

CANADIAN GROCER

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

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

VOL. XXIII.

PUBLICATION OFFICE: TORONTO, OCTOBER 29, 1909.

NO 44.



The most appropriate and healthy
food for young and old during the
next few months is

ROBINSON'S PATENT BARLEY

Selling food products is your busi-
ness—selling the best is your policy—

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

Agents for the Dominion of Canada

“Crown” Brand Table Syrup

has made such a remarkable success that grocers
and general merchants throughout Canada now
make it their leading Syrup.

It pays you to inquire for it from your jobber.
Do so and insist upon getting “Crown” Brand.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont.

Works, Cardinal, Ont.

164 St. James St., Montreal



THE SURE SELLER. WHY?

"SURPRISE" Soap is sold before it ever goes into your store.

You never have to think about bad soap stock if it is "SURPRISE," because everybody knows that "SURPRISE" is the best laundry soap in the country.

To you it is as negotiable as government bonds or coin of the realm.

"SURPRISE" is a bigger seller this year than it was last year, and it will be still bigger as the country's population increases.

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

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On The Square

“Thistle” Canned Fish

Haddies packed under the “Thistle” brand are in lined tins. Absolutely clean, superior in flavor, because canned where caught. The favorites, because the choice of folks who are particular to always get the best.

Olsen & Kleppe Sardines

Quality Sardines that are packed “on the square.” The “Albatross” brand for those who prefer small fish—the “Ambrosia” (equally as fine) for those who want fish a trifle larger. Packed in Norway and packed with scrupulous care, in pure Olive Oil.

Griffin & Skelley Fruits

Whether dried or canned, the “Griffin” brand of fruits is always the same high quality—the natural flavor is never wanting. Raisins, seeded or seedless, White and Green Asparagus, Prunes. The “Griffin” Brand assures that absolute satisfaction coincident with being “always on the square.”

*I*F the line hangs plumb then go ahead and lay the foundations of business—if the spirit level rests fairly and squarely in the centre—then go ahead. If each timber in your structure dove-tails and is “on the square,” then too go ahead.

Be “on the square” with “quality.” Do not deceive yourself if the line hangs out of plumb, the spirit level be out of centre or the timbers fail to dove-tail.

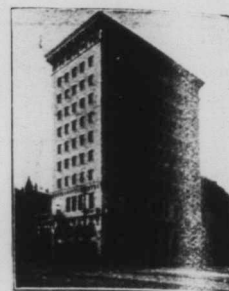
“Be on the square” for your own and your customers’ good.





Montreal Office

Manufacturers' Agents and Brokers' Directory



Winnipeg Office

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.

Oh! You Manufacturers

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

G. WALLACE WEESE

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

Canadian Manufacturers and Exporters:

Are you aware of the fact that there are 41 millions Irishmen prepared to buy Canadian Goods? Don't you want some of this business? You can get into touch with 5,000 distributors every week by advertising in THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES JOURNAL, the best known general store and grocery paper in Ireland. Write for sample copy and particulars to

10, Garfield Chambers, Belfast, Ireland

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

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

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

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

Largest and Finest Pure Whole Skinless Codfish "Royal Crown" in 100 lb. boxes.

Distributing Sole Agents

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

WAREHOUSE ACCOMMODATION IN OTTAWA

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

Special rates for large quantities

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

J. R. Routh, Manager.

D. STAMPER

Wholesale Grocery, Fruit and Confectionery Broker.

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

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

CLARE, LITTLE & CO., WESTERN DISTRIBUTORS

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

SASKATOON,
Western Canada

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines

Selected Raisins,

Currants,

Evaporated Apples.

Prices Right.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

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

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER WHOLESALE
BROKER, and MANUFACTURERS'
AGENT

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

Yours truly,
G. C. WARREN

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885.

W. G. PATRICK & CO.

Manufacturers' Agents
and
Importers

29 Melinda Street, Toronto

MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale
Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ON SPOT

Finest Bordeaux Whole Halves
SHELLED WALNUTS

New Three Crown Shelled Almonds

LIND BROKERAGE CO.
23 Scott Street Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and
Manufacturers' Agents.

WINNIPEG, - - - MAN.

Domestic and Foreign Agencies Solicited.

J. P. THOMAS

25 St. Peter St. QUEBEC

Open to represent another progressive house in this territory. All connection and highest references.

Write me to-day.

TO

Brokers and Manufacturers' Agents

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

Write for particulars to

The Canadian Grocer

Montreal Toronto Winnipeg

NEW SEASON'S GOODS for Immediate Shipment

WE CAN TAKE CARE OF YOUR ORDERS FOR

CURRANTS, FIGS, DATES, PEELS
CALIFORNIA PRUNES, PEACHES AND APRICOTS

RAISINS

California Seeded, Valencias, Malaga (Table), Sultanas

OUR PRICES ARE RIGHT

EBY-BLAIN, LIMITED

Wholesale Grocers - - - TORONTO

Worth Digesting

MR. GROCER,

Have you ever stopped to think over the question as to which of the most popular Package Teas gives you the best returns? Compare our prices against other package teas you are handling. We think you will soon see, with the popularity Blue Ribbon Tea has with the General Public to-day, that, if you are not handling our lines, it would be to your advantage to do so.

25c.	grade costs you	20c.	for 1 lbs.
25c.	" " "	21c.	for ½ lbs.
30c.	" " "	24c.	
35c.	" " "	25c.	
40c.	" " "	30c.	
50c.	" " "	35c.	
60c.	" " "	42c.	
80c.	" " "	55c.	
\$1 00	" " "	70c.	

THE BLUE RIBBON TEA CO, Limited
266 St. Paul St., MONTREAL

THE WISE GROCER

looks to the future more than to the immediate present. There are lines of canned fruit and vegetables on which larger profits can be made but there is none that equals in quality, cleanliness or flavor the

RIVERDALE BRAND

The LAKESIDE CANNING COMPANY, Limited

WELLINGTON, ONTARIO



By Special royal permission.

Brand Norwegian Sardines

you will be handling a line of canned fish that have won the public favor by their purity, freshness, and excellence in packing. Are you stocking them?

J. W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, HAMILTON, ONT.

It is of grave import—

to you that your stocks in such an important line as sardines should be of the most reliable and satisfactory kinds. And by stocking

“King Oscar”

BROOMS

We Make

Brooms of Quality

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

Walter Woods & Co.

Hamilton and Winnipeg

The Canning Season Is Now Over

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

Can Still Book a Few Assorted Cars of the Following :

VEGETABLES

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

FRUITS

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

Write us at once for prices on assorted cars.

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

Keep this in mind and write us for price.

ESSEX CANNING AND PRESERVING CO., LIMITED
ESSEX, ONTARIO

CANNED LOGIC

THE ONLY REASON

Some one doesn't put up as good goods as we do is because they can't. The only reason we don't put up better goods than we do is because we can't : : : : : :

If some other grocer is selling **OLD HOMESTEAD BRAND CANNED GOODS** and you are not, some other grocer is selling a better brand of canned goods than you are.

If you have a customer who isn't buying **OLD HOMESTEAD BRAND**, you have a customer who isn't getting the best, and her only reason is that she doesn't know. But you do know, and should make money out of your knowledge.

Tell your customers about the absolute purity, excellence of quality and skilled packing of **OLD HOMESTEAD BRAND**. You will be handling a real profitable trade if you do.

Old Homestead Canning Co.
PICTON - - - - - ONT.



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Goodwillie's PURE FRUITS IN GLASS

- Q Possess that exquisite delicacy of flavor which arouses a desire for more which must be satiated.
- Q If you make yourself the original vendor of GOODWILLIE'S it is to you the customer will return, and, with her request for "more GOODWILLIE'S," she will leave her order for other groceries.
- Q Have you customers coming back for GOODWILLIE'S? You should and can.

*You Can Secure Prices
From Your Wholesaler.*

Rose & Laflamme, Ltd. - Montreal and Toronto
AGENTS

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS
currant on the market.

"NARCISSUS," fine FILIATRA currants,
"NAUSIAA," fine FILIATRA cleaned
currants

and importers and distributors of

highest grade PATRAS and VOSTIZZA
currants.

We aim to give the trade the best grades
of currants obtainable from season to season.

We solicit the opportunity to quote on
your CURRANT needs at all times.

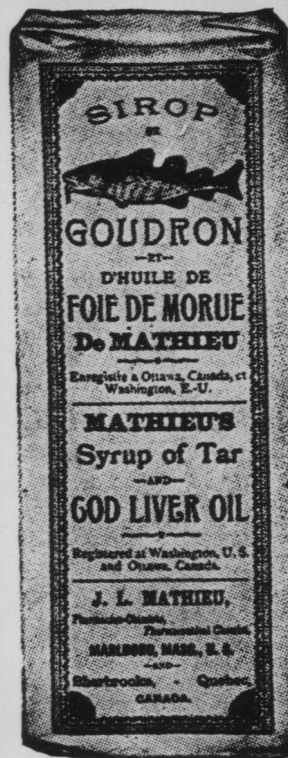
CANADIAN REPRESENTATIVES:

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

GREEK CURRANT CO.

260 West Broadway, - NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE



WHY YOU SHOULD SELL MATHIEU'S SYRUP

of Tar and Cod Liver Oil

REASON NO. 1

Nine out of every ten people when
troubled with a cough or cold call
for Mathieu's Syrup.

Hence there is no time wasted
in selling it. It almost sells itself.
This is the result of its exceptional
curative properties in all chest and
throat complaints - backed up by
good advertising.

This advertising consists of

1. Our newspaper campaign.
2. One person recommending
it to another, and probably
telling him that he got it at your
store.
3. Dealers who know a good
article when they see it and
gladly recommend it to their
customers and friends.

Let us have an order from you
to-day.

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

Sold by wholesale trade everywhere
Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners,
Winnipeg, Edmonton, Vancouver.

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

If
you
have
not
ordered
QUAKER SALMON

It is
high
time
that you
should!

MATHEWSON'S SONS

Wholesale Grocers
202 McGill St. : : MONTREAL

**Ginger-Bread
BRAND
Molasses**

(The Best There Is)

Produced and sold under the British flag

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

RESULTS

Satisfied Customers

Increased Sales

**Dominion Molasses Co.,
LIMITED**

Hallifax, - Nova Scotia

OK
THE
**COLD
MEAT
SAUCE**

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

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

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



Harmless

Antiseptic

Are you handling the original magic hand
cleanser

— SNAP? —

There is nothing to equal it for the rapid chas-
ing of dirt, grease, paint or tar from soiled
hands. Sells at sight. Profitable to handle.

Order from your jobber.

The Snap Co., Ltd., - MONTREAL

HOUSE CLEANING

becomes a pleasure instead of being a monotonous drudgery when the housewife has the helping hand of

ASEPTO SOAP POWDER

(The enemy of dirt)

The housewife will be indeed friendly disposed towards your store if you can only get her to use ASEPTO—the housewife's friend.

STOCK UP AT ONCE—
There's Money in It For You

ASEPTO MFG. CO.
ST. JOHN, N.B.



THIS TIN CONTAINS

100%

PERFUMED - POWDERED

LYE

THE QUESTION OF QUALITY BEING SETTLED, WHAT ELSE INTERESTS YOU?

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

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

A TIN WITH ROTATING COVER AND SIFTING TOP

YOU WANT MORE PROFIT

YOUR CUSTOMERS MORE PURE GOODS

OPPORTUNITY OFFERS

TAKE IT TO-DAY

WHITE SWAN SPICES AND CEREALS LIMITED
TORONTO



Made
in
Canada

Disputed
Accounts
A
Thing of
The Past

With the **McCASKEY REGISTER SYSTEM** your customers have a complete itemized combination bill and statement of every purchase—balance brought forward and totaled down to the minute and ready for settlement without making another figure.

If companies operating from six to eighteen stores buy one register to test it and then supply all their stores, is it not good evidence that the **McCASKEY** is saving them money?

Over fifty thousand in use

THE McCASKEY GRAVITY ACCOUNT REGISTER has fewer parts to get out of order, is stronger built and easier to operate than any register made.

You are paying for a register in losses every day you do without one.

Information is free. Let us tell you about the **McCASKEY**. A Postal will do.

DOMINION REGISTER COMPANY, Limited

Successors to the McCaskey Register Co. in Canada

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



Reindeer Milk
and
Jersey Cream

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

To the Trade:

THAT
**CEYLON
TEA**

HAS THE CALL,—

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

IS

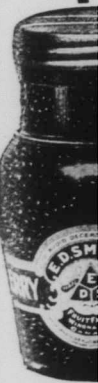
Convincing Evidence

THAT

Ceylon Tea is the Best

AND THAT

Ceylon Tea is the Cheapest



The most insistent demand



of the present day is for absolute purity in all foodstuffs, and to this demand

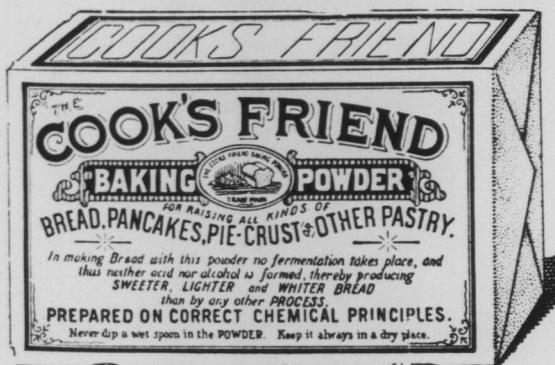
E.D.S. BRAND JAMS and JELLIES

cater most honestly and happily. Of proved purity (Government Analysis finds them 100%), they are just the line to handle to reach and retain the better-class trade. Order to-day.

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

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

A LEADER FOR OVER 50 YEARS



W. D. McLAREN, LIMITED
Manufacturers
583-585 St. Paul Street - MONTREAL

Mr. Grocer :

When buying canned goods always remember that

"CANADA'S PRIDE"

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

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

To be had of the following wholesale grocers :

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

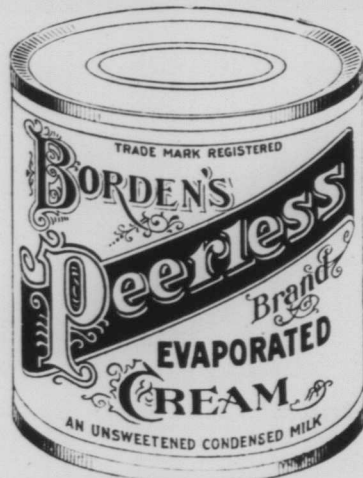
PACKED BY

THE NAPANEE CANNING CO., Ltd.

W. A. Carson, Manager

NAPANEE, ONTARIO

Borden's
New Size
Package



"Peerless Brand"
Evaporated
Cream

Retails at 5c.

\$2 per case of 4 doz.

UNSWEETENED

ORDER NOW

BORDEN'S CONDENSED MILK COMPANY ESTABLISHED 1857

WILLIAM H. DUNN

Montreal and Toronto

Scott, Bathgate & Co., Winnipeg, Man. Shallcross, Macauley & Co., Calgary, Edmonton, Vancouver and Victoria, B.C.

Canada First

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



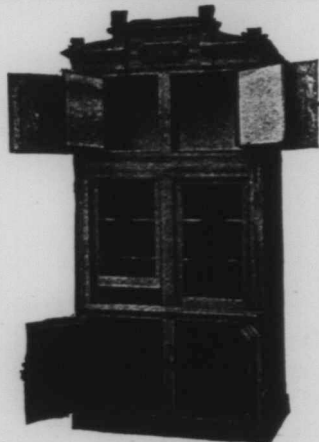
Evaporated Cream

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

ORDER FROM

YOUR JOBBER.

The Aylmer Condensed Milk Co., Ltd., Aylmer, Ont.



The
**"ARCTIC"
REFRIGERATOR**

has proved and is still proving uniformly and completely efficient.

The system of construction gives a perfect circulation of cool, dry air.

Get our Catalogue and Discounts

JOHN HILLOCK & CO., Ltd.
154 George St., Toronto

**Never had a can of
milk returned to us yet**

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

Write for prices

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

See that broom !

Read its Wrapper! Remember the Maker's Name!

In buying a Broom you should look for strength, elasticity, durability and selected materials.

You will find them all in the

PANSY BROOM

in the manufacture of which only the highest grade of broom corn is used. You can influence the better class family trade to your store by handling quality articles like PANSY BROOMS. Ask for our price list.

Buy from the makers

H. W. Nelson & Co., Ltd.
TORONTO, - CANADA



**"White Dove"
Cocoanut
Purest and Best**



Proved by Test

MADE BY
W. P. DOWNEY
MONTREAL

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

MONTREAL BUSINESS

is worth going after. If you are not represented here correspond with us. If your proposition is a good one we will take it up

Snowdon & Borland
Manufacturers' Agents
34 Guardian Building :: MONTREAL

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

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.**



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

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

OLIVES!! ONCE A LUXURY, NOW A NECESSITY

OUR LINES ARE:

Manzanillas, Queens, Club House, Nutoliv
Pitted, Celery Stuffed, Pimento Stuffed

SELECTED FIRST QUALITY FRUIT ONLY. PACKED TASTILY IN NEAT GLASS PACKAGES AND IN BULK.

FOR SALE BY ALL JOBBERS FROM COAST TO COAST.

GORMAN, ECKERT & CO., Limited

LONDON

LARGEST PACKERS OF OLIVES IN THE BRITISH EMPIRE.

WINNIPEG



When she asks for salt she means, of course,

Windsor Salt

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

Are you prepared to supply her?

The Canadian Salt Co.

Limited

Windsor - - - Ontario

SUGARS

The best are the cheapest.

Ask for, and see that you get

Redpath

Extra Granulated

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

IT WILL PAY!

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

Winter Festivities!

The supper table is incomplete without

SHIRRIFF'S JELLY POWDERS

They produce instantly that sparkling, pure and natural flavored Jelly which delights the dainty housewife.

See that your shelves are well stocked with

SHIRRIFF'S Jelly Powders, Essences and Marmalade.

They are sellers all the time!

Imperial Extract Co.

18-22 Church St., Toronto

ESTABLISHED OVER 200 YEARS

CHAMPION'S

IS THE BEST VINEGAR

LONDON, ENGLAND MADE FROM THE FINEST MALT
COMMANDS A PREFERENCE OVER ALL OTHERS

AGENTS

W. S. Clawson & Co., South Wharf, St. John, N.B.
Green & Co., 25 Front Street East, Toronto

W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
R. Robertson & Co., 25 Alexander St., Vancouver, B.C.
Snowdon & Borland, Room 34, Guardian Building, Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars



SOAP SENSE

is a sense very much akin to common sense which comes to a grocer after a while and tells him his best interests are served by handling only soaps whose quality and purity are known and proved. Such a soap is

WONDERFUL SOAP

which will establish confidence and build up your general connection. The public is getting wise and will rather pay a little more for a good article than pay through the nose for premiums. We sell the good article and offer no premiums.

Send for quotations.

THE GUELPH SOAP COMPANY

GUELPH

ONTARIO



NEW SEASON'S

Fine Old English Mincemeat and Plum Pudding

NOW READY FOR DELIVERY

Send in your orders quickly, please.

WAGSTAFFE, Ltd.

Pure Fruit Preservers

Hamilton, - - Ont.

At the Ottawa Exhibition, Wagstaffe, Ltd., were awarded a diploma for having the finest selection of preserved fruits.

R. B. Wiseman & Co.

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

Warehousemen, Forwarding Agents and Wholesale Brokers

We make a specialty of distributing car lots. Goods stored at reasonable prices. Our facilities are unequalled. Warehouse situated in the wholesale district. Consign your cars to us, and we will look after everything. This is our business, having been established for years. If interested, we will gladly furnish you with a list of satisfied customers.

Reference—Bank of Ottawa, Winnipeg



A GOOD SALE!
A QUICK TURNOVER!
A GOOD PROFIT!
for grocers selling

"Soclean"

The Dustless Sweeping Compound

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

BUY FROM YOUR WHOLESALER

or

The Harnett-Ridout Company

Manufacturers TORONTO
Manufacturers Sales Co., Eastern Sales Agents
314 Birks Bldg. Montreal

GOOD COFFEE

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

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

AURORA COFFEE

is. The best that money can buy. It retails at 40 cents and leaves you a margin for yourself that is worth while—something to justify your buying the brand and introducing it to your customers. Don't lose this chance.

W. H. GILLARD & CO. Wholesale Grocers Coffee Importers **HAMILTON**
BRANCH HOUSE: SAULT STE. MARIE

A reputation for selling only high-class goods is one of the most valuable assets any storekeeper can possess. Keeping always in the front

**STERLING
Brand
PICKLES**

is one sure way of building up this kind of reputation. "Sterling" goods have met with popular favor from the Atlantic to the Pacific.

Made in Canada by

The T. A. Lytle Co.

Limited

Sterling Road :: TORONTO, Can.

You might as well have
first-class

**Rubber
Stamps**

at reasonable and
=Reliable Prices=

Send us an order for Rubber Stamps and see the difference between what you have been getting.

**Hamilton Stamp and
Stencil Works, Ltd.**

HAMILTON,

ONTARIO

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.

**(Our Own New Modern Cold Storage
Plant Just Completed.)**



**MCLEAN'S
WHITE MOSS COCOANUT**

A pure cocomanut of many years' manufacture, which will satisfy your most critical customers. The paying cocomanut to handle.

**The Canadian Cocomanut Company
Montreal**

Tartan
BRAND

IN STORE

Finest Selected Valencias, Sultanas, Malaga Raisins, all kinds
Finest Figs, Peels, Apricots, Peaches, Nectarines
Finest Shelled Almonds, all grades
Finest New Santa Clara Prunes
New Labrador Herrings, Mackerel
New Sea Trout, Holland Herrings, etc.

Phone or write for quotations
Long distance 596 free to buyers

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



Money in This?
WELL, RATHER

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

Holland Rusks

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

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

If your jobber cannot supply you, please notify

McGREGOR SPECIALTY CO.
672 Yonge Street, TORONTO



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

St. Lawrence
Sugar

GRANULATED

and

GOLDEN YELLOWS

made only from
the choicest West India Crystals

SOLD BY ALL WHOLESALE GROCERS

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

Club Jelly Powders

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

ALL FLAVORS

NEAT CARTONS

S. H. EWING & SONS, Montreal and Toronto

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AGENCIES WANTED.

A WHOLESALE FIRM in Vancouver, B.C., with an established connection is open to handle one or two first-class agencies in the grocery and confectionery line. Highest references. Box 349, Vancouver, B.C. (48p)

BOOKS FOR THE GROCER.

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COUNTER CHECK BOOKS.

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

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ADDING MACHINE.

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

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

INSTALL an Otis-Fensom Hand Power Elevator. Costs only \$70. Merchants and other business men can turn a second story lumber room into a properly equipped warehouse, leaving ground floor unhampered by reserve stock, packing cases, etc. When power is available, we suggest a belt-driven elevator operated by motor or line shaft. Write for catalogue containing illustrations of the different kinds of elevators we handle. Otis-Fensom Co., 1401 Traders Bank Building, Toronto. (tf)

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

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THE "Kalsmazoo" Loose Leaf Binder is the only binder with a flexible back. There are no exposed metal parts to injure the desk. It is a book, not a box; and will hold firmly ten sheets or a thousand sheets—just as many as you actually require and no more. The book is stronger than any other, the alignment perfect, the sheets lie close to the desk, and the writing surface is flat. Booklet on request. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE ability of your hand-writing as well as the ease and speed with which you execute it are matters of great importance. They are also matters of pen point. Use "Crucible" Steel Pens and settle the matter. 15 different styles. Ask your dealer for free samples and pick out the pen you want. If he cannot supply you ask us and we will send samples by return mail. The Copp, Clark Co., Ltd., 64-66 Front St. West, Toronto.

THOUSANDS OF DOLLARS go astray in the mails every year. YOU should therefore insure against a possible loss by sending YOUR remittances by Dominion Express Company Money Orders and Foreign Drafts. If delayed, lost or stolen, a refund will be promptly arranged or a new Money Order issued without further charge. The Dominion Express Company also transfers money by telegraph and cable and buys and sells foreign money. If you want to send money to any part of the world the Dominion Express Company will be pleased to accommodate you. Hundreds of agencies throughout Canada. (tf)

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

YOUR CHEQUE CAN'T BE RAISED to any amount above that which you intend to cover if you use the PROTECTOGRAPH. This device stamps a line such as "Not over ten dollars, \$10," with acid proof, indelible ink which penetrates right through the fibre of the paper. This device is being used by 90 of the Banks of Canada and the United States, as well as the treasuries of both countries. Write for full particulars and price. W. E. Parker & Co., Sole Canadian Agents, 37 Yonge Avenue, Toronto, Ontario.

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Write-press Company, Limited, 33 John St., Hamilton, Ont. (tf)

JUST NOW we are holding a special sale of second hand typewriters. All makes are represented. Underwood, Remingtons, Oliviers, Empress, Smith Premiers, etc. They have been carefully rebuilt and are in good workable, wearable condition. The Monarch Typewriter Company, Limited, 98 King St. W., Toronto, Ont. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment, will interest you—there's nothing like it on the market. That's why we sell so many. All kind of supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

SILENT SALESMEN as represented by your show cases and fittings work all the time, show all the goods and make sales unaided. Efficient display half sells any article, and our illustrated catalogue has points of interest in this direction for every merchant. Write for it to-day. Dominion Office and Store Fittings Co., Ltd., Dept. E., London, Ont. (tf)

YOU don't buy a National Cash Register—It pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

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

FOR SALE—Cash grocery business in good Saskatchewan town on C.P.R. main line. Good district; excellent crop; \$2,500 stock; \$1,500 will handle. Building solid brick, for sale or rent, easy terms. Clear profit last year \$2,200. Address Box 316, CANADIAN GROCER, Winnipeg. (49p)

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Messrs. Gordon, McDonald & Co., 67 Cross Lane, East, cheap, London, invites correspondence, either from Exporters of Canadian produce or Importers of general groceries. From their long experience in Glasgow, Liverpool, and London, they have a wide and comprehensive knowledge of both trades on every side. All goods imported paid cash against documents. References to Montreal firms with whom we have done business for many years. Cable address, "Domble." Codes "A B C," fifth edition, Riverside and Adams.

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Established 1878. 10 North John St. LIVERPOOL, ENGLAND. Splendid connections and references. Try us with a shipment of CANNED GOODS. T. A.—Scott's, Liverpool

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“Compare our Coffees with others at similar prices and you must admit that

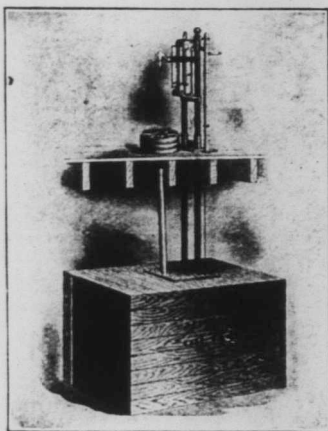
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are the best value on the market to-day.”

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Saves Money at Every Point



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CELLAR OUTFIT

The Bowser Self-Measuring Oil Tank prevents the loss or waste of a single drop of oil—and oil is money.

The Bowser enables you to wait on customers in one-tenth the usual time—and time is money.

The Bowser eliminates almost all the labor usually required to care for the oil—and labor is money.

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Write us for catalog 5044. It is free.

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We will establish YOU in a good-paying business of your own. Profits right from the start, and Prizes. No money required to begin. We will mail to you FREE 5 copies of our publication. These can be sold and will provide the capital for the next week's supply. The work is easy. You be sure to write at once and we will send you 5 copies for next week and everything necessary.

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The
Condensed Ads.

on page 18

will interest you

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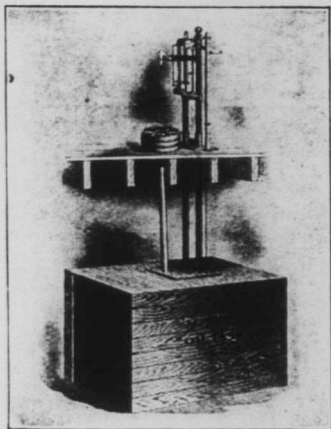
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on page 18

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INDEX TO ADVERTISERS

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Making Successful Salesmen from Your Employees

Salesmanship an Art and Must Be Studied—How to Overcome the Opposing Attitudes of Customers—Avoiding the Causing of Displeasure to Them—Personal Appearance Should be Kept in Mind.

By Frank Farrington.

There are plenty of clerks in retail stores who are ambitious to develop into first-class salesmen. There are plenty more who don't care if they develop into first-class stoughton bottles. There is a middle class that can be developed into salesmen if some energetic mind takes them in charge.

Salesmanship is the ability to sell goods. It ought to be the ability to sell goods so that they will give satisfaction to the buyer.

If there is a secret of successful salesmanship, that secret is courtesy. Courtesy has not a very scientific sound. It seems to incline more towards the opposite pole. The reason that it sounds wrong in that connection is that we confuse in our minds courtesy and politeness, two terms which are not interchangeable—not by a good, long shot.

To be courteous is to think of the feelings of another, to view any transaction from the other's point of view, and to incline toward generosity. To be courteous is to be polite at heart.

The form of salesmanship that was considered best fifty years ago was the kind based upon the every-man-for-himself principle, if that is a principle. When the buyer and the seller came together it was a case of "dog eat dog," or "diamond cut diamond"; and the plan worked out more satisfactorily than it would now because every man who set out to buy expected to be "trimmed" if the seller proved to be the sharper man. Nowadays there are so many men in the business of selling things "on the level" that the fellow who tries to follow the old method soon finds himself stranded.

The Scientific Plan.

You positively cannot succeed now with any kind of salesmanship but the honest kind. No other sort is scientific, practical, or useful in any way. It would not seem that there is need to reiterate such a statement, but one meets constantly with young men who have yet to learn that straight honesty in selling is of paramount importance.

The retail clerk probably finds much less temptation to dishonesty than the traveling salesman, upon whose individual sales so much of his own and his firm's success depends. With the retail clerk the failure to make a sale is usually simply so much less profit for his employer and makes no vital difference in his own immediate success. A lazy traveling salesman realizes that his tenure of job is affected by every failure and by every success. He knows that to land a good prospect to-day is a feather in his cap to-night, while to wait to land him next trip may be a feather in someone else's cap before that next trip comes 'round. Consequently, there is great temptation to make the sale now, make it as big a sale as possible, and get the bird into the hand.

The value of honesty is in a direct ratio as the temptation to dishonesty. The more the temptation to trick the

customer, the more necessary it is that he be treated fairly. In the store a customer may be cheated in an unimportant sale and never know it. In a store many sales are unimportant. On the road many sales are relatively unimportant, but rarely so much so that that the buyer will not be permanently disaffected by unfair or dishonest treatment.

The retailer who is himself careless about the treatment of his customers will not stand a bit of the same treatment from his jobber.

Good salesmanship then seems to mean, among other things, honest salesmanship.

The reason that more clerks do not become salesmen is just the same reason that more men do not become successes. They do not try. Success is in most men, probably in all men in some degree, if they would but try to get it out.

Nine men in ten fail to make the most of themselves; not because they do not have the chance, not because they do not know or cannot find out how; but because they do not care enough about it to make the effort. The one ferment that must be implanted in a man's mind to make him struggle all his life for success is that of ambition. Once get ambition seething in a man's brain and it stands a good chance to make him amount to something. Without that desire to surpass, to get ahead, to lead the whole procession or some division of it, he stands little chance of ever leading anything.

You can become a good salesman even if you at first lack all the prime essentials. There are men born with the selling ability in their mouths, like the traditional gold spoon. And to be born with an obvious talent is a thousand times better than being born with a mouth full of gold spoons. But better be born with energy, enthusiasm, ambition and no talent than with a talent and no ambition to make that talent of value.

We know plenty of men who have a talent that ought to be making them leaders. They are straggling along somewhere in the rear. They are hanging over bars or holding down the extra chairs in front of cheap hotels, just because they haven't the determination, or even the desire, to get to work with their talent.

Would you be a salesman? Then make up your mind that you will be a salesman, and set about becoming one, and no man shall stop you. Will power is greater than the greatest obstacle.

Study people. Study your customers. Study yourself. The greatest study for the man who is to handle people is people. The only way to succeed with this

study is to keep at it until success does come, until what in others seemed at first to be hypnotism becomes merely the knowledge of how to lead the mind opposed to you.

Salesmanship an Art.

In selling goods you meet with many variations of attitude. But after all they may be divided into two groups—the opposing attitude and the friendly or favoring attitude. The customer whose attitude is favorable requires no urging. He has come to buy a certain article and does not require encouragement.

The opposing attitude is what causes all the trouble and makes salesmanship an art instead of a mechanical process.

The status of the customer must first be discovered. It must be located as friendly or otherwise. If opposite, then comes the battle of the wits; your own striving to outreason the other, to show that the purchase is desirable, even necessary; the other striving to show that it is not necessary, that it is even detrimental.

The man or woman buying goods is interested in those goods more than in you or your methods. The effects or results of what you do will be what the customer will note in the end. The way you do it is unimportant to him. You must know as far as possible, and as intimately as your circumstances will allow, the personality of the various people to whom you are to try to sell goods. Extend your personal acquaintance just as far as it can be extended.

When you go into a man's office, or when he comes into your store, if you greet him with a cordial "Good morning," it will be pretty hard for him to turn you down in cold blood. If you simply give him a meaningless "Good morning," the greeting does not open the way to anything more. There is no personality in it for either the customer or yourself.

The harder you make it for the buyer to be cold and distant, the easier you make it to sell him goods. Get him warmed up to a point where he must take an interest in spite of himself, and the sale is pretty well sprouted.

What is back of the greeting and the smiling countenance has a great deal to do with the results it accomplishes. A customer may thaw out under a smiling greeting if it comes from a man who is pleasant spoken, well dressed, and correct in language, while from a chap in soiled linen and having a boisterous manner, ungrammatical speech, or an ill-smelling breath, or any one of a dozen unpleasant personal qualities, he may be repelled, no matter what the words are

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Avoid Displeasing a Customer.

Customers are of many kinds and many notions. They represent all varieties of temperament and disposition and no salesman may know what the particular idiosyncrasy of any one is until experience has taught him, perhaps too late.

There is only one way to avoid the possible displeasing of the customer, and that is to avoid doing or saying or being anything that could in any way be offensive to anyone. That is a pretty large contract, but like any other proposition that might be too much to handle, if you can't achieve perfection, come as near to it as you can. If you can't be perfect, be as perfect as you can.

With women it is especially necessary that the salesman avoid possible unpleasant mannerisms. An unpleasant voice may drive away trade. It can be prevented to voice culture, a few lessons from someone who knows how the voice ought to be trained. An evil breath can be prevented by a little care of the mouth, teeth, and stomach, and these ought to get care enough for that without waiting for the necessity of doing on account of customers.

Mourning bordered finger-nails call for prompt treatment or they will drive away fastidious trade. Same with unkempt hair, or collars and cuffs worn too long. Neatness is, or should be, a cardinal principle of salesmanship. Without neatness, a glib tongue and a knowledge of mankind can avail little.

NEW RAISIN TRUST.

A \$1,000,000 trust has recently been floated by California raisin growers to control the price of that fruit. A five year selling agreement has been signed by most of the men prominent in the industry. The organization took place at Fresno, Cal.

ANONYMOUS COMMUNICATIONS.

Sometimes anonymous letters find their way to one of the offices of The Canadian Grocer. These communications are usually of such a character that they could not be published unless we know the name and address of the writer; principally as a matter of good faith. Not long ago the Toronto office of The Grocer received a communication from someone signed "Baird Lovechild" with nothing else to indicate who the author was. It could not of course be published.

Every communication must bear the signature of the writer or firm expressing the opinion, not necessarily for publication but as a matter of good faith.

Original Methods of Orangeville Merchants

The Value of Treating Children Kindly — Grocer's Ideas on How the Delivery Department Should be Watched — Farmers Think They are Being Treated Unfairly—Advisability of Running an Honest Business.

Special correspondence.

Orangeville, Ont., Oct. 28.—The stores in Orangeville are, as a rule, well kept and are a credit to this town. They ought to be able to give the people in this part of the country nearly all the service they require. There are three merchants who handle groceries exclusively, and they are up to date.

Quite a number keep general stores and carry groceries as one of their lines. These stores are well managed and the different lines kept separate and in place.

All big things are made up of little things, and sometimes little things are big in themselves. A little girl came into one of these grocery stores recently and showed considerable bashfulness. The proprietor at once met her with a smile that only comes to a kind man's face, and said, "What can I do for you, Queeny?" When the little girl was served, and had reached the door she turned round to catch the eye once more of the man who had treated her so kindly, and then called out, "Good bye, Mr. —."

To treat children properly has a great advertising value, besides the satisfaction it brings through their thorough appreciation of kindness.

Evolution of Better Methods.

The aim to improve trade methods is apparent everywhere. Cleanliness is a special feature with all up-to-date grocers. One of the Orangeville grocers remarked that even the delivering has to be done in altogether a different style from that of some years ago. It is very well to have a clean store, but unless the delivery corresponds with the store, it spoils it all. It does not matter how neatly and carefully goods are put up, if they are delivered in dirty boxes, by a dirty slovenly driver, the customer will not be satisfied.

Another one, said, "I used to be a farmer, and I was laboring, like the most of the farmers are, under the impression that merchants were constantly taking advantage of us. Since I am in the retail business I have entirely changed my mind, and I now realize that honesty in business can alone make it a success." He, like many others, feels the necessity of cultivating a more friendly feeling and giving farmers a better understanding of trade conditions.

Trouble Caused by Ignorance.

Most men like to be fair, and if they appear to be unreasonable in business matters, they are simply ignorant of something they ought to know. Never in the history of Canadian merchandizing was there such an awakening to the im-

portance of truthful methods and practices in buying and selling. Through ignorance people are suspicious, and imagine they are not treated fairly, and they wander round, waste their time in search of something better than they can get at their own doors.

A certain writer says, "that a man in business who tries to conduct business on dishonest lines is a fool." This idea will be endorsed by every prosperous merchant, and on this fact the consuming public should be enlightened.

There is no system that can give the people in general as good service as the retail stores in towns and villages throughout the country, and if this is once understood, and prejudice and misconception removed, the people will naturally support their local stores, and will cease to support institutions which interfere with their best interests.

NO VINEGAR MERGER YET.

At a meeting of the leading vinegar manufacturers of Canada, held in the Windsor Hotel, Montreal, recently, it was decided to postpone any action regarding a merger until winter, as the bulk of the orders have already been placed for fall trade. In preparation for the spring it is expected a selling agreement will be entered into by the leading makers. At present, they claim, there is hardly a living margin in vinegars.

A report was published by a Montreal daily paper that there was to be a ginger ale merger. The foundation for the report was a meeting of several men in the trade, who have been holding such meetings for the past three years, with a view to protecting themselves from having other makers use their bottles. From all present indications the "merger" will not go beyond this stage for some time to come.

PERSONAL NOTES.

H. G. Connors, with A. H. Brittain & Co., Montreal, who has been operated upon for appendicitis, is well on the way to recovery.

R. J. Sharpe, with W. P. Downey, Montreal, is back from the Maritime provinces, and is now in Western Ontario, on a business trip.

T. Kusanobu, of S. T. Nishimura & Co., Montreal, is the proud father of another boy. He weighs nearly eight pounds, and has the distinction of being the third Japanese baby born in this city, all being children of Mr. Kusanobu.



An Interior View of the McDowell & Kinnis Store, Vancouver, B.C., Illustrating the use of Banners—Confectionery Show-cases, Computing Scale and Cash Register are Other Features.

Successful Methods Adopted by Canadian Grocers

Halifax Grocer Believes in Getting Rid of Old Stock Before the New is Offered For Sale—No More Late Saturday Night Deliveries in Bracebridge—How Enterprise and Advertising Helped Western Merchant—The Need of Proper Shelf Arrangement—Value of a Catch Phrase in Advertising.

Care in Advertisements.

Montreal, October 26.—So many grocers make the mistake of trying to put the names of half their goods in an advertisement. One of the most judicious advertisers among Montreal retailers recently commented on this fact. "I always specialize one or two good lines each issue and devote my space to their exploitation. It pays best in the end. People haven't time to use a magnifying glass on small type items."

Another Graft on the Merchant.

Chatham, Oct. 26.—Another means of levying tribute upon the merchant has just come to light, in the shape of the school "corn fair."

A couple of schools in this vicinity are this fall holding corn fairs under the auspices of the Ontario Corn Growers' Association. Recently representatives of the schools canvassed the merchants here for prizes for these fairs.

President Westman of the Retail Merchants' Association was among those canvassed, but stuck to his guns, resolutely refusing a donation of any kind, though he was, it is understood, threat-

ened with the loss of a substantial plumbing job if he didn't comply with the request. A few merchants contributed, though contributions seem to have been given chiefly by non-members of the association, the members backing up the president in his refusal to contribute.

The matter was discussed at the R. M. A. meeting last week, when it was unanimously decided that the "corn fair" came under the ban of the association, which some time ago decided that members must not give prizes of any kind.

A Coffee Window.

Chatham, Oct. 26.—A coffee window was featured in H. Malcolmson's grocery last week, which, while simply designed, attracted considerable attention. Mounted on a box at the back of the window was placed the firm's handsome new electric coffee grinder, flanked on each side by bags of green or unroasted coffee beans. In front of this were ranged wooden basins containing, respectively, green and roasted Mocha and green and roasted Java coffee beans. Each variety was conspicuously labeled, the whole forming a sort of object les-

son in coffee. A basin of the Mocha and Java mixture, unground, which retails at 40c. a pound and which is one of the firm's best lines, was also displayed, in addition to cheaper lines.

The display attracted much attention from the very fact that it was something away out of the run of the ordinary, highly colored window display.

Sweet Potatoes in Kent.

Chatham, Oct. 26.—There was recently on exhibition in E. R. Snook's grocery here a sweet potato grown upon the farm of Jas. Livingston in Harwich township, a few miles from Chatham.

The sweet potato was propagated from one of the ordinary southern tubers, being sown at the same time and in the same manner as Mr. Livingston's Irish potatoes, and cultivated in much the same way. The sample shown, which was one of a number raised, weighed 4½ pounds. It was considerably larger than the usual run of imported potatoes, and instead of being brownish yellow was rather pink in color.

It is possible that farmers here will experiment more largely with the crop next year.

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Unfair to Country Buyers.

Bracebridge, Oct. 26.—A short time ago there was a holiday here to allow all who wished to accompany the lacrosse team to Toronto to plan a final game. The habit of closing stores other than on legal holidays is considered to be entirely wrong by many merchants here. The towns-people, of course, know all about the holiday and prepare themselves accordingly. But its unfair to the country folks who drive miles to town on shopping trips only to find the "closed" sign hanging out.

Clearing Out Old Stocks.

Halifax, October 26.—"I have great difficulty" remarked a large retail grocer here, "to get my salesmen to sell off the old goods first."

Here is a problem which is causing worry among many merchants throughout Canada. They buy new goods and the salesman and salesladies shove back the old into the farthest corners of the shelves so that eventually there are many dollars worth of goods almost too dirty and too stale to offer for sale.

This is exactly what the Halifax grocer has to contend with. He says he sees custom every year through no other reason, and while his otherwise progressive methods attract new ones all the time, yet he might be further ahead at the end of the year providing the old goods were all sold before the first of the new stock. He explains at different times the necessity of putting forward the finish of every stock before the various departments are replenished. Nevertheless the salesmen neglect in many cases to carry out the instructions so that frequently losses occur because stale goods reach good customers.

He believes that other merchants have the same trouble and he wants to know a remedy that will cause his salesmen, who otherwise are good men, to be more careful in watching stocks.

Late Deliveries Eliminated.

Bracebridge, Oct. 27.—On Saturday night last, the grocers discontinued the delivery of parcels ordered after six o'clock. Due notice had been given in both town papers for three issues back and also dodgers were distributed. The new regulation established by the grocers was a complete success the first night. Every merchant, clerk and delivery man are congratulating themselves on the step taken. Best of all, nearly every citizen of Bracebridge feels that the right course has been taken and all are joining hands with the grocers to complete the success.

It's up to other towns to follow the path the Bracebridge grocers have pursued.

Last Saturday night at half past ten all the blinds were drawn and most of the stores shut up, where before they would keep open nearly till Sunday morning.

Enterprise and Advertising.

Fillmore, Sask., October 25.—Because he learned the value of enterprise and

printers' ink, J. L. Forrest, business manager of the Fillmore Trading Co., is making a success of the business of which he is head.

Mr. Forrest has had a varied experience in the business world. Immediately prior to his first trip west he gained valuable experience in a general store situated in Hepworth, Ont. From there he journeyed westward and found a far rougher country than any of the later generation can conceive. In the fall of 1889 he secured a situation in a general store at Deloraine, Man., where he remained two years, afterwards holding a traveling position with McAllister & Watts and Hicks Bros. & Co., successively.

His road experience was followed by a bankrupt stock brokerage business in which line he gained an insight into business systems and shrewd buying methods that could be gained no other way. While following that line he took advantage of an opportunity to buy out S. R. Carrothers' general store in Creelman. At this stand he did a rushing business until in the fore part of last December his store and stock were destroyed by fire. Dysart was the scene of his next venture, but owing to the great number of foreigners and his own inability to speak their language, he pulled up stake there in August and brought his stock to Fillmore. Just a few weeks ago he opened for business here and states that the volume of business transacted has surpassed his highest expectations and also that the future looks bright. Mr. Forrest has only himself to blame for the success of this business.

To Have Modern Store Front.

Rosthern, Sask., October 25.—J. J. Frieson's general store at Laird will be quite a fine building when the improvements now under way are completed. When finished the store will be 46 x 24 feet. A splendid store front is to be put on, and the shelving and silent salesmen, etc., which are being installed, go to make the store a modern one.

Improving the Store.

Red Deer, Alta., October 25.—Gaetz & Gaetz, general merchants, Red Deer, have recently been making extensive improvements in their premises. The store to the east, formerly occupied by F. H. Tallman as a hardware store, has been nicely fitted up as a grocery department, and the old stand will be devoted entirely to dry goods, boots and shoes, etc. Extensive improvements have been made throughout, and the two stores are connected by a large arch. The stock will be considerably enlarged, preparing for the increase of trade which is expected for the coming winter months.

Proper Shelf Arrangement.

Montreal, October 26.—A good system of shelving goods is an asset to any grocer. A Montreal merchant, who takes a great deal of care in this particular has given his ideas on the subject.

"Goods are not lost if you have a place for them; make it a point to keep your shelves neat and have a list of what is in each compartment, with a place for checking off what is sold, pasted or hung up beside it. You will find it much simpler in renewing stocks as you can instantly see how much is left."

Small Courtesies Count.

Quebec, October 26.—So many "little" things enter into the career of a successful retailer that it is often hard to tell which are most important. In talking to a Quebec grocer on the subject, he gave a few of his ideas.

"The greatest aid to a grocer in holding his trade, is to jump at a chance to do small favors for customers. For instance, a lady enters the store, carrying a rather awkward package. It is a simple thing to suggest that it can just as well be sent home for her with her purchases."

There are many other "little" courtesies that can be shown to customers. Just think out a few and use them.

Clerks Using Savings Banks.

St. John, N.B., October 25.—"My clerks all keep a savings account," said a St. John retailer recently. "I make it a condition in employing a new man, that he deposit part of his salary every week. They soon get in the habit of it and I find it the surest way to prevent debt and dissipation among my employees."

This is a suggestion which will help both employer and clerk, and harms no one.

Pointers About Store Signs.

Lindsay, October 27.—The town council here is at present having framed a by-law to regulate the erection of store and hanging signs as well as signs on posts.

As a number of signs will no doubt be removed would it not be well for the grocer or any other merchant to consider something about a new sign. Attractive signs are good advertisement. That fact will not be questioned. Sometimes merchants are prone to let their signs get in a shabby condition, but on a recent visit to other towns and cities your correspondent was surprised to see the number of beautiful signs used by merchants elsewhere. Lindsay as yet has not many electrical signs, but they are not the only attractive kind. Perhaps there is no position on a store front so valuable for advertising purposes than the space below, around and on top of the window, especially below. The eye of the passer by is naturally attracted to the surface when looking into the windows and a bright and neatly designed sign will be sure to tell him something.

Electrical signs look well when placed above the doorway or the window, but a good sign for the bottom of the window noticed in Chatham might be mentioned. It was

made of chipped glass, and strange to say this class of sign is becoming popular not because it is brilliant at night, but also in the day time. The sun and the light create a brilliancy that cannot help but attract attention.

Value of a Catch Phrase.

Chatham, October 27.—“Get it at Parks” is the very catchy expression which has been utilized with good results in connection with the business and advertising campaign of a local drug store.

The legend has been worked into the texture of business operations in several ways.

In connection with the firm's advertising a two-column engraving with the words “Get it at Parks” in neat, plain and striking script has been used instead of setting up the firm name in the usual styles of type.

Neat “stickers” with the words in white script on a colored background are pasted to every parcel which goes out of the store. The colors used have been red and blue. A rubber stamp with the same words in the same style of script is used for stamping medicine bottles.

The expression is also used on bill heads and letterheads, the script being, as usual, the style of lettering employed.

Finally, the words, “Get it at Parks,” in big, white script appears upon a large black sign placed above the store premises. At night this sign is lighted by incandescence bulbs, and attracts much attention.

The use of these “catch words” has undoubtedly proved very helpful to the firm in its efforts to extend its business. The expression speedily “caught on,” and, if the number of times it was repeated in casual conversation was any indication, it must have helped materially to keep the business before the public.

The words, “2 Doors East of Market,” in much smaller type, were used in connection with stickers, stamp, etc., to indicate the location of the business.

NEW SUGAR REFINERIES.

An Unprecedented Activity in This Industry in Canada.

Within the past two weeks announcement has been made of the formation of three new sugar refining companies in Canada. Two of those were mentioned in last week's issue of The Grocer—the Western Sugar Refining Co., with head office in Toronto, and the Vancouver Sugar Refining Co. The third will establish a refinery in St. John, N.B.

The man most interested in the Western Sugar Refining Co. is Andrew Shaw Grant, a Presbyterian clergyman, now residing in Toronto. So far the company has not decided upon the location of the factory and this information is not expected for a couple of weeks yet. Mr. Grant has gone west and it will likely be made known upon his return.

While no definite announcement has yet been made, it is practically a cer-

tainty that the sugar refinery in which F. C. Durant, of New York, and M. H. Day are interested, will be established at St. John, N.B. A St. John despatch says that the refinery will cost \$2,000,000, and employ at least 300 men. It will be operated by a company working under a Canadian charter. It anticipates shipping 3,000 barrels or packages of sugar per day and to have a pay-roll approximately at least \$3,000 per week. In addition to this, there will be a kindred cooperage industry to provide barrels and packages. The establishment of the sugar refinery in St. John will give a great impetus to the trade between St. John and the British West Indies, as practically all the raw sugar used will be brought here from these islands. When seen, recently and asked as to the developments of the industry, Mr. Durant said: “I am hermetically sealed. I have nothing to say.” It was learned later, however, that the facts are about as stated here, and St. John as the locality for the sugar refinery is about decided upon. Mr. Day is connected with the Consumers Cordage Co., Montreal.

It is also rumored that another refinery is under consideration for Montreal, but as yet no information is to hand.

The Chatham Board of Trade is in negotiation with a United States concern, which proposes to establish a sugar factory there. The board has prepared a proposition which involves a loan from the city of \$50,000, repayable with interest at 4 per cent., together with the usual exemptions and free water privileges. It is understood the company desires to secure local capital as an evidence of the sympathy of Chatham capitalists.

RECENT TRADE CHANGES.

Ontario.

D. & N. Nichol, grocers, Ottawa, have assigned to W. A. Cole.

Jos. E. Hurst, grocer, Toronto, has assigned to Jas. Hardy.

R. A. Dutton, grocer, Peterboro, Ont., advertises his business for sale.

Jos. Cadieux, general merchant, Alfred, Ont., is succeeded by L. H. Quinell.

The Stewart Co., confectionery manufacturers, Toronto, have sold to Harry Webb Co.

Quebec.

Plamondin Fils, grocers, Quebec, are compromising.

L. P. Lazare, general merchant, St. Remi, Que., is dead.

Premises of Mrs. M. Martin, grocer, Montreal, have been sold.

Demand of assignment has been made on V. Lacroix, grocer, Montreal.

Western Provinces.

The Continental Grain Co., Winnipeg, has been incorporated.

G. T. Rogers, grocer and boot and shoe merchant, Cranbrook, B.C., has sold out.

Fire has destroyed the general store of Burlingham & Spencer, Battleford, Sask.

Jas. Raeburn, representing Perry & Hope's Forth and Clyde Chemical Works, Nitshill, (near Glasgow), Scotland, was a visitor at the Toronto office of The Grocer during the week. He is making a tour of Canada as far west as Winnipeg.

DETAILS OF THE CHRISTMAS CONTESTS.

The Canadian Grocer in last week's issue announced the beginning of our annual Christmas window dressing and retail advertising competition which closes on December 31st. This is done with a view to encouraging a greater interest in holiday displays and holiday advertising. If both are performed in the proper manner they will be found to be of much selling value to merchants.

Following last year's precedent, window dressing contestants will be divided into two classes:

For the best selling window display shown in (1) a city over 10,000 population, and (2) in towns and villages under 10,000 population.

In the window display contest in each case there will be two prizes as follows: 1st, \$7 in cash; 2nd, \$3 in cash, making in all \$20.

To enter the contest send a good, clear photo of one or more Christmas windows, with a description and the name of the person who arranged the display. Photos must be mailed to us not later than December 31.

Most grocers use increased newspaper space during the Christmas season with a view to booming holiday trade. We want to get copies of these advertisements.

The advertisement submitted should be about Christmas goods sold through grocery stores. All that is necessary is to forward one or more clippings from your local paper to us with the name of the writer of the advertisement, and the name of the paper it was clipped from. There will be a prize of \$5 cash given to the winner.

The award will be made by an advertising specialist and will be announced, with a reproduction of the prize ad., shortly after the close of the contest. All entries in each case should be mailed not later than December 31 to the Editor of The Canadian Grocer.

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Best Methods of Displaying Goods in the Store

Need of Looking After the Interior as Well as the Window—Disadvantages of Showing Stale Goods and Having Old Boxes and Barrels Lying Around—Quality More Than Quantity Necessary in the Science of Selling.

There is always a good deal said about the window display, but if goods in other parts of the store are not correspondingly displayed, the effect of the windows will not produce the desired results.

The appearance of the whole store shows the character of the grocer, and by having a well-dressed window and the rest of the store in a slovenly condition it at once conveys the idea of petty deception. A chain is no stronger than its weakest link and so one neglected part of the store is its standard. The aim in displaying goods must not be to make a picture or build up something which takes the attention away from the goods themselves. Everything must be arranged so that the goods attract attention rather than the way they are placed. It is not quantity you want to show, but the goods in such a way that they will tempt people to buy them. A large stack of tea chests, full or otherwise, only occupy space without making an impression of much value. Hundreds of bottles of jam or pickles covered with dust do not induce a customer to buy as much as a single clean and fresh looking one. Barrels and boxes to fill up the store give the place a slovenly appearance. Soap boxes are nothing tempting to look at. Lots of goods carelessly displayed drive people away rather than tempt them to buy. Do you think a dozen boxes of raisins, currants, or prunes standing open, and exposed to dust and dirt will make many sales? How often have you seen a customer taking a look at goods and when you asked her whether she wished any she would say—No not to-day?

That lady looked at them because she wanted some, but when she seen the condition they were in, she made the excuse that she did not want any to-day.

A Large Percentage.

Over fifty per cent. of the goods as they are displayed in a great many stores drive customers away. Far better have a clean counter with nothing on it, than a dirty one piled up with dusty goods. A store now-a-days is not supposed to be a warehouse in confusion, but an orderly-kept place where goods are displayed in the best possible condition for people to buy, and the first essential thing to do is to please the eye. It does not matter much how good the goods are, if they are presented in a slovenly, uncleanly manner, the chances are that the customer will not want any to-day.

All progressive grocers are adopting new methods in conducting their business and there is nothing that appeals so much to the people at the present time as clean, sanitary goods. The first thing almost any lady thinks about when she buys anything for the table is whether it is clean, and the grocer who can keep up the cleanest appearance in his store and show the greatest regard to cleanliness in handling the goods will be the one who will do the business. The old idea of piling up boxes, barrels, etc., to make the appearance of carrying a

heavy stock is out of date and means stale old goods.

Just for a moment think of the idea of piling up a large quantity of any kind of goods with the object in view of leading customers to think that you do an immense business. They come in for months and see the same old pile undisturbed. Nothing can have a more demoralizing effect and make customers more tired of your place than to see the same goods for months and months every time they come to the store. Why then have them there at all? Why have any goods standing round which are not required?

When Goods Should be Displayed.

Goods can only be displayed to advantage when they either remind the customer that she needs them or else that the quality is such that the appearance will induce her to buy. Instead therefore of having the store crowded with packages of every description and too many to be properly cared for, why not have less on your shelves and in your store, and show your goods by samples nicely kept, changed and fixed up in an attractive way each day? All that is necessary to introduce this method is to convince your customers that they always get the goods exactly the same as the sample.

This system would allow all the rough looking packages to be removed from the store to the warehouse, and the store would have an entirely different appearance. Every article in the store, as well as the fixtures and the store itself, could be kept clean and attractive. With the general "wake up" to the necessity of better service and better methods which is now in evidence all over the country it is altogether likely that a wonderful change in the display of the goods will have to take place.

HINTS TO BUYERS.

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

Two cars containing 1,500 gross of "2 in 1" shoe polish passed through Toronto on the 27th instant per C.P.R. leaving Montreal on Saturday's steamer for Australia. This is the second large shipment of "2 in 1" that has been shipped to Australia this year.

RED ROSE TEA EXHIBITION COUPONS.

Many grocers and general merchants in Ontario have customers who had a cup of "good tea" and enjoyed it in the Red Rose Tea Room at the Toronto Exhibition this year. Everyone who paid five cents for a cup of tea got a coupon worth five cents as part payment for a package of Red Rose Tea if bought within 60 days. Any of your customers who have these coupons will appreciate your reminding them that the time for redeeming them is nearly up, and the suggestion may be the means of your selling a few extra

pounds of tea or perhaps getting a new customer. Any Red Rose Tea traveller will redeem the coupons, or they will be promptly paid for if sent to the Toronto office, 3 Wellington St. East.—Advt.

SCARCITY OF BUTTER IN HALIFAX.

Conditions of Trade in the Capital of Nova Scotia.

Halifax, N.S., October 27, 1909.

Halifax dealers report a scarcity of first quality creamery and dairy butter. The receipts of butter of ordinary quality have been fairly heavy, but there is little choice stock offering at the present time. The market is firm and prices have a tendency to advance. Creamery prints are now selling at 27 to 28 cents per pound and dairy at 23 cents. The cheese market at present is about stationary and there has been no change in the price. Higher prices had been looked for as it was reported that some of the cheese factories had decided to manufacture butter instead of cheese, but this apparently has had no effect on the price of cheese. There is a fairly good supply of eggs on the market. Several small lots of fresh laid stock arrived recently and the demand is fairly good for the season of the year. Fresh laid stock is selling at 26 cents per dozen.

The produce markets are now active and large quantities are coming in daily. The potato crop is reported on the average to be pretty good this year and large shipments are again being made to the Cuban market. All the potatoes sent to Cuba are grown in Nova Scotia, and so far this season several thousand barrels have been shipped direct. Good prices are obtained for this stock. The quality of the early crop of Prince Edward Island potatoes was not very good but the later growth is reported to be much better.

The market was well supplied with poultry for Thanksgiving and the quality of the stock excellent, but the prices high. Turkeys are selling at 23 to 25 cents per pound and chickens from \$1 to \$1.50 per pair. So far this season no poultry has been imported from Ontario.

Nicholson & Brock, Toronto, have moved from 9 Jarvis Street, to 9 and 11 Francis Street.

Thos. O. Baxter, Toronto, has recently been appointed representative of Brand & Co., London, England. His offices are now at 27 Front St., East, Toronto; they were formerly in Manning Chambers.

When a customer comes in with an unsatisfactory article, take it back quickly. Customers do not, as a general rule, carry back an article unless they feel there is good reason. If you instantly, and without argument, replace it, you will strengthen your position with that customer, arguing only leaves an unpleasant memory in her mind, even if you can convince her she was in the wrong.

Department in Aid of Retail Grocery Salesmen

Qualifications of the Ideal Clerk—Duties of an Employer in Training His Salesmen—Work Should be Done in Harmony—The Value of Encouragement.

By A Store Salesman.

A question of importance to every merchant, whether the store under his control is large or small, is that of securing suitable help.

This suitable help may be secured by simply hiring some salesmen, who have been carefully trained by some other merchant, but in most cases to-day the manager or owner of the store must take the inexperienced and train them to that point of efficiency where they will be able to carry on their share of the business to the satisfaction of all concerned.

This being the case, the problem of the training of the salesman in the store is a very important one. The ideal clerk from a merchant's point of view would be one who was honest, faithful and polite, whose influence both in the store and out of it would tend to the advancement of the business. He should be willing to learn and willing to do what he had learned, he should stand by the merchant in a tight place, or bringing all into a few words, he should be one who would take a real wide-awake active interest in the business.

Begin With Good Material.

Before we can train we must have clerks to train. As far as possible a merchant should pick young people from good homes. If he has good material to start with, the training has more likelihood of success.

It is a very good plan, where possible, to work with the helper until he becomes to some extent acquainted with at least a part of what is to be his routine work. Most boys enter a store with a desire to get ahead and if taken in the right way and shown that their employer really takes an interest in them they will quickly learn.

A merchant should not discourage his salesmen. He should be patient. Correct him when he makes mistakes, but don't forget some time when some work is well done to mention that fact.

Let each one, even to the delivery boys understand that his part is important, that no matter how well all of the others do their work, if he neglects his there is a flaw in the whole organization.

Show that you place some confidence in him. If he wishes to dress a window—work which he has not before tried—let him try and don't bother him while he is doing it. His plan may be as good as yours, even if you don't see how he will work it out.

When he has finished, criticize it kindly and show how it might be improved if you wish, but let him use his own brains in putting it together.

Give each salesman a portion of the daily work to do and let him understand that he is responsible for that part. Know what you wish done before giving your orders. Your clerk can not place full confidence in you, if you change your mind a couple of times, while speaking to him.

Work in Spare Minutes.

Impress upon each the value of odd minutes. It is these that count in the appearance of the store. A little dusting, the pulling forward and straightening of goods on the shelves, the filling of the candy case or the rearranging of goods on the counters may be done in these spare moments, and it is these things which give your store that fresh, cheery appearance.

Work will always be done more willingly if the merchant says, "Jack, don't you think that counter would look better straightened up?" than if he were to say, "Jack you must straighten up that counter."

If business was better last month than the same month last year, mention the fact to your clerks—in other words don't keep them in entire ignorance of this part of the business. You might add that you believed that if all worked together this month the business would be ahead again. Your clerks then think they really have something to work for and will probably become more interested in helping forward this month's business than in wishing for closing time.

Have trade papers kept where clerks can have easy access to them. Encourage them to take papers home, to read them, to keep posted on market tendencies and reports.

Let a clerk help in the buying. Ask for his advice and let him help you. If he has helped buy an article, his wish to sell it is greater than if he had had nothing to do with the purchase.

Good Salesmen Should be Kept.

When you have a good clerk, use every reasonable means to hold him. If he is earning more wages than he is receiving don't wait until he asks for an increase before raising his salary. If you use a clerk right he will usually use you right, and will be loyal to you in and out of the store.

On the other hand if a clerk is not earning his salary don't hesitate to let him go. Do it in a kindly way, but do it. You cannot afford to keep him. There is some truth in the statement in "Letters from a Self Made Merchant to His Son"—"Be slow to hire and quick to fire."

Teach your clerks to be gentlemen, show them that it is their loss only when they lose their temper before a customer.

Clerks may have some ideas how things might be improved in the store. Encourage them to mention these things to you. Have as far as possible a perfect understanding between yourself and your clerk. If you have this, your business cares will be fewer and your business success perhaps greater.

ENTHUSIASM AMONG SALESMEN.

There is no better element to have in your store than enthusiasm among your salespeople. Have some system for originating and keeping up this spirit. For instance, a merchant might offer prizes for the best sales during the month. If you have a line which should be pushed, offer a prize for the best monthly sales in that line. Any legitimate method to make it an object to your clerks to sell more goods is well worth what little extra it will cost.

... DUTY ON CREAM CHANGED.

A despatch from Ottawa says that J. A. Ruddick, Dominion dairy commissioner, calls attention to the unexpected advantage accruing to Canadian dairymen as a result of the adoption of the new tariff in the United States. Under the old tariff the duty on cream was five cents per pound. Under the new tariff it is five cents per gallon. The change is thought to have been a clerical error, but the effect of it is to send a large quantity of Canadian cream across the border. Some twelve or fifteen creameries have already begun to ship their whole output of cream, which nets the patrons about 27 cents per pound of fat.

[Editorial Note]—The duty on cream going from here to the United States being 5 cents per gallon, whether it was so intended or is a clerical error, it certainly opens up a profitable outlet for our butter in the shape of cream. The duty on butter is three cents a pound, or equal to about 16½ cents for the butter contained in a gallon of cream. The buttermilk should pay the duty, so that the butter practically goes over free in the form of cream.

TRADE NOTES.

The east and west walls of the Postum Cereal Co.'s new factory in process of building at Windsor, Ont., were blown down last week.

Frank Cockburn, Montreal manager for the Pugsley, Dingman Co., is at present on his semi-annual trip to Winnipeg and the west. He will be gone about three weeks.

The Food Product Section of the Canadian Manufacturers' Association have had printed several copies of the proposed new Food Standards and distributed them out through the country to the different members. When sufficient time has been given to thoroughly study the act, a meeting will be called to go into the question thoroughly.

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Turtle Window that Increased Trade 50 Per Cent.

Montreal Retailer Exhibits Immense Turtle Weighing 1,500 Pounds—A Fish Window that Quickly Paid for Itself—Attracted Large Crowds and Sold the Goods.

The accompanying cut will give some idea of the tremendous size of the largest turtle ever caught. The figures regarding this amphibian are astonishing. It weighs over 1,500 lbs. and measures nine feet five inches from the tip of its nose to the end of its tail. Its age is estimated at over 1,000 years.

The turtle was caught in Canadian waters, near Lunenburg, Nova Scotia, by John J. Hill, who, with other fishermen, was seining for mackerel. As the net was drawn to the beach, the fishermen felt the heavy weight in it. When the monster was seen they became frightened and ran away. Gaining courage, finally, they hauled it out on the beach.

self would not be out of place here, as it is certainly a credit to the store, even without the originality of its centre being taken into consideration.

The fish, as shown in front are, strap bass, butter fish, and flounders, then the turtle, flanked by halibut. Whitefish, dore, fresh haddock, salmon trout, and finnan haddies occupy the rest of the sides and back in the order named. Prawns, scallops, and mussels are used ornamentally throughout.

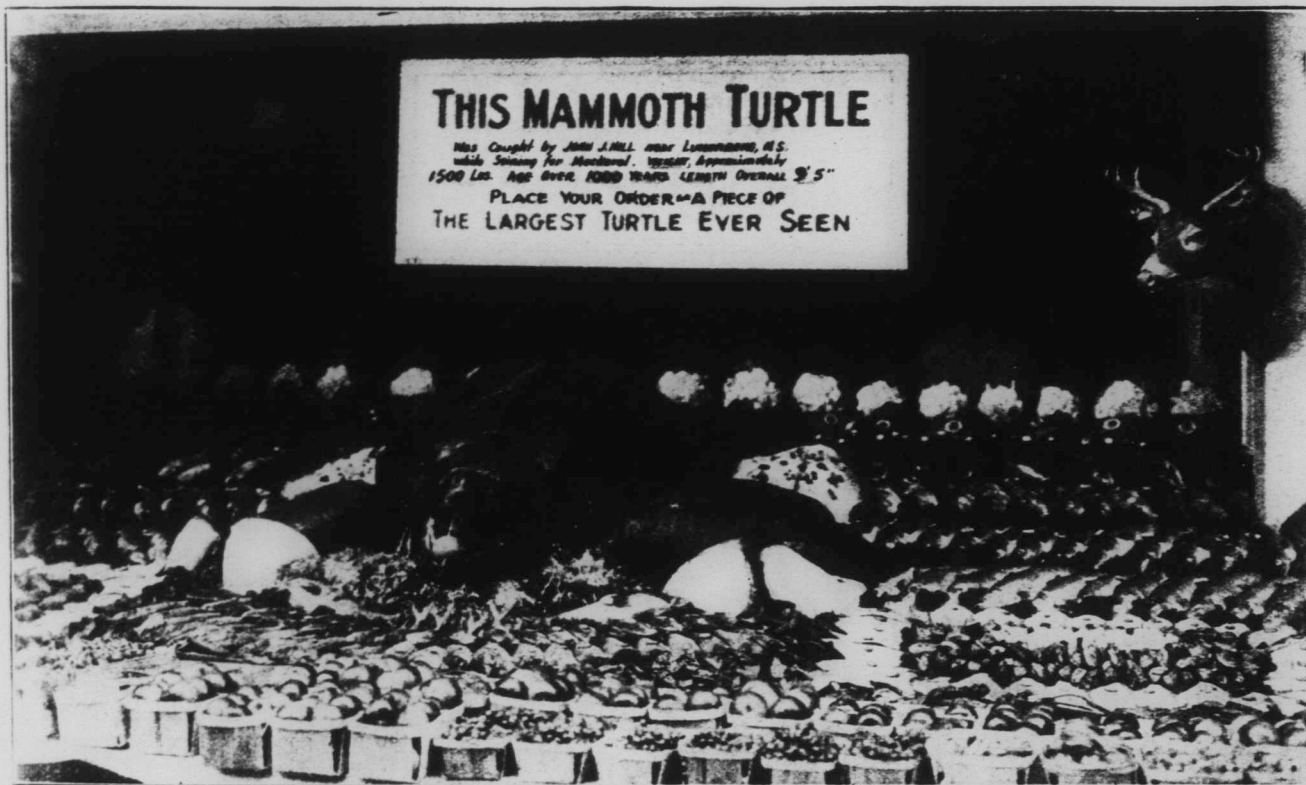
As a little indication of the value of this display, Mr. Stanford said they had hardly been able to wait on the customers since its advent, though the staff is large and competent. He estimated

time in a thing which your judgment condemns.

When you are convinced that you have made a mistake, that you have entered into some business relationship or have gone into something which you should have kept out of, cut it off as quickly as possible.

Many a man has made the fatal mistake of continuing in a bad venture, trying to get his money back. Most business men find that when they make a mistake, no matter how great the loss or how unfortunate, the best thing to do is to apply the heroic treatment, amputate the diseased limb, not try to palliate the symptoms with medicine.

A New York business man told me that he made an investment outside of his own business a few years ago, and that it did not turn out well, but that he was so determined not to lose any money, and to make it win, although it was a business which he knew practically nothing of, that he kept putting



Montreal Window Display Which More Than Paid for Itself.

Being primarily a land animal, the turtle, entangled in the net, had been drowned, so there was no danger to be apprehended.

No record can be found of any such turtle having been caught before, though the usual fishermen's stories of "the one that got away" would perhaps make this one seem small.

The turtle was shipped to Montreal by the D. Hatton Co., and was sold before arrival, to the Stanford Market, a retail store on St. Catherine St., which is always on the lookout for original window advertising. The photo here shown is of their window.

How Window Was Arranged.

A little description of the window it-

that it had made, temporarily at least, 50 per cent. increase in their trade.

Such displays soon pay for themselves, particularly in this case, where there is fully 600 lbs of salable turtle flesh, besides a valuable shell.

WHEN YOU HAVE MADE A BAD INVESTMENT.

One of the hardest things a business man is called upon to do is to accept a great loss when he has made a mistake without trying to get his money back by the same means that he lost it. He says to himself: "Well, I am going to keep that thing up long enough to get my money back, and then I'll quit." But, as a rule, it is a mistake to con-

in more and more until he found that he had over two million dollars in the venture. He had made his money in his own business, which he knew all about, and after he found he had made a mistake in the new venture, when people laughed at him for his failure, his pride was touched, and he determined to show them that he could win out even in a business which was foreign to his training.

He said that his experience had taught him two lessons; to keep out of things which he knew nothing about; and when he found he had made a mistake, no matter how great the loss, to take his medicine and quit immediately. — Success Magazine.

The Canadian Grocer

Established 1886

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SALESMANSHIP A SCIENCE.

The attention of readers is directed to the first article in the reading columns of this issue, entitled "Making Successful Salesmen of your Employees." It deals with what is now practically everywhere considered a recognized fact—that retail salesmen are not mechanical in their actions, but scientific.

One occasionally hears it mentioned that grocers do not require education in salesmanship, that they are merely machines handling goods from the shelf to the customers and placing the money in the till. Successful grocers, however, know that such a merchant wouldn't last very long. This mode of selling is ancient, if it ever did exist. Salesmanship in the store is a science, as the author of the above mentioned article clearly shows, particularly in the case where a customer's attitude is opposing.

Buying and selling are by no means mechanical; they must be worked out on a scientific basis and then, and then only, will the retailer carry on a business that will be satisfactory to him and to his customers.

ENFORCEMENT POSTPONED.

As a result of the conference which took place last week between the deputation opposing the passing of the Extra-Provincial Corporations Act, in Manitoba, and four members of the provincial cabinet, the brokers were assured that

THE CANADIAN GROCER

the act would not go into effect on November 1 next, as was intended it should.

The matter was not discussed at any length until the members of the Government were quite willing to concede to the request of the deputation to have the date of the enforcement postponed until satisfactory alterations have been made. The four arguments presented by the brokers against the Act, which were published in The Canadian Grocer of October 8, appealed to the ministers, and the necessity for a delay in the enforcement, as well as a change in the reading was quite evident to them. The four organizations composing the delegation were: The Board of Trade, the Winnipeg Grain Exchange, the Manufacturers' Association, and the Manufacturers' Agents of Winnipeg. The personnel of the delegation included Fred Drewry, John Perse, C. N. Bell, David Phillip, Mr. Fisher (president of the grain exchange), W. B. Gordon, E. H. Visset, R. H. Bryce, and Mr. Hoskin, solicitor.

The members of the Government who met the deputation were Premier R. P. Roblin, Hon. Robt. Rogers, Hon. Colin H. Campbell, and J. H. Howden, provincial secretary.

CHRISTMAS ARRANGEMENTS.

Early preparation for the Christmas holiday season would lessen the strain of the busy weeks. Buy early and try to sell before the rush.

Ample provision should be made for the safe-keeping of novelties bought in advance. Special arrangements must also be made for prompt delivery of goods.

Arrangements for easy communication with the stock-room are advisable. Keep track of stock so that time will not be lost in reordering needed articles.

It is important that, in holiday decorations every precaution should be taken against fire.

As you plan your buying so have your salesmen follow a definite plan in selling the holiday stock. It is a good plan sometimes to reward them for good work.

Have a series of holiday advertisements prepared in advance in skeleton form. Also have a schedule drawn up showing what goods should be displayed each week until Christmas. Then receive suggestions as to how the displays should be arranged—a pencil sketch giving an outline to follow. The advertising should usually deal with the goods shown in the window.

Christmas selling should commence not later than December 1, and from then till Christmas Eve the store staff should

be prepared to serve every customer without delay.

Special effort should be made to interest the women and children. Secure their trade and the fathers and brothers will follow the lead.

Decorate the store interior and do what you can to give everything a holiday aspect. It helps in the selling.

GET RID OF THE OLD STOCK

On another page of this issue an item appears from a Halifax correspondent to the effect that a grocer there has difficulty in getting his salesmen to look after stock more carefully. He declares that they neglect to sell off the last of the old stocks before the first of the new and he frequently finds that this lack of judgment causes him the loss of good customers.

There can be no doubt that it does. Stale goods are not relished by anybody when he can purchase the fresh for the same money. Stocks therefore need to be carefully watched. It is a rather simple matter when a stock of new goods arrive—those that deteriorate with age—to arrange them in such a position on the shelves or in the bins that the remainders of old stocks are first disposed of. Biscuits, cereals, breakfast foods and confectionery might be particularly mentioned. When fresh they are relished by any person who cares for them, but if they are allowed to remain in the store for months, unless extra care is exercised, they lose their crispness and freshness. An old customer who is sold a stale breakfast food is apt to look elsewhere for her next supply.

It is quite evident therefore that it is a mistake to sell stale goods. The Halifax grocer knows that, but he has difficulty in educating his salesmen to pay strict attention to it. A good method to bring about this education would be to watch these salesmen as they stock the new goods on the shelves. See that they get the old tea and biscuits, etc., out to the front. Occasionally help them yourself and by your example and a plain explanation, teach them why the old goods should precede the new. You will find that the trouble you take will be little compared with the returns in dollars and cents that you will receive every year.

Good printing should cost no more than poor printing. When you pay the printer a fair price for his work, see that he gives you the kind of a job you are entitled to. Get posted, so that you will know what is wanted along that line.

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POINTE

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" "

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Crystal diam

Extra ground

" "

Powdered, 50

Phoenix

Bright coffee

No. 3 yellow

No. 2

No. 1

8 lbs granula
above bag

SYRUI

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Canned Lobster Supplies Already Running Short

Cause Due to Storms in Fishing Season—Raw Sugar Firming Up in Price—Nuts Nearly All High in Prices—Currants Show Weaker Tendency—Evaporated Apples Strong on Account of Heavy Export Demand—Nutmeg Expected to Advance.

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

QUEBEC MARKETS

POINTERS—

Sugar—Firm.
Canned Lobsters—Scarce.
Tea—None on market.
Coffee—High in primary market.

Montreal, Oct. 28, 1909.

Sugar seems to be very firm at present prices, and may, in fact, go higher, owing to the rise in raw sugars. Coffee primary market shows decided strength, particularly in Rio and Santos. This is largely owing to the short crop from these sections.

Later reports regarding damage done to dried fruits by the Quebec fire show that only a small section of the Bellona's cargo was left in Quebec and only a part of that was destroyed.

Patras currants are low at present, while other lines, peaches, apricots, prunes and pears are high in the primary markets.

Generally speaking nuts are high, though some lines show it more than others, Sicily filberts and shelled almonds (Valencias) being highest proportionately. Pecans are expected to go higher in the near future, owing to a short crop.

Nutmegs are due for an advance. In the primary market they are already 2c higher.

Generally speaking the market has an upward tendency, and many lines are expected to show this in the near future. Business is good and is improving daily.

SUGAR—Latest advices show all lines of raw sugars are advancing, due in large measure to the short crop in Europe. It is estimated that this will only amount to about 5,500,000 tons for the whole of the continent.

Local conditions are the same, with no immediate prospect of a change.

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

Bbls. granulated and yellow may be had at 5c above bag prices.

SYRUPS AND MOLASSES—The demand for molasses is very good. For corn syrup, it is steadily slackening.

This is due to the fact that people are not taking it up as it deserves to be. It is a good staple article and should have a larger sale. Indications point to no immediate revival.

Fancy Barbadoes molasses, puncheons	0 35	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Choice Barbadoes molasses, puncheons	0 41	0 43
" " " barrels	0 44	0 46
" " " half-barrels	0 45	0 48 1/2
New Orleans	0 27	0 28
Antigua	0 30	
Porto Rico	0 40	
Corn syrups, bbls.	0 03 1/2	
" 1 bbls.	0 03 1/2	
" 38-lb. pails	1 80	
" 25-lb. pails	1 30	
Cases, 2-lb. tins, 2 doz. per case	2 50	
" 5-lb. " 1 doz.	2 85	
" 10-lb. " 1 doz.	2 75	
" 20-lb. " 1 doz.	2 70	

TEA—The local market is quiet though firm at present prices. No immediate changes are expected.

Messrs. Harrison & Crosfield, in their weekly circular give the following:—

There was a hardening tendency in the tea market throughout September, owing largely to the conviction that for some months, at least, supplies would not prove excessive. Reports from India still speak of a shortage in production, more especially in some of the districts producing common kinds, although shipments, owing possibly to greater expedition in forwarding the tea from the gardens, do not yet show the deficiency. There is also the usual shrinkage at this time of year in supplies from Ceylon, and these conditions were largely responsible for the 1d per lb. advance in prices which took place. The deliveries seem to indicate that there is no large element of speculation involved, and as exports have increased notwithstanding the advance in price here, it shows that the demand has been general. As to future supplies, the matter hinges very much on the production in India during the next two months. Information received from Calcutta points to some little recovery of the previously reported shortage, but it is apparent that in a product so dependent on weather conditions as tea, no forecasting of the outturn can be absolutely relied on. The latest reports put the shortage at about 4 1/2 million lbs., but the quantity actually shipped to London at the end of September was 87 1/2 millions lbs., against 86 1/2 millions at the same date last year. Against this it must not be overlooked that since the present season opened on 1st June, the exports from London of Indian tea have exceeded the same period of 1908 by 14 million lbs., which will to that further extent diminish the prospective total for the season. There is an increase in the supply from Ceylon, but against this there is rather less arriving from China,

and stocks in the U.K. are at present 7 1/2 million lbs. lower than they were a year ago. Imports are not likely to prove excessive for some time to come, and conditions appear very healthy from the point of view of the tea producing companies.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans	0 32	0 37
Fine	0 27	0 30
Medium	0 22	0 25
Good common	0 20	0 22
Common	0 21	0 22
Ceylon	0 21	0 40
Broken Orange Pekoe	0 20	0 22
Pekoes	0 20	0 22
Pekoe Souchongs	0 19	0 22
India	0 20	0 22
Pekoe Souchongs	0 20	0 22
Ceylon greens	0 26	0 27
Young Hysons	0 20	0 22
Hyson	0 19	0 22
Gunpowders	0 14	0 18
China greens	0 20	0 30
Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 22
" " panhead	0 30	0 50

COFFEE—Coffees, particularly Rio and Santos, are rising in the primary markets, but as yet no local effect has been noticed. New York latest advices are, that owing to a short crop in the two lines above mentioned, local prices will be advanced in the near future. The total Santos yield is only estimated at 8,000,000 bags. The old crop Santos now available is only trifling and roasters will be forced to supply themselves soon. The general consumption of coffee seems to be increasing largely, which is another factor in future prices.

Mocha	0 18 1/2	0 25
Rio, No. 7	0 05	0 11
Santos	0 12	0 15

DRIED FRUITS—Patras currants are down to bed-rock prices. Peaches, apricots, prunes and pears are all on a higher basis in the primary markets, and will likely go higher.

The situation in California raisins is a rather peculiar one. The new crop is large. The carry-over stock from last year is also large. To straighten out this serious condition of affairs, the \$1,000,000 combine of California growers, announced in last week's Grocer has been organized.

Currants, fine filatras, per lb.	0 05 1/2
" Patras, per lb.	0 07 1/2
" Vostizzas, per lb.	0 08 1/2
Dates	
Halloweeds, old, per lb.	0 04
" new, per lb.	0 07
Sais, old, per lb.	0 05
" new, per lb.	0 07
Raisins	
Australian, per lb. (to arrive)	0 08 1/2
Old seeded raisins	0 06
California, choice seeded, 1-lb. pkgs.	0 07 1/2
" fancy seeded, 1-lb. pkgs.	0 08 1/2
" loose muscels, 3-crown, per lb.	0 07 1/2
" " 4-crown, per lb.	0 08 1/2
" sultana, per lb.	0 07 1/2
Valencia, fine off stalk, per lb.	0 05
" select, per lb.	0 05 1/2
" 4-crown layers, per lb.	0 06

NUTS—Filberts (Sicilies) are at a prohibitive price just now. Barcelonas, owing to the lesser duty, are more reasonable, and thus better for the buyer at present. Shelled Valencia almonds are high in the primary markets, which, how-



Hygeian Brand Canned Goods

THIRD SEASON

Our Hygeian (Good Health) Brand of Canned Goods is intended to meet the wants of the consumers who desire "Perfection" in quality

Our Hygeian (Good Health) Brand of Canned Goods is intended to meet the wants of the consumers who desire "Perfection" in quality and who are prejudiced against goods in tins. "Hygeian" Brand Goods are packed in Gold Lined Tins, which make them equal to glass, with the advantage that there is no danger of breakage. We guarantee our "Hygeian" Canned Goods to be equal to the choicest home made.

PACKED BY

CANADIAN CANNERS
LIMITED

Head Offices: Hamilton, Canada

THE CANADIAN GROCER

ONTARIO MARKETS

POINTERS—

Sugar—Market firm.

Canned Lobsters—Hard to obtain.

Canned Peas—Shortage with high prices.

Nuts—Market advancing.

Beans—Lower than last year.

Toronto, October 28, 1909.

The wholesale trade is active, which is sure evidence that the retailers are turning over their goods and are receiving liberally from the rich harvest of this summer's magnificent crops. If the immense revenue of our abundant crops will be wisely distributed through the natural channels of trade, instead of pouring it into the coffers of institutions that will not give the best returns, then all parts of the country will derive their equal shares. This will bring prosperity to every corner of our entire Dominion.

It behooves all retail merchants to make every possible effort to give a service so good and complete that people will spend their money through their local stores and help to build up the towns, and increase the value of the properties all over our country. That the people are doing this to a large extent is shown by the fact of the large trade which is going through the regular wholesale houses.

The raw sugar market has advanced again during the week and the refined situation is firm.

Canned lobsters are getting scarcer and prices are apt to advance. Canned peas are in a somewhat similar position and are difficult to get from first hands.

The nut market is strong in most cases due to inferior crops. This refers particularly to shelled almonds and walnuts and pecans.

SUGAR—The sugar market is still firm; it is doubtful what the future will bring forth. Raw beet sugar has advanced on the European markets due to the reports from all quarters that the roots now being pulled are showing a deficiency in percentage of sugar. The advance, too, it is claimed, is partly due to speculative interests and an apparent shortage. Cane raws have advanced in sympathy, but refined remains the same as last quoted. Buyers are, however, showing more interest in sugars for prompt delivery. As sugar is one of the markets that changes often with no apparent reason it is hard to say what will happen next.

St. Lawrence "Crystal Diamonds," barrels	5 40
" " " " " " " " " "	5 50
" " " " " " " " " "	5 60
" " " " " " " " " "	5 70
" " " " " " " " " "	5 90
" " " " " " " " " "	6 45
" " " " " " " " " "	7 45
Paris lumps, in 100-lb. boxes	5 70
" " " " " " " " " "	5 60
" " " " " " " " " "	5 90
Red Seal	4 35
St. Lawrence granulated, barrels	4 75
Beaver granulated, bags only	4 45
Redpath extra granulated	4 75
Imperial granulated	4 45
Acadia granulated (bags and barrels)	4 65
Wallaceburg	4 65
St. Lawrence golden, bbls.	4 35

ever, has as yet had no effect on local conditions.

Brazils are selling better. Pecans are expected to go higher in the near future.

In shell		
Filberts, Sicily, per lb.	0 11	
Barcelona, per lb.	0 10	
Tarragona Almonds, per lb.	0 12	
Walnuts, Grenoble, per lb.	0 13	
" Marbois, per lb.	0 12	
" Comtes, per lb.	0 11	
Shelled		
Almonds, 4-crown selected, per lb.	0 32	0 33
" 3-crown "	0 31	0 31
" 2-crown "	0 30	0 30
" (in bags), standards, per lb.	0 26	0 27
Cashews	0 15	0 17
Peanuts		
French, No. 1	0 07	0 07
Spanish, No. 1	None	
Virginia, No. 1	0 10	
Pecans, per lb.	0 65	
Pistachios, per lb.	0 75	
Walnuts		
Bordeaux halves	0 23	0 24
Broken	0 18	0 19

SPICES—The market continues firm, with an increase of two cents in nutmegs in the primary market. As yet this has not affected local conditions, but it will, should the advance go on. The cause is thought to be that the price has been too low, also to a certain extent, the sympathy with the rise in other lines of spices some weeks ago.

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

BEANS AND PEAS—The demand for beans is only fair, while for boiling peas it is very brisk. Supplies of beans are very good, but as yet peas are not coming in freely.

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

RICE AND TAPIOCA—Rice market is firm with fair demand. Tapioca in primary markets still continues firm, and full prices for shipments to the end of the year are being paid.

Rice, grade B, bags, 250 pounds	2 95	
" " " " " " " " " "	2 95	
" " " " " " " " " "	2 95	
" " " " " " " " " "	3 05	
" " " " " " " " " "	3 15	
" " " " " " " " " "	2 85	
" " " " " " " " " "	2 85	
" " " " " " " " " "	2 85	
" " " " " " " " " "	2 65	
" " " " " " " " " "	2 65	
Tapioca, medium pearl	0 04	0 04

EVAPORATED APPLES — Winter apples are now being quoted at 9½¢ to be delivered in the middle of November. The early varieties are being cleared out at 9¢.

Evaporated apples, prime	0 09
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MAPLE PRODUCTS — Quiet again reigns supreme in the maple products market. Little is being sold and prices are unchanged. The temporary life given by Beauce sugar selling for the past two weeks has died away.

Compound maple syrup, per lb.	0 04	0 05
Pure Township sugar, per lb.	0 07	0 08
Pure syrup, 8½ lb. tin	0 60	0 65
" " " " " " " " " "	0 70	0 75

S. B. Heward, for some time Dutch Vice Consul in Canada, has been knighted by Queen Wilhelmina of the Netherlands, in consideration of his services in promoting trade between Canada and the Dutch East Indies. Mr. Heward is a member of Crooks, Rimmer & Gray, of Montreal.

Bright coffee	4 65
No. 3 yellow	4 50
No. 2 " "	4 4
No. 1 " "	4 30
Granulated and yellow, 100-lb. bags 5¢ less than bbls.	

SYRUPS AND MOLASSES—There is quite an improvement in the demand, and owing to the high price of corn the market is strong. As corn syrups are all sold in certain size packages at established prices, it is hard to make any changes, so that the higher cost of the raw material must come out of the manufacturer. Molasses also with raw sugars are firm.

Syrups	Per case	
2 lb. tins, 2 doz. in case	2 50	
" " " " " " " " " "	2 85	
" " " " " " " " " "	2 75	
" " " " " " " " " "	2 70	
Barrels, per lb.	0 03	
Half barrels, per lb.	0 03	
Quarter "	0 03	
Pails, 38½ lbs. each	1 80	
" 25 " "	1 30	
Maple Syrup		
Gallons, 6 to case	4 80	
" " 12 " "	5 40	
Quarts, 24 "	5 40	
Pints, 24 "	3 90	
Molasses		
New Orleans, medium	0 31	0 31
" " " " " " " " " "	0 29	0 31
Barbadoes, extra fancy	0 45	0 45
Porto Rico	0 45	0 62

DRIED FRUITS—Nearly all varieties of dried fruits are now on the market. Currants and raisins are below the average quality and are about one cent cheaper. Prunes are just arriving with a large percentage of smaller sizes. The quality is good but also lower than last year's fruit. The market is stronger than it recently was. Apricots are dearer and are firm at 15½¢ for choice and 17 for fancy. Orange peel took a sudden upward turn and is now quoted 1¢ higher. Halloween dates are 1¢ a pound lower. The cause of currants being so low now is attributed to the fact that the usual shipments have not been sent to the British markets. Excessive rains affected the quality.

Prunes	Per lb.	
30 to 40, in 25-lb. boxes	0 10	
40 to 50 " " "	0 09	
50 to 60 " " "	0 08	
60 to 70 " " "	0 07	
70 to 80 " " "	0 07	
80 to 90 " " "	0 06	
90 to 100 " " "	0 06	
Same fruit in 50-lb. boxes ½ cent less.		
Apricots		
Standard	0 13	
Choice, 25 lb. boxes	0 15	
Fancy, " "	0 17	
Candied and Drained Peels		
Lemon	0 09	0 11
Citron	0 15	0 18
Orange	0 10	0 11
Figs		
Elemees, per lb.	0 08	0 10
Tapioca	0 03	0 04
Bag figs	0 03	0 04
Dried peaches	0 08	0 08
Dried apples	0 07	0 07
Currants		
Fine Filiatras	0 06	0 07
Vostizzas	0 08	0 09
Patras	0 08	0 08
" Uncleaned ½ cent less.		
Raisins		
Sultana	0 05	0 05
" fancy	0 06	0 07
" extra fancy	0 08	0 09
Valencia, new	0 06	0 06
Seeded, 1 lb. packets, fancy	0 08	
" 16 oz. packets, choice	0 07	
" 12 oz. " "	0 06	
Dates		
Hallowe'en	0 06	0 06
Fards choicest	0 08	
Sairs	0 05	0 07
" choice	0 07	

TEA—Teas are not showing any weakness and prices are likely to rule firm for some time to come.

COFFEE—The lower grades are bringing a little more money, especially the Rio, but all other lines are unaffected, and remain as quoted last week.

Rio, roasted	0 12	0 13
Santos, roasted	0 15	0 17
Moricao, roasted	0 15	0 18
Mocha, roasted	0 25	0 28
Java, roasted	0 27	0 30
Rio green	0 08	0 09

RICE

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Montu	
Rangoon	
Patna	
Japan	
Java	
Carolina	
Sago	
Seed tapioca	
Tapioca, no	

SPIC

a cent Nutmeg mand is factory.

Peppers, bh	
" wt	
" wt	
" wt	
Ginger	
Cinnamon	
Nutmeg	
Cloves, wh	
Cream of ta	
Allspice	
" wh	
Mace, grou	
Mixed pick	
Cassia, wh	

NUTS

but ret: load up able. 7 weeks, l to arriv perhaps be goo monds ket th Shelled and it tations bringing last yea the ero Louisiar in Can: 3 cents much a crop fa pecans

Almonds, I	
" "	
Walnuts, G	
" "	
" "	
" "	
Filberts	
Pecans	
Brazils	
Peanuts	

EVAI

prices E it may and pri facture the full year at cents a mand i are bon

BEA

and are able eh from E than la Beans, per

RICE AND TAPIOCA—There is nothing of any interest to report about these articles of food. While there is considerable difference in the prices, it is all owing to difference in the quality. On the whole, prices remain the same.

	Per lb.
Rice, stand. B.	0 03 1/2
Standard B. from mills, 500 lbs. or over, f.o.b.	2 85
Montreal	0 03 1/2
Rangoon	0 03 1/2
Patna	0 05 1/2
Japan	0 05 1/2
Java	0 06 07
Carolina	0 10 11
Sago	0 05 06
Seed tapioca	0 05
Tapioca, medium pearl	0 04 1/2

SPICES—Peppers are firm and about a cent per pound higher to retailers. Nutmegs will likely advance. The demand is good and orders are quite satisfactory.

Peppers, black, pure	0 15	0 1-
" white, pure	0 22	0 25
" whole, black	0 16	
" whole, white	0 23	
Ginger	18	0 25
Cinnamon	0 25	0 40
Nutmeg	0 20	0 30
Cloves, whole	0 25	0 35
Cream of tartar	0 22	0 25
Allspice	0 14	0 16
" whole	0 14	0 16
Mace, ground	0 75	0 80
Mixed pickling spices, whole	0 15	0 16
Cassia, whole	0 20	0 25

NUTS—Old nuts are moving slowly, but retailers should be careful and not load up before the new stock is available. These will arrive in three or four weeks, but some houses are taking orders to arrive. As the tendency is upward perhaps orders for future delivery will be good buying. Spanish shelled almonds are higher on the primary market than they have been for years. Shelled walnuts hold a strong position and it is impossible almost to get quotations that will last. Shipments are bringing 2 1/2 cents per pound more than last year. The weather has been against the crops. The pecan crop is short in Louisiana and Texas, but as few are sold in Canada on account of the duty of 3 cents per pound, the market is not much affected here. Of course, if the crop fails in those two States, no other pecans can be got.

Almonds, Formigetta	0 11 1/2
" Tarragona	0 12
" shelled	0 28
Walnuts, Grenoble	0 13 1/2
" Bordeaux	0 11
" Marbots	0 11 1/2
" shelled	0 23
Fillberts	0 12
Pecans	0 16
Brazils	0 15
Peanuts	0 08

EVAPORATED APPLES—Although prices have not changed since last week, it may be said that the market is strong and prices may still go higher. Manufacturers are very independent and want the full limit or they will not sell. Last year at this time they were 1 1/2 to 2 cents a pound lower. The export demand is large and New York exporters are bombing prices.

Evaporated apples	0 08 1/2	0 09
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BEANS—Beans are coming in freely and are easier, but without any noticeable change in their value. They are from 15 to 20 cents per bushel cheaper than last year at this time.

Beans, per bushel	1 85
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CANNED GOODS

MONTREAL—The demand is good in small lots. This is due to purchasers filling in what is needed to make up their full requirements. Deliveries from the canners are now coming in freely from past orders. There is a good demand for lobsters and supplies are already running short with no more in sight.

Peas, standard, doz	\$1.00	\$1.05
Peas, early June, doz	1.05	1.07 1/2
Peas, sweet wrinkled, doz	1.07 1/2	1.12 1/2
Peas, extra sifted, doz	1.52 1/2	1.60
Peas, gallons	3.87 1/2	3.92 1/2
Beans, doz	.75	.80
Corn, doz	.77 1/2	.82 1/2
Tomatoes, doz. (Ontario and Quebec)	.82 1/2	.90
Strawberries, doz	1.37 1/2	1.40
Raspberries, 2's, doz	1.75	
Peaches, 2's, doz	1.65	
Peaches, 3's, doz	2.65	
Pears, 2's, doz	1.60	
Pears, 3's, doz	2.30	
Plums, Greengage doz	1.50	1.55
Plums, Lombard, doz	.95	1.00
Lawtonberries, 2's, doz	1.60	

Clover Leaf and Horseshoe brands salmon:

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

Other salmon:

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

TORONTO—The time to buy canned lobsters is apparently at hand. The pack has been short on account of the smallness of the catch due to heavy storms in the fishing season, and from all reports there are few in first hands. The situation is just the reverse of a year ago when canned lobsters were plentiful. It was thought that such would be the case again, but it is not. Export demand for lobsters is very heavy.

It is not likely there will be any weakening in the sockeye salmon market. While the run of salmon was good, it came all at once and prevented factories from packing what they had anticipated. For instance they were prepared to pack 1,000,000 cases on the Fraser River, while in reality only about 400,000 were put up. English buyers have been buying up everything in sight on account of the excellent quality this year. The English market always takes the best.

The fact that there was a short pack of peas in already widely known. "We simply can't get any," remarked one jobber, while another stated that he would have to pay \$1 a dozen if he were to buy from first hands to-day. This situation is much different from the one at the time of the opening prices when peas were offered to the retailer at 65 cents.

Tomatoes are strong and may go up—it will not surprise brokers if they do. There seems to be plenty of corn in sight but there is no indication that prices

will weaken. Beans were a fairly good crop and the pack was quite large.

Fruits do not show any particular tendency. Strawberries have, of course, gone up considerably since opening prices.

Beans	.75	.80
Corn	.80	.85
Peas	1.00	1.40
Tomatoes, 3's	.82 1/2	.85
Strawberries, 2's	1.32 1/2	1.50
Raspberries, 2's	1.60	1.65
Peaches	1.55	
Lawtonberries	1.50	
Red pitted cherries, 2's	1.60	1.65
Gallon apples	2.40	2.50
Bartlett pears, 2's	1.45	1.50
Lombard plums, 2's	.85	.90

Clover Leaf and Horseshoe brands salmon:

1 lb. talls per doz	1.87 1/2
1/2 lb. flats per doz	1.20
1 lb. flats per doz	2.12 1/2

Other salmon prices are:

Humpbacks, per doz	.95	1.00
Cohoos, per doz	1.40	1.50
Red Spring, per doz	1.55	1.65
Red Sockeye, per doz	1.55	1.65
Lobsters, halves, per doz	1.85	2.20
Lobsters, quarters, per doz	1.40	

ST. JOHN MARKETS.

St. John, N.B., October 27, 1909.

Grocers both wholesale and retail report that the past month or two have shown a marked increase over the same months last year. Just at present the wholesalers are pretty busy, large shipments being made to upriver points and along the coast to people desirous of laying in supplies before the close of navigation.

Farmers in Carleton county and adjoining counties are losing heavily on potatoes this year. Owing to the wet weather large quantities of the tubers rotted and while they have been sorted in some cases, two or three times already, it may be necessary to go over them again before they are fit for market. The price at Hartland which is in the heart of the potato country has been as low as 65 cents a barrel.

There have been few changes in the markets this week. The quotations are:

Sugar		
Standard gran.	4 75	4 85
Austrian	4 45	4 65
Yellows	4 25	4 65
Flour, Manitoba	6 45	6 55
" Ontario	5 85	5 95
Cornmeal, bags	1 60	1 65
Rolled oats, bbls	5 40	5 50
Val. raisins, lb	0 06 1/2	0 07
Cal. raisins, seed		
" ed	0 08	0 09
Currants, lb	0 07	0 07 1/2
Prunes, lb	0 06	0 09
Rice, lb	0 03 1/2	0 03 1/2
Beans, hand picked, bus	2 10	2 15
Beans, yellow eye, bus	3 15	3 40
Cheese, lb	0 13 1/2	0 13 1/2
Lard, compound lb	0 12 1/2	0 13
Lard, pure, lb	0 16 1/2	0 16 1/2
Pork, domestic mess	28 50	29 00
Pork, American clear	27 00	27 50
Pork, clear backs	29 50	30 00
Beef, American plate	18 00	18 50
Beef, Canadian plate	16 75	17 50
Molasses, foy		
" Barbados, gl	0 34	0 35
Butter, lb	0 20	0 24
Eggs, doz	0 76	0 30
Potatoes, bbl	1 10	1 25
Canned goods—		
" Peas, doz	1 10	1 50
" Corn, doz	0 80	1 00
" Tomatoes, dz	1 07 1/2	1 10
" Raspberries, doz	1 85	2 00
" Strawberries, doz	1 45	1 50
" Salmon, case	6 00	7 00
" Peaches, 2's, doz	2 00	2 05
" Peaches, 3's, doz	3 12 1/2	3 15
" Baked beans, doz	1 15	1 25
Fish—		
" Cod, dry	2 75	4 00
" Herring, salt, half bbls	2 30	3 80
" Herring, smoked, box	0 10	0 11

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And Brokers Directory

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It is refreshing to be able to make this announcement—particularly so when it means increased business to thousands of grocers. Last week alone the output of

"SALADA"

was 40,435 pounds MORE than in the corresponding week of 1908. The co-operation and good-will of the trade—the quality, flavor and purity of "SALADA" Tea have built up and maintained an immense business. 1909 promises to be the biggest and best year in our history.

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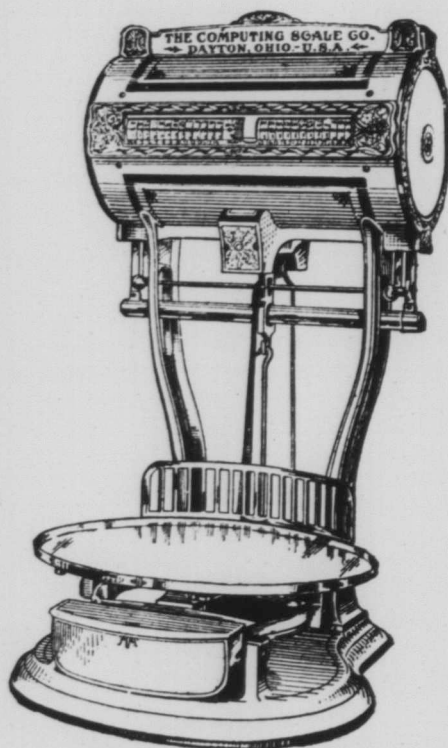
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70 and 72 Front St. East, TORONTO

Packer

Supp
Doub

The supply made and pack to come in. W often find diffic The demand fo sharp, and bu in England i bringing from outside of t market is dull. let to leave a r

With the lo quite likely th close early th more milk to b this stand of that the bulk still held in e for higher prio

The early r New Zealand E way to Englar not move soon mand we expe ize. With the big to the Sta sale in the Un the prices kee find that mark our butter.

PROVISIO

all up this we in all lines. lower. Sales coming in suff readily.

Pure Lard
Bacon, 50 lbs., pe
Cass, this, each

Pails, wood, 20 lb
Pails, tin, 20 lbs.
Tubs, 50 lbs. net
Tubs, 375 lbs., 1
Consolid Lard,
Bacon, 50 lbs. net
Cass, 10 lb. tins

Pails, wood, 20 lb
Pails, tin, 20 lbs.
Tubs, 50 lbs. net
Tubs, 375 lbs.,
Pork,
Heavy Canada short
Canada short cut ba
Heavy clear pork, bl
Cured backs,
Heavy clear pork, bl
Plate best, 100 lb. tin
200 "

200 "
Dressed Meats,
Green bacon, flanks,
Long clear bacon, h
Long clear bacon, li

Hams,
Extra large sizes, 25
Large sizes, 18 to 25
Medium sizes, 13 to
Extra small sizes, 10
Bacon, rolled, lar

Breakfast bacon, E
Whisker bacon, ski
Spiced all bacon, b
Hog, per cwt.
Dressed, per c

BETTER
under the san
made for all
houses, suffic
Receipts for t

Packers Having Difficulty in Filling Orders

Supply of Hogs Short—Prospects for Higher Cheese Prices Doubtful—Advance in Compound Lards.

The supply of hogs is still below the mark, and packers are looking for more to come in. With no stock in hand, they often find difficulty in filling their orders. The demand for cured meats is brisk and sharp, and business is active. Bacon in England is firm. Canadian bacon bringing from 66 to 70 shillings.

Outside of the local trade the butter market is dull, with apparently no outlet to leave a margin to dealers.

With the low price of cheese it is quite likely that cheese factories will close early this fall, which will turn more milk to be made into butter. From this stand of view and from the fact that the bulk of our summer's make is still held in cold storage, the prospects for higher prices are very doubtful.

The early makes of Australian and New Zealand butters, are already on the way to England, and if our butter will not move soon, chances are that the demand we expect for it will not materialize. With the reduced duty on cream going to the States, a large quantity finds sale in the United States market, and if the prices keep up there, we might also find that market the best we can do with our butter.

MONTREAL.

PROVISIONS—Compound lards are all up this week. Hams are also higher in all lines. Dressed hogs are slightly lower. Sales are good and supplies are coming in sufficient to meet all demands readily.

Compound Lard	
Bacon, 50 lbs., per lb.	0 16
Cases, tins, each 10 lbs., per lb.	0 16
" " " 5 " " " " " " " " " "	0 16
" " " 3 " " " " " " " " " "	0 17
Pork, wood, 20 lbs. net, per lb.	0 16
Pork, tin, 20 lbs. gross, per lb.	0 16
Pork, 50 lbs. net, per lb.	0 16
Tin, 37 1/2 lbs., per lb.	0 16
Compound Lard	
Bacon, 50 lbs. net, per lb.	0 11
Cases, 10 lb. tins, 60 lbs. to case, per lb.	0 11
" " " " " " " " " " " " " " " "	0 11
" " " " " " " " " " " " " " " "	0 11
Pork, wood, 20 lbs. net, per lb.	0 11
Pork, tin, 20 lbs. gross, per lb.	0 11
Pork, 50 lbs. net, per lb.	0 11
Tin, 37 1/2 lbs., per lb.	0 11
Pork	
Heavy Canada short cut mess, bbl. 35-45 pieces	31 00
Canada short cut back pork, bbl. 45-55 pieces	31 00
Heavy clear pork, bbls. 20-35 pieces	31 00
Clean back pork, bbl.	32 00
Heavy back pork, bbl.	28 00
Plate best, 100 lb. bbls.	7 75
" " " 200 " " "	15 00
" " " 300 " " "	22 00
Dressed Meats	
Greenhorn, flanks, lb.	0 15
Long clear bacon, heavy, lb.	0 15 1/2
Long clear bacon, light, lb.	0 16
Hams	
Extra large sizes, 25 lbs. upwards, lb.	0 15
Large sizes, 18 to 25 lbs., per lb.	0 16
Medium sizes, 13 to 18 lbs., per lb.	0 16 1/2
Extra small sizes, 10 to 13 lbs., per lb.	0 17 1/2
Boneless, rolled, large, 16 to 25 lbs., per lb.	0 17 1/2
" " " small, 9 to 12 lbs., per lb.	0 18
Breakfast bacon, English, boneless, per lb.	0 18 1/2
" " " " " " " " " " " " " " " "	0 17 1/2
White, bacon, skinned, backs, per lb.	0 18 1/2
Spiced, all bacon, boneless, short, per lb.	0 16
Hog's head, per cut	8 50
" " " " " " " " " " " " " " " "	12 00

BUTTER—The butter situation is much the same as last week, a good demand for all lines, with light receipts, barely sufficient to fill the local needs. Receipts for the week are 5,996 packages

as against 6,210 same week last year, showing a decrease of 214 packages. For the season they also show a decrease, 332,972 packages as against 365,066 packages same period last year.

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

CHEESE—This market is somewhat dull, but should improve as soon as the small lots now being brought in, are cleaned up. Prices are unchanged from last week.

Receipts for the week are 56,151 boxes as against 42,179 boxes same week last year. For the season they are 1,750,277 boxes as against 1,709,400 boxes same period 1908.

Quebec, large	0 11 1/2 0 12
Western, large	0 11 1/2 0 12
" " " " " " " " " " " " " " " "	0 12 1/2 0 13
" " " " " " " " " " " " " " " "	0 12 0 12 1/2
Old cheese, large	0 15 0 16

EGGS—Eggs are scarce, particularly in the better grades. Prices for new laid are now quoted at from 33 to 34c. Receipts for the week are 1,351 cases as against 2,071 cases same week 1908, showing a decrease of 720 cases. For the season they are 178,396 cases as against 176,111 cases same week last year.

New laid	0 33 0 34
Selects, dozen	0 28
No. 1, dozen	0 25
No. 2, dozen (nominal)	0 21 0 22

HONEY—The condition of the honey market this week is very much the same as last. Supplies are very good and of good quality. Trade is only fair. Prices are unchanged.

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

TORONTO.

PROVISIONS—The hog receipts have fallen off during the last two weeks, which means that the farmers look for more money. Monday being a holiday may have something to do with this week's supply, and next week may make up for it again. The demand for cured meats is keeping up, and as there is no old stock to fall back to, it takes all the packers can do to secure enough to keep their customers supplied. Prices remain unchanged from last week.

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

BUTTER—Fresh made butter is in good demand for local use, and is picked

up readily if the quality is up to the required mark.

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

CHEESE—Cheese is without a doubt the cheapest article of food in the provision line, and should be pushed by the grocers. By doing this they will do a good thing to their customers, as well as help to relieve the overloaded market.

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

Eggs—Eggs are higher than they ever were in Toronto at this time of the year. Strictly new laid eggs are very scarce, and sell easily at 35c per dozen. This will, however, not determine that eggs will necessarily be high all winter. Rather cold weather set in suddenly, which checked the production of eggs, and made it necessary for the hens to get out a new program for the winter. The prices are now at a good paying figure, which will induce farmers to take special care of their flocks, and get them going again earlier than other years, and unless the weather should turn out extremely cold, which also can be overcome to a large extent by the comfortable homes they have provided for them, fresh laid eggs might start to come in earlier, and in larger quantities than in former years. There is a good active demand for storage eggs from the Northwest.

Fresh eggs	0 25 0 26
Strictly new laid	0 35

POULTRY—Merchants throughout the country who buy poultry should insist upon the farmers preparing them better for the market, and unless improvement is made from that end, birds coming to the market which are too badly fed for human food must be confiscated by the inspector. Some turkeys came in for Thanksgiving, which would indicate that they, at least, had not much to feel thankful for. They were mere skeletons, and nothing but skin and bones. To overcome this carelessness on the part of the farmer, the dealers in the city are now trying to buy poultry as much as possible alive, and feed and prepare them here. This is done now by a good many with good and profitable results.

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

PERSONAL.

R.M. Miller, manager of the Williams' grocery and confectionery store, Guelph, Ont., spent a few days in Toronto this week and was among the visitors at the Toronto office of The Grocer.

Lieut.-Col. A. E. LaBelle, Montreal, manager of the Ogilvie Flour Mills Co., is up north on a hunting trip with friends. They are making the Club Chapleau their headquarters.

FOWL ROUGHLY HANDLED.

"Reader" Calls Attention to What He Considers Inhuman Treatment of Live Fowl Sent into Cities.

Toronto, Oct. 26, 1909.

Editor Canadian Grocer,—As a reader of your paper will you permit me to make a plea from the humanitarian standpoint, for the better care of fowl sent to and offered on the Toronto market (and I dare say the conditions prevailing here may also be met with in the large cities elsewhere)? My work takes me, very often, past the commission houses on Front Street as well as through the market itself, and I have often expressed a word of pity for the poor fowl pent up in undersized boxes and exposed under a glaring sun, unclean and illy fed for two days at a time. Often I have thought what a lesson might be taught the culprits of this practice if they could be penned up in similar boxes and left exposed, starving during sun and rain, even for one day.

Now I do not mean to say the commission men are entirely to blame for this condition; I rather believe the farmer must bear the brunt. First the fowl are starved for nearly 48 hours before being sent to market; they are packed in and cooped up in small crates, not high enough for the birds to crane their necks; carted off to the station, where rough young fellows toss them into the cars, out again and off to the commission houses, where they are exposed in many cases for two days before being sold.

Now this is not as it should be. The merciful man is merciful not only to his own beast, but he should be a little bit careful of the animal lives left in his care. It is true that this year has seen some improvement in the size of the crates sent in by some farmers, and even a number of the commission houses now own crates of special make, which they loan farmers for the sending in of their fowl. The express companies, too, after the complaints of a year ago, handle the boxes with less carelessness; but there is plenty of room for improvement yet for there must surely be some deterioration in the present methods; and it is to be hoped that the improvement will commence right away.

A READER.

STOCKING POOR CHEESE.

A Montreal wholesaler has called attention to the fact that Canadians are not using nearly the proportion of good cheese that England and the United States do. The reason he assigned was that the Canadian grocers do not, as a general rule, stock the best grades, thus prejudicing the customers against all cheese. There is plenty of good cheese to be had in this country, he says, and more care should be taken in cheese selection by the retailer. If this were done he prophesied we would consume double the cheese we now do.

The Largest and Oldest Barley Manufacturers in Canada

LET US QUOTE YOU PRICES ON—

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

John MacKay, Limited
BOWMANVILLE, - ONTARIO

**Have You Entered
the Orange Meat
Contest ?**

If not, you are missing an excellent opportunity to win some large cash prizes.

\$700.00

Cash is the First Prize

Get your customers to save the bottoms of Orange Meat boxes for you.

Send your name and address to Orange Meat, Kingston.

Read postcard in package. Contest closes November 30th, 1909.

CIE FRANCAISE des PATES ALIMENTAIRES

Macaroni, Vermicelli, etc.

Strictly French Manufacture Guaranteed

Manufactured at
82 Beaudry Street MONTREAL

SUCHARD'S COCOA

This is the season to push SUCHARD'S CO COA. 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.

**Do You Want
To Save Money ?**

on discounts and freight.

We can put dollars in your pocket if you will handle



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

RICHARDS—

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

Custard Powder

The BIG Two-Power 5c. pkg.

Manufactured only by
EDWARD J. NATION & CO.
BRISTOL, ENGLAND

WE STOCK IT

W. H. ESCOTT
Wholesale Broker
WINNIPEG MANITOBA

Let us quote you on your

APPLE BARREL

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

H. CARGILL & SON
CARGILL, ONTARIO


SALT

Car Lots of Fine, Medium or Coarse, in Barrels, Sacks or Bulk.

TORONTO SALT WORKS, 128 Adelaide St. E., Toronto
G. J. CLIFF, Manager.

SPRAGUE

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



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Your Store Is Known

by the goods you sell. The Grocer with an eye to the future studies his stock and sells only those goods he knows will please his customers.

☞ Cheap and inferior goods never find a place on his shelves.



Magic Baking Powder

insures such delightful results in baking that housewives' most everywhere demand it.

☞ It is splendidly advertised and yields a lasting profit. If you haven't been selling it, begin now—you'll find it sells better than any other Baking Powder.



ESTABLISHED 1852.

Food products that are produced in clean factories are best.

Sell Clark's Meats

BENEFIT BY CLARK'S ADVERTISING

All the benefit of Clark's liberal advertising comes through the grocer.

If you are not handling Clark's Meats you are losing the benefit of all this advertising.

You are also disappointing customers who ask for Clark's Meats.

There is not a single reason why you should not handle Clark's Meats, and the most substantial one of all why you should—**IT WILL PAY YOU.**

Clark's Pork and Beans

Clark's Mince Meat

Clark's Ham, Tongue or Veal

Clark's Ox Tongue

Clark's Sliced Smoked Beef

Clark's Chateau Baked Beans

and CLARK'S INGLASS BRAND MEATS

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

WRITE FOR SPECIAL PRICE LIST.

WM. CLARK, - MONTREAL

Manufacturer of High-Grade Food Specialties

Cafe Francais

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

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

Get a supply to-day from us, direct.

SAMPLES FREE

Dominion Cereal Mfg. Co.
VICTORIAVILLE, QUE.

Also makers of Imperial Self-Raising Flour

"UNFAIR BURDEN ON THE FARMER."

Editor Canadian Grocer.—Under the above heading Farm and Dairy, an agricultural paper, makes a labored effort to bring to light the hidden reasons "why the boys and girls, in spite of all that has been said and written leave the farms and go to the cities."

While the writer of the article recognizes many other efforts valuable, yet according to his idea, they are only "scratching the surface." He ventures to go away down to the root and finds that the whole trouble is in our system of taxation, and the remedy is to be found in single tax. He further states that "it is the farmers' productive labor which creates the cities; property holders in the cities reap a certain portion of benefit from the efforts of the farmers, to which they are not entitled."

In this he is perfectly correct, but evidently he did not dig deep enough to get at the root. Taxation is not the trouble at all. Because the land in cities is very valuable, he would make owners there bear a greater portion of the farmer's taxes, so that the farmers would still have more money to make the city property still more valuable. It is not the land in itself that becomes valuable, but the particular location where too many people flock to do their business.

It is surprising to see an editorial article trying to solve a difficulty, in a paper that contains an advertisement asking people to support the mail-order institution which is causing the trouble of which he is complaining.

Boys and girls are not leaving the farms so much on account of the attractiveness of city life, as they are on ac-

count of the loneliness of the country. Let the farmers spend the money which goes to the mail-order stores in their own towns where goods can be bought in stores that stand on cheap land, but which could be made more valuable and upon which the proprietors would gladly pay taxes in proportion as they are needed for the service of the farmers.

The young people will not feel satisfied to stay on the farms if the towns are allowed to go down for want of support. Let all agricultural influence be kept in motion, but they will never make farm life attractive until they try to cultivate a friendly and just feeling with the business people of their respective towns. Suppose the wealth of the most valuable acres of land in Toronto was spread over the country towns, which would be the case if the people would deal in the country towns. Would that not at once bring back to the different municipalities the taxes to which the large cities, as Farm and Dairy claims, they are not entitled. Unless the farming community will realize the importance, value, and convenience of our towns sufficiently to keep them thriving, through their reasonable support, the country will suffer at the expense of a few gigantic concerns which are neither a necessity nor a convenience, but an immense drain on the country.

Through incessant advertising, without anything having been done to counteract its influence, the trade of the country has been turned into a channel, the effects of which are injurious to the country. What a deplorable state of affairs it is to think that the prosperity, convenience, health and happiness of a young country are being undermined, and instead of people living on the land, and in towns are drifting into the many unwholesome conditions of city life. Let the farmers support their own towns, and not spend their money in making millionaires and land worth \$3,400,000 an acre, and the taxes will right themselves.

ANTI-CATALOGUE HOUSE,

Toronto, October 27, 1909.

AN OLD MUSKOKA STORE.



In 1860 the District of Muskoka was opened up for settlement, and the rush for the north began just like the rush for the great west some years ago, and of late years to the silver country in Northern Ontario. But the settlers encountered many hardships in those early days, namely, the thickly wooded country, the thousands of wolves and jackals and the prowling bear. Also they found a mountainous and rocky district that made the bravest shudder and weaken at the thoughts of hauling or packing food stuffs to keep life in the family.

The John Sandfield Macdonald administration undertook the almost impossible task of building a road through the wilds of Muskoka.

The photograph shows an old store built in those days, its location being at South Falls, three miles south of the present town of Bracebridge.

The store was built in the spring of sixty-three after the completion of the road by Macdonald, who saw in the fu-

ture of South Falls a rising city; and for a while his dreams looked true. Old settlers say he carried the greatest stock in the country—groceries, dry-goods, boots and shoes, hardware, patent medicines—in fact everything from a boot-lace to a post-hole. Settlers from miles around gathered at the store day by day, not only to buy, but to discuss the rulers of the country. Trade was good, the store was large, and money was plenty, so in '65 a stock of whiskey was added and it became a hotel, store and post-office, but in '68 "old Mack" saw the town of Bracebridge looming up and his dreams being shattered, he sold to the Cameron family and went north. The Camerons soon got rid of the stock of merchandise, but carried on the hotel and post-office till '83 when they gave the hotel up only retaining the post-office, which they still have at the time of writing. By the way a picture of Alex. Cameron is seen in the photograph of the store, where he has lived for over forty years.

"Premium Goods"

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

Merchants Portrait Co.
TORONTO

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels Car or Broken Lots

WRITE FOR QUOTATIONS.
Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

WHY IMPORT BISCUITS?

It isn't a question of the Quality of imported Fancy Biscuits at all. We know that British manufacturers have reduced baking to an exact science—a fine art. But we also know that our Acorns, Wafer Rolls, Dominoes, La Fetes, Orange Wafers, Coffee Wafers, Philopenas, etc., are the best made in Canada. We also know that *all*

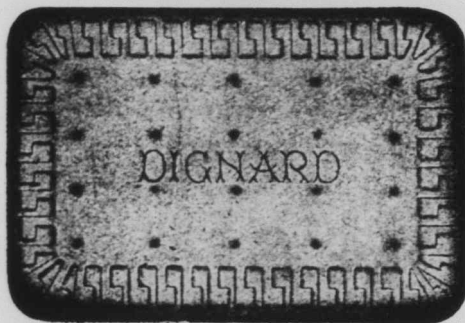
CHRISTIE'S BISCUITS

will compare favorably with any imported line—*however high the Quality*. Christie's fancy biscuits are superior to any baked on this continent, and they are equal in Quality, Purity and Nutriment to any fancy biscuits baked anywhere. Besides—*it's a matter of dollars and cents to YOU*. You can get Christie's biscuits when you want them. Think it over before placing your Christmas orders.

N. B.—Our "Madeira Mixed" and "Cherry Rings" are the Acme of Biscuit perfection.

Christie, Brown & Co., Limited
TORONTO

PROGRESSIVE GROCERS HANDLE THIS MONEY-MAKER



Our
VILLAGE
 Biscuit
 retails
 3 lbs. for
 25c.

DIGNARD, LIMITED, Biscuit Manufacturers MONTREAL



CAPSTAN BRAND
PURE MINCE MEAT

Package Mince Meat
 Put up in 1/4 gross cases

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

25-lb. Pails and 75-lb. Tubs

Capacity one ton per hour.
 Sold by all wholesale dealers

The Capstan Mfg. Co., - Toronto Ont.

Biscuits Promptly Shipped

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

THE CANADIAN BISCUIT COMPANY, LIMITED
 LA PERADE, QUE.

Their Reputation—based on their
Superb Quality—Sells

Cowan's

**Maple Buds, Cream
Bars and Chocolate
Confections**

with a steady briskness that
is most satisfactory to the
dealer.

A well-arranged display of
the full "Cowan" line would
catch many a dollar for you.

The Cowan Co., Ltd.
Toronto, Can.

Canadian made Licorice
Y&S BRAND
All Druggists.



Manufactured
by
NATIONAL LICORICE CO.
Montreal.

Grocers,
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and
profitable.

We also recommend our

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

Write for price lists and illustrated catalogue

**Send
To-day**

AGENTS

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

By Royal



Letters Patent

**NELSON'S
POWDERED GELATINE**

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

**NELSON'S
Gelatine and Licorice
LOZENGES**

Should be in your confectionery department.

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

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

CANADA:
No better
Country



MOTT'S:
No better
Chocolate

All the year round

Mott's
"Diamond" and "Elite"

brands of

Chocolate

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

EVERY JOBBER SELLS THEM

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

SELLING AGENTS:

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

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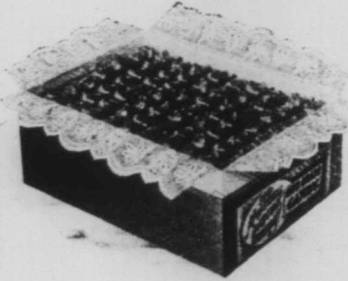
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Do you know
You should know **BORDO**
CHOCOLATES



They are made in a wholesome, up-to-date factory by the best workmen obtainable, and under the direct supervision of our Superintendent, who has held that position for the past 23 years. We have the only correct formula for Bordeaux Chocolates and are the ORIGINATORS of that brand.

We sell TONS annually at the following prices:

5-lb. Boxes \$1.25, to the trade

10c. cartons, dozen to the box, 85c. to the trade

either light or dark coating.

You can sell our candy over the counter for 40c. to 50c. per lb.

SEND FOR SAMPLES.

Don't Forget

BORDO

is the name

The Montreal Biscuit

Company, "The Originators"

MONTREAL

FOR WINDOW CARDS.

We couldn't do better, and neither can you.

Our selling prices indicate our buying power.

Buying right is getting your money's worth.



We manufacture the best, clearest, and purest salt for all uses.

WESTERN SALT CO., - Mooretown, Ont.

Worth your attention because worth the price.

Come often and always feel safe at our shop.

The art of making good coffee is in coffee.

Prunes are healthful, and ought to be eaten daily.

If you want the newest you'll always find it here.

One price to all—and that the lowest possible price.

If we don't please you we want to know about it.

A pleasing tea at a price that's within the reach of all.

The finest blended tea with a flavor that never varies.

Satisfactory luncheon delicacies can always be had here.

Tel-A-Phone and we will tell you what we have that's new.

Finer bread can't be baked than that produced with — flour.

The richest and creamiest of cheeses—let us send you a "wedge."

For price lowness and quality highness—you couldn't do better.

We can't afford to give premiums when we give better quality.

It's better to buy here with cash than to buy elsewhere with credit.

A very flavory coffee with the pungent character that everyone likes.

GRATEFUL

COMFORTING

**EPPS'S
COCOA**

**The Choicest of all
Cocoas**

**The Most Delicious
The Most Nutritive**

A cup of this delightful beverage is a most real enjoyment, giving true exhilaration and invigorating the whole system.

**The LEADING COCOA of MANY
GENERATIONS**

Special Agents **C. E. COLSON & SON, Montreal**

Nova Scotia, E. B. ADAMS, Halifax.

Manitoba, BUCHANAN & GORDON, Winnipeg

TRUMILK AND MILKSTOCK

Pure milk reduced by our new process to a sterile powder, retaining all the flavor and goodness of the fresh milk. Soluble in cold water.

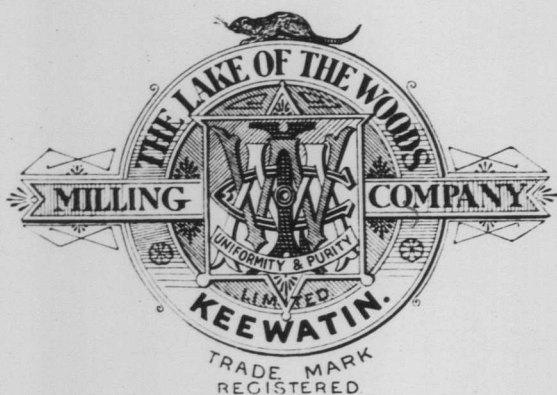
TRUMILK is a very rich milk, containing 27% of butter-fat.

MILKSTOCK is the cheapest and best milk for cooking. Lumber and construction camps, etc. Easy to transport. Not hurt by freezing. Will keep even after can is opened.

AT ALL WHOLESALE GROCERS

Canadian Milk Products, Limited

Head Office: Mail Building, TORONTO



Compelling the Call-again

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

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

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

Well, hardly.

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

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

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

• • • • •

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

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

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

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

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

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

FIVE ROSES, Brother Grocer, has never been surpassed.

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

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

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

• • • • •

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

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

Wouldn't you like to sell FIVE ROSES?

FIVE ROSES FLOUR

LAKE OF THE WOODS
MILLING COMPANY

LIMITED

MONTREAL
TORONTO
OTTAWA
LONDON
ST. JOHN
WINNIPEG
KEEWATIN
VANCOUVER

MAKERS OF FIVE ROSES.

Kingston Grocer gives Advice on Store Management

Contrasts the Careless Merchant With the One Who is Up-to-date in His Methods—Advocates Labor Saving Devices—Advantages of Keeping Good Salesmen and Delivery-men.

Editor Canadian Grocer.—Kingston merchants are paying more attention lately to store decoration and window dressing and a large percentage of the credit is due I think to the untiring efforts of The Canadian Grocer which devotes a lot of space urging its subscribers to clean up and fix up and adopt modern methods in harmony with the present age and generation.

I tell you it is a great object lesson to jump up, put on your hat and take a run around and see the other fellows and note the different ideas in window dressing and store architecture. Some paint the outside woodwork green, others orange, brown, white, etc. Green stain grained is the latest. Some pile goods up inside and outside so that you can hardly see the store or fixtures. Others have well-dressed windows and the interior looks like the day after exhibition—old barrels, boxes, stepladders, trucks and hammers in every direction.

Then as a contrast you see the neat, tidy grocery—everything clean, floor oiled, goods piled up tastily, cases shining and full of dainty things piled up temptingly. You can see clean counters, brass scoops and scales glistening; samples of tea and sugar in glass or brass trays with neat tickets or red or blue price cards bearing the names of the goods, you see modern meat cutters, cheese cutters, electric coffee mills, silent salesman and many other labor and expense-saving devices. There are tidy clerks in clean white jackets or aprons waiting on customers. Do you question the fact that cleanliness and obliging clerks bring trade? I guess not.

I think a grocer should occasionally take a trip to Montreal, Toronto, or some other place in order to get some new ideas. He should keep his eyes open and take back something that will assist him in his business.

Keep good help, get salesmen who use their brains as well as their heads. Good delivery waggon drivers are not to be overlooked. They should be men with good appearance who take pride in cleaning their horses, waggons and harness and who have a pleasing manner towards customers. Impolite drivers do not help trade. Use a good ad. of some of your specialties on your paper bags. Some grocers use distinctive colored rolls of paper and others colored or printed bags and bill heads so that customers can say without seeing the name from where the goods came.

A good style of tea and coffee bag is a necessity in a store and adds to the sale of goods as well as egg carriers and clean delivery boxes and baskets. I would advise a dealer to adopt a certain color, and paint his delivery boxes the same. Some manufacturers put up their goods in fine delivery boxes and these come in handy.

Many are the varieties of signs which can be used with good results. We see them on all sides in various shapes and sizes. When signs become disfigured and an eye-sore to the section in which they are located, they should be replaced or at least torn down.

A nuisance to merchants, and in fact to most citizens, is the throwing around

the counters, street-doors, sidewalks market-places, etc., of dodgers. If advertising is to be done, let it be done through newspapers or trade journals and not thrown all over the streets on dodgers which become a nuisance to most people.

A LIMESTONE CITY GROCER.
Kingston, Oct. 26, 1909.

LOBSTERS FIRING UP

Short Pack and Bare Foreign Markets Result in Advances Locally to the Extent of 10 per Cent., With a Steady Upward Trend Likely to Materialize.

Higher priced lobsters are going to be the rule until next spring, when the new catch is quoted. Prices asked to-day by holders of stock are higher by 10 per cent. than they were a year ago. To the grocer, half-pounds are costing in the neighborhood of \$2.20, while one-pounds are selling at a figure around \$4.55. Lower quotations than these are obtainable in some quarters, but the numerals indicate the much firmer feeling existing. Several reasons may be named for the marked strength now displayed in the lobster market. It will be recalled that when the fishing season was at its height severe storms were experienced on the south and west coasts of Nova Scotia, from which fishing grounds a great portion of Canada's supply comes. These storms did untold damage to the fishing paraphernalia of the lobstermen, and it was impossible to replace destroyed traps and tackle in time to take advantage of the season, which closed so shortly afterwards. The result was that the catch did not measure up to those of previous years in volume, and the new season was begun with the packers working under the serious handicap of a shortage. Now, within the past few

days, it is learned that the foreign market—always an important consideration in the determining of lobster values in Canada—is practically bare. This was the climax. Prices advanced materially and further rises are anticipated. In view of the continued demand there will be from outside centres and the small holdings of Canadian packers, who are already short of numerous lines.

Stocks held in second hands are large, and will last barely through the period which must elapse before 1910 lobsters are quoted. Lobsters represent a good investment at present.

Tell Your Customers That :

**SHAMROCK
BIG PLUG
SMOKING TOBACCO**

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

The best in the world are made by
McDOUGALLS

Insist upon this make
D. McDOUGALL & CO., Glasgow, Scotland.

Tel. Up 2076 Tel. East 599
YOUNG'S PATENT PIPE
in Seven Shapes
W. J. GRANT
Sole Agent for Canada
506 Lindsay Building, MONTREAL

Black Watch

**The Big Black Plug
Chewing Tobacco**

"A Trade Bringer"

Sold by all the Wholesale Trade



—7-20-4—

This cigar has proven a winner wherever introduced, as it is a good smoke, reasonable in price, and a profit-yielder.

You cannot do better than stock these cigars if you would make your tobacco department most profitable.

The Sherbrooke Cigar Co.
SHERBROOKE, QUE.



Royal Polishes

are made in Canada, by Canadians, and yield Canadians a larger profit than any imported polishes, owing to the difference in manufacturing cost between this and foreign countries.

When buying polishes bear this point in mind.

ROYAL POLISHES COMPANY
MONTREAL

—BUY—

Star Brand

COTTON CLOTHES LINES

—AND—

COTTON TWINE

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

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT ?

“Tuckett’s Special”

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured
from

Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

NEW DATES Figs and Raisins

Fancy Sweet Potatoes,
Almeria Grapes,
Cape Cod Cranberries,
Bananas, Oranges.

Also

Extra Fancy Grape Fruit.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO

BE PRECISE

When ordering Lemons—to simply order Lemons is not the best for your pocket—by saying "St. Nicholas" or "Home Guard" you would be getting from one to four shillings per box more Lemon value.

Specify
"ST. NICHOLAS" or
"HOME GUARD"
when ordering.

BE PRECISE

J. J. McCABE

AGENT

32 Church Street, TORONTO

Enormous Quantities of Apples Going to England

Great Demand for Them From Across the Atlantic—Good Time To Stock Potatoes—Peculiar Situation in the Lemon Market—Fish in Better Demand.

MONTREAL.

GREEN FRUITS—The lemon situation is rather peculiar this week. In New York lemons are now selling at \$5, while here they are \$3. It is expected that a sympathetic movement of price will take place here very shortly in case no change takes place in the New York market. The cause seems to be a sudden increase of demand for this fruit. Speculation also may have something to do with it.

The early varieties of apples are about done and winter stock has not yet made its appearance in very large quantities.

Basket grapes are cheaper, particularly Concords and Niagaras.

Apples, crabs, basket	0 35
" Alexanders, No. 1	3 50
" Mackintosh reds	5 00 5 50
" " No. 2	3 00
" Wealthys, No. 1, bbl	3 00
" " No. 2, bbl	2 50
Bananas crated, bunch	1 75 2 25
Cranberries, per bbl	8 00 9 00
Cocoanuts, bag	3 00 3 25
Grapes, California, Malagas, crate	2 75 3 00
" Tokays, crate	1 50
" Delaware, crate	0 15
" Concords, per basket	0 15
" Niagara	0 15
Lemons, Verdillia, box	3 00
Maoris, box	3 00
Limes, per box	1 00
Oranges, late Valencia	3 50 3 75
Peaches, California, box	1 50 1 75
" Canadian, basket	0 50 1 00
Plums, California, per crate	1 75 2 50
" Canadian, basket	0 40 0 70
Pears, California, (Bartlett) per box	3 50 4 25
" Canadian (Bartlett), in bbls	4 50 5 50
" Canadian, basket	0 60 1 00
Pineapples, Florida, box	4 00 5 00

VEGETABLES—Fresh vegetables in bunches have about disappeared, and are now only quoted in bags. A large basket of string beans is on the market for \$3.50. As a whole the trade in vegetables is very dull this week, but an improvement is looked for soon. Prices are generally somewhat higher, but in case of a continuation of present dullness they will probably go down again.

Beets, per bag	0 50 0 60
Carrots, bag	0 50 0 60
Cabbage, dozen	0 25 0 40
Celery, Canadian, dozen	0 30 0 50
Cauliflowers, dozen	1 00 2 00
Corn, dozen	0 05 0 10
Cucumbers, basket	0 50
Green peppers, crate	1 50 2 00
Lettuce, dozen	0 40 0 50
Leeks, dozen	1 00 2 50
Onions, red, per bag	0 75 0 80
" Spanish, cases 150 lbs	2 75
" " half cases	1 65
" " crates 50 lbs	0 90 1 00
Potatoes, Montreal, bag	0 60 0 90
" sweet, per bbl	2 50 3 50
" " basket	1 50
Parsley, dozen	0 10 0 15
Parsnips, per bag	1 75
Pumpkins, doz.	1 25 0 50
Sage, dozen	0 40 0 50
Savory, dozen	0 40 0 50
Spinach, Canadian, box	0 50 0 60
String beans, bag	0 35 0 50
" " basket (large)	3 50
Squash, Hubbard, per dozen	1 50
Thyme, dozen	0 40 0 50
Tomatoes, Montreal, gin box	0 25 0 75
" hot-house, lb	0 10
Turnips, bag	0 35 0 40
Vegetable Marrows, dozen	0 50 0 75
Watercress, dozen	0 50 0 40

FISH—More suitable weather has brightened the fish business considerably. Smoked and prepared fish are in much better demand and as supplies are not over plentiful, prices are likely to show the effect soon. Bulk and shell

oysters, as usual, at this time of the year, are very much in demand, and prices are good. Receipts of green cod are rather light just now. Pickled herring are plentiful.

FRESH	
Barbotte	0 40
Bluefish, per lb	0 10 0 12
Dore, per lb	0 10
Eels, fresh, per lb	0 10
Flounders, per lb	0 10
Halibut, per lb	0 10
Haddock, per lb	0 10
Lake trout, per lb	0 10
Mackerel	0 10
Market cod, per lb	0 10
Perch, dressed, per lb	0 10
Pike, headless and dressed	0 10
Salmon, B. C.	0 10
Sea trout, per lb	0 10
Steak cod, per lb	0 10
Whitefish, per lb	0 10

FROZEN	
Dore, winter caught, per lb	0 10
Halibut, per lb	0 10
Mackerel, per lb	0 10
Steak cod, per lb	0 10
Salmon, B. C., red, per lb	0 10
Salmon, Gaspe	0 10
Salmon, Qualla, per lb	0 10
Whitefish, large, per lb	0 10
Whitefish, small, per lb	0 10

SALTED AND PICKLED	
Boneless cod, in blocks, all grades, at 5, 6, 8, 9 & 10c per lb	0 10
Green cod, No. 1 medium, per lb	0 10
" " large, per lb	0 10
Dry cod in bundles, per bundle	0 10
Labrador herring, bbl	12 50
Labrador herring, half barrel	6 25
Labrador sea trout, bbls	12 50
" " half bbls	6 25
No. 1 mackerel, pail	1 00
No. 1 " half bbls	5 00
Skinless cod, 100 lb. case	1 25
Salmon, B. C., half bbls	1 50
Salmon, B. C., bbls	1 50
Salmon, B. C., pink	1 50
Salmon, Labrador, bbl	1 50
Salmon, Labrador, 1/2 bbls	0 75
Salmon, Labrador, tierces, 300 lb.	1 00
Salt sardines, 20 lb. pail	1 00
Sardines, Quebec, bbl	1 00

SMOKED	
Blotters, large, per box	1 10
Haddies, 15 lb. box, per lb	0 08
Herring, new smoked, per box	0 12
Kipperd herring, per box	1 20
Smoked salmon, sugar cured, per lb	0 25
SHELL FISH	
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp gal	1 40
" " Sealshipt, standards, Imp gal	1 75
" " select	2 00
" " shell, per bbl	6 00 1 00
Frogs legs, per lb	0 40

PREPARED FISH	
Shredded cod, per box	1 50

TORONTO.

GREEN FRUITS—The green fruit market is rapidly coming to the end of the season. A few baskets of peaches still make their appearance from day to day. Plums have entirely disappeared and pears occupy small space. Grapes and apples rule the market, and are in abundance. Grapes, especially, are very plentiful and sell as low as 10c a small basket and 20c a large one, and even at these low prices they are looking for buyers. Apples run from \$1.50 to \$2.00 a barrel, choice select Snows bringing the highest price. The best winter apples are not yet offered for local use. Shipments from Canada to England are very heavy. Last week the shipments totalled up to 94,047 barrels. It may be interesting to know that while we shipped this enormous quantity, the United States only shipped 19,013 barrels. Florida oranges are expected to arrive as well

as Sicily 1
lower.

Apples, green, b
per barr
Bananas.....
Cranberries, per
Grapes, small ba
large.....
Almeria
Grape Fruit
Lemons, Verdel
Limes, crate...
Oranges, Cal. Va
Cal. sm
Porto E
Peaches.....
Pears, Can., basl
Pineapples, per c
Quinces, per bas

VEGETA

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10 bag lots
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Onions are
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Beets, per bag...
Cabbage, Canad
Cantaloupes, Can

Corn, new, per
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Corn, dozen.....

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We want to
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Extra F

"CAM

Extra C

W M.

W. B. ST

THE CANADIAN GROCER

as Sicily lemons. Prices will likely be lower.

Apples, green, basket	0 15	0 35
per barrel	1 50	3 25
Bananas	1 65	2 00
Cranberries, per bbl.	8 00	8 50
Grapes, small basket	0 10	0 15
large	0 20	0 25
Almeria	5 50	6 50
Grape Fruit	4 00	4 50
Lemons, Verdelli	3 25	3 50
Lemons, crate	1 25	
Oranges, Cal. Valencia	3 25	3 75
Cal. small	3 00	
Porto Rico	2 00	2 50
Peaches	0 60	0 65
Pears, Can., basket	0 40	0 60
Pineapples, per doz.		2 40
Quinces, per basket	0 30	0 40

VEGETABLES — Potatoes arrive in liberal quantities and are sold in 5 and 10 bag lots to dealers at 60 to 65c a bag. If merchants have room to store them, it ought to be a good investment to put them in now before the extra cost of protecting them against frost has been added. Canteloupes are still coming in, but the quality cannot be recommended. Onions are held too high and in consequence large quantities are imported from the States, besides the special varieties from other countries. The city is at present principally supplied with all kinds of vegetables from the gardeners in the vicinity of Toronto.

Beets, per bag	0 75
Cabbage, Canadian, per dozen	0 25 0 30
Cantaloupes, Canadian, per basket	0 25 0 30
per case	0 40 0 50
Carrots, new, per basket	0 20
Celery, Canadian, per doz.	0 25 0 30
Cori, dozen	0 08 0 10

Cucumbers, per basket	1 00	1 50	Potatoes, Canadian, per bag	0 60	0 65
Egg plant, per basket	0 25	0 32	sweet, basket		0 65
Onions, Canadian, per bag	1 00	1 50	sweet, per hamper	2 00	2 20
new, Valencia, crate	2 75	3 00	sweet, per barrel	3 50	3 75
Spanish	2 75	3 00	Radishes, per dozen		0 25
half cases	1 75		Tomatoes, Canadian, per basket	0 20	0 30
Peppers, green, per basket	0 30	0 35	Turnips, per bag		0 50
red, per basket	0 50	0 60	Watermelons, Canadian, each	0 10	0 15

FISH AND OYSTERS

Never before have we been in such a good position for the Fish Trade as at this season. Everything in fish, in and out of season, is carried by us in this Department.

Fresh Arrivals

HALIBUT, Salmon, Whitefish, TROUT, Gold-eyes, Pickerel, Pike, Etc.

Bloaters, Haddies, Kippers, Ciscoes, Codfish in all styles of packages, etc.

Long Island Native Oysters. Large, Solid, deliciously flavored. Shipped in clean, sanitary, non-returnable packages at \$1.85 per Imperial gallon. Try them.

WHITE & CO., LTD., TORONTO and HAMILTON
Phone Main 6565

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"The Mark of Quality."

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Finest
Quality
Oranges
Sweet

FLORIDA CITRUS EXCHANGE

Finest
Selected
Grapefruit
Appetizing

See that every box you buy bears this mark.

W. B. STRINGER,

District Agent,

TORONTO

DATES

We want to state that we do not think there is any pack of dates that will give you better satisfaction to handle. When ordering, mention the Brands

"CAMEL" HALLOWI
(Packages)

"EAGLE" SAIR
(Packages)

"MONOGRAM" Extra Fancy
"CAMEL" Extra Choice
FARD

W.M. HILLS, JR.
IMPORTER
W. B. STRINGER, Agent, TORONTO

FANCY

Jersey Sweet Potatoes Bbls. and Hampers

Cape Cod Cranberries

Almeria and Domestic Grapes

Chestnuts

New Figs

New Dates Due Next Week.

(Established 1861)

HUGH WALKER & SON
GULEPH, ONTARIO

THE CANADIAN GROCER

FISH—The fish supply is very satisfactory, and is quite up to the heavy demand at this time of the year. Finnan haddies are still in rushing demand and are firm at 8c. Whitefish are 1c lower.

Blouters, per box	1 20
Blue fins	0 06 1/2
Carp	0 03
Cod, fresh caught	0 27
Cod, Imperial, per lb.	0 05
Cod, Arcadia	0 10
Ciscoes, per basket	1 10
Eels, per lb.	0 08
Finnan haddie	0 08
Haddock, fresh caught	0 07
Halibut, fresh caught	0 10
Herring, medium, per lb., fresh caught	0 05
Herring, sea, per 100 count	3 00
Herring, Digby, per box	0 15
Lobsters, each	0 25
Jackerel, each	0 20
Perch	0 07
Pike	0 06
Quail on toast	0 05 1/2
Sea salmon	0 17
Trout, fresh caught	0 09
	0 10

Whitensh, fresh caught	0 10
Yellow pickerel	0 09
Oysters, selects, per gal.	1 85
" standards, per gal.	1 65
" extra selects	1 90

Have you ever realized that your store has a distinct personality to maintain? You have, for instance, a motto

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY

HAMILTON

JAMES SOMERVILLE, Manager

that though your prices may not be the lowest, your goods are always of the best. See that they always are, and if a customer is dissatisfied, see that she has exactly what she wants, even if it costs money at the time. It will win out in the end.

Highest price paid for

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ESTABLISHED 1886

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It is a genuine satisfaction

to sell an article with a guarantee behind it. Are you stocking

CONCORD NORWEGIAN SARDINES ?

The brand with a guarantee on each tin. The extra care taken in the packing of these sardines preserves their natural delicate flavor in a remarkable manner. There is an extra cover for use after the tin has once been opened.

This high-class sardine will appeal strongly to your better-class customers. Send your order to any wholesale grocer.

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High-Grade Salt Water Oysters

**Packed in Pure Food Packages
Shipped in Clean, New Tins**

The success achieved last season in shipping Beacon Brand Oysters in clean, sanitary tins instead of dirty wooden pails is to be still further enlarged this year with a decided improvement in the quality of the oysters themselves, allowing for no possible competition as regards quality and flavor. Our business has grown to such an extent as to warrant the best to be had, and we are sparing neither pains nor expense to insure positive satisfaction with every shipment. We insist that BEACON BRAND is superior in every way to any other line you can handle.

THE F. T. JAMES CO., LTD.

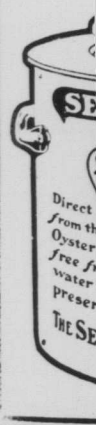
Wholesale Fish and Oyster Distributors, TORONTO

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**It's no good handling
dead stock!**

Your profits affect you vitally, and you want to handle a line of canned fish goods

that have stood the test of time.

BRUNSWICK BRAND SEA FOODS

are the line that for fourteen years have held the premier position. WHY? Because we can nothing but the primest small fish caught in the deep waters of the Bay of Fundy, and we prepare them and put them up in an up-to-date sanitary factory, and use only the finest salad oil. You can handle no greater satisfaction-giver than BRUNSWICK BRAND Sea Foods.

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You doubtless want to "get yours" out of every sale.

You also without doubt want to make **more** sales to your trade.

And probably you would not mind getting a nice slice of somebody else's trade.

The question always is, how to get more good customers without such expense as will eat up all the profits.



The answer is: become a SEALSHIPT AGENT.

Write us to-day and we will tell you how it's done.

The Sealshipt Oyster System, Inc.
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PUREST
AND
BEST

ST. CHARLES EVAPORATED CREAM

STANDARD THE WORLD OVER
ALWAYS READY—NEVER FAILS

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

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

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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.

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might bring inquiries. Better write for rates to

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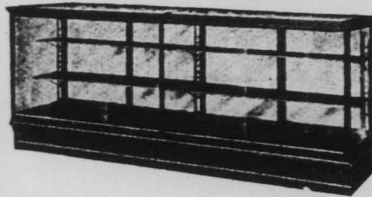


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The best show case
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No. 100.

This case is finished in golden oak—Beveled plate top.
—Shipped K.D.—

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THE Elgin National Coffee Mills

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ELGIN NATIONAL has steel
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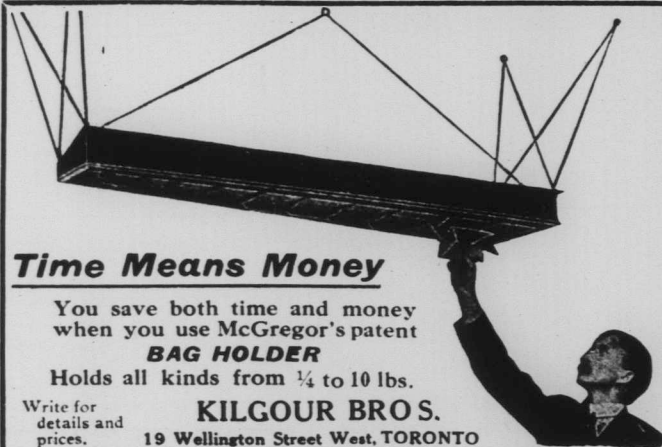
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ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



Time Means Money

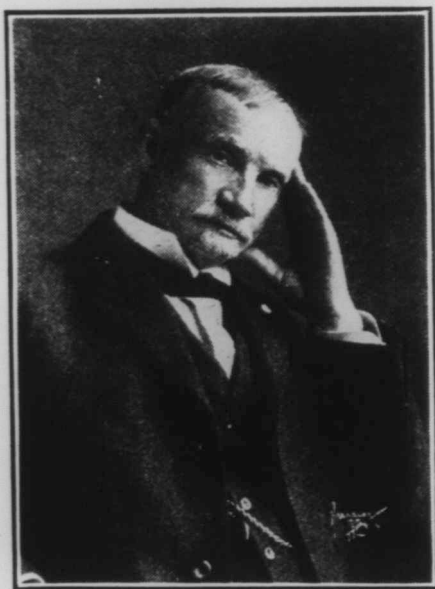
You save both time and money
when you use McGregor's patent
BAG HOLDER

Holds all kinds from ¼ to 10 lbs.

Write for
details and
prices.

KILGOUR BROS.

19 Wellington Street West, TORONTO



THOMAS MARTINDALE
A former Canadian, now a Millionaire Wholesale Grocer
of Philadelphia

"Years ago when I was young and inexperienced in the trade there was only one brand of canned corn focused in the public eye, and that was 'Baker's,' and Baker's corn was then advertised and pushed to the limit. A couple of brands of tomatoes stood out ahead of the rest—the 'Beefsteak' and the 'Quinton.' Of canned peaches, 'Richardson & Robbins' was the most famous; of soap, 'B. T. Babbitt's.' My, but how I used to devour the literature and look at the pictures the Babbitt people used to send out about their soap! Rumford's baking powder was another trade winner, and 'White Rose' baking powder and 'Sea Foam' baking powder. And who doesn't remember the ads, picturing the benefits to be derived from the free use of Hestetter's bitters, of Plantation bitters, and of Helmbold's buchu?"

"But now the very reading of some of these names is like listening to the forgotten strains of an old song which we sang when youth and suppleness made us light of foot and cheerful of mind; when everything was before us

We could add to Mr. Martindale's list the names of some Canadian products, once household words from coast to coast, whose makers relied on their "established position" to hold trade against progressive competitors, who grasped the immense possibilities of advertising and turned it to good account.

"Big capital, a fine reputation, dignity and past history stand for much in business life, but these adjuncts alone will not hold trade without advertising, against the modern, up-to-date concerns who use the potential force of publicity intelligently and persistently."—Thomas Martindale.

and we knew not what our future was to be.

"It is true that some, if not most of the articles enumerated, are still on the market, and no doubt they are as meritorious as of old, but the point is, they have not been kept to the front by the free use of printers' ink. Other manufacturers and packers and wholesale houses and commission houses have entered the field, and in a measure crowded the one-time household standbys to the rear.

"So it must go on. 'Youth must be served' at times, in business as in athletics. Big capital, a fine reputation, dignity and a past history stand for much in business life, but these adjuncts alone will not hold trade without advertising, against the modern, up-to-date concerns who use the potential force of publicity intelligently and persistently."—From an address delivered by Mr. Martindale at a banquet given by the Canadian Club, of London, Ont. His subject was "Advertising: Its Practice and Rewards."

Next week's talk—Tom Murray, a Canadian, who has advertised himself into one of the best retail businesses in Chicago, tells how his purchases are influenced by trade paper advertising.

Diamond
1-lb. tins, 1
1-lb. tins, 3
1-lb. tins, 4
TM
Cases.
4-doz.
3-doz.
1-doz.
3-doz.
4-doz.
1-doz.



CAN
Aylmer

Strawberry
Raspberry
Black curran
Red curran
Raspberry
currant
Raspberry
goosebe
Damson pl
stonele
Greengage
stonele
Gooseberry

Strawberry
Black curran
Raspberry
Other varie
Freight al
with the aw.
White Swa
1-lb. tins,
1-lb.
1-lb.



Cook

No. 1, 1 lb.,
No. 2, 5-oz.,
No. 3, 21-oz.,
No. 10, 12-oz.,
No. 2, 1-oz.

No. 13, 1-lb.,
" 14, 8-oz.,
" 15, 4-oz.,
" 16, 2 1/2 lb.,
" 17, 5 lbs.



QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder
W. H. GILLARD & CO.

Diamond—
1-lb. tins, 3 doz. in case \$2 00
1-lb. tins, 3 " " " " " " 1 25
1-lb. tins, 4 " " " " " " 0 75

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

MAGIC BAKING POWDER

Cases. Sizes. Per doz.
6 doz. 5c. \$0 40
4 " 4-oz. 0 60
4 " 6 " 0 75
4 " 8 " 0 95
2 " 12 " 1 40
2 " 12 " 1 45
2 " 16 " 1 70
1 " 2-lb. 4 10
1 " 2 " 7 80
2 " 1 " Per case
1 " 12 " \$4 55

ROYAL BAKING POWDER

Cases. Sizes. Per doz.
6 doz. 5c. \$0 40
4 " 4-oz. 0 60
4 " 6 " 0 75
4 " 8 " 0 95
2 " 12 " 1 40
2 " 12 " 1 45
2 " 16 " 1 70
1 " 2-lb. 4 10
1 " 2 " 7 80
2 " 1 " Per case
1 " 12 " \$4 55

CANADIAN CANNERS, LIMITED

Aylmer Jams Peach 1 80
Per doz. Pear 1 70
Strawberry 1 90
Raspberry 1 90
Black currant 1 80
Red currant 1 80
Raspberry & red currant 1 80
Raspberry and gooseberry 1 80
Damson plum, stoneless 1 70
Greengage plum, stoneless 1 70
Gooseberry 1 80
Pure Preserves Bulk, 5s & 7s per lb. 14s & 30s per lb.
Strawberry 0 11
Black currant 0 11
Raspberry 0 11
Other varieties 0 09

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Baking Powder—
1-lb. tins, 3-doz. in case, per doz. 2 00
1-lb. " " " " " " 1 25
1-lb. " " " " " " 0 75

COOK'S FRIEND BAKING POWDER

BREAD PANCAKES, PIE CRUST, OTHER PASTRY

PREPARED BY CHEMISTS AND ANALYSTS

Cook's Friend Baking Powder

In Cartoons per dozen
No. 1, 1 lb., 4 dozen 2 41
" 2 " " " " " 2 50
No. 2, 5-oz., 6 dozen 0 81
No. 3, 2 1/2-oz., 4 dozen 0 85
No. 10, 12-oz., 4 dozen 2 10
No. 2, 4-oz., 6 dozen 0 74
" 3 " " " " " 0 75

In Tin Boxes per dozen
No. 13, 1-lb., 2 dozen 3 00
" 14, 8-oz., 3 " " " " " 1 75
" 15, 4-oz., 4 " " " " " 1 10
" 16, 2 1/2-oz., 6 " " " " " 7 25
" 17, 5 lbs. 14 00

Cereals

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Breakfast Food, 3-doz. in case, per case, \$3 00
The King's Food, 2-doz. in case, per case, \$4 80
White Swan Barley Crispe, per doz. \$1
White Swan Self-rising Buckwheat Flour, Per doz. \$1 00
White Swan Self-rising Pancake Flour, per doz., \$1.00

White Swan Wheat Kernels, per doz. \$1 40
White Swan Flaked Rice, per doz. 1 00
White Swan Flaked Peas, per doz. 1 00

Blue
Keen's Oxford, per lb. 0 17
In 10-box lots or case 0 15
Gillett's Mammoth, 1/2 gross box 2 00

Chocolates and Cocoas
THE COWAN CO., LIMITED

COCAO

Perfection, 1-lb. tins, per doz. \$4 50
Perfection, 1/2-lb. per doz. 2 40
Perfection, 1/4-lb. per doz. 1 30
Perfection, 1/8 size 0 90
5-lb. tins 0 37
Solu le, bulk, No. 1, per lb. 0 20
Solu le, bulk, No. 2, per lb. 0 18

London Pearl, per lb. 0 22
special quotations or Cocoas in bulk, kegs, etc.

Unsweetened Chocolate—
Plain Rock, 2 1/2 & 3 1/2, cases, 12-lb. boxes, per dozen 0 30
Perfection chocolate, 10c size, 2 dozen boxes, per dozen 1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen 0 90

Queen's Dessert, 1/2 & 1/4, 12-lb. boxes, per lb. 0 30
Queen's Dessert, 6s, 12-lb. boxes 0 40
Vanilla, 2-lb., 12-lb. boxes, per lb. 0 35
Parisian, 8s. 0 30
Royal Navy, 1/2 & 1/4, boxes, per lb. 0 30
Diamond, 7s, 12-lb. boxes, per lb. 0 24
1/2 " " " " " " 0 25
1 " " " " " " " 0 28

Ingredients for cake—
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in 1-lb. pkgs., 2-doz. in box, per dozen 0 90

CONFECTIONS

Per lb.
Milk chocolate wafers, 5-lb. boxes 0 36
Chocolate wafers, No. 1, 5-lb. boxes 0 30
Chocolate wafers, No. 2, " " 0 25
Nonpareil wafers, No. 1, " " 0 30
Nonpareil wafers, No. 2, " " 0 25
Chocolate ginger, 5-lb. boxes 0 30
Milk chocolate, 5c bundles, per box 1 30
Milk chocolate, 3c cakes, per box 1 35

BEESDORF'S COCOA
A. F. MacLaren, Imperial Cheese Co., Limited, Agents, Toronto.

10c. ins, 4 doz. to case, per doz. \$ 90
1 " " " " " " " 2 40
1 " " " " " " " 4 75
1 " " " " " " " 9 00

EPSS.
Agents, C. E. Colson & Son, Montreal.
in 1/2, 1 and 1-lb. tins, 14-lb. boxes, per lb. 0 35
5 smaller quantities 0 57

JOHN F. MOTT & CO., P.
R. V. Mendes, Agent, Euro U., Arthur M. Louche, Ottawa.
J. A. Taylor, Montreal.
Jos. E. Huxley, Winnipeg.
R. J. Bedlington & Co., Calgary, Alta.
Standard Brokerage Co., Vancouver, B.C.

MOTT'S DIAMOND CHOCOLATE

Elite, 10c size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c. size 90 per dz.
" breakfast cocoa, 1/2 lb. 0 38
" " " " " " " 0 38
" No. 1 chocolate, 1/2 lb. 0 32
" Navy " " " " " 0 29
" Vanilla sticks, per gross 1 00
" Diamond chocolate, 1/2 lb. 0 24
" Plain choice chocolate liquors 0 32
" Sweet Chocolate Coatings 0 20

WALTER BAKER & CO., LIMITED. Per lb.
Premium No. 1 chocolate, 1/2 and 1-lb. cakes 0 38
Breakfast cocoa, 1-1/2, 1/2, 1 & 5-lb. tins 0 41
German Sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes 0 38
Caracas Sweet chocolate, 1/2 and 1-lb. cakes, 6-lb. boxes 0 35
Auto Sweet chocolate, 1-1/2 lb. cakes, 3 and 6 lb. boxes 0 35
Vanilla Sweet chocolate, 1-1/2 lb. cakes 6-lb. tins. 0 47
Soluble cocoa (hot or cold soda) 1-lb. tins. 0 38
Cracked cocoa, 1-lb. pkgs., 6-lb. bags 0 34
Caracas tablets, 100 bundles, tied 5s, per box 3 00

The above quotations are f.o.b. Montreal

Cocoanut.
CANADIAN COCOANUT CO., MONTREAL.
Packages—5c, 10c, 20 and 40c. packages packed in 15 lb. and 30 lb. cases. Per lb.
1 lb. packages 0 26
1 lb. " " " " " " 0 27
1 lb. " " " " " " 0 28
1 lb. " " " " " " 0 29
1 lb. " " " " " " 0 27
1 lb. " " " " " " 0 27
1 lb. packages assorted 5 lb. boxes 0 25
1 lb. " " " " " " 0 25
1 lb. " " " " " " 0 25

Bulk—
In 15 boxes. 15 lb. pails and 10, 15 and 20 lb. boxes.
White Moss, fine strip 0 19
Best Shredded 0 16
Special Shred 0 17
Ribbon 0 17
Macaroon 0 17
Decicated 0 16
White Moss in 5 and 10 lb. square tins. 21c.

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Coconut—
Featherstrip, pails 0 16
Shredded 0 15
In packages 5 lbs. & 10 lbs. 0 28

CONDENSED MILK
BORDEN'S CONDENSED MILK CO.
Wm. H. Dunn, Agent, Montreal & Toronto.

Eagle Brand Condensed Milk 86 00 1 50
Gold Seal Condensed Milk 4 25 1 10
Challenge Condensed Milk 4 00 1 00
Peerless Brand Evaporated Cream five cent size (4 dozen) 2 00 0 50
Peerless Brand Evaporated Cream family size 3 50 0 90
Peerless Brand Evaporated Cream pint size (4 dozen) 4 80 1 20
Peerless Brand Evaporated Cream hotel size 3 70 1 85



TRURO CONDENSED MILK CO., LIMITED.
"Jersey" brand evaporated cream per case (4 doz.) \$4 00
"Reindeer" brand per case (4 doz.) 5 10



COFFEES.
EBY, BLAIN CO. LIMITED.
Standard Coffees.
Roasted whole or ground. Packed in damp-proof bags and tins.

Club House 0 32
Nectar 0 30
Duchess 0 28
Ambrosia 0 25
Plantation 0 22
Fancy Bourbon 0 20
Bourbon 0 18
Crushed Java and Mocha, whole 0 17
ground 0 17
Golden Rio 0 14

Package Coffees
Gold Medal, 1 and 2 lb. tins, whole or ground 0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jar, ground 0 30
German Mandelon, 1/2 and 1 lb. tins, ground 0 22
English Breakfast, 1 lb. tins, ground 0 18

WHITE SWAN SPICES AND CEREALS LTD.
White Swan Blend.

MOCCA & JAVA COFFEE

1-lb. decorated tins, 32c. lb
Mo-Ja, 1-lb. tins 30c. lb.
Mo-Ja, 1-lb. tins 28c. lb.
Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epiceures—1-lb. fancy glass jars, per doz., \$3.50.
Cafe l'Aromatique—1-lb. amber glass jars, per doz., \$4.
Presentation with 3 tumblers, \$10 per doz.

THOMAS WOOD & CO.
"Gilt Edge" in 1 lb. tins. 0 33
"Gilt Edge" in 2 lb. tins. 0 32
Canadian Souvenir 1 lb. fancy lithographed canisters 0 30

Cheese—Imperial
Large size jars, per doz 8 25

Medium size jars, per doz. 4 50
Small size jars, per doz. 2 40
Individual size jars, per doz. 1 90

Imperial holder—
Large size, doz. 18 00
Med. size " 17 00
Small size " 12 00

Roquefort—
Large size, doz. 2 40
Small size, " 1 40

Confections
THE COWAN CO., LTD.
Cream Bars, 50s, assorted flavors, box 1 80
Milk Chocolate Sticks, 36 in box 1 35
10c cakes, 36 in box 2 35
Chocolate Wafers No. 1, 5-lb. boxes, lb. No. 2. 0 25
Maple Buds 5-lb. boxes, lb. 0 36
Nut Milk Chocolate, 1/2 lb. cakes, 12 lb. box, lb. 0 40

These prices are F.O.B. Toronto.

MACLAREN'S IMPERIAL CHEESE CO. LTD.
Imperial Peanut Butter "Bobs," the Perfect Confectionery.

Large size, cases, 25 cartons. \$3.50 each
Small " " " " " " 3 60
Assorted, cases, 25 small, 12 large 3 55
Net 30 days.

Coupon Books—Allison's
For sale in Canada by The Ely Blain Co Ltd. Toronto. C. O. Beauchemin & Fils Montreal \$2, \$3, \$5, \$10, \$15 and \$20.
All same price one size or assorted.

UN-NUMBERED
Under 100 books. each 04
100 books and over. each 03
500 books to 1000 books. (3)
For numbering cover and each coupon, extra per book 1/4 cent.

Extract of Beef.
LAPORTE, MARTIN & CIE, LTD.
"Vita" Pasteurized Extract of Beef. Per case.
Bottles 1-oz., case of 3 doz. \$3 20
" 2 " " " " " " 3 00
" 4 " " " " " " " 4 50
" 20 " " " " " " " 4 75
" 20 " " " " " " " 9 00

Infants' Food.
Robinson's patent barley 1-lb. tins \$1 25
" " " " " " " 2 25
" " " " " " " 1 25
" " " " " " " 2 25

"Mephisto" and "Purity" Canned Lobsters.



Flavoring Extracts
SHIRRIFF'S
1 oz. (all flavors) doz. 1 00
2 " " " " " " 1 75
3 " " " " " " 2 00
4 " " " " " " 3 00
5 " " " " " " 3 75
8 " " " " " " 5 50
16 " " " " " " 10 00
32 " " " " " " 18 00

Discounts on application.

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO
Tru milk, full cream, per case (4 doz.) 1 lb. tins. 4 80
Milkstock (cooking milk), per case (4 doz.) 1/2 lb. tins. 4 80

Jams and Jellies.
BATON'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Ladangme, Montreal and Toronto.
1-lb. glass jar, screw top, 4 doz., per doz 2 20

Compound Fruit Jams—
12-oz. glass jars, 3 doz. in case, per doz. \$1 00
2-lb. tins, 3 doz. in case. per doz. 0 07
5 and 7-lb. tin pails, 8 and 9 pails in crate. per doz. 0 07
7 wood pails, 6 pails in crate, per lb. 0 07
30-lb. wood pails 0 06

Compound Fruit Jellies—
12-oz. glass jars, 3 doz. in case, per doz. 1 00
1-lb. tins, 3 doz. in case per lb. 0 07
1/2 wood pails, 6 pails in crate, per lb. 0 07

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

SOMETHING NEW

And what is more important "Something Good"

DOMELINE

Simply the genuine old reliable James Dome Black Lead in **PASTE FORM**. Put up in a very attractive tin, makes a big 5 cent package. Shines up clean and quick, leaving a lasting, brilliant polish. Pays a good profit.

W. G. A. LAMBE & CO. - Canadian Agents.

BLACK JACK
QUICK, CLEAN, HANDY

TRY IT.

SOLD BY ALL JOBBERS

$\frac{3}{4}$ -lb. tins—3 doz. in case.

"VOL-PEEK"
GRANITE CEMENT

Mends leaks and holes in every kind of kitchen utensil.

Made from pure, harmless and non-poisonous ingredients

Quick seller. Large profits.

Send for trial lot.

H. NAGLE & COMPANY
LAPRAIRIE, QUE.

Think it Over!

Isn't it worth while to handle a line that the women want? Such a line is

BLACK KNIGHT STOVE POLISH

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease'.

Moreover there's a 'worth while' margin of profit for you in selling "Black Knight".

F. F. Dalley Co., Limited HAMILTON, CANADA
BUFFALO, N.Y.

MAF

cr. lay

with wood
Pure assort
dozen in

IMP



Asso
MacLar-n



Assorted C
Assorted C
Lemon
Orange
Raspberry
Strawberry
Chocolate
Cherry
Peach
Weight, 8 lb

The GENU



Pric
Less than 5
Five cases c

MAHIQUES, DOMENECH & CO.

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

cr. layers. Selected. Fine off stalk.

Ask for these brands
 when buying

Valencia Raisins

They are recognized standards and leaders in the market.

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

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

ROSE & LAFLAMME, LIMITED
 AGENTS
 MONTREAL AND TORONTO

"José Segalerva"

on a package containing

Malaga Table Raisins
 Malaga Loose Muscatels
 Jordan Shelled Almonds
 Valencia Shelled Almonds

signifies that the box contains Spain's highest quality fruit or nuts.

AGENTS:

Rose & Laflamme, Ltd.
 Montreal
 Toronto

20 lb. wood pails 9.00
 Pure assorted jam, 1 lb. glass jars, two dozen in case 1.75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.
 MacLaren Imperial Cheese Co. Limited.



Assorted Case, Contains 4 doz. \$3.60
 Assorted Case, Contains 2 doz. \$1.80
 Lemon (Straight) Contains 2 doz. \$1.80
 Orange (Straight) Contains 2 doz. \$1.80
 Raspberry (Straight) Contains 2 doz. \$1.80
 Strawberry (Straight) Contains 2 doz. \$1.80
 Chocolate (Straight) Contains 2 doz. \$1.80
 Cherry (Straight) Contains 2 doz. \$1.80
 Peach (Straight) Contains 2 doz. \$1.80
 Weight, 8 lbs. to case. Freight rate, 3rd class

Soap

The GENUINE. Packed 100 Bars to case.



Prices—Ontario and Quebec:
 Less than 5 cases \$5.00
 Five cases or more 4.95



THE ROBERT GREIG COMPANY.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.
 Shirriff's (all flavors), per doz.
 Discounts on application.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

7 tierces... \$0.12
 4-bbls. ... 0.12
 Tube, 60 lbs. 0.12
 20-lb. Pails. 2.50
 20-lb. tins.. 2.49
 Cases 5-lb.. 0.13
 " 5-lb.. 0.12
 " 10-lb.. 0.12



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces .. 0.11 1/2
 Tubs .. 0.11
 20-lb. pails. .. 12
 20-lb. tins.. 0.114
 10-lb. " 0.124
 5-lb. " 0.124
 3-lb. " 0.124
 1-lb. cartons 124

Licorice

NATIONAL LICORICE CO.
 5-lb. boxes, wood or paper, per lb. \$0.40
 Fancy boxes (36 or 50 sticks), per box... 1.25
 " Ringed" 5-lb. boxes, per lb. 0.40
 "Acme" pellets, 5-lb. cans, per can ... 2.00
 (fancy boxes, 40) per box 1.50
 Tar licorice and tolu wafers, 5-lb. cans, per can..... 2.00

Licorice lozenges, 4-lb. glass jars..... 1.75
 " 20 5-lb. cans..... 1.50
 "Purity" licorice, 10 sticks..... 1.45
 " 100 sticks..... 0.75
 Dule, large cent sticks, 100 in box.....

Lye (Concentrated)

GILLET'S PERFUMED Per case
 1 case of 4 dozen \$3.50
 3 cases of 4 dozen 3.50
 5 cases or more 3.40

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 doz. case per doz \$1.00
 16-oz. glass jar, 2 doz. in case 1.40
 In 5 and 7-lb. tins and 7-lb. pails, per lb. 0.07
 Pint Sealers (24 oz. 1.1 d. z in case, per dozen 2.00

SHIRRIFF BRAND

"Imperial Scotch"—
 1-lb. glass, doz. 1.55
 2-lb. " " 2.80
 4-lb. tins, " 4.85
 7-lb. " " 7.35
 "Shredded"—
 1-lb. glass, doz. 1.90
 2-lb. " " 3.10
 7-lb. tins, " 8.25



SPRATT'S PRICE LIST
 Mixed Bird Seeds, 1-lb. pkts., 3 dozen cases per doz \$0.95
 Parrot Food, 1 lb. pkts., 1 doz cartons 0.45
 Parrot Food, 2-lb. pkts. 1.35
 Bird Cage Sand, about 1 1/2-lb. bags, 1-gross cases, per doz. 0.30
 Bird Cage Grit, about 1 1/2-lb. bags, 1-gross cases, per doz. 0.30

Mince Meat

Wethy's condensed, per gross, net. \$12.00
 per case of 3 dozen, net. 3.00



ST. CHARLES CONDENSED CO.

PRICES:
 St. Charles Cream—family size, per case \$3.50
 Ditto, h. tel. 3.70
 Silver Cow Milk 4.55
 Purity Milk 4.25
 Good Luck 4.00

Mustard

COLMAN'S OR KEEN'S
 D.S.F. 4-lb. tins..... per doz. \$ 1.40
 " 1-lb. tins..... " 2.50
 Durham 4-lb. jar..... per jar 0.75
 " 1-lb. jar..... " 0.25
 F.D. 1-lb. tins..... per doz. 0.85
 " 1-lb. tins..... " 1.45

Olive Oil

LAPORTE, MARTIN & CIE., LTD.
 Minerva Brand—
 Minerva, qts. 12's \$ 5.75
 " pts. 24's 6.50
 " qts. 24's 4.25

Sauces

PATERSON'S WORCESTER SAUCE
 Agents, Rose & Laflamme, Montreal and Toronto
 4-pint bottles, 3 & 6 doz., per doz. 0.90
 pint 3 doz. 1.75

Soda

COW BRAND
 Case of 1-lb. containing 60 packages, per box, \$3.00
 Case of 1-lb. containing 120 pkgs. per box \$3.00
 Case of 1-lb. and 1 1/2-lb. containing 30 1-lb. and 60 1/2-lb. pkts. per box \$3.00
 Case of 5c. pkgs. containing 96 pkgs. per box, \$3.00
 MAGIC BRAND Per case
 No. 1, cases 60 1-lb. packages..... \$ 2.75
 No. 2, " 120 1-lb. " 2.75
 No. 3, " 30 1-lb. " 2.75
 No. 4, " 60 1-lb. " 2.75
 No. 5 Magic soda—cases 100—10-oz. pkgs. 1 case 2.85
 5 cases 2.75

Tell your Doggy Customers that you Stock
Spratt's ^{MEAT} **"FIBRINE"** Dog Cakes

Your Jobber can supply. **It means More Business.** Packed in all Sizes.

MAY WE SEND OUR ILLUSTRATED LIST?

Write **SPRATT'S Patent Ltd., London, Eng.** Canadian Branch . 13 St. Therese Street, St. Gabriel's, Montreal.

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.,
 Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Black-
 berries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
 "Bottom Like The Top"

Write for Samples

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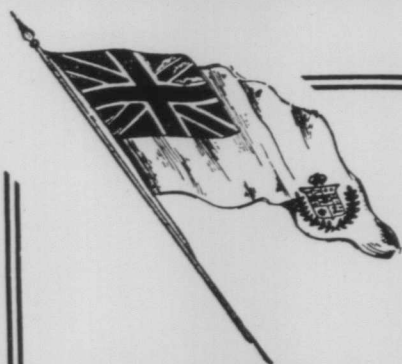
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