to. The man who said "Silence is golden" may have been a good politician, but he was a poor salesman.

Even if your goods are gilt edged—the finest in this or any other planet—even if they ought to sell themselves, you will find it to your advantage to talk pleasantly with your public.

Your goods may possess all the four virtues, but these virtues will become apparent, more definite and concrete, if they are crystalized into expression and find expression in words.

Virtue that is not advertised has to be its own reward.—Curtis Publishing Company.

## The Grocer's Man Outside

THE ADVANTAGES AND DISADVANTAGES OF ORDER TAKING

In the town or small city, the retail grocer's "man outside" is often an important functionary.

Many grocers make it a custom to send out men regularly, always once, often twice or more, each week, to call on favored customers and secure their orders. There is generally one such man attached to every leading store. He has his regular routes, and covers them usually during the mornings; in the afternoons, when business down town is brisk, he tends counter. Sometimes the head clerk is sent out; at other times the driver covers the city as part of his duties.

The "man outside" in no sense takes the place of newspaper advertising. He has little to do with the building up of new business. He does not go after it the way the wholesaler's traveler does. If enterprising, he makes the acquaintance of new residents and puts in a good word for his firm; but as for cutting into another grocer's territory, such a thing is contrary to professional etiquette and is usually frowned upon.

#### The Argument.

The argument, briefly, is this:

"During certain hours we have a quiet time in our store. If we have a staff equal to the exigencies of the busy hours, it is usually one or two men too large for the dull hours."

Hence, what more rational than to send out a man with a rig or on a bicycle, to make a tour of the firm's most favored customers and secure their orders. By so doing, the day's business is made to balance, and the surplus man is kept usefully employed. Furthermore, while incursions are rarely, if ever, made into a rival's territory, the regular visits of the order-taker help to keep the customer in touch with the firm, and to preserve the latter's territory intact.

The system has been in vogue for many years, and, that grocers carrying it on are satisfied with its workings is best shown by the fact that few, if any, have discontinued it.

#### Encourages Credit Business.

The order-taking system at the same time has one bad tendency. It discourages cash and encourages credit business. The man who solicits orders from house to house is in a certain measure asking a favor, and thereby placing him-

self in a false position. The public, queerly enough, argues upside-down in this regard. The argument runs thus:

"If I let you come to my house and take my order, I am doing you a favor, and you should reciprocate by not asking me to pay until I am ready. If, on the other hand, I come to your store and save you the trouble of sending for my order, you are perfectly free to insist that I pay cash."

Some of the resulting credits are pretty long. Grocers I know of have carried hundreds of dollars for such customers on their books. I know one account that probably during a period of twelve years was rarely, if ever, less than \$100, and was sometimes double that amount. To be brief, the grocer sent a man to secure the order, delivered the goods, charged them at cash prices, and finally, made the purchaser a present of \$100 in cash—for that is the amount which the interest on that long-standing loan would probably come to.

#### Must Know His Business.

To be of any use to his employer, the "man outside" must know his business. And yet, patent as this statement appears, it is not the rule by any means for him to know his business. Sometimes he doesn't have more than the faintest glimmer of knowledge.

The following is the substance of an actual conversation between a housewife and a prominent grocer's "man outside"—in this case the boy driving the delivery rig.

"How much are eggs to-day?"

"Dunno."

"Has Mr. S. any bananas in yet?"

"Dunno."

"How much is butter to-day?"

"Dunno," Then, with a sudden glimmer of intelligence, "I never bother to ask about them things."

This is the first type, the lowest strata, of "man outside." For all practical purposes, such an emissary might as well not be sent out at all. Housewives to-day are measurably educated in business methods. They have sold farm produce on the market, they have themselves clerked in stores or they worked in business offices. They want to know what they are getting, and how much they will have to pay for it. If the

order man doesn't know, the housewife doesn't buy. That's all.

No—it is not all. Chances are, the housewife buys elsewhere.

**Some Just Order-takers.**

Next in rank comes the "man outside" who is "just an order-taker." He knocks at the door, says "Good morning, Mrs. Smith," asks if there is anything she wants to-day, writes it all down on his little pad, answers her questions specifically, and finally, with another "Good morning, ma'am," departs.

He has held his own. He is a pretty fair cog in the business wheel. At the appointed time he bobs up in precisely the same place as ever, does his work in the same way, and departs with the same satisfied smile.

**The Man With Initiative.**

Right at the top of the ladder is the man with initiative. He knows groceries from start to finish. Sometimes he has been in business in a small way himself, and has transferred from the corner grocery and independence to the store on the main street and a salary, in order that he may gain experience in the wider field. After he has jotted down the order, he commences a polite cross-examination.

"But, is there anything more?" he asks insinuatingly. "We have some nice strawberries just in—the first of the season," or, "I suppose you are going to the picnic on Thursday. We have some nice cooked ham, just the thing for sandwiches." And, after the ham is jotted down, he suggests half a dozen other things for the picnic, till the order has mounted up from 45 cents to \$2.75.

It all comes of knowing what the store has to offer, and prices, and everything about the goods. The man with initiative seems always to think of the right thing at the right moment, and very often he manages to accomplish that most difficult of achievements, presenting it in the right way.

To graduate from the indifference of the lowest rank to the self-satisfaction of the middle rank is less difficult than to graduate from the self-satisfaction of the middle to the hustle at the top. The low rank man is guilty of a fault; the middle rank man has formed a habit. But either can reach the top class, with its promise of greater things, if there is any vestige of man in him at all.

Each individual in partnership is responsible for the whole amount of the debts of the firm.

An endorser of a note is exempt from liability if not served with notice of its dishonor within twenty-four hours of the non-payment.

**Selling Goods "At Cost"**

IS IT ADVISABLE TO ADVERTISE IN THIS WAY?—WHAT THE CUSTOMER USUALLY THINKS.

The great semi-annual blunder of advertising goods "at cost" is keeping its dates as usual, as shown by an examination of newspapers from all parts of the country. Not that it is always a mistake to sell at cost, or even below cost, for there are times not a few when just that course marks the long-headed, farsighted merchant. But to advertise that you are selling at cost is a mistake, no matter how true it may be.

In the first place, the merchant who advertises to sell at cost, and really does sell at cost, gives away his profits in a double sense; he not only loses his profits (which may be just the thing to do) but he lets his customers know his percentage of profit on the articles so sold (which certainly is not just the thing to do).

If, for instance, a customer who priced article before the price was cut, responds to the "at cost" ad and prices it again, that customer knows what your regular profit has been on that particular thing. If it happens to be a thing on which the profit is large, he will immediately conclude that your other profits are in proportion, put you down for a robber and keep away from you except when you cut prices. If, on the other hand, it happens to be an article that is sold on a very close margin, he will just as quickly put you down for a liar and keep away from you all the time.

It is perfectly safe and entirely fair to say "at cost and below," then print the old and new prices without specifying which are "at" and which "below." And, by the way, it is also well within the truth to say "below cost," if the cost marked on your goods is the price at which you were billed by your jobber or manufacturer, for your real actual cost includes freight, cartage, clerk-hire, rent, heat, light and a lot of fixed charges that most merchants do not take into account in marking costs, though they may be figured into the margin for profit.

You say a "below cost" ad will not be believed. Indeed it will. Simply say, "Here are these refrigerators—brand new, this season's goods, every one of them, and they'll be just as good next summer as they are now. But I can't afford to keep them and if you'll take one of them off my hands now, I can well afford to give up all my profit and more, too.

"Why? I'll tell you.

"I have, say, \$425 in these refrigera-

tors. If I don't get it out of them now, they will lay in my store-rooms all winter and not make a cent for me. If I can get say \$400 out of them now, I can put that money into some winter goods that will turn over before the first of December with a profit of say \$35, and then I'll have the ready cash to put into something else that will sell and pay a profit before the refrigerator season comes around again. In fact, I might be able, by my quick sales and small profits method, to turn that money over three times, each time with a profit before I could sell these refrigerators. That's the secret of my success—spot cash buying and no dead stock—and that's why you can now buy "This Season's Best Makes of Refrigerators Below their Actual Cost to Me."

*(Old and New Prices Here)*

That isn't necessarily a model ad of its kind, but it's a line of argument that ought to convince people and sell goods. It's absolutely frank and above-board; the reasoning will hold water, the general policy would be approved by most good business men, and, not the least important, it takes your customer into your confidence in a way that will make him trust you, and, more than this, your methods.—Printer's Ink.

**WELL TRAINED GROCERS.**

If we want pure food, honest weight and generally satisfactory service from the grocer, we must not look to laws to give them, but must expect them only when the grocer is well trained, when he is made fit, for it is through ignorance that most of the faults in the grocer's service have been allowed to develop. It would probably pay the state to provide schools of instruction for all dealers in food products, using for the purpose the funds now wasted through the foods and dairy commissions, in the running down of petty violations of the law that endanger neither health nor pocket. There are very many grocers who need no instruction in their duties, but "there are others," and there are also assistants, the coming grocers, who are finding it harder and harder to learn the things that were the common heritage of all grocers' apprentices in the brave days of old, ere package goods were known.—Merchants' Review.

# Practical Grocery Advertising

THE STATEMENT OF PRICE A MOST IMPORTANT FACTOR IN AD. WRITING—  
SOME ILLUSTRATIVE SPECIMENS.

In nine cases out of ten it is the price which decides the buyer. You may explain all the qualities of a certain article in the most interesting manner to a possible customer, but if you omit mention of the price, the inevitable inquiry of the customer is "Yes! But what's the price?"

It is not to be inferred, however, that because the price is usually the deciding factor in a sale that it is necessary to offer cut prices. Not by any means. The method of the most successful advertisers is to make the quality of the article justify its price.

Along this line a recent issue of "Printers' Ink" has this to say:

### Play Up the Price.

"How does it happen that so many advertisers with eyes to see and brains to analyze persistently ignore one of the most compelling features of all advertising—the Price? The people, of all others, who are in best position to judge of the comparative pulling power of different kinds of advertising are the department stores. See how they play up the price. Much department store advertising is nothing more than a maze of prices. Yet how it pulls! We have heard some advertisers say: 'Advertising the price is all right for retail stores or cheap commodities but it would never do for me. I make the finest article of its kind in the market and my competitors are able to advertise much lower prices. Why, if I named my price it would scare away possible customers.'

"Don't you believe it. The price is vital. Suppose your price is higher—that is the best argument in the world that you have the best goods. If people would answer advertisements just to find out the price, then there would be some ground for this attitude. But they don't take that trouble. If the price isn't named, the natural inclination is to pass up the whole matter and go on to something more interesting.

"Another advantage of advertising the price is that it is the most direct way possible of saying: 'I want your order.' The way to get business is to ask for it. Talk, however clever, that doesn't lead right straight up to the buying thought is obstructive. There

is a time and a place for "prestige advertising," but the trouble with too many campaigns is that they never get beyond the prestige point. Advertising that will "cash in" is needed to make prestige work profitable. Playing up the price never hurt any proposition that is on a sound, business-like basis."

In another place in the same issue of Printers' Ink the following illustrated comparison between a priced ad. and a non-priced ad. takes place:

### An Illustrated Comparison.

"Which of these two advertisements is most likely to do the business? They appear side by side in the papers and



We've put down armfuls and armfuls of shoes—down on the bargain table.  
High shoes of all sorts.  
Oxfords of all sorts—including russets.  
All sizes from 5½ to 11, in all widths.

100 pairs of \$2.00 value  
100 pairs of \$3.00 value  
80 pairs of \$4.00 value  
80 pairs of \$5.00 value

**\$2.95.**

**ROGERS, FRET & COMPANY.**  
Three Broadway Stores.

238	842	1302
at	at	at
Warren st.	12th st.	34th st.

Please note change of uptown store from 23rd St. to N. E. corner 24th St. and Broadway.



The former—I could show these fellows how to sell a boat.  
The latter—you must be Commodore of the "Ticking Chair Fleet."

**DRESSING THE PART**  
There's a lot in dressing the part, whether you sail a boat or not.  
And in having a presentable crew.  
Or perhaps motoring or tennis are more in your line.  
The proper apparel, in any case, is to be had here and on a moment's notice.  
Present prices are greatly reduced in both clothing and furnishings.  
This is one-third off.

**Browning, King & Company**  
Broadway at 32nd Street  
Copper Square at 5th Street  
Fulton Street, Brooklyn

A Comparative Illustration of How to and How Not to Begin an Ad.

emanate from houses in the same line of business.

"One ad. travels all around the lot and then winds up by telling you that 'present prices are greatly reduced.' What does that mean? How does it interest me? What am I supposed to do about it anyhow?"

"The other ad. tells about certain kinds of shoes that are on the bargain table to-day at \$2.95. Here's something definite—a proposition that must either be accepted or rejected.

"Which of these two competitive advertisers is getting the most out of his space, and which is likely to be most pleased with the results of his advertising?"

### A Good Specimen From Calgary.

The points brought out in the above discussion are pretty well brought out in the ad. reproduced herewith of S. G. Freeze, of Calgary, which appeared recently in the Albertan. This is a fine business-like piece of work and the ad.-writer has gotten right down to business and the talking of values and quoting prices without wasting a word. Some authorities would criticize the omission of an introduction but for the nature of the ad.—offerings for one day—this seems unnecessary. The closing line at the bottom of the prices, viz., "The above prices are for cash only and the goods are guaranteed to be first-class" could not well be better put, though a question might be aroused as to what the "guarantee" covered. This line, too, tells a good deal about the store's business methods and ought to have a mighty good impression on the housewives who read it. The ad. is well arranged and well balanced and the compositor who put it together ought to have Mr. Freeze's thanks.

### Some Criticism.

Another business-like ad. is that of H. Morrow, but it lacks the good appearance and legibility of the Freeze ad., although both ads. are just about the same size. It is a fact that legibility counts a whole lot in advertising. The easier an ad. is to read the more people will read it. There is room for considerable improvement in the set-up of the Morrow ad. In the first place, no good purpose seems to have been served by setting the last two words of the headline (viz: "In Groceries") in a larger size of type than the other part of the sentence. The whole sentence would be much more catchy had the smaller size type been used. No improvement can be suggested for the next sentence. The itemized section of the ad. would be more readable and infinitely neater in appearance if set up after the style of the Freeze ad. The division into three columns makes paragraphs which have shorter lines and

more depth, thus adding immensely to its legibility.

A small ad., including a brief talk on tea, submitted by Harry Ranahan, London, is well-planned and nicely put together, but the space used was scarcely large enough to make the talk as convincing as it might have been.

**DON'T ABUSE SUPERLATIVES.**

Do not show peevishness or irritation with your rivals in an advertisement. For no one cares to know about an advertiser's griefs or feelings, as each person addressed has enough of his own. Ill-temper is never inviting, and one who finds it on the newspaper page will suspect its appearance at the advertiser's place of business.

Do not say that your store is the "only reliable place" in which to procure a certain line of goods. Either in a large city or a small village this statement can hardly be true, and if it were true it will seem to everyone who reads the statement incredible. Some of the most persuasive advertisements written are those which make thoroughly modest claims. Avowals that win belief, even if they are not magnificent, are vastly more effective than those which are too magnificently expressed. With the single exception of those who run shows and circuses, it is well for advertisers to be shy in the exploitation of superlatives. The public, for some reason, however, expects and tolerates a flamboyant method for public exhibitions and would be disappointed if it were lacking when the heralds thereof arrive. It seems to be in fact a part of the show and which with the street procession, is given free.

Do not fail to consider the constituency you wish to address, but do not forget that there are some fish that can be caught in any stream. While the magazine printed for a girls' school would not be an ideal medium for a store that sells men's ready to wear clothes, it will still be true that almost everyone of its 700 or a thousand copies goes into the homes of the well to do where there are men. If a brief, inexpensive advertisement secures one pleased customer through any medium it will not have been placed in vain.

Do not conclude suddenly, if no response comes from advertising within ten days or two weeks, that there has necessarily been some blunder made which should be corrected. Lightning strikes, to be sure, soon after the flash, but there are some farm crops that it takes two years to harvest. The recoil from an advertisement, therefore, may be slow and yet sure.—Publisher and Retailer.

**CHOOSING CATCH PHRASES.**

The value of a good catch phrase in advertising is unquestioned, but it should be chosen with great care. To be of any value it should do more than attract attention—it should tell a story, concrete, compact and unforgettable.

One of the best examples we have ever had is the well-known phrase that

In contrast I give you an example of the folly of adopting a catch phrase just for the sake of having one. A furniture dealer in Boston, some years ago, used the expression "when in doubt buy of . . . ." This is inapt, carrying as it does entirely the wrong suggestion. Our furniture friend was evidently a devotee of "Bridge," and his

# Grocery Bargains

For Today--Wednesday

**POTATOES**—B. C. Potatoes; fine stock; Wednesday bargain per bushel . . . . .95c

**ONIONS** — Large Washington onions; regular 6 lbs for 25c; Wednesday bargain 10 lbs for . . . . .25c

**CARROTS**—New carrots; regular 6 lbs for 25c; Wednesday bargain, 11 lbs for. . . . .25c

**BEETS**—New Beets; Wednesday bargain, 11 lbs for. . . . .25c

**TURNIPS**—New Swede turnips; Wednesday bargain, 15 lbs for . . . . .25c

**APPLES** —New B. C. apples; duchess and yellow; transparent, for eating or cooking; Wednesday bargain, 6 lbs. for 25c, or per box . . . . . \$1.65

**ROLLED-OATS**—The best brand Wednesday bargain per 8 lb sack . . . . . 30c

**JAM**—The Diamond brand pure fruit jam in regular 25c bottles Wednesday bargain per bottle . . . . .15c

**PINE APPLE** —The Steamer brand in heavy syrup; regular 20c per tin; Wednesday bargain per tin 15c, or 7 for \$1.00

**BUTTER**—Fine Dairy Butter; Wednesday bargain 2 lbs for 45c, or 5 lbs for . . . . . \$1.10

**VINEGAR**—Crosse and Blackwell's in large bottles; regular 30c per bottle; Wednesday bargain per bottle . . . . .25c

**ORANGES**—Fine sweet juicy Valencia oranges; regular 35c per dozen; Wednesday bargain per doz . . . . .25c

**LEMONS**—Extra fancy California lemons; regular 35c per dozen; Wednesday bargain per dozen . . . . .25c

**PEACHES**—Fine eating peaches; Wednesday bargain per lb . . . . .10c

**CORN FLAKES AND MALTA VITA**—These delicious breakfast foods; regular 12½c per package; Wednesday bargain per package 10c, or 10 for 95c

**JELLY POWDERS**—Wednesday bargain 6 packages for. . . . .25c

**CATSUP**—Tomato catsup; regular 2 tins for 25c; Wednesday bargain 3 tins for . . . . .25c

**LARD**—Fine quality pure Leaf lard, in 3 lb. pails; regular 60c; Wednesday bargain per pail . . . . .50c  
Five lb pails; regular 90c; Wednesday bargain per pail . . . . .80c

**RED CABBAGE PICKLE**—In regular 25c tins; Wednesday bargains per bottle . . . . .15c

**FRENCH PEAS**—Imported from Bordeaux, France; regular 25c per tin; Wednesday bargain 3 tins for . . . . .25c

**SUGAR**—B. C. Granulated sugar in 20 lb. sacks; Wednesday bargain per sack . . . . . \$1.15

**TOMATOES**—Nice ripe B. C. tomatoes in 4 lb. baskets; Wednesday bargain per basket 30c, or, per crate of four baskets . . . . . \$1.15

**WORCESTERSHIRE SAUCE** —Baird's sauce, imported from Glasgow, Scotland; extra good quality; regular 15c per bottle; Wednesday bargain, per bottle . . . . .10c

**CLOTHES PINS**—Best wooden clothes pins; regular 5c dozen; Wednesday bargain, 4 dozen for . . . . .10c

**CELERY**—Nice fresh celery; Wednesday bargain 2 lbs. for . . . . .25c

**BLUE**—The Victoria brand; regular 10c packages; Wednesday bargain, per package 5c

**TANGLEFOOT FLY PAPER**—Sticky; regular 2 double sheets for 10c; Wednesday bargain 4 double sheets for . . . . .10c

**SAPOLIO**—This is one of the best scouring soaps; regular 15c per cake; Wednesday bargain, per cake . . . . .10c

**STOVE POLISH**—The Sultana brand; regular 15c per tin; Wednesday bargain, per tin 10c

The above prices are for cash only, and goods are guaranteed to be first class.

## S. G. FREEZE

Phone 367 Pure Food Grocer 223a 8th Av. E

PRACTICAL ADVERTISING—A Well-written Ad. from Calgary.

helped to popularize amateur photography: "You press the button, we do the rest." Packed in this single, short sentence was the powerful suggestion that you could "take" all the pictures you desired, while the detail work of bringing out the finished product was not for you, if you wished to avoid it.

phrase was adapted from the well-known advice of Hoyle. It seems to me that if I had been a rival dealer I should have had something to say in my advertising to the effect, that: "There is no doubt in the minds of 10,000 pleased and satisfied customers that Andrews Furniture Co. is the best

place to trade." A home furnishing company in Detroit, Mich., did better, I think, when it said: "You furnish the girl, we do the rest." But this could have been improved upon and imitation avoided by saying, in the latter portion of the phrase, "we furnish the home"—that being just the thing that ought to be emphasized. You see what a difference it makes how you put it. It is like the old joke of the man who said that he "fell notwithstanding." A

or three damage suits saved to pay it. Brevity is said to be the soul of wit—it is certainly the salvation of the sign writer.

"Twenty thousand dollars' worth of new furniture in every bottle" was not a bad expression to use in connection with a furniture polish.

"A square foot of real estate is worth more than a dozen castles in the air" goes well with an advertisement of house lots.

the masthead. A phrase that has a strained effect will never stick in anybody's memory.—Amos Woodbury Ridout, in Printers' Ink.

**GET ACQUAINTED WITH COMPETITORS.**

Have you paid that long-deferred visit to your competitor yet? It is time you did. Instead of listening to the tales brought by some customer that the fellow across the way is cutting prices, and following the lead without investigating, how much better it would be to go over and see for yourself that he is not as bad as painted, but that the customer is carrying stories just to get a few cents off regular price.

Probably the other dealer would be glad to come over to your store first, but he don't know just how you would take it, and he thinks you would suspect him of spying and trying to learn your secrets, how much stock you have on hand, and lots of other things that you would have no idea of accusing him of.

Go over and give your brother dealer a pleasant call. Go in the front door, and not armed through the rear. When your customers find that you are on friendly terms with the trade, they will cease trying to get price concessions, will pay their bills more promptly, and if there is one who wants to run an account in hopes of never paying it, he will hesitate to try it upon dealers who are friendly with one another.

Get acquainted with the other dealer the first opportunity you have. He'll appreciate your advances.—Eli Grocer.

**USEFUL LEGAL NOTES.**

- A note by a minor is void.
- It is a fraud to conceal a fraud.
- It is illegal to compound a felony.
- Ignorance of the law excuses none.
- Signatures in lead pencil are good in law.
- Notes bear interest only when so stated.
- Principals are responsible for their agents.
- A receipt for money is not legally conclusive.
- An agreement without a consideration is void.
- A promissory note dated on Sunday is void.
- The acts of one partner binds all the others.
- Contracts made on Sunday cannot be enforced.
- The law compels no one to do impossibilities.
- A note obtained by fraud, or from one intoxicated, is void.
- If a note be lost or stolen, it does not release the maker; he must pay it.

**PAY-DAY BARGAINS IN GROCERIES**

The following is a list of our special prices for our Cash Sale commencing on September 16th and ending September 24th, the last day of the fair.

<b>Tomatoes</b> , Gazelle brand, 3lb tin, regular 20c Sale price, 15c per can, or \$3.25 per case	<b>Tea</b> , finest, 50c grade, sale price, 35c, or three lbs. for \$1
<b>Peas</b> , Gazelle brand, very finest, reg. 15c, Sale price, 10c per can, or \$2.35 per case	<b>Jam</b> , Simcoe brand, 7 lb. pails, regular 75c, sale price, 60c per pail
<b>Corn</b> , Gazelle brand, reg. 15c, Sale price, 10c per can, or \$2.35 per case	<b>Golden West Lye</b> , good disinfectant, regular 2 for 25c, sale price, 10c per can
<b>Wax Beans</b> , reg. 15c, Sale price 10c per can	<b>Golden West Soap</b> , regular 25c per packet, Sale price, 5 packets for \$1
<b>Peaches</b> , Gazelle brand, reg. 25c, Sale price, 20c per can	<b>Royal Crown Soap</b> , regular 25c per packet, Sale price, 5 packets for \$1
<b>Pears</b> , Gazelle brand, regular 25c, Sale price, 20c per can	<b>Sunlight Soap</b> , regular 16 bar for \$1, sale price, 20 bars for \$1. (One box toilet soap, worth 35c, with every \$1 worth.)
<b>Plums</b> , best brand, regular 25c, sale price, two for 35c	<b>Rowat's Pickles</b> , large, 40 oz. bottles, reg. price, 40c, sale price 30c per bottle
<b>Raspberries</b> , Bowlby brand, regular 25c, Sale price, 20c per can	<b>St. George's Pure Jam</b> , 5 lb. sealed tins, sale price, 55c
<b>Blueberries</b> , regular price 20c, sale price, two for 25c	<b>B.C. Apples</b> , 40 lb. Boxes, \$1.85; 5 lbs. 25c
<b>Condensed Milk</b> , Reindeer brand, reg. price 20c, Sale price, 15c per can, or 7 cans for \$1.00	<b>Jelly Powder</b> , Trophy brand, regular 10c. packets, Sale price, 4 for 25c, or 65c per doz.
<b>Condensed Cream</b> , St. Charles, reg. price, 20c, sale price, 15c per can, or 7 cans for \$1	<b>Baking Powder</b> , Trophy brand, regular 25c Sale price, 20c per can
<b>Celery</b> , nice, fresh, crisp, B.C., regular 15c, sale price, two lbs. for 25c	<b>Evaporated Apricots</b> , regular 25c, sale price, 15c per lb.
<b>Tea</b> , Ceylon, regular 40c per lb, Sale price, four lbs. for \$1	<b>Worcestershire Sauce</b> , Bairds, 4 pint bottles, regular 20c, sale price, 2 for 25c
<b>Pure Maple Syrup</b> , 1 gallon, regular \$1.75, Sale price, \$1.50. Half-gallon, 75c.	

**TERMS CASH. Goods Delivered to all Parts of the City C. O. D.**

**H. MORROW**

THIRD AVENUE

'PHONE 177

PRACTICAL ADVERTISING—A Good Example from a Cash Grocery.

friend who tried to repeat the joke said that "he fell nevertheless."

When I was a boy railroad crossings bore a massive sign which read: "Railroad Crossing, Look Out for the Engine while the Bell Rings." But accidents were common, and finally one railroad management was wise enough to pay a man to produce something that would hit people quick and hard. This he did with the familiar sign: "Stop, Look, Listen." It is said that the writer received \$6,000 for his work. It seems a large fee, but it would only take two

"It serves you right" and "There's a plate for you" are phrases that have been made the trademark of successful restaurants.

A barber in Chicago says over his door: "Take home a shave."

A lunch room in Haverhill, Mass., is called "The Life Saving Station." This may or may not be appropriate. I have seen places of that nature that I considered I saved my life by keeping out of. A catch phrase will inevitably have a facetious turn to it, but unless it does more than that, don't nail it to

## Dispensing With Delivery

DISCUSSION AND SUGGESTION REGARDING A PROBLEM OF INTEREST TO EVERY GROCER.

A grocer in San Jose, California, is attempting to put into practice what thousands of grocers have always considered would be a good thing for the trade, but which they have decided was impossible of accomplishment, namely, the regulation of the delivery problem, so that only articles too large to handle would be delivered by the grocer.

In a circular letter which this merchant recently had published in his local paper, he says:

"The good public, as a rule, hardly realizes what a hardship and expense the delivery of groceries by grocers' wagons means to the man in business. While the free delivery of goods means much to many customers, it has its unfair points, and is not an equal privilege for all kinds of customers. For customers living in the city free delivery is a convenience more often over-used than properly used. For the customers living outside of the city it is decidedly unfair; they cannot use the free delivery. This brings out one vital point: The town people should pay for delivery of goods, and the country people who handle their own goods would be ahead of this charge, which is surely due them.

"If the grocery people do not deliver goods the public would get about a 5 per cent. lower price on most goods.

"From city trade the grocer is troubled with small, in fact very small, orders, sometimes a cake of yeast to be delivered a mile; sometimes an order for 15 or 20 cents' worth of merchandise, such orders are unfair, and brings one to the point of making a minimum amount for delivery. Say orders for less than 50 cents' worth of goods will not be delivered. The amount is not large, and no larger than any housekeeper could make her order.

"Few ladies realize how much it costs to handle small orders. Some ladies don't send their order in until almost dinner or supper time, and, seemingly, they think their one order is the only order the store has to handle, as they expect it at once.

"The ordinary grocer makes four deliveries per day in well populated localities, and this immense amount of ground covered over and over again is hard on teams, wagons and men; although even this four-times-a-day delivery does not seem enough for some housewives; simply because they fail to give it the thought of getting together

an order of any size, not because they don't care, but because they don't think over their wants.

"If delivery was to be charged for, and price of goods made correspondingly lower, the lady ordering four times a day would pay a minimum price of 10 cents per order, or 40 cents per day, or for a week \$2.40. If she ordered only twice a week she would pay only 20 cents. This illustration is for light-weight groceries. For heavy goods, such as potatoes, grain, etc., charge would be as to weight—about 10 cents per hundred.

"Possibly if delivery was not made free it would be well to have a transfer



CANADIAN GROCERY INTERIORS—McConnell Bros.' "Store of Quality," Moosejaw.

company or an automobile service handle goods for the combined grocers.

"These deductions might not suit all grocers (that is, big and little grocers), but there is no argument that will down the facts that the free delivery of goods is a big expense, and one that is increasing; and one that is, sooner or later, going to be handled by a company organized for that purpose, where all buyers will get the same benefit, country buyers and city buyers alike, where the person carrying his own goods is allowed for this service, and all are charged a lower price for groceries than they are now paying.

"This argument may be a trifle ahead of time at the present moment, as to relation to not delivering groceries, but

as to limiting the amount of purchase to say 50 cents' worth for free delivery, the time for consumers to consider such a fact is now. There is no merchant so overworked, so overtaxed, and no merchant asked to do so much free of charge as the groceryman.

"The buying public are the ones to give this article some thought, and they are the ones to lend their assistance to help the average grocer with some of these problems brought about by his aims to please the public in so many ways free of charge."

The above sounds first rate in print, and theoretically the idea is all right, but any man who has been in the grocery business long enough to understand the matter thoroughly, will admit that it will be a long time before the consuming public will accept and abide by the ideas outlined above. Co-operation amongst the merchants with the idea of centralizing and reducing the cost of that department to a minimum, is more practical and will command more care-

ful consideration at the hands of the up-to-date retail merchant.—Trade.

### CRAZY WITH THE HEAT.

"Can you tell me what steam is?" asked the examiner.

"Why, sure, sir," replied Patrick confidently. "Steam is—why—er—at's wather that's gone crazy with the heat."—Everybody's Magazine.

Now is a mighty good time to get those alterations made for Winter that you talked about doing last February. Doesn't the sleigh need a new coat of paint?

## More Dollars for the Grocer

BY D. DELOS BUTLER, BRANTFORD.

The following article, which gives a salesman's side of the question of soliciting orders will be read with interest by both grocers and clerks. Mr. Butler, whose photo appears herewith, is a clerk in Fred C. Harp's bright store in Brantford and has a few ideas of his own on grocers' problems. Incidentally, it might be mentioned that Mr. Butler won one of the prizes in The Grocer's last Christmas window-dressing contest.

Mr. Grocer! "Sit up and take notice." The taking of orders is more and more becoming one of the most important parts of the grocery business. How much business would you do through the week were it not for your orders?

Is there any room for improvement? That is the important question. What kind of a representative do you send to get the orders? Most grocers send the delivery boy or man. Some of these are bright, enterprising, exact and careful, yet with no knowledge of the stock or prices. Would you be content to allow the person you send for orders wait on those ladies if they come into your store or would you want a salesman, one who can sell?

If it is important to have a salesman in the store, it looks as if it were important to have a live salesman take the orders. He has not the goods to show, but if he knows his business and has the confidence of the customer, it means larger orders.

Did it ever occur to you that what profit is made on what the salesman sells over the regular order is clear gain? The same delivery, etc., does the work.

Most grocers have at least fifty places where they call for orders twice a week, a very modest number. A salesman could increase his orders, say, 25 cents on the average per order and this is not improbable figure out and see what you would gain in one year.

There is another good feature about sending a salesman. You can from time to time push off certain lines of goods that are going slowly. He also

has an excellent chance to judge homes, his knowledge will be of help to you if you do a credit business. He can also be constantly on the lookout for more business, often a little prejudice may exist, a customer may become indifferent, a complaint in regard to the prices of other stores. These are little things but are important. A good salesman would be more capable of giving these their proper attention.

Mr. Grocer, was it not hard work to get customers? Now why not make them count for the very most? You must have an interest in seeing that



D. D. BUTLER,  
An Energetic Brantford Grocery Clerk.

the orders are properly filled, that the salesman may keep faith with the customers and that he misrepresents nothing for the sake of making a sale. An honest statement about any article that the salesman has confidence in, will be sure to make sales, especially if he studies his work and uses enthusiasm and earnestness.

The hard feature for the salesman is that the employer never knows when the order comes in, what is the size of the order or, as is often the case, the whole order depends on the salesman.

Clerks, be aggressive. Never let well enough alone. Would you like to be a

good salesman? The best salesmen are not best by chance, but by training. Salesmanship is the important part of the grocery business and everything else depends on it.

### RETAIL GROCER IS A POWER.

The retailer is commencing to realize that he is a power and that as the last man between manufacturer and consumer he exerts a powerful influence.

The manufacturer creates the demand, but if the retailer is unwilling to hand out the article with good will a large portion of the manufacturer's effort is wasted.

The wise advertiser knows that the retailer is a very necessary link in the chain of distribution, and without the good will of the retailer for a product it is hard sledding to get an article to the consumer.

The consumer still has faith in the retailer, and a good word from him assists materially in marketing a product easily.

A retailer may keep in stock an article to which he is unfriendly and can curtail its sale very materially. Under the counter is a bad place for the manufacturer to have his goods stored. — Grocers' Review.

### AN UNIQUE GROCERY.

A grocer in Greater New York territory has recently opened up a store on entirely new lines. He sells only one brand of each article, at only one price. For instance, Star Milk is the only brand he carries in this line. A 9d coffee, one grade of peas, one brand of tomatoes, and so on through the whole list. All goods are sold for cash, and no deliveries are made. Notwithstanding this peculiar condition, to say the least, interesting venture, the store does a business of £120 per week, with only a manager and one boy. This seems almost incredible when the average grocer considers the amount of help he has to have to carry on a business doing this amount.—The Storekeeper.

The children who come into the store should receive just as careful attention as their parents. A good impression made on them is sure to be reported and will have a mighty beneficial effect.

Keep the sidewalks and crossings adjacent to your store clean and as far as possible dry. A clean and tidy crossing will alone often attract a good customer.

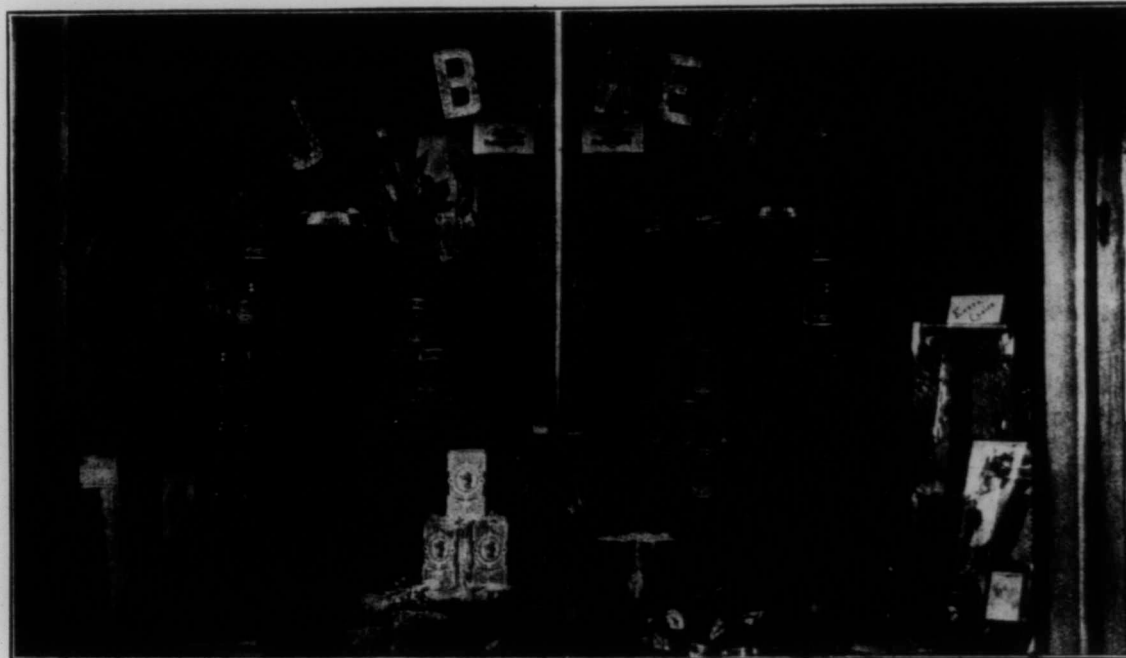
# Effective Grocery Window Dressing

EXAMPLES OF ATTRACTIVE WINDOW DISPLAYS—SUGGESTIONS FOR OUT-OF-THE-ORDINARY WINDOWS.

Though it is only October, ideas of Christmas are already beginning to percolate through peoples' heads, and many are already buying their holiday gifts. It is always good business to plan ahead and if the Christmas window display can be planned beforehand, and other matters similarly arranged, a good deal of the rush of the busiest season may be eliminated. With a view to helping in this good work, a couple of Christmas window displays are presented in this issue. They are both practical, easily made up from goods that can be sold and are consequently inexpensive. Both

glass stand of fruit, three tins apples, cranberries, oranges, Christmas crackers, packages of muscatel raisins, centre bowl of dates, packages in pyramids of currants, seeded raisins, figs, Christmas crackers, bowl of russet apples, three tier glass stand of apples, peccan nuts, grapes, bowl of chocolate, pudding in can, bottles of figs, tray of shelled walnuts, fancy boxes of candy. The middle of window rising from floor shows a box of prunes, with pyramids of preserved fruits, pyramids of tins of toffee, pyramids of fruits, topped by glass bowl of grape fruit, tray of almonds. The back

419 Yonge Street, Toronto. A companion window to this, dressed by the same clerk, carried off first prize in last year's contest. This is a comparatively simple window and yet is attractive and striking. The window pretty nearly tells the story of how it was dressed itself. The floor, as may be seen, is covered with nuts of several kinds, figs, raisins and boxes of Christmas confectionery and fruits. Boxes of confectionery are also hung by strings from the top of the window. Against a background built in the rear of the window is built a wall of oranges, a striking



WINDOW DRESSING—An Attractive Christmas Window from Pembroke.

windows shown, indeed, were sent in for The Grocer's window dressing contest last December. They are both applicable, as well, for use during the winter months, not necessarily only for Christmas.

## A Window From Pembroke.

Engraving No. 1 is a reproduction of a display sent in by H. Jones, of Pembroke. With the photo he forwarded the following description of the window:

"On the floor from left to right was a tray of table raisins, fancy boxes of chocolates, Christmas pudding, glass bowl of candies, large bowl of pears,

of window to the left, drums of Chinese figs, canned fruit with pineapple on top, umbrella boxes of figs, with pyramid of Chinese figs; right side same as left. Suspended from the ceiling were chains of fancy paper with Japanese lantern and large crimson bells and seasonable mottoes, fancy fans and evergreen, which owing to heavy reflection do not show in photo. The floor of window was covered with ruby paper which made a good background for the fruit and candies.

Engraving No. 2 shows a window dressed by J. C. Ecklin for J. Blood,

feature, and this is topped off and trimmed at the sides with holly. A border of green stuff around the front of the window also helps in giving a holiday touch. The window could have been made a great deal more effective by the addition of a few price tickets.

## A Unique Window From Walkerton.

Engraving No. 3 shows a unique window which is particularly seasonable at this time of the year, and is certainly something different from any idea we have heretofore seen presented. The window was dressed by Geo. Alardyce,



## THE CANADIAN GROCER

clerk for Whitehead & Huether, Walkerton, who forwarded the following description with the photo:

leave on view only the full, good-looking bunches. Fag ends of a bunch do not attract trade. It is the same with

long as stock and time permit. Buyers like to see their orders filled from an abundant lot of fresh-looking goods. When the stock in the window runs low, it is a good plan to take the remnant out, place in a basket or other container and offer it by itself. Fruit on display should never be allowed to take on the lonely old maid appearance. Same with vegetables."

The same authority discriminates between the use of different sorts of containers in displaying green goods. Small fruits in pony baskets and small boxes, he suggests, are best shown in those receptacles rather than in bulk, while the use of large bushel and half-bushel baskets and boxes gives the display a "woody" appearance, which detracts from the attractive appearance of the goods. Displays of fresh "ready-to-eat" goods are necessarily prepared quickly and have short shift of service, but we'd rather dispense with the baskets entirely when possible. If time permits, the effectiveness of the display would be enhanced by showing the goods in glass or china dishes, or even on big platters. Window experts are invited to try the effect of the two sorts of display. We'll wager that a composite group of fruit displayed on a fruit dish or platter will look so much better than the same line



WINDOW DRESSING—A Pleasing Window Dressed by a Toronto Clerk.

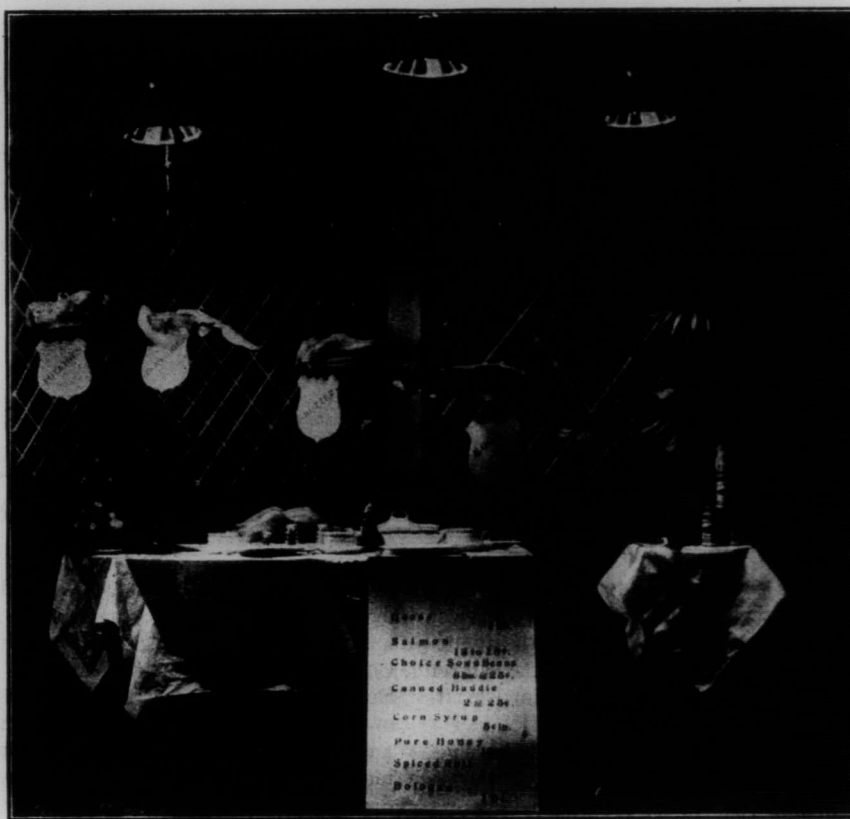
"The window includes a table set in the usual manner, with a good rug on the floor, with a small table in one corner of the window, upon which is placed a few tins salmon, herring, corn syrup and jars of honey. Suspended from the ceiling by invisible wires are the following dishes: Vegetable dish, porridge bowl, butter dish, egg dish and milk pitcher, with neatly printed card attached to each, and a pair large goose wings firmly wired to each, showing them to have taken wings and gone beyond the consumer's reach. Pinned to the table cloth next the window are cards, which may be seen in the photo."

any line of fruits. People do not care for the last orange of a lot, nor the

### HANDLING FRUIT WINDOWS.

"One must be everlastingly 'on the job' if he wishes to prevent a fruit window looking ragged half the time," said a well-known window trimmer to the writer this week. He was about to close the store on a Saturday night. The window was bare in anticipation of early receipts the following Monday morning, except for bunches of bananas which hung in the usual fashion upon hooks suspended from the ceiling. Only a half-dozen or so of the fruit remained unsold on one of the stalks. The speaker removed the stalk from the hook and laid the remnant aside to be disposed of as 'seconds.'

"That is one of the first things I learned from my preceptor in this line," he went on. "Every night before closing I look over the banana display and



WINDOW DRESSING—An Out-of-the-Ordinary Display from Walkerton.

last peach in a basket. When one sells from the stock on display, it is a good plan to keep the lot on sale filled up as

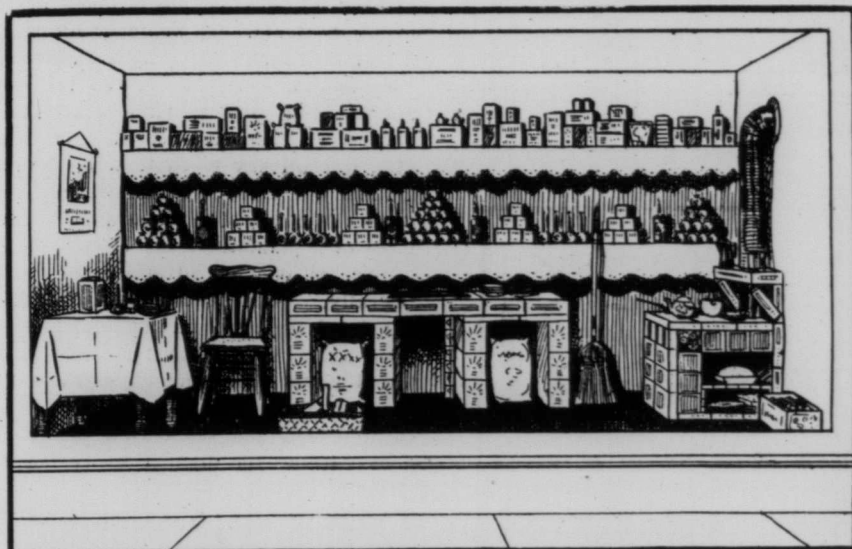
in a basket that customers will wish to buy dish and all—and dishes are profitable merchandise.

## Some Novelty Windows

HOW THEY ARE MADE AND WHAT THEY HAVE DONE.

With a view to helping grocers to get away from the ordinary, in most cases a very desirable feature, in their window dressings, there are offered here with a few suggestions of window dis-

tissue paper around the lamp, though, and take a chance of fire. The tissue paper can be arranged around the light so that it will not touch the bulb at all. The shelving is carefully covered with



NOVEL WINDOW DISPLAYS—Suggestion for a Kitchen Window.

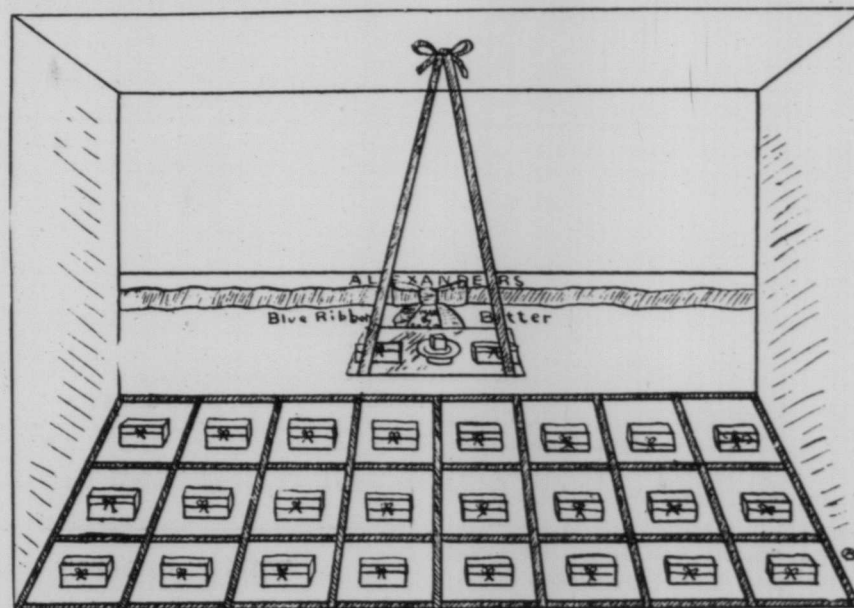
plays which are sure to attract a good deal of attention, and at the same time are calculated to be helpful in making sales, which is, after all, the real thing to get at in window dressing.

### A Kitchen Window.

The first display, numbered 1, is of a nature that will attract every housewife and child, and a good many of the men, too, who pass the store, and will set them talking about it at home. The sketch and suggestion appeared originally in the Grocery World. The only difficulty met in building this window will be in providing the wall to carry the shelving in the rear of the window. Some stores already have this in place, and in that case it only needs covering to represent the wall. Where this does not exist, a light framework covered with thick millboard can easily be arranged to fit the rear of the window. This covered framework should be preserved intact as it can be used over and over again for other windows.

It is surprising what a good kitchen display can be made with grocery goods. The stove, sink, table and all are made of cartons and cans. It's a hot stove, too. Inside the stove is an electric light with red tissue paper bunched up for it to shine through. Don't wrap the

shelf paper of a delicate tone to harmonize well with the colors of cartons in the display. The goods are nicely ar-



NOVEL WINDOW DISPLAYS—A Window that Increased Butter Sales.

ranged on the shelving to suggest a pantry. The sink is covered with cartons and some plates are placed on it.

The kitchen stove is a work of art. The stove pipe may be the real article,

or cartons may be used, except for the elbow, where a genuine stove pipe elbow will answer best. A tea-kettle, a frying pan and other receptacles are setting on the stove. In the oven, which is open to view, a cake is baking.

Don't forget to have a broom somewhere in sight. Every good kitchen is well guarded against dirt. Then there is a chair and a table. On the table is a beautifully snow white cloth. A few articles and products, such as cartons, cans and bottle, are placed on the table.

### A Window That Sold Butter.

The Grocery World tells of a window display which, with some activity and new methods, is said to have increased the butter sales of one store 500 per cent. How the result was accomplished, together with a description of the window that did the work, is given herewith. The story is told by the originator as follows:

"First we found a good creamery butter that could be depended upon. Next we contracted with the creamery company by the year, we furnishing the wrappers. The wrappers have a blue ribbon printed across one end with our name and the creamery's name. They do not cost much when buying in large quantities.

"We handle several grades of butter, each with a different colored ribbon on the wrapper. But we only push the sale of 'Blue Ribbon.' We next had souvenir postals printed and sent out to all of our customers.

"Before using this scheme we were selling about 50 pounds of butter a

week, while now we average over 300 pounds a week.

"Here is a description of one of several window displays we used:

"The floor was covered with white

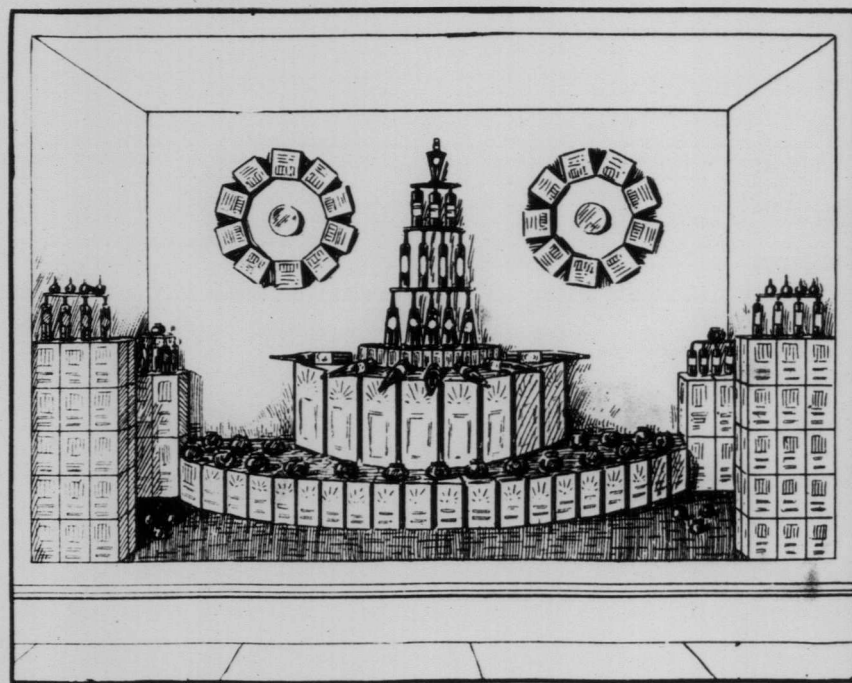
paper; on this were laid out squares (12 inches wide) with 1-inch strips of blue crepe tissue paper. Within each square was placed a pound of butter.

"We did not use butter, but used blocks of wood cut from a yellow pine scantling the width and depth of a pound of butter. When these were wrapped with butter paper you could not tell them from butter.

"For a background we used 30-inch paper tacked on a frame the length of the window. On this was made an imitation of the label on the butter. The letters were, of course, painted on, but the ribbon was made of blue crepe tissue paper, glued on in spots.

"In the centre of the window was a 5x30-inch glass shelf suspended from the ceiling by stovepipe wire. In front of these wires were stretched tissue rib-

bons. On this shelf were placed a few pounds of butter (imitation) and in the centre was a silver butter dish on which was a half-pound of real butter."



NOVEL WINDOW DISPLAYS—An Effective Carton and Bottle Design.

bons. On this shelf were placed a few pounds of butter (imitation) and in the centre was a silver butter dish on which was a half-pound of real butter."

#### A Window of Cartons and Bottles.

The window illustrated in engraving No. 3 is of rather a more conservative type than either of the other two, but presents the features of being very quickly and easily arranged and at practically no expense. It is a design which may be utilized at some time when the window dresser is too busy to bother with a more troublesome arrangement. Little description is needed, as the window tells its own story. Bottles and cartons are used, the pyramid of bottles in the rear being supported by sections or triangles of plate glass. The cartons on the rear are empty and are tacked to

this a row of small jars cantaloupes spiced, and in front of these tumblers of different jellies and preserves made from peaches and grapes. In the centre of this semi-circle place a nice peach custard. Over this place a sign:—

#### GOOD THINGS FROM THESE

#### A "WHITE" GROCERY.

A certain grocer who for a long time cherished the idea of having a white grocery, finally decided to open one. In "The White Grocery," everything is in white, including furniture, horse and delivery wagon. Everything looks good to eat on the shelves. The grocer himself says of the experiment, "I did not buy

the high-priced fixtures—let the other fellow do that—but I put on the white enamel, and they look very well. I find the white doesn't cost any more than the other, and brings better results. My business has been beyond my fondest expectations." The idea of a white grocery is a good one, as it not only suggests cleanliness, but is an aid to it by exposing dirt the minute it appears.

#### A SALES MAKING SCHEME.

William Haskel, a Minnesota grocer, tells an interesting little scheme that he utilizes for speeding up business at frequent intervals. He arranges for a free demonstration of goods by a cracker factory and a coffee house at his store about once a month. These concerns not only serve coffee and cookies, crackers, etc., free all day to customers, but also arrange for free entertainment by paying for the use of a piano and the services of a pianist.

"We, of course, advertise the event liberally," said Mr. Haskel, "both in our local papers and by circulars or hand bills. In distributing these circulars I always take my rig and a couple of boys and go about the town with them myself and see that a circular is placed inside the door of every house."

#### STORE WINDOW LIGHTING.

Arrangements of lights in display windows is a feature which is not always given due study. A glaring arc light in the centre of a window space may serve to light the way of the passerby, and a cluster of incandescents will often attract attention—to the lights.

Considering the window simply as an advertising proposition, designed to sell goods, however, the lamps should be made as inconspicuous as good light service permits.

Good results can be obtained by placing shades behind the globes when incandescents are used, concealing them from the view of the public and throwing the light itself upon the goods.

Big arc lights if used at all should be so placed as to avoid their blinding the eye to the display. This can be done by hanging them high in the window space, with a shade of dark material between the lamp and street. Globes of ground glass are preferable to tone the light. Colored globes are not approved by the many dealers, who reason that they diminish the attention attracted to the goods, and who claim that a clear white light is best for display. Still there are circumstances when colored lights might be desirable either temporarily or permanently as a means of causing the store to stand out more strongly in the midst of other brilliantly lighted stores, with an individuality all its own.

## System in the Grocery Store

PRACTICAL SUGGESTIONS WHICH HAVE BEEN TESTED AND HAVE PROVED THEIR WORTH—BY MAC. J. RAY.

Do you have your work planned out fairly well for a week ahead, with every clerk knowing pretty much what is expected of him? or do you go down Monday with nothing definite fixed in your mind about the week's work, except to get things into shape somehow and sell all you can?

### Systemless Hard Work.

I have known men to come down to the store on Monday morning in a great hurry and fuss—must get things into good shape early—expect an awful big week. They rush into the office, hang their hat on the rack, it falls down, angrily pick it up again, nearly rip the seam in taking the coat off, open the desk with a jerk, so sudden that the ink is upset on the already untidy contents, spend ten minutes mopping it up, everything including man is inky, temper terribly upset, feel mad at everything, out into the store, irritable and cross, noisily order the already nervous clerks in the effort to make up for lost time and hustle them so that they were not fit for or capable of good work. Work may be accomplished under such conditions, but it is at a fearful price and is not systematic money-making work.

### Haste Not, Rest Not—Work.

Then there is the steady, cool, planning man who goes down to a big week's toil as quiet as if it were a slack time. He walks into his office, opens his desk, which, as usual, is in perfect order, and with no apparent effort wades through his big pile of work, the daily ads., his correspondence, buying, etc., and meanwhile the whole staff have already swung into their accustomed duties. One clerk who has charge of the cellar has started with a "junior" on the lark of cleaning up. Another clerk, the window dresser, has commenced to take out Saturday's trim, while the others wait on trade, dust and generally clean up. By noon in the regular routine, the cellar has been swept and thoroughly put to rights, the window "changed," and everything dusted and the store, looking fairly respectable, after its heavy Saturday's trade.

### Individual Responsibility.

In the afternoon all hands spend an hour or so on their respective shelves. Every clerk has a set of shelving for which he is personally responsible as to

dressing and filling with stock. The man who is responsible for the top flat goes up and straightens up and thoroughly sweeps in all corners and under tables. A weekly cleaning of cellar and attic is absolutely necessary, in fact, it is criminal to neglect it. Old rubbish, especially if there are any greasy rags in it, is apt to start spontaneous combustion, and an ounce of prevention is worth a pound of cure. It is this very same carelessness, this tendency to let things that are not seen take care of themselves that leads to some of our worst disasters. The steamer "Slocum," in which so many hundreds of people were drown-

put them up, and in this way a great deal more business can be accomplished. The "salesmen" are responsible for the teas, coffees, spices. Everything "weighable" is put up for the busy end of the week. By Wednesday, the first day there is usually much business doing, the stock is in good shape and the force ready for all the business that can show up.

### Outside Displays.

Have you ever noticed a grocer's outside display that looked as if it had been "shovelled" out and left there. No doubt it was put out nicely in the morning, but it was no one's duty to occasionally slip out and with a few minutes' work set things right.

### Systematic Advertising.

Change your ad. every morning. Make it your first duty, before your mail. Most afternoon papers accept ads. up to nine o'clock—and the morning is the time to write ads., when you are fresh and



CANADIAN GROCERY STORES—Interior England & Son's Store, Kamloops, B. C.

ed and burned a few years ago, would never have been destroyed had her captain been a man thorough enough to have had the rubbish cleaned out of her holds. Half our fires are preventable.

### "Weighing Up" Day.

Tuesday is set apart for a general weighing up day. Of course, as we all know, things "happen" around a grocery store so that no regime could be absolutely followed out, still, it's a good idea to have some sort of a chart to steer by. The big bins are filled with sugar, flour, oatmeal, etc., weighed into convenient sizes for retailing. Certain clerks are responsible for these bins. You must know that half the staff are on busy days "salesmen," and the others "order fillers." In a word, one set take the orders and the others

optimistic, and can make your words "tingle." Just write as if you were selling a certain article, only advertise one or two things, and be brief. Set a short, snappy headline and print your name big at the bottom. 50 or 100 lines is loads for most grocers. Above all, talk of seasonable things, hit the iron when it's hot. You've simply got to change your ad. every day if you want to get the "best there is" out of advertising.

### Systematic Delivery.

If there is anything annoying in the grocery business it is a slow, inefficient delivery. If you have two or more drivers, make one "boss" and make him responsible for the sorting of routes and seeing that "wanted" orders are rushed. A little responsibility will make a man

who has any of the spark of manhood respond nobly. Of course, if the drivers are going to deliver the goods quickly they must be put up at once, and that's where the order men come in. The salesman has to wait on customer after customer and has no opportunity to put up his orders. I know a man who lets his head driver hire the other drivers. He looks after his employer's goods as if they were his own.

**Systematic Buying.**

Most merchants prefer to do their own buying, but they would often find that they could get valuable suggestions from the head clerks, as they are more in touch with what the customers like. Your head clerk could order the biscuits from the firms you preferred and save you a lot of detail work in "sorting-up." Get a copy of every order, and make one clerk responsible to check off all goods from these copies as soon as received, as often a shipment will beat the invoice and be taken into stock without being marked.

**Universal Courtesy.**

Every first-class store has pretty much the same quality of goods and sells fairly reasonable, and the only big advantage you can give your customers is a little nicer treatment. Make them feel you appreciate their patronage. Make your clerks feel it is a privilege to do small favors for customers. It's the little things that count—the bright smile, the tact to say the right thing, the little thoughtfulnesses that make life a little brighter for some one else. In short, make your store a spot people will feel it is a pleasure to visit.

Try systematic store work. It will give you more time for thinking up new business schemes and being nice to people. Divide your work up. Make each and every man or boy in the place responsible for something. Make them feel you trust and depend on them for part of your business success. If they are composed of the right stuff, the kind of men it will pay you to keep, they will respond, and business will be a fresh delight each day, instead of the "weary grind" some men make it.

**THE POINT OF CONTACT.**

"The important thing for a clerk to find in dealing with a customer," said the old-time merchant, "is the point of contact. By that is meant the way to appeal to each individual customer to bring results; to make a sale."

This is getting down to the fine points of salesmanship. It requires skill, tact and experience.

The story is told of the young woman clerk at the ribbon counter who was dealing with a customer who didn't

know exactly what she wanted. The clerk showed numerous ribbons, but the customer hesitated. Then the clerk picked up one bolt which seemed to be about what she wanted, quickly threw it into a handsome bow and held it up before the customer without saying a word.

"That looks nice," said the customer. "I guess I'll take that."

The clerk had found the point of contact. It didn't even require a single word. But it was just what the customer needed to help her make up her mind.

To illustrate the other side, where a clerk misses the mark, there is the story of the employer who had noticed that one of his clerks had "fallen down" with several customers.

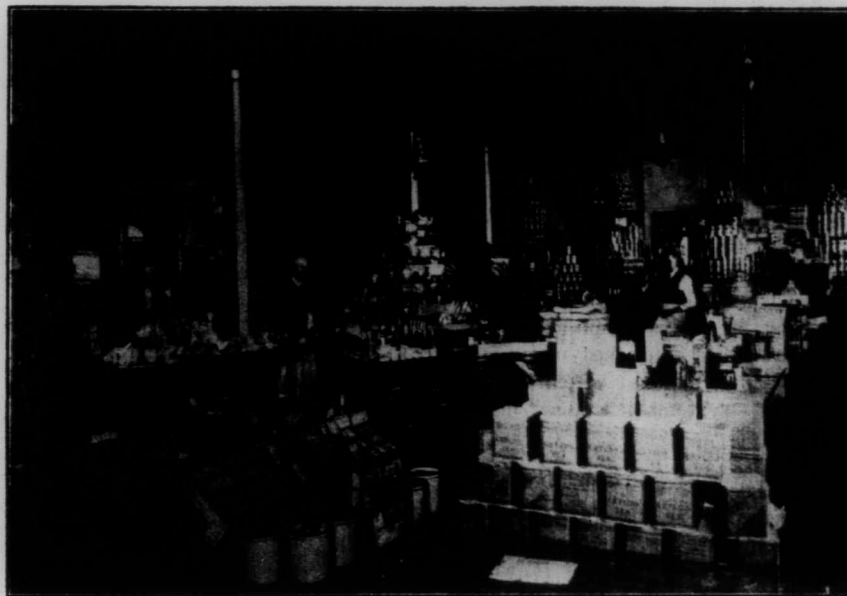
"Watch me with the next customer and see how I make a sale," said the employer to the clerk.

"What was the matter?" asked the employer of the clerk.

"I can't imagine," replied the clerk. "I did exactly what you did. The woman wanted to buy tape, and I told her she had better buy quick, because there had been an epidemic among the tape worms and the price of tape would go up."

**CULTIVATE YOUR MEMORY.**

One of the prime qualifications of the successful tradesman is a good memory for names and faces. Nothing is more pleasing to customers than to have the proprietor or salesman remember them from a previous visit. This is something which every dealer or salesman should cultivate if he does not already possess the knack. Concentration of the attention through interest is the chief factor in remembering anything, so that if the interest is lacking it can be



CANADIAN GROCERY STORES—Interior Manville & Co.'s Store, Prince Albert, Sask.

The next customer was a lady who wanted a silk dress. The employer showed several satisfactory samples; the lady objected to the price.

"Madam," said the employer, "I will tell you, in confidence, that we can't sell any more silk at this price after this piece is gone. There has been an epidemic among the silk worms, and silk is scarce and will advance in price."

The woman bought the silk and the employer said to the clerk, who had been attentive to the performance, "Now you see how it's done."

Another lady customer entered, and the clerk, full of the new idea about the "point of contact," hastened to show her what she wanted. Suddenly the woman turned away and flounced out of the store.

cultivated or enforced. If any difficulty is experienced a memo pad can be used for the name and a short description of the person and also the article purchased. A glance over this at the close of the day and at occasional intervals will refresh the recollections. One merchant used this as the basis of a mailing list, which he used with very good effect. This system of cultivating the memory might be less practicable in a store having a very large trade, but even then can be managed in many cases and will always prove a strong factor in attracting and holding trade.

Just recall your own experiences in this line and you will soon realize how uncomfortable it is to be greeted with the stony glance which signifies forgetfulness.

## The Grocery of the Year 2,000

A SUGGESTIVE PEEP INTO THE FUTURE.

What will the grocery of the future be?

A most interesting question surely, and one the discussion of which, while it cannot be altogether practicable, will perhaps suggest some ideas that may be made use of now.

Several factors will have a material influence on the development of the grocery store. To-day we are told that two at least of the sciences, chemistry and electricity, are in their infancy, and basing a judgment upon the progress of older sciences, we know that this opinion is correct. In addition to these it might be well to add bacteriology, which certainly in its marvellous advancement has eclipsed all others. Any contemplation of the future, then, must take into consideration, as a primary necessity, the part which each will play in the profession of selling foodstuffs.

### More Attention to Chemistry.

Scientific investigators tell us there is no reason why man's life should not be prolonged to twice the Scriptural measure of three score and ten. This condition, though, will only arise from a more thorough knowledge of dietetics and sanitation, which, in short, is only the practice of common sense in modes of living. The reasons are obvious. To-day when a factory wishes to produce a perfect product care is taken that every machine through which the article passes is adjusted to perform its function perfectly. In this way and in no other, will the sum of these various operations result in the production of a perfect article. Likewise with our bodies, if each organ is not working properly, we cannot hope to obtain from our food the greatest benefit. To illustrate this we will consider, for instance, a meal which is hurriedly taken and not properly masticated. The active element of saliva, ptyalin, does not perform its duty on the starches, which should be changed to sugars through its agency, and the product is not ready for the action of the gastric juices of the stomach, each of which has some special action upon the mass. It will be observed that if each one of these juices is not permitted to carry out its work, complete assimilation of the food ingested is rendered impossible.

The result of such practices is evident in the large army of dyspeptics, which America especially, yearly produces.

### A Practical Application.

The above may seem irrelevant to this article, but its application will be indicated further. In all of the public schools of to-day, hygiene forms a part of the curriculum. The children of to-day will be the men and women of tomorrow, consequently the progressive tradesman will be the man to anticipate their requirements. In addition, some of the large manufacturers, even at the present moment, employ specialists to assist in devising more scientific methods of manufacture. In these indications we may observe the trend of development, so that if we were to take a Rip Van Winkle slumber, and suddenly be aroused in the year 2000 A.D., we would not be too much surprised in the transformation which had taken place in the corner grocery in the meantime.

### The Store of 2000 A.D.

We will be struck by its wonderful window area, and on arriving close enough to make an examination we will find the whole store is constructed of concrete, having the color of brown stone (for by this time concrete will be made in all colors). The whole store will be one piece, as though it were carved from a single stone. Much to our astonishment, the doors as we approach them will open automatically, and remain ajar until we are within. The floor will be cement. If a level be laid upon it, it will be found to slant to one side. On the opposite side will be found water cocks which, by moving a lever, will regulate a stream of cold or hot water upon the floor, shelves, counters and seats will not in any way interfere with this flow of water, as each will be raised sufficiently clear of the floor. The windows, which will be floored with a cement closely resembling marble, will be fitted with the necessary arrangements to make a fine window display, but no wood will be noticed in this equipment, which will be nickel or some other metal.

The whole window will be completely shut off from the remainder of the store, and will be fitted with ammonia pipes to preserve a constant temperature, which will also collect the moisture and prevent any such trouble as frosted windows.

The most striking thing in the whole picture, perhaps, will be the standardization of fixtures and the products kept.

both in size and quality. The telephone will be placed in the wall, flush with it, except the mouthpiece, which will project slightly. Beside the telephone will be found a keyboard with numbers running from 1 to 10, and by pressing any combination of these numbers the required number may be called through the agency of automatic exchanges.

### Uniform Packages.

The shelves will be full, and there will be no lost space on them, as the manufacturers will make their packages according to a uniform size or the multiples of that size. For instance, we will assume the shelf is 12 inches deep, and three feet long. The packages will be six inches high, four inches wide, and two inches thick, taking for granted the shelf is six inches wide. On a shelf of this description we would be able to have three rows wide, and two rows high, consisting of nine packages in each row. Everything will be already in packages and scales, therefore, will be rendered obsolete. Foodstuffs will come very little in actual contact with human hands.

### Butter, Cheese and Eggs.

Accurate cheese and butter-cutting and wrapping machines, operating under glass, will eliminate the necessity for hands. Many things which we buy now in bulk will be in a compressed form, and in this way greater exactitude in preparing food will be possible. Eggs will have disappeared from view, and instead a compound, manufactured from them, will obviate the possibility of spoiling a good dish by the introduction of a bad egg.

### New Fruits and Vegetables.

Glass cases will contain displays of vegetables and fruits, and perhaps this will be the most wonderful feature of this new store. Fruits of unfamiliar size and general appearance, and vegetables, likewise, will greet the gaze. Many old favorites of little dietetic value will have disappeared and new, highly nourishing ones brought to perfection by scientific cross-breeding will be kept.

By removing the stock, which under the prevailing conditions, will not be a very great undertaking, the entire interior can be washed by a hose. Dust, dirt and microbes will find an inhospitable abode in the grocery store of the future. Ice will no longer play an important part in the internal economy of stores where perishable goods are kept. Instead, refrigerators will be arranged with ammonia tubes, as the windows before mentioned.

### Will Still Be Advertising.

Advertising will have reached enormous proportions, and will be under Government supervision. False statements

with regard to the merits of goods will be rigorously followed up, and if a Government test fails to discover the features as set forth in the advertising certain adequate penalties will be imposed.

**Improved Transportation and Its Miracles.**

To all business men the matter of transportation is always an interesting one and one hundred years hence the products of far-off countries will be available in very brief periods. For instance, if a grocer wishes to order a few cases of French peas from a French house, these will be sent immediately by air vessels, which will make the trip from land to land in eighteen hours. With the inauguration of this rapid service the products of foreign countries will be at the grocers' disposal on short notice.

Wireless telegraphy and telephony at small rates will make communication more easy. Mail will be sent by pneumatic tubes at the rate of a thousand miles an hour, so it will be observed, the grocer of the future will have comparatively few troubles to worry him with regard to transportation. Railroads, which will have ceased to be of use except in a small way as freight carriers, will be of the mono-rail principle, and even these slow freight trains will develop easily a speed of one hundred miles an hour. This is rendered possible by virtue of the introduction into each car of a gyroscope, which will maintain the car's equilibrium on sharp corners, and in fact anywhere.

**The Future Delivery Wagon.**

Noiseless electric delivery wagons will be used to deliver goods. The old-fashioned heavy and cumbersome storage battery will be displaced by machines which will carry small, light batteries. Every mile or so there will be public charging stations operated by the Government, where for a small fee power can be obtained.

**The Grocer and His Clerks.**

Socially, the position of the grocer will be better in the community than it is now, as the old prejudices against tradesmen will have disappeared. Grocery clerks will know elementary chemistry at least, and the values of various foods from a dietetic standpoint will be a part of their knowledge. It will not be an uncommon occurrence indeed to hear a clerk telling a customer the precise chemistry of some product which he is trying to sell. He will speak of its proteid percentage, nitrogenous value and other results of quantitative analysis.

**Government Supervision.**

In the present action of all enlightened Governments in making adequate laws to prevent adulteration of foods

we see the forerunner of Government supervision of stores where foodstuffs are sold. Investigation which is being carried on to-day with reference to the essential part innocuous bacteria play in proper aging of certain foodstuffs will be perfected and the general operations of the body will be known to all, so we may look upon the grocer of one hundred years hence as a scientist as well as a tradesman.

**DOES SOLICITING ORDERS PAY?**

A Cleveland grocer, writing to the Press Bulletin of the National Retail Grocers' Association of the United States, takes up in a thoroughly practical way the question of soliciting orders, as follows:

"To abandon taking orders means saving of expense, in labor, wear and tear on horses and wagons.

"Taking orders stimulates credit busi-

ness, consequently more losses, and often is the means of a great deal of unpleasantness usually found on the outside of the canvas which are really detrimental to any business.

for all the little things go to make up the one big item, viz., a first-class store.

"Supposing a merchant loses 25 or 33 1-3 per cent. of his order business. This might mean 5 or 8 per cent. of his entire business, possibly more or less. This is the only possible loss by the change.

"I verily believe that loss can be made up by the increase of sales in the store, by the saving of petty accounts, and the wear and tear on horses and wagons and the help expense.

"The following is a summary of my business to-day: Cash sales, 36 per cent.; credit sales, 64 per cent.; store charges, 37 per cent.; phone charges, 15 per cent.; solicits, 12 per cent.

"If I would lose all soliciting orders I would lose 12 per cent., but I don't think that I shall lose 10 per cent. of this business, which would mean 1.2 per cent. of the soliciting business."



CANADIAN GROCERY STORES—Interior of Geo. C. MacDonald's Store, Prince Albert, Sask.

**USEFUL HINTS FOR GROCERS.**

Get the smile habit.

One of the best forms of advertising for a retailer is to give good service in his store.

A fooled customer is a man with a grievance and not pleasant to meet or to count on as a future buyer.

Many a man would be unable to paddle his own canoe if he couldn't borrow some other man's paddle.

Andrew Carnegie says: "To succeed put all your eggs in one basket and then keep your eye on the basket."

A smile is like salt—too much of it would spoil the meat, but just enough will put a flavor into it as nothing else can.

"Knocking" a competitor is poor policy. The merchant doesn't do it. Always speak well of everybody.

# Grain Carrying via Canadian Routes

WHY AND HOW THIS BUSINESS IS INCREASING—AN IMPORTANT TRANSPORTATION PROBLEM.

During the past season the press of Canada has published reports coming from New York, Boston and Philadelphia, as well as from Canadian points, calling attention to the fact that the grain transportation business is being gradually diverted from the United States ports to Canadian routes. This fact elicits inquiry as to the reason for the change, and also points out that these conditions will continue to flourish in an increasing degree favorable to Canada. It is well known to those who are familiar with the chief characteristics of the American people, that they are, as a rule, quick to observe any advantage, both nationally and individually. The individual grain shipper of the northwestern portion of the United

States have not fully awakened to this fact until lately. In consulting the statistics of expenditure on the St. Lawrence route and its tributaries it is found that \$150,000,000 has been spent. With this large expenditure it is reasonable to ask whether we have been getting the amount of trade proportionate to the outlay.

The Canadian West has developed so rapidly that it has been impossible to cope with the increase in the volume of trade. This fact leads to a consideration of the condition of the canals lying between Montreal and the ports of the Great Lakes. The Welland Canal has a depth of only 14 feet, as also the Prescott canals. This means that vessels coming from the Upper Lakes with more

largely by such improvements. A proportion of traffic would still go by Buffalo, however, which would then be used as an overflow point at the height of the season.

## The Georgian Bay Canal Scheme.

There is another plan now seriously being considered by the Government which would result more completely in the elimination of the American ports from Canadian grain transportation trade, namely, the construction of the Georgian Bay Canal. If a map of Canada is consulted it will be seen that grain which goes entirely by an all-lake route is diverted a long distance from a direct path between Western lake points and Montreal. Another favorable point in



GRAIN CARRYING—A View of the Montreal Waterfront.

States was quick to perceive the advantages of the St. Lawrence route, and this has resulted in the loss to his country of the profits of this transportation trade, to say nothing of the loss to them also of a portion of Canada's trade. What should be a source of congratulation to Canadians is the fact that these conditions have arisen from natural geographical advantages, rather than from artificial reasons, and, consequently, a long look into the future seems to render them unchangeable for a long time to come.

## Must Develop Our Facilities.

Let it be granted that Canada possesses superior natural facilities it now becomes necessary for her to make the most of these. It is unfortunate, but, nevertheless true, that the Canadian peo-

ple than 75,000 tons are obliged to unload at Buffalo and from there the grain finds its way to New York, Boston, Baltimore, Portland and Philadelphia. At the present moment there are ships plying the Upper Lakes of from 275,000 to 300,000 bush. capacity, consequently these boats cannot go through the canals and proceed to Montreal without discharging a large proportion of their cargo and to do this would not be profitable. Instead the boats unload at Buffalo, and then return to Duluth, Fort William and Chicago for fresh cargoes. It would seem, therefore, that the thing of vital importance now, is the deepening of the Welland and Prescott canals, and in this way eliminating Buffalo as a discharging point. Such would be the result to a certain extent and there is no doubt but that Montreal would benefit

the Georgian Bay plan is the fact that if this line be continued on to Liverpool, it will be found that Montreal is the nearest great port to it. This is significant, and the greatest argument in favor of the Georgian Bay route, as it means that a larger amount of American wheat and produce will find its way to the European markets through the port of Montreal.

## No Doubt as to Scheme's Validity.

Perhaps one who wishes to take a pessimistic view of the future would say that the prospects would not warrant this great national undertaking. The other day J. J. Hill, who bears the reputation of being one of the most astute financial men in the United States, made the statement that that country was approaching an economic revolution owing



to congestion, and that Canada would be the greatest wheat-producing country in the Western Hemisphere. There was a time in the history of the United States when all the wheat was produced in Northern New York and the territory around about, but now these old-time wheat fields are covered with cities towns and villages, and the area once devoted to the cultivation of wheat is given



GRAIN CARRYING—A Type of Grain Carrier.

up to more concentrated industry. This concentration and congestion will yearly reduce the wheat areas in that country, and Canada will largely export to the United States as well as to England. Not only has there been a wonderful development in the Western part of Canada, but now attention is being drawn to Northern Ontario and Quebec, and this means that our transportation lines, to be of the greatest service, must lie well to the north, as development continues to spread in that direction, as well as to the west.

**A Comparison of Various Routes.**

After a consideration of these various waterways, the question naturally arises as to what are the advantages in distances saved? This will be answered by the following tables, which show the Canadian lake and rail route as in operation at the present time, as compared with the United States routes.

**Canadian Routes.**

	Miles.
Fort William to Victoria Harbor or Midland (by water) .....	470
Victoria Harbor to Montreal by C.P.R. or Midland to Montreal by G. T. R. ....	360
Total .....	830
Duluth to Victoria Harbor or Midland (by water) .....	580
Victoria Harbor to Montreal by C. P. R., or Midland to Montreal by G. T. R. ....	360
Total .....	940
Chicago to Victoria Harbor or Midland (by water) .....	520
Victoria Harbor to Montreal by C.P.R., or Midland to Montreal by G. T. R. ....	360
Total .....	880

**United States Routes.**

Fort William to Buffalo (by water)	750
Buffalo to New York (by New York Central) .....	440
Total .....	1,190
Duluth to Buffalo (by water) ....	860
Buffalo to New York (by N.Y.C.) ..	440
Total .....	1,300

Chicago to Buffalo (by water) .....	775
Buffalo to New York (by N.Y.C.) ..	440
Total .....	1,215

These figures show the comparative differences in the American and Canadian lake and rail routes, which are by many hundred miles favorable to Canada. Not only are the Canadian routes shorter to Fort William and Port Arthur, but they also bring Montreal much nearer Chicago and Duluth than New York is by way of Buffalo.

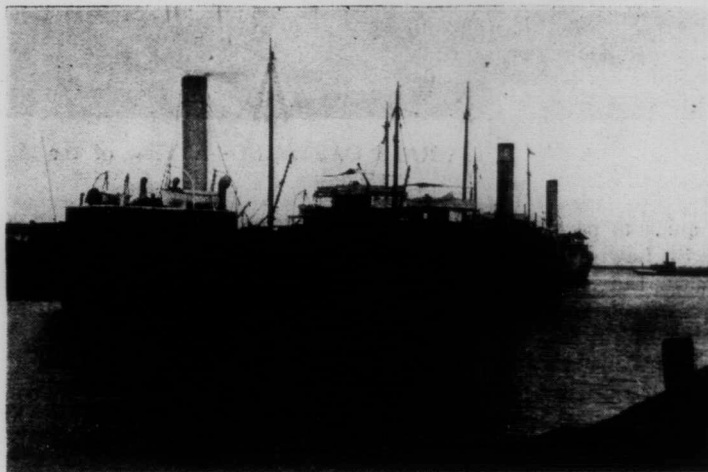
**Montreal Appreciates Situation.**

Montreal has not been slow in realizing the increased responsibility which

boats in half. From Montreal to the sea the channel has been deepened and widened, and adequately buoyed with acetylene buoys, all of which has made the river more readily navigable, both by day and night. So much has the St. Lawrence route been brought into public notice, that the White Star Line will have ships on this route next summer, and other lines are contemplating following their example. The White Star decision to do this coincides almost exactly with the completion of the harbor sheds which is opportune. On the 3rd of October last Hon. L. P. Brodeur, Minister of Marine and Fisheries, drove the last rivet in shed No. 11, signifying the completion of fourteen steel and concrete sheds on the high level wharves of the port at an expenditure of five million dollars. Thus it will be seen that from the moment Mr. Brodeur drove the last rivet—a silver one—the national port of Canada commences a new era, with facilities for handling ocean traffic which is commensurate with her importance.

**Giving Credit Where Due.**

It would be impossible to make this article complete without some reference to the men who have controlled the undertaking. As has been suggested, the harbor of Montreal has been the sport of politicians, but for some years this unhappy order of affairs has altered and now the affairs of the port are administered in a businesslike way and the results are highly gratifying to all loyal Canadians who take an interest in the



GRAIN CARRYING—A Group of Canadian Grain Boats.

will be placed upon her by improved waterways between Montreal and the West. Harbor improvements have been keeping pace with the volume of trade coming through the port, and to-day she has one of the most perfect, if not the most perfect, systems for handling grain in operation in the world. This plant has cut the expense of loading ocean

future development of the country. The Harbor Commissioners under whose supervision these works have been carried out are Major Geo. W. Stephens, chairman; L. E. Geoffrion and C. G. Ballantyne, everyone of whom are business men of the highest merit. Further eulogy is not necessary, as the structures now to be seen along the water

front will remain lasting monuments to their administrative ability, and these gentlemen will not find the Canadian people ungrateful to them for their efforts to place Canada in the position which her natural resources claim for her.

**SOME INCIDENTS OF PRICE-CUTTING.**

The merchant is pretty well posted on the evils of price cutting. He knows, if he has been in business very long, just where to draw the line, just how far he dares go in lowering quotations for the sake of drawing trade. He realizes that even if the principle of using "leaders" to attract customers is permissible, it is limited in its usefulness and exceedingly dangerous when overdone. Not only is it apt to lead to dissatisfaction among customers, not only does it have a tendency toward giving a store a cheap reputation, but it is inclined to arouse suspicion among other merchants and result in a price war, always disas-

of price-cutting. It advertises flamboyantly, shouting that it sells goods cheaper than anybody else, sometimes charging that others get undue profits. It bellows and roars and screams for the sake of drawing custom. One of two things is surely taking place. Either the store will soon go under, either because it has been foolish or because it has made up its mind to defraud its creditors, or else it sells goods which are far lower in merit and true value than it pretends. No matter which may be true, the results are evil to the other merchants. If the first, because of lost trade; if the latter, because of a lowering in the standards of popular buying.

The public loses too, but it does not realize it. If a store fails to pay its creditors, the wholesalers and manufacturers must make their losses good in some way. Perhaps the public pays for that loss on the next rise in the market, but it pays sometimes and in some way. If the store seeks to foist inferior goods upon the public at a low-

**OTHER MEN'S VIEWS.**

Let some other man tell you how to cut down your office work.

It seems strange, but it is, nevertheless, a fact, that very few men are able to cut down their own office work to the point where it belongs. Forms are adopted for certain purposes and others are added from time to time until the work in the ordinary office becomes complicated. This goes on from year to year, new blanks being added, new books opened, new card indexes installed, etc., but nothing eliminated. The result is an occasional increase in the office force to take care of the increase in the amount of work.

The man in charge of office affairs is usually the busiest one in the house, and he does not have time to figure out the shorter ways of doing things, so as to accomplish more with the same amount of work, and the habits having been contracted, become second nature.

The next time it is felt to be neces-



GRAIN CARRYING VIA CANADIAN ROUTES—A View of Fort William Harbor.

trous to some merchant and some business, and generally to all of them.

But, while the merchant is so thoroughly grounded in the matter of price-cutting, the public has not been so generally educated, either by publications or by experience. There are those who exult when they have succeeded in stirring up two store managers to anger at each other, believing, and with some reason, that they may profit by the losses of the two. It is just the old fable of Aesop over again—the lion and the bear fight over the prey until both are too much exhausted to move, and then the sly fox comes along and picks up the dainty and bears it away to eat at his leisure.

The public rejoices over the price-cutting campaigns. It profits by them, and, on account of the fact that it has been taught to consider prices only, it feels justified in taking every advantage offered it. Let us consider how this has worked in the past.

First, a store has begun a campaign

er price, the public gets what it pays for, no doubt, but believes that it has been cheated and robbed, and comes to have a low opinion of merchants as a whole. The whole trouble lies in the fact that the public instead of being a prey to the merchant, is really playing into the hands of sharpers while seeking, too often, to get the best of the merchants.

The gist of the whole matter is in the remedy. How are we to teach the public that its true interests lie in paying a fair price, in discounting extravagant assertions of cheap stores and in seeking the betterment of true mercantile conditions. The disorganizations of the merchants injure the people. To teach them that should be the aim of every merchant.

At all opportunities, seek to educate, endeavor to teach that price maintenance is not in restraint of trade, but rather in promotion of trade, that it does not hurt the public, but that it protects the public.—Oregon Tradesman.

sary to add to the office force, try this plan: Just have an office expert come in and look over the business, size up the present office system and tell him what you wish to accomplish, and let him plan an up-to-date system for you. Of course, his services cost money, and so will the new equipment he will order installed, but had better spend more that way and save it in the following year in wages of office help, for the new system will more than likely do away with all need of adding to the force for a good while to come, and will also lighten the work on those who are already overworked under old conditions.—F. A. P. in Grocery World.

"If your mother bought four baskets of grapes, the dealer's price being a quarter a basket, how much money would the purchase cost her?" asked the new teacher.

"You can never tell," answered Tommy, who sat at the head of his class. "Ma's great at bargaining!"

## Grow Your Own Eggs and Vegetables

MANY GROCERS COULD SUPPLY THEIR LOCAL TRADE WITH FRESHEST STOCK AT FANCY AND PROFITABLE PRICES.

During the twenty-one years of progress The Grocer has suggested many innovations which have been adopted with much profit by its readers. Beginning five or six years ago, articles have appeared from time to time showing the money to be made in handling flowers, either by carrying them in stock as a regular department, or to be supplied on commission as demand may arise for funerals, wedding or other functions. A growing business along these lines is now being steadily done by the dealers in even some of the smaller villages. In some cases even greater progress has been made than The Grocer originally proposed, for here and there in the larger towns the retailers have, as has been recorded in these columns, actually built greenhouses and have grown their own flowers, reaping very large profits on the investment and getting a great deal of pleasure as all business men do—from seeing things grow.

### Further Opportunity for the Grocer.

The marked success of this new departure suggests a further development in this field. The retail grocer should now consider the production of many of the fresh vegetables and also of eggs and chickens for his high-class trade—a trade that will pay the high prices that will yield handsome profits. Of course, the masses will absorb the less profitable canned products, but the trade in fresh vegetables will all be found business. It may have to be canvassed for by personal calls or by telephone.

There are few grocers outside the cities and towns who have not an acre or more at their back door where they can raise all the fresh eggs and vegetables that the local trade will absorb at fancy prices in the early spring and late fall. If not, there is a nearby farmer with whom a co-partnership could be arranged.

Mr. Miller, editor of the Garden Magazine, has recently given much attention to this subject in the interest of suburban residents, and to the disadvantage of the dealer. By his methods, fresh vegetables can be grown in most parts of Canada throughout October and most of November. He says:

"The regular thing to expect is a frost that will kill the tenderest vegetables during the last week of September or the first week of October, after which we are likely to get two weeks or more

of sunny weather, during which even corn and beans will ripen.

### Protecting From Frosts.

"There is one simple plan that will protect all vegetables from a killing frost. Cover them toward nightfall with anything that will keep out the frost—boxes, barrels, burlap, old carpets, cheesecloth, or even newspapers. There is no way to do this without work, but you need not spend one cent, and it is folly to let your garden be destroyed.

"Right now is the time to see what you have in your garden that needs protection and to ascertain whether you have enough material for covering. Don't put this off until frost threatens or you may scurry around in vain after the stores are closed. If you need a long strip of cheesecloth, get it now. And put what boxes and barrels you have in the garden now, so that they will be ready for instant use. Better have them outdoors than in the cellar until the season is over.

"The cheapest material is old newspapers, and it is astonishing what you can do with them. Few people remember that paper is an excellent non-conductor of heat and cold. You can lay papers over lettuce or any low-growing vegetables and keep them from blowing away by putting stones or dirt on the corners.

"For medium-sized vegetables, boxes and barrels are best, especially on the coldest nights, and for the tenderest vegetables, such as egg plants and peppers.

### Treating a Big Garden.

"The ideal material for a big garden is cheesecloth, because you can cover or uncover long rows in less time than in any other way, and it is not heavy or unsightly, like a lot of dry goods boxes. and the best way to use it is to drive a pair of stakes at either end of the row of bush beans or other vegetables and stretch two wires the length of the row. This makes a frame to hold the cloth. It is not necessary, but if you have tender foliage and heavy covering material it is desirable.

"If you live in a climate where a succession of light frosts is expected you can protect vegetables and flowers simply by sprinkling them thoroughly at nightfall. If you have plenty of hose

this method will cost you nothing and may enable you to save your cannas, dahlias, salvias and other tender flowers from two to four weeks or more after those of your neighbors have been singed or crippled. But this method will not do for a hard freeze.

"Now for the tall vegetables. You can bend two to four hills of corn and wrap the tops with burlap. Even if the stems crack a little, no damage may be done. This same method could be used on pole beans, but it is better to lift the poles gently and lay them down in rows—vines and all. Then you can cover them all quickly.

"The tender vegetables are the tomato family (tomatoes, egg plants and peppers), beans, corn, okra and the vines (pumpkins, squash, melons and sweet potatoes). These cannot stand any frost. The first four named are really perennials and will go on bearing fruit just as long as you can protect them from frost.

"The hardy vegetables are the cabbage family (cabbage, Brussels sprouts, turnips and radishes, but cauliflower is tender), beets, carrots, onions, parsnips, spinach, peas and lettuce. Celery can stand 22 degrees Fahrenheit if banked with earth and covered with boards and hay.

### Lettuce in December—Tomatoes at Christmas.

"There are two special methods I want you to try this fall. The gardener I spoke of says he has lettuce until December by lifting the plants, setting them closely in a trench and covering them with straw, hay or other clean, loose litter.

"Everybody knows that you can save tomatoes and peppers by picking them green and laying them on a window sill indoors where the sun will ripen them. And it is a common practice to pick all the little green tomatoes the day before a frost and make them into pickles. But few people seem to know that you can have ripe tomatoes until Christmas by uprooting the vines and hanging them upside down in a barn or stable.

### Several Summer Sowings.

"Next year I hope you will sow nearly all the important vegetables once in June, once in July and a few in August. Most people forget these summer sowings and consequently their gardens in October look like the last run of shad. There is not the slightest reason why our gardens should have big gaps in September. How few gardens have peas in the fall, or corn in late September. Yet both crops are perfectly easy to have if you will sow the former in August and the latter about the fourth of July. Moreover, by summer sowings you can fill the cold room of your cel-

lar with vegetables that will last all winter. Better make a note of this now, where it will be sure to turn up next February, when you are planning your garden and making out your seed order.

**A New Idea in Cold Frames.**

This fall I am going to try a new scheme. For the first time there is a commercial offering of small portable cold frames, only two feet square or thereabouts. I suspect that this is an adaptation to America of the famous 'French system,' whereby market gardeners near Paris are said to make \$1,200 an acre, or six times as much as ordinarily. The Frenchmen use millions of bell jars, or hand lights. Some of them are large enough to cover a whole melon vine during March and April, or a pepper plant in October. Although the idea is an old one in Europe, is practically unknown here. Perhaps the American glass factories cannot make the bell jars cheaply enough. Anyhow, these portable cold frames strike me as being a sort of miniature greenhouse without any expense for coal, by means of which I can protect any plant I have that does not grow more than two feet high. I hope these frames will enable me to have lettuce, endive, spinach and radishes until Christmas. After that I want a continuous supply of those new species of winter-blooming crocuses. I never did have pansies, daisies and violets enough in February and March. I can have forced rhubarb in April by setting a few of these frames on the rhubarb bed in March and piling fresh manure around them.

"But even if I should fail in all these special things I know these frames will enable me to gain a fortnight or even a month on vegetables and flowers in the spring by sowing the seeds in these frames in March."

**ENGLISH GROCERS ADOPT FIXED PRICES.**

The Bedford (Eng.) Grocers' Association, wise in their generation, have passed a resolution pledging themselves to encourage the sale of proprietary articles which yield a reasonable profit if the selling price is protected, and to discourage the sale of any article "on which a fixed minimum selling price has been put by the manufacturer unless he makes stipulations to prevent that minimum being circumvented or indirectly broken." Of course, where dividends or discounts are given the minimum prices do not work out satisfactorily, and the grocers must take measures to protect themselves so far as that point is concerned. They have the matter practically in their own hands if they will only pull together consistently. When

they systematically "discourage" the sale of any particular specialty, it is not likely to make a great deal of progress. It may be kept in the background if stocked at all, and, in the event of its being asked for, it is not an impossible feat for a clever salesman to sell something else—"something better at the price," and highly recommended by the wise expert behind the counter. Many people enter a grocer's shop prepared to buy almost anything placed before them in an effective and attractive manner, especially when they have confidence in the grocer's business knowledge and capacity. Such a little turns the scale, as may be said, when the local conditions are favorable. Customers often go out with what they had no in-

table therapeutics as laid down in the recent Pathological Congress of Paris. The pathologists pointed out that although some vegetables are a preventive against diseases of one sort or another, there are many vegetables which produce serious illness.

After many experiments the investigators laid down broad laws of vegetable therapeutics.

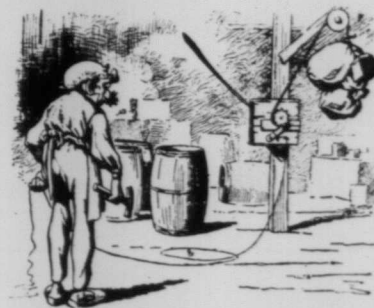
Potatoes, for instance, should be eaten by judges, magistrates, editors and those engaged in similar occupations; they develop the reasoning faculties; give great mental balance and calmness.

Over indulgence, however, produce apathy, indifference, laziness. Confirmed potato eaters are likely to possess more reasoning power than warmth of heart.

**An Old-Time Grocer's Predicament.**



No. 1.—"Drat them boys, they're in my sugar barrel again."



No. 2.—"Now I'll just take the string into the front shop, and when I hears 'em at the barrel, well, —"



No. 3.—"Granulated sugar, Mrs. Stubbs? Right in ther back store, mum. How much, mum?"



No. 4.—"But Mrs. Stubbs got tangled up in the string, and there was something doing right away."

tention of buying when they went in—which is good for trade.—Commercial Bulletin.

**VEGETABLE THERAPEUTICS.**

Girls who eat green peas are bound to flirt; they can't help it.

Cabbage and cauliflower make persons vulgar and stupid. And the cure for a bad tempered husband is to fill him with boiled carrots.

These are a few of the laws of vege-

Carrots will cure bad temper. They are especially good for bilious and peevish folks. The carrot-eater will become in time easy going, good natured and placidly affectionate.

Spinach is good for men of action. Those who yearn for poetic thoughts and artistic ideas should go in for string beans. Green peas, as has been said, are dangerous in the extreme. They develop frivolity. They make women capricious and reckless. Men and women who eat green peas are given to flirting.—The Canner.

# "Men Who Sell Things"

The Salesman's Relation to the Credit Department—How He Can Be a Help and a Hindrance to the Firm's Credit Man—The Why and Wherefore of Carrying a Customer Along.

By Walter D. Moody—Serial rights for Canada purchased by the MacLean Publishing Co. from the publishers, A. McClurg & Co., Chicago.

## CHAPTER XIX

Credit builds up business; truth builds up credit.

The fortune of a business house rests on the wisdom and courage of the credit man.

There are three vital branches—buying, selling, and credits.

The credit department, while last in the logical line-up, is first in real importance in the final analysis of the house's prosperity as a whole. The woods are full of salesmen—bright men who can argue and ably defend the right of the selling branch to claim paramountcy over the other two; and buyers are ever ready to fall back on the old axiom, "Goods well bought are half sold"; but in reality the credit department is the foundation stone upon which rests the prosperity of salesmen, buyers, and all.

### A Railway Comparison.

These three great departments are so closely interlinked that perforce they must go forward, shoulder to shoulder, supporting one another. Like the engine, tender, and cars of a train, they must pull together. The engine hauls the train; the tender carries the coal and water with which to get up steam, and the cars bear the load. Each has its work to perform. The breaking of a coupling threatens disaster and means a standstill all around.

The object of a train of cars is to get somewhere with something. The something is its freight. A great business house is a commercial train in charge of engineer and conductor.

### The Salesman An Engineer.

Somewhere in a book on salesmanship I have seen the salesman described as the engine, steam, coal, and the whole paraphernalia. Not so. The salesman is just the engineer furnishing the force. The buyer is the tender supplying the material. The credit man is the car that carries the load. The track is its trade.

The real object of the entire outfit is the load. In business the load is its credits. Credits properly made mean profits and salaries. The credit man is the conductor of the train. The best thing the salesman can do if he wants to get aboard is to keep near the cars.

Credit men are the commercial conductors, and salesmen are the commercial engineers; there you have it right.

Every salesman should seek to establish a close friendly relationship with the credit man of his house. The man who thinks he can get along well enough by himself makes a great mistake, encountering many pitfalls that could easily have been avoided by advising with his credit man. In the end he must do that anyway, for no sale is final until it passes the credit department. The salesman who thinks he could get along very nicely if it were not for the "old man" at the desk would get along a great deal better if he took him entirely into his confidence and freely sought his advice concerning his trade.

### Can Give Valuable Ratings.

In turn, information to the credit man from the salesman, under ordinary conditions, is peculiarly valuable. The salesman is posted as is no one else, by frequent visits, knows the buyers' strong and weak points, the general condition of trade in the towns and surrounding country, and, if shrewd, can intuitively sense the hazard of an account from actual contact with all conditions surrounding it. If a salesman reports his opinion of each risk assumed by the house on his territory, it does not take long to tell the value of his observations and whether he possesses the capacity of giving a dependable rating.

The credit man, like the salesman, must know more of a man than he knows himself.

The two classes of men resemble each other in the delicacy and the onerousness of the duty they have to perform in reading the signs of the coming stoppage of an account.

No salesman, however efficient in other respects, who saddles his firm with uncollectable or troublesome accounts, can hope to succeed in the long run. He is a source of loss instead of a medium of profit.

### The First Judge of Credits.

In reality, the salesman is the first judge of credits for his house. No matter what fate may attend his choice of accounts, when they reach the credit man the first selection is entirely in his

hands. If he is bent on rolling up sales at any hazard more than to the more important work of carefully picking his way and keeping the credit department posted on the changing complexion of his customers' affairs, he will find himself continually in hot water. He is the first judge of credits in every transaction. The credit man may exercise supervision, may accept or reject his orders, but he depends upon the salesman's judgment more than any other source of information, and looks to him as the man on the ground.

Exercise your discretion to the best of your ability, and where the slightest doubt exists as to a basis for credit, tell the credit man all about it. Many salesmen, like the ostrich that hides his head in the sand, point only to the bright side, in the blind hope that the other side will not be detected. One thing is certain where this is practised: if the credit man is unable to verify the negative side, accepting the salesman's report, and ship the goods, sooner or later the telltale truth will come out in the ledger. "Be sure your sin will find you out"; there is no escaping that ledger in its work of separating the sheep from the goats. Then it is that the salesman's weakness is discovered and his measure taken.

### Poor Credits Betray Themselves.

The shrewdest and most experienced make mistakes, but picking good accounts means a great many things to be avoided as well as accomplished. A general warning for over-zealous salesmen, and especially for the young salesmen, may be sounded in the statement that poor credits always betray themselves to the close observer in some manner or other, and to avoid unpleasant complications the result of such observations should always accompany the order. Better still, leave the "lame ducks" for the other fellow. There is no sport to the real sportsman in taking a crack at a winged bird simply to bag the game. Go after the good accounts; there are plenty of these on every man's territory.

When an account that has once been good begins to go the other way, do all you can to preserve it by proper nursing, helpful suggestions, and accurate information to the credit department. Remember that the very exist-

ence of your house rests on the ability of its credit man to know the assets of his customers, the condition of their business, the chances of being willing and able to pay. With his experienced eye and mind he can foresee a coming crash long before the man most interested. He can see the faults of location, of stock, of character of the man. In refusing credit he often renders a service to the prospective customer, but it is seldom appreciated. Now and then a merchant is wise enough to take advantage of the candid opinion of an outsider and curtail rather than increase his liabilities. Usually he is not.

**Helping the Customer.**

On the other hand, the credit man, by extending credit, often puts heart into a struggling man and makes his success certain. A mark of confidence from one whose judgment is considered good is enough to strengthen a merchant's belief in himself, shaken, perhaps, by unexpected experiences.

When you are tempted to inwardly curse the credit man for "sitting on orders," try to figure out, if you can, that you have no one but yourself to blame for your disappointment. Orders "held up" in the office form two classes—those that are "N.G.," and those that require the most rigid inspection. The latter frequently receive the approval of the credit man and are "passed out" as soon as he is satisfied from all points of the compass that no real risk is involved. The delay in shipment often rests with the salesman for not having furnished a correct statement with the order. Remember, the credit man must make no mistakes. There is no department of the establishment where a blunder may prove so costly. He must not reject a good customer or approve a bad one. He must use tact in ascertaining the truth and in stating it. The future of the house rests on his wisdom and courage. A credit man can no more make mistakes without discovery than a train despatcher can. He cannot begin over again like a salesman or buyer; he must do perfect work every time. He cannot sink his personality in mechanical performance of duty; his personality is the essential part of his equipment for work.

**The Credit Man's Ideal.**

The science of credits is not an exact one, and not one to which the same rules are applicable at all times and for all lines of business. The endeavor of the credit man is to keep his losses as near the zero point as possible without limiting sales. There are many things he must know, to guide the ship of commerce with which he is intrusted, such as the condition of a territory as regards money when a comparatively

small area may be experiencing business depression because of continued bad weather, extension of a new railroad cutting off trade, crop failure, or similar causes, while other territory in the same locality is enjoying phenomenal prosperity; he must be informed as to the cost of production, amount of stock on hand, and in fact all the operative details of his own business, to enable him to judge wisely in putting out goods. He is obliged to have access to many sources of information. What a great help it is to the credit man to know he can rely absolutely upon the trustworthiness of his salesman!

The credit man's position is the most responsible of all in the establishment. Like a woman's work, it is never done. He is first at his desk in the morning and the last to leave at night. Don't add to his cares by being churlish in fancying you are not getting a square deal when your orders are occasionally delayed, or ruled out altogether. In his every action the best interests of the house receive his first consideration. If it were otherwise, how long could it continue to pay you your salary? Too often is criticism of the credit department indulged in, because of the salesman's desire to increase his sales at any risk.

**Judging a Credit Customer.**

In judging a basis for credit on short notice, when selling to a customer for the first time, the salesman is obliged to act quickly. His time with his customer is necessarily limited. He sells a bill and is on his way to the next town. The habit of observation, alertness, most of all his powers of perception are the qualities which must determine the worth of a new man. The ledger will find him out in the long run—that is not difficult; the thing is to do so on the spot by common instinct.

It is the place of the credit man, and not of the salesman, to ask direct questions, for the attempt to investigate a customer's affairs by that method is offensive, and nearly always resented. It is a barrier to sales-making. Intuition is the only safeguard with which to take the measure of the trustworthiness of a man on first approach.

It is not easy to sell goods to a hard-headed dealer who discounts all his bills. The man to look out for is the one who places his orders with a lavish hand, indicating his belief that a wholesale retirement of manufacturers and jobbers is imminent. Such a buyer leaves usually without even so much as asking your terms. The wary salesman is always suspicious of the man to whom he can sell without an effort. A reckless buyer invites failure from the start. It is only a question of how

long the bank can stand the run before his creditors are notified that a smash-up is inevitable.

**The Store a Good Index.**

The general appearance of a merchant's store or office is a pretty sure indicator of his moral and financial standing. Any evidence of waste, lack of system, or bad management should not be overlooked. A slovenly kept store goes hand in hand with inefficient office management. Haphazard book-keeping has ruined many a small merchant. It is the common experience of most salesmen frequently to encounter dealers who do not know the cost of things and cannot tell from year to year whether they are making a profit or a loss. Their collections are no better than their payments.

Steer clear of the man who spends money that belongs to his business. The high-liver, however prosperous he may appear, is a menace to credit.

It is a good thing for the salesman to realize that every time his house extends a line of credit to the financially low-water merchant, it is doing him a far better business turn than his local bank in loaning him a few hundred dollars.

(To be continued.)

**PERSONAL NOTES.**

C. Pregno, of the Museo Commerciale Italiano, Montreal, has left on a business trip to Italy.

Harold Hughes, of Fred Hughes & Co., Montreal, has returned from a shooting trip in the North.

A. H. Brittain, of A. H. Brittain & Co., Montreal, is spending a few days in Toronto on business this week.

**PRESTIGE.**

Prestige is defined as the influence which arises from reputation. That being the case, it naturally follows that anything which effectively spreads a firm's good reputation is a direct aid to prestige. Most travelers prefer to work for a firm which has prestige with the trade. The very weight of a name often helps a good deal. All concerns which persistently advertise in a good trade newspaper have more or less of prestige with the trade; because the fact that a firm persistently advertises is convincing evidence to the retailer of that firm's progressiveness and prominence in the trade. No use talking; live trade newspaper advertising, does tend to make the travelers' path easier to tread!

## Buying Stock for a New Grocery

PRACTICAL SUGGESTIONS FOR BEGINNING THE BUSINESS.  
BY WM. McCREA, GUELPH.

To a man beginning the grocery business the problem of what stock to buy, and how to distribute his capital, looms up as perhaps the most important. As a help to beginners, the following article, answering as far as possible the difficulties of the problem, has been written for us by a grocer well qualified to handle the subject.—Editor.

What stock should a man buy with a capital of say \$1,500 or \$2,000 is a question sometimes asked by a new grocer. How to acquire that amount is a harder problem to me. I shall work from the larger amount, as we like to have as much money as possible to do business with. Well, say \$2,000 capital to invest in general groceries. My, I am glad no travelers are around to hear that. We will divide the amount up into four parts, say:

Staple groceries, 50 per cent.	
or .....	\$1,000
Fixtures, including horse and rig, show cases, refrigerators and scales, 7½ p.c. or .....	650
Fancy goods, such as confectionery, cigars, fancy sauces, etc. 5½ p.c. or .....	100
Bank, including interest, etc., 12½ p.c. ....	250
<hr/>	
Total .....	\$2,000

The staples should include everything from A to Z that a first-class grocery store would stock. It depends a great deal on the time of year and also the locality what part of your stock should be the heaviest, as it varies a great deal at each season of the year, and your stock should be able to balance either way, or rather, if you prefer it, your capital should be ready to turn over just as often as possible. That is, at the end of each season you ought to have your money ready to invest again in the best sellers for the next season, as it is the constant turning over that makes the money. I do not believe in the idea of stocking for future use on small capital, and your wholesaler should carry the burden.

### Advice to the Greenhorn.

Now, there is one more consideration, and it is a mighty large one to my mind. Do you know anything about the grocery business, such as what are values or the qualities of the different goods? If you do not and you really want to invest your money, well, go

right to the manager of any reliable wholesale grocery house and tell him exactly your position. If you don't depend on him or some one else's good judgment it is almost certain failure. Don't be afraid to depend on the honesty of your wholesale house, as it is to their interests to make a success out of you when they have your confidence.

### Be Sure to Get the Discounts.

Do not buy in larger quantities than is really necessary to get good discounts, but be sure to buy large enough to get the regular discounts, and also be sure to have your cash ready to accept them, as it means a great saving in a year's business to be



WM. McCREA,

Of Guelph, the Writer of the Article on this Page, who has had Many Years of Experience in Several of Guelph's Best Groceries.

able to take the discounts. And always remember that goods well bought are half sold. Remember also that you cannot build up a successful business on groceries of inferior quality. Buy the best, as it takes the best to hold the best trade and the best is none too good for you.

Now to give you an idea of how I would invest the amount named, we will spend it as far as we can intelligently and see what we can get for it on a fair estimate:

SUGAR, including granulated, yellow, loaf, icing, etc. ....	\$100
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TEAS, including one good 25c line and 40c line of each, and a good assortment of two good lines of package teas .....	80
COFFEE, one good 40c line and one cheap line .....	15
SPICES, peppers, including extracts by the gross, baking soda, cream of tartar, jelly powders, etc. ....	100
CANNED GOODS, including corn, peas, tomatoes, salmon and sardines .....	100
Raisins, currants, fruits, peels, nuts, etc. ....	100
Vinegar and pickles .....	80
Brooms, brushes, woodenware and matches .....	50
Oatmeal and cereals, assorted ...	50
CHEESE, including fancy varieties .....	50
MOLASSES, syrups, etc. ....	50
PRODUCE, including butter, potatoes, cheese, etc. ....	100
General assortment of biscuits ...	75
Sundries .....	50
<hr/>	
Total .....	\$1,000

### Store Fixtures.

Horse and rig, \$150; show case, \$25; refrigerator, \$150 .....	325
Books, \$25; shelving, scales, etc, \$300 .....	325
<hr/>	
Total .....	\$ 650

### Other Incidentals.

FANCY GOODS, including cigars confectionery, etc. ....	100
BANK, including interest and assets, etc. ....	25
<hr/>	

Grand total .....

\$2,000  
There goes our money at a good fair average. But it will not do to be hard or fast in any one particular instance. There should be a shifting from one house to another as the prices varied to where the best values were to be obtained. Always keep in mind the fact that quality should be your first consideration and not price.

### ALWAYS A FAILURE.

"Do you think the fruit crop will be a failure this year?"

"Course it will," answered Farmer Corntossel, "If prices are high there's no fruit, and if prices are low there's plenty of it. The fruit crop is always a failure!"

### BY THE BUSHEL MEASURE.

"To think," sighed the disheartened poet, "of having to write a bushel of love songs for a barrel of flour!"

"Why," said the other poet, "you are in great luck, my friend. I have two bushels of returned love songs on hand; tell me where your groceryman is!"

THE CANADIAN GROCER

BY ROYAL WARRANT TO H.M. KING EDWARD VII.

# SPRATT'S PATENT LIMITED

24 & 25, FENCHURCH ST., LONDON, ENGLAND

**Dog Foods**

**Bird Foods**

**Chicken Foods**

## Trade Price Current

FOR THE ENGLISH POSSESSIONS

### DOG FOODS.

#### 1 Patent Meat "Fibrine" Vegetable Dog Cakes



If above 25  
meat required  
1/- per cent. extra

	TRADE PRICE	S. C.
In 50-lb. and 100-lb. Bags, per 100 lbs.	14 0	5 48
In 7-lb., 10-lb., 14-lb., 25-lb. or 28-lb. Cotton Bags	15 0	5 60
In 3 1/2-lb. or 5-lb. Cotton Bags	15 0	5 72
Strong Export Cases extra		
In 2 1/2-lb. Bags or Cartons, per doz.	5 0	1 20
In Packets, per gross	20 0	4 80
Packed in gross and 1/2-gross cases without extra charge.		

#### 2 Patent "Terrier" Meat Fibrine Dog Biscuits.



FOR MEDIUM SIZED DOGS

In 50-lb. and 100-lb. Bags, per 100 lbs.	15 0	5 60
In 7-lb., 10-lb., 14-lb., 25-lb. or 28-lb. Cotton Bags	15 0	5 72
In 3 1/2-lb. or 5-lb. Cotton Bags	16 0	5 84
Strong Export Cases extra		
per 14-lb. Tin	3 0	84
per 14-lb. Box	3 4	80
per 7-lb. Tin	1 9	42
per 7-lb. Box	1 8	40
per Case in doz. Cartons	10 0	2 40
In Tins, per doz.	9 9	2 34
In 2-lb. Packets	4 9	1 14

#### 10 Plain Round Dog Cakes

For kennels where meat is abundant, per 100 lbs.

In 50-lb. and 100-lb. Bags, per 100 lbs.	15 0	5 72
In 7-lb., 10-lb., 14-lb., 25-lb. or 28-lb. Cotton Bags	16 0	5 84
In 3 1/2-lb. or 5-lb. Cotton Bags	16 0	5 96
Strong Export Cases extra		

#### 14 Patent PUPPY Biscuits. FOR ALL SMALL BREEDS.



Tins, Boxes and Cartons:—per 14-lb. Tin	3 0	84
per 14-lb. Box	3 4	80
per 7-lb. Tin	1 9	42
per 7-lb. Box	1 8	40
about 4-lb. Tins, per doz.	9 9	2 34
about 4 1/2-lb. Cartons, per doz.	10 0	2 40
per 2-lb. Packets	4 9	1 14
per case of 72 Cartons (10 Biscuits)	2 6	60
Packets: per case 3 doz. packets (10 Biscuits)	6 3	1 50
per case 6 doz. packets (10 Biscuits)	12 6	3 00

No Prices marked on Bags or Packets.

one good 25c  
of each, and a  
of two good  
teas ..... 80  
of 40c line and  
..... 15  
including ex-  
gross, baking  
tartar, jelly  
..... 100  
including corn,  
salmon and  
..... 100  
fruits, peels,  
..... 100  
..... 80  
woodenware and  
..... 50  
s, assorted ... 50  
ng fancy va-  
..... 50  
s, etc. .... 50  
ng butter, po-  
..... 100  
of biscuits ... 75  
..... 50  
..... \$1,000  
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\$150 ..... 325  
lving, scales,  
..... 325  
..... \$ 650  
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**L MEASURE.**  
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THE CANADIAN GROCER  
SPRATT'S PATENT LIMITED, LONDON.

6. "Rodnim" (Trade Mark) A Hound Meal for Dogs.



Fine, for Puppies; Medium; Coarse.

N.B.—We recommend "Rodnim" as an occasional change from our Patent Meat "Fibrine" Dog Cakes, which should be the staple diet.

	TRADE PRICE.	s c.
<i>per 100 lbs.</i>	14 6	3.48
In 7-lb., 10-lb., 14-lb., 25-lb. or 28-lb. Cotton Bags	15 0	3.60
In 3½-lb. or 5-lb. Cotton Bags	15 6	3.72
No extra charge for double cover bags. Export Cases extra.		
In Bags (about 5 lbs.), <i>per doz.</i>	9 3	2.22
In Bags	4 8	1.12
3d. packets, <i>per gross</i>	27 0	6.48

Patent "Ovals" with Meat Fibrine.



100-lb. or 50-lb. Bags, <i>per 100 lbs.</i>	18 0	4.32
7-lb. Bags, 1/- <i>per cwt. extra.</i>		
<i>In 25-lb. Cases, each</i>	5 0	1.20
<i>per Case of 72 3d. Cartons</i>	14 3	3.42
<i>6d. Cartons, per doz.</i>	4 9	1.14
1- Tins	9 6	2.28
7-lb. Tins, each	1 11	.46

Patent "Midget" Meat Fibrine Biscuits.

About 30 to the lb.

100-lb. or 50-lb. Cases, <i>per 100 lbs.</i>	17 0	4.08
<i>In 25-lb. Cases, each</i>	4 6	1.08
<i>per Case of 72 3d. Cartons</i>	14 3	3.42
<i>6d. Cartons, per doz.</i>	4 9	1.14
1- Tins	9 6	2.28
7-lb. Tins, each	1 11	.46

Malt-Milk (Full percentage of Cream).



A Perfect Substitute for Mother's Milk.

For Brood Bitches, Invalid Dogs and Cats.

1- Tins, <i>per doz.</i>	9 0	2.16
2 6 " "	22 6	5.40
5 - " "	45 0	10.80
<i>7-lb. Tins, each</i>	6 6	1.56
14-lb. " "	13 0	3.12
28-lb. " "	26 0	6.24

DISCOUNTS.

Orders for Dog and Poultry Foods :

To the value of less than £10, Nett.  
" " £10 to £25, 2½%  
" " £25 and over, 5%

**DOG MEDICINES AND SOAP.**

EXPORT CASES FREE.

Alternative Cooling Powders, 4/-, 8/- and 20/- per dozen boxes.  
Chronic Skin Disease Cure, 8/- and 20/- per dozen boxes.  
Chemical Food 8/- and 16/- per dozen bottles.  
Cod Liver Oil (Unrefined) for Dogs, per gallon jar, 6/- ; ½-gallon jar, 3/-  
Cough Pills, 4/-, 8/- and 40/- per dozen boxes.  
Diarrhoea Mixture, 12/- per dozen bottles.  
Disinfectant. 4/6 and 9/- per dozen tins.  
Distemper Powders, 12/- and 20/- per dozen boxes.  
" Pills, 20/- per dozen boxes.  
Eczema Lotion. 12/- and 20/- per dozen bottles.  
Eye Lotion, 8/- per dozen bottles.  
Hair Stimulant. 8/- and 40/- per dozen bottles.  
"Locurium" Oil, 4/6, 8/- and 18/- per dozen bottles.  
Mange Lotion, 8/- per dozen bottles. Also in quart jar, 2/- ; ½-gallon jar, 3/3 ; gallon jar, 6/- each.  
Tonic Condition Pills, 4/-, 8/-, 20/- and 40/- per dozen boxes.  
Worm Pills, 4/-, 8/- and 40/- per dozen boxes.  
" Powders, 8/-, 20/- and 40/- per dozen boxes.

No Prices marked on Bags or Packets.

THE CANADIAN GROCER  
 SPRATT'S PATENT LIMITED, LONDON.

**DOG MEDICINES AND SOAP—Continued.**

**Soap for Dogs** (12½% discount only) 3/6 and 7/- per dozen tablets (packed in boxes of 6 and 3 tablets).

**Medicine Chests** containing various Dog Medicines, and in addition Lancets, Seton Needle, Scissors, etc., 17/6 and 50/-

Etc. See Full List. Etc.

Subject to 20% Discount.

**TRADE PRICE.**      s c

**CHICKEN and POULTRY FOODS.**

**82. Patent Chicken Meal.**



Rears Chicks from the Shell. The Morning Meal.

per 100 lbs.      15 0      3.60

No extra charge for 3½, 5, 7, 10, 14, 25 and 28-lb. Bags.

Double Bags for Export, free. Cases extra.

about 3-lb. Bags, per dozen      4 9      1.14

about 18-oz. Packets, per gross      27 0      6.48

**83. "Chikko" (Trade Mark). A dry food for Chickens. The Evening Meal.**



per 100 lbs.      14 6      3.48

No extra charge for 3½, 5, 7, 10, 14, 25 and 28-lb. Bags.

Double Bags for Export, free. Cases extra.

about 3-lb. Bags, per dozen      4 9      1.14

about 18-oz. Packets, per gross      26 0      6.24

**85C. Poultry Pellets.**

In 14-lb., 28-lb., 56-lb. Bags, 6d. per Cwt. extra.

In 3½-lb and 7-lb. Bags, 9d. per Cwt. extra.

Double Bags for Export, free. Cases extra.

per 100 lbs.      10 6      2.52

**85D. Pinhead Poultry Meal.**

per 100 lbs.      13 0      3.12

**85. Poultry Spice for Egg Production.**

In packets, about ¼ lb., per gross      8 6      2.04

" " 1 lb. "      26 0      6.24

" " 2½ lb. "      52 0      12.48

In 7-lb. bags, per bag      1 9      .42

**DISCOUNTS.**

Orders for Dog and Poultry Foods :

To the value of less than £10, Nett.

" " £10 to £25, 2½%

" " £25 and over, 5%

**POULTRY MEDICINES.**

**Diarrhoea Powder**, 4/- and 8/- per doz. tins.

**Soap for Poultry**, 1/9 per box of 6 tablets (12½% discount only.)

**Feather Disease Cure (destroys Lice)**, 4/-, 8/- and 40/- per doz.

**Gape Cure, "Blackerite"** (a powder), 4/6, 9/-, 18/-, 36/- and 54/- per doz. tins.

**Roup Paste**, 4/- and 8/- per doz. tins.

**Roup Pills** 8/- per gross 1d. boxes, 4/- per ¼ gross 2d. boxes, 4/- per doz. 6d. boxes.

**Tonic Condition Paste**, 4/- and 8/- per doz. tins.

**Tonic Condition Pills**, 4/- per ¼ gross boxes,

Etc. See Full List. Etc.

Subject to 20% Discount.

**CAGE BIRD REQUISITES.**

Cases Free and F.O.B. London.


**142. Mixed Seeds.**





1d. Packets, about 4 ozs.	per gross	8 0	1.02
1½d. " " 6 ozs.	"	12 0	2.88
2d. " " 8 ozs.	"	16 0	3.84
3d. " " 12 ozs.	"	24 0	5.76
4d. " " 1 lb.	"	32 0	7.68
6d. " " 2 lbs.	"	48 0	11.52
1/- Tins " 4 lbs.	per dozen	8 6	2 04
3d. Bags " 12 ozs.	per gross	24 0	5.76
4d. " " 1 lb.	"	32 0	7.68
6d. " " 2 lbs.	"	48 0	11.52


No Prices marked on Bags or Packets.

THE CANADIAN GROCER  
 SPRATT'S PATENT LIMITED, LONDON

		TRADE PRICE.	\$ c.
144A. Plain Canary Seed. Best Spanish.			
	2d. Packets, about 1/2 lb.	<i>per gross</i> 17/0	4.08
	4d. " " 1 lb.	34/0	8.16

146. Parrot and Macaw Seed Mixture.			
	2d. Packets, about 8 ozs.	<i>per gross</i> 16/0	3.84
	3d. " " 12 ozs.	24/0	5.76
	4d. " " 1 lb.	32/0	7.68
	6d. " " 2 lbs.	48/0	11.52
	1/- Tins " 4 lbs.	<i>per dozen</i> 8/6	2.04
	2/- " " 8 lbs.	18/0	4.32
	3d. Bags " 12 ozs.	<i>per gross</i> 24/0	5.76
	4d. " " 1 lb.	32/0	7.68
	6d. " " 2 lbs.	48/0	11.52
	2/- " " 8 lbs.	<i>per dozen</i> 18/0	4.32

149. Canary and Cage Bird Food. (A substitute for Egg Food.)			
	6d. Tins	<i>per gross</i> 48/0	11.52
	3d. " "	24/0	5.76
	3d. Packets	24/0	5.76
	1d. " "	8/0	1.92
	7-lb Bags	<i>each</i> 2/0	.48
	3 1/2-lb. Bags	1/0	.24

153. Color Food (Red or Orange Plumage) for Canaries, etc.			
		<i>per dozen 2/6 tins (1lb.)</i> 21/0	5.04
		" 1/- " 8/0	1.92
		" 6d. " 4/0	.96

156. Avicultura Gravel (or Sand) for Cage Birds.			
	1d. Bags, about 1 lb.	<i>per gross</i> 6/0	1.44
	3d. " " 4 lbs.	18/0	4.32
	6d. " "	<i>per dozen</i> 4/0	.96

**DISCOUNTS**

Orders for **Packet Seeds** :

To the value of less than £8, Nett.  
 " " £8 to £16, 5%  
 " " £16 and over, 10%

**MEDICINES FOR CAGE BIRDS**

"Canaradyne" (for Asthma and Wheezing), 3/6, 7/- and 17/- per card of 1 dozen bottles.  
 Red Mite Killer, 3/6, 7/- and 17/- per card of 1 dozen bottles.  
 "Pennakura" (Feather-eating Cure), 2/- per card of 1 dozen bottles.  
 Parrot Tonic, 4/- per dozen bottles.  
 "Quinella" (for Inflammation of the Stomach), 1/9, 3/6 and 7/- per card of 1 dozen bottles.

*Subject to 20% discount.*

**No Prices marked on Bags or Packets**

Full EXPORT TRADE LIST sent on application to

**SPRATT'S PATENT LIMITED**

24 and 25, Fenchurch Street

LONDON, ENGLAND

Quotations may also be obtained from our Branch, 13 St. Therese Street, St. Gabriels, Montreal

# Grocery News from Coast to Coast

WHAT THE TRADE IS DOING IN ALL PARTS OF CANADA

## Quebec and the Maritime Provinces

**Business Good in Nova Scotia—Enormous Lobster Shipment—St. John Stores Improving in Appearance—Officers of Montreal Grocers' Association.**

### HALIFAX.

October 13.—Business throughout the Province appears to be in a very satisfactory condition. Failures have been few, and paper, on the whole, has been well met. No very large stocks of goods are being ordered at present, but as soon as the elections are over and things assume their normal state it is expected that trade will be brisk. The fisheries have been good though the price for dry fish is low. The increased catch, however, will make up for any deficiency in this respect. The crops all over the Province have been good, especially that of fruit, and will bring in a large return to the farmer.

The local market at the present time is swamped with tomatoes, twelve-pound baskets selling for 25 cents, and they are going slow even at that. Cranberries are also very low. Some can be bought for \$4.50 per barrel, but the choicest stock is selling for about six dollars.

Butter is in fairly good supply, but the price is firm. Good dairy stock can be purchased for 23 cents, while dairy is 27 to 28 cents. Eggs are a little easier, and are in fairly good supply. Sugar is firmer. New figs are now on the market, and new dried fruit will soon be along. Bananas are about done for the season, but oranges are coming on the market now in good supply. There is not much doing in the canned goods line at the present time. Smoked meats are in good demand.

The Lunenburg bank fishing season of 1908 is now about over and it will be of interest to those who are interested in the progress and prosperity of Nova Scotia to read of the unexcelled success of the Grand Bank fishery of the Gloucester of Canada.

In 1907 there were 109 vessels engaged in this industry, and the catch was 123,625 quintals. In 1908 there were 110 vessels engaged in the fishery, with a catch of 138,180 quintals. The average catch per vessel in 1907 was 1,134 quintals, and in 1908, 1,256, an increase per vessel of 132 quintals.

The Furness line steamer Shenandoah, which sailed this week from London, took away ten thousand cases of canned lobster, the largest shipment that has been made to the European markets this season. The lobster business this year has been most successful, about 115,000 cases in all being shipped through this port. The price this year has also been very good, the average per case of 48 tins being \$16. This means that in the vicinity of \$1,840,000 will be distributed among the fishermen, packers and shippers of the Province for their work during the season. The above only covers the shipments to the European markets, and as there is always a large number of lobsters sent to the United States and Western Canada as well as kept for home consumption, the total value of the season's catch will total fully \$2,000,000.

Fall mackerel are still being taken on the western coast of Nova Scotia, and some large catches are being made. As high as twenty thousand were taken in one day at Peggy's Cove. The fish are of excellent quality; there is a ready market, and the price is good.

Over one hundred thousand barrels of apples have been shipped from Halifax so far this season. The export of fruit is very heavy, and it is expected to continue so for some time. The steamer Shenandoah, sailing this week, took 21,000 barrels, and the Furness liner Halifax City, 6,916 barrels. Both steamers are bound for Liverpool.

The apples offered for sale here are all fine stock, but the price is unusually low. Good Gravensteins, No. 1, are quoted at \$2; No. 2's at \$1.25 to \$1.50, and No. 3's, \$1 to \$1.25. Golden Ball, Emperors and other early varieties are selling from \$1.25 to \$1.50.

At the Horticultural Show in Kentville this week there was a display of apples that could not be surpassed by any district in the world. Never before has there been such a magnificent exhibit of fruit. Five large tents were given up to apples in barrels. To give an idea of the class of fruit shown it is only necessary to state that in one

barrel 15 apples (Blenheims) made the top layer, packed one row about the rim and five in the centre. The same number of Fallwaters made an equal showing, and the rest were Kings, 19 to the layer; Gravensteins, 21; Starks and Spies, 22 each, and Russets, 29. Only one barrel of the famous Cox's Orange Pippin was shown, and it won the special prize offered by J. E. DeWolf, of Halifax. The New Brunswick Cold Storage Company had an exhibit of apples grown in 1907. This fruit was in excellent condition, being quite firm and of excellent flavor.

### ST. JOHN.

October 13.—In reviewing the business of the past summer, the grocers here feel well satisfied with the volume of trade. There was some little falling off for a time, but of late orders have been coming in freely and accounts have been satisfactorily met. Prospects for a good winter trade are excellent.

There has been practically no change in the markets during the past week. Canned goods and other seasonable lines are coming in every day and advance orders are being filled.

On Monday night, Oct. 5, thieves broke into Robert McAvity's grocery store, Waterloo Street, and stole \$15 from the till. Entrance was forced from the rear by breaking a window and reaching a latch on the inside of the door.

Burglars broke into the store of Ben Winsor, at New Mills, last Saturday morning and secured \$127. The safe was blown to pieces. The break is supposed to have been the work of expert cracksmen, as nothing which could lead to identification was taken, although there were several negotiable cheques for large amounts in the drawer with the money.

F. & J. Watson, grocers, Main Street, are in financial difficulties. An informal meeting of their creditors was held on Monday, Oct. 5. The firm submitted an offer of 25 cents on the dollar and those present voted unanimously to accept it. The liabilities, which are about \$4,000, are practically all local.

A Hartland correspondent writes:—The question of potatoes does not cease to be interesting, for that involves the matter of \$1,000,000 for Carleton and

## THE CANADIAN GROCER

Victoria Counties. Buyers estimate that not quite a third of the great crop has been hauled in. The price has been going upward at the rate of five cents a barrel a day until now the price is \$1.05 to \$1.10. Every farmer has a cellar full for the high prices of winter that seem a certainty. Reports from Montreal say that New Brunswick potatoes rule supreme over local stock on account of their excellent quality.

More attention seems to be given lately by local retailers to their window displays than was formerly the case. For a long time the majority of the merchants did not seem to realize what a benefit can be derived from a neat and attractive display of goods. The idea of dressing a window with one or two lines only and making them appeal to the passerby with a neat price tag and making changes every day or two, is being practised with much success by a number of merchants. A window filled with two or three dozen different varieties of goods, while in some cases it is attractive, yet doesn't appeal to the hurrying throng who might be halted by a card announcing that a large lot of so-and-so was being sold at a certain price. Especially where the price of an article is small, the tag on it is an invitation that five out of ten passersby cannot resist.

Quick delivery is another matter that is receiving considerable attention. In most of the stores now, one or two boys are engaged at a small wage, to run out with orders, as many people when telephoning for goods want them in a hurry, and the dealer who waits to send them in the regular delivery is likely to find he is losing his trade.

### GEORGETOWN, P.E.I.

Oct. 13.—The three exhibitions held on Prince Edward Island this fall were a grand success. The weather was perfect—not a cloud in the sky and warm, very warm for the season. Never before did such numbers of people attend our exhibitions, never before was there such numerous and splendid exhibits. Every department was over-crowded. Greater and more spacious accommodations must certainly be provided next year. These exhibitions go to show that better products cannot, in their classes, be grown on the American continent.

Ernest Coffin, proprietor Coffin & Co., Charlottetown, has returned from a pleasant visit to Montreal and several United States cities. Mr. Coffin was accompanied by his sister.

Shipping is becoming quite brisk. Eggs, which declined to 17 cents, are now 17½ cents. Oats are worth 40 to 42 cents. Potatoes are down to 20 cents. Hay is \$6 to \$8 per ton. Butter, 20 to 22 cents.

H. Lee, representing the William Paterson & Son Co., Brantford, was in town yesterday. This is the first time a representative of this firm has visited the Island and he reports business excellent.

The local election, which it is expected will take place about the middle of November, will be a very interesting contest. A. J. Macdonald, of A. A. Macdonald & Bros., is the Conservative candidate and W. W. Jenkins, of W. W. Jenkins, Son & Co. is the Liberal candidate.

Malaga and Almeria grapes are among the new fruits offered for sale. Some Jamaica oranges are also on the market. Gravenstein apples are the principal apple to be had and they are of excellent quality and very low.

In general collections are fair. The crops have been excellent and all harvested in good condition. Business is improving and the prospects were never better.

### MONTREAL.

A. T. Robson, representing the large Liverpool grain importing firm of Ross T. Smyth & Co.; spent a few days in Montreal last week. This firm have branches in India, Russia and the Argentine Republic. Mr. Robson is the firm's representative in India with headquarters at Kerachi in the Province of Scinde. India has been suffering from



J. A. DORE.

President-Elect Montreal Retail Grocers' Association.

a wheat famine and as the quantity available for export is extremely small he has come to Canada and will subsequently visit the United States in the hope of establishing a connection in these two countries for his firm. Mr.

Robson has lived in India for the past ten years during which time he has been engaged in the grain business. He states that the prospects for next year's crop are very good as an abundance of rain has fallen. Speaking of methods



A. SARRAZIN.

Elected Secretary Montreal Grocers' Association.

of transportation, he said grain was carried almost exclusively by tramp steamers and as coolie labor is extremely cheap in that country grain is transferred to the steamers by coolies. Mr. Robson will go west, visiting Toronto, Winnipeg and other Western points.

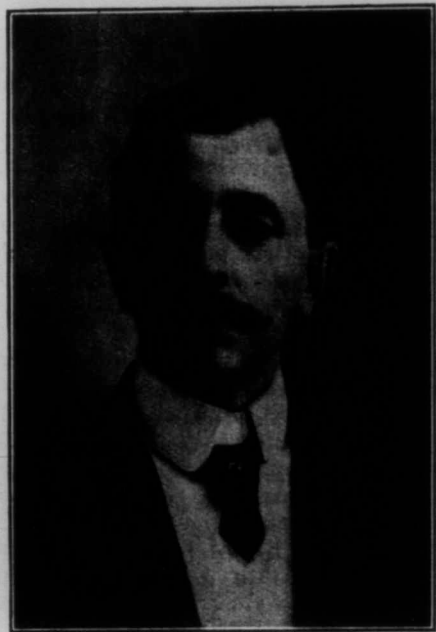
At a meeting of the Board of Directors of the Lake-of-the-Woods Milling Co., held October 7, Lt.-Col. F. S. Meighen was elected a director of the company to fill the vacancy left by the late Sir Robert Reid. Col. Meighen is a son of Robert Meighen, president of the company and has held the position of treasurer since its reorganization, having been a director previous to this.

J. L. Mitchell, president of the Montreal Dressed Meat Co., St. James St., has returned from a short visit to Atlantic City.

S. J. Mathewson, of Mathewson's Sons, is out of town spending a few days at Metis.

G. H. Alvin, Streetsburg, Pa., has been in town for a few days after having completed a tour of Ontario and the Canadian West. Mr. Alvin is looking over the ground with a view to establishing a canning plant somewhere in Canada. In discussing trade conditions Mr. Alvin remarked on the remarkable growth of some kitchen brands of goods. Some woman suddenly finds herself confronted with the necessity of earning her own living and remembers that she can make extra

fine preserves or jams or perhaps a certain kind of pickles and then a beginning is made. People are partial to this form of goods as there is or they imagine there is a home-made taste about the



A. LANIER.

The New Treasurer, Montreal Grocers' Association.

goods which they do not get in the goods of the larger manufacturers. This is undoubtedly the case when these people start but with increase in business in a majority of cases they instal machinery similar to the other factories and then the home-made product begins to flow out in greater volume. Mr. Alvin thinks the United States people are ahead of the Canadian in methods of packing and the attractiveness of their packages. Regarding quality he didn't think they had any advantage of the Canadians but he said he was not very familiar with Canadian lines.

Alf. Foreman, manager of Carsleys' states that he is receiving numerous applications for space for demonstrations but owing to lack of space he was obliged to limit the number. He states that as it is, they have difficulty in showing their own goods.

The Ogilvie Flour Milling Co. and the Lake-of-the-Woods Milling Co. have both held their annual meetings and the statements have been in both cases very satisfactory. The Ogilvie Co. elected the following directors for the ensuing year: C. R. Hosmer, president; F. W. Thompson, vice-president and managing director; Sir George Drummond, Sir Montagu Allan, E. S. Clouston, 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; W. A. Gandle, assistant secretary; F. H. Anson, general superintendent; Lt.-Col. A. E. Labelle, local manager; Geo. A. Coslett, Ft. William manager. The Geo. Creak Audit Co. were appointed auditors for the ensuing year. The reports read by the president show net profits for the year of \$511,473. This is not as large as some years yet represents a very creditable year.

At the Lake-of-the-Woods meeting the following directors were elected: Robert Meighen, president and managing director; Hon. Robert McKay, vice-president; G. V. Hastings, general manager; W. W. Hutchison, eastern manager; Robt. Reford, Abner Kingman, R. M. Ballantyne, Jas. W. Pyke, Frank S.

Meighen. President Meighen, in addressing the directors, said the yearly net profits, \$401,869.39 represented a good showing, taking into consideration the commercial depression of the year.

A meeting of the Retail Grocers' Association was held Wednesday night, Oct. 8, in their hall, St. Catherine St. After the secretary had read a favorable report of the finances of the picnic the election of officers for the ensuing year took place and resulted as follows: J. A. Dore, president; M. J. T. Boileau, 1st vice-president; A. Malo, 2nd vice-president; A. Laniel, treasurer; A. Sanazin, secretary; L. A. St. Pierre and J. T. Lussier, auditors.

## Western Province Notes.

Vancouver Grocers' Pure Food Show Next Week—Bringing in Sugar From Scotland—New Grocery Warehouses at Saskatoon.

### VANCOUVER.

October 10.—Following up the shipment of butter to the coast cities, dressed beef is being sent here by western Alberta. This week a carload was brought into Vancouver, while at the same time another car went on to Victoria. It was shipped from Edmonton and as it is all ready for the butchers and has been hung, it is expected that the toughness which is noticed in freshly-killed meat will be absent. The meat is scientifically prepared and is carried in cold storage. Every carcass is Government inspected and proven.

This week, too, saw the first carload of Niagara grapes arrive in Vancouver from St. Catharines, being both blues and reds. Last year they were brought through by express, but it is now possible to get them here in good shape by freight, and this will mean a considerable difference in the price. They retail at 50c per basket, and will prove a strong competitor to the California article. There are many people here who come from Ontario and know just what the Niagara grape is, so that it will not have to sell slowly before it is introduced, which is the case with an unknown article.

A sharp advance is noted in lard, pure going from 14c to 15¼c, and compound from 12½c to 14c.

A second cargo of sugar is to be brought in from Scotland by Henry Moss, of Victoria. Two or three months ago the first cargo was brought here, and the disposition of it was satisfactory enough to encourage Mr. Moss to make another venture. This will be sold the same as the first, at 5¼c, being ¼c lower than the product of

the B.C. Sugar Refining Company, of this city.

Considerable export of potatoes, onions and apples is now going on. The Den of Ruthven, which left this week for New Zealand, carried 750 tons of apples, but most of these were from Oregon. It is expected that in time nearly all the Antipodean trade in apples will be done from British Columbia. This year some large shipments will be made from Vancouver and Victoria, which will include twelve cars from the Kettle river orchards, in the Boundary district, near Grand Forks. The Grand Forks' Fruit Growers' Association had orders for eighteen cars of apples for Australia, but owing to prior sales were able to ship only twelve. Three have already gone forward. Ashcroft potatoes and onions are being sent out to Fiji and Australia though not in particularly large quantities.

In regard to trade with other countries, it is expected that by next year bananas will be brought here from Mexico, instead of from the Isthmus, and pineapples as well. A great many pineapples are now imported from the Hawaiian Islands, and are of good quality, but the new line of transportation between British Columbia will facilitate trade.

W. J. Andrews, of the Golden Rule Grocery, Mount Pleasant, has returned from a month's trip to his old home in Ontario.

As a result of the efforts of C. V. Jones, of the Mason & Risch Company, a lodge of the United Commercial Travelers has been formed in Nelson, B.C. The instaling officers were, R. O. Mc-

Clintock, J.S.C., of the grand jurisdiction of Oregon, Washington and British Columbia; E. J. Richardson, P.C.; R. A. Creech, J.C.; C. V. Jones, Con., and J. R. Waldie, page. Twenty-two members were initiated at the inaugural meeting and a number of applications were received for membership. The officers of the new lodge, which is numbered 437, are: E. J. Richardson, past councillor; Hamilton Byres, senior councillor; P. W. Gordon, junior councillor; Thomas Stary, secretary-treasurer; E. Ferguson, conductor; Lee McBride, page; J. W. Holmes, junior sentinel; executive committee, F. A. Estey, Ronald Brown, Fred Ritchie and C. I. Archibald. Congratulatory messages were received from No. 304, Calgary, and No. 434, Vancouver.

On Monday next will open the pure food show, which will be conducted under the auspices of the Vancouver Retail Grocers' Association. The present indications are that it will be a big success, as considerable interest is being taken, and the displays will be comprehensive. The show will be continued all week.

A public meeting was held at Alberni last week to discuss the question of salmon fisheries. The run there is getting less, and the use of purse seines in the canal was protested against. A resolution was passed urging the Dominion Government to make provision for a hatchery at Alberni, and also to see that there are no obstructions in the Somass river that will prevent the fish from reaching spawning grounds.

#### SASKATOON.

October 12.—The contract for the new warehouse for the Rogers Fruit Co. has been let at the price of \$11,500. Work on the site is now under way. The company expect to occupy the building very soon.

The warehouse of J. F. Cairns has undergone considerable alterations. The front of the building has been fitted up with offices, showroom and packing-room for the better handling of goods in wholesale quantities. The basement has also been altered so that a bigger stock can be put in.

Wheat continues to pour in rapidly to the elevators at Asquith. Already about 60,000 bushels have been shipped from town. H. J. Cameron has now placed his stock of goods in his new store on Main Street. The foundation for the new flour mill is complete, and a quantity of lumber and machinery on the ground.

Stewart Bros., of Elstow, have moved their store from Railway Avenue to Main Street, where they expect to do a

better business. They contemplate erecting a larger store in the spring as the present building has been found to be too small for the growing requirements of the business. A new flour and feed

store is in course of erection for W. S. Taylor. A feed mill is being built by Mr. Dallas on Railway Avenue. W. McLaren, of Saskatoon, has opened a restaurant in the new town.

## Interesting Ontario Items

**Chatham Retail Merchants at Work—London Has Some Baseball Enthusiasts—Biggest Market in Galt's History—St. Catharines' Merchants Arranging Trade Excursions.**

#### CHATHAM.

October 13.—A big revival in the work of the Chatham Retail Merchants' Association may be looked for a little over two weeks hence. On account of counter attractions in the shape of two political meetings, the regular monthly meeting of the retailers, scheduled to take place to-night, has been called off; but it is on the express understanding that the next meeting, immediately after the conclusion of the campaign, is to be a "hummer." There will probably be quite a few important subjects up for discussion, while it is intended to secure a prominent outside speaker to address the association on some subject of interest to retailers. Difficulty has been experienced in the past in finding a meeting night on which all the active members could attend. As a remedy, it has been suggested to hold fortnightly instead of monthly meetings. The theory is that the merchants who can't turn out one night will be able to do so the other, and, though all may not be able to follow the routine business, all will be able to secure the benefits resulting from heart to heart talks with fellow tradesmen on subjects of mutual interest. Furthermore, with frequent meetings it is not only easier to interest a larger number, but easier to maintain the interest of all.

One grocer stated to-day that Saturday's business was the best he had experienced in a long time. Though all don't agree on this, it is the consensus of opinion that business has immensely improved, and that the trend will continue upward. Good crops are reported from all parts of the county.

Victoria Avenue, which vies with the west end as a home of fashionable aristocracy, has at last a grocery. Mr. Anderson, formerly of Howard Township, who for the past 18 months has been conducting Wm. Sharpe's grocery on VanAllen Avenue, is the proprietor of the new business, a dwelling house near the corner of Grand and Victoria Avenues having been remodeled into a handsome brick store. Mr. Anderson states that business has been very good. There is no competition within less than two blocks in any direction.

D. J. O'Keeffe, of the Triangle grocery, who injured himself while unloading some goods about three weeks ago, is able to be out again, after an extended siege.

H. A. Andrew has installed a Huber account system in his grocery.

The Bradley store has taken advantage of the intense interest here in the world's championship baseball series to bulletin the results in front of the store as they are received over the wire.

A prettily lighted front on Saturday nights is that of J. H. Kadwell, the Grand Avenue grocer. Mr. Kadwell uses natural gas, and the beautifully diffused light, combined with the tasty appearance of the front makes a striking effect, which has excited much comment.

Blenheim merchants have given notice that after October 15 they will shut up shop at 8 o'clock on Tuesdays and Thursdays. The growth among merchants in outside towns of what might be called "partial early closing"—closing two or three nights a week, is a striking feature of the past year.

#### BRACEBRIDGE.

Oct. 13.—Trade in this busy centre has been very brisk in spite of the cry of hard times. Business from the lakes and among the farmers being unusually good.

Miss Sheppard, of Toronto, Cowan's Cocoa demonstrator, had the main counter in Hutchison Bros. store during fair week.

Will Kirk, of Kirk Bros., is spending this week in the city and other places enjoying a well-earned holiday.

It is rumored that one of our merchants will soon enter the matrimonial arena. Watch for events.

Butter and eggs in this district seem very scarce. One thing that is hard to understand is why our merchants keep sending south for these goods with so many good farms around us. The chicken trade is very heavy, farmers going into it with a vim, yet we have a scarcity of eggs continually before us. Why is it?

An announcement that is pleasing to hear is that Hutchison Bros. have de-

ecided to institute the cash system after December 1st. This is a move in the right direction and we trust others will follow.

Robt. Armstrong, of Armstrong & Gillespie, is on the sick list.

People in town last week sustained a heavy shock in the death of W. J. Leeder, one of our prominent grocers. Mr. Leeder, who had a bright future before him, was stricken with typhoid fever. His progress towards recovery seemed bright when a relapse carried him to the great beyond. A beautiful wreath presented by his fellow merchants, showed the high esteem in which he was held among the business men.

Our annual fall fair proved a bigger success than ever, farmers making attractive displays, that showed credit in the undertaking. One instance was in honey. A remarkable showing was made in this particular line. At a glance in the different stores one can see rich displays of the goods all marked "Mus-koka Made."

#### GALT.

October 13.—The Y.M.C.A. of Galt has hit upon a novel way of advertising its campaign to raise \$2,200 to free the institution from debt. Every merchant advertising in the Reporter was canvassed with the request that he give his usual space in one day's issue to the association. A large number of merchants responded, among them the grocers, and on Saturday last the letters "Y.M.C.A." were prominently displayed on every page of the paper. The firm's signature was attached to every advertisement, but other than that there was nothing in the ads beyond the Y.M.C.A. announcements. That the scheme was successful is evident from the large sum realized by this unique method of setting forth the needs of a worthy institution.

Saturday last saw the biggest market in the history of Galt. For some time the attendance has been on the increase, but it was not until Saturday that all previous records were broken. The market building was not large enough to accommodate the butter, eggs, and poultry, while the outside display was an eye-opener. The success of the market is due, so says the Market Clerk, to one fact alone, and that is that the housewives of Galt are on hand every Saturday morning, and that the farmers have no difficulty in disposing of their produce. Eggs and butter have both advanced in price within the past month. The former has jumped from 20 to 27 cents, and the latter from 22 to 27 cents per pound. Shortage in supply is held responsible for the advance in eggs, while the failure of the pasturage is held responsible for the butter increase.

The announcement that Galt has decided to enter into the Good Roads system, was received with pleasure by Galt merchants. By this system the Government bears one-third the expense of macadamizing roads leading from the county into the town. St. Andrew's Road, a thoroughfare much traveled by North Dumfries farmers, will be macadamized at once, as this road becomes impassable in bad weather and prevented a large number of farmers from coming to town, its improvement will be a direct benefit to the grocers.

It is a common thing in Galt to see a groceryman dodging into a stationer's, or vice versa, and the reason for this performance is not hard to find. The merchants are on opposite sides of the political fence, and when the grocer thinks of a particular telling fact against his neighbor's party, he immediately visits the stationer and confronts him with the argument, and to reply necessitates a return visit. The outcome of the election is eagerly awaited by Main Street merchants, as the man on the winning side is expected to give a speech from the third-storey of his establishment. As a grocer correspondent states that a business man's politics may interfere with his business, the names of the political spellbinders are withheld.

Business in Galt has been exceptionally good during the past week, with every prospect of a record in the grocery business for the month of October.

"The sale of brown sugar," said a local grocer to your correspondent, "will, I fear, soon be a thing of the past. For a long time a number of people stuck by the old-time favorite, but gradually these have come to recognize the granulated article as the one and only. Then, for a time, there was a demand for the brown article for taffy making, but in this also the granulated is surely becoming the favorite. It seems that the once popular stand-by is being conspired against on every hand, and that within the next few years it will be an almost forgotten article."

#### INGERSOLL.

October 13.—It is doubtful if any town in Canada enjoys a steadier trade throughout the week than Ingersoll. It is well-known that many towns look forward to Saturdays to swell the receipts and furnish the profits. Ingersoll is a town of which its citizens and merchants are alike justly proud. Surrounded by the finest agricultural land that can be found anywhere it is patronized by a moneyed class of people who invariably give more attention to quality than to price. Then again the large factory of the St. Charles Condensing Company, to which upwards of a hun-

dred thousand pounds of milk are delivered daily during the "flush" season is an important factor in the steady trade which the merchants enjoy, and which placed Ingersoll above the plane of "a Saturday town." On account of the factory of the St. Charles Condensing Co. many farmers within a radius of ten miles come to town daily with their supply of milk. This means that they do their buying daily, instead of once or twice a week, as was the case and is the case at the present time with the majority of towns. They also buy more freely than was formerly their custom. This is explained by the fact that the more frequently they come to town the greater is the temptation to buy. Everyone knows how hard it is to pass by some favorite fruit, candy or table requisite. The result has been that the country people are from day to day being brought in contact with the varied articles offered for sale in the town, and they are consequently spending more money. Saturday, however, is always a very busy day.

While it has been said that the apple crop this season has been a plentiful one, and the quality probably as good as the average, your correspondent has been informed by a gentleman engaged in shipping that the winter varieties are considerably below the quality of the early fruit. The protracted drought and hot weather affected the apples seriously. It caused certain varieties to wither to some extent, while, as a rule, they are much wormier than in other seasons. In many instances the Spies, one of the finest of Canadian apples, is not as red and tempting. This defect is said to be due to the excessively hot and dry weather.

#### KINGSTON.

October 13.—The fall has arrived again and there is something charming about autumn, yet sad, for everything seems to be dying except politics. All this suggests to me the great army of travelers who come in every few weeks. Oh, how many dear knights of the grip are lying beneath the autumn leaves, grips, samples, raincoats, furecoats, all left behind. W. C. Darby, heard the bugle call and expired suddenly in a shop on Princess Street last week. He was connected with the grocery trade for many years, was an accomplished book-keeper and worked for a long time in R. J. Colson's wholesale grocery here. He was genial and well thought of.

A great many buildings are in course of erection, and very few idle men are seen lounging on corners, except the class who do not want work. They are always with us, generally direct imports. One of our leading wholesale grocers in-



tends putting up a fine structure of cement this season.

Larry Murphy, the genial grocer and cheese exporter, after careful consideration and selection, decided to take unto himself a fair partuer for life. Yes, it's true this time, and from the number of handshakes on the market it is quite evident all are satisfied he did right.

John Bennett, clerk in Kelley Bros.' grocery, met with an accident recently which will cause uneasiness for a few weeks. Oh, he went too far and the bacon slicer did the rest. For further information ask Jim McCulla, of the Belfast tea house.

Jim the grocer said he got a shipment of California peaches last week and no previous lot equalled them in appearance. They were fine in color, shape and size, and the taste—well, oh, wait, the telephone is ringing. Canadian fruits Canadian's suits, when it comes right down 2-8.

The wholesale man met me on a corner lately and we had a talk. He said: "I have made a success of my business by daily attention to details, buying from reliable houses whose names generally appear in trade journals. I have watched the rise and fall of many a retailer in my day, and I tell you the curse of to-day—trading stamps." Said I: "Yes, they are bad enough, but they are dying fast." What I was going to say was over buying and under selling. If the retail men would work together, and keep on friendly terms they would all get rich and be happy again. The grocer who cuts and buys cheap goods can get knocked out in three rounds by the man who buys and sells a better article and gets his price.

I will never forget an item I read in The Grocer about 10 years ago. A grocer in the West said: "I am going to do half the business this year I did last year, and increase my bank account." And there is a lot in it.

We are forced to handle sugar here for about 5c on a 100, and the retailers are not all to blame. We have to compete against wholesale houses.

W. G. Craig & Co. have the agency in these parts for Lea's pickles, and samples are A1. The firm increase their sales with an ad in The Grocer.

The butter market is nervous, and prices are on the climb. Creamery is retailing at 30c and No. 2 at 27c and 28c. Dairy at 26c.

A square circular sent to new-comers telling them yours is the only safe place to buy table wants, sometimes has a good effect. Try it.

The contention of Messrs. Stuebing & Son, Berlin, re fruit jars and boxes, as in last week's Grocer, is quite as they represented it. Retailers sell at a small profit and every jar with a nick in it is brought back. I think the railways

should be held responsible for rough handling of goods. The retailer cannot see the breakage in a lot of goods at the time he is signing and accepting the freight bill.

Some houses are good enough to credit you with any small breakage. I think the only way is for the glass manufacturers to do like the market gardeners, give 13 cans to the dozen. The other remedy is to get a better profit and sign the freight bills under protest of breakage, if any.

The earload of potatoes lately received here are of the cobbler variety, good cookers, but ragged, thin, half-peeled coats, unfit for storage. We are looking for a better variety next lot. Delawares are favorites.

The early closing of stores here is kept by many, but there are still some who are willing to enter the slave market and work thirteen hours a day, while other trades close up and go out and enjoy life.

What profit is it to a man if he make a sugar barrel of money and is too miserable to enjoy it?

#### WOODSTOCK.

October 13.—The trade in fruit here this season has been very large. Almost every day one may see the express wagons loaded with baskets piled high, for grocers and fruit dealers. Peaches and grapes have been in great demand and apparently there has been no scarcity of the supply, and the quality has been good. Grapes are still coming in in large quantities, though the peach shipments are falling off. The one regrettable feature about this business is in the fact that at most stores, baskets are piled up high outside the stores, were they are at the mercy of disease-laden dust from the streets, and of wandering canines. It is safe to say that most people would much prefer dealing with a place of business where goods are kept inside and in as sanitary a condition as is possible.

Considerable difficulty was found here this year, in securing sufficient glass jars to satisfy the demand. Early in the canning season they were plentiful enough, but, later on, when the peaches began to come, they became scarce, and dealers raised the price very considerably, which was not appreciated by buyers as they consider that they are required to pay sufficient at all times. It is a question, what becomes of all the jars? Hundreds of dozens are sold in every town year after year, and where the population is not increasing very fast, one has to believe that most of these are bought to replace broken ones. It is a question that many have considered, "Where do the jars go to?"

Grocers are beginning to get in their stocks of canned goods for the winter. While there are some people who refuse to have anything to do with anything eatable that is put up in cans, yet most realize that cleanly habits and surroundings prevail generally in the factories, and that fruits, meats, etc., are in most cases as good as if preserved under the eye of the consumer.

A new flour and feed store is announced to open in Woodstock shortly. Two new restaurants have recently opened for business, one under Chinese management.

#### ST. THOMAS.

October 13.—Both markets were large last Saturday and the collector took in \$17 on the east, or Norton, market alone. Butter still continues scarce and eggs likewise, 28c for the former and 25c for the latter.

Some of the farmers, rather than sell their potatoes for a dollar per bag, the average price, took them home again. The bringing to the city by the different grocers of carloads weakened the market considerably, as predicted, and the people are reaping the benefit of their enterprise.

Chestnuts are plentiful in this vicinity and sold as low as 10c per quart. The recent frosts have put an end to the supply of cucumbers and tomatoes. Apples are a drug on the market, some of the finest selling at 50c per bag.

Geo. R. Rinn, the St. Catherine St. grocer, was taken to the hospital on Saturday suffering from an attack of incipient typhoid fever.

Police Magistrate Glenn heard the remaining evidence in the thrice remanded case of Hiram F. Burgess and Frank Elliot, who were charged by Inspector Shaw with violating the transient traders' and peddlers' by-law for years past. Burgess admitted peddling without a license, but objected through his counsel, Mr. Cameron, that the fees were excessive and prohibitory. On these objections the magistrate reserved judgment for another week. It seems very unfair to the merchants who are obliged to pay a business tax to have this peddling allowed by the authorities.

Although we are in the midst of an important election campaign at the present time, there seems to be no excitement whatever, and business is not at all interfered with and goes smoothly along. This is as it ought to be and shows the good sense of the people, and the business men in particular.

Our city is experiencing the novelty of free mail delivery, which was inaugurated last week, and will save a lot of time for the grocers, especially those located a distance from the post office. We should have had it years ago, but

it is better late than never and we are thankful.

The past fruit season has not been as profitable to grocers as in former years, owing to the fact that there are so many Italians, Greeks and Syrians engaged in the fruit business. No less than six new stands opened up this year in that line and there are more to follow, and the strange part of it is that the best trade patronize them.

The coming of the M.C.R. pay checks on Saturday made it a very busy day and it was Sunday morning before the boys got through delivering. It is years since the pay checks came on Saturday, and it is to be hoped that it will be some time before it occurs again, although their arrival is most welcome. The Lord's Day Alliance might take this matter up and preach the necessity of the public doing their ordering a little earlier in the day and avoid making slaves of the grocers and their drivers and enable them to attend divine worship on Sunday morning like other people.

There is a noticeable improvement in the dressing of the leading grocers' windows since the advent of cool weather, and nothing attracts more than a clean, neatly-dressed, well-lighted front. It is necessary to use judgment in the kind of goods displayed, as some are ruined by the exposure, and it is a mistake to have too much variety as the people do not have time to take it all in, and the idea is to attract their attention and make a favorable impression and thus ultimately make a customer. Very few of the grocers have any display outside on the sidewalk, as formerly, on account of sanitary reasons, dogs and dust—thus necessitating more frequent changes in the window displays, and avoiding a lot of work putting the goods out in the morning and again taking them in at night.

#### ST. CATHARINES.

October 13.—Wm. Richardson has secured the stock and fixtures of the Paris Kandy Kitchen for \$750. Mr. Richardson is an experienced candy maker and will continue the business for the next few months at least.

Representatives of S. H. Knox & Co. were in the city recently looking for a desirable site for a 5, 10 and 15-cent store. An option was secured on two stores in the heart of the business section, but the purchase has not been completed. On one store the present tenant has a lease that will not expire for seven months. This may prove a stumbling block, as it is understood the Knox Co. desire immediate possession.

The Hedley Shaw Milling Co. are issuing circulars to their patrons stating that in future all wheat brought to the

mill to exchange for flour will be purchased at a stated price and the flour desired sold at their regular prices. The flour will be sold in the original package only. This move will be beneficial to the grocers. Many farmers were always of the opinion that by trading their wheat for flour at the mill they secured the flour at the same price as the grocer paid wholesale. Now the farmer will be able to purchase flour from the grocer at the same price he pays at the mill. While the margin is not large it will help to swell the grocers' gross profits.

Trade excursions are the topic of the hour among the larger stores of the city. All trades are interested. This city has seen much trade that used to come here diverted to other centres during the past few years and lack of transportation facilities seemed to make it impossible to prevent. With the extension of the Niagara, St. Catharines and Toronto Railway Co. to Fonthill and Welland the merchants began to plan how to regain their lost ground. McLaren & Co., Limited, proved to be the most aggressive. They held an excursion from Welland at 5c return, and from Niagara Falls at 15c return. Both these excursions were so successful that they are repeating the excursion from Welland Thursday of this week. Now the Board of Trade has taken up the matter, and a meeting of the retail section was held Monday night to form plans for at least three trade excursions from various points, to be held before the Christmas rush begins. A committee was appointed to secure railway rates from the various railroads over which it is proposed to run the excursions. Each store will be asked to contribute to the fund to defray the expenses of these excursions. The amounts will vary according to the benefits each store expects to derive. The merchants here believe that in these trade excursions they have found the solution of the problem of winning back some of the trade that at present goes to Hamilton and Toronto. Results will tell.

Fresh eggs and dairy butter were both quite scarce on the market here Saturday. Eggs retailed from 27c to 30c, while butter was 28c to 30c. The grocers are now depending largely upon creamery butter to supply their trade.

Michael Kane, one of the veterans of the grocery business in this city died here October 1. Mr. Kane had been proprietor of the Park Grocery for the past twelve years. While this store was known as a corner grocery yet the proprietor built up a business which, as he stated to a traveler friend some time before he died, gave him a profit of about \$1,000 a year over and above all expenses. Mr. Kane had met with success in groceries earlier in life, but

through bad investments had lost everything. His early success came when he was engaged in business on a large scale. His final success was from a small business. His is but one example of many that there is money to be made in groceries providing close attention is paid to details, costs and profits.

Several farmers in this district have purchased a carload of potatoes and are now offering the same for sale on the market as a substitute for home-grown potatoes.

Your correspondent noticed in your columns last week that the grocers of British Columbia were not satisfied with the margin of profit on creamery butter, namely five cents per pound. Judging from butter profits here they should consider themselves very fortunate. Profits here average from one to three cents per pound. Even this is gross profit, from which allowances for any off flavor and bad debts must be taken. I venture to say that the average grocer in this district buys and sells butter at a loss. This should not be. Butter is an item that should pay its margin of profit the same as other staples. Do you accomplish this?

#### PETERBORO.

Oct. 13.—A display of fresh meats in one of the windows of A. E. Talbot's "Delicatessen" store is attracting attention this week by the dainty manner in which it has been arranged. The various cuts of fresh pork, lamb and beef are set in a pretty trellis work which is relieved with rosettes. The window dresser was Thos. Goselin, an employe in Talbot's meat and grocery store.

R. C. Braund and J. T. Braund, local general merchants, were in Oshawa last week attending the funeral of their mother, Mrs. Joseph Braund, who died after a year's illness, from a paralytic stroke.

Honedry Bros., exporters of French peas, have installed a new chopping mill in their establishment and are manufacturing flour and feed for the local merchants.

The creditors of J. V. A. Coon, general merchant, Havelock, who assigned a short time ago, held a meeting in Toronto last week and settled up the estate. Mr. Coon made the assignment as the result of a serious fire. His assets were found to be \$11,335 and his liabilities about \$12,190. The stock was turned over to Mrs. Coon by the creditors at 60 cents on the dollar.

Butter and eggs have gone up in price in Peterboro. Butter is selling in the market at 30 cents per lb. and eggs at 25 cents.

The retail merchants of the city are complaining that collections have been

below the average during the past week. In fact, a local grocer stated that they had not been so slow for a year. He did not believe, however, that such a condition of affairs would last as the times appear to be growing brighter with the knowledge of a splendid harvest.

J. W. Byers, general merchant and postmaster at Byersville in the west end of the city, has found that the increase in his business during the last year has warranted the erection of larger premises. He previously kept his store in one corner of his dwelling but he is now erecting a new addition for a store on the same property.

Another general merchant in Peterboro who has had a good business year is N. Routley, corner of Park and Broek Streets. He is erecting a large addition to his store which will be completed by next month. He intends keeping a larger and more varied stock.

E. F. Mason, grocer, is this week conducting a popular guessing contest. He has dressed his window with Richard's pure soap, the central feature being an immense cake of that brand. The person guessing the closest to the weight of the piece of soap will be presented with a gold watch which also occupies a prominent position in the window.

The end of the fruit season here is almost in sight. Pears have disappeared and nothing but a few late peaches remain. Grapes are now the principal fruit sold. A large number of the local grocers who deal in fruit buy quantities of grapes from the surrounding district. Most of them, however, are imported. Cranberries have made their appearance once again. The best quality is selling at 15 cents per quart.

W. J. Routley is installing several new shelves and remodelling the interior of his grocery store on Charlotte St. preparatory to increasing his stock.

**LONDON.**

October 13.—Wholesale and retail trade continues fair, the latter being unusually brisk on Saturday last.

Eggs and butter keep well up in price. A drop in the prices of both in the Spring caused many to hope for a return to something like the popular figures of years gone by, but the downward movement had scarcely got well on its way before a reaction set in and ever since the tendency has been upward until now prices are back near the top again.

Last week's days of ten cents in sugar came too late to be of real value to housekeepers, the preserving season being over, and "they did it on purpose" is a common phrase among housewives just now.

The canning factories may find before long that their business, so far as to-

matoes are concerned, is falling off. Housewives are learning the secret of canning those luscious vegetables and it is quite common to find them putting up, or down, from twenty to a hundred or more cans. The idea prevails that once the secret of the process is learned home-canned stuff is much better than what the canners sell, people believing they can better depend on what is done by themselves than that provided by the factories. Besides, some people view with suspicion the tin cans and are convinced that glass jars are much better and less dangerous to health.

A party of local retail grocers, consisting of President Thos. Shaw, of the Retail Grocers' Association; Treasurer Ed. Ryan, E. E. Linnell and J. H. Wildey, accompanied by M. Millman, of Elliott, Marr & Co., W. Ripley, of M. Masuret & Co., drove out to Delaware Fair on Wednesday night and had a most enjoyable time. They saw the sights, made some purchases of prize exhibits and on the way home enjoyed a duck supper which had been prepared for them at Lobo Village. Mr. Shaw bought the prize home-made bread, but on the way back to the city, as one of the party expressed it, "had it eaten on him." Mr. Linnell was permitted to retain the prize pumpkins he had purchased, and they are now for sale at his store in the East End.

It is doubtful if any trade contains more baseball enthusiasts than do the grocers. Not an outing occurs during the summer, and there are many of them, but a baseball match forms a leading feature of the day's programme. It is not surprising, therefore, to find a goodly number of grocery men among the crowd who are taking in the world's championship games at Detroit this week, to which city excursions are being run.

Little is heard these days of price-cutting among local retailers. What few isolated cases there have been this Summer have been investigated by the association and the invariable result has been to bring the offending parties to their senses. This is but one of the advantages of organization in the trade and a course which should be followed by the grocers of every city of the Dominion. Throat-cutting is one of the worst features of business life and this an organization like the London Retail Grocers' Association reduces to a minimum.

**BARRIE.**

October 13.—Budd & Company, of the Sixth Ward, are moving this week from the old Looker Block to one of Dollery's stores, and have now one of the best stores in that ward.

Mrs. S. Metcalf has decided to retire from the grocery business and is selling

her stock of groceries out privately.

John Speers, one of Barrie's old grocery boys, was married last week here to Miss L. Cunningham. Mr. and Mrs. Speers will reside in Sault Ste. Marie, where Jack is one of the leading business men. Barrie friends wish the happy couple all kinds of congratulations.

The prices of fowl in general took a drop on Saturday. Spring chickens that have been selling at 12 and 12½c a pound sold at 10c. Hens sold at 6c to 8c; ducks at 10c, and turkeys at 13c lb.

**BELLEVILLE.**

Oct. 13.—Both the retail and wholesale grocery trade in this city, as far as the fall has progressed, is very satisfactory, judging from the reports given your correspondent here and the best of all is the optimistic outlook they all hold for the future fall trade. This is due principally to the amount of labor going on in the city and vicinity this fall and winter. The grocers say, and in fact it is well known, that when labor is well employed the grocery man and the butcher are the first to feel the benefit.

The starting of the horseshoe department of the rolling mills recently destroyed by fire has just resumed work, the Lehigh Portland Cement Works are running night and day and so are the Belleville Cement Works. These three concerns employ about 1,000 men and all their groceries are bought in Belleville. The two cement plants are three and six miles distant from the city, therefore it is no wonder the agitation for an electric road is being so strongly advocated to connect these industries with the city. Already many of the employees are buying property and building houses in the vicinity of the works as the expense at present is considerable in going to and from their work. The grocers will probably be the biggest losers if grocery stores of any dimensions are started up there. Already a number of small ones have made the plunge. The suggestion is here handed out that some of the live grocers get busy with the Board of Trade. There is too much of this waiting for the other to take the initiative. Alderman Panter, chairman of the Public Works Department, is a member of the oldest grocery firm in Belleville. Here is the opportunity to make a name for himself. Alderman Panter is a candidate for the mayoralty this year.

The Niagara fruits this year were just as popular as ever and met with large sales, but, of course, they are now about over. One thing the dealers here complain about, but not so much as the buyers, is that people who go from here to Toronto during Exhibition time always come back with the same old

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story. Just the same kind of peaches, put up in the same way and size that are sold in all the stores in Toronto at 50c and 60c the basket sell for 90c and \$1 here. Is it any wonder that nearly every feminine visitor—the married ones we mean—always has her husband bring back a couple of baskets? Of course that may be the cheaper varieties but the Belleville grocers have long ago learned that only the best is good enough here. Talking about fruit, though, this district has got them all beaten in the ways of apples. They are coming in very freely and if any of The Canadian Grocers' readers ever see any brands of apples marked Bay of Quinte district that is all that is necessary to prove them about the best ever.

ning to close the price is expected to drop at least a little. The grocers hope so and so do the consumers.

We don't like to admit the fact but the pickle travelers may be disappointed this year when they come along. In this district there has been an abundance of all sorts of pickling vegetables, such as cucumbers, tomatoes, cauliflower.

The local canners are making deliveries to the retail trade, of this season's canning. Corn, tomatoes and peas have been a splendid output. early this spring the travelers promised retail dealers they could not guarantee over sixty per cent. of the orders owing to the poor outlook but on their arrivals this month almost every order has been

time, and during the time of the fair a large number of windows in and about the city were dressed with Lipton products in accordance with the terms of the competition.

The result of the contest as decided by the judges, is announced herewith.

The first prize, \$100, goes to W. H. Armitage, Church and Carlton Sts., for the splendid window illustrated on this page.

The second prize, \$50, went to H. Hope, 292 Queen St. west.

The third prize, \$25, was won by a window submitted by J. M. Cork, 459 College St.

The fifteen other prizes of \$5 each were awarded to the following grocers. In regard to these latter prizes it



First Prize Window in the Recent Lipton Competition, Dressed by W. H. Armitage, Church and Carleton Streets, Toronto.

Potatoes the late ones especially, are a fine crop, far larger than last year. They are of a specially fine quality and are selling on the market here at 75c to \$1 a bag. One prominent grocer on Saturday purchased 150 bags at 75c.

Eggs are very scarce and have been for some time and the outlook is for higher prices owing to coming cold weather. It is years since eggs were as high in price during summer months as the past season. No one can explain the reason.

Butter has also been high in price all summer. This is explained by the great drought experienced in this county and district during the summer. Now that some of the cheese factories are begin-

filled to the limit. Canning factories in Hastings and Prince Edward, two of the principal canning counties in Ontario, promised to fill all orders. They are all now busy with pumpkins and they are coming in in loads. The retail trade will know where to get canned pumpkins.

#### LIPTON'S WINDOW-DRESSING COMPETITION.

#### Prize-Winners in the Recent Contest—Some Splendid Windows.

A great deal of interest has been manifest among Toronto grocers since the latter part of August in the Lipton window-dressing competition, which was inaugurated just previous to Exhibition

should be understood that they are not given in order of merit, but rather in the order in which they were sent to the judges:

J. Cake, 1210 Dufferin St.; J. Blood, 419 Yonge St.; H. G. MacDonald, 223 Sorauren Ave.; R. Hickman, 1406 Queen St. west; Harry Horne, Arthur and Bellwoods Sts.; J. H. Rowntree, 295 West Toronto; E. T. Tilly, 129 Augusta St., window dressed by G. M. Dent; Mrs. T. Scott, 182 Berkeley St.; S. Bone, 212 Davenport Road; Wm. Greaves, College and Clinton Sts.; McCann & MacKay, 118 Dundas St.; Bruce & Sanderson, 377 Parliament St.; E. Cork, 202 Davenport Road; John Hickman, 374 College St.; H. M. Connor, 402 Spadina Ave.

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**TIME TO PUSH COLLECTIONS.**

Now that the farmers have realized considerable on the magnificent crops they have harvested this year, it should be the aim of the live merchant to see that the cash secured goes to pay accounts due for supplies, rather than being deposited in the savings bank to earn interest for the farmer at the expense of the merchant.

The bank managers can be relied on to look after their interests by encouraging their farmer customers to turn their cheques over to savings accounts rather than cashing them to pay liabilities incurred during the past year. That is the business of the bank manager, just as it should be the business of the merchant to gather in every cent due him and refuse credit to every customer who can pay but won't.

Too many farmers and workingmen run credit accounts with their local merchants while letting money lie to their credit in the savings banks. And, likewise, too many send cash for goods

from the city mail order houses while running credit accounts at home. The best antidote for both of these evils is for the merchant to be a persistent collector and not to hesitate to talk plain when occasion demands. When a customer is refused credit he may become sore, but he is pretty certain to come back before long—especially when the cash dealer has some particularly good value to offer to cash buyers.

Whatever the plan used by merchants to collect overdue accounts, and there are many good ones, it is timely to use them to the limit as there is likely to be a few dull months during the winter. Business is undoubtedly recovering, but it will take some time for it to get back to its normal condition.

For the merchant who would like to and yet cannot quite see his way clear to adopt a strictly cash business, a system of collecting accounts monthly will be of decided advantage. This plan includes several of the advantages of the cash system without some of its disadvantages and it will serve, also, as a means of readily working into a cash business. The system has over and over again proved itself well adapted both to large and small businesses and is undoubtedly an almost ideal one for the retail grocer who feels that he must extend some credit.

**SATISFACTORY TRADE INDICATIONS.**

Trade conditions are steadily improving in Canada. One of the best evidences of this is the clearing house returns. These have been growing for some weeks. As a trade barometer there is nothing more reliable than the clearing house returns. Where they steadily rise it is an indication of a larger movement of merchandise.

The increase in the bank clearings last month was a little over 9 per cent., while at the end of the second week in October the gain over the same period a year ago was nearly 11 per cent. Winnipeg showed the remarkable gain of 38.4 per cent.

Another favorable trade barometer which reads more favorably than it did is the railway earnings, which are more satisfactory than they have been for twelve months.

Trade is not booming; nor are we likely to see it boom for some time. But the tide has ceased to ebb, and although it is far from the flood, it is heading that way.

In the factories of the country work is approaching the normal, and while the orders coming to the wholesale

houses are not large they are more numerous than they were.

There is a general indisposition on the part of all branches of trade to anticipate requirements. Although money is more plentiful and cheaper, conservatism is still a strong influence in business. And it is well that it should be.

Although Canada has been blessed with such bountiful crops for which prices rule good, only a comparatively small part of them has been exchanged for cash. This is particularly true of the crops in the Northwest, where the farmer in many instances has to wait for the greater part of his money until after the grain is in the elevators at the head of Lake Superior.

But he will get it all in time, for the farmer, unlike the manufacturer and the merchant, can always find a market for that which he wants to sell.

The good times are coming; but in the meantime the past due accounts are heavy. To lighten them will require a great deal of money which the realization on the crops will put into circulation. The prospects for this being done are of the brightest, but for the present business men will be wise to continue sailing fairly close to the wind, looking closely after their collections, keeping their stocks healthy and promptly liquidating their liabilities.

**A BOOM FOR CANADIAN POTATOES.**

Potatoes are developing in interest among vegetables at the present time. Many sections of the American continent have gone short on this year's crop. While there is no famine, crops are below the normal in many places, which promised a good yield earlier in the season. At first the South, and then the Middle West, complained of the lack of supplies. Parts of the country where potatoes were grown for outside markets had none to export, and, in some cases, they were forced to buy in surrounding centres potatoes for local consumption. The latest complaint comes from the East, and is, perhaps, the most interesting situation that has yet developed. It is interesting up here in Canada, because it affects the Canadian markets and the Canadian potatoes.

New England, which supplies the great cities of the East, has this year a crop below a normal yield, and with the single exception of Aroostook County, in Maine, which has one of the largest and finest crops of potatoes in its history, is itself looking for outside potatoes. Boston, New York and Philadelphia are buying in far-away fields, and even Cleveland has been buying stocks away down east. New York State has about a normal yield, but is unable to supply outside points. These facts have sent

potato men scurrying to places where yields are reported good. One of these places is New Brunswick, where is grown a splendid sample of the Delaware variety. This year the crop is a large one, so much so that up to this week New Brunswick Delawares were shipped as far west as Toronto, where they sold at the same price as natives. Being of smoother skin and of lighter color, the New Brunswicks were much preferred to the Ontario variety. Now, however, the Yankees have been swarming into New Brunswick centres and growers in the East have been asking high prices in the Western markets. This caused a cessation in demand, and gave Ontarios a chance to gain, for a time at least, the place they had lost in Toronto and Eastern Ontario markets. This, too, has enabled growers to get a more remunerative price in Western Ontario markets, where the New Brunswick Delawares were pressing rather sorely.

New Brunswick growers are doing good business with U. S. Atlantic ports, and are said to be realizing good returns. This will be good news to growers in other parts of Canada, and especially so to growers in Ontario, who, of late, have been raising a superior grade of the native Ontario potato. It will mean a better price for these men during this season, and, perhaps, open the way to larger markets in the future.

#### COMPLAINING OF EXPORT APPLES

The first reliable cables on which to base accurate information in regard to apples are being received, and in truth they are disquieting, to say the least. Liverpool reports Canadian apples arriving as being poor in quality and poorly packed. Cables to exporters say nearly all apples are of poor grade, but from American sources a great deal of the blame is laid at the door of Canadian apples, especially those from Nova Scotia. The prices obtained have been low, ranging from 7s to 9s a barrel at Liverpool. So far only the early varieties have been shipped, but Montreal is sending forward a great quantity of apples and it is supposed they are fall and winter stock. Great care should be taken with the packing, for what difference does it make whether the barrels are properly marked if the fruit arrives at its destination in poor condition? All the fruit marks in circulation will not command a good price.

Not all the Canadian apples sent forward were poor, however. Some grades of good stock brought high prices. In fact, as one dealer expressed it, "Britain wants only high grade fruit, for which it is willing to pay a good figure." Some dissatisfaction is expressed with regard to United States apples, also. Those from the Hudson river val-

ley are said to be worse than poor and the inspection at the port of export is said to be nil.

There is some little excuse in regard to apples from Montreal now being offered on the Liverpool market. A number of boats were detained in the St. Lawrence for days during the recent forest fires and of late, too, the Atlantic storms have been severe, necessitating the battening down of the hatches on ships. Undue heat has been generated in the holds, and with the tossing about of the vessels, it is small wonder that some of the apples were under grade when they reached their destination.

The complaint from Liverpool, however, is that not only "some" apples were "under grade," but that the great majority of the apples received were bad and unfit. From the wording of the cables, reliance is placed on the carrying out of the Dominion Fruits Marks Act, and on account of this, Canadian apples have an advantage over U. S. fruit. Last week Canada sent almost three times the quantity of apples to Britain that was shipped from U. S. ports, and if we are to keep the supremacy, care must be taken by grower, packer and exporter to send only good, sound fruit properly packed and in full accordance with the provisions of the act.

The fact that any other course will not pay is readily shown by a comparison of prices in Liverpool and Toronto. Liverpool market, on the stock sent, ranged from \$1.75 to \$2 a barrel, while in Toronto the quotations run all the way from \$2 to \$3 a barrel.

#### THE CASH SYSTEM THE IDEAL.

The fact that within the space of a comparatively few years a Canadian merchant had been able to amass such a fortune that at his death the province would gain through succession duties from his estate nearly half a million dollars is significant, to say the least, and is worth some consideration by merchants who are engaged in the making of a fortune, or if not that, gaining a competence. The late Timothy Eaton is referred to in the above sentence. It was he who left an estate valued at \$5,250,000, all the result of his operations in the retail field in Toronto. The success of this merchant was due to the fact that he conducted an absolutely cash business.

Does not this impress one as a reasonable statement? As a matter of fact, it is one which cannot be controverted. Everyone knows that the man who sells for cash has money in hand. He can always take advantage of market conditions, or he can buy any line that is offered cheap. And because he pays cash, the wholesaler and manufac-

turer are always ready to let him know when they have goods that they are willing to part with at a reduced price.

Not only can he give those values that bring trade to his store, but he can make a fair profit out of the transaction. And, besides, his office makes a considerable profit out of the discounts his cash purchases earn.

The advantages of selling for cash are equally clear. Not only has the man who sells for cash turned the goods sold into ready money each day, but there are many times when he actually gets the purchase money and the profit out of the goods before the payment becomes due, and he has the use of that much more extra capital.

Intelligent customers of a retail store are not slow to appreciate the reasonableness of the statement that because a store sells for cash it is in a position to give better values, other things being equal. When a merchant gives credit it increases his expenses in many directions, and he has to mark a higher profit on the goods he sells in order to carry his credit customers. Now, the man who pays ready cash feels that this is not the square deal, and he very naturally objects to the paying of part of his neighbors' debts. Therefore, he does his trading with the house that buys and sells for cash.

It is the modern merchandizing method, and evidences are not lacking that grocers throughout Canada are appreciating more fully the desirability of its adoption and practice. No hard and fast rule can be adopted, of course, and local conditions do not always favor a cash system, but this is undoubtedly the tendency, and the successful merchant of the future will be the man who sells for cash.

#### POINTS TO REMEMBER.

Better sell a customer too little than too much. The man who buys too little will come back for more. The man you oversell may never come back.

It doesn't pay to recommend goods a bit higher than they will stand. A customer fooled that way once won't give you a second chance.

Just remember that people may think of the price while they are making the purchase, but they think of the quality when they are using the goods. Sell the highest possible quality every time.

Greet every customer as soon as he comes in. If you cannot wait on him at once, at least find out if possible what he wants so as not to keep him waiting needlessly.

Misrepresenting goods is taking chances with your reputation. There may be ways in which it is worth while to take chances, but never with your reputation.—Modern Grocer.

## THE SITUATION IN THE WEST.

The Western Viewpoint, by our Special Correspondent.

Winnipeg, Oct. 13.—The settlement of the C.P.R. strike on Monday last was undoubtedly the sensation of the week. It was claimed that negotiations were being carried on between the company and the men through the Ministerial Association during the latter part of last week, but nothing came of it. On Sunday night in one of the city churches it was announced that the strike was over. On Monday morning Winnipeg got up to the news that the strike was called off, the men accepting the finding of the arbitration board. After two months' fighting they had accepted exactly what was offered to them at the beginning, only that they had lost all right to pensions, seniority, etc., and were obliged to apply individually for positions in the yards and shops. Hon. Colin H. Campbell, Attorney-General, and Hon. Robert Rogers, claim to have settled the strike, and from the moment the announcement was made until now there has been nothing but cross-firing on the part of the political parties and the men, although they have gone back to work, are thoroughly dissatisfied with the conduct of the strike, and there are all kinds of wars and rumors of wars on the tapis. To the general public the important thing is that the men have returned to work and this will mean a better equipment of rolling stock and a faster grain movement. The blockade in the country is really serious at some points at the present time, although the forward movement has been very large.

On October 6th the Western Grain Standards Board convened at Winnipeg for the purpose of selecting the commercial grades for the year. It was decided that inasmuch as the commercial grades fixed for 1907 had given general satisfaction that it would be wise to adhere as closely as possible to them this year, allowing for the difference in crop. The main difference was one of color, the exceptionally fine threshing weather having left even badly frozen grain a much better color than it was in 1907. A very large number of samples had been secured by Inspector Horn and these samples, which, of course, were none of them fit for the contract grades, gave very plain proof of what your correspondent has maintained all along, viz., that there was a very considerable amount of wheat damaged by either drought or frost this season. Another matter taken up by the board while in session was the need of a clearing house for off grades at Fort William. A number of representatives of terminal elevators appeared before the board and explained the crowding of the terminal elevators through the multi-

plication of grades of grain stored there. It was stated by one representative that last year in his elevator there has been stored 58 varieties of grain, being grades and sub-divisions of grades, and there were several sub-divisions of grades that they had been obliged to refuse for lack of room. The heavy loss of time in boats going from one elevator to another to load was brought out. A sub-committee appointed to look into this matter reported that it was not advisable to lessen the number of grades, but suggested that working arrangements might be made between the elevators whereby certain off grades of grain could be allotted to a particular elevator and all grain of those grades should be delivered to that particular elevator whether consigned there or not, and in this way the available storage room could be used to the full. It was further recommended that the various terminal elevators arrange among themselves for a clearing house system whereby a boat could get its full cargo at one elevator without going to three or four or even more to complete cargoes. To this end the chairman of the Western Grain Standards Board, G. R. Crowe, was requested to follow up this recommendation and to endeavor to get the elevators to agree on some form of clearing house arrangement. This recommendation from the Western Grain Standards Board is not a new one by any means. Negotiations looking to a clearing house in connection with the terminal elevators has been discussed at length from time to time. Indeed, at one time the arrangements for such clearing house system had been practically worked out, but in the end it came to nothing. Such an arrangement would mean an immense saving of time in getting cargoes out, the all-important matter before navigation closes.

The wheat market was fairly steady and very strong all week, with a slight falling off Saturday when the high prices brought out a considerable amount of long wheat. Exporters complain that prices are too high, but all week the wheat has been going somewhere, there being a very steady demand for cash wheat, more especially spot wheat, to fill boats for which contracts were made some time ago. Vessel agents report that few, if any, charters are being made for the end of this month, and when once the present lot of boats have been filled it is likely there may be a corresponding falling off in the demand for cash wheat. Receipts at Winnipeg for the week have averaged about 500 cars daily. Quite a number are coming in over the G.T.P., in fact, cars off

that line have probably averaged 20 a day all week.

The live stock market is good. Receipts are heavy, but there has been no further depression of prices, in fact, on the whole, prices are a little stiffer than they were last week. Hogs are in very keen demand and receipts are comparatively light, as is natural during threshing and fall ploughing. Weather has been good all week for work of this kind and things are being pushed with vigor in order to be ready for the winter.

In real estate circles the most important happening for the week was the purchase by the Bank of Montreal of the property on corner of Portage Ave. E. and Main St. This property was formerly owned by the Permanent Mortgage Company, and a three-storey brick veneer building has occupied the site for years. It is considered one of the most valuable in the city. What the bank paid for the property is not known definitely but it is assured that they will erect a costly building on it in the very near future, a building that will cost from \$400,000 to half a million. The property is situated on the east side of Main Street and owing to a jog in the street it will really face Portage Ave. W., and will certainly be one of the show places of the city. In real estate circles generally there is a very decided improvement in tone and inquiry and this purchase by Canada's most powerful bank just at this particular time has certainly added confidence to the real estate situation and greatly enhanced the value of the surrounding property. Real estate men report a steady demand for inside property and an increasing number of purchases.—H.

## WATCH THE SMALL DETAILS.

Ordinary courtesy in correspondence is often neglected by otherwise progressive business men. An instance of this occurred recently. Three letters were written a large manufacturing firm on an important subject, but all were unanswered. Even a letter drawing attention to the neglect to reply and a request for attention failed to bring a reply. Finally the long-distance 'phone was used and in a couple of minutes the matter was straightened out. A dozen words to a stenographer, however, could have saved the trouble of telephoning.

Where neglect of ordinary business rules are thus overlooked, it is possible that other leakages occur. Orders may be lost and promptness in transacting other matters of business neglected. A careful watch should be kept on these small details by every business man and a rule adhered to that all business communications be attended to promptly.

# Markets and Market Notes

SEE ALSO PROVISIONS, CEREALS AND FRUIT, VEGETABLES AND FISH DEPARTMENTS, ON PAGES FOLLOWING.

## QUEBEC MARKETS

### POINTERS—

Montreal, October 15, 1908.

- Fish—Advanced slightly.
- Vegetables—Advanced.
- Sugar—Declined.
- Lard—Advanced.
- Cheese—Declined.
- Butter—Advanced.
- Eggs—Firm.

The week has been a fairly good one in grocery and provision circles. The chief happening of interest since our last report is the decline in sugar. Large arrivals, and a failing demand, is responsible for the slump. Refiners have suddenly found themselves pretty well filled up with fresh stock, which has only recently arrived. There is some danger however of drought in the beet producing centres of Europe, which may make their stocks a good speculation. The canning season being finished, the demand has fallen off very largely. Dried fruits are not as active as they usually are at this time of the year. Buyers are holding back and do not seem to want to buy to arrive preferring to wait until the stock is on the spot.

Cheese is slightly weaker owing to a decline at country points. Butter is firmer, due to the smaller supplies arriving, and the active local demand. Butter is showing a surprisingly good quality, taking into consideration the emaciated condition of the pastures since the late drought. Eggs are in good demand and firm in price. There is a good trade passing in honey. Beans are not very active, owing to a scarcity of the domestic stock which has not begun to arrive in any quantity yet. Maple products and evaporated apples are very dull, still spices are not as active as they were last week, as the pickling season is nearly over. Tea remains practically as reported last week. Vegetables continue to go higher. Some varieties of fruit have advanced, whilst others have declined. Other lines remain practically the same as last week.

**SUGAR**—The sugar market dropped ten cents all around last week. This action resulted from the falling off in demand, and may be regarded as reactionary in character. Another factor which also assisted in the depression of prices was the fact that enormous supplies have arrived at refinery points just at a time

when the demand was falling off. Reports arriving from Continental beet countries state a danger to the crops from drought. If unfavorable weather prevails at these points further advances will be made. Beets have been at a pretty low figure for some time, so that advances may be looked upon as a more logical sequence than a decline. Beets are now being reaped, and it is a little early to form any estimate of the probable results. It is, however, thought that the crop will, with favorable conditions, be about equal to last year's. The fact that abundant supplies have arrived in the United States of quite ample proportions to place them in a position independent of the European market, may give some steadiness to the market here for some time, if holders wish to keep it so. If speculators, however, regard the European market in a favorable condition to buoy up their operations, considerable fluctuation of a bullish character may be expected.

Granulated, bbls	4 60
" "	4 75
" "	4 55
Paris lump, boxes, 100 lbs	8 40
" " 50 lbs	8 50
" " 25 lbs	8 70
Extra ground, bbls	4 95
" " 50-lb. boxes	5 15
" " 25-lb. boxes	5 35
Powdered, bbls	4 75
" " 50-lb. boxes	4 95
Phoenix	4 35
Bright coffee	4 30
No. 2 yellow	4 20
No. 3 "	4 10
No. 1 " bbls	4 20
No. 1 " bags	4 15

**CANNED GOODS**—This market is fairly active with good demand for canned fish and meats. Vegetables are in good demand, but fruits are much neglected.

**SYRUPS AND MOLASSES**—In spite of high prices the demand for molasses continues good. The volume of business in this line coming from the country is exceptionally good. There has been considerable activity in the syrup market during the week. A strong preference has been displayed for the tinned goods. Prices have not shown any change during the week.

Barbadoes, in puncheons	0 37	0 39
" " in barrels	0 39	0 41
" " in half-barrels	0 40	0 42
" " fancy	0 38	0 40
" " extra fancy	0 38	0 42
New Orleans	0 22	0 25
Antigua	0 20	0 22
Porto Rico	0 40	0 42
Corn syrups	0 08	0 09
" " bbls	0 08	0 09
" " 50-lb. pails	1 75	1 75
" " 25-lb. pails	1 25	1 25
Cases, 3 lb tins, 2 doz per case	3 40	3 40
" " 5-lb. " 1 doz. "	3 75	3 75
" " 10-lb. " 1 doz. "	3 85	3 85
" " 20-lb. " 1 doz. "	3 80	3 80

**MAPLE PRODUCTS**—These lines are very dull, and it is difficult to effect any sales. This season of the year is generally a quiet one for maple sugar products, but this year seems to be more so than for many seasons. Quotations have shown no change.

Compound maple syrup, per lb.	0 04	0 05
Pure Townships sugar, per lb.	0 06	0 07
Pure syrup, 8 1/2 lb. tin	0 60	0 65

**TEA**—Locally the Japan market is showing more activity this week. In Japan the market is firmer with about 1/2 cent advance on quotations of a month ago. Ceylon blacks are somewhat active, whilst other lines of blacks are meeting with only an indifferent sale. Prices remain the same as last quoted.

Choicest	0 38	0 45
Choice	0 38	0 37
Japans—Fine	0 27	0 30
Medium	0 23	0 23
Good common	0 21	0 23
Common	0 20	0 21
Ceylon—Broken Orange Pekoe	0 20	0 22
Pekoes	0 19	0 20
Pekoe Souchongs	0 19	0 20
India—Pekoe Souchongs	0 17	0 18
Ceylon greens—Young Hysons	0 19	0 25
Hysons	0 18	0 20
Gunpowders	0 17	0 25
China greens—Fingay gunpowder, low grade	0 13	0 16
" " pea leaf	0 19	0 27
" " pinhead	0 30	0 45

**COFFEE**—There has been a good, steady demand during the week for coffee. For some time during the summer months there was a slight preference shown for the cheaper grades, but this has changed now and the preference seems to be for the better grades. This as one dealer explained was due to the fact that most people who have been away for the summer have now returned. Prices rule the same as at last week's quotation:

Jamaica	0 16	0 20
Java	0 20	0 25
Mocha	0 18	0 26
St. No. 7	0 09	0 11
Santos	0 13	0 15
Marsalbo	0 15	0 20
Roasted and ground 20 per cent. additional.		

**DRIED FRUITS**—The dried fruit market is slightly quieter this week than last. There is not much activity in Valencia raisins. The cargo of a steamer to New York is due to arrive in Montreal about the middle of November. Currants are somewhat more active for stock on the spot. The demand is for cleaned, but orders are small in size and not large in volume.

Advices from New York state, with reference to currants: "The fruit received per steamer Eugenia has been largely cleared. The position on spot for the next few weeks is apparently a strong one, as the arrivals are apt to be very light until the 20th inst., when the



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steamer Clara is due with about 1,700 tons. The market on spot is firm at present quotations, which figures only work out at the actual cost of the fruit. Cleaned are moving more freely, although the demand is not normal by any means. The position in Greece, according to last reports, is unchanged, with growers who are in good financial position having obtained good prices for fruit during the past few years, holding out for full values." Cables from Smyrna during the week reported that the fig market there was very active and firm. The first small lot of new figs to reach this market arrived last week, another small lot is now due to be delivered. Opening quotations on new crop Persian dates, due to arrive here by first tide steamers late next month, are still withheld, but importers say that a good deal of business is being booked subject to approval of prices when named.

**Dates—**

Hallowees, per lb	0 04	0 05
Saira, per lb	0 03	0 04
Packages "	0 06	0 04

**Malaga Raisins—**

London layers	2 25	
"Connoisseur Clusters"	2 40	
"Royal Buckingham Clusters," 1/2-box	1 00	
"Excellior Windsor Clusters" boxes	5 50	
Australian raisins	1 50	
	0 07	0 08

**California Raisins—**

Fancy seeded, 1-lb. pkgs	0 10	0 11
Choice seeded, 1-lb. pkgs	0 09	0 10
Loose muscatels 3 crown	0 08	0 09
Loose muscatels 4 crown	0 09	0 10

**California Evaporated Fruits—**

Apricots, per lb	0 32
Peaches, "	0 18
Pears, "	0 18

**Prunes—**

Oregon prunes 25-lb. boxes	per lb.	
30-40s	0 10	0 12
40-50s	0 18	0 09
50-60s	0 48	0 84
60-70s	0 09	
70-0s	0 07	0 18
90-100s	0 06	0 07

**SPICES—**Spices of all kinds are in good demand. The pickling season is still on, although operations in this direction are somewhat on the wane. Cinnamon, cloves and ginger are the specially active lines. There has been no alteration in prices since last quoted.

Peppers, black	per lb.	0 16	0 20
white	0 18	0 27	
Ginger, whole	0 18	0 30	
Cochin	0 17	0 30	
Cloves, whole	0 17	0 30	
Cloves, ground	0 25	0 35	
Cream of tartar	0 25	0 32	
Allspice	0 12	0 18	
Nutmegs	0 31	0 60	
Cinnamon, ground	0 15	0 19	
whole	0 14	0 16	

**RICE AND TAPIOCA—**The rice market is somewhat more active this week, but there is still room for improvement. The tapioca market is also fairly active. Prices remain as last quoted.

Rice, grade B, bags 250 pounds	3 1
" " " 100 "	3 15
" " " 50 "	3 25
" " " pockets 25 pounds	3 25
" " " 10-pocket, 12 1/2 p. pounds	3 35
" grade c.c., 250 pounds	3 05
" " " 10 "	3 5
" " " 10 "	3 15
" " " pockets 25 pounds	3 15
" " " 10-cets, 12 1/2 pounds	3 25
Tapioca, medium pearl	0 05

**BEANS—**There is an active inquiry especially from country points, but so far the amount of the new crop is so small that no orders of any magnitude

can be filled. It is thought that when the new stock does arrive, business will be exceedingly active because the same reasons which have been previously indicated will prevail this winter, and, perhaps, to a greater extent. Austrian and Indian beans are somewhat neglected, as buyers are holding off for the new domestic stock. Quotations remain the same as at last report.

Ontario, pickers, new	1 25	2 10
Austrian	1 90	
Indian	1 65	

**EVAPORATED APPLES—**This market is dull and will remain so until the new crop arrives. What little old stock is left is being quoted at 7 1/2 cents.

Evaporated apples	0 07 1/2
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**ONTARIO MARKETS.**

**POINTERS—**

Sugar—Declined 10 cents on Oct. 8th.  
Teas—Generally firmer.  
Cheese—Easier.  
Beans—Firm.  
Collections—Fair.

Toronto, October 15, 1908.

Wholesalers are reporting a little more favorably this week on general business and conditions seem to be a little more active than a week ago. Undoubtedly retailers are not buying so freely as at this time last year, but wholesalers are adopting new methods of business and spurring on their travelers in such a way that the bulk of business, while the orders are of smaller size, promise to compare very favorably with business last year. Collections are fairly satisfactory, and judging by this, money, both among the retailers and their customers, is becoming at last a little easier.

The markets have remained pretty generally steady during the week, nothing of particular note having occurred since the decline in sugar on Thursday last. Considerable interest continues to be manifest in foreign and California dried fruits, though of course a good deal of these goods was bought some time ago.

**SUGAR—**The decline of 10 cents, the advance notes of which were given in last week's issue, came on Thursday, October 8, just after The Grocer had gone to press. St. Lawrence dropped 10 points on the Wednesday afternoon preceding, but the general decline did not occur till the following afternoon. Prices now ruling are as follows:

Paris lumps, in 50-lb. boxes	5 75
" " " in 100-lb. "	5 65
Paris lumps, 5-lb. boxes	0 35
St. Lawrence granulated, barrels	4 70
St. Lawrence Beaver	4 45
Standard granulated	4 70
Imperial	4 45
Acadia granulated, (bags and barrels)	4 60
Phoenix	4 65
Bright coffee	4 60
No. 3 yellow	4 50
No. 1 "	4 40
No. 1 "	4 30
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

The decline was justified by an easier feeling in the markets, due mostly to the

decreased demand since the close of the preserving season. Locally the market continues on about the same basis as at the time of the decline last week. Foreign markets, however, have been firming up during the week.

Willett & Gray, in reviewing the raw situation, say, in part: "The nominal quotation for Centrifugals has continued at 3.98c per lb., 96 degrees test, although efforts to sell Java sugars in port as low as 3.93c basis have failed, and three cargoes have gone into warehouse for account of their English owners. These sugars were not wanted by refiners at the moment, as their own imports are sufficient for their present requirements. It does not follow, however, that because there are no buyers at 3.93c for these cargoes, that the next sale will be on as low a basis, because these sugars are now out of the market, and a rise in Europe, which looks promising, may change the whole situation to a firmer basis.

**SYRUPS AND MOLASSES—**Only a nominal business is being done, and no new features are evident. Prices are unchanged, as follows:

Syrup	0 0	0 35
Medium	0 40	0 45
Bright		
2 lb. Tins, 2 doz. in case	2 40	
5 " " " "	2 75	
10 " " " "	2 65	
20 " " " "	2 60	
Barrels	0 13	
H if Barrels	0 03	
Quarter "	0 13	
Pails, 38 1/2 lbs. each	1 75	
" 25 "	1 25	
Maple syrup—		
Gallons, 5 to case	4 50	
" " " "	4 80	
Quarts, 24 "	4 87	
Pints, 24 "	3 60	
Molasses—		
New Orleans, medium	0 30	0 35
" " " "	0 28	0 30
Barbadoes, extra fancy	0 45	
Porto Rico	0 45	0 60
West Indian	0 30	0 35

**TEAS—**Local business is fairly good with no particularly new features.

**COFFEE—**Local business continues quite active with no new features.

**DRIED FRUITS—**Retailers are buying somewhat freely though in small lots, considerable of this business was of course done on future and these goods are just now being delivered. Prices remain fairly steady in nearly all lines though there is an easier feeling in raisins. The Tabaristan, the first direct boat carrying dates, left Bussorah Bar Sept. 22 and is due to arrive in New York on Oct. 22. The second steamer is expected about three weeks later. Prices to-day are as follows:

Prunes—	per lb.				
40-0s, 25-lb. boxes	0 09				
5-60s, " "	0 81				
60-70s, " "	0 08				
60-70s, 50-lb. boxes	0 08				
90-0s, " "	0 07				
Apricots—					
Croci, 25-lb. boxes	0 12				
Fancy, " "	0 14				
Candied and Drained Peels—					
Lemon	0 09	0 11	Citron	0 19	0 21
Orange	0 10	0 12			
Figs—					
Elmas, per lb.	0 08	0 15			
Tappeta, "	0 03	0 04			
Bag Figs	0 05	0 04			
Currants—					
Fine Fillets	0 06	0 07	Vostizna	0 09	0 09
Patras	0 08	0 06			
Uncleaned, 1c less.					
Raisins—					
Saltans	0 09	0 13			
" Fancy	0 11	0 13			
" Extra fancy	0 14	0 15			

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close of the week. For-

ing the raw The nominal as continued est, although 1 port as low nd three car- ouse for ac- ners. These y refiners at imports are requirements. that because 3e for these will be on as agars are now se in Europe, y change the basis.

ASSES—Only ng done, and t. Prices are

0 0 35  
0 40 0 45  
Per case  
2 40  
2 75  
2 85  
2 60  
0 13  
0 03  
0 13  
1 75  
1 25

0 30 0 35  
0 28 0 30  
0 45  
0 45 0 60  
0 30 0 35

is fairly good features.  
ness continues features.

ailers are buy- ough in small ; business was and these goods ivered. Prices nearly all lines rier feeling in the first direct Bussorah Bar arrive in New second steamer weeks later.

ows:  
Per 1  
0 09  
0 81  
0 08  
0 08  
0 07

0 12  
0 14  
0 19 0 21

0 08 0 15  
0 08 0 04  
0 02 0 04

0 00 0 00  
0 09 0 13  
0 11 0 12  
0 14 0 15

Valencia, new crop.....	0 77
Seeded, 1-lb packets, fancy.....	0 10 0 10
" 12 oz. packets, choice.....	0 93
" 12 oz. ".....	0 68
Dates—	
Halloween.....	0 05 1/2 0 05 1/2
Sains.....	0 04
Fards choice.....	0 08 0 09
" choice.....	0 06 1/2

SPICES—Business continues good, with no noticeable price changes. Retailers should be careful in buying any Singapore pepper. Advices received by local dealers during the week state that the goods have been almost impossible to secure for some time and satisfactory goods cannot be obtained at any price. Any offerings of Singapore black pepper should be very carefully examined.

Peppers, 12 lb. pkts.....	0 18 0 20
" white, pure.....	0 25 0 30
" whole, black.....	0 1 1/2
" whole, white.....	0 28
Ginger.....	0 18 0 25
Cinnamon.....	0 25 0 40
Nutmeg.....	0 45 0 10
cloves, whole.....	0 25 0 35
Cream of tartar.....	0 32 0 35
Allspice.....	0 13
" whole.....	0 17 0 30
Mace ground.....	0 50 0 60
Mixed pickling spices, whole.....	15 0 30
Cassia, whole.....	0 20 0 25

RICE AND TAPIOCA — A steady business only is being done at the same prices.

Rice, stand. R.....	Per lb. 0 03 1/2 0 04
B rice, 5 tag lots, delivered.....	3 05
Bangkok.....	0 03 1/2 0 04
Patna.....	0 36 1/2 0 05 1/2
Java.....	0 05 1/2 0 06 1/2
Java.....	0 06 1/2 0 07
Sago.....	0 05 1/2 0 06 1/2
Seed tapioca.....	0 06
Tapioca, medium pearl.....	0 05 0 05 1/2

BEANS—It was expected that the arrival of new crop beans would cause an easing off in the high prices which have been ruling since spring. The arrival of the first few cars did produce an easier feeling but the demand was so brisk and reports as to small crop so persistent that the market has firmed up again and now stands about as it did all summer. The available crop gives promise of being bought up in a short time. Present quotations are:

Handpicked, per bush.....	2 0
Primes, per bush.....	1 90 2 00
Lima, per lb.....	0 07

EVAPORATED APPLES—The quality of the new stock is better than last year and it is hoped this will continue all year. Prices are about on the same basis as on the old stock.

Evaporated apple.....	0 07 0 07 1/2
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HIDES AND SKINS—The market is still depressed and little buying is being done.

No. 1 inspected steer, 60 lbs. up.....	0 91
No. 2 " ".....	0 83
No. 1 " cows.....	0 09
No. 2 " ".....	0 08
Country hides.....	0 08
City Calf skins.....	0 12
Country Calf skins.....	0 10 0 12
Lam skins.....	0 45 0 55
Horse hides, No. 1.....	3 50
Rendered tallow, per lb.....	0 06 1/2 0 07 1/2
Horse hair, per lb.....	0 28

CANNED GOODS

There is little new to note in the situation this week, though business is very good in several lines of fruits. Most of these goods were bought, of course, some time ago, and stocks of some lines are just being shipped to the retailers now.

The trade continues to talk about the large pack of tomatoes made this year and reports from different sources lead to the conclusion that this year's pack

will constitute something of a record. When this is considered, and also the fact that an unusually large amount of tomatoes were put up by housewives all over the country, the conclusion is reached that either there will have to be a largely increased consumption of these goods this year or there will be something doing with prices, already down pretty near the cost of packing, in the spring.

NEW PRICES—1908 PACK.

	Per doz	Per doz
	Group 1	Group 2
3's apples, standard.....	1.00	.95
3's apples, preserved.....	1.45	1.40
Gals apples, standard.....	2.55	2.50
Gals, apples, preserved.....	4.00	3.95
Blueberries (Huckleberries)—		
2's standard.....	1.20	1.15
2's preserved.....	1.70	1.65
Gals, standard.....	5.05	5.00
Cherries—		
2's, red, pitted.....	1.95	1.90
2's red, not pitted.....	1.55	1.50
Gals. red, pitted.....	8.00	
Gals. red, not pitted.....	6.50	
2's black, pitted.....	1.95	1.90
2's black, not pitted.....	1.55	1.50
2's white, pitted.....	2.05	2.00
2's white, not pitted.....	1.65	1.60
Currants—		
2's red, heavy syrup.....	1.95	1.90
2's red, preserved.....	2.20	2.15
Gals. red, standard.....	5.00	
Gals. red, solid pack.....	7.00	
2's black, heavy syrup.....	1.95	1.90
2's black, preserved.....	2.20	2.15
Gals. black, standard.....	5.25	
Gals. black, solid pack.....	8.00	
Gooseberries—		
2's, heavy syrup.....	2.15	2.10
2's, preserved.....	2.40	2.35
Gals., standards.....	6.00	
Gals., solid pack.....	8.00	
Grapes—		
2's white, Niagara, pres'd.....	1.45	1.40
Gals., ditto., standards.....	3.55	3.50
Lawtonberries—		
2's, heavy syrup.....	1.95	1.90
2's, preserved.....	2.20	2.15
Gals., standards.....	7.55	7.50
Peaches—		
1 1/2's, yellow, (flats).....	1.70	1.65
2's yellow.....	1.95	1.90
2 1/2's yellow.....	2.65	2.60
3's yellow.....	3.05	3.00
3's yellow (whole).....	2.30	2.25
2's white.....	1.85	1.80
2 1/2's white.....	2.55	2.50
3's white.....	2.80	2.75
3's, pie, not peeled.....	1.45	1.40
Gals., pie, not peeled.....	4.30	4.25
Gals., pie, not peeled.....	6.05	6.00
Gals., assorted pie fruits (add 5 p.c.).....		
Pears—		
2's Flemish Beauty.....	1.70	1.65
2 1/2's Flemish Beauty.....	2.00	1.95
3's Flemish Beauty.....	2.15	2.10
2's Bartletts.....	1.90	1.85
2 1/2's Bartletts.....	2.20	2.15
3's Bartletts.....	2.35	2.30
3's pie, not peeled.....	1.30	1.25
Gals., pie, peeled.....	4.05	4.00
Gals., pie, not peeled.....	3.55	3.50
2's, light syrup, "Globe".....	1.25	
3's, ditto.....	1.85	
2's pineapple, sliced.....	1.95	1.90
2's, do., grated.....	1.95	1.90
2 1/2's, do., whole.....	2.45	2.40
Plums—		
2's, Damson, light syrup.....	1.00	.95
3's, ditto.....	1.40	1.35
2's Damson, heavy syrup.....	1.15	1.10
2 1/2's, ditto.....	1.80	1.75
3's ditto.....	1.90	1.85
Gals., Damson, standard.....	2.90	2.85
2's Lombard light syrup.....	1.00	.95
3's ".....	1.45	1.40
2's " heavy syrup.....	1.20	1.15
2 1/2's ".....	1.85	1.80
3's ".....	1.95	1.90
Gals. " Standard.....	3.05	3.00
2's G. Gage, light syrup.....	1.40	1.35
2 1/2's ".....	1.85	1.80
3's ".....	2.05	2.00
3's " light syrup.....	1.85	1.80
Gals. " Standard.....	4.05	4.00
2's Egg, heavy syrup.....	1.55	1.50
2 1/2's ".....	1.85	1.80
3's ".....	2.05	2.00
Raspberries—		
2's, red, heavy syrup.....	1.95	1.90
2's red, preserved.....	2.20	2.15
Gals., red, standard.....	7.05	7.00
Gals., red, solid pack.....	9.80	9.75
2's, black, heavy syrup.....	1.95	1.90
2's black, preserved.....	2.20	2.15
Gals., black, standard.....	7.05	7.00
Gals., black, solid pack.....	9.80	9.75
2's, rhubarb, preserved.....	1.80	1.75
3's rhubarb preserved.....	2.45	2.40
Gals., rhubarb, preserved.....	3.30	3.25
2's strawberries, heavy syrup.....	1.95	1.90
3's " preserved.....	2.20	2.15
Gals. " standards.....	7.05	7.00
Gals. " solid pack.....	9.80	9.75
VEGETABLES.		
Beets—		
2's, sliced, br., "Simcoe".....	.95	
2's, sliced, b.r., "Simcoe".....	.95	
2's, whole, b.r., "Simcoe".....	.95	
2's, whole, br., "Rosebud".....	1.15	
3's, sliced, br., "Simcoe".....	1.25	
3's, whole, br., "Simcoe".....	1.25	
3's, whole, br., "Rosebud".....	1.40	
2's, golden wax, midget, "Auto".....	1.25	
Beans—		
2's, golden wax, midget.....	.90	.85
3's, golden wax, midget.....	1.40	1.35
Gals., golden wax, midget.....	4.05	4.00
2's, Refugee or Valentine (green).....	.90	.85
3's, ditto.....	1.40	1.35
2's, Refugee, midget, "Auto".....	1.25	
2's, Crystal Wax.....	1.00	.95
2's, Red Kidney.....	1.00	.95
2's, Lima.....	1.30	1.25
2's corn.....	.90	.85
Gals., corn-on-cob.....	4.50	
2's carrots.....	1.00	.95
3's, carrots.....	1.10	1.05
3's cabbage.....	.95	.90
2's cauliflower.....	1.50	1.45
3's cauliflower.....	1.90	1.85
2's parsnips.....	1.00	.95
3's parsnips.....	1.10	1.05
Peas—		
1's No. 1 extra fine, sifted.....	1.12 1/2	1.07 1/2
2's No. 4 standards.....	.82 1/2	.77 1/2
2's No. 3 early June.....	.87 1/2	.82 1/2
2's No. 2 Sweet Wrinkle.....	.97 1/2	.92 1/2
2's No. 1 extra fine, sifted.....	1.42 1/2	1.37 1/2
Gals., No. 4.....	3.77 1/2	3.72 1/2
3's pumpkin.....	.85	.80
Gals., pumpkin.....	2.80	2.75
2's table spinach.....	1.30	1.25
3's table spinach.....	1.85	1.80
Gals., table spinach.....	5.05	5.00
2's succotash.....	1.20	1.15
3's squash.....	1.15	1.10
Gals., squash.....	3.55	3.50
2's tomatoes.....	.90	.85
3's tomatoes.....	1.00	.95
Gals., tomatoes.....	3.30	3.25
3's turnips.....	1.00	.95

MANITOBA MARKETS

Business continues fairly brisk with an encouraging outlook for a good winter's business. Collections are better than they have been for some time, and the arrival of several lines of new goods is keeping things moving nicely.

CANNED GOODS—The market is pretty active at the low prices prevalent this year, and some little competition between the independent and the confederated companies has been evident at some points in the West. There are likely to be further developments a little later in the season.

FRUITS.

	Group No. 1.	Groups No. 2 & 3
Apples—3's standard per case	2.44	2.34
Gallons, standard "	1.55	1.52½
Cherries—Red pitted 2's	4.18	4.08
black pitted 2's	4.18	4.08
white pitted 2's	4.38	9.28
Currants—Red 2's	4.18	4.08
black 2's	4.18	4.08
Gooseberries—2's	4.50	4.48
Lawtonberries—2's	4.18	4.08
Peaches—Yellow 3's	4.18	4.08
yellow 3's	6.54	6.44
pie, unpeeled 3's	3.34	3.24
pie unpeeled gallons	2.42½	2.40
pie peeled gallons	3.30	3.27½
Pears—Flemish Beauty 2's	3.68	3.58
Flemish Beauty 3's	4.74	4.64
Globe l. s. 2's	2.78	
Globe l. s. 3's	4.14	
Plums—Damson l. s. 2's	2.28	2.18
Lombard l. s. 2's	2.28	2.18
Greengage l. s.	3.08	2.98
Raspberries—Red 2's	4.18	4.08
red gallons	3.80	3.77½
black 2's	4.18	4.08
black gallons	3.80	3.77½
Strawberries—2's	4.18	4.08
gallons	3.80	3.77½

VEGETABLES.

Asparagus—2's	6.28	6.18
Beans—2's	2.08	1.98
Corn—2's	2.08	1.75
Peas—		
No. 4 standards 2's	1.88	1.55
Early June 2's	1.98	1.65
Sweet Wrinkle 2's	2.18	1.85
Extra fine sifted 2's	3.08	2.75
Pumpkins—3's	2.14	2.04
Succotash—2's	2.68	2.58
Tomatoes—3's	2.44	2.10
Tomatoes—2's	2.08	1.74
Tomatoes—gallons	3.70	3.65

MEATS.

Clark's 1 lb., pork and beans, plain, per case	2 50
"    "    "    "    "    "    "    "	1 90
"    "    "    "    "    "    "    "	2 50
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"    "    "    "    "    "    "    "	2 50
Soups, per doz	1 25
Corned beef	3 10
Roast beef	1 45
1's, per doz	1 45
2's	3 10
Potted meats, 2's, per doz	0 55
Veal loaf ½ lb., per doz	1 25
1 lb.	2 50
Ham loaf ½ lb.	1 25
1 lb.	2 50
Chicken loaf ½ lb.	1 25
1 lb.	2 50
Lanctonque 1's	3 65
Sliced smoked beef ½-lb. tins, per doz	1 90
1-lb. tins, "	3 10
1-lb. glass, "	3 35

Chipped	1-lb. tins, "	1 45
"	1-lb. tins, "	2 50
"	1-lb. glass, "	0 05
Sliced bacon,	1-lb. tins, "	3 10
"	1-lb. glass, "	3 25

SUGAR—The market is easier and a decline of 10 cents was noted last week.

SYRUPS AND MOLASSES—

Syrup "Crown Brand," 2-lb tins, per 2 doz case	2 40
"    "    "    5-lb tins, per 1 "	2 80
"    "    "    10-lb tins, per ½ "	2 85
"    "    "    30-lb tins, per ¼ "	2 79
"    "    "    1 barrel, per lb.	0 08½
"    "    "    Sugar syrup, per lb.	0 08½
Beaver Brand, 2 lb tins, per 2 doz case	3 10
"    "    "    5 "    "    "    "    "	3 60
"    "    "    10 "    "    "    "    "	3 30
"    "    "    20 "    "    "    "    "	3 20
Barbadoes molasses in ½-bbls, per gal	0 40
New Orleans molasses in ½-bbls, per lb.	0 08½
Porto Rico molasses in ½-bbls, per lb.	0 04½
Blackstrap, in bbls., per gal.	0 31
"    "    "    5 gal. bts., each	2 25

ROLLED OATS—Prices are as follows since the recent decline.

Rolled oats, 80 lb sacks, per 80 lbs	2 50
"    "    "    40 "    "    "    "    "	2 60
"    "    "    20 "    "    "    "    "	2 60
"    "    "    8 "    "    "    "    "	2 85

CORNMEAL—Prices continue very firm with an upward tendency. Quotations are:

Cornmeal, per sack	2 35
per ½ sack	1 20
per bale (10, 10's)	2 65

BEANS—White beans are advancing in price and some houses are now asking \$2.50 per bushel for hand-picked, and \$2.35 for 3-lb. pickers.

POT AND PEARL BARLEY—Pot barley, \$2.80 per sack. Pearl barley has declined and quotations now are \$4.05 per sack and \$2.10 per half sack.

MAPLE PRODUCTS—

Sugar, 25 lb. boxes, ½s. and ¼s.	3 00
Syrup gallons ½ doz. to case, per case	5 65
"    "    "    1 doz. to case, "	6 15
"    "    "    2 doz. to case, "	6 55

FOREIGN DRIED FRUITS—The arrival of new crop goods is resulting in some activity in these lines, particularly since the quality is so generally good.

Sultana raisins, bulk, per lb	0 09
cleaned, "	0 10½
1 lb pkgs "	0 11½
Table raisins, Connoisseur clusters per case	3 60
extra dessert, "	3 40
Royal Buckingham, "	4 00
Imperial Russian "	5 25
Connoisseur clusters, 1 lb pkgs, per case (20 pkgs)	3 25
Connoisseur clusters, boxes (54 lbs)	3 80
Trenor's Valencia raisins, f.o.s., per case, 28's	2 65
"    "    selects "    28's	1 09
"    "    "    14's	2 25
"    "    "    14's	1 15
"    "    "    28's	3 35
"    "    "    14's	1 25
California raisins, choice seeded in ½-lb. packages per package	0 07
"    "    fancy seeded in ½-lb. packages per package	0 07½
"    "    choice seeded in 1-lb. packages per package	0 09
"    "    fancy seeded, 1-lb. packages, per package	0 09½
Raisins, 3 crown muscatels, per lb.	0 08
Prunes 90-100 per lb	0 08½
80-90 "    "	0 06½
70-80 "    "	0 07½
60-70 "    "	0 07½
50-60 "    "	0 08½
40-50 "    "	0 08½
30-40 "    "	0 09½
Silver prunes	0 10
Currants, uncleaned, loose pack, per lb.	0 08½
dry cleaned, Filletras, per lb.	0 06
wet cleaned, per lb.	0 07½
Filletras in 1-lb pkg. dry cleaned, per lb	0 08
Pears, per lb.	0 12½
Peaches, per lb.	0 10
Apricots, standard, per lb.	0 08½
choi e, per lb	0 10½

SPANISH ONIONS—New stock is quoted at \$1.15 per crate.

NUTS—

Shelled Walnuts, in boxes, per lb.	0 27
small lots, per lb.	0 29½
Almonds, in boxes, per lb.	0 30
small lots, per lb.	0 32

HINTS TO BUYERS.

Reading notices under this heading will be accepted at 10 cents per agate line.

A large and varied shipment of dried fruits and nuts of this year's crop has arrived by the Jacona, consigned to Laporte, Martin & Co., Montreal. This new stock, which is very fine in quality, consists of Malaga table raisins, Valencias, currants of choice quality, figs, prunes, dates and nuts of all kinds. Laporte, Martin & Co. will receive shortly, another consignment by the Escalona. This firm also have two especially fine brands of Japan and black teas. "Princess" and "Victoria" respectively. Their stock will be found most complete in all lines of teas in all grades, and for all requirements.—Advt.

Carveth & Co., manufacturers' agents, Montreal, are doing a large business in Murray's chocolates and French confections. Their goods are nicely packed in handsomely labelled boxes, containing 4 pounds net, which makes it very easy handling for the grocery trade. Their "Varsity" mixture of creams is meeting with large sales in the regular 4-pound boxes, also in the specially packed handsome cardboard boxes, put up in ½'s, ¼'s, 1's and 2-pound boxes. These goods are of exceptional quality and each package contains the net weight of candies. This firm carry another line which is of exceptional interest to the grocery trade—fireproof pottery, consisting of tea pots, coffee pots, kitchenware and art pottery. Owing to their handsome designs and fireproof qualities these lines are meeting with large sales. They are the agents of Lovatt & Lovatt, Langley Mills, England, who are the original makers of the Langley ware. Illustrated catalogues and prices will be furnished on application.

A line of goods that is rapidly coming to the front in groceries, general and flour and feed stores in Canada is that of Spratt's Patent, Limited, of London, Eng. The company's patent dog cakes and bird seeds in 1-lb. packages are making money for retailers everywhere. The trade is being supported by press advertising, and a supply of show stationery, prize cards, number cards, for the secretaries of shows, etc., are placed in the hands of fanciers, so that it would be to the advantage of retailers to carry a stock. The goods may be obtained from jobbers, from the company's Montreal branch, 13 St. Therese Street, St. Gabriel, Montreal, or shipped direct from London. The advertisement of the company in this issue deserves attention.

The Mason-Miller Co., Toronto, have an advertisement on page 174 of this issue calling attention to their A1 sauce and essence of beef, which have just recently been put on the market.

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# The INGERSOLL PACKING COMPANY, Limited

## BEAVER BRAND HAMS AND BACON



"Beaver Brand" Ingersoll Hams and Bacon are to-day more widely and favorably known and consequently in better demand than any other brand of pork products sold in Canada. You have to spend no time in introducing this brand to your customers. Every piece bears the government mark "Canada Approved" Combined with this safe-guard is the careful selection of every ham and side of bacon, the **guaranteed sugar cure**, the uniform quality. The price is a little higher but then the **proved results**, a satisfied and regular customer and an increasing trade. If you are not selling **Ingersoll Products** give them a trial. Ask your friends who are selling them, communicate with our representatives or write direct to,

# The INGERSOLL PACKING CO.

Limited

Pork Packers

INGERSOLL

ONTARIO

CANADA



KEEP IN A COOL PLACE

INGERSOLL CREAM CHEESE

IS ALWAYS  
SOFT IN  
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INGERSOLL CREAM CHEESE

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ORIGINAL

INGERSOLL CREAM CHEESE



# Dairy Produce and Provisions

REPORTS FROM VARIOUS CANADIAN CENTRES.

## CHEESE AND BUTTER BULLETIN

Montreal, October 14, 1908.

Reports arriving from country points state that the pastures have recovered more quickly than was expected from the very burnt up condition they were in at the end of the dry weather. It is now thought that the production will be fairly good of both butter and cheese from now to the end of the season. This is, however, highly problematical, as the weather always is. From sources which are reliable, it is learned that in spite of the present high prices of butter there will be yet further advances. Some time ago large amounts went into storage for English account, and during the last week a large amount of this butter was shipped to Bristol, which has so far proved to be the best market for Canadian stock. During the past week fancy Townships stock has been offered, at the advanced rate, but these figures have not proved attractive to the English buyers, and owing to a good demand there, the houses which have had butter in storage on this side of the water have commenced to draw on these stocks, to supply the demand which they are meeting. This Townships stock which has been offering at the advanced figure was bought by local houses, and put into storage. From this it seems these buyers have faith in a much higher market in the future, to render these transactions profitable. There is, of course, a possibility that the market will not turn out as anticipated, but to many it evidently looks like a fairly good speculation. There are now three ships on their way from Australia, with butter for the London market, and the arrivals from Siberia of late have been exceptionally large, and in the face of this, prices have been well maintained. The Siberian stock was snapped up as quickly as offered, which looks good for Australian and Canadian butter to arrive, as these two countries produce stock of a superior quality. It must be understood that London and Bristol are the points where the greatest activity seems to be present in the English market. Reports from other points state that the butter trade is dull. The London market is active, and has been active owing to the fact that there is an increasing number of tourists arriving there. The old

city has had a wonderful year in this respect, owing to the Franco-British Exposition and also the fact that Paris of late has fallen somewhat in disfavor as a Mecca for globe trotters, and to-day everyone seems to be pointing towards London. It is said that it is no unusual thing to have one hundred thousand people arrive from the continent in almost a day. All this is good for the provision trades, and it is this fact that has kept London to the fore amidst English cities in its demands for butter. In this respect Bristol has also shown some preference for the Canadian product. The butter business according to reports arriving from American points, indicates inactivity of the market. The long drought seemed to have exercised a more deteriorating effect on the pastures than here. This, however, according to one authority, is not borne out by the volume of receipts arriving, which have been increasing if anything. This, however, may be due to shipment of stock held by factorymen previous to the dry weather. Highest grade of stock is meeting with fairly good sales, but the lower grades are much neglected. Prices all around are high. Some think that the cooler weather which will call out the storage stocks will give high prices a jolt. Farmers there are complaining that the rains which fell were insufficient to properly restore the pastures. The October make is looked forward to with considerable interest, as it will prove pretty effectually to be the key to the situation. Locally, the demand for butter is very good indeed and

finest creamery is quoted at 25½c in round lots and 26c to 26½c in small lots.

Receipts of the season from May 1 up to the present are 351,517 packages, as against 344,899 packages for the corresponding time of last year. Exports for the same period have been this season so far 88,417 packages, against 66,761 packages for the same period of last year.

Cheese has receded somewhat from its lofty position of a few weeks ago. Prices here have followed closely on the heels of the decline in the country. All of this represents the reaction from the speculative condition of the market a few weeks ago. This movement was led by parties in the Old Country, and was assisted by men on this side. Many, however, think that it has struck the bottom, and will strengthen up before long. This opinion, however, is not shared by all, and some are looking for further declines. Stocks are very low all over the country. Many large houses who had from 20,000 to 50,000 boxes in storage last year at this time, have nothing at all this year. It is estimated that there is a shortage of 100,000 boxes at least in Canada at the present moment. This certainly looks like higher prices before long. Receipts of cheese for the season since May 1 are 1,605,407 boxes, against 1,769,729 boxes for the corresponding period of last year. Exports up to date are 1,486,437 boxes, against 1,685,568 boxes for the corresponding period of last year. Westerns are quoted at 12¼c to 12½c, and Easterns at 11¾c to 12c.

## THE PROVISION SITUATION

Toronto, October 14, 1908.

"There isn't much new in the situation this week," said a prominent packer in talking over trade conditions. "The English market is again a little lower and with fairly large deliveries here prices have fallen off a notch."

The present is rather an off season with the packers and they do not usually expect much business during the first couple of months of Fall. This year, after the disappointing conditions prevalent for so many weeks during the

Summer it was hoped that overseas demand would continue heavy a little longer than usual. The season, however, seems to be following along the usual lines.

The British market is not particularly active at present, anyway. On top of this the Danes are making their usual heavy killings and shipping in large supplies. The Irish packers, though not doing a great deal, are steadily hammering away and are holding their own. Add to this the fact that in the last

couple of weeks shipment by United States firms which were for several weeks previous almost completely curtailed and it will be seen that the British market ought to be pretty well loaded with pork product and the demand for the Canadian goods is not very active. The British market, on which a drop was noted last week, went off again during the present week and things over there seem to be feeling a bit easy, and, according to reports received here, are likely to continue so for some time.

Local business, too, is not so good as it has been for several months back. With the arrival of colder weather people seem to be resorting to fresh meat in preference to the more easily prepared product of the packer.

In the face of a fairly heavy run of hogs these conditions could only tend to knock down the price, which has gone another notch below the decline noted last week. The f.o.b. price this week is \$6.12½, a York shilling less than a week ago. This brings "fed and watered" prices to \$6.45. The quality of offerings is very fair and is improving as the weeks progress.

The experience of the past couple of months when hogs were not forthcoming under top-notch prices and now are arriving freely on a declined price leads one outside to wonder whether the farmers couldn't get their hogs into condition about a month earlier than at the present season, at a time when good values are almost certain to rule.

The United States markets have been rather more active during the week, though conditions have been somewhat unsettled as is evidenced in the following review of the situation from the New York Journal of Commerce:

"There has been more activity in the option market for products the past week, as the result of a very considerable increase in receipts of hogs, while the attitude of packers on the market has been rather uncertain. They have not taken advantage of these big receipts to break the price of hogs, as they might easily have done, and they have prevented any heavy break in future products, which is taken to mean that they are trying to hold up the market to get rid of their stocks on hand, and yet they have been sellers on strong spots and apparently supporting products on the weak ones. The cash situation has been against them, as trade has been falling off, even the jobbing trade, that had been better the previous two or three weeks, and prices of spot stuff have been weaker than futures, indicating that packers have been trying to get out of their cash stuff before receipts of hogs get heavier. Yet the condition of hogs is poor, indicating grass fed still and selling by

farmers to save their corn. How long this is to continue is a question which depends much upon the course of the corn market, which is expected, however, to decline materially after the movement has become heavy enough to supply the nearby wants of the trade and leave a surplus to come on the market. Whether the situation suits the packers or they are loaded down with more old product than they can work off before the new packing season begins is a question. At any rate, they are talking bullish and acting bearish, while the future supply of hogs is problematical, although the number in the country is liberal and there has been little cholera among them this season."

PROVISION MARKETS

MONTREAL.

PROVISIONS—There is a good trade passing in the provision market, especially for the various lines in lard. Compound remains the same as at last quotations, but pure has gone forward in all lines from an ¼c to a cent. Pork is also stronger in all lines, having advanced two dollars in some cases.

Heavy Canada short cut mess pork, in tierce s...	36 50	37 00
bbbls	25 00	25 50
Selected heavy Canada short cut clear boneless pork	25 00	25 50
Heavy Canada short cut clear pork	23 50	24 00
Very heavy clear pork	25 50	26 00
Plate beef 100-lb. bbls	08 00	
" 500 "	15 50	
" 300 "	23 00	
Pure Lard—		
Tierces, 37½ lbs.	0 13½	
Boxes, 50 lbs., grained	0 13½	
Tubs, 50 lbs.	0 13½	
Pails, wood, 20 lbs., parchment lined	0 13½	
Tin pails, 20 lbs., gross	0 13½	
Cases, tins, 10 lbs. each	0 13½	
" " 3 "	0 14	
Compound Lard—		
Tierces, 37½ lbs.	0 08½	
Parchment lined boxes, 50 lbs.	0 08½	
Tubs, 50 lbs.	0 08½	
Wood pails, 20 lbs. net	0 09	
Tin pails, in cases	0 09	0 09½

BUTTER—There has been a falling off in supplies arriving, which has resulted in the development of a strong tone to the market. The local demand is very good, and this also has contributed to the increasing strength of the market. Fresh creamery solids are now quoted from 25c to 26½c per pound, and prints from 26c to 27c.

Fresh Creamery, solids, lb.	25 ½	26 ½
prints, lb.	26 ½	27
Dairy, tubs, lb.	20 ½	22 ½

EGGS—Eggs arriving are showing good quality and the market is steady under a good demand. Prices are very slightly easier than last quotation, as the minimum quotations are more frequently quoted than the top figures.

New laid	24	25
No 1 Eggs	20	21
No 2 Eggs	15	18

CHEESE—Owing to a weaker condition of the market in the country the local market is less firm. Conditions in

the country have recovered from the recent drought more quickly than it was thought it would be able to do. If the weather continues favorable receipts will be heavier.

Cheese, Easterns	0 1½	0 12
Westerns	0 12½	0 17½

HONEY—Supplies arriving are large, and business in these lines is active. The white clover variety seems to be predominating the market, both in quality and quantity. Trade is good. Prices rule the same as at last quotations.

White clover comb honey	0 13	14
Buckwheat	0 07	0 8½
Buckwheat, ext acted	0 10	0 12
Clover, strained, bulk, 30 lb. tins	0 09	0 10

TORONTO.

PROVISIONS—Business is fully as good as at any time during the past three months. Demand is good and supplies are nearly up to normal. In about three weeks' time supplies are expected to be quite free again. Prices are firm, though it is believed the high point has been reached, and when hogs are more plentiful quotations will be somewhat lower on almost every line. Already there is an easier feeling in lard prices. Large hams have temporarily advanced one cent, following the lead of light and mediums a week ago; and barrel pork, which is hard to get, is up another 50 cents.

Long clear bacon, per lb.	0 13
Smoked breakfast bacon, per lb.	0 15
Roll bacon, per lb.	0 11½
Light hams, per lb.	0 15
Medium hams, per lb.	0 14
Large hams, per lb.	0 13½
Shoulder hams, per lb.	0 10½
Bacon, plain, per lb.	0 17
pea meal	18½
Heavy mess pork, per bbl.	20 0½
Short cut, per bbl.	24 5
Lard, tierces, per lb.	0 13
tubs	0 13½
" pails	0 13½
" compounds, per lb.	0 8½
Plate beef, per 200-lb. bbl.	15 50
Dressed hogs	0 09½

BUTTER—This line is advancing, and nearly every grade has gone up one or two cents during the week. Demand is good and supplies—that is country supplies—are fairly free. The keeping qualities of the butter are good now that the cooler weather is with us.

	Per lb.
Creamery prints	26 ½
Creamery solids	25 ½
Farmers' separator butter	25 ½
Dairy prints, choice	22 ½
" ordinary	19 ½
" tubs, choice	21 ½

EGGS—All but one house quotes 23 cents as the selling price of eggs this week; and one of the big commission firms which has been rather lower than the others during the Summer is asking 23½. The lowest quotation on the market is 21c, though the same seller is asking 22c for a good line. Considering that farmers are asking 20c in the country, and that freight and risks have to be taken by the dealer in the city, 22c is a pretty low price.

CHEESE—This line is off again. During the past month trading has been spasmodic. Prices are unchanged. Only one concern in Toronto is handling old

# Royal Salad Dressing

has many imitators and imitations. There are plenty of people trying in one way or another to sell these imitations on the strength of the value, merit and popularity of **ROYAL SALAD DRESSING** by saying it's just as good.

Royal Salad Dressing is made only by

**The Horton-Cato Mfg. Co.**  
**Windsor, Ont.**  
 Detroit, Mich.

# LARD

is scarce and has advanced in price. We can supply you and we can also give you excellent Lard Compounds and Cooking Oils.

**F. W. Fearman Co.**

Pork Packers and Lard Refiners  
 Phones 674 and 675. 17 MacNab North  
**Hamilton, Ont.**

**Lard, Hams, Bacon  
 Sausages  
 and Cooked Meats**

IF YOU WANT THE BEST

**BUY O'MARA'S**

**Select Poultry**

ASK FOR QUOTATIONS.

**JOSEPH O'MARA**

PORK PACKER

**PALMERSTON, - ONTARIO**

**Breakfast Bacon  
 Skinned Backs  
 Hams and Rolls**

Finest Quality. Made from Selected Hogs.

**The WM. RYAN CO.**

LIMITED

PACKING HOUSE:

**FERGUS, - ONT.**

HEAD OFFICE:

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



## The Old Reliable

If you can convince the public that you are the butter grocer of your town, you can secure not only their butter trade but a good share of their regular patronage.

By handling "CORONA" Creamery Butter you are assured of the cream of the butter trade and also more straight grocery business.

"CORONA" is made in the finest dairying district, and is put up in 1-lb. attractive packages wrapped in parchment paper.

Everywhere Appreciated!

## Lunham & Graham

PRODUCE MERCHANTS

592 St. Paul St., - MONTREAL

## Condensed Milk that Brings Customers Back

"SWEET'S CROWN"

"SWEET'S PRIDE"

"SWEET'S GEM"

"VALLEY QUEEN"

These are Sweet's Reliable Brands, always of uniform excellence.

Bulk Milk and Cream for Confectioners  
and Bakers

GIVE US A TRIAL ORDER

## The Sweet Milk Condensing Co.

LAURENTIDES (ST. LIN), QUE.

BARBEAU & PARE  
QUEBEC, P.Q.

Wholesale Grocers and Commission Merchants  
Catalogues and Quotations Invited.

## R. F. Cream & Co.

General Brokers and  
Commission Merchants

Flour, Grain, Provisions,  
Teas and General Groceries

Correspondence Invited

75 Dalhousie St., Quebec, P.Q.

Flour, Pork, Grain  
Smoked Meats

and

General Provisions

also

Hay and Oats

## Geo. Tanguay

Lower Town, Quebec

When writing advertisers kindly  
mention having seen the advertise-  
ment in this paper.

We are leading, Others Follow

Largest firm in City

Butter, Cheese, Eggs,

Live and Dressed Hogs

Come or communicate with us

It will pay you.

## Emond & Cote

22 St. Peter St., Quebec

## SALT

Car lots of Fine, Medium or Coarse,  
in Barrels, Sacks or Bulk.

TORONTO SALT WORKS  
125 Adelaide Street E. Toronto

## Eugene Picher & Co.

Buyers and Sellers of  
Butter, Eggs, Cheese, Lard and Dairy  
Supplies, Grain and Hay.

Grain Dealers Please Write

87 Dalhousie St., Quebec

## PROF. VINK'S

CELEBRATED

## Horse and Cattle Preparations

Always in demand. Yield good pro-  
fit. Secure catalogue and full in-  
formation from

The Joliette Chemical Co., Ltd.

Try a business card in  
The Canadian Grocer.

## We Want Butter!

Dairy Tubs, Creamery Solids

We will buy f.o.b. your sta-  
tion, in large or small  
quantities.

Write or phone us with best quotations.

## Rutherford, Marshall & Co.

Wholesale Produce Merchants,  
TORONTO.



cheese, that is, cheese of last year's make. This year's make is now seasoning well and very likely will soon oust the old make.

Cheese, large, prim's old .....	0 11 1/2	0 15 1/2
" " new .....	0 13	0 13 1/2
" " twins, new .....	0 13 1/2	0 14

**HONEY**—The market is just beginning to feel the effect of trading and no dealer cares to express an opinion on what will be the amount of business done this season or what will be the ruling prices. Quotations are a little firmer than last week and quite a range of prices is made in comb honey.

60-lb. tins .....	0 09	0 10
Smaller sizes .....	0 10	0 10 1/2
Combs, doz .....	1 60	2 00

**POULTRY**—The season is opening up in earnest, though it is too early to quote dressed fowl. All the dealers have supplies and on two or three days this week pretty free receipts were delivered on the market. Prices are unchanged. Chickens and hens are the active lines; turkeys, which are not so plentiful, are considered a little too high in price.

Spring chickens, p r lb, live .....	0 09	0 09
Hens, per lb, live .....	0 07	0 07
Young ducks, per lb .....	0 09	0 09
Turkeys, per lb .....	0 13	0 13

**DO FOODS DETERIORATE IN COLD STORAGE?**

Interesting Findings of a United States Government Chemist.

The year book of the United States Department of Agriculture, just issued, contains a chapter on "Cold Storage Foods and Their Relation to Public Health," which will prove interesting to all who deal in cold storage foods. We reproduce part of this herewith:

It is stated by the writer, the bacterial chemist of the Bureau of Chemistry, that "it is estimated that approximately from 75 to 90 per cent. of all the poultry produced in the United States is, for a longer or shorter period, preserved in cold storage. While the number of ducks, turkeys and geese is by no means small, chickens, of course, are greatly in the majority, and from the appearance of the cold-storage warehouses in our large cities it would seem to be almost a matter of routine that every chicken intended for market should sojourn there for a certain, or rather an uncertain, time." The vital question for the consumer of poultry is whether cold storage poultry is wholesome or not, it being an unquestionable fact that nearly all the poultry sold is, for a longer or shorter time, in cold storage before being offered for sale. The testimony of those engaged in the business of refrigeration is, of course, uniformly to the effect that keeping poultry in this way does not impair its quality at all. An officer of a refrigerating company in New York City

is quoted as saying: "In our experience we have carried frozen undrawn poultry for four years and found it as to appearance at the end of that time in a wholesome condition, and the same was eaten with no injurious effects. Poultry kept in a freezer and kept at the right temperature will keep for an indefinite length of time in a healthful condition."

The investigation of this subject made by the Bureau of Chemistry does not support this favorable view of refrigeration. Serious deterioration was found in chickens kept in cold storage for long periods. While actual putrefaction was not indicated by the odor, the keeping quality "was practically nil, and in a short time the foulness of its odor was distinctly noticeable." The conclusions formed by this government investigator are worth quoting:

The changes in the chickens which have been described are not the most pronounced of their kind, other specimens exhibiting more marked degenerations and some showing better conditions. There were, rather, alterations representing as nearly as possible the mean.

Such being the case, the dictum of the warehouse men that there is no change in cold-storage poultry and that it may be kept for an indefinite period can not be accepted in its entirety. Both microscopic study and the taste of the cooked fowl confirm the fact that microscopically visible degeneration does take place.

Considering the enormous growth and the wide extent of the refrigeration of foodstuffs, as well as the absolute lack of authoritative supervision of such frozen products before they are offered for sale, it seems most desirable that a careful study should be made to determine whether such alterations as have been noted affect the appearance and histological integrity of the flesh only, or whether, as has been asserted by some, the consumption of poultry after long periods of cold storage is not responsible for some of the obscure intestinal disorders and the imperfect metabolism from which modern humanity, especially the dwellers in large cities, are so apt to suffer.

If it is true that from 75 to 90 per cent. of the poultry offered for sale has been in cold storage there is not much chance for all of us to have poultry that is absolutely fresh. The best that the buyer can do is to get that which shows the least signs of antiquity, unless he is so situated that he can buy of some honest poultry raiser who has no cold storage plant. At any rate it seems clear that too much care cannot be taken, merely from the health point of view, in regard to the eating of poultry whose history is a sealed book.—Modern Grocer.

**WHAT SAUSAGE IS.**

For a long time the United States commissioners and sausage manufacturers have been at loggerheads over the question of "What is Sausage?" Some said a sausage was one thing and others declared it was something else. The committee on standards of the Pure Food Department of the Department of Agriculture has now come to the rescue with a sausage description. Incidentally, it tells what other meats are. Its findings, which have now been formally adopted, are as follows:

Sausage, sausage meat is a comminuted meat from neat cattle or swine or a mixture of such meats, either fresh, salted, pickled or smoked, with added salt and spices and with or without the addition of edible animal fats, blood and sugar, or subsequent smoking. It contains no larger amount of water than the meats from which it is prepared and if it bears a name descriptive of kind, composition or origin, it corresponds to such descriptive name. All animal tissues used as containers, such as casings, stomachs, etc., are clean and sound and impart to the contents no other substance than salt.

Blood sausage is sausage to which has been added clean, fresh blood from neat cattle or swine in good health at the time of slaughter.

Canned meat is the cooked, fresh meat of fowl, neat cattle or swine, preserved in hermetically sealed packages.

Corned or cured meat is meat, cured or pickled with dry salt or in brine, with or without the addition of sugar or syrup and (pending further inquiry) saltpeter.

Potted meat is comminuted and cooked meat from those parts of the animal ordinarily used for food in the fresh state, with or without salt and spices and inclosed in suitable containers hermetically sealed.

Meat loaf is a mixture of comminuted cooked meat, with or without spices, cereals, milk and eggs, and pressed into a loaf. If it bears a descriptive name, it corresponds thereto.

Mince-meat is a mixture of not less than ten (10) per cent. of cooked, comminuted meat, and chopped suet, apple and other fruit, with salt, spices and sugar, syrup or molasses, and vinegar, fresh, concentrated or fermented fruit juices and spirituous liquors.—Modern Grocer.

**PERSONAL NOTES.**

R. J. E. McCrae, of J. A. McCrae & Son, Guelph, was in Toronto this week on a business trip.

Robt. H. Bothwell, one of Barrie's energetic young grocers, was in Toronto on Monday and made a pleasant call on The Grocer.

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# Gillett's Lye Eats Dirt!

It cleanses whether the dirt is visible or invisible.

## Gillett's Perfumed Lye

has been the Standard for over 50 years, and millions of people use it every day. Why experiment with substitutes?

Handle the brand with the established demand!  
Useful for 500 purposes.



GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.

In my advertising, I am emphasizing the excellence of

### Clark's Corned Beef

and introducing more generally

### Clark's Mince Meat

These are two particularly good lines and there will be a good demand for them as well as all other CLARK'S MEATS.

**WM. CLARK**  
Manufacturer  
**MONTREAL**

### The Demand For

# BOVRIL

is increasing. See that your stocks are complete so that you lose no sales in the best season.

We have now ready two new hangers, one an exact representation of a member of the N.W. Mounted Police.

A post card addressed to

**BOVRIL Ltd.**  
27 St. Peter St. **MONTREAL**

will bring you, Express prepaid, a supply of attractive show cards for your store.



# "Canada First" Brand Evaporated Cream and Condensed Milk

RECEIVED HIGHEST AWARD AND  
GOLD MEDAL, Halifax Exhibition, 1908

NO DEAD STOCK

EVERY CAN GUARANTEED



**Aylmer Condensed Milk Co., Limited** : Aylmer, Ontario

A QUESTION EASILY ANSWERED

## WHICH IS THE BEST?

Extract from Dominion Government  
report on Condensed Milk—January 3, 1908.

SEE INLAND REVENUE DEPARTMENT BULLETIN.

### CONDENSED MILK, sweetened

No. 144, Page 11	Total Solids	Butter Fat.
<b>REINDEER MILK</b>	<b>72.68</b>	<b>8.61</b>
Clover "	71.78	7.91
Eagle "	68.50	8.00
Gold Seal "	69.12	7.33
Silver Cow "	70.34	7.64
Nestle's "	68.35	7.87
Pheasant "	68.29	5.10
Challenge "	68.90	7.37

### STERILIZED CREAM, unsweetened

<b>JERSEY CREAM</b>	<b>27.96</b>	<b>8.05</b>
St. Charles "	27.06	7.10
Peerless "	26.98	6.50
Carnation "	24.94	6.93

Value is determined by amount of  
Butter Fat and Solids contained.

THE TRURO CONDENSED MILK CO., Limited, TRURO, N.S.

## Free to Grocers!

To introduce to you the wonderful substitute for Port and Sherry; the famous after dinner beverage; the popular priced, quick seller,

# MARSALA WINE

**\$7 Case, and Up**

We are going to send a sample, with prices and full information to every (*bona fide*) grocer who writes us.

*It's up to you, write at once*

**Museo Commerciale Italiano**

**43 St. Antoine St., Montreal**

Sole Agents American Continent

Phone Main 2731

# J. B. RENAUD & CIE

WHOLESALE GROCERS

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

THE LARGEST EXPORTERS OF BEAUCE MAPLE SUGAR

118-140 St. Paul Street, QUEBEC

THE HOUSE OF QUALITY

FOR

COFFEES, SPICES, CEREALS, COCOANUT, &c.

“WHITE SWAN GOODS

ARE GOOD GOODS”

— ALWAYS —

CEREALS, SPICES, COFFEES, ETC.

THE ROBERT GREIG CO. LIMITED

WHITE SWAN MILLS - TORONTO

OUR DOORS ARE ALWAYS OPEN

— FOR BUSINESS —

QUICK SHIPMENTS GUARANTEED

## An Opportunity for Grocers

CHILDREN'S CANDY TRADE A PROFITABLE SOURCE OF INCOME.

This is an opportunity that exists in every town. It has been awaiting discovery for years. And it wants to be discovered. It passes the general stores these September days, in groups of threes, of fives, of sevens; morning, noon and night.

The great army of school children, hundreds strong, and in many towns thousands strong, is the golden opportunity to which the general merchants are blind. They see the children, but they do not realize the opportunity they present for increasing the trade of the store. Yet these children are about the biggest and best paying advertisements that general merchants can employ.

Children's trade is a possible source of income that few general merchants get any benefit or revenue from. It is a fertile field, whose surface, as yet, has only been scratched. With the right methods of cultivation it will give enormous yields. Children's trade is an advertising opportunity too good, too big, too lasting, to be neglected. It should be taken at its real worth and valued accordingly.

### Some Are Waking Up.

Far-sighted business men are already awake to the immense trade there is in supplying children's needs, and stores that make an exclusive specialty of children's goods are now established in many of the larger cities. Small stores in Greater New York, located near a public school, rent at a premium because of the large and profitable trade in children's school supplies, toys and candy. And these stores are eagerly taken by merchants who ten years ago would have laughed at the idea of supporting a family on the proceeds of children's spending money.

Children's trade is not a matter of small moment; it is an important item in the building of a retail business. The general merchant who neglects it is overlooking his golden opportunity. There is good profit in children's trade and the merchant who secures it will have the largest general trade in the town.

### Winning Children's Trade.

Children are won quicker by "goodies" than by anything else. When the writer wore knee pants, there was a keen rivalry between the three bakers in the neighborhood of his home. Two of them began to cut prices, The third one was

wiser. He said nothing, but began to saw wood. One morning when the writer was sent out for the household bread, he entered the store of this particular baker because it happened to be the nearest. He made his usual purchase, and with it the baker handed him a tart, such as all small boys love, and said: "There, my little man, that's for buying your bread from me." 'Nuf said. The news was too good to keep, and on the way home, the other boys, bound on similar errands, were shown the tart and told where one was to be had for nothing. The news spread without any advertising on the baker's part, and he had won the fight before the others were aware of what he was doing.

Children are won through kindness and parents favor the store where the children are made welcome. All general merchants can not make or sell tarts, but they can sell something sweeter, better liked, easier to get and easier to handle. They can win the trade of children with high quality, low priced candies.

Candy is the open Sesame to a child's heart. The promise of candy dries the tears on wet cheeks; it bribes the mischievous boy to be good; it is an effective reward for getting lessons. It gives the big sister who is being courted, freedom from the pranks of a small brother. Candy makes peace where threats fail. Candy brings contentment to a child when toys and games lose their power to amuse. A sale of candies at popular prices will bring more children into a store than any other offering, for children love candy.

### Special Sales Do the Work.

Special candy sales for children will quickly turn a golden stream of trade into a general store. These sales should be planned to interest children and care taken to have them simple and easy for young minds to understand. The important point in all these special sales is to see that the children always have some little thing to do, before they can get the candies.

A "Time of Day Sale" is a good one to start out with. Have this sale exclusively for children. Offer candies at special prices to every child under ten years of age who can tell the "time of day" by the big store clock hung back of the candy counter. "Every child should know how to tell the time" you

may advertise, "and every child should know how good our candies are." "Tell the time and get twenty cents' worth for a dime." Make the rules of the sale simple and plain and do not show any favoritism. Saturday, of course, is the best day for a sale of this kind.

Birthday sales are always popular with children and one may be held each month. Begin this month by advertising that every child born in October will receive a present of candy on the last day of the month, equal to five per cent. of the amount of goods purchased during the month by members of the family. This plan keeps up interest in the Birthday Sale all through the month and has the advantage of helping the sales of other goods.—The Southern Merchant.

### THE FIRST CANDY.

The most ancient kind of candy is the sugar plum. It was the invention of Julius Dragatus, a noted Roman baker and confectioner, who belonged to the family of Fabius. It was in 177 B.C., that he made the great discovery which for twenty centuries has grown constantly in favor.

These bonbons, called "dragati," after their inventor (dragees in French), remained the exclusive privilege of the family of Fabius. But at the birth or marriage of one of that family a great distribution of "dragati" took place, as a sign of rejoicing. The custom is still observed by many of the nobility of Europe.

The pastille is of far later origin, having been invented and introduced into France by an Italian confectioner, the Florentine, John Pastilla, a protege of the Medicis. When Marie de Medici married Henry IV. of France, Pastilla accompanied his sovereign to the French court, where his bonbons had a tremendous vogue. Everybody wanted the Florentine's pastilles, which were excellent. He made them with all kinds of flavors—chocolate, coffee, rose, violet, mint, wine, strawberry, raspberry, vanilla, heliotrope and carnation.

Burned almonds are purely of French origin, owing their inception to the gluttony of a certain French merchant. One day Marshal Duplessis-Pralin, an old gourmet, sent for Lassagne, who had already invented many a toothsome dainty, to concoct a new bonbon for him. Lassagne searched, reflected, combined, until finally he conceived a delicious bonbon, which he baptized gloriously with the name of his master, Pralina, the French for burned almonds.—Confectioners' Gazette.

Chas. Snow, confectioner, 892 College Street, Toronto, has sold his branch store at 1176 Queen Street, west, to John Hunter.



# BUDA FLOUR

Is a Good Seller!

Dealers and Customers satisfied

It is a splendid blend of Ontario and Western wheat, and sold at a price which leaves the Dealer a good profit.

**Buda Comes Nearer Pleasing  
Every Family Than Any Flour  
on the Market.**

Buying at our prices, and under the guarantee of the Millers, it is to your advantage to handle Buda Flour. May we have the honor of filling your order? Why not wire it to-day, at our expense?

**SHIRK & SNIDER, Millers**  
Bridgeport and Baden, Ont.

Branch Sales Office, Pictou

Wire all inquiries to  
J. B. HARTY, Sales Manager,  
PICTOU, N.S.,

For Maritime Provinces and Newfoundland



By Royal

Letters Patent

**Nelson's** Opaque, Brilliant,  
Isinglass, Leaf, and Powdered **Gelatine**

**NELSON'S**  
Granulated Jellies, Tablet Jellies, Creams, Custards,  
Fruit Puddings, Bottled Jellies, Lemonade  
Crystals, and Baking Powder.

**Nelson's** Gelatine  
and Liqueurice **Lozenges**

**NELSON'S SOUPS**  
(SIX VARIETIES)

Sole Proprietors and Manufacturers of  
**GORDON'S GRANULATED GRAVY**

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

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.  
E. W. Ashley Winnipeg.  
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CANADA:  
No better  
Country



MOTT'S:  
No better  
Chocolate

There is something in a name after  
all—  
This is particularly so when that  
name is

# MOTT'S

The CHOCOLATE bearing this  
name under the brands

**"Diamond" and "Elite"**

is a profitable and ready seller with  
every grocer—

They are for sale by all jobbers.

**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		



# THE CHAMPION FEED MILL

**IT SAVES YOU MONEY!**

Grinding capacity is greatest, propor-  
tionate to power used, of any mill on  
the market.

Hundreds of millers now using it. Al-  
ways gives highest satisfaction.

Catalogue, giving different sizes, prices  
and full information, gladly forwarded  
you.

**S. VESSOT & CO.**  
MANUFACTURERS

**JOLIETTE - - - QUE.**

ONTARIO BRANCH: 98 FRONT ST. E., TORONTO

## For Xmas Trade

You will find no confection that will give you and your customers greater satisfaction than CHOCOLATS MEURISSE A 1 goods. Attractive packages.

Order To-day.

### CHOCOLATS MEURISSE

J. A. HERREBOUDT, Manager. 23 Lemoine St., MONTREAL  
 Agents: Mathewson's Sons, Montreal; T. E. Charest, Quebec;  
 W. C. Scott, 76 Queen St., Ottawa.

The delicious flavors of

## Nation's Custard Powder

with Stewed Fruit is an ever pleasant memory.



Made by Edward J. Nation & Co., Bristol, England

Agents:  
**GREEN & CO.,**  
 25 Front St. E. Toronto

**W. H. ESCOTT,**  
 Winnipeg

Telephone, Uptown 3769

## CARVETH & COMPANY

Manufacturers' Agents and Importers

Sole Agents for Canada for

**R. S. Murray & Co., Ltd.**, London, England—High Class Chocolates and French Confections, Diamond Jubilee Chocolate Selection and Varsity Mixture of Cream Candies.

**Lovatt & Lovatt**, Langley Mills, England, Makers of the Original Langley Wares, of Pottery, Tea Pots, Coffee Pots, Fire Proof Ware and Ginger Beer Bottles.

**New Pegamoid Ltd.**, London, England—"Pegamoid" Brand Leather Cloth.

**Herman Jansen**, Schiedam, Holland—Gold Finch Brand Genuine Holland Gin.

Write us for Catalogs and Prices

## CARVETH & COMPANY

600 Lindsay Building, MONTREAL

CORRESPONDENCE SOLICITED



White Moss Coconut

Phone, Main 777

107 West Lagachetiere Street

Specialties:

White Moss Coconut, Essential Oils, Extracts, Colorings, all kinds Shelled Nuts, French Fruits and Pulps, Icing Powders, Egg Powders, Ice Cream Powders and Marshmallow Powders.

## CANADIAN COCOANUT CO.

MONTREAL

Grocers, Bakers and Confectioners will do well to send in their orders at a date as early as possible.

## MOLASSES AND SYRUPS

### GINGERBREAD BRAND MOLASSES

(IN TINS)

2's, 3's 5's, 10's, 20's

1, 2, 3, 5 gal. Pails

### GOLDEN SLING SYRUP

(IN TINS)

2's 3's 5's 10's 20's

1, 2, 3, 5 gal. Pails

"THE BEST THERE IS"

Agents

C. E. Paradi.	Quebec	W. H. Escott,	Winnipeg.
C. DeCarlerol.	Kingston.	R. G. Bedington & Co.,	Calgary
Jas. N. McIntosh.	Ottawa	Tees & Paers.	Edmonton.
Geo. Musson & Co.,	Toronto.	Wilson & McIntosh.	Vancouver
J. W. Bickie & Green'g.	Hamilton.	C. Leonard Grant,	P. E. Island
G. H. Gillespie.	London		

## Dominion Molasses Co.,

LIMITED

Halifax, - Nova Scotia



# McCANN-KNOX MILLING CO., Limited

TORONTO, - CANADA

The most complete and most modern cereal mill in Canada.

**Our Products Tell** PEERLESS BRAND Rolled Oats  
PEERLESS BRAND Floked Wheat

Granulated Oatmeal  
Standard Oatmeal  
Pearl Oatmeal  
Craham Flour

Granulated Wheat  
Wheatlets  
Arabian Horse Food  
Gold Dust Cornmeal

Family Cornmeal  
White Corn Flour  
Pot Barley  
Pearl Barley

Split Peas  
Eureka Cattle Food  
All Kinds of Feed

AGENTS: MONTREAL—J. Alex. Gordon & Co.

QUEBEC—Albert Dunn

## A Quick Turnover

is essential to your success—you realize it! And the beauty of selling an extensively advertised article like

# FORCE

which is backed by solid merit is that you don't wait long for your money. "FORCE" sells fast and **keeps** on doing it. "FORCE" is the very "staff of life" to a great number of people. **They** must have it. Have **you** got it? Remember, the same price to all dealers.

## THE H-O MILLS

HAMILTON, - - - ONTARIO

## STAYNER FLOUR MILLS

MANUFACTURERS OF

### High-Grade Flours

DEALERS IN

**FEED and GRAIN of all kinds**

FLOUR BRANDS:

**"GREAT WEST"** A Manitoba Hard  
Wheat Patent.

**"PRIDE OF CANADA"** Manitoba and  
Ontario Blend.

**"UPPER TEN"** Winter Wheat Patent.

Situated on G.T.R. in splendid winter wheat district.

# JOSEPH KNOX & CO.

# MAESTRINI SWISS MILK CHOCOLATE

- ☐ The finest line of Swiss Milk Chocolate on the market. A delicious confection.
- ☐ Prices lowest and quality highest.
- ☐ Samples will be sent you upon request—with prices and full information.
- ☐ This is the line for you to stock for your Xmas trade.
- ☐ Quick sales, quality, steady profits, everything in its favor.
- ☐ Really worth investigating.

WRITE US TO-DAY.

## SCHLESINGER BROS. & CO.

SOLE AGENTS FOR CANADA

16 PLACE ROYALE - - - MONTREAL

# DOMINION COCOA & CHOCOLATE Co.

- ☐ Guaranteed Pure Cocoa—"Favorite" Brand.
- ☐ Absolutely no adulterants used. The line we put up you can fully recommend to your customers as the purest and best.
- ☐ Packed in attractive  $\frac{1}{2}$ -lb. tins that in themselves make first sale.
- ☐ Quality does the rest.
- ☐ Get our prices. Special quotations for Cocoa in bulk.

*Agents Wanted Throughout the Dominion. Inquire Immediately.*

16 Place Royale - - - Montreal

**SOME SPECIAL LINES**

Due to Arrive 1st November

The best known brand of

**Choice Labrador Herrings**

in barrels and 1/2 barrels.

No. 1 and No. 2 Green Cod Fish

New Valencia Raisins, 1908 Crop.

"Paris Brand" to arrive by second direct steamer "Jacona," due Montreal 15th November.

Currants, Tapioca, Sago by first steamer.

Canned Goods — "Log Cabin," "Simcoe," "Boulter's,"

Full line of Teas—Do not order before getting our prices.

Choice Red Onions—Winter Keeper.

We handle in large quantities: Flour, Feed, Grain, Provisions, etc.

Prompt Shipments. Low Freight Rates.

**C. O. GENEST & FILS**

Wholesale Grocers

Sherbrooke, - - P.Q.

**POT AND PEARL  
BARLEY AND FEED**

For Close  
Quotations  
Write

**JOHN MacKAY**

CALEDONIA MILLS  
BOWMANVILLE - ONTARIO

The GRAY, YOUNG & SPARLING CO., Limited

**SALT  
MANUFACTURERS**

Granted the highest awards in competition with other makes.

**WINGHAM ESTABLISHED 1871**

Importer, Exporter Phone, Main 268

**L. FONTANEL**

General Agent

187-191 Commissioners St., Montreal

Correspondence solicited with firms in Belgium, France and Switzerland desiring to export grocery lines.

**Estate LYON SILVERMAN**

Manufacturers and Importers of Bakers', Grocers' and Confectioners' Supplies.

313 Notre Dame Street East, MONTREAL

**CANADIAN EXTRACT OF BEEF CO.**

P.O. Box 1087

Phone M, 1284

**Chevalier, Pouliot & Cie.**

WHOLESALE GROCERS

Proprietors Famous "CONGO" Brand GUARANTEED GOODS.

Correspondence solicited. Address us at JOLIETTE, - QUE.

**EPPS'S GRATEFUL  
COMFORTING**

IN 1/4-LB. LABELLED TINS. 14-LB. BOXES

Special Agents for the entire Dominion, C. E. COLSON & SON, Montreal  
In Nova Scotia, E. B. ADAMS, Halifax. In Manitoba, BUCHANAN & GORDON, Winnipeg

**THE MOST  
NUTRITIOUS COCOA**

48 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



Freight is no more on full strength  
**MAPLE SYRUP**  
Containing all "medicinal" properties than 'tis on diluted mild flavors. Small's is by experts pronounced standard, with highest awards world over. All jobbers.  
Canada Maple Exchange, Limited, Montreal

OPEN TO BUY

Feed and Seed Oats, Wheat and Barley

Quebec's leading Flour and Grain House.

C. A. PARADIS, Quebec

**SUCHARD'S COCOA**

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

**MAPLE SUGAR**

I am able to ship the finest grade on short notice. You will need it for fall trade. Order early.

P. J. GIRARD, - Richmond, Que.

**H. CONSTANT**

First and sole maker in Canada of all kinds of

**MACARONI, VERMICELLI AND PASTES**

92 Beaudry Street MONTREAL



A Good Investment

**PEANUT ROASTERS  
and CORN POPPERS.**

Great Variety, \$8.50 to \$350.00

EASY TERMS.  
Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

**BODE'S CHEWING GUM**

High Quality and absolute Cleanliness Guaranteed.  
Largely advertised and good profit. Private brands to order.  
THE BODE'S GUM CO., LIMITED, 30 St. George St., MONTREAL

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

ALL CODES.

CABLE ADDRESS: WHITCO.

**WHITE & CO., Limited**  
**TORONTO AND HAMILTON**  
**Suppliers to the TRADE**

**Wholesale Fruit**

DIRECT IMPORTERS OF

Peaches, Oranges,  
 Grapes, Lemons,  
 Figs, Bananas,  
 Nuts, Cranberries,  
 Onions, Pineapples, Sweet Potatoes,  
 Dates, Grape Fruit, Dried Fruits,  
 etc.,  
 and all Local Fruits in season.

**Wholesale Produce**

Butter,  
 Eggs,  
 Cheese,  
 Lard,  
 Honey,  
 Maple Syrup,  
 Poultry, Maple Sugar,  
 Wild Game, Marmalade,  
 etc.

**Wholesale Fish**

Long Island Native Oysters,  
 Trout,  
 Whitefish,  
 Halibut,  
 Herrings, Sea Salmon,  
 Bloaters, Cod,  
 Ciscoes, Smelts,  
 Haddock.

All kinds Smoked, Pickled and  
 Salted Fish.

Sole Agents  
 Home Guard  
 Brand  
 Lemons.

Sole Agents  
 Bronco Brand  
 Navel  
 Oranges.

Separate Department for Each Line.

Cold Storage Throughout Premises.

**Commission Merchants and Apple Exporters  
 and Fruit Auctioneers**

CORRESPONDENCE INVITED.

Head Office: TORONTO

Cor. Front and Church Streets

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LLS  
 ONTARIO

**VERMAN**

rs of Bakers',  
 's Supplies.  
 MONTREAL  
**BEEF CO.**  
 Phone M, 1284

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DCERS  
 4GO" Brand  
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 Address us at  
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**UL  
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est grade on  
 need it for  
 ond, Que.

**ANT**

Canada  
**AND PASTES**  
 MONTREAL

Investment  
**T ROASTERS  
 RN POPPERS.**

y, \$3.50 to \$250.00  
**Y TERMS.**  
 along Free.  
 rri St., Cincinnati, O.

**UM**

ed.  
 order.  
 MONTREAL



not at all on the dull side, there is not the business being done now that there was say two or three weeks ago. Canadian lines are going off and the new crop of imported fruits is coming to the front. This week there are Florida oranges and Florida pineapples being offered. The former are very green and like those offered in New York were picked too early. The first car of Florida fruit arrived in Toronto last Saturday and the oranges were immediately put in the ripening rooms.

Nova Scotia cranberries are being offered. They are a pinky color, but look good sound stock and at the low price asked in comparison with Cape Cods should stimulate some business. Lemons are getting very scarce but prices have not advanced as they are advancing in New York. Spanish and California grapes of several varieties are offering, and Canadian grapes are free enough in supply, though not in the abundance anticipated earlier in the season. Some splendid late Niagara peaches are being shown. Apples are firming up in price and choice varieties range from \$2 to \$3 a barrel. A barrel of Kings that had been on exhibition at the Scarborough Fair went at \$6.

Peaches, Canadian, fancy	1 30
" " medium	0 90
" " small	0 35
California Elbertas, box	1 25
Plums, Canadian, greengage	0 50 0 60
" " large blue basket	0 50 0 60
" " Idaho, blue, crate	1 25
Pears, Canadian, Bartlett	0 60 0 75
" " preserving	0 35 0 50
Grapes, Canadian, blue, basket	0 15 0 30
" " green	0 15 0 30
" " Rogers and Delaware	0 20
" " California, Tokay, box	1 75 2 50
" " Alameda, keg	5 75
" " Malaga	6 00
Apples, Canadian, grow, bbl	2 00 2 50
" " cooking, bbl	1 75 2 40
Cran Apples, basket	0 35
Malik Melo, Canadian, basket	0 40 0 50
Oranges, late Valencia, California, box	3 50 4 10
" " Jamaica, bbl	5 00
" " boxes, new	2 75
" " Florida, boxes, new	3 50 3 75
Lemons, Messina	2 75 4 50
Limes, per case	1 00
Bananas Jamaica, firsts	1 50 2 00
" " Jamaica, eights	1 00 1 25
" " jumbos	1 40 1 65
Cranberries, Cape Cod bbl	9 10 9 50
" " crate	3 25
" " Nova Scotia, bbl	8 00
" " cases	2 85
Citrons, doz	0 75
Figs, 10-lb. boxes, per lb	0 09 0 13
Grape Fruit, Florida, box	5 00
Pineapples, Florida, crate	5 00

VEGETABLES—New Brunswick potatoes have again gone up and Ontarios are coming in freely. New England reports a semi-failure of spuds and many Yankee buyers are in the Maritime Provinces buying the best of the potatoes offering. Onions are very plentiful—that is all varieties except fancies. Ontario Danvers are very free in supply and are competing strenuously with Spanish onions. Tomatoes are firm and the quality is first class. They have had a long season and have stood up well. Pumpkins are cheap and may be had almost for the asking. Some fair baskets of mixed green and red peppers look good, and celery is being offered in fair quantities. Cauliflower, too, is plentiful in supply.

Tomatoes, Canadian, red, per basket	0 20 0 30
" " green	0 20 0 25

**JUST ARRIVED**

our first full car Extra Fancy Cape Cod

**CRANBERRIES**

Also car **New Layer Figs**  
**Sweet Potatoes** "Camel" Brand

**Oyster and Haddie**

Season now on, and as usual we will handle only BEST produced.

**HUGH WALKER & SON**  
**GUELPH, ONT.**

**W.B.**

Fruit Broker  
Toronto

**TELEGRAM**

"Fruit received, very satisfactory,  
freight 5 each to-day, same stock."

Order through me—You'll be pleased too.  
35 Church St.  
Phone Main 5672

Highest price paid for  
**DRIED APPLES**

**O. E. ROBINSON & CO.**

Established 1856

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

*Begin the day well with  
Kidway's Tea  
Largest sale of High Grade Tea  
in the World!  
why?*

**CANADIAN OFFICE, VANCOUVER, B.C.**

Agents—Richards & Brown, 314 Ross Avenue, Winnipeg, Man.

# BANANAS

Finest fruit, yellow as gold, properly crated.  
 Our specialty the year round.  
 Just what your Thanksgiving Day trade requires.

Also now carrying best lines of the following:

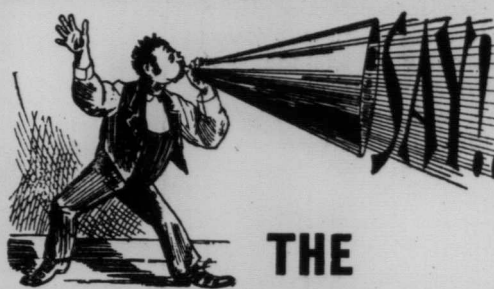
- Cranberries**
- Almeria Keg Grapes**, long keepers
- Messina Lemons**, 300 size
- Spanish Onions**, cases, dry and sound
- Sweet Potatoes**
- Pineapples, Grape Fruit, Etc.**

Wire, write or phone your orders.

PRICES ARE RIGHT

**Joseph Brown & Sons**

29 and 31 Youville Square, - Montreal



## THE DAWSON COMMISSION CO.

Receivers and Handlers of all kinds of Fruits, Vegetables and Farm Produce.

**Apples and Poultry are our specialties**

We also handle Foreign Fruits, Oranges, Lemons, Pine Apples, Grape Fruit, Sweet Potatoes, etc.

*If you have any produce to consign we can handle it for you.*

**THE DAWSON COMMISSION CO.**  
**TORONTO**

*Your Consignments and Correspondence Solicited*

**DELIVERED ANYWHERE**

WRITE FOR PRICES

# POTATOES

IN CARLOAD LOTS

**R. W. HANNAH**  
 300 Board of Trade Building,  
 TORONTO

## Poultry Wanted!

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

**P. POULIN & CO.**

39 Bonsecours Market

Buyers of Poultry, Game, Eggs and Feathers.  
 Prompt Remittance—No Commission.  
 Reference—any Bank.

## The Sardine Fishery

of France is reported a failure this year. Portugal only fair.

Some years ago this fact would have been serious. Now that Norwegian Sardines have taken a foremost place and through quality of catch and superior government inspected pack are considered more desirable, grocers are not disturbed.

The leading brand is

# “King Oscar”

Ask your Jobber for them.

**J. W. Bickle & Greening**

(J. A. HENDERSON)

Canadian Agents, HAMILTON

# FISH and OYSTERS

SOME OF OUR LEADING LINES :

<b>Smoked</b>	<b>Prepared</b>	<b>Salted</b>	<b>Fresh</b>	<b>Oysters</b>
<b>HADDIES</b>	<b>BONELESS COD</b>	<b>HERRING</b>	<b>ALL KINDS</b>	<b>IN BULK</b>
<b>KIPPERS</b>	<b>SKINLESS COD</b>	<b>SALMON</b>	<b>IN</b>	<b>and</b>
<b>BLOATERS</b>	<b>BONELESS FISH</b>	<b>CODFISH</b>	<b>SEASON</b>	<b>SHELL</b>

ALL OTHER VARIETIES IN SEASON.

For quality of fish, excellent service, and satisfaction generally, we have a reputation unparalleled in Canada. Our facilities are such that we can at all times offer you the largest range at lowest market prices. From now on it will pay you to keep in touch with us.

Ask us to mail you, FREE, our weekly Market Letter and Price List. **KEEPS YOU INFORMED**

FOUR  
LONG DISTANCE  
TELEPHONES.  
P.O. BOX 639

## LEONARD BROS.

Branches :  
MONTREAL  
ST. JOHN, N.B.  
GRAND RIVER  
GASPE

THE LARGEST FISH WAREHOUSE IN CANADA

20, 22, 24 and 26 Youville Square, - MONTREAL



To restore lost appetites is the mission of that wonderfully restful relish known as

"Brunswick Brand"



**Connors Bros., Limited**

Black's Harbor, N.B.

## GROCERS

We quote the following prices for this and next week :

<b>Fresh Cured Finnan Haddies,</b>	
per lb. . . . .	7½c.
<b>New Kippers, small, per box.</b>	<b>\$1.10</b>
<b>Crown Brand Kippers, per box.</b>	<b>\$1.40</b>
<b>Oysters, per gallon.</b>	<b>\$1.30</b>

These are buying prices.  
Order while they rule.

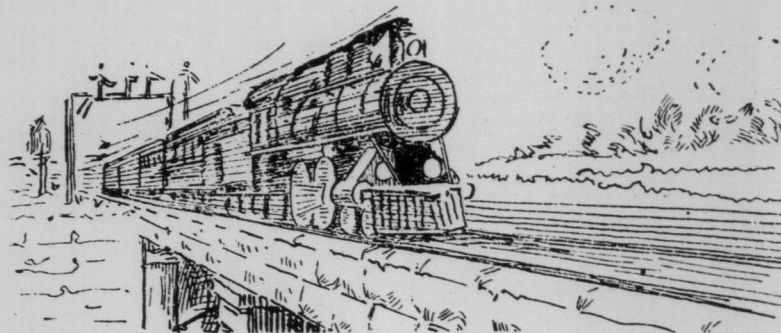
### O'Connor's Fish Market

Montreal

PHONES, UP 4512-4513



# Come to Toronto



If you will come and make a personal inspection of our new building, our facilities for doing things right and the assortments we carry it will give you the best idea of values and our way of doing things.

What you read in this book is but cold type. The hard facts are in such special lines and values we offer in any line of

## Fish and Oysters

Write us for quotations on

<b>Fresh Fish</b>	<b>Frozen Fish</b>	<b>Finnan Haddies</b>
<b>Ciscoes</b>	<b>Bloaters</b>	<b>Kippers</b>
<b>Boneless Cod</b>	<b>Digby Smoked Herrings</b>	<b>Canned Fish</b>
<b>Salt and Pickled Fish of all kinds and our famous</b>		
<b>Deep Sea Brand of Blue Point Bulk Oysters</b>		

**ALL ORDERS FILLED THE DAY RECEIVED OR CUSTOMERS NOTIFIED**

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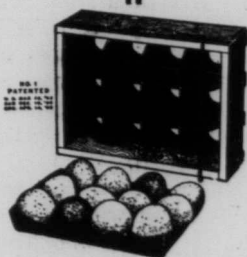
## The F. T. James Co., Limited

Catchers and Wholesale Distributors  
of Fish and Oysters

Toronto, Ont.

Local and Long Distance Telephone, Main 7454.

# A Three-Fold Economy

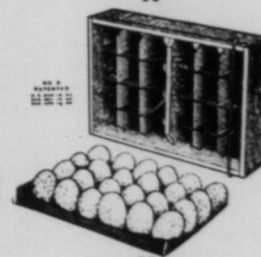


Star Egg Carriers and Trays work a three-fold economy: They **eliminate breakage** altogether in delivery; they **pay for themselves** in a few weeks. They are big **savers of time**. Every expectation has been fulfilled by Star Egg Carriers and Trays, every claim has been substantiated, and they have successfully stood every demonstration.

It is not fiction to say **they cost you nothing**. This is proven every day.

To be fair to yourself, **can you afford to be without** Star Egg Carriers and Trays in the face of an actual saving of **money, material and time?**

Inquire from your jobber regarding the **special free deal**.



## Star Egg Carrier and Tray Mfg. Co.

Rochester, N.Y.

Beets, Canadian, basket	0 25	0 35
Egg plant, basket	0 30	0 30
Beans, wax, per basket	0 40	0 40
Potatoes, Ontario, per bag	0 75	0 75
New Brunswick, per bag	0 85	0 85
" sweet, barrel	2 75	3 90
" hamper	1 49	1 49
Onions, Spanish, per 50 lb. crate	0 90	0 90
white, pickling, basket	1 00	1 25
" Canadian, dried, bag	0 85	0 90
Valencia extra, cases	2 50	3 10
Carrots, new, per bushel	0 40	0 51
Green Peppers, basket	0 25	0 25
Red Peppers, basket	0 30	0 30
Cabbage, Canadian, bbl.	1 25	1 25
Green corn, doz	0 09	0 10
Vegetable marrow, basket	0 25	0 25
Squash, basket doz	0 30	0 30
White turnips, bush	0 50	0 50
Cauliflower doz	0 50	1 00
Celery, native, doz	0 35	0 49

FISH—The first car of frozen halibut and salmon from British Columbia arrived on the Toronto market this week. The season for fresh halibut and salmon is over. Bloaters, ciscoes and herrings are coming in from the east and qualla from the Pacific. Oysters are good sellers and improving business is being done. Some few price changes are noted, but on the whole quotations are much the same as last week. Of course the dried and frozen lines are lower than the fresh, but a great variety of fish lines is offering.

Perch, large, per lb.	0 06	0 07
Blue pickerel, per lb.	0 05	0 07

White fish, Georgian Bay, per lb.	0 09	0 10
Herring, medium, per lb.	0 06	0 07
Whitefish	0 10	0 10
Cod, fresh	0 08	0 08
Trout, fresh, per lb.	0 09	0 09
Halibut	0 09	0 09
Shredded cod, per doz	0 20	0 20
Bluadins, small white, per lb.	0 06	0 07
Haddock, fre h.	0 07	0 07
Sturgeon, per lb	0 15	0 15
S-a salmon, Silverside	0 10	0 10
Pike	0 08	0 07
Pickrel, yellow	0 08	0 09
Soft shell crabs, doz	4 00	4 00
Soles, Nova Scotia	0 06	0 06
Herring, Digby, smoked, bundle 5 boxes	0 85	0 85
" Kippered, 12-lb. box	1 30	1 40
" Labrador, bbl	5 75	5 75
Mackerel, each	0 18	0 20
Smelts, per pound	0 11	0 11
Pollock	0 15	0 15
Oysters, Long Island, standard gal.	1 80	1 80
" medium selects	1 75	1 75
" extra	1 85	1 85
Sole, Nova Scotia	0 15	0 15
Ciscoes, basket, 15 lb.	1 04	1 04
Finnan Huddle, smoked, 15-lb. package	0 08	0 09
Boneless cod, quail on toast	0 05	0 05
" imperial	0 07	0 07
" steak	0 05	0 05
Shredded cod, doz	0 90	0 90
Acadia cod, crate	2 40	2 40
" tablets, box	1 60	1 60
Bloaters	1 25	1 25
Qualla	0 09	0 09

NOTES OF THE FRUIT MARKETS.

Peter Massey, fruiter, 464 Queen St. west, Toronto, has sold his business to F. E. Vanderwater.

British Columbia is this week sending some samples of fruit for exhibition purposes to the Old Country from the Victoria district. The exhibit consists of apples and pears. The varieties of apples sent include Cox's Orange Pippin, Ribstone Pippin, Blenheim Orange Pippin, King of Tomkins and Belle de Boskoop. The pears will be of the Deyen de Comise variety. All of these species are highly prized in England, so that good specimens of these varieties will do more good than equally good specimens of kinds of fruit with which the public in England is less familiar.

The Florida orange crop this year is estimated at 4,000,000 boxes of unusually good fruit.

Porto Rico's grapefruit crop this year will be only about 60 per cent. of last year, on account of lack of rain during bloom. The pineapple crop, however, will be double that of last year, and will begin to move freely next week.

Although the New England cranberry crop is considered but little better than half of last year's, there is not expected to be any shortage.

While supplies of Almeria grapes reaching America may not be so great as last year, high prices are not looked for. The fruit is of better quality. Quite a lot of Almerias sold on the Canadian and United States markets last year were poor stock. Some of the smaller Ontario centres will experiment with small direct consignments this Fall.

In the course of a discussion at the quarterly meeting of the B.C. Fruit Growers' Association it was charged that Americans were obtaining a hold on the Northwest market and shipping in unmarked fruit by way of Lethbridge, contrary to the Fruit Marks' Act of the Dominion. Deputy Minister of Agriculture R. M. Palmer, who was

present, urged that data should be obtained in proof of this assertion, when the Government would be forced to act. The secretary was appointed to do this.

Apple shipments from Halifax are an important item. So far this season 101,000 barrels have been loaded at that port for the European markets and it is expected that before the season is over from 600,000 to 650,000 barrels will be shipped.

The Department of Agriculture is issuing a warning to apple shippers that pink rot appears to be very prevalent this year, and hence the shipping of apples not perfectly free from scab, and showing any signs of pink rot, is particularly hazardous. Many carloads of fruit were examined at the dock in Montreal by the Dominion fruit inspectors and were found practically worthless as a result of this pest.

The British and Continental markets are said to be overloaded with apples, and Nova Scotia growers, who have been heavy shippers of late, are asked to hold back Winter fruit in the hope of realizing better prices later on. A Liverpool cable of last Saturday reads:—"Market completely overdone with large arrivals, mostly in very poor condition. 20,000 bbls. selling, mostly Canadian." A later cable from a prominent Liverpool firm says:—"No New England fruit here to-day. New York State's, 9s. 6d. to 15s.; Nova Scotian Gravensteins, 9s. 6d. to 13s. Only the choicest fruit brought the highest quotations. Sound parcels meet with a strong demand at top figures, but averages are pulled down by fruit landing in bad order. Shipments as a rule are landing in bad order."

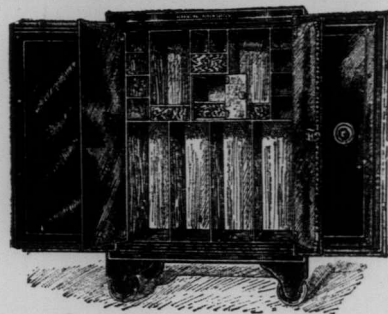
APPOINTED TORONTO AGENTS.

J. C. Chase, of Chase & Co., Jacksonville, Fla., one of the largest firms packing Florida oranges, grape fruit, celery, tomatoes, pineapples, etc., in the United States, was in Toronto last week looking over the local market. As a result of his visit, J. J. McCabe was appointed Chase & Co.'s agent in Toronto, and will look after the firm's interests in that city.

BRUSH FACTORY SOLD.

The Stevens-Hepner Company, brush and broom manufacturers, Port Elgin, Ont., have bought the plant, patents and goodwill of the Dominion Brush & Mirror Co., of West Toronto, and will move the plant to Port Elgin about October 15. This is understood to be the only plant in Canada for the manufacture of fine hair and clothes brushes, and the machinery and process of manufacture are covered by valuable patents. The Dominion Brush & Mirror Co. have been employing about 20 men, and most of this staff will be taken to Port Elgin.

PROTECTION FOR BUSINESS MEN



It is strange that every Burglar readily learns what it is so hard to teach the honest public.

That is, to look for the name Herring-Hall-Marvin on a safe.

Your burglar knows that a Herring-Hall-Marvin Safe cannot be broken into. If the name Herring-Hall-Marvin is on the safe, he avoids it.

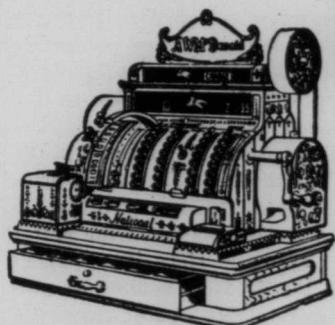
It is the only safe that seriously interferes with his business.

You should buy the Herring-Hall-Marvin for the same reason that the burglar avoids it. You can identify it, as he does, by the name. Stock on Hand at Our Warerooms.

The Canadian Fairbanks Co., Ltd.  
444 St. James St., Montreal.  
Toronto, St. John, N. B.; Winnipeg,  
Calgary, Vancouver

# Do They Pay?

Ask the  
Man Who  
Has One!



National Cash Register Co.,  
Limited

Cor. Yonge & Wilton Ave., TORONTO, Ont.  
F. E. Mutton, Canadian Manager

## THE LAW SAYS

Foods containing harmful ingredients are illegal. The Government has pronounced all chemically preserved foods to be harmful. How long do you think it will be before their sale is prohibited? The wise grocer is stocking pure goods only.

**HEINZ**  
**57 VARIETIES**  
**Pure Food Products**

contain no preservatives or drugs of any kind and there is no food law in existence that will affect their sale.

Anything that's **HEINZ** is safe to sell

**H. J. HEINZ COMPANY**

Pittsburgh      New York      Chicago      London

# JAPAN TEAS



**S. T. Nishimura & Co.**

**Montreal and Japan**

## Cash or Credit Business

A PRACTICAL DISCUSSION ON THE WORKING OUT OF THE TWO SYSTEMS.

There is a general concensus of opinion that a cash business is the better one among retailers. This is in the large majority of cases true, but there are certain circumstances which render a cash trade impossible if the largest profitable business is to be done.

In communities where customers are workers in factories and other industrial institutions where they receive their pay only once a week, or every two weeks, a rigid cash business is the only safe one. After becoming thoroughly familiar with the people in the community, credit can be extended during the time which intervenes between pay days, but if the grocer once allows them to go over it is sure to sow the seeds of a habit which will result in loss of self-respect to the customer, and financial disaster to the grocer.

### Promptness in Collections.

It behooves the grocer to be prompt with his bills every week, and to insist upon their payment before further credit is extended.

It requires many years for some grocers to learn the truth of the fact that it is better to have the goods on the shelves than to have them on the books, and the hope of some day getting the pay for them which in a large majority of cases ends in hope, and nothing more tangible. Take, for instance, a man with a family of two, three or four children, and oftentimes more, receiving a salary of ten to twelve dollars a week. If this man becomes involved with you to any extent, the hope of getting it is extremely vague. That man may be passably honest to start with, and may put forth an effort to pay, but this extra burden becomes too heavy and he transfers his trade to another store where he pays cash. As time proceeds his efforts to pay you vanish, and he comes to regard you as an enemy rather than a benefactor, and if he sees you coming up the street he slips around the corner to avoid you, and you are deprived of a hearty "good morning," his goodwill, his cash, and his influence among his neighbors. He loses your consideration, respect and friendship, to say nothing of his own self-respect.

### The Grocer a Benefactor.

Sometimes, however, an honest man who has paid you hundreds of dollars in trade falls ill or is temporarily incapacitated, and in such cases it is difficult to refuse credit, but the grocer can temper

the volume of his trade, and for the peace of his mind it is well to look upon such contingencies as charities rather than business transactions. Let it be said to their credit, however, that most men of this character ultimately pay their debts.

### The Dead Beat.

This brings us to a discussion of another genus known to the trade as the "dead beat." His life is spent in parasitic pursuits, and his creed is never to pay for anything which he can obtain by any other means which will not rob him of his liberty. All grocers know him as he regards them as his natural prey. He runs up a bill here, and as quick as a demand is made upon him for money, immediately goes to another grocer and does precisely the same thing, until he has paid his respects to all members of the trade. After this, being of a nomadic nature, he flies to fields anew to practice his nefarious operations.

As a rule, this variety of a man has nothing which can be taken for debt, therefore he remains immune from all attempts to wrest any compensation from him. Their methods are variegated. For instance, when one of them thinks he has gotten all he can from you he will come around with some complaint which is always unreasonable, and does not admit of settlement or else he disputes at least a half of the account.

### An Arrangement for Mutual Protection.

In this connection a very effectual organization may be mentioned which led to the extermination of dead beats in a small village with three stores. The proprietors came to the conclusion that they could make more money if they established a closer community of interests. Prices, hours of closing and various other matters were discussed at this conference of the three grocers, and, among others, a method of dealing with "dead beats." They established a means of communication, so that these characters were under strict surveillance, and when one grocer was beaten by one of them he communicated the knowledge immediately to the others. In this way their operations were confined to about one week's duration and then they were obliged to pay cash at the other stores or go without.

The result was that they generally made up their minds that other quarters were more congenial to their operations. Thus it will be seen not only were the

grocers doing themselves a benefit, but were also eliminating from the village many undesirables.

### Credit Hard on the Small Capital.

Credit giving is especially disastrous to the man starting business with a small capital, because soon he will find himself with empty shelves, and a book full of credits which are not worth five cents on the dollar. Another danger lies in the fact that he is obliged to ask for long credits from his wholesale house, and in this way he becomes their chained and shackled slave, and they can squeeze out his life blood if they are so disposed.

These are some of the disadvantages of a credit business, but there is another side of the question which presents a different aspect. The discussion so far has been based on the assumption that the grocer has located his business in the factory end of the town. The same principles with regard to giving credit do not apply to those situated in the better residential quarters. Here if a man is going to do the greatest volume of profitable trade, it seems almost necessary that a certain amount of credit should be extended to customers. Many people who keep servants leave the ordering of groceries entirely to them, and pay the bills promptly as soon as the account is rendered. It must not be assumed from this that there are no "dead beats" among this class, because there are, but the limitations of their operations is more definitely drawn and then there is always the fear of social ostracism staring them in the face if they do not conduct themselves in a manner becoming their station in life and in society. This fact gives ample scope to the grocer to exercise his judgment, and weed out those given to such practices. This sort of business is the most profitable if the grocer has sufficient capital to render him independent of the necessity for immediate collections. When people run an account at a certain store they are sure to buy more than they would if they paid cash for everything which they bought. Then again those who pay cash generally want all the discounts and rock-bottom prices. Thus it will be observed that a grocer must govern himself according to the community in which he resides, and if he extends credit do so with the greatest caution, or, in other words, when in doubt, don't do it, as it is better to have the goods on the shelves than to have them in the hands of irresponsible people.

Such has been the experience of the oldest men in the business, and if the one embarking upon the somewhat perilous sea of the retail grocery business wishes to steer his craft safely he must observe the few essential fundamental principles.

# TO GET AND HOLD TRADE

---

Sell your customers absolutely reliable goods. Don't run the risk of losing their good will by offering an article of doubtful quality, or one which may injure health.

When you sell Royal Baking Powder, you are sure of always pleasing your customers. Every housewife knows that Royal is absolutely pure and dependable. It is the only baking powder made from Royal Grape cream of tartar. You are warranted in guaranteeing it in every respect, the most reliable, effective and wholesome of all the baking powders. On the other hand you take chances when you sell cheap baking powders made from alum or phosphate of lime. They are unhealthful and fail to give satisfaction.

Royal never fails to give satisfaction and pays the grocer a greater profit, pound for pound, than any other baking powder he sells.

To insure a steady sale and a satisfied trade be sure to carry a full stock of Royal Baking Powder.

# Tuckett's Orinoco Cut Tobacco

No better, just a little milder than

# Tuckett's "T. & B." Myrtle Navy Cut Tobacco

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

## Mr. Merchant

Did you ever  
"DREAM" this sort  
of thing?

WELL!!! Better than that. We have AN ACTUAL CASH BUSINESS BRINGING SYSTEM that has eight years' solid success behind it, and is a "REAL" MONEY MAKER. Merchants from Halifax to Vancouver use it to their satisfaction and profit.

Why not, you?  
Drop us a card

We will be glad to give you particulars  
of this big money maker.

**DO IT NOW**



**THE BRITISH CANADIAN CROCKERY CO.**  
LIMITED

25 MELINDA ST.

TORONTO

## The Canadian Tobacco Industry

THE WORKING OUT OF THE RECENT TARIFF CHANGES—OPPORTUNITIES WITH IMPROVED QUALITY.

Canada has for many years been experimenting with the cultivation of tobacco, and so far the results have been highly satisfactory, to such an extent, indeed, that this industry is now regarded as one of Canada's prominent assets. The Department of Agriculture has done its duty in lending a helping hand, and have spread literature bearing on the subject all over the country, especially among the farmers, and have employed experts from tobacco growing countries to give the growers the advantage of their experience. All of this has resulted, not only in a marvelous increase in the amount of native grown tobacco, but has also increased its value by improving it. More scientific methods are now employed to cure the tobacco, and knowledge in this direction is now much more widely spread.

### Canadian Article Improving.

There was a time when the use of Canadian grown tobacco was confined almost exclusively to some of the farmers of the Province of Quebec, who are the real pioneers in this business. The use of French tobacco was at one time looked upon as a joke, but this has since changed, and now many who formerly looked down upon it are using it. It has been found to blend with imported tobaccos, and in this way much of it is disposed of in Canada.

At the present time the production of tobacco is ample to supply the home requirements, so if this industry is going to increase in volume to a greater extent, foreign markets will have to be cultivated. This does not necessarily mean that the efforts which are being devoted to it should be discontinued, but rather that they should be turned in the direction of improvement in quality rather than quantity, as there is plenty of room yet for this.

### A Profitable Industry.

It has been shown that tobacco raising is a profitable employment for farmers, and a crop is more remunerative to them than many other products.

Some new tariff regulations have gone into operation recently concerning the importation of Virginia tobacco, which will prove a detriment to many manufacturers using Virginia leaf. Tariff tinkering is always a dangerous occupation, and no sooner are changes made in it than objections are raised on this or that quarter. To say the least, it is an

extremely delicate matter to deal with. It is patent to all that the development of a country absolutely demands on periodic readjustment of the tariff, and the ideal consummation should result in the greatest good to the greatest number.

### Effects of New Tariff.

After investigating the effect the new regulations will have on the trade, the following facts were discovered. One large firm maintained that it would result in sending them to the United States as now it was very much to their disadvantage to remain in Canada. It was pointed out that their products went to England, the United States, Australia, China and South Africa. They employ Canadian help, use Canadian cans, packages and labels, and the goods are packed in Canadian boxes. This gives employment indirectly to many not employed by them, and is a benefit to Canada. Up to the present they have used Virginia and Turkish tobaccos, because the class of trade which they sold to would not take Canadian tobacco, but instead required either the Virginia or Turkish leaf.

As was explained, it was not disloyalty to their country that made them use foreign grown tobacco, but rather the class of trade which they were obliged to satisfy, if they wished to remain in business. They maintained they were as much Canadian as they could possibly be, as has been shown previously. Thus

To Avoid The Financial  
Crisis, Handle

# SHAMROCK

**BIG PLUG  
SMOKING TOBACCO**

It will pay you a good profit.  
Besides building you a trade.

## CLAY PIPES

The best in the world are made by  
**McDOUGALLS**

Insist upon this make.

**D. McDOUGALL & CO.,** Glasgow,  
Scotland.

## To Increase the Volume of Your Business

it pays to always carry in stock these famous brands of  
cigars:

**Champlain** St. Louis (5c. retailer)  
**Havana Second** El Sergeant (10c. retailer)

The last named received the Gold Medal of Merit at  
the Paris Exposition, 1900.

If your jobber refuses to procure these brands for you  
write direct to

**JOS. COTE**

The Largest Importer of Smokers' Articles and  
Wholesale Tobacco Merchant in the Dominion.

Office, 186-188 Rue St. Paul. Phone 1272  
Warehouse - 119 Rue St. Andre  
Branch - 179 Rue St. Joseph. Phone 2097  
QUEBEC

Tel. Up 2076 Tel. East 5964

**YOUNG'S PATENT PIPE**  
in Seven Shapes

**W. J. GRANT**

Sole Agent for Canada  
506 Lindsay Buidng, MONTREAL.

# BLACK WATCH

The Big Black Plug  
Chewing Tobacco.

Already a Big Seller

Sold by all the Wholesale Trade





it will be seen the imposition of the new tariff threatens to make their business unprofitable to them, if they remain in Canada. Those who are responsible for the measure undoubtedly acted in good faith, assuming that such a regulation would increase the consumption of the home-grown product, but this seems improbable, as consumers are rather particular about their tobacco, and if a man who has been accustomed to smoke Virginia tobacco all his life is obliged to pay a little more for it, he will do so rather than smoke Canadian-grown tobacco.

The whole thing now seems to resolve itself into the question, whether it will benefit the tobacco-growing industry sufficiently to compensate for the loss to the country of the factories which use the Virginia product in the manufacture of their goods? It is acknowledged that the manufacturers are anxiously awaiting the time when the home-grown product will be quite the equal of that which comes from abroad. They maintain that as soon as its quality is so improved, as to place it in the same class, they will be only too happy to use it, but at the present time such a course is rendered impossible by the demands of their trade.

**Larger Field for Canadian Article.**

Undoubtedly there is a much larger field for Canadian-grown tobacco than is now occupied. An authority, speaking of the prospects, said there was much room for expansion, but he thought it would be a difficult up-hill fight to capture much foreign trade with the native product as other countries were so well established and had the advantage of years of experience, and an established trade. In his opinion, there are some varieties of tobacco grown in different parts of the world for which those countries are justly celebrated, and no other country could hope to produce an article with exactly the same qualities. For instance, there are certain parts of Virginia which produce a leaf that cannot be grown elsewhere, not even in the neighboring States. Parts of Cuba produce a tobacco used in the manufacture of cigars, which cannot be equalled in the world for special requirements. So localized is the growth sometimes that one valley alone will grow a variety that perhaps the valley next to it cannot produce at all. Continuing, he said: "Who knows but what Canada will yet produce some variety of tobacco which will reach its greatest perfection here. No country can expect to excel in every branch of such a business, and especially the tobacco industry. There is no reason, though, why, with persistent effort Canada cannot sometime capture a portion of the foreign trade and thus add

another accomplishment to the list of her economic triumphs."

**"BALMORAL" IN DEMAND.**

Illustrating the fact that Canadians appreciate pure marmalades, jams and preserves, is the announcement just made by J. W. Windsor, that sales of Balmoral pure marmalade for the year just finishing are over double what they were the previous year. Balmoral pure jams and marmalades have won a reputation for purity and excellence and the extraordinary demand there has been for the brand is the best criterion by which to judge the quality of the lines. During the fruit season the factory, under the personal supervision of Alex Stewart, was running day and night, putting up Balmoral pure strawberry, raspberry and other varieties jam. Balmoral goods are sold in every part of the country and are very popular with trade and consumer alike. Attractively labeled, they sell very quickly once they are stocked, while second sales are promoted by the quality of the goods.

Mr. Stewart, J. W. Windsor's superintendent, has had a long connection with English and American factories, and has brought to bear in the turning out of Balmoral goods all the knowledge he gained in this experience. Mr. Stewart leaves for England on a business and pleasure trip shortly.

**AN OLD AND ENERGETIC TEA HOUSE.**

Cooper, Cooper & Co., whose representative is now in Canada, lay claim to the honors of age, having been in the tea business for over fifty years. They pride themselves upon being an old-fashioned house, dealing in old-fashioned teas. But in this case, the combination of age and old fashion has not become an impediment to advancement. Cooper, Cooper & Co. are so well equipped with buying and selling systems, storage and blending facilities, and a staff of tea experts that they occupy a position that might be envied by some of their contemporaries. In a little tea booklet they are now distributing, their principal blends are described for the benefit of the retail purchaser, and hints on tea-making are given which should lead the customer to take a greater interest in tea as a beverage and in the preparation of it. A special feature of the pamphlet is the department in which are listed and described the "China Teas of Long Ago." Cooper, Cooper & Co. claim to sell more China tea than any other firm in the United Kingdom.

F. Martinez & Co., tobacco importers, Montreal, have been registered.

**ROCK CITY  
TOBACCO CO.**

LIMITED

QUEBEC AND WINNIPEG

**HIGH-GRADE**

**Cut and Plug  
Tobaccos,  
Cigars  
and Cigarettes**

**TOBACCOS**

It pays you to sell.

Your profit is right.

The Tobacco is right.

Ask for samples and prices of these lines :

**GOLD LEAF CUT PLUG SMOKING**

**PIONEER CUT PLUG SMOKING**

**LE HURON PLUG SMOKING**

**MAPLE LEAF PLUG CHEWING**

**SNUFF---ROSE AND BEAU**

**CHOICE DOMESTIC LEAF TOBACCOS**

**J. Lemesurier & Sons**

St. Paul & St. Valier Streets,

QUEBEC

# "ENTERPRISE"

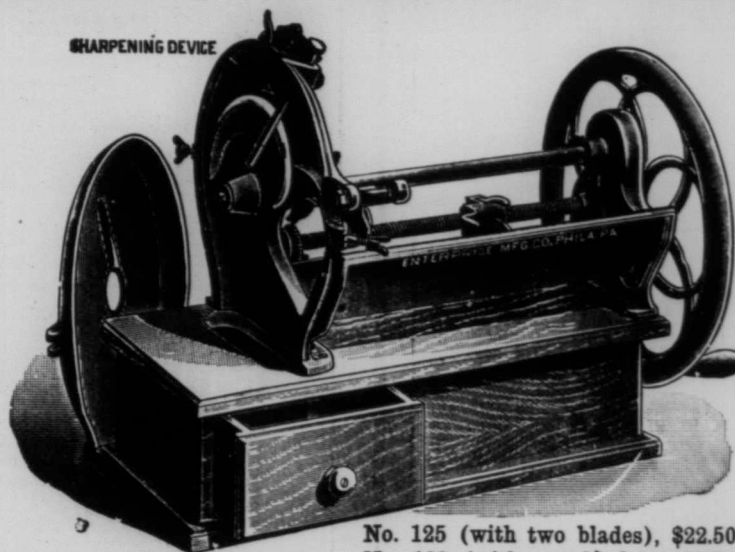
Grocers testify that when they install the

**"ENTERPRISE"**  
Rotary Smoked Beef Shaver

sales of smoked beef showed a marked increase.

Of course they did.

The easier you make selling and buying—the better for business.



SHARPENING DEVICE

Observe the Sharpening Device, the drawer for storing sliced beef; note that the feed is readily regulated to cut from the thinness of tissue paper to 1-8 inch for the No. 125 and from 1-40 to 1-4 inch for the No. 129.

"Enterprise" Smoked Beef Shaver No. 23, Japaned, at \$8.00; cuts evenly with a pendulum stroke. Write for our latest catalogue of "Enterprise" goods for grocers.

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

New York San Francisco  
21 Murray Street 438 Market Street

No. 125 (with two blades), \$22.50.  
No. 129 (with one blade), 22.50.

## BUILDS BUSINESS

### Keep Your Gasolene Outdoors

Store It in a Bowser Outdoor Cabinet.

The Bowser will keep your property absolutely safe from gasolene fires and explosions because it keeps explosive gases from forming.

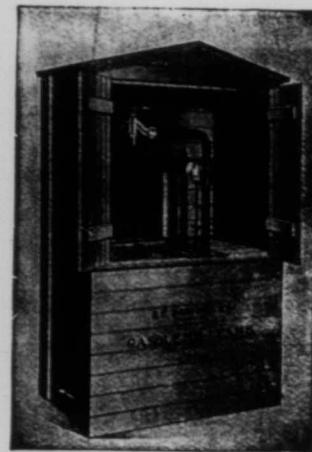
It will increase your profit on gasolene because it stops the usual loss of from 15 to 50 per cent. through evaporation, leakage and waste. It draws new trade because it is placed in front of the store where it continually advertises the fact to automobilists and others that you sell gasolene.

The Bowser costs you nothing because it pays for itself by its own saving of gasolene. Ask us to send Gasolene Catalog 5045. It's free.

**S. F. Bowser & Co., Ltd.**

66-68 Fraser Ave., - - TORONTO

If you have an old Bowser and want a new one, write for our liberal exchange offer.



Cut 10—Outdoor Cabinet.

## TWO CENTS PER WORD

You can talk across the continent for two cents per word in a Canadian Grocer Want Ad.

**Our New  
"Walker Bin"  
Catalogue**

*Will be off the press in a few days.*

**It should be in the  
hands of every  
Grocer**

Write for Illustrated Catalogue: "Modern Grocery Fixtures."

**The Walker Bin & Store Fixture Co.,  
BERLIN, ONT. Limited**

Representatives  
Manitoba: Stuart Watson & Co., Winnipeg; Saskatchewan and  
Alberta: J. C. Stokes, Regina, Sask.  
Montreal: Kenneth H. Munro, Coristine Bldg.



**The  
Elgin National  
Coffee Mills**

**40 Sizes and Styles**

They are the  
**Fastest Grinders  
Easiest Runners**

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

**WOODRUFF & EDWARDS CO.**

MAKERS

ELGIN, ILLINOIS, U.S.A.



We make a specialty of  
**COUNTER CHECK BOOKS**

for all kinds and makes of  
**LOOSE LEAF SYSTEMS**

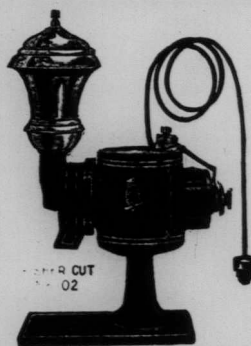
Write for prices and samples.

We manufacture

**SHIPPING TAGS**

**The Merchants' Counter Check Book Co., Ltd.**

**TORONTO - MONTREAL  
Canada**



**A GROCER'S  
FRIEND**

For three cents, will grind fine 100 lbs. of coffee at 1 lb. per minute. No more trouble to operate than to turn on a light. Nothing to wear out or get out of order. A convenient and neat fixture, Canadian made, sold on easy terms of payment. Testimonials, catalog and prices at

**The A. D. FISHER CO., Limited, Toronto**

—BUY—  
**Star Brand**

**COTTON CLOTHES LINES**

—AND—  
**COTTON TWINE**

Cotton Lines are as cheap as Sisal or Manila and much better.

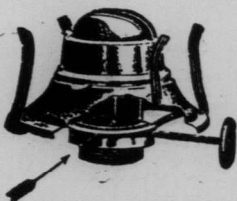
For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

TALKING POINTS FOR DEALERS

ON

**BANNER, CANADA, ONTARIO and HIGONE  
LAMP BURNERS**



The screw part or burner-base is covered, which protects against fire. Many burners are made cheaper by leaving the screw part open so that dust, dead insects, or charred portions of wick may collect, thus becoming saturated with oil and liable to catch fire. OURS DON'T.

Manufactured by

**ONTARIO LANTERN AND LAMP CO., LIMITED, HAMILTON, ONT.**

**BLACK JACK**

WILL BRING NEW CUSTOMERS TO YOUR STORE



TRY IT

SOLD BY ALL  
JOBBERs

3/4-lb. tins—3 doz. in case

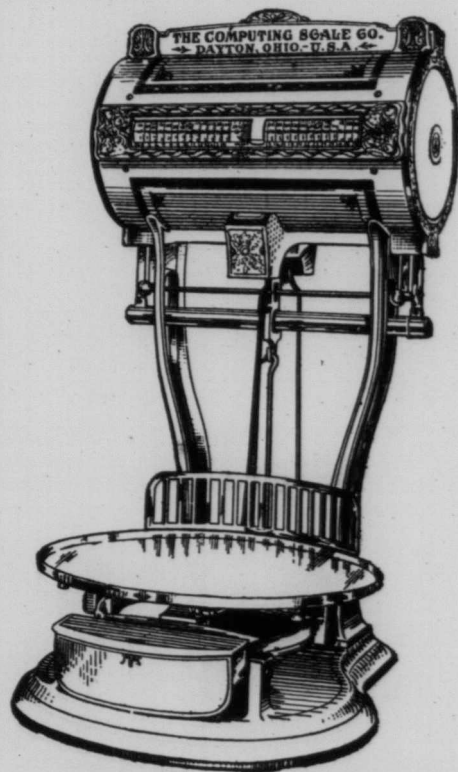
THE CANADIAN GROCER

# The Davidson & Hay Limited

WHOLESALE GROCERS

36 YONGE STREET

TORONTO



DAYTON MONEYWEIGHT SCALE  
NOTE THE LOW PLATFORM

## Overweight Problem **Solved!**

With this 1909 visible, self-weighing, self-computing, Automatic Scale, a child can easily, quickly and correctly divide the wholesale purchase into retail packages without a grain of overweight.

This is the simplest, easiest to operate form of

### Automatic Weighing Machine

—accurate, reliable, durable.

Gives the exact weight for the exacting dealer.  
Gives the exact weight to all customers.  
True as steel and built for a lifetime of exact weighing.  
Weighs to an ounce, computes to a cent.  
Low platform—only 8½ inches from the counter.  
Our Automatic scales are equipped with a thermostat, like a watch, which makes them weigh with absolute accuracy in any temperature.  
No swinging pendulum, no moving indicators, no poises to shift, no beams to bother with, no ball to forget, no friction to pay for.

This scale saves time and money.

**THE SCALE THAT SAVES IS NO EXPENSE.**

Drop us a line for full information.

### The Computing Scale Co.

of Canada, Limited

164 W. King St., Toronto, Ont.

## THE SNOWDON CAN OPENER *Not a Novelty But a Staple Seller*



**No More Cut Hands. No More Rough Edges, Cuts entire top off the can, so contents may be removed whole.**

It is made of heavy steel, highly polished silver finish, lasts a lifetime, adjusted automatically to fit any size can.

Packed in gross wood boxes, containing 4½ gross, cardboard boxes, each of which contains display easel.

Retails with good profit to you at 25c. Be the first to sell it in your town—Your customers want it—

Write for prices, samples and literature—Your wholesaler can get them.

**SHERBROOKE NOVELTY MFG. CO., LTD. - SHERBROOKE, QUE.**

# Money-Making Lines

## **AROMA TEA**

AND

## **AROMA COFFEE**

The most satisfactory goods to the consumer.

The most profitable goods to the merchant.

Two good reasons to justify buying these well-known lines.

*Our Traveller will tell you about them.*

**W. H. GILLARD & CO.**

Wholesale Grocers  
HAMILTON

BRANCH HOUSE—Sault Ste. Marie



## PRIDE OF CANADA

Pure Maple Syrup and Sugar

### PURITY GUARANTEED



The quality and purity of our Maple Products are recognized all over Canada. Government analysis has proved that from hundreds of samples collected throughout the Dominion, "**Pride of Canada**" brand alone, was found genuine, in every instance.

For sale by all large wholesalers. If your wholesaler hasn't them write us direct.

## Maple Tree Producers' Association, Limited

WATERLOO, QUE.

Toronto Agency—W. J. DACK, 512 Dundas St.

THE CANADIAN GROCER

# New Peels

7 LB. BOXES

FINE GOODS

PRICE RIGHT

## Thomas Kinnear & Co.

Wholesale Grocers **TORONTO and PETERBORO**



## STOVE POLISH

A good Black Lead is the best form of Stove Polish

# JAMES DOME

is the best in the world. Sort up your stock and send in your order for Fall trade.  
All jobbers carry it.

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

## Don't Forget

Good times are close at hand. Get in touch with primary markets for your requirements. We have anticipated some of your needs.

## Nuts.

We are the **Largest Importers of Shelled Nuts** in Canada.

Mammoth Jordan Almonds  
Mammoth Valencia Almonds  
6 Crown Alicante Almonds  
5 Crown Alicante Almonds  
4 Crown Alicante Almonds  
3 Crown Alicante Almonds  
2 Crown Alicante Almonds

Whole Blanched Almonds  
Halves Blanched Almonds  
Stripped Blanched Almonds  
Shelled Brazil Nuts  
" Pecan Halves  
" Pecan Pieces  
Cashew Kernels

Persian Pistachio Nuts  
Siolly Pistachio Nuts  
No. 1 Spanish Peanuts  
No. 1 Virginia Peanuts  
Barcelona Filberts  
Levant Filberts  
Pignollas

**Shelled Chabert Walnuts, Shelled Bordeaux Walnuts, Broken Walnuts**

## Acme Brand

(Registered)

**Walnuts.** We guarantee this brand to be the Finest Selected Bordeaux Walnuts obtainable.

## French Fruits.

**Glace and Crystallized Cherries, Apricots, Assorted Fruits, Greengages, Figs, Pears, Mirabelles, Limes, Angelique, Pine Apple Slices, Pine Apple Rings, French Plums in Glass and Boxes, Cherries in Marischino quarts, pints and ½ pints. Silver Dragees of all descriptions.**

Fruits packed in 1, 2, 5 and 8-lb. boxes.

## French Vegetables.

**French Mushrooms, Peas, Beans, Capers, Anchovies, Asparagus, Macedoines, etc.**

## Sardines.

**Crossed Fish Brand.** The **Original** and **most popular Norwegian** Sardines on the Canadian Market.

---

# W. G. PATRICK & CO.

IMPORTERS

5 Great Tower St.  
LONDON, ENG.

109 Coristine Bldg.  
MONTREAL

29 and 31 Melinda St.  
TORONTO

# Clarke, Nickolls & Coombs Limited

## Clarnico

Acknowledged to be one of the Finest, Largest and Most Up-to-Date Manufacturers of Confectionery in the World.

**Clarnico Almond Paste**—The Finest Paste for Macaroons that **Skill, Experience** and **Science** can make. Packed in 1, 5 & 10-lb. tins. 100-lb. cases.

**Clarnico Preserved Ginger**—Glace and Crystallized, Squares, Leaf and Whole. 4-lb boxes.

**Clarnico Pine Apple**—Glace and Crystallized, Chips, Rings, Slices and Squares. 4-lb. boxes.

**Clarnico Boiled Sugars**—All flavors  $\frac{1}{2}$ -lb, 1-lb. and 5-lb. bottles.

**Clarnico Lozenges**—Linseed, Licorice and Chloridine. 4-lb. sealed and ribbon tins. Mitcham Mints, 1-lb. bottles.

**Clarnico Peels**—Finest Drained and Candied. 7-lb. boxes and 112-lb. kegs.

**Clarnico Jams**—English Whole Fruit, Paxton Strawberry, Raspberry, Black Currant, etc., etc.

**Clarnico Cream Caramels**—The Acme of Perfection in Caramel Manufacture.

**Clarnico Cocoa** —Is absolutely Pure. Recommended for its high quality and moderate price.

**Clarnico Xmas Santa Claus Stockings and Crackers** will please your customers because—They are the best value obtainable.

Clarnico Works, Victoria Park, London, Eng.

Represented in **Canada** by

## W. G. PATRICK & CO.

MONTREAL

TORONTO



# Canadian Made Licorice

## Now Obtainable in Canada

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

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

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

Flexible Licorice	Bricks .....	About 1,200 to box
	Elastic Tubes .....	100, 200 and 300 "
	Triple Tunnel Tubes .....	100 "
	Indian Plug .....	100 "
	Navy Plug .....	100 "
	Buffalo, hollow sticks .....	100 "
	Whips .....	100 "
	Cigarettes .....	100 bundles "
	Golf Sticks (glazed), solid sticks .....	100 "
	Flexible Sticks (glazed), solid sticks .....	200 "
	Pan Pipes .....	200 "

Favorite, large penny stick .....	100 to box
Dulce, large penny stick .....	100 "
Curved Stem Pipes .....	200 "
Straight Stem Pipes .....	100 "
Cigars (banded) .....	100 "
A.B.C. Blocks (containing best lozenges) .....	100 "
Lozenges No. 2, in barrels (bulk).	
Lozenges No. 1, in barrels (bulk) best glazed.	
Lozenges No. 1, in 5-lb. paper boxes.	
Lozenges No. 1, in 5-lb. glass front cans.	
Acme Pellets, in 5-lb. glass front cans.	
Purity, pure penny stick, 100 to box.	
Y. & S. Stick Licorice, in 5-lb. boxes.	
Y. & S. Stick Licorice, in bulk, 25, 50 and 100-lb. cases.	
M. & R. Wafers (48 five-cent bags to box).	
Greek Mass, in 10-lb. boxes.	
Greek Mass, in 50-lb. boxes.	
Select Bundled Licorice Root.	
Powdered Spanish and Greek Extracts.	
Powdered Spanish and Greek Root.	

# National Licorice Company

Brooklyn, N.Y.

# ROWAT & CO.

GLASGOW, SCOTLAND

## Pickles and Olives

Quality Seldom Equalled — Never Excelled

Get prices from your wholesaler  
They will interest you

### WETHEY'S Condensed Mince Meat

is becoming as

**Staple as Sugar**

One package (retailing at 10c.) makes  
two large or three small pies.

Why sell from the unsanitary, disease-  
breeding open pail when you can  
offer your customers better goods in  
a dust proof package?

*Ask your jobber for it.*

**J. H. WETHEY, LIMITED**  
ST. CATHARINES

## Salt?

Your Stock?

Why Delay Order?

**VERRET, STEWART & CO.**

LIMITED

**MONTREAL**

# The Best Known Brands

Which have successfully stood the test of time in CANADA.

We are favored with the privilege of representing in Canada the most important Wine, Spirits and Grocery firms, manufacturing firms whose brands have a world-wide reputation and whose goods are strictly first-class and up to the sterling reputation enjoyed by these firms. Our prices deserve the attention of all careful buyers, as much as our brands, in the different lines we handle, deserve the keenest and most favorable comment from all refined consumers.

Peruse our list, make your selection and get our quotations.

Ph. Richard et Cie .....	Cognac .....	Brandy.
Mitchell Bros. ....	Glasgow .....	Scotch Whisky.
Mitchell & Co. ....	Belfast .....	Irish Whisky.
J. P. Wiser & Sons .....	Prescott .....	Canadian Whisky.
Pollen & Zoon .....	Amsterdam .....	Gin and Liquors.
G. Pims & Co. ....	London .....	Old Tom Gin.
Blandy Bros. ....	Madeira .....	Madeira Wines.
Real Companhia Vinicola .....	Portugal .....	Port Wines.
Motta et Vaz .....	Portugal .....	Port Wines.
Diez Hermanos .....	Jerez de la Frontera .....	Sherry Wines.
Garret et Cie .....	Malaga .....	Malaga Wines.
Fenech, Artell & Co. ....	Tarragonne .....	Mass Wines.
Vigneau et Cambours .....	Bordeaux .....	Clarets et Sauternes
Morin, Pere et Fils .....	Beaune .....	Burgundy Wines.
Frederick Krote .....	Coblentz .....	Rhine Wines.
Kunkulman et Cie .....	Reims .....	Piper-Heidsieck Champagne.
Union Champenoise .....	Reims .....	Cardinal Champagne.
Union Champenoise .....	Reims .....	Duc d'Origny Champagne.
Fli Ferrero Ricardo .....	Turin .....	Italian Vermouth.
Cazalis et Pratts .....	Marseille .....	French Vermouth.
Adrien Sarazin et Javilliers .....	Dijon .....	Bacchus Quinquina Tonic Wine.
P. Garnier .....	Enghien-les-Bains .....	French Liquors.
Fred Miller Brewing Co. ....	Milwaukee .....	Lager High Life.
Fred Miller Brewing Co. ....	Milwaukee .....	Extract of Malt.
Daukes & Co. ....	London .....	Bass' Ales and Guinness' Stouts.
Source La Regente .....	Vichy .....	Vichy Water.
Source La Sanitas .....	Vichy .....	Vichy Water.
Societe Anonyme "Le Soleil" .....	Malines .....	Canned Fruits and Vegetables.
Duffy & Co. ....	Rochester .....	Apple Juice and Grape Juice.
Clement Obier .....	Perigueux .....	Pates de Foie Gras.
Societe Nouvelle de Roquefort .....	Roquefort .....	Roquefort Cheese.
Blanc et Fils .....	Valence sur Rhone .....	Pastes.
H. E. Boulee et Cie .....	Marseille .....	Olive Oil.
F. Tourasse .....	Marseille .....	Castille Soap, "La Vertu," "La Mouche."
F. Lecourt .....	Paris .....	Mushroom.

For all information, write, phone or wire at our expense.

**Laporte, Martin & Co., Limited**  
Wholesale Groceries, Wines and Liquors, MONTREAL

## Dried Fruits, Canned Goods and Teas

We have just received per SS. Jacona our first shipment of Dried Fruits of this season's preserving. We expect within a few days our second consignment per SS. Escalona.

**Valencia Raisins, Currants, Sultana Raisins, Figs, Prunes, Dates, Evaporated Fruits (Apples, Peaches, Pears and Apricots), Malaga Table Raisins, Candied Peels, Nuts (Tarragona, Mayette, Marbots, Crowns, Filberts, etc.)**

These goods are of extra choice quality, and, having been bought under remarkably favorable conditions, we can assure buyers that they can save considerable money on their purchases, notwithstanding the high condition of the market on some of these goods.

---

### CANNED GOODS

Buy your canned goods now. We have a large and varied stock, comprising all the popular brands. Our prices are right and worth investigating. Our assortment of "Soleil Brand" Canned Fruits and Vegetables is most complete and the goods as satisfying as ever. They are goods we especially recommend to buyer and consumer.

---

### TEAS

All teas of the new crop: JAPAN, GUN POWDER, YOUNG HYSON, GREEN CEYLON, BLACK CEYLON, PEKOE, SOOCHONG, FORMOSA OOLONG, ENGLISH BREAKFAST CONGOO, are now here, and we, for our part, have received a very large and choice assortment, amply sufficient to meet all requirements of the trade. We are now, as ever, ready to recommend "Princess" and "Victoria" brands of Black and Japan Teas, the best teas on the market at the price.

**WE PAY FREIGHT** on all lots of teas, assorted or not, of 200 lbs. or over.

For further information, quotations, etc., write, phone or wire at our expense.

# Laporte, Martin & Co., Ltd.

Wholesale Groceries, Wines and Liquors

**MONTREAL**

Economy in Quality is the most expensive Kind of saving---



SHIRRIFF'S  
CONCENTRATED FRUIT  
ESSENCES



SHIRRIFF'S  
JELLY  
POWDERS



SHIRRIFF'S  
ORANGE  
MARMALADE

## “SHIRRIFF’S GOODS”

must be quality goods—not because we say so—but, because customers will always insist on having them whenever they want anything good.

### IMPERIAL EXTRACT CO.,

TORONTO, - CANADA

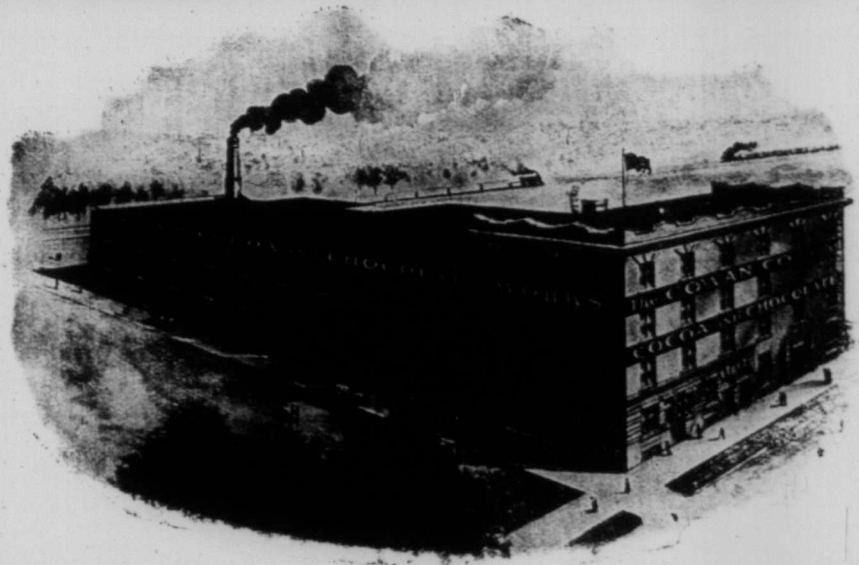
Western Representative---Harold F. Ritchie

Montreal "

W. S. Silcock, 33 St. Nicholas St.

Quebec "

Albert Dunn, 67 St. Peter St.



The Grocers of Canada have realized that

# COWAN'S

The Maple Leaf

Perfection

Our Trade Mark

# COCOA

means the **Best** that the world can produce. The finest selected Cocoa Beans only are used in its manufacture; the most modern machinery, expert workmen operating under perfect hygienic conditions can turn out only such Cocoa as fears no foreign brands. Our trade mark "**The Maple Leaf**" means Canada's Best.

**Cowan's Milk Chocolate**

**Cowan's Chocolate Cream Bars**

**Cowan's Maple Buds**

**Cowan's Icings for Cake**

Chocolate, White, Pearl Pink, Lemon, Orange, Almond,  
Maple and Coconut Cream.

are all  
popular  
and  
ready  
sellers.

EVERY JOBBER IN CANADA SELLS THEM

**THE COWAN CO., Limited,**

STERLING ROAD  
DUNDAS STREET

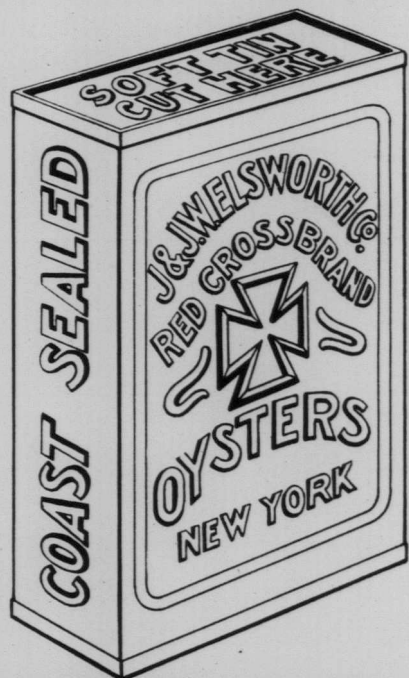
**Toronto, Canada**

WM. E. ELSWORTH, Pres.

ESTABLISHED 1860

J. WATSON ELSWORTH, Sec. and Treas.

## J. & J. W. ELSWORTH CO.



Our Red Cross Brand of Oysters, which we sell in quart and pint cans, are strictly Pure, Wholesome Sea Food.

We use the most up-to-date sanitary appliances for handling these oysters.

We defy competition upon quality. These cans are full quarts and pints, their measure being guaranteed.

One year's sales thirty-nine million oysters.

Quotations and information in general as to sizes, prices, etc., will be furnished upon application to our Main Office.

**Boat No. 8, Foot Bloomfield Street  
NEW YORK**

## Canned Fruits from the Model Factory

The Niagara Falls Canning Co., with the finest, most modern and most sanitary Factory in Canada have placed on the market

### THE "Pride of Niagara Falls" brand

of Canned Goods. These are of the finest quality and are sure to bring customers for every grocer who stocks them. ALL FRUITS are packed in SANITARY ENAMEL LINED CANS which preserves the natural flavor and color of the fruit, also safe-guarding the consumer against ptomaine poisoning.

REFUGEE WAX BEANS, SELECT HAND PICKED TOMATOES, CHERRIES, PEACHES, PEARS, RASPBERRIES, STRAWBERRIES

**Selling Agents—Eby-Blain, Limited, Toronto  
Frank L. Benedict & Co., Montreal**

Our travellers will show you samples of the above.

A Leading British line well-known and  
largely advertised

**DR TIBBLES' V-Cocoa**

THE WORLD RENOWNED FOOD BEVERAGE

The Public Say:

"THERE IS MERIT IN IT."

The Trade Say:

"THERE IS MONEY IN IT."

AGENT FOR MONTREAL:

**J. WALTER SNOWDON**  
413 St. Paul Street  
Montreal

ONTARIO AGENTS:

**GREEN & CO.**  
25 Front St. E., Toronto

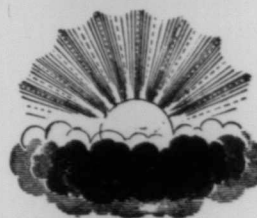
Write Our Agents for Prices, Etc.

W. H. ESDOTT, 141 Bannatyne Avenue East, WINNIPEG

SAMPLE CASES NOW READY FOR DELIVERY

"Salad, Edible and Cooking Oils"

WINTER PRESSED



"Sun Burst" Reg'd.

"Non-Pareil" Reg'd.

To know these oils is to stock them. The finest substitute for lard on the market. Guaranteed under the Pure Food Act.

We carry a stock and will be pleased to send you samples, with prices.

You will find our oils a good proposition all the way, owing to the number of uses to which they can be put.

WRITE US TO-DAY

**J. M. BRAYLEY,**

MANAGER KENTUCKY REFINING CO., Incorporated  
Cotton Seed Oils

55 ST. PAUL ST.,

MONTREAL

## The Cream of the Periodical Press

☞ You are anxious, are you not, to reap the best results from the time you devote to reading? Still you haven't the time to ransack the numerous publications in search of what is of prime importance to you.

☞ The Busy Man's Magazine does this for you. All the leading publications, from the daily to the quarterly, are carefully ransacked, and the most timely, instructive and interesting articles reproduced.

☞ All articles not reproduced are classified in the department, "Contents of Other Magazines." No matter in what line you are interested, this index keeps you informed what the press of the month contains about it.

BUSY MAN'S MAGAZINE,  
Toronto.

Enclosed is \$2, for which kindly send Busy Man's Magazine regularly till Jan. 1, 1910 (14 issues).

Date

☞ The Busy Man's Bookshelf gives you a list of the best selling books of the month — books well worth reading.

☞ This special offer of fourteen issues for the price of twelve gives you an opportunity of securing this valuable up-to-the-minute literature at less than 15 cents per month. Return the coupon and the current number of Busy Man's will go to you by return mail.

THE BUSY MAN'S MAGAZINE  
WINNIPEG TORONTO MONTREAL



THE CANADIAN GROCER

# THE TIN AND THE TEA

*On account of growing my own Tea on my own Estates in Ceylon, there are no middle men's profits to pay, and you are assured of getting the highest quality when buying*

# LIPTON'S TEA

*Over 2,000,000 Packages sold weekly.  
Write for samples and prices.*

**THOMAS J. LIPTON**

**75 Front St. East,**

**Toronto**

## WILLIAM GALBRAITH & SON

IMPORTERS AND WHOLESALE GROCERS

80 and 82 St. Peter Street, - - Montreal

**OUR MOTTO: "First-Class Goods at Bottom Prices"**

We find that it pays every time to give customers what they order, and avoid the "Just as good" theory.

### **New Valencia Raisins**

Fine Off-Stalk, Selected, and Layers.  
Best brands obtainable.

### **Choice Cleaned Currants**

Brls., Cases and Hf. Cases and 1-lb. Cartons.  
In stock and to arrive by direct steamers.

### **Teas and Coffees**

of every description.

**"CANADA'S PRIDE" CANNED GOODS**

CORRESPONDENCE  
SOLICITED.

**WILLIAM GALBRAITH & SON**

# JELL-O

## FOR DESSERT

This is the famous preparation that is revolutionizing the grocer's trade in dessert goods as well as the housewife's dinner calculations.

It is being advertised so effectively that the people know about it and want it.

We hope you, friend Retail Grocer, will get a large share of the benefit.

**JELL-O FLAVORS:** Lemon, Orange, Raspberry, Strawberry, Chocolate, Peach and Cherry.

## JELL-O ICE CREAM POWDER

for making ice cream is also being advertised by the distribution of booklets.

# The Genesee Pure Food Co.

LE ROY, N.Y.

***"Keep up with the Twins"***



***"Keep up with the Twins"***

Handle . . . . .

## GOLD DUST WASHING POWDER

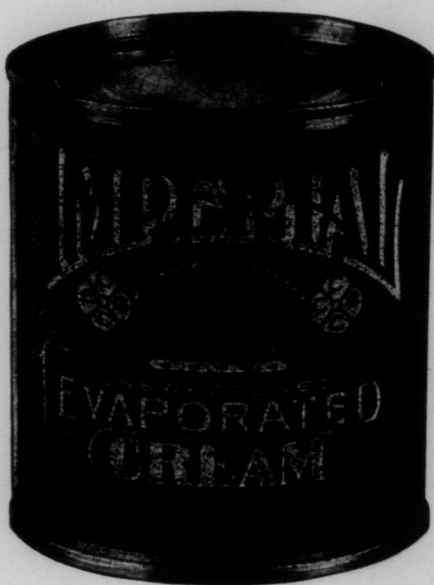
*It will give satisfaction to your customers and satisfactory profits to you.*

One-half case free with every five cases assorted Soap and Gold Dust Washing Powder.

**THE N. K. FAIRBANK COMPANY, Montreal**

# Ever Reliable!

**Imperial  
Evaporated  
Cream**



**Royal  
Condensed  
Milk**

Our 14-oz. Tin

## Imperial Is:

A cream that you can always count upon.  
Made in a modern plant in Canada's finest dairying district.  
Made under the personal supervision of experts.  
Put up in an absolutely solderless tin; cap clamped on.  
Most sanitary cream to-day before the trade.

For Further Facts:

**The Canadian Condensing Co.**  
Chesterville, - Ontario

**SUB-AGENTS:**

Toronto—Anderson, Powis & Co.  
Hamilton—J. H. Herring  
London—Alex. Tytler  
Winnipeg—W. L. MacKenzie & Co.  
Vancouver—S. Oppenheimer

**SALES AGENTS:**

**S. H. EWING & SONS**  
Montreal and Toronto

**SUB-AGENTS:**

Halifax—J. W. Gorham & Co.  
Quebec—Albert Dunn  
Ottawa—A. M. Loucks  
Kingston—C. De Carteret

# SUGARS & CANNERS LIMITED.

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



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

INCORPORATED  
1907.

CAPITAL STOCK  
\$250,000.00

PARTHENAIS ST. COR. ST. CATHERINE.

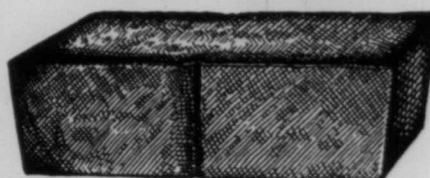
**LARGEST WORKS OF THE KIND IN CANADA**

## DIAMOND BRAND MAPLE SYRUP



has that delicate sap  
flavor. Wins custom-  
ers wherever sold.  
Increase your trade  
on Maple Syrup by  
selling this brand.

## TWIN BLOCK MAPLE SUGAR



THE  
PURE  
ARTICLE

40 Blocks to Case, cost to retailer - \$3.00  
and sells for 10 cents each.

## MAPLE CREAM HEARTS

No grocer's confectionery stock com-  
plete without this fast-selling line.

18-lb. pails - \$2.16



## FRUITY CREAMS

Deliciously blended creams  
and pure fruit.

17-lb. pails - - - \$2.25



## NUTTY CREAMS

The increased popularity of this unique confec-  
tion makes it an indispensable  
addition to your stock.

17-lb. pails - - - \$2.25



**ORDER FROM YOUR JOBBER, OR SEND YOUR  
ORDER DIRECT, giving us your jobber's name**

# Lea's

## Our Faith in the Canadian Consumer Confirmed

We have packed and shipped more pickles in the last 45 days than we sold last year, and we are still 4,000 cases behind.

Does this not prove to you that the Canadian consumer will support home industry, when the goods have quality? We are packing as fine goods as firms of international reputation, and at a price that will appeal to the pocket of your customer in every walk of life. Do not doubt this, but try a small quantity if you have not already done so, and be convinced, as hundreds of retailers have been in the last year. This is proven by our sales.



Packed by

**The Lea Pickling & Preserving Co.**

Limited

**SIMCOE, - ONTARIO**

Western Representatives: **Mason & Hickey, Winnipeg; Wilson & McIntosh, Vancouver**

# GILMOUR'S Hand Cleaner



The **ONLY** 10c. Tin

The **original** yellow tin, and the **largest** package on the market. We have sold 500,000 tins in the past ten months, surpassing all previous sales for a like period. People buy it because the price is popular. Grocers sell it because the profit is larger than any other line.

Order from your wholesaler. If he cannot supply you we will.

## The Gilmour Company

Offices :  
934 De Montigny Street

Montreal

Factory :  
604-6-8 Papineau Avenue



# 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.

**HAMILTON**

**G. WALLACE WEESE**  
 Manufacturer's Representative  
 Grocers' and Confectioners' Supplies, Storage and Distribution attended to.  
 Am open to accept one or two more clients, established connections.  
 Offices: Myles' Fireproof Storage Warehouse  
 HAMILTON, CANADA. Correspondence Solicited.

**HALIFAX, N.S.**

**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.

**HOWARD BLYGH & SONS**  
 HALIFAX N.S.

Importers, Exporters and General Commission Merchants.  
 Firms wishing to be represented in the Maritime Provinces will do well to communicate with us.  
 Domestic and Foreign Agencies Solicited.  
 Highest References.

**MONTREAL**

**FOR SALE**  
 Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.  
**J. T. ADAMSON & CO.**  
 Customs Brokers and Warehousemen  
 27 St. Sacrament Street, Montreal  
 TEL. MAIN 778 BOND 28

**ROBERT ALLAN & CO.**  
 General Commission Merchants  
 MONTREAL  
 Fish, Oils, Beans, Peas and Produce.  
 Agents: "Royal Crown" Skinless Codfish.  
 Representing Morris & Co. Chicago, Pork and Lard.

**J. WALTER SNOWDON**  
 MANUFACTURERS' AGENT AND BROKER  
 Open for exclusive representation of one or two more reliable houses with good grocery lines. Correspondence solicited.  
 Address  
 23 Burton Ave., Westmount, Montreal

**MONTREAL**

**D. McL. BROPHY**  
 414 St. Paul St. Montreal  
 Broker and Manufacturers' Agent  
 Open to represent one more up-to-date house desirous of utilizing my excellent connection with the grocery trade.  
 Correspondence will receive prompt attention

**MOOSE JAW**

**D. STAMPER**  
 GROCERY AND FRUIT BROKER AND MANUFACTURERS' AGENT  
 Goods Stored and Distributed  
 Warehouse, City Spur Track  
 P.O. Box 793 MOOSE JAW, SASK.

**NEWFOUNDLAND**

**T. A. MACNAB & CO.**  
 MANUFACTURERS' AGENTS and COMMISSION MERCHANTS  
 Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.  
 Codes: A, B, C, 5th edition, and private.

**REGINA.**

**G. C. WARREN**  
 Box 1036, - REGINA  
 Manufacturers' Agent and Commission Merchant. Direct Importer of all grades of pure Ceylon Teas, and Dealer in Coffees, Spices, Mustard, etc. Established over 10 years. Can handle more lines.

**ST. JOHN**

**W. S. CLAWSON & CO.**  
 Manufacturers' Agents and Grocery Brokers  
 WAREHOUSEMEN  
**ST. JOHN, - N.B.**  
 Open for a few more first-class lines

On the spot  
**EVAPORATED APPLES**  
**WHITE BEANS**  
**LOWEST PRICES**  
**W. H. MILLMAN & SONS**  
 GROCERY BROKERS  
 TORONTO

**TORONTO,**

**TAPIOCA**  
 We have both  
 Medium Pearl and Seed  
 ON SPOT and our prices are right  
**Anderson, Powis & Co.**  
 Agents  
 15 Wellington Street East, Toronto

**Dominion Storage & Forwarding Co., Ltd.**  
 43 Colborne Street, TORONTO  
 Consignments stored in large, clean, dry warehouse, centrally located. All facilities for handling goods of Manufacturers and Merchants.  
 TELEPHONE MAIN 5681

**W. G. Patrick & Co.**  
 Manufacturers' Agents and importers  
 29 Melinda St., Toronto

**W. G. A. LAMBE & CO.**  
 Toronto  
 Grocery Brokers and Agents.  
 Established 1885.

**MacLAREN IMPERIAL CHEESE CO.** Limited  
 AGENCY DEPARTMENT  
 Agents for Grocers' Specialties and Wholesale Grocery Brokers  
 TORONTO, Ont. DETROIT, Mich.

**Don Storage & Cartage Co.** Limited  
 81 Front Street East  
 PHONE M. 2823  
 Storage facilities unequalled in city - Special cartage delivery - Lowest rate of insurance.

(Continued on page 165).

THE CANADIAN GROCER

Manufacturers' Agents—Continued.

QUEBEC

**J. P. THOMAS**  
WHOLESALE GROCERY BROKER AND  
COMMISSION MERCHANT  
**TEAS A SPECIALTY**  
Open for one or two more first-class agencies  
Correspondence invited  
25 ST. PETER STREET, - - QUEBEC

WINNIPEG

**STUART WATSON & CO.**  
Wholesale Commission Brokers and  
Manufacturers' Agents  
WINNIPEG, - MAN.  
Domestic and Foreign Agencies Solicited.

**RICHARDS & BROWN**  
Wholesale Commission Merchants  
and Brokers  
314 Ross Avenue WINNIPEG, Man.  
Correspondence Solicited

**BRACK & KIRKLAND**  
Grocery Brokers,  
and Manufacturer's Agents  
Warehousemen and Distributors  
Track Warehouse, 137 Bannatyne Ave. E.  
WINNIPEG, MAN.

**W. H. Escott**  
*Wholesale*  
Grocery Broker and M'f's Agent  
WINNIPEG, CANADA  
Branch at Calgary

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

WINNIPEG.

ESTABLISHED 1887  
**Carman Brokerage Co.**  
Wholesale Grocery Brokers  
WINNIPEG CALGARY and EDMONTON  
GOODS STORED AND DISTRIBUTED  
141 Bannatyne Ave. WINNIPEG, MAN.

**GEO. ADAM & CO.**  
Wholesale Grocery Brokers  
and Manufacturers' Agents.  
430½ Main St., - - Winnipeg  
Established 14 years. Correspondence solicited

VANCOUVER

**F. G. EVANS & CO.**  
Grocery Brokers and  
Commission Merchants  
139 Water St., - Vancouver, B.C.  
Correspondence Solicited.

**L. E. DASTOUS & CO.**  
Grain and General Brokers  
Sherbrooke, - - Que.

Correspondence Solicited  
from Foreign Shippers  
Specialty — Grain and Mill Feed.  
Shippers of Atlantic Chilled Salmon

**USE OVAL WOODEN  
BUTTER DISHES.**

THOMAS BROS., St. Thomas, Ont.

...ESTABLISHED 1849...

**BRADSTREET'S**

Capital and Surplus, \$1,500,000.

Offices Throughout the Civilized World

Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

**THE BRADSTREET COMPANY** gathers information that reflects the financial condition and the controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the merchants, by the merchants, for the merchants. In procuring, verifying and promulgating information no effort is spared, and no reasonable expense considered too great, that the results may justify its claims as an authority on all matters affecting commercial affairs and mercantile credit. Its offices and connections have been steadily extended, and it furnishes information concerning mercantile persons throughout the civilized world.

Subscriptions are based on the service furnished, and are available only by reputable wholesale, jobbing and manufacturing concerns, and by responsible and worthy financial, fiduciary and business corporations. Specific terms may be obtained by addressing the Company at any of its offices. Correspondence invited.

—OFFICES IN CANADA—

CALGARY, ALTA.  
MONTREAL, P.Q.  
OTTAWA, ONT.

HAMILTON, ONT.  
QUEBEC, P.Q.  
VANCOUVER, B.C.

LONDON, ONT.  
ST. JOHN, N.B.  
WINNIPEG, MAN.

MONTREAL, QUE.  
TORONTO, ONT.

WILLIAMS & BROWN, Gen. Mng. Western Canada, Toronto.

EXPORT TRADE DEPARTMENT.

Firms Abroad Open for Canadian Business.

DAVID SCOTT & CO.

Established 1878. 10 North John St.  
LIVERPOOL, ENGLAND.  
Splendid connections and references. Try us with a shipment of CANNED GOODS.  
T. A.—Scottish, Liverpool.

JAMES MARSHALL

ABERDEEN, SCOTLAND.  
Invites consignments of Canadian Produce, gives personal attention to handling of same, and guarantees prompt returns. Reference—Clydesdale Bank, Aberdeen. Codes—A. B. C. 4th and 5th Eds.

**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.

**QUEBEC  
MARKETS**

Any important firms wanting to be represented in this city, will do well by writing to

**ALF. T. TANGUAY  
& CO.**

18 St. James St.

QUEBEC

Flour and Grain

SPECIALTIES: BEANS AND CORN

Commission Merchants  
and Brokers

21 Years' Experience.



## Classified Advertising

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

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

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

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

### Yearly Contract Rates.

100 words each insertion, 1 year.....	\$30 00
" " " " 6 months....	17 00
" " " " 3 months....	10 00
50 " " " " 1 year.....	17 00
" " " " 6 months....	10 00
25 " " " " 1 year.....	10 00

### PERIODICALS.

ADVERTISING writers and business men interested in good printing should subscribe to Canada's only printing trade paper, THE PRINTER AND PUBLISHER. Subscription price \$2 per annum. Address, 10 Front Street East, Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, \$1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 10 Front St. East, Toronto.

COMPLETE information on books, stationery, fancy goods, music, photo supplies and kindred lines is given each month in THE BOOKSELLER AND STATIONER, of Canada. Subscription price \$1.00 per annum. Address, 10 Front Street East, Toronto.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send \$2 for one year's subscription. Mail it to-day. THE BUSY MAN'S MAGAZINE, Toronto.

THE market reports make HARDWARE AND METAL a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price is \$2 per year. Address HARDWARE AND METAL, Montreal, Toronto or Winnipeg.

THE GROCERS' MANUAL—New edition, enlarged and illustrated, 1188 pages. All about Groceries, Provisions, Fruits, Spices, Drysalteries, and Chandlery, their sources, varieties, manufacture, adulteration, &c. Specimen pages free. W. Clowes & Sons, Ltd., 23 Cockspur St., London, S.W.

### MISCELLANEOUS.

HIGH CLASS COLOR WORK—Commercial stationery, posters. The Hough Lithographing Co., Limited. Office, No. 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods.

ADDING TYPEWRITERS write, add or subtract, in one operation. Elliott Fisher, Limited, 129 Bay Street, Toronto.

7,217 NATIONAL CASH REGISTERS were sold during May 1908. That's 2047 more than were sold during May 1907. The National Cash Register Co., F. E. Mutton, Canadian Manager, cor. Yonge Street and Wilton Avenue, Toronto.

### AGENCIES WANTED.

WANTED—Wholesale grocery broker in Montreal is open for few more lines, canned goods a specialty. Highest connections, fifteen years experience. Apply Grocer Office, Toronto. (46)

### SAFES.

NEW AND SECOND HAND SAFES of the best makes. Herring-Hall-Marvin Fire and Burglar-Proof Safes for every requirement. Safes for grocers and general stores. We have the exclusive agency for the best line of Safes and Vaults in the world. Safes which give the protection that business men need. Safes which have stood the test of the world's greatest fires and have preserved their contents. Investigate the merits of these Safes before you suffer a loss and you will have no need to do so later. THE CANADIAN FAIRBANKS CO., LTD., Montreal, Toronto, St. John, N.B., Winnipeg, Calgary, Vancouver. (52)

### BOOKS FOR THE GROCER.

ART AND SCIENCE OF WINDOW DRESSING, by S. W. Roth. Every retail grocer should learn the methods set forth in this book—which is specially written for Grocers—on how to make grocery windows attractive and thus draw trade. Every means of successfully displaying goods is treated of in its 14 chapters and 30 illustrations. Price \$2.00, postpaid.

COFFEE, its history, classification and description, by J. M. Walsh. This interesting and instructive book deals with the commercial classification and description, adulteration and detection, and the art of blending and preparing of coffee. Price, \$2.00 postpaid.

TEA BLENDING as a fine art, by J. M. Walsh. This work is especially designed for the use and instruction of those engaged in the tea and grocery business, containing formulae for the scientific and judicious combination of the different varieties and grades of tea. Price, \$2.00 postpaid.

TEA, its history and mystery, by J. M. Walsh. The contents of this practical and exhaustive work include cultivation and preparation; adulteration and detection; arts of testing, blending and preparing; chemical and medicinal properties, etc. Price, \$2.00 postpaid.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include special sales, getting holiday business, co-operative advertising, money-making ideas, contests, etc. Price, \$2.50 postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 10 Front St. E., Toronto.

### WANTED.

WANTED in every town and village, a representative to take charge of the circulation of our various publications:—Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Metal, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. The MacLean Publishing Company, Limited, Toronto.

BUYING AGENTS WANTED in Toronto, Ottawa, Montreal and Winnipeg for Pure and Soluble Cocoa in tins and packets. Liberal terms offered. Apply Richard Percy & Co., Cocoa and Chocolate Manufacturers, Bristol, Eng. (42)

### FOR SALE.

FOR SALE—A live and established general business in Saskatchewan. Best stand in town, only one opposition, business improving each year. Stock \$15,000. Reasons for disposing, poor health. Further particulars by addressing Box 219, CANADIAN GROCER, Toronto. [46]

### SITUATIONS WANTED.

PREPOSSESSING YOUNG MAN (railway stenographer) wants make change to grocery line. No objections to clerking in store. Box 215, CANADIAN GROCER, Toronto. (42)

### Ridgeway's Collecting Agency

11 St. Sacramento Street, Montreal

Established 1880

Has the confidence and patronage of the banks and leading merchants such as Forbes Bros., S. J. Carter & Co., John Robertson & Son. Overdue claims collected everywhere, no collection, no charge. Tel. Main 1877.

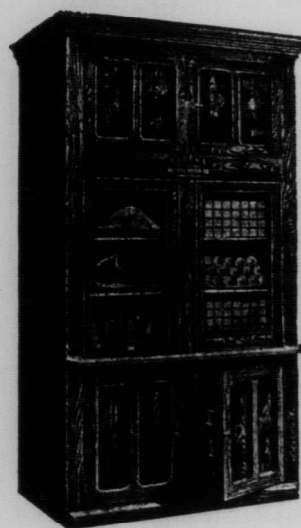
## THE PEOPLE OF JAMAICA

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.



REFRIGERATORS  
FOR BUTCHERS AND GROCERS  
EUREKA REFRIGERATOR CO., Ltd., TORONTO, CAN.

## Oakey's 'WELLINGTON' KNIFE POLISH

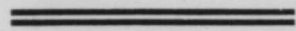
JOHN OAKEY & SONS, Limited  
Manufacturers of  
Emery, Black Lead, Emery, Glass and  
Flint Cloths and Papers, etc.

Wellington Mills, London, England

Agent:  
JOHN FORMAN, - 644 Craig Street  
MONTREAL.

The Condensed Ads. in The  
Canadian Grocer bring results

The discriminating grocer picks  
 Chase & Sanborn's Brands for  
 his Coffee department, because  
 he knows that they embody all  
 the qualities necessary to make  
 this end of his business a  
 success : : : : :



**CHASE & SANBORN**  
 Importers MONTREAL

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REFRIGERATORS  
 FOR BUTCHERS AND GROCERS  
 EUREKA REFRIGERATOR CO., Ltd., TORONTO, CAN.

and only Genuine  
 Cleaning Cut  
 Is. Canisters

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 POLISH

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ralg Street

in The  
 results



here's many a good thing comes from Old England.  
In the eating line there's one good thing that has  
no superior and that is

### CARR & CO.'S BISCUITS

World famed for quality they are good lines for  
you to recommend.

**CARR & CO.,** CARLISLE,  
ENGLAND

Agents: WM. H. DUNN  
MONTREAL and TORONTO  
HAMBLIN & BRERETON, Winnipeg, Lakes to the Rockies  
THE STANDARD BROKERAGE CO., Vancouver, B. C.

Quality is the Main Consideration

in the manufacture of

**"PEERLESS" "BRAND"**

Flaked Oats — Flaked Wheat  
— Rolled Oats — Corn Meal —  
Split Peas — All kinds of Feed

We buy only the choicest grain; and  
we mill them by the most up-to-  
date process. We are in a position  
to **guarantee** satisfactory qual-  
ity of all shipments.

Quotations Cheerfully Given

**Parkinson Cereal Co.,**

Thornbury, Ontario, Canada

WE OFFER YOU THE FINEST

# TOILET SOAPS

Our range includes the favorites:

**"Mother's Choice"**

**"French Cream"**

**"Our Pets"**

**"Angel Soap"**

**"Glycerine Soap"**

**"Tammany,"** our famous 5c. line. Great Seller. In baskets of 100 cakes.

**"Glycerine"** Oval

**"Glycerine"** Red

**"Carbolic Acid"** Transparent

**"Carbolic Acid"** for Surgeons  
and others.

You will require Castile Soap for the Fall and Winter. We are agents for one of  
the most famous French Houses. **Castile Soap**, 72 per cent. best; all sizes.  
Lowest prices for direct importation or ex-warehouse. Satisfaction guaranteed.

ORDER AT ONCE

**SAVONS FRANCAIS,**

**- MONTREAL**

C. PAGNUELO, Manager

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

## Canada's Oldest and Best Wholesale Grocery House !



Established 1834

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

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

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

### Quaker Canned Goods

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

### Quaker Brand Salmon

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

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

### Try Our Japan Tea to retail at 35c.

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

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

## Mathewson's Sons

**202 McGill St., Wholesale Grocers Montreal**  
P. O. Box 2360

## It Takes a Lot of Time to Keep Books

and when the entries are made up of many small items the expense is away out of proportion to the amount involved. Many attempts have been made to devise some safe and economical way to avoid this burdensome labor. The most practical substitute is the

### Allison Coupon System

It is safe. Keeps a perfect record. Leaves no loophole for complaints. Eliminates 95 per cent of the labor. Requires the investment of but a trifling sum. Does not necessitate the employment of skilled clerks. Here is the plan:



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

Manufactured by the

**Allison Coupon Co.**  
INDIANAPOLIS, IND.

### A SPLENDID GERMAN TRADE PAPER.

A few days ago there came to us from Berlin, Germany, a very interesting issue of "Die Kolonialwaren-Woche," the representative grocery journal of the German Empire. This issue was the "Festnummer," or special issue, and reflects a great deal of credit on the publishers. From the standpoint of typography the issue will rank with any trade publication issued. It is printed on heavy calendared paper, is tastefully illustrated, and is bound in a heavy lithographed cover, embossed in gold. The advertising of the paper is comprehensive and exceedingly well arranged, and this department shows a good deal of improvement, from the Canadian standpoint, at least, by reason of the fact that the advertisers seem to be getting away from the conservative and heavy German and English style and are getting to use American methods of display and illustration. As a result the paper is a good deal brighter in appearance. The special articles include illustrated descriptions of industries in which the trade is interested, and shows several store and factory interiors in an interesting way.

### PERSONAL.

Chas. H. McDonald, one of St. John's tea importers and blenders, has just re-

ceived from Foo Chow a shipment of 544 packages of China Tea. This is one of the largest importations of this grade coming to Eastern Canada this season.

### TRADE NOTES.

Wm. Young, grocer, Carp, is retiring from business.

Bush & Naish, grocers, Hamilton, have dissolved.

Mrs. Janet Garvin, grocer, Toronto, has sold her business.

Geo. Harrison, Sombra, is looking for a buyer for his grocery business.

E. J. Spackman, Toronto, has bought F. R. Webb's general store business at Blenheim.

Wm. Forbes, of Montreal, was calling on the trade in Toronto and Hamilton this week in the interests of his firm.

Thos. Dunn, of New York City, representing Whittall & Co., tea buyers, was in Toronto this week calling on the trade with J. Woodley H. Musson.

### WANTED.

WANTED—Resident Agent or representative for a live firm of Manufacturers' Agents to solicit trade from the best grocers and druggists in Toronto and neighborhood. Good salary and prospects for the right man. Must have had experience and be well recommended. Apply by letter, stating salary expected and work recently engaged in, to X. Y. Z., THE CANADIAN GROCER, Toronto.

# SUGAR

When next purchasing supplies of Granulated Sugar ask for

*Redpath*

The purest and best—To be had in original packages—

Barrels of about 300 lbs. and Bags of 100, 50, and 20 lbs.

The  
**Canada Sugar Refining Co.,**  
Limited  
MONTREAL

## British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo. A. Cox, President W. R. Brock, Vice-President  
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,  
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.  
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	\$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION,	29,833,820.96

## THE METROPOLITAN BANK

Capital Paid Up,	\$1,000,000.00
Reserve Fund and Undivided Profits,	\$1,241,532.26

### GENERAL BANKING BUSINESS

We Solicit Your Account.

Drafts bought and sold.  
Letters of credit issued.  
Collections promptly attended to.

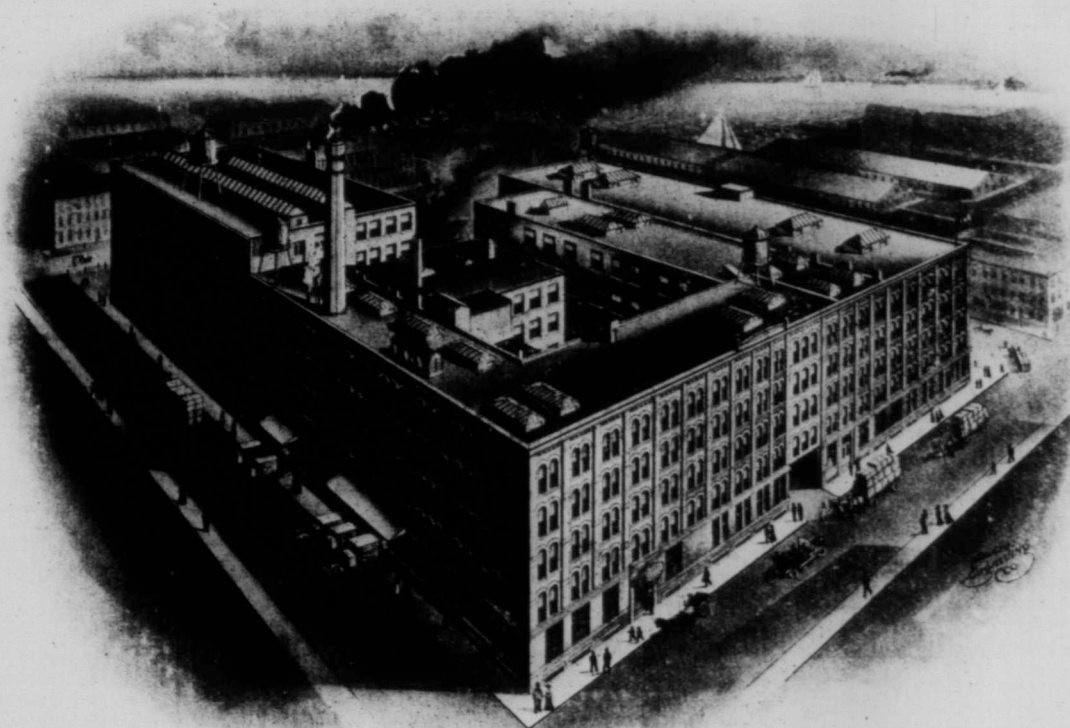
### SAVINGS DEPARTMENT

open at all branches.  
Interest allowed on all deposits of one dollar and upwards.

THE CANADIAN GROCER

NUMBER OF EMPLOYEES  
600

FLOOR SPACE  
242-372  
SQUARE FEET



THE LARGEST  
BISCUIT FACTORY  
IN CANADA.  
ESTABLISHED 1850

FACTORY OF CHRISTIE, BROWN & CO., LIMITED,  
TORONTO, CANADA.

DEVOTED  
EXCLUSIVELY  
TO THE  
MANUFACTURE  
OF BISCUITS

NOTED FOR ITS CLEANLINESS.

The name "CHRISTIE" signifies the best quality and flavor. As nothing but the finest materials are used, our biscuits keep longer than those made from cheaper materials.

Sell "CHRISTIE'S" and increase your sales.

Write for our Illustrated Catalogue.

## NEW BISCUITS

LEMON  
VANILLA  
GINGER  
ORANGE } CREAMS

Something new to please you. ORDER NOW and have them EARLY.

**CHRISTIE, BROWN & CO., Limited**  
TORONTO, - CANADA

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Company

President  
A. A. Morrow,  
LL.D.  
A. Lash, K.C.

Secretary  
10,000.00  
2,753.85  
13,820.96

BANK

0.00  
2.26

BUSINESS

ENT

Stock up now! Gurd's goods sell all the year round  
**GURD'S CALEDONIA WATER**  
 is rapidly finding favor as a



"SELECT TABLE WATER"

Nature to begin with has produced in it a good article—every virtue of which has been brought out by expert bottling. The result is that for PURITY, APPEARANCE, TASTE and EFFICACY it is unexcelled. GURD'S CALEDONIA, like GURD'S Ginger Ale is

"THE BEST"

Charles Gurd & Co., Limited Montreal

**THICK, SWOLLEN GLANDS**

that make a horse Wheeze, Roar, have Thick Wind, or Choke-down, can be removed with

**ABSORBINE**

or any Bunch or Swelling No blister, no hair gone, and horse kept at work. \$2.00 per bottle, delivered. Book 3 D free.

**ABSORBINE, JR.**, for mankind. \$1.00, delivered. Reduces Goitre, Tumors, Wens, Varicose Veins, Ulcers, Hydrocele, Varicocele. Book free. Made only by W. F. YOUNG, P.D.F., 204 Monmouth St., Springfield, Mass. LYMAN, SONS & CO., Montreal, Canadian Agents.



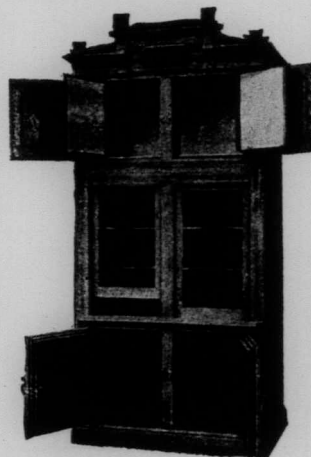
**Volunteer Bounty Act, 1908  
 WARNING TO PURCHASERS.**

EVERY assignment of the right of a South African Volunteer entitled to a land grant must be by way of appointment of a substitute and must be in the form provided by the Act.

Special attention is called to Sub-section 3 of Section 5 of the Volunteer Bounty Act, 1908, which provides that no assignment of the right of a volunteer by the appointment of a substitute shall be accepted or recognized by the Department of the Interior which is not executed and dated after the date of the warrant for the land grant issued by the Minister of Militia and Defence in favor of the Volunteer.

J. W. GREENWAY,  
 Commissioner of Dominion Lands,

28th September 1908. Ottawa.  
 (43)



**Arctic Refrigerators**

for Grocers and Butchers, The Coldest, Dryest and most up-to-date refrigerator on the market.

Western representatives, Ryan Bros., Winnipeg  
 Eastern representatives, Wolf, Sayer & Heller, Montreal. Write for Catalogue.

**John Hillock & Co., Ltd.,**  
 154 George St., Toronto

For best values in

**CURRANTS**

Get quotations on fruit exported by

**J. Caramandani & Co.**  
 Patras. Greece

Cleaners and Exporters, Est. 1878

Apply to General Agents in Canada:

J. L. Watt & Scott - Toronto  
 Watt, Scott & Goodacre, - Montreal

**Collecting Money**

from tardy debtors may be no easy task to you. But we make a specialty of the business. Our work during the year we've been in business has been (and is now) entirely satisfactory to our clients.

Let us collect your overdue accounts. We can get your money for you.

**The Beardwood Agency**

313 New York Life Building - MONTREAL

**Get Busy—Be Up=To=Date**

Try a 3 dozen case of

**MASON'S  
 NUMBER ONE  
 SAUCE**

\$1.65 a dozen

Everyone trying it says: it is the finest table sauce the world has ever produced. Prepared by Geo. Mason (The Original) from London, England.

Trial size sent on application free to all Grocers.

**The Mason, Miller Co.**  
 TORONTO, - CANADA  
 All Jobbers

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information.

Don't forget to mention Canadian Grocer.

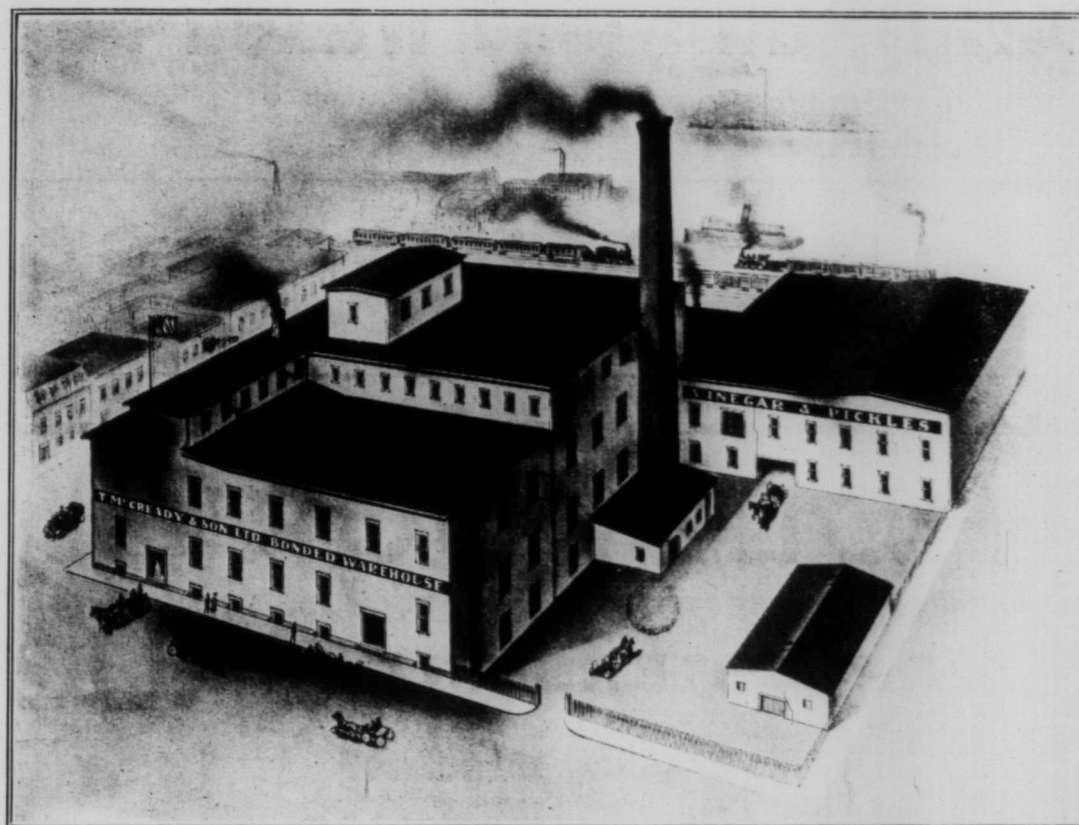


**QUEEN QUALITY PICKLES**

Sweet—Mixed and Chow Bulk Pickles  
 Tomato Catsup  
 Worcester Sauce

Buy and use the best Pickles

**TAYLOR & PRINGLE CO., Limited**  
 OWEN SOUND



WE have pleasure in stating to the trade that our new season's Pickle Crop is now in store in brine and being put in process of manufacture, and we are prepared to supply all orders promptly for any amount in bulk or English levers (bottles).

WRITE FOR PRICES.

Very truly,

**Thomas McCready & Son**

LIMITED

Bonded Vinegar and Pickle Manufacturers

ST. JOHN, N. B.

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Money

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Agency  
- MONTREAL



PICKLES

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Pickles

CO., Limited

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# Chewing Gum and Waxed Paper

Manufacturers

I. D. BRADSHAW & CO.

Toronto



# HOLBROOK'S WORCESTERSHIRE SAUCE

HOLBROOKS LIMITED

CANADIAN BRANCH  
40 Scott Street, Toronto  
Canadian Manager, H. Gilbert Nobbs

MADE AND BOTTLED  
IN ENGLAND.

## FRENCH VERMICELLI and MACARONI

### Why Not Made in Canada?

We have the best wheat in the world, the latest French processes, and thorough experience in this industry of France. Our pastes compare very favorably with any imported Vermicelli and Macaroni. Let us prove it by sending samples and prices.

**H. CONSTANT; Manufacturer, Montreal**

L. FONTANEL, Sales Agent, 187 Commissioner St., Montreal

Correspondence solicited from Wholesale Grocers.

*If you have anything for sale which a Grocer or General Merchant will be interested in, advertise it in our "Condensed Ad." column. It will bring you good results.*



# FACTS THAT CANNOT BE GAINSAID



EXTRACT FROM  
**DOMINION GOVERNMENT BULLETIN**  
ON  
**CONDENSED MILK**

January 3, 1908

SEE INLAND REVENUE DEPARTMENT BULLETIN, No. 144, Page 11

The following figures are the results obtained by the Government Analyst from a large number of samples, and can therefore be accepted as typical of the different Brands.

### Condensed Milk, Sweetened

	Total Solids	Butter Fat
REINDEER MILK } Truro Brands -	72.68	8.61
CLOVER " }	71.78	7.91
Eagle - - - - -	68.50	8.00
Gold Seal - - - - -	69.12	7.33
Silver Cow - - - - -	70.34	7.64
Nestle's - - - - -	68.35	7.87
Pheasant - - - - -	68.29	5.10
Challenge - - - - -	68.90	7.37

### Sterilized Cream, Unsweetened

JERSEY CREAM, Truro Brand -	27.96	8.05
St. Charles - - - - -	27.06	7.10
Peerless - - - - -	26.98	6.50
Carnation - - - - -	24.94	6.93

The value of Condensed Milk and Sterilized Cream is determined by the amount of Butter Fat and Solids they contain.

The Government Bulletin clearly demonstrates the remarkable uniformity of REINDEER MILK and JERSEY CREAM.

*Reindeer Milk and Jersey Cream are manufactured by*

**The Truro Condensed Milk Co., Limited**

TRURO, N.S. and HUNTINGDON, P.Q.



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# ALEX. CAIRNS & SONS, PAISLEY, SCOTLAND

MAKERS OF HIGH CLASS

## JAMS, JELLIES and MARMALADES

During the Fall and Winter months these lines will be in constant demand. Prepare for this trade. If this line was not the finest obtainable we would not offer it to you. These goods are put up by one of the foremost houses in the world. Quality in every jar. Quick sales, good profits and satisfied customers are yours if you push these lines.

The Range we offer you—and Prices :

### JAMS

1-lb. Patent Glass Jars  
Cases, 2 doz.

Plum .....	1.90
Blackberry .....	2.10
Damson .....	2.10
Gooseberry .....	1.90
Apricot .....	2.10
Assorted .....	2.10
Red Currant .....	2.10
Strawberry .....	2.20
Greengage .....	2.10
Raspberry and Red Currant.	2.20
Black Currant .....	2.30
Raspberry .....	2.20
Strawberry, cases, 12-7 lb.	
tins .....	10.50
Raspberry, cases 12-7 lb.	
tins .....	10.00
Assorted, cases, 12-7 lb.	
tins .....	9.75

### JELLIES

1-lb. Porcelain Pots  
Cases, 4 doz.

Apple .....	\$2.00
Gooseberry .....	2.00
Plum .....	1.90
<b>BRAMBLE</b> .....	2.10
<b>DAMSON</b> .....	2.20

1-lb. Patent Glass Jars  
Cases, 2 doz.

Black Currant .....	2.80
Red Currant .....	2.80

### MARMALADES

1-lb. Patent Glass Jars.  
Cases, 2 doz.

Scotch Orange .....	\$1.70
Home-made Orange .....	2.20
Tangerine Orange .....	2.30
Apricot .....	2.30
Fig and Lemon .....	2.40
Ginger .....	2.40
Ginger and Pineapple .....	2.40
Green Fig .....	2.40
Green Fig and Ginger .....	2.40
Pineapple .....	2.40
Scotch Orange, 2-lb. glass, 2	
doz. in case .....	3.00
Scotch Orange, 2-lb. pots, 2	
doz. in case .....	3.00
Scotch Orange, in 7-lb. tins,	
12 tins in case .....	7.80

Pure Calves' Feet Table Jelly—1 lb. square glass, patent air tight caps, Orange, Lemon, Vanilla and plain	\$2.10
Pure Calves' Feet Table Jelly—2 lb. square glass, patent air tight caps, Orange, Lemon, Vanilla and plain	3.75
Pure Calves' Feet Table Jelly—1 lb. square glass jars, cases 2 dozen, Champagne, Cognac, Maderia, Port and Sherry	2.50

**F.O.B. Montreal. Net within 30 days. No discount  
In lots of Five Cases or more, 5 per cent. off above prices.**

The sooner you order the more quickly your profits will begin to accumulate.

CANADIAN AGENTS :

## HUDON, HEBERT & CO. MONTREAL

The Most Liberally Managed Firm in Canada

# A MONEY - MAKER

will interest you

The goods we are quoting hereunder earn you dividends immediately you unpack them. **TALBOT FRERES, Bordeaux, France**, have long borne the reputation of being one of the leading French packing houses. You can depend upon their lines at all times. These goods win and hold trade. The margin of profit is most satisfactory. Always look for the name of **TALBOT FRERES** on the sample tin of Imported Vegetables shown you by the traveller, and you will be safe.

**These Prices Speak Loudly Enough to Command Attention**

## FRENCH ALIMENTARY PASTES

Boxes 25 lbs.

### 1-LB. PACKAGES—

Assorted	-	-	8c
Letters and Figures	-	-	8c
Nouilles	-	-	8c
Spaghetti	-	-	8c
Macaroni	-	-	8c
Vermicelli	-	-	8c
Alphabets	-	-	8c

### LOOSE—

Macaroni	-	-	7c
Nouilles	-	-	7c
Vermicelli	-	-	7c
Spaghetti	-	-	7c
Coudes	-	-	7c

## ASPARAGUS, WHOLE

1½-lb. tins, cases 4 1-6 doz., per doz.	\$3.25
2-lb. tins, cases 4 1-6 doz., per doz.	3.75
3½-lb. tins, cases 2 1-12 doz., per doz.	6.00
Glass jars, cases 2 doz., per doz.	5.00

## ASPARAGUS, TIPS

Cases 100 1-lb. tins	-	-	29.00
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## STRING BEANS

Extra Fins, cases 100 1-lb. tins	-	16.00
Fins, cases 100 1-lb. tins	-	14.00
Moyens, cases 100 1-lb. tins	-	13.00
Extra Fins, cases 2 doz., glass jars,		
doz.	-	3.50
Fins, cases 2 doz., glass jars, doz.	-	3.00

## MUSHROOMS

1 er Choix, cases 100 1-lb. tins	-	23.00
Hotel, cases 100 1-lb. tins	-	18.00

## GREEN PEAS

Sur—Extra—Fins, cases 100 1-lb.		
tins	-	16.50
Extra Fins, cases 100 1-lb. tins	-	14.50
Fins, cases 100 1-lb. tins	-	12.50
Mi-Fins, cases 100 1-lb. tins	-	10.50

## ARTICHOKE (Bottoms)

Cases 100 1-lb. tins	-	25.00
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## LIMA BEANS (Flageolets, Fins)

Cases 100 1-lb. tins	-	14.00
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## BRUSSELS SPROUTS

Cases 100 1-lb. tins	-	15.00
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## MIXED VEGETABLES (Macedoines)

1 er Choix, cases 100 1-lb. tins	-	12.00
Extra, cases 2 doz. glass jars, doz.	-	3.75

Terms: F.O.B., Montreal, net 30 days

# Madon, Hebert & Co.

Canadian Agents

LIMITED

## MONTREAL

The Most Liberally Managed Firm in Canada



# BATGER'S

## Machine-cut Mixed Peel in 1/2-lb. and 1-lb. Drums

Prepared and packed by machinery, thus ensuring cleanliness and uniformity.

Saves time, trouble and loss of weight.

The three kinds of Peel, Lemon, Orange and Citron, properly blended, are all cut ready for immediate use. If you once sell this line to your customers they will always ask for it, because every housewife likes BATGER'S Machine-Cut Peel, once she uses it. Your profit is sure and substantial. Ask your jobber for it. In 1/2 and 1-lb. drums.

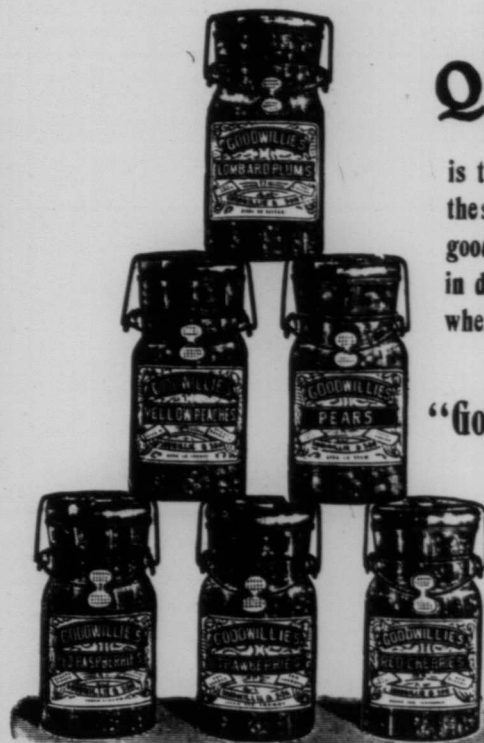
ROSE & LAFLAMME, Limited  
Agents,  
MONTREAL AND TORONTO

# Quality

is the Key-note of the success of these goods, which are in demand everywhere.

## "Goodwillie's"

is a name that stands for THE BEST in canned FRUITS in GLASS.



ROSE & LAFLAMME, Limited

AGENTS

Montreal Toronto

ES

e of the paper  
s, who alone are  
r, The Canadian

THOMAS WOOD & CO.  
"Hilt Edge" in 1 lb.  
ins. .... \$0 33  
"Hilt Edge" in 2 lb.  
ins. .... 0 32  
Canadian Souvenir  
1 lb. fancy litho-  
graphed canisters 0 50

Imperial  
doz. .... \$3 25  
..... 4 50  
..... 2 40



otions  
N CO., LTD.  
ted flavors, box 1 80  
36 in box, " 1 35  
es, 36 in box, " 2 55  
1, 1-lb. boxes, lb. 0 33  
2, lb. .... 0 25  
-lb. cakes, 12-lb.  
..... 0 40  
Toronto.  
-Allison's.  
The Elby Blain Co. Ltd  
nemis & Fils. Montre  
\$15 and \$20.  
s size or assorted.  
IBERED  
..... each 04  
..... each 034  
..... 15  
er and each coupon,

Cleaner.

Per doz.  
4-oz. cans \$ 0 90  
6-oz. " 1 35  
10-oz. " 1 85  
Quart " 3 75  
Gallon " 10 00

Wholesale Agent.  
ay, Limited, Toronto  
of Beef.  
IN & OIL, LTD.  
racket of Beef. Per case.  
3 doz. .... \$3 30  
1 " ..... 3 00  
1 " ..... 4 50  
1 " ..... 4 75  
1 " ..... 9 00  
LIPTON

### JELL-O CREAM POWDER

MAKING ICE CREAM  
 Pays 50¢ Profit  
Contains 2 doz. \$2.50  
Contains 2 doz. \$2.50  
Contains 2 doz. \$2.50  
Contains 2 doz. \$2.50  
Contains 2 doz. \$2.50  
Contains 2 doz. \$2.50  
Freight rate 2nd class  
Food.  
7-lb. tins .... \$1 25  
1-lb. tins .... 2 25  
1-lb. tins .... 1 25  
1-lb. tins .... 2 25



**Jams and Jellies.**  
BATGER'S WHOLE FRUIT STRAWBERRY JAM  
Agents, Rose & Laflamme, Montreal and  
Toronto.  
1-lb. glass jar, screw top, 4 doz., per doz \$ 20  
THOMAS J. LIPTON  
Prices on application.  
E. UPTON & CO.  
Compound Fruit Jams—  
12-oz. glass jars, 2 doz. in case, per doz. \$1 00  
2-lb. tins, 2 doz. in case, ..... per lb. 07 1/2  
5 and 7-lb. tin pails, 5 and 9 pails in  
crate, ..... per lb. 0 07  
7 and 14-lb. wood pails, ..... per lb. 0 07  
30-lb. wood pails, ..... " 0 06 1/2  
Compound Fruit Jellies—  
12-oz. glass jars, 2 doz. in case, per doz. 1 00  
2-lb. tins, 2 doz. in case per lb. .... 0 07 1/2  
7 and 14-lb. wood pails, 6 pails in crate  
per lb. 0 07  
30-lb. wood pails, ..... 0 06 1/2  
Pure Jams—1-lb. glass jars (12-oz.  
gem) 2 doz. in case ..... per doz. \$1 85  
**Jelly Powders**  
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.  
MacLaren Imperial Cheese Co., Limited  
GENUINE PURE FOOD CO  
**JELL-O**  
The Dainty Dessert  
Assorted Case, Contains 4 doz. \$8.50  
Assorted Case, Contains 2 doz. \$1.50  
Lemon (Straight) Contains 2 doz. \$1.50  
Orange (Straight) Contains 2 doz. \$1.50  
Raspberry (Straight) Contains 2 doz. \$1.50  
Strawberry (Straight) Contains 2 doz. \$1.50  
Chocolate (Straight) Contains 2 doz. \$1.50  
Cherry (Straight) Contains 2 doz. \$1.50  
Peach (Straight) Contains 2 doz. \$1.50  
weight 8 lbs. per case; freight rate 2nd class

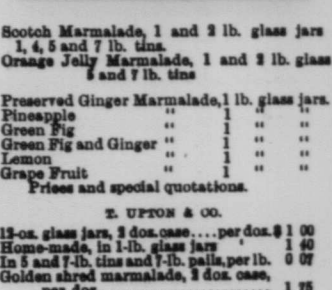
THE ROBERT GREIG CO.  
White wad, 15 flavors.  
1 doz. in handsome  
counter carton, per  
doz., 90c.  
List price  
'Shirriff's' (all  
flavors), per doz. 0 90  
Discounts on ap-  
plication.  
Lard.  
THE M. K. FAIRBANK CO. BOAR'S HEAD  
LARD COMPOUND.  
Tierces .... \$0 10  
1-lb. .... 0 10 1/2  
Tubs, 80 lbs. 0 10 1/2  
30-lb. Pails, 2 10  
30-lb. tins.. 2 00  
Cases 3-lb. 0 11  
" 5-lb. 0 10 1/2  
" 10-lb. 0 10 1/2



**Licorice.**  
NATIONAL LICORICE CO.  
5-lb. boxes, wood or paper.... per lb. \$0 40  
Fancy boxes (25 or 50 sticks).... per box 1 25  
" Blinged" 5-lb. boxes..... per lb. 0 40  
" Acme" pellets, 5-lb. cases..... per can 2 00  
" " (fancy boxes 60) per box 1 50  
Tar Licorice and Tolu wafers, 5-lb.  
cases..... per can 3 00  
Licorice lozenges, 5-lb. glass jars.... 1 75  
" 30 5-lb. cases..... 1 50  
" Purity" Licorice 10 sticks..... 1 45  
" 100 sticks..... 0 75  
Dulce large cent sticks, 100 in box....

**Lye (Concentrated).**  
GILBERT'S PERFUMED. Per case.  
1 case of 4 doz. .... \$3 80  
2 cases of 4 doz. .... \$3 50  
3 cases or more ..... 3 40

**Marmalade.**  
J. W. WINDSOR, MONTREAL  
Balmoral Brand  
SCOTCH MARMALADE ETC.  
Sootch Marmalade, 1 and 2 lb. glass jars  
1, 4, 5 and 7 lb. tins.  
Orange Jelly Marmalade, 1 and 2 lb. glass  
1 and 7 lb. tins  
Preserved Ginger Marmalade, 1 lb. glass jars.  
Pineapple " 1 " "  
Green Fig " 1 " "  
Green Fig and Ginger " 1 " "  
Lemon " 1 " "  
Grape Fruit " 1 " "  
Prices and special quotations.  
E. UPTON & CO.  
12-oz. glass jars, 2 doz. case... per doz. \$ 1 00  
Home-made, in 1-lb. glass jars 1 40  
In 5 and 7-lb. tins and 7-lb. pails, per lb. 0 07  
Golden shred marmalade, 2 doz. case,  
per doz. .... 1 75



**SHIRRIFF BRAND**  
"Imperial Scotch"—  
1-lb. glass, doz. 1 55  
2-lb. " " 2 80  
4-lb. tins, " 4 65  
7-lb. " " 7 35  
"Spredded"—  
1-lb. glass, doz. 1 90  
2-lb. " " 3 10  
7-lb. tins, " 8 25  
THOMAS J. LIPTON  
Prices on application.  
**Mince Meat.**  
Wetthey's condensed, per gross net ... \$12 00  
per case of doz. net ..... 3 00

ST. CHARLES CONDENSING CO.  
PRICES:  
St. Charles Cream, family size; per case \$4.7  
" hotel..... 4.90  
Silver Cow M. k. .... 5.00  
Purity Milk..... 4.10  
Good Luck..... 4.30

**Mustard.**  
COLMAN'S OR KERN'S.  
D.S.F., 1-lb. tins..... per doz. \$ 1 40  
" 2-lb. tins ..... " 2 50  
" 1-lb. tins ..... " 5 00  
Durham 4-lb. jar..... per jar. 0 75  
" 1-lb. jar..... " 0 25  
P. D. 4-lb. tins..... per doz. 0 85  
" 1-lb. tins..... " 1 45

**Olive Oil.**  
LAPORTE, MARTIN & CHE, LTD  
Minerva Brand—  
Minerva, qts. 12's ... \$5 75  
" pta. 34's ..... 6 50  
" 1-pt. 34's..... 25  
**Sauces.**  
PATERSON'S WORCESTER SAUCE.  
Agents, Rose & Laflamme, Montreal and  
Toronto.  
1-pint bottles, 3 & 5 doz., per doz. .... 0 90  
1-pint " 3 doz. .... 1 75  
Prices on application.  
THOMAS J. LIPTON

**Soda.**  
COW BRAND.  
DWIGHT'S  
BAKING SODA  
Case of 1-lb. contain-  
ing 60 packages per  
box, \$3 00.  
Case of 1-lb. (con-  
taining 120 pkgs.  
per box, \$3 00.  
Case of 1-lb. and 1/2-  
lb. (containing 30  
pkgs. per box, \$3 00.  
Case of 50 pkgs. containing 30 pkgs. 1 per  
box, \$3  
MAGIC BRAND. Per case  
No. 1, cases, 50 1-lb. packages..... \$ 3 75  
No. 2, " 120 1-lb. " ..... 3 75  
No. 3, " (30 1-lb. " ..... 3 75  
No. 4, " (30 1-lb. " ..... 3 75  
No. 5 Magic soda—cases 100—10-oz. pkgs.  
1 case ..... 1 25  
5 cases ..... 1 75



# THE EXETER CANNING AND PRESERVING CO., Limited

## EXCELSIOR BRAND

Peas, Corn, Tomatoes, Cherries, Gallon Apples, Plums, Pumpkins, etc., meet the most exacting requirements of the trade and on these goods we have interesting prices for quick acceptance.

The Exeter Canning and Preserving Co., Limited., - Exeter, Ont.  
S. M. SANDERS, Manager

Unequaled in Quality  
and a Producer of Permanent Profit

# QUAKER

## Canned Goods

THE BLOOMFIELD PACKING CO.  
BLOOMFIELD, ONT.



### CAPSTAN Brand High-Grade Tomato Catsup

Put up in 10, 16 and 20 oz., bottles of a new design and is very attractive. This catsup is far superior to many others and is giving perfect satisfaction.

Sold By all Wholesale Dealers.  
Once Sold Always Asked For.

THE CAPSTAN MFG. CO.  
TORONTO, CANADA.

### We Distribute Cars

Ship your goods in car lots in our care, Mr. Manufacturer, and we will distribute them among your customers. We have a large warehouse with excellent track facilities and we make a specialty of this class of work.

Correspondence Invited.

**R. B. Wiseman & Co.,**  
123 Bannatyne Avenue East WINNIPEG, MAN.

Manufacturers' Agents and Brokers.  
Open to handle one or two more lines of groceries or fruit.

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S.A.

WAYS.  
Winnipeg and Ceylon.

Wholesale.	Retail.
Capital Household, 1's and 1/2's	0 39
Old Count 7, 1's and 1/2's	0 35
5 o'clock, 1's and 1/2's	0 42
1/2 B, 1's and 1/2's	0 75
1/2 B, 1's and 1/2's	1 00

at all our branches in Canada.

THOMAS  
WOOD & CO.  
Montreal and  
Boston

wholesale	reta
lb. . . . .	0 40
lb. . . . .	0 35
lb. . . . .	0 30

All grades—either

also.

ACCO CO., LIMITED	
6s. and 12s.	\$0 48
nd 3s.	0 60
	0 50
	0 15
12s. and 6s.	0 45
3s.	0 45
1s.	0 51
1s.	0 56
nd 12s.	0 45
bars, 6s.	0 45
6s. and 12s.	0 53
nd 12s.	0 46
12s.	0 47
12s.	0 58

s. QUEBEC.

r thousand.	
1-10	\$15
0	25 00
0	33 00
0	35 00
1-10-1-40	55 00
Finos. 1-30	75 00

bacons.

—1-6	0 40
	0 65
	0 68
6, 1-lb tins	0 75
1-lb "	0 70
1-lb "	0

y Remedies.

YOUNG	
	\$13 00
osen	0 00

east.

cont. pgs	\$1 1/2
3 den. in case	1 1/2



THE CANADIAN GROCER

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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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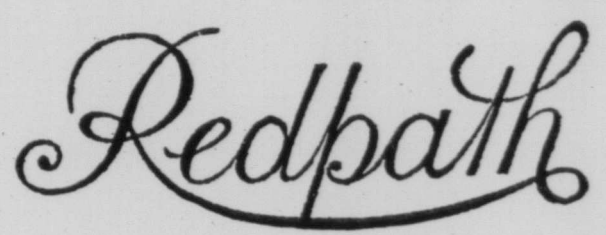
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